



How do you grow revenue and improve search visibility in one of the most fiercely competitive markets in the UK?

HomeLet is one of the UK's largest providers of home and property insurance, 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 began a journey with Click Consult that has not only seen some great results but which has, in truth, surpassed all expectations.

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 helping 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.

Strategy & tactics

HomeLet wanted to increase their branded audience by 50% in terms of organic sessions YoY. We smashed this target by creating the following:

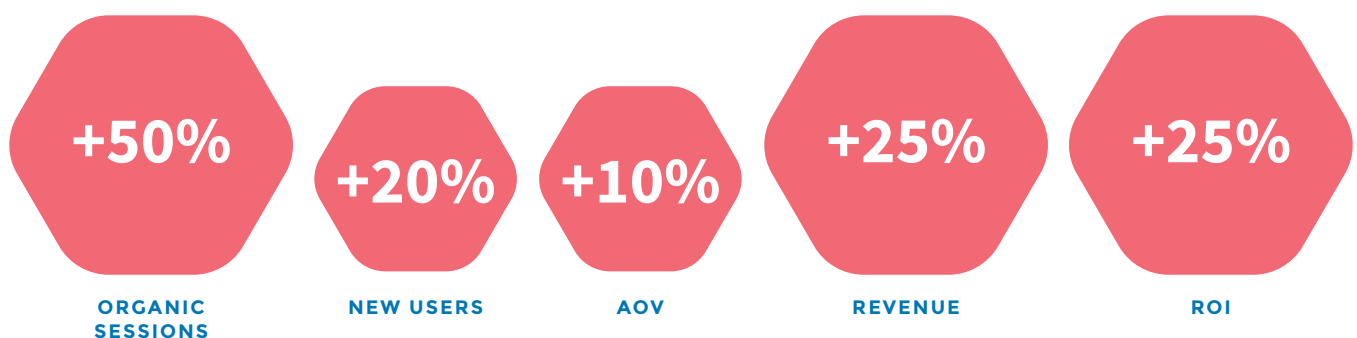
- A bespoke eBook
- Unique blogger badge linking to HomeLet
- Blogger fact sheet
- Content for blogger support

From an SEO perspective the strategy consisted of:

- A full site audit
- Competitor analysis
- On-page optimisation
- Disavowing 'poor quality/spammy' links
- Extending meta descriptions

Objective(s) & budget

At the start of this campaign we were set some pretty daunting targets. The reason that the targets were so demanding was that brands like Compare the Market and Gocompare were beginning to swallow up vast portions of the market. This was seen as business critical. HomeLet required increases in the following areas:



We shattered all of these targets, elevating HomeLet and ensuring a further partnership. Our work also meant that the visibility of the brand the Domain Authority of their website and their primary keyword rankings increased.

The rationale and relevance for this campaign were very important, and below is how we presented the strategy to the client. We promised to deliver on the following:

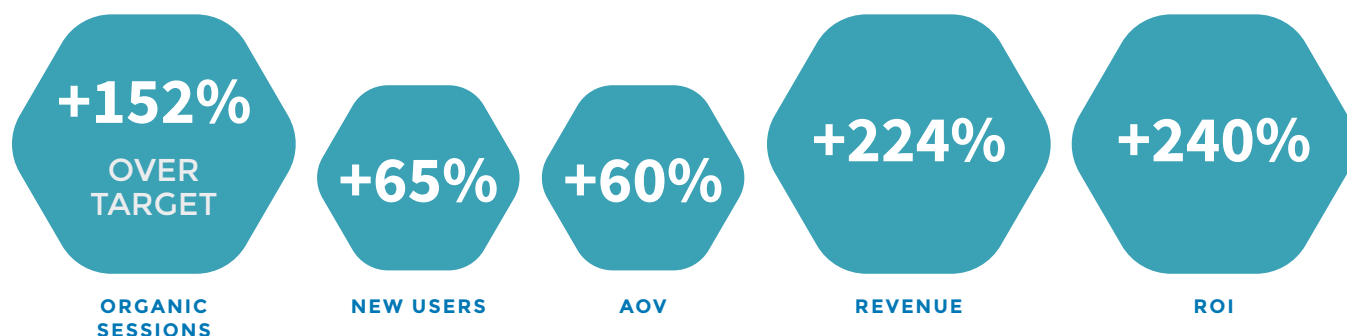
- To develop 20 back links to the home page of the website.
- To target UK bloggers and that the linking pattern would be appropriate to the brand.
- To create bespoke visuals that will be shareable and target appropriate.
- The link building pattern will be natural, with local bloggers and content pertinent to bloggers seasonal interests, priorities and importance thus ensuring it is of greater placement potential.
- The quality of the eBook will be high, as quality is of relevance to links.

RESULTS & EVALUATION

We took on one of our most difficult campaigns and tried to execute a strategy that would dislodge some of the biggest brands in the UK from ranking first in an ultra-competitive market. The below table shows how we improved year-on-year performance in every category.

Metric YoY Difference	
Organic Sessions	+126.1%
New Users	+33.7%
AOV	+16%
Revenue	+86.1%
ROI	+85%
Keywords Pos1-5	+131.25%

The figures highlighted are highly impressive, as are over-delivered figures. We promised a rise in the following areas and we beat all five targets by:



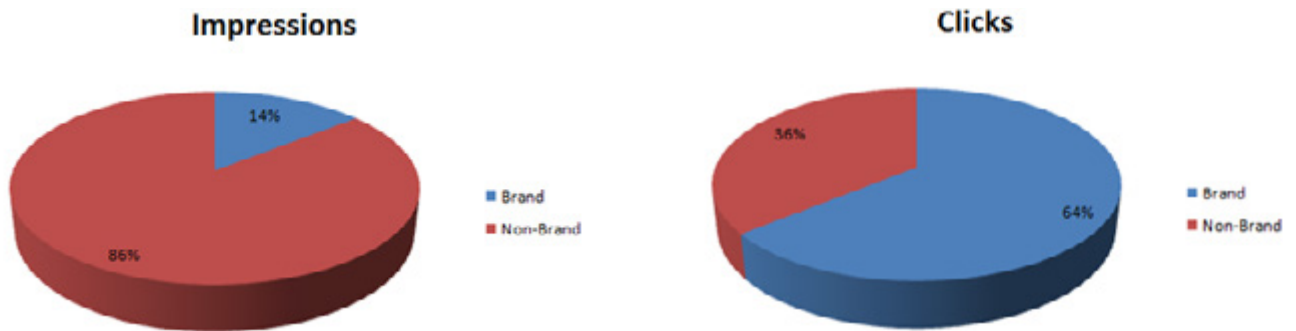
This meant that on average we over delivered on our promises by **148%**



One of the other metrics that we tracked over the duration of the project was the search visibility, the graph above highlights the continual growth over the workflow period. According to the figures that we pulled from Searchmetrics visibility when we took the campaign on had a score of 645 and by the end it was up to 2795, a 333% increase.

When we started this project, the split between the branded and non-branded click through rate was 48% compared to 52% and the number of impressions were split 91% non brand and 9% branded. This was an area that HomeLet wanted to target as they increased their audience. By utilising the bloggers and the assets that we created, as well as social media shares, we knew that it was possible to increase sentiment and loyalty and that people would actively search for HomeLet instead of just generic insurance terms.

Following the first six months of the campaign, the figures were beginning to change and, by the end of the workflow, branded clicks were up to 64% and Impressions were at 14% representing a huge increase.



We also tracked visibility throughout the campaign and following the placement of all links the visibility of the brand started to soar, rising 65% in the final three months of the workflow.

In correlation with the organic traffic that the home page received, there was a similar chart to show how revenue improved. These results had a direct impact on the business and places them in the same bracket as their main competitors, in most cases surpassing them.

The results for this project speak for themselves, we have smashed every target that was asked of us and have successfully placed the brand at the top of their market. This doesn't mean our work is done though, here's what the team at HomeLet had to say:

“

Click considers 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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