

# Mortgage Lender in Southern Florida

Local Campaign



## SEO CASE STUDY

**\$1750**  
Spend/Month

**20 keywords**  
on Page 1

**13 Average Ranking**  
For All Keywords

### SEO STRATEGY

Our client opened in 1995 and specializes in residential mortgage lending. With offices in both Boca Raton and Boynton Beach, they joined us in March of 2019, looking to drive leads to their business, increase their online ranking, and grow their brand awareness in Southern Florida.

To accomplish these goals, we started with a thorough audit of their website. During this process, we discovered multiple services provided by their company were clumped together, rather than having their own separate pages. To increase their appeal to search engines, we encouraged the owners to create separate landing pages with engaging and unique copy.

During their first months of service, we focused their SEO campaign on the following business services: current mortgage rates, mortgage interest rates, home equity loans, best mortgage rates, and home mortgage rates. After building presence in Boca Raton and Palm Beach County, we were able to begin focusing on their neighboring county of Broward.

Their campaign was incredibly successful and within just 5 months they have 20 keywords on the first page of Google!

Keyword	Start Rank	Start Page	Current rank	Current Page
Mortgage program boca raton fl	68	7	↑2	↑1
Mortgage loan program boca raton florida	56	6	↑4	↑1
Residential loan services boca raton fl	23	2	↑5	↑1
Reverse mortgage services boca raton fl	15	2	↑6	↑1
Government loan services boca raton fl	15	2	↑6	↑1

Let's make your organic traffic flow!

BOOK A FREE CONSULTATION TODAY!

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