



CASE STUDY

Search Berg's comprehensive **SEO strategies helped Western Mass Auto Insurance rank high on the **First page** of Google for 14 industry relevant keywords. They also received **1700 inquiries** from potential customers in less than **90 days.****

A Little About Western Mass Auto Insurance

Western Mass Auto Insurance provides affordable auto, motorcycle, apartment, and home insurance. Their services extend to Indian Orchard and Springfield, Massachusetts. They pride themselves on providing efficient customer service while offering low cost and low down payment insurance services.

With over 50 years of experience and knowledgeable staff that's well-versed in both English and Spanish to cater to local needs, the company aims to deliver personalized attention to help its clients save time and money.

Identifying The Performance Gaps

Before working with Search Berg, Western Mass Auto Insurance was struggling with an **online presence** as they couldn't get the attention of its target audience.

They only ranked on the first page of Google for **4** keywords, which meant that their website **wasn't ranking high enough** to get clicks by potential customers. Their primary concern was that their services would go unnoticed if their online visibility isn't boosted.

Trying to make their website **rank higher** on industry-specific keywords and to **reach out to the local audience**, Western Mass Auto Insurance turned to Search Berg for help.

The Game Plan

Our strategies revolved around combining SEO activities (like website audit and assessment, keyword research, competitor analysis, business profile listings, etc) and content marketing activities (publishing keywords-rich, engaging and informative content) to increase rankings.

They wanted to rank their website higher for more leads, which would ultimately mean more conversions.



Setting The Stage For Success The Search Berg Way!

After conducting a thorough analysis of their current digital marketing strategy, Search Berg understood that Western Mass Auto Insurance was struggling with customer engagement, which was heavily impacting the demand for their services.

We came up with a comprehensive SEO strategy for them that included:

- ✓ Content marketing through articles and blogs
- ✓ Social media marketing
- ✓ Google My Business Listings optimized for their target locations

The results? See for yourself!

Here's All That We Accomplished

Search Berg's SEO strategy showed results almost immediately!

We created industry-relevant and engaging content for Western Mass Auto Insurance with interesting and attention-grabbing blogs.

Our monthly progress reports showed an improvement in their overall ranking on Google. A few keywords that had no traction had **shot up straight to the top of the first page results.**

Western Mass Auto Insurance was now ranking at the top of Google SERPs for around **14 industry-relevant keywords!**

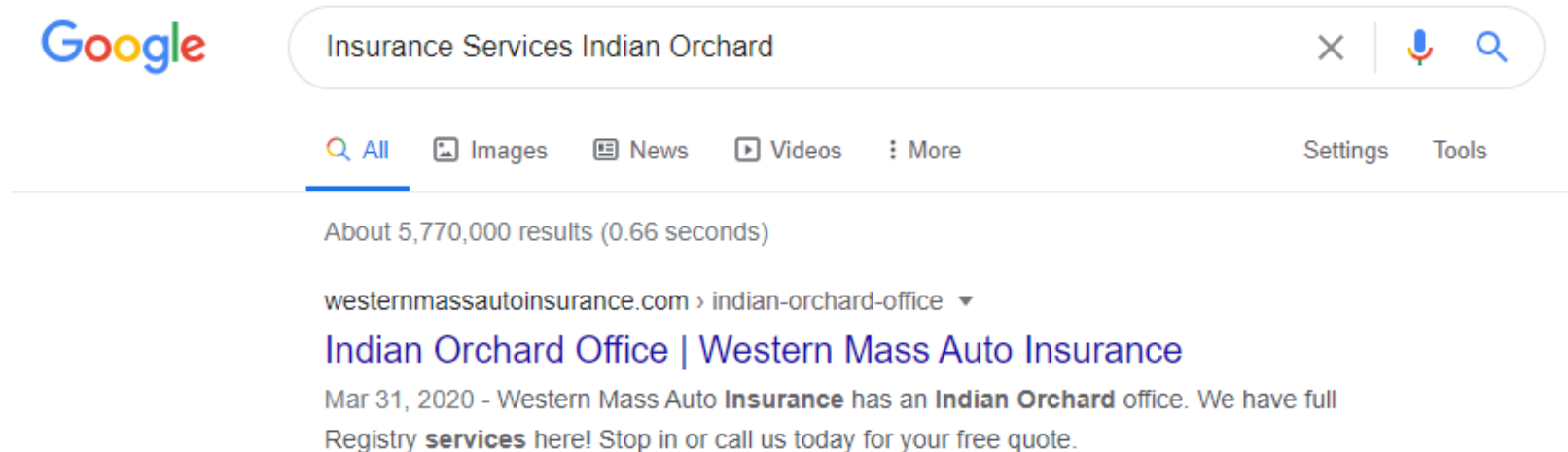
Comparative Analysis Of The Keyword Rankings

The table shows some of these keywords, their ranking before the client came to us, and their ranking after we employed our SEO strategies.

S. No.	Keywords	Rank Before SEO	Rank After SEO
01	Get your car insured Indian Orchard	N/A	1
02	Insurance Services Springfield	N/A	1
03	Local Car Insurance Indian Orchard	2	1
04	Insurance Services Indian Orchard	N/A	1
05	Commercial Van Insurance Springfield	N/A	2
06	Commercial Truck Insurance Indian Orchard, MA	N/A	1

Top Ranking Keywords On Google

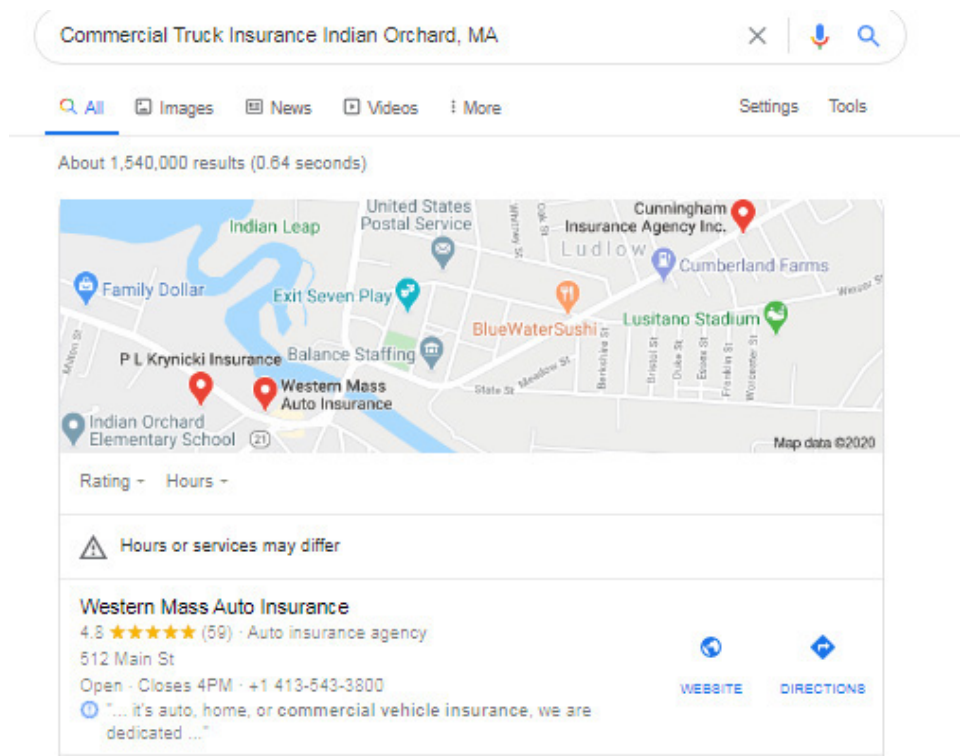
Here's a quick peek at how the high ranking keywords appear on Google's search results...



The screenshot shows a Google search interface. The search bar contains the text "Insurance Services Indian Orchard". Below the search bar, there are navigation links for "All", "Images", "News", "Videos", and "More". The "All" link is selected. To the right of the navigation links are "Settings" and "Tools" links. Below the navigation links, the search results are displayed. The first result is from "westernmassautoinsurance.com" and is titled "Indian Orchard Office | Western Mass Auto Insurance". The snippet for this result reads: "Mar 31, 2020 - Western Mass Auto **Insurance** has an **Indian Orchard** office. We have full Registry **services** here! Stop in or call us today for your free quote."

Top Search Result On Google My Business

The keyword “Commercial Truck Insurance Indian Orchard, MA” yields a local search result.



April 2020



Understanding Home Insurance in Massachusetts

By [Western Mass Auto Insurance](#) | April 20th, 2020 | [blog](#)

Most homeowners think that paying for brick and mortar is enough when it comes to building a home. To create a safe space for your family and children, you also need to invest in safeguarding the home from damage. This is where home insurance comes in.

[...]



Focusing On A Winning Content Marketing Strategy!

We wanted to communicate the client's message in a visually appealing and easy-to-understand way as well, so we focused our SEO services on creating riveting blogs.

From talking about auto insurance basics to assisting new customers with how renter's insurance works, these informative blogs and infographics covered everything.

The combination of our SEO strategy and conversion-boosting services caused a spike in the number of leads generated to their site—resulting in a whopping **29.34 percent** increase in organic traffic!

The blogs still continue to generate traction for the website!

Google My Business Insights For The Springfield Listing

These insights also showed that the client's website appeared on local listings. The Springfield listing appeared in **4,396 searches**. Figure 1 shows these results.

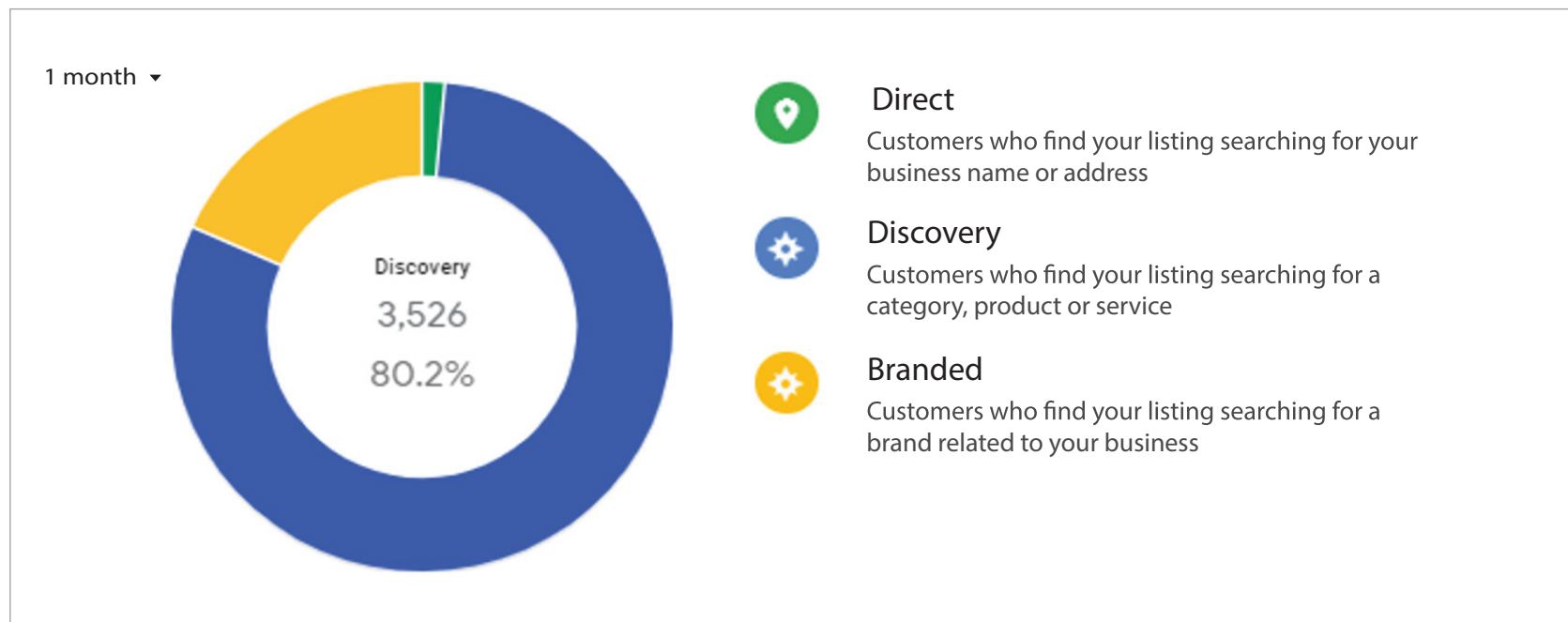
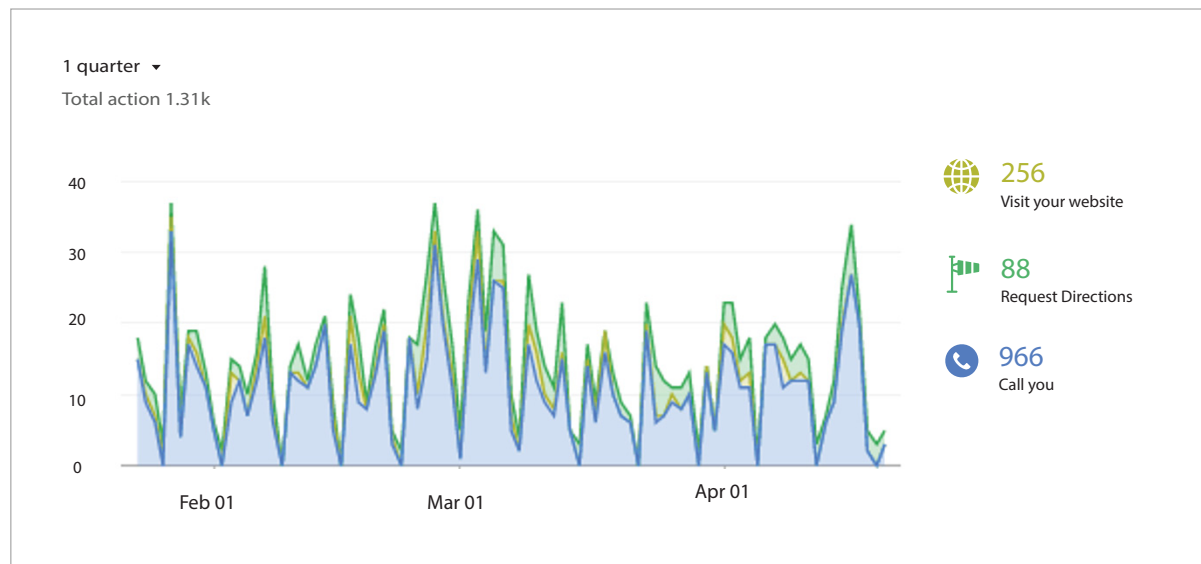


Figure 1: GMB results for the Springfield listing

Leads And Conversions Through The Springfield Listing

These listings generated profitable conversions, as shown in Graph 1.

- **966** people called Western Mass Auto Insurance based on their Springfield listing
- Western Mass Auto Insurance received **88 requests** for directions to their business in Springfield



Graph 1: Customer actions through the Springfield listing

Google My Business Insights For The Indian Orchard Listing

Similarly, the Indian Orchard listing on Google My Business generated similar results for the Western Mass Auto Insurance.

The Indian Orchard listing appeared on **32,267 searches**. Figure 2 shows these results.

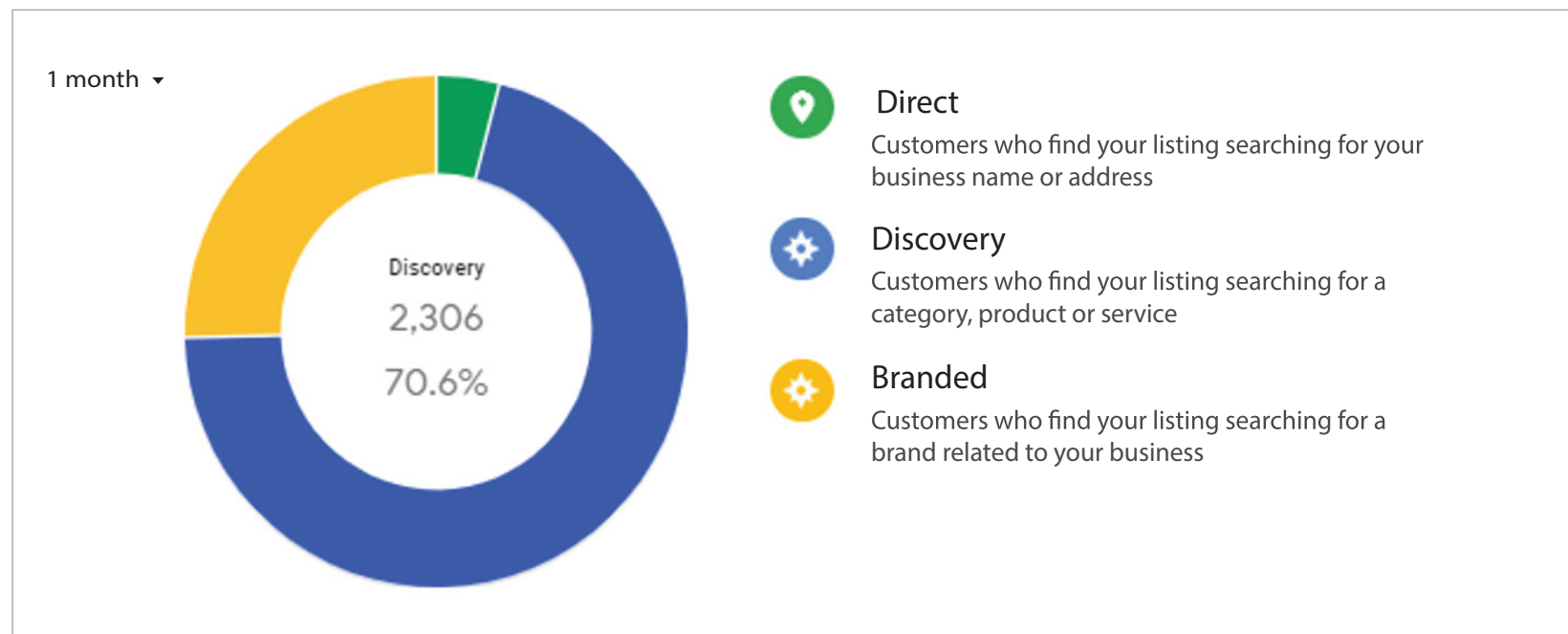
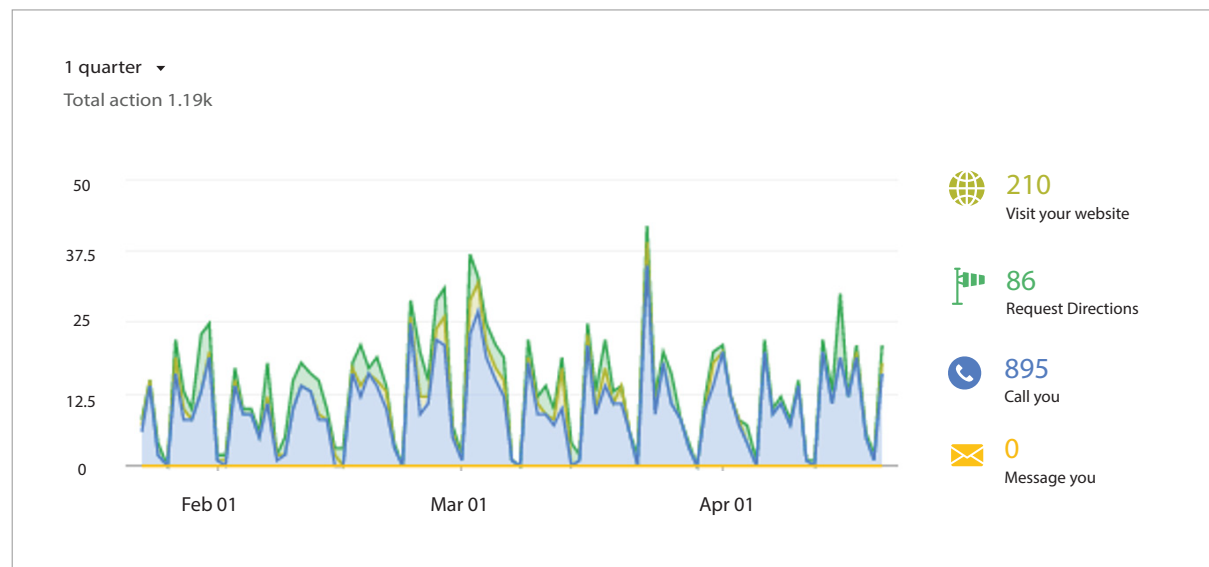


Figure 1: GMB results for the Indian Orchard listing

Leads And Conversions Through The Springfield Listing

The GMB optimization generated leads that turned into plausibly profitable conversions for the Indian Orchard listing too! Graph 2 below shows us that:

- **895** people called the client via the Indian Orchard listing
- The client also received **86 requests** for directions to their business in Indian Orchard



Graph 2: Customer actions through the Indian Orchard listing

Some Of Our Published Work!

To take a look at some of our work, check out some of our published content for the client:

INFOGRAPHICS

Stunning and informative infograhics!

Home Insurance
CONSEQUENCES OF NOT BUYING IT

Home insurance is beneficial in the long run.

Not going for it can put your property at risk.

It won't be protected from the damage caused by natural or man-made disasters.

Here's what happens when you ignore home insurance:

No Coverage For Loss

Whether your home is damaged by the electricity sparks that caused fire or harsh weather, such as windstorms or rainstorms, you have to deal with the repair costs on your own.

Your property can become a wreck as a result of extreme water damage or even vandalism.

The cost for rebuilding your home can put you in a financial trouble.

No Protection From Theft

Looting belongings can be traumatic especially when they're too valuable.

Without insurance, there will be no help if your items get stolen.

Default On A Mortgage Loan

Lenders require you to have a certain level of coverage while you're paying off your mortgage.

You have to make sure you buy and maintain a specific coverage on your property.

Your lender will be notified if there are coverage lapses or cancellations.

This problem can put you in default.

Infographic By
WESTERN MASS AUTO INSURANCE
Offering home and apartment insurance to meet your needs.
wmautoins.com

RENTER'S INSURANCE
Things You Should Know

Renter's insurance is a policy specifically designed to provide financial protection to people renting their living space.

HERE'S A QUICK GUIDE FOR YOU TO LEARN MORE:

Renters purchase renter's insurance primarily to protect against loss to their personal property.

Here are the perils a typical renter's insurance policy protects against:

theft	vandalism	fire	damage by fire and lightning
falling objects	smoke, steam, or ice damage		
debris damage	damage by aircraft	damage by vehicle	
water leakage or steam damage	electrical short-circuiting		
power surges	volcanic eruption		

Renter's insurance will cover the medical costs, if your guests sustain bodily injury caused by your personal property.

This includes hospital stay, dental procedures, a eye, surgery, and other related costs.

A renter's insurance policy provides coverage for damage liability.

If your rental apartment is uninhabitable due to a covered peril, your policy will cover living expenses.

Looking to secure an affordable renter's insurance policy?

Visit Us At
WESTERN MASS AUTO INSURANCE
wmautoins.com

COMMERCIAL AUTO INSURANCE

Commercial auto insurance protects you from the liabilities and compensates for the damage when your commercial vehicle is involved in a collision.

The insurance covers the physical damage to the vehicle and bodily injuries.

Did You Know...
Road crashes are expected to become the leading cause of death in the United States by 2030.

Types Of Insurance Protection

LIABILITY COVERAGE
Commercial auto insurance offers liability coverage to pay for the damages caused to the third party's property or bodily injuries caused to a third party.

COLLISION DAMAGE
Commercial auto insurance pays to fix the damage when your business vehicle meets an accident.

PHYSICAL DAMAGE
It also offers comprehensive coverage that includes repairs if your vehicle is damaged by vandalism or harsh weather.

Businesses That Require COMMERCIAL AUTO INSURANCE

Delivery companies, businesses that receive orders online and deliver food need commercial auto insurance.

As the business vehicles travel every day, business owners need to have insurance to protect themselves from potential lawsuits if the vehicle is involved in an accident.

Driving instructors also need to apply for commercial auto insurance to protect themselves from liabilities and damage.

Trucking trucks carry valuable items and cover long distances. Companies that offer transportation services need to have commercial auto insurance to cover property and bodily liabilities and damage to the vehicles.

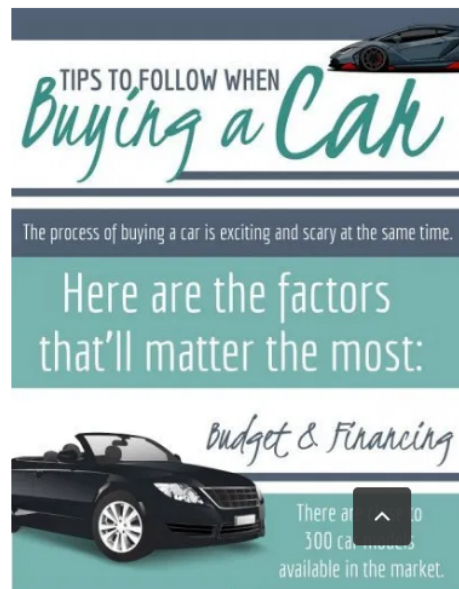
Infographic By
WESTERN MASS AUTO INSURANCE
WE MAKE IT EASY TO GET AFFORDABLE INSURANCE
wmautoins.com

BLOGS

Detailed, engaging and keyword-rich blogs!

TIPS TO FOLLOW WHEN BUYING A CAR

The process of buying a car is exciting and scary at the same time. You have to filter out those cars that are out of the budget, secondly, sort out the functionality your car must have. Here are the factors that'll matter the most:



UNDERSTANDING HOME INSURANCE IN MASSACHUSETTS

Most homeowners think that paying for brick and mortar is enough when it comes to building a home. To create a safe space for your family and children, you also need to invest in safeguarding the home from damage. This is where home insurance comes in.

In this post, we will explore the concept of home insurance from the [perspective of Massachusetts](#).

What is home insurance?

According to the Government of Massachusetts, the home insurance policy is nothing but a legal contract between you and your insurance company. This contract is usually valid for a pre-defined time and all the clauses are also predefined and agreed upon. In most cases, the policy is valid for a year.

The policy covers how your insurance company will help you pay for the losses if your property suffers any sort of damage. The specifics of the coverage are usually decided in case any of these unforeseen events occur. Other than protecting you from financial losses, most home insurance policies cover the following types of damages:

WHAT DOES YOUR CAR INSURANCE POLICY COVER?

If you're based in Massachusetts and your insurance service refuses to fulfill state requirements, you can log on to the state website and [file a complaint against them](#). Similarly, if you don't have the required coverage, you might fall on the wrong side of the law and get into trouble.

How do you make sure that both you and your insurance service are compliant with state regulations?

The answer is simple: by understanding what car insurance in Massachusetts entails.

There are three components of car insurance policies. Let's look at each:

Liability insurance

This coverage option helps you pay for bodily injuries and damages that you cause to another party during an accident. There are two different components of liability insurance.

Bodily injury liability helps you pay medical expenses if someone is hurt or injured during an accident. On the other hand, property damage liability helps you pay for the damage caused to

Interesting and educational articles posted on popular third party websites!

Why Is It Essential To Have Auto Insurance?



To register and drive your vehicle in the state of Massachusetts, you need to fulfill certain auto insurance requirements. So what exactly is an auto insurance policy?

It's a contract between you and an insurance company whereby you agree to pay a *premium*, in return for the insurance company paying for any expenses in the event of an accident.

Different auto insurance policies comprise different kinds of insurance coverage. In Massachusetts, you're legally required to have four of them:

3 Ways to Save Money on Homeowners Insurance

The average homeowner in the United States pays nearly \$1,200 a year in home insurance premiums. And the cost of homeowners insurance is even higher in areas where there is a higher risk of flood and storm damage.



So while it's important to take precautions to insure the largest investment you are bound to make in your life, it's equally important to find an insurance policy that won't break the bank.

Here are some tips to help you save on homeowners

Financial Goals For Homeowners This New Year—All You Need To Know



This New Year, don't let your resolutions be relegated to just diet, exercise, and sleep goals. As a homeowner, the New Year presents you with an opportunity to get that much closer to long-term financial security.

Western Mass Auto Insurance's Testimonial



"They are easy to work with and knowledgeable. The engagement resulted in increased search rankings and organic web traffic. Search Berg establishes a smooth workflow through consistent communication. The team is professional and knowledgeable."

Ken Ross

General Manager, Western Mass Auto Insurance

Hire Search Berg To Dominate SERPs!

Suffice it to say, our partnership with Western Mass Auto Insurance yielded results and allowed the client's website to get more traction than ever before!

Search Berg provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a call at **855-444-4777**.