

# Campaign Success — A Client's Perspective

NATIONAL PET INSURANCE COMPANY



*"We would absolutely and without hesitation recommend Straight North! They're an extension of our team and an integral part of our digital marketing strategy. We've realized success via this channel with their help."*

**STEPHANIE N. BLAHUT**

DIRECTOR OF DIGITAL MARKETING




## OVERALL CAMPAIGN ASSESSMENT

- ▶ **Started small.** The initial targets were conservative: Our website was aesthetically appealing, but it was not built with SEO in mind. Our listing was buried on Page 4 results for our most competitive industry keywords, and as a result, site traffic was stagnant. Needless to say, we sought to improve our situation.
- ▶ **Set goals and internal expectations.** Our initial KPIs focused on increasing traffic, qualified by conversion actions (namely quotes—as purchases may be influenced by other factors, such as rates/price). As a team, we understood that initiating an SEO strategy would be the "long game." It was also clear that to be successful we would need some degree of internal change management (writing and designing for web search) and consistency (regular generation of new content).
- ▶ **Partnership wins.** The Straight North team functions as an extension of our team Regarding change management. They helped educate our internal team to champion SEO efforts and decisions. SEO is now a priority when we design, redesign or add content to the website.

## CAMPAIGN PERFORMANCE

- ▶ **Covering all the SEO bases.** Initially, we collaborated with Straight North on goals and keyword positioning. Their team provided profile and backlink maintenance, as well as referral content outreach. Ongoing their team has provided tactical support—identifying page content opportunities (onsite and offsite), suggesting metadata, reporting on success and

- ▶ Organic traffic up **2,097%**
- ▶ Organic leads up **34%**

identifying potential weaknesses (ex. changing algorithms), etc. Through Straight North's sound methodologies, we have achieved and surpassed our goals for organic channel traffic and conversions.

- ▶ **Fast ramp up.** Within six months, we moved from Page 4 to the top of Page 2 for our most competitive keyword. After 14 months, we showed up on Page 1—hovering between position 4 and 6—and our traffic increased significantly. Our organic traffic continues to increase month-over-month, while our cost per acquisition continues to decrease for the channel. These results are amazing, and we are incredibly pleased.
- ▶ **Continuous improvement.** We have continued to improve organic rankings for our top keywords. As a result, our traffic, quotes, and purchases (attributable to organic search) have increased, and our overall cost per acquisition has decreased. Visitors are staying on our site longer, and they are finding the information they need to make decisions.



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Make every click count.®