

Digital Case Study

From Stagnation to Success:

How a Website Revamp and SEO Optimisation Transformed Lead Generation

Insurance Industry



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Executive Summary

The Client faced a stagnant online presence, with low visibility on Google and a website that failed to generate leads. With an ambitious goal of acquiring 15 to 20 new clients per month, Client needed a strategic digital transformation.

Through a website revamp and targeted SEO strategy, Client saw a 1,433% increase in Page 1 rankings, a 150% rise in organic search traffic, and a 3,900% surge in conversions. Additionally, website engagement increased by 860%, and the domain authority improved by 10 points, solidifying Client's credibility in the market.

These results directly contributed to meeting revenue goals and securing a steady pipeline of high-quality leads.

Background



Industry:

Short-Term Insurance Brokerage



Target Audience:

Tailored insurance solutions for property managers, medical professionals, and high-net-worth individuals, including body corporates, doctors, surgeons, lawyers, investors, and entrepreneurs.



Campaign Duration:

6 Months +



Business Model:

Business to Business (B2B) &
Business to Consumer (B2C)



Location:

Eastern Cape, with plans to expand to a
National footprint across South Africa



Challenges

Client struggled with an outdated website and low online visibility, making it difficult to attract new clients.

- Client had only 1% Share of Voice, ranking for 11 keywords with just 90 monthly searches.
- The website had a 34% on-page SEO score and poor mobile performance (28%).
- The domain authority was 10/100, limiting its ability to rank competitively.



Key Issues Included:



Low Traffic & Visibility

Minimal traffic and lead generation from the website.



High Competition

Strong competition from direct insurers like Outsurance and Dial Direct.



Lack of Brand Awareness

Lack of brand awareness in target markets beyond the Western Cape



Limited Reporting & Measurement

Limited digital reporting to track marketing efforts and ROI.



Solution

1 Market & Competitive Research:

- Extensive research to validate online competitors and identify market threats.
- Deep dive into industry trends and potential growth opportunities.
- Persona development and keyword research to find gaps and opportunities.

2 Website & SEO Audit:

- Analysed website performance, SEO health, and content gaps.
- Identified major usability, structure, and speed issues.
- Determined that a full website revamp was necessary to address market needs.

3 Website Revamp & Content Optimisation:

- Rebuilt the website with a solutions-focused content approach.
- Created extensive Q&A-based content addressing top customer concerns.
- Developed targeted, informative content for key customer segments.

4 SEO Strategy Implementation

- Identified 200 priority SEO target keywords for optimisation with a combined 25,330 searches/month.
- Addressed on-page SEO, technical fixes, and metadata optimisation.

5 Hybrid SEO & Paid Search for Niche Pillars

- Used minimal paid search for high-priority keywords while the new site gained traction.
- Paid ads complemented organic presence, enhancing trust and authority.
- Drove leads for competitive services, helping to quickly recover website investment through lead generation.



Results



1,433% increase in Page 1
organic ranking visibility.



444% Growth
in searches queries.



150% increase
in organic traffic, making up
50% of all site traffic.



98% Mobile Performance
Mobile performance score
improved from 28%.



860% increase
in website interactions



3,900% increase
in lead conversions, exceeding
expectations.

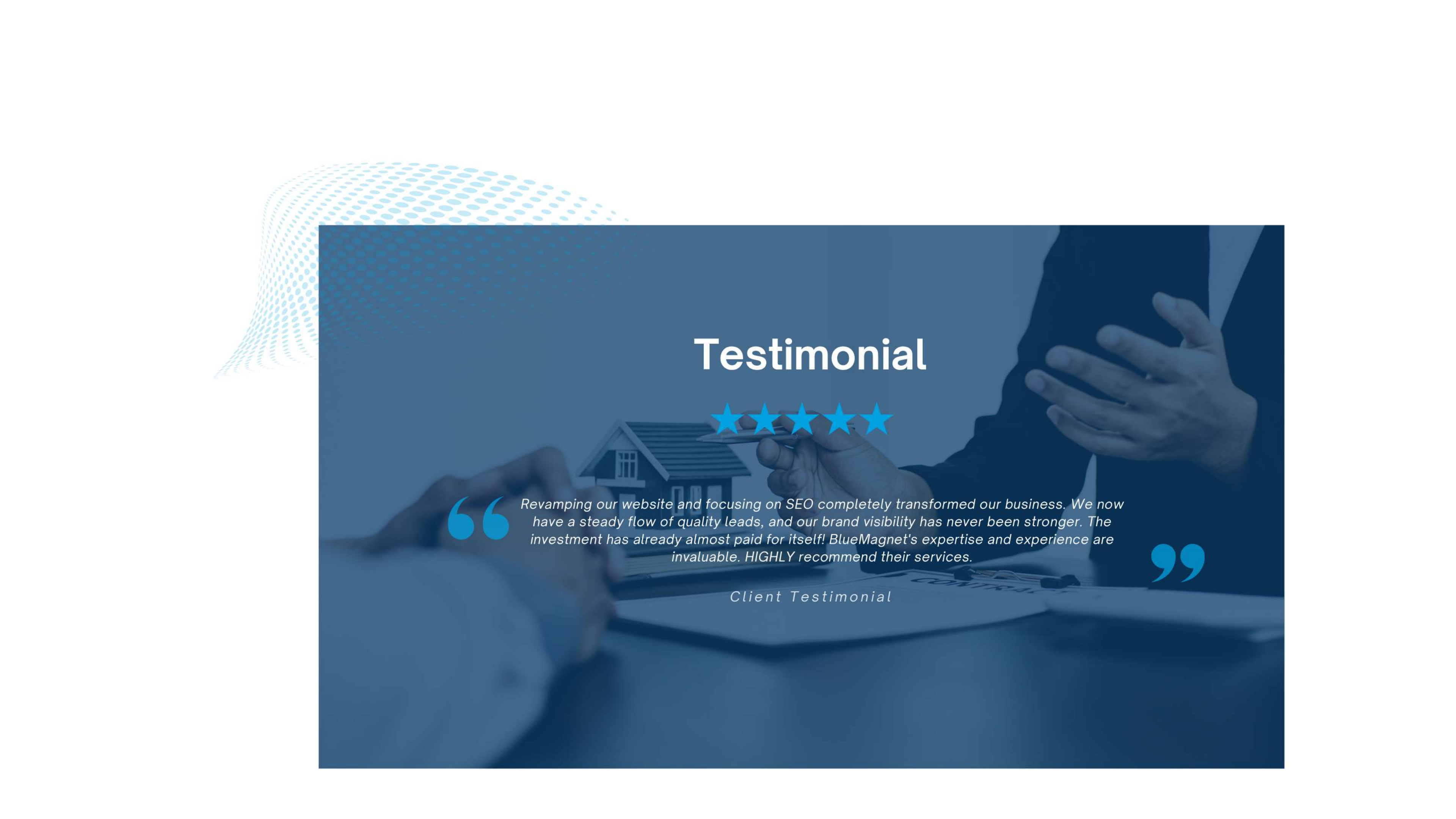


Key Takeaways

This case study highlights how a strategic website revamp and SEO optimisation can drive measurable business growth.

- 1 **A well-optimised website is crucial for converting online visitors into leads.**
- 2 **SEO plays a vital role in improving visibility and attracting high-intent customers.**
- 3 **Strategic reporting and tracking ensure long-term marketing success.**
- 4 **Combining SEO with minimal paid search ensures instant visibility and lead generation while organic rankings gain traction.**





Testimonial



“

Revamping our website and focusing on SEO completely transformed our business. We now have a steady flow of quality leads, and our brand visibility has never been stronger. The investment has already almost paid for itself! BlueMagnet's expertise and experience are invaluable. HIGHLY recommend their services.

”

Client Testimonial



Contact Us



+27 (0) 11 593 3132



info@bluemagnet.co.za



bluemagnet.co.za