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.

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**Case Study: Western Mass Auto Insurance**

- **SEO Strategies** + **Strategic Content Marketing** = **Higher Rankings**
- **Higher Rankings** = **Leads**
- **Leads** = **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.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Keywords</th>
<th>Rank Before SEO</th>
<th>Rank After SEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Get your car insured Indian Orchard</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>02</td>
<td>Insurance Services Springfield</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>03</td>
<td>Local Car Insurance Indian Orchard</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>04</td>
<td>Insurance Services Indian Orchard</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>05</td>
<td>Commercial Van Insurance Springfield</td>
<td>N/A</td>
<td>2</td>
</tr>
<tr>
<td>06</td>
<td>Commercial Truck Insurance Indian Orchard, MA</td>
<td>N/A</td>
<td>1</td>
</tr>
</tbody>
</table>
Top Ranking Keywords On Google

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

I insurance Services Indian Orchard

About 5,770,000 results (0.66 seconds)

westernmassautoinsurance.com › indian-orchard-office

Indian Orchard Office | Western Mass Auto Insurance

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

Case Study: Western Mass Auto Insurance
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](image)

- **Direct**: Customers who find your listing searching for your business name or address
- **Discovery**: Customers who find your listing searching for a category, product or service
- **Branded**: Customers who find your listing searching for a brand related to your business

*Case Study: Western Mass Auto Insurance*
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.

![Diagram showing GMB results for the Indian Orchard listing](image)

- **Direct**: Customers who find your listing searching for your business name or address
- **Discovery**: Customers who find your listing searching for a category, product or service
- **Branded**: Customers who find your listing searching for a brand related to your business

**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 infographics!

Case Study: Western Mass Auto Insurance
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 will 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, these 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
ARTICLES

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 knowledgable. 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 knowledgable.”

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**.