

Case Study: Max Life Insurance

Max Life Insurance Increased Non-Brand SEO Traffic by +474%

Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

Approach

- Technical SEO to consolidate multiple domains competing for the same keywords
- Leverage enterprise content marketing to drive SEO rankings
- On-Page content creation including product and FAQs

Tools Used



474%

Increase in Non-Brand SEO traffic

303%

Increase in Non-Brand Clicks

87%

YOY Increase in Organic SEO Sessions

247%

Increase in keywords ranking in Top 5

200%

Increase in keywords ranking in Top 10

