



CASE STUDY

HUCKABUY HELPS RISK STRATEGIES COMPETE WITH INDUSTRY LEADERS VIA ORGANIC SEARCH



"Huckabuy made quickly improving organic search results simple."

- Ed Marshall, Director, Communications and Marketing

THE CHALLENGE

Brand Awareness and Unification
Risk Strategies is an insurance brokerage and risk management consulting firm. They operate in a competitive SEO space occupied by well-established brands like Aon and Hub International.

Their strategy in organic search was to drive additional traffic to their site and Knowledge Center content, which help customers make purchasing decisions.

The Marketing team wanted to leverage SEO best practices for this objective, however, they lacked the time and in-house resources to implement and manage technical solutions.

THE SOLUTION

Huckabuy SEO Software
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THE RESULT

INCREASED ORGANIC SEARCH CHANNEL ENGAGEMENT

Risk Strategies implemented Huckabuy's automated structured data software in February 2018.

Over the next 15 months, organic ranking keywords increased 332%, organic impressions increased 2080%, and organic clicks increased 4690%.

From a site user perspective, there was a 60% increase in users, 61% in new users, and 47% increase in sessions website visitors driven by organic search.

ORGANIC SEARCH CONVERSION FUNNEL

February 2018 - May 2019

EXPOSURE

Keyword Ranking: 332% Increase

DISCOVERY

Impressions: 2,080% Increase

CONSIDERATION

Clicks: 196% Increase

CONVERSIONS

Revenue: 60% Increase