



CheapInsurance.com®

CASE STUDY



OVERVIEW

CheapInsurance.com is an insurance solutions broker with access to hundreds of reputable insurance companies, which allows them to find just the right insurance for their customers.


They help consumers find quality solutions for:

- Car Insurance
- SR22 Insurance
- Home Insurance
- Life Insurance
- Health Insurance
- Motorcycle Insurance
- Renters Insurance
- RV & Trailer Insurance
- Boat/Watercraft Insurance

As a one-source agency, their goal at **CheapInsurance.com** is to offer the highest quality insurance at the best price point available.




Cheap car insurance quotes from CheapInsurance.com



Cheap Car Insurance

Car insurance, it's the law. To own and register a car, you must possess valid auto insurance. There are many options to consider. From the type of coverage, to the policy limits, finding the correct balance for your individual situation is critical.


[Learn More](#)



SR22 Insurance

In order to remove a suspension placed on your Drivers License, an SR22 Filing is required. An SR22 is a document issued by an insurance company to guarantee that you have obtained minimum liability coverage for your state.

[Learn More](#)





Life Coverage

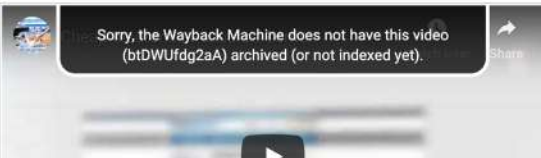
Navigating the Life Insurance industry can be overwhelming. You know you need it, but how do you know you are getting the right coverage at the best price? We make it easy to check coverages and prices with a quick online quote.

[Learn More](#)

Get a CheapInsurance.com Quote for

-  **Cheap Car Insurance**
Car insurance, it's the law
-  **SR22**
Remove the suspension on your license

Sorry, the Wayback Machine does not have this video (btDWUfdg2aA) archived (or not indexed yet).





Before coming to **Boost Media Group**, **CheapInsurance.com** had no clear digital marketing plan. Although they have been providing outstanding services since 1974, they don't know how to utilize online marketing efforts to bring more customers and maximize their revenue potential.

After reviewing their business goals and analyzing their existing marketing campaigns, buyer personas, and competitors, **Boost Media Group** came up with a tailored marketing strategy designed to help **CheapInsurance.com** boost brand awareness, improve conversion rate, increase social media engagement, and enhance online visibility in search engine results.



I.

MARKETING STRATEGY

CHALLENGES:

Without a solid marketing strategy in place, any business won't be able to achieve growth and success. At **BMG**, we conducted all the necessary audits, gathered valuable data and metrics, and translated them into useful marketing insights and campaigns.



Diagnosing the client's website, social media, and existing marketing campaigns, we've found these loopholes:



Lack of clear content strategy



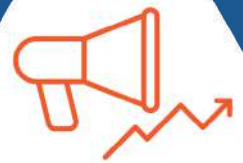
Poor branding and web design



Inactive social media presence



No Search Engine Optimization (SEO) strategy



Ineffective advertising methods

In this project, we made sure that **CheapInsurance.com** will be equipped with all the technology, resources, and effective digital marketing practices to stand out from the competition online and be the leader in the insurance industry.

RECOMMENDATIONS:

We mapped out a game plan for the next 1-2 years. We focused on the action items that will have the biggest impact on their business and how they will add revenue and profits to the bottom line.

An overview of our recommended marketing solutions includes:

Website Monetization

Increase the intrinsic value of the website and make it more profitable.



Implement own PPC Campaigns

Run paid advertising in different forms to and target specific keywords that relate to a type of insurance using Search, Display and Video ads.



Website Re-design

Present a cohesive visual brand, enhance overall UX (user experience), and optimize page speed and mobile compatibility.



Content Marketing Strategy

Optimize blog content, design, and layout. Improve social media profiles and share valuable and engaging content actively.



Boost Organic Search

Identify as many foundational issues affecting organic search performance.



Social Media Advertising

Launch social media campaigns that are focused on two main forms of advertising: Brand Awareness & Re-targeting.



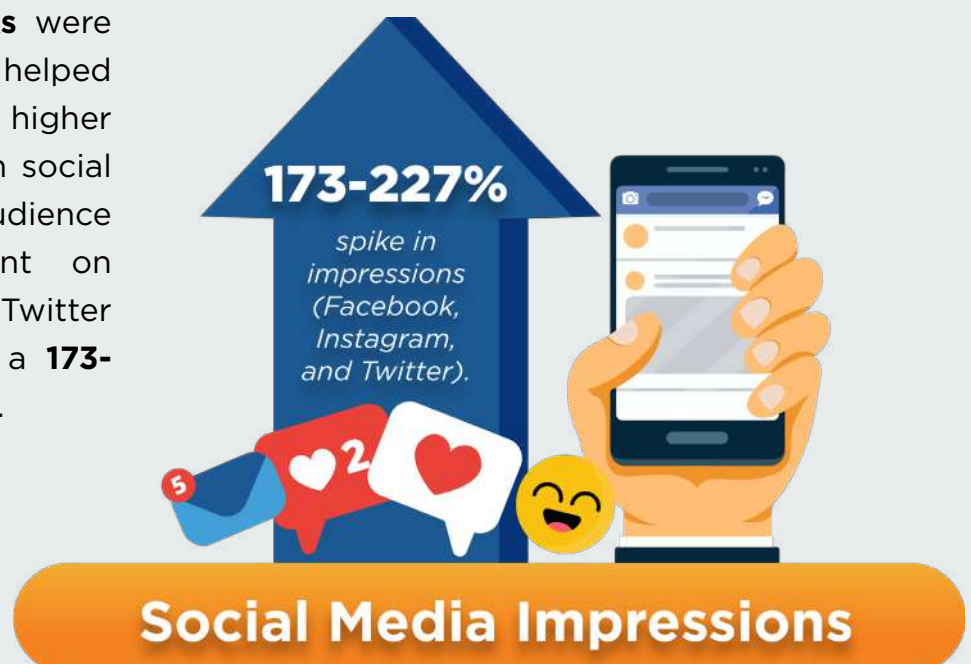
RESULT:

With thorough planning and execution, we have helped increase **CheapInsurance.com's** web traffic through **direct (+37.91%)** and **organic (+15.37%)** marketing strategies.



This traffic generated **massive leads** which are converted through clicking the offer or calling the phone number.

A total of **15.8k backlinks** were also generated which helped the client's website rank higher in search results pages. In social media, consistent audience growth and engagement on Facebook, Instagram, and Twitter were gained, racking up a **173-227% spike** in impressions.



II. WEBSITE

CHALLENGES:

We reviewed the client's website to determine the strengths, weaknesses, threats and opportunities in driving leads and optimizing for higher / better conversion rates. Insurance-rated websites must communicate trustworthiness and credibility through design, features, functions, content quality, up-front disclosures, security, terms, conditions, privacy, testimonials, and more.

Looking at the layout design and overall navigation of CheapInsurance.com's website, we noticed these major challenges:

Outdated Design

The design used is not clean and professional looking. It lacks brand consistency and may bring a bad first impression on web visitors.

Bad UX and UI Experience

Busy images and poor content placement are shown in most pages. The pages don't follow a continuous layout for easier navigation.

Poor images used and lack of emotional attachment

Website images consist of cars and clip arts, lacking human touch and ability to convey value and credibility.

Obsolete sales funnel

Users are redirected outside cheapinsurance.com which can't be tracked in Google Analytics as conversion.

Complicated process in order to get a quote

Too many steps in order to get a quote which can make the user bounce off.

Slow Page Speed results in both Desktop and Mobile

The website does not have server uptime monitoring and page speed tracker.

Previous Desktop Speed Test

58

▲ First Contentful Paint

3.4 s

■ Large Contentful Paint

3.8 s

● First Input Delay

8 ms

● Cumulative Layout Shift

0.02



Previous Mobile Speed Test

24

- ▲ First Contentful Paint
3.6 s
- Large Contentful Paint
4 s
- First Input Delay
60 ms
- Cumulative Layout Shift
0

The screenshot displays the mobile interface of CheapInsurance.com. At the top, the logo 'CheapInsurance.com' is on the left, a 'Like 895' button is in the center, and 'Call Us Today (800) 486-1866' is on the right. Below this is a navigation bar with three buttons: 'Get a Quote', 'NEW! Insurance Tips', and 'About Us'. The main heading is 'Cheap Car Insurance Quotes Results'. Below this is a large banner for 'GREAT AUTO INSURANCE QUOTES!' with the text 'DIAL or CLICK TO CALL FOR AN INSTANT QUOTE', the phone number '844-334-6206', and a green 'CALL' button. Under the banner are two insurance options:

- 1** **Elephant | Insurance on your terms**
 - We'll lay out your options in a way that makes sense—jargon-free and to the point
 - Be rewarded with discounts for your choices like bundling your auto and renter policies
 - Feel confident in your protection choices with online access to your info via your portal
 - Find insurance options that fit your lifestyle today[www.elephant.com](#) [Get Quotes](#)
- 2** **Cheap TX Car Insurance \$19**
 - Great Coverage for Less
 - Cheapest Rates in TX
 - Discounts Available
 - See Quotes in Seconds![Cheapest-Auto-Insurance.com](#) [Get Quotes](#)

RECOMMENDATIONS:

The easiest way to boost conversion rate is through delivering better user experience and faster page speed through load time. Our team came up with the following recommendations:

Implement link building strategy

Improve the website's ranking based on "**car insurance**" long-tail keywords.



Use Google My Business profile

Improve local SEO by creating business listing on Google, sharing content, and collecting reviews.



Fix Slow Page Speed

Optimize images, reduce unused Javascript, and eliminate render-blocking resources to improve website's performance.

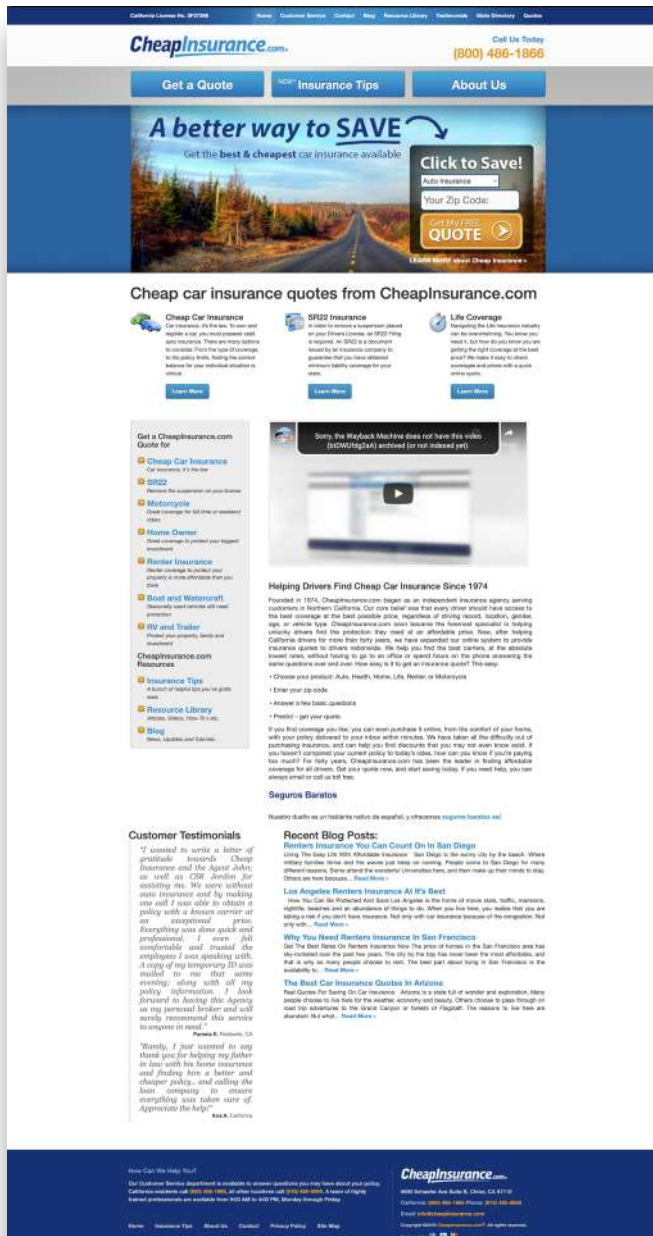


Website Re-design

Set a clear navigational structure and make the brand more appealing using modern web design practices. Enhance UX/UI and use appropriate images on webpages.



OLD DESIGN



NEW DESIGN

CALL NOW: (800) 486-1866

A BETTER WAY TO SAVE!

Get the BEST & CHEAPEST insurance available.

What type of insurance are you looking for?

AUTO INSURANCE

Enter your Zip Code and get a FREE QUOTE TODAY!

YOUR ZIP CODE

Cheap insurance quotes from Cheapinsurance.com

Cheap Car Insurance

Cheap Insurance, it's the way. To lower and simplify car, you must possess valid auto insurance. There are many options to choose from, from the type of coverage, to the policy limits, finding the correct balance for your individual situation is critical.

[Learn More](#)

SR22 Insurance

In order to remove a suspension placed on your Driver's License, an SR22 filing is required. An SR22 is a document issued by an insurance company to guarantee that you have obtained minimum liability coverage for your state.

[Learn More](#)

Flare Insurance

Flare's insurance can be very affordable. Our coverage for as little as \$12 a month! Flare's rates have over \$10 thousand dollars worth of value. So make sure you're protected! Flare's insurance is very easy to obtain.

[Learn More](#)

Helping Drivers Find Cheap Car Insurance Since 1974

Cheap Insurance has always been proud of our reputation. We believe that everyone deserves a quality insurance policy at an affordable price. Founded in 1974, CheapInsurance.com began as an independent insurance agency serving customers Northern California. Our core belief was and still is this: every driver should have access to the best coverage at the best possible price, regardless of driving record, location, gender, age, or vehicle type. CheapInsurance.com has now become the regional specialist in helping unlucky drivers find the protection they need at an affordable price.

The Blog

How to get the Best SR22 Insurance in California

Published: November 9, 2018

Getting the Best Insurance after a Revoked License. There is a lot to consider and you often find that your options are very slim. You are in a bind and you are looking for a solution. Make sure you have a lot of time to think about it. For more information on California, you will have a more complete view. Read More >

What Insurance Carriers Are in My State?

Published: October 22, 2018

Statistics and Information On The Cheap Car Insurance. You have a lot of options and you are looking for a solution. Make sure you have a lot of time to think about it. For more information on California, you will have a more complete view. Read More >

The Best Ideas For Saving On Cheap Insurance

Saving: October 25, 2018

How Can You Save More Money On Cheap Insurance? There are a lot of ways to save money on your insurance. But if you are looking for a solution, you will have a more complete view. Read More >

1 2 3 ... 30 Next >

What Customers are Saying About Us

"Handy has delivered exceptional service providing me with insurance for my 2 automobiles and home insurance. He educated me on the difference on the policies and pros and cons of all features. He was very professional and patient while I thought through this important decision."

Becky G.
Oakdale, CA

How Can We Help You?

Our Customer Service Department is available to answer questions you may have about your policy. For California residents, please call (800) 486-1866. All other locations may contact: (916) 486-4966. Our team of highly trained professionals are available from 9:00 AM to 4:00 PM, Monday through Friday.

CheapInsurance.com

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RESULTS:

Implementing BMG's recommended action strategy, the client experienced massive changes in terms of user experience, attracting new web visitors, and converting leads.

Since the website pages now load faster and the content and CTAs are not confusing, more quote requests and calls are consistently coming in.

Monthly organic traffic has also significantly improved as the number of high-quality backlinks increased and business got more exposure in local search results.

Current Desktop Speed Test

96

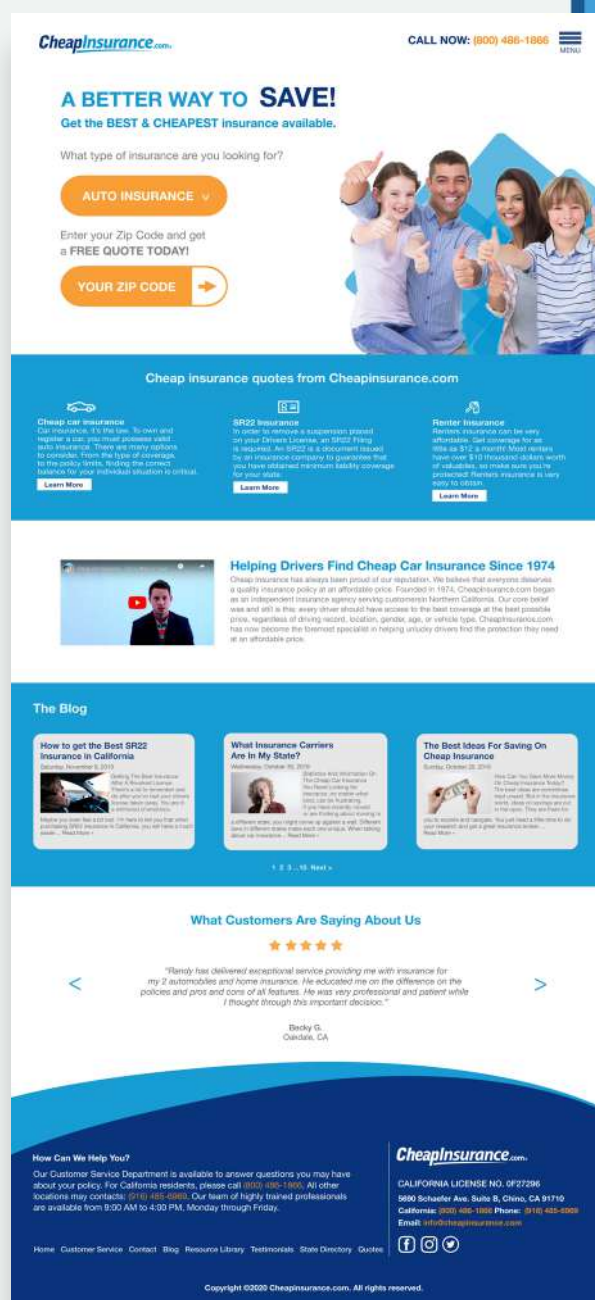
from page speed score of

58

Increased the number of keywords indexed from **2.4k keywords to 5.5k keywords.**

Increase pages that are ranking from **15 to 32 pages in the top 30.**

Increase the average position from **60.82 to 38.84.**



III.

SEARCH ENGINE OPTIMIZATION

CHALLENGES:

Upon reviewing the client's web traffic and search engine positioning, we identified the weaknesses that are hurting their website's performance and sales goals.

These include:



Content and pages not ranking on selected keywords.

Very low and inconsistent website traffic.


No presence on local listings, especially GMB (Google My Business).

Technical SEO issues that are needed to be validated and fixed.

RECOMMENDATIONS:

To give **CheapInsurance.com** the competitive advantage, we crafted a recommended course of action in their SEO strategy.

These include:




Creating quality backlinks



Build local citations




Add fresh content in the blog section



Add Schema Tags & FAQ question in the service-related page



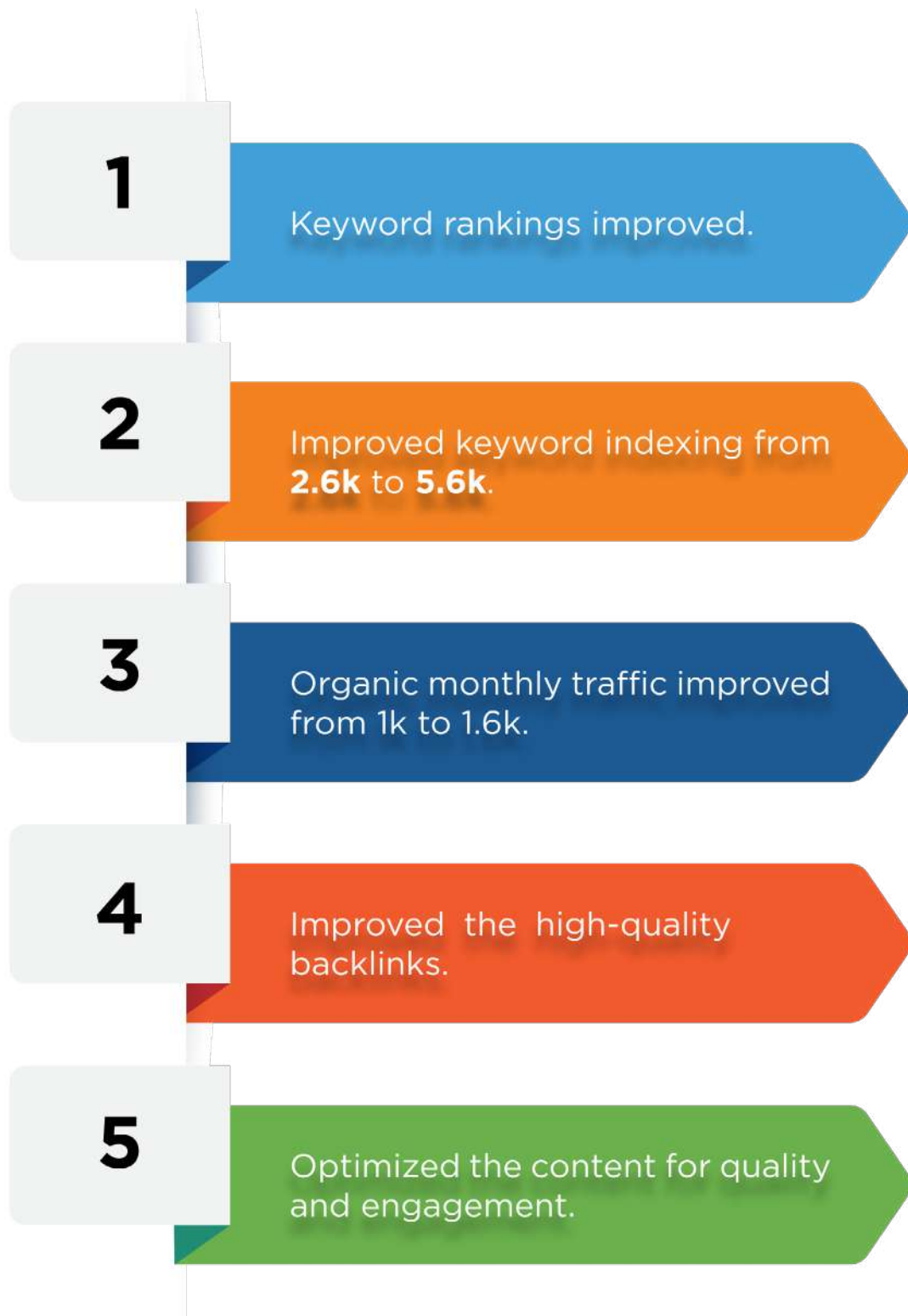
Add more information in the GMB listing



Fix Java Script, CSS, and mobile loading issue



RESULTS:



IV. SOCIAL MEDIA MARKETING

CHALLENGES:

CheapInsurance.com, being an old company, primarily relied on traditional advertising methods. Although they had created social media accounts on Facebook, Instagram, and Twitter, they are unaware of the most-effective social media practices. Their social media accounts were inactive and had little to no engagement.

Our team at BMG conducted a full social media audit and arrived at the following analysis:

Descriptions, links, and profile photos are not optimized

Filling out necessary business information, writing a good bio section, and using professional-looking profile and cover photos are essential for searchability and visibility.

No clear social media content strategy

Sharing a variety of posts and developing a content calendar and posting guidelines is key for brand awareness and engagement.

Lack of Paid Ads campaign

Facebook and Instagram ads allow businesses to reach a wider audience, generate higher traffic, and win more customers.

RECOMMENDATIONS:

Develop a content strategy

Make use of different forms of content such as image, text, and video. Create fresh content that is relevant to the audience.



Use engagement tactics

Instead of focusing too much on promotional content, connect and build relationships with the audience by providing educational and entertaining content.



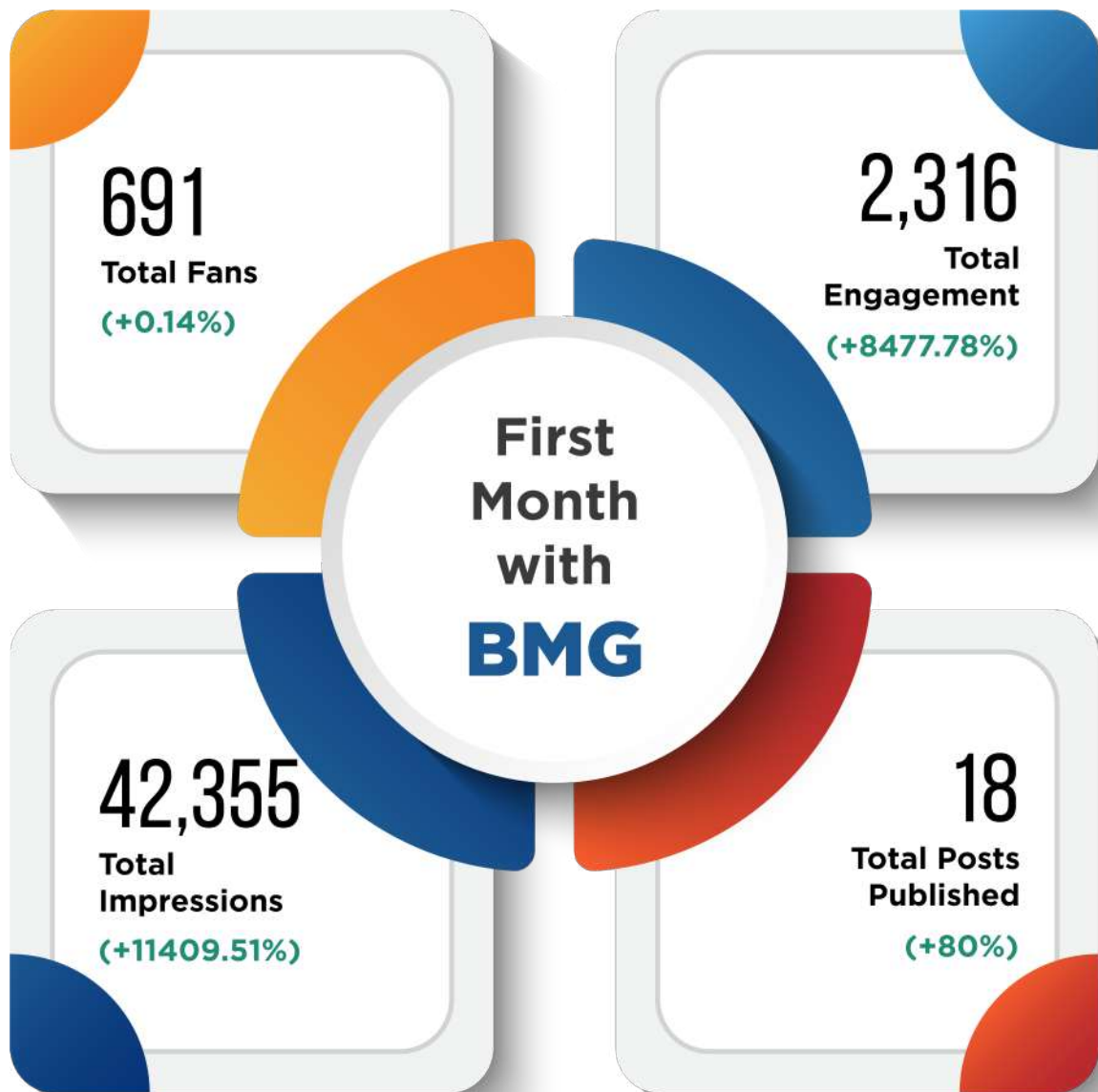
Run paid social media campaigns

Increase web traffic and convert more leads with advertising campaigns focused on brand awareness, conversions, and re-targetting.










RESULTS:

In the first month of implementation of Social Media Management on Facebook we were able to see an increase in organic engagement, reach and impression.



CHALLENGES:

The insurance industry has one of the highest costs per click to advertise on any search engine platform. Here's a list of the cost per click for ***"car insurance"*** that we have checked:

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided				
<input type="checkbox"/> car insurance	450,000 	Medium	\$18.08	\$67.73
Keyword ideas				
<input type="checkbox"/> car insurance quotes	165,000 	Medium	\$23.88	\$76.94
<input type="checkbox"/> cheap car insurance	246,000 	Medium	\$16.35	\$54.00
<input type="checkbox"/> the general car insurance	74,000 	Medium	\$9.36	\$22.95
<input type="checkbox"/> car insurance companies	60,500 	Low	\$14.48	\$58.75
<input type="checkbox"/> car insurance near me	74,000 	Low	\$15.71	\$57.88
<input type="checkbox"/> car insurance online	18,100 	Low	\$16.28	\$70.00

RECOMMENDATION:

In order to reach and connect with our target audience, we needed to identify their interests and buying habits. Thus, we created these buyer personas:



LUISA - FIRST TIME CAR OWNER

PROFILE

Luisa is 26 years old and is buying her first car to celebrate her 2nd year with her company.

Before making big decisions, she makes sure to research first to avoid any potential consequences of being misinformed.

She's looking at several models and researching other expenses that come with owning a car, such as insurance. She wants to find the best car model and car insurance before making her decision.

PERSONAL INFORMATION

- 26 years old female, Hispanic from Los Angeles, California
- Single
- Considers several factors before making a decision

PROFESSIONAL INFORMATION

- Associate Editor at a Fashion Magazine
- Average Yearly Income: \$40,000
- Prefers to communicate by messenger

CHALLENGES

- Not confident to make a decision without having all the available information

SOCIAL HABITS

- Uses Facebook and Instagram
- Follows Kylie Jenner and Hailey Baldwin on Instagram
- Member of *Creative Women* Facebook group



CHRIS - BUYING A HOUSE

PROFILE

Chris is 32 years old and is finally moving from being a renter, to a home owner.

He and his wife are getting ready to close on their new home and are shopping around for the best deal that covers both their home and autos.

Because of the financial responsibility of owning a home versus renting, he is nervous about whether or not he is going to be covered in the event of a claim.

PERSONAL INFORMATION

- 32 years old male from Boston, MA
- Married
- Active lifestyle

PROFESSIONAL INFORMATION

- Software Engineer
- Average Yearly Income: \$65,000
- Prefers to communicate by email

CHALLENGES

- Chris is looking at multiple options to make sure he is getting the best deal financially as well as coverage-wise since he is a first time home buyer.

SOCIAL HABITS

- Uses Facebook and Youtube
- Member of *Southie Community Bulletin Board* Facebook group

RESULTS:

We were able to create a highly targeted display campaign that reached our specific buyer demographic.

The campaign delivered as follows:

01

228,474 clicks

02

21,944,718 impressions

03

\$23,687.68 spend

04

\$0.10 average CPC

05

\$1.08 average CPM

06

2,737 conversions

07

\$8.65 cost per conversion

08

1.20% conversion rate

CONCLUSION

Boost Media Group has been able to provide significant improvements to **CheapInsurance.com**'s digital marketing efforts. We have outlined our recommended marketing solutions based on the client's specific goals and their current online position compared to their top competitors.

The campaigns we did for **CheapInsurance.com** covered all the important components of digital marketing that every business should adapt to, regardless of the industry.

In this project, we have successfully:

- 1 Re-designed the client's website for better brand identity and user experience
- 2 Improved desktop and mobile page speed
- 3 Increased web traffic by building quality backlinks
- 4 Established strong visibility in local listings
- 5 Achieved audience and customer growth on social media platforms
- 6 Lowered advertising costs with effective Display Ads and organic content