



HomeLet is one of the UK's largest providers of home and property insurance, especially in the rental and landlord markets. They were striving to become the premier location for securing these finance agreements and, as a result, approached Click Consult to help them with their organic search strategy.

Following a competitive pitch process, HomeLet came with Click Consult on a journey that has not only seen some great results but which has, in truth, surpassed all expectations. The results of this campaign have led to further partnerships and extra workflow across other areas of search marketing. Overall, the partnership has gone from strength to strength.

HOW WE HELPED

When HomeLet approached Click Consult they did so with ambitions to not only grow their online visibility but also their ranking for some of the keyword terms within their industry.

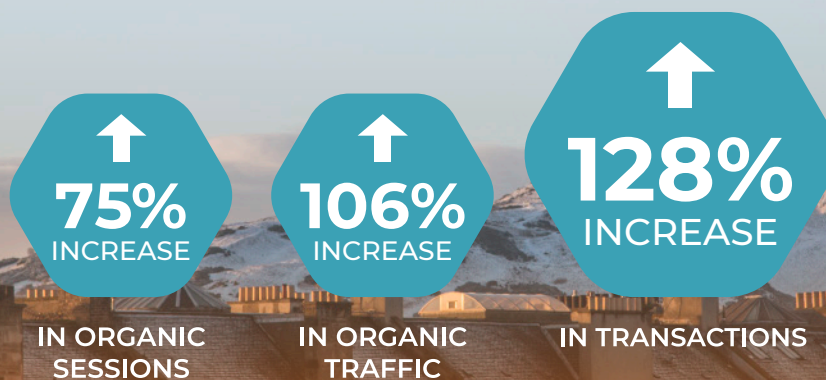
Knowing that this was going to be a challenge due to the competitive nature of the finance and insurance markets, we embraced it and dedicated every effort to help them increase visibility, rankings on SERPs and the number of organic links to their website. If we did this we knew that there would be an increase in sessions, revenue and ROI – all of which were unspecified but which were critical to the company's growth.

The assets that we would create were as follows:

- A bespoke eBook
- Unique blogger badge linking to HomeLet
- Blogger fact sheet
- Content for blogger support

THE RESULTS

We agreed with HomeLet that our campaign workflow would lead to an improvement of: 15% in organic sessions, 25% in organic traffic, and 50% in transactions. Here's what we delivered.



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Click consider our market and keep our commercial objectives at the heart of what they do. They create effective campaigns that drive results.

HomeLet

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