



## CASE STUDY

BOLT INSURANCE GROWS ORGANIC SEARCH CHANNEL WITH HUCKABUY



*“By optimizing our website for the perfect crawling experience, we were already able to grow our organic channel by nearly 20% in just 3 months.”*

- Matt Gleeson, Digital Marketing Manager

### THE CHALLENGE

Scaling The Organic Search Channel

Bolt Insurance is an auto, home, and business insurance agency. They battle the likes of Geico and Progressive who annually spend upwards of \$900M in the paid channel, dwarfing Bolt's \$150K annual budget.

Bolt's marketing team looked elsewhere for a scalable channel and noticed a white space in an under leveraged channel by the rest of the industry - organic search.

By optimizing their website for Search Bots, Bolt could receive more attention for industry-specific queries and sustainably grow the channel.

### THE SOLUTION

Huckabuy Cloud

Bolt did not have the capacity to out-produce the rest of the industry on content. They needed to be creative and approach this channel from a technical perspective.

By implementing Huckabuy Cloud service, Bolt was able to create a version of their website optimized for Google's Search Bots. This version allowed Bots to retrieve everything they needed from each page faster than ever before.

Their jobs weren't delayed by complicated coding languages or content they couldn't understand. In addition, Bolt followed recommendations from Huckabuy's SEO Analyst to format their page copy for applicable rich results that would enhance search appearance and improve click-throughs to their website.

## THE RESULT

### OPTIMIZED CRAWL EXPERIENCE ON THE ORGANIC CHANNEL GROWTH

Bolt implemented Huckabuy Cloud in late October 2019. In the following 3 months, the number of pages crawled and amount of data downloaded per day increased, while the overall time needed to crawl the website decreased. By making it easy for Search Bots to crawl and understand the content on their website,

Bolt grew their organic channel significantly. For example, they saw significant increases in essential organic performance metrics like ranking keywords, impressions, clicks, and monthly traffic. And they qualified for a variety of rich results on target queries like "buy mobile home insurance online" to truly stand out in the most industry-relevant SERPs.

#### OPTIMIZED CRAWLING EXPERIENCE

October 2019 - January 2020

#### TIME SPENT DOWNLOADING PAGES

56.19% Decrease

#### PAGES CRAWLED PER DAY

47.13% Increase

#### DATA DOWNLOADED PER DAY

39.71% Increase

#### ORGANIC CHANNEL GROWTH

#### RANKING KEYWORDS

13.04% Increase

#### ORGANIC IMPRESSIONS

55.73% Increase

#### ORGANIC CLICKS

30.29% Increase

#### MONTHLY ORGANIC TRAFFIC

19.8% Increase