

CHILL INSURANCE

We helped this Irish insurance broker appear in position 1 on Google.ie for their most valuable keyword

BACKGROUND

Chill.ie is one of Ireland's leading insurance online brokers, with an ethos of providing the right policy at the right price.

WHAT WE DID | ORGANIC SEARCH (SEO)

HOW WE HELPED

In December 2014, Chill.ie spotted an opportunity to work with Click Consult to further strengthen the brand's online visibility and enhance its organic search and content marketing strategy.

Click Consult's strategy focused on:

- Building upon existing web content to take advantage of [long tail keyword opportunities](#)
- Following link analysis, carrying out [strategic outreach activity](#)



THE RESULTS SO FAR



CAR
INSURANCE



increase from position **13** to **1**



HOME
INSURANCE



increase from position **4** to **2**



BUSINESS
INSURANCE



increase from position **6** to **2**



LIFE
INSURANCE



increase from position **4** to **2**

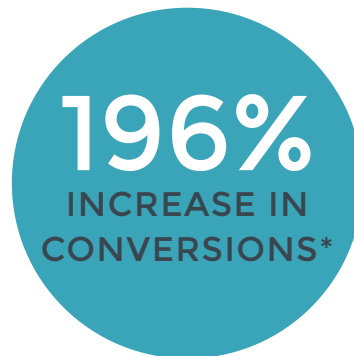


MORTGAGE
PROTECTION
INSURANCE



increase from position **15** to **10**

SESSIONS & CONVERSIONS



*December 2014 - August 2015

CONTINUING OUR SUCCESS

Overall, the improvement in organic traffic allowed Chill.ie to reduce their paid search spend dramatically, with a **cost saving of up to €90,000**.