



# CASE STUDY:

**INDUSTRY:** Insurance Public Adjuster Company

**COMPANY:** Florida Insurance Public Adjuster

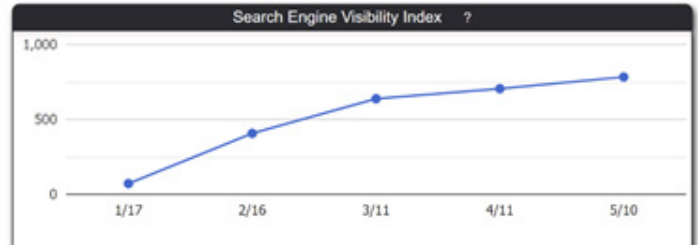
**DATE:** 5/10/22

**CLIENT GOALS:** Boost rankings nationally in order to generate more organic leads for their Insurance Public Adjuster business in Florida.

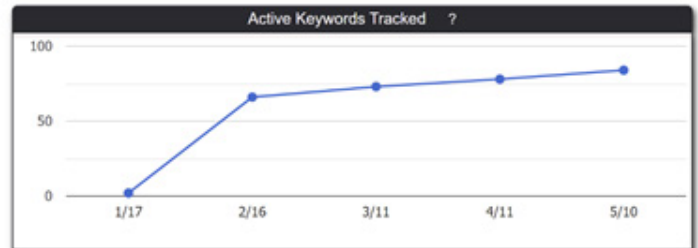
## CLIENT RESULTS:

Total keyword rankings increased by 135. From 01/2022 through 05/2022 Search Engine Visibility Index increased from 72 to 783, and Active Keywords went from 2 to 84.

General Report Statistics	
Report Date	5/10/2022
Domains Scanned	1
Keywords Analyzed	84
Ranking Check Depth	23
Engine Analyzed	Google
Geographic Target	Local
Baseline Report Date	1/17
Baseline Keyword Count	2
Services	SEO



Visibility Statistics	
#1 Keyword Rankings	7
Top 5 Keyword Rankings	18
First Page Keyword Rankings	21
Rankings in the First Two Pages	24
Ranking that Improved	9
Rankings that Declined	5
Rankings that Stayed the Same	10
<b>Total Rankings Gained/Lost</b>	<b>+135</b>



## HOW WE DID IT:

### Technical SEO

- Inline Source Code NOINDEX check (prevents pages from being crawled and tricky to identify)
- Site Load Evaluation (test site speed, SSL, mobile, redirects)
- Compromized Site Evaluation (hacked, virus, broken)
- SEO Work Integrity Evaluation (was SEO work removed or altered?)

## CASE STUDY:



- SiteMap Refresh (clean SiteMap rebuild and resubmission if updated)
- SiteMap Integrity (is XML properly rendering?)
- Addition of schema.org structured data markup in Google-recommended JSON-LD format.
- Search Console GoogleBot Fetch Evaluation (is website rendered properly by Google?)
- Search Console Security Evaluation (did Google identify website security issues?)
- Search Console Crawl Error Evaluation (is Google crawling all pages successfully?)
- Search Console Crawl Speed Evaluation (does Google load pages quickly?)
- Search Console Alerts Evaluation (did Google identify a moderate or severe website issue?)
- Search Console Site Traffic & Ranking Evaluation (search ranking and traffic trends)
- Search Console Keyword Collection and Review (collection of active search phrase rankings for reporting purposes)

### **Off-Site SEO**

- Google My Business Live Listing Review
- Inbound Link Volume (monitoring inbound link growth and loss of key links)
- Geographic Targeting Review (local [city, state], national, international)
- Google My Business Review Monitoring: Have new reviews been generated?
- Google Analytics Review

## CASE STUDY:



- Inbound Link Health Check
- Search Engine Crawling (delisted by a major search engine?)
- Search Engine Submissions (beyond Google and Bing)

### **On-Site SEO**

- Content Optimization Effectiveness Evaluation
- Search Engine Visibility Evaluation (did search visibility increase over prior month?)
- Keyword Volume Check (did volume of ranked keywords increase over prior month?)
- Google Search Algorithm Evaluation (will search algorithm changes impact the website?)
- Keyword Targeting Evaluation (do keywords reflect products/services?)
- Keyword Geo-Targeting Evaluation (opportunities to expand to new cities or states)
- Devalued Content Evaluation (identification of content that Google weighs lightly or ignores)
- Nurturing up-and-coming rankings (low hanging fruit)