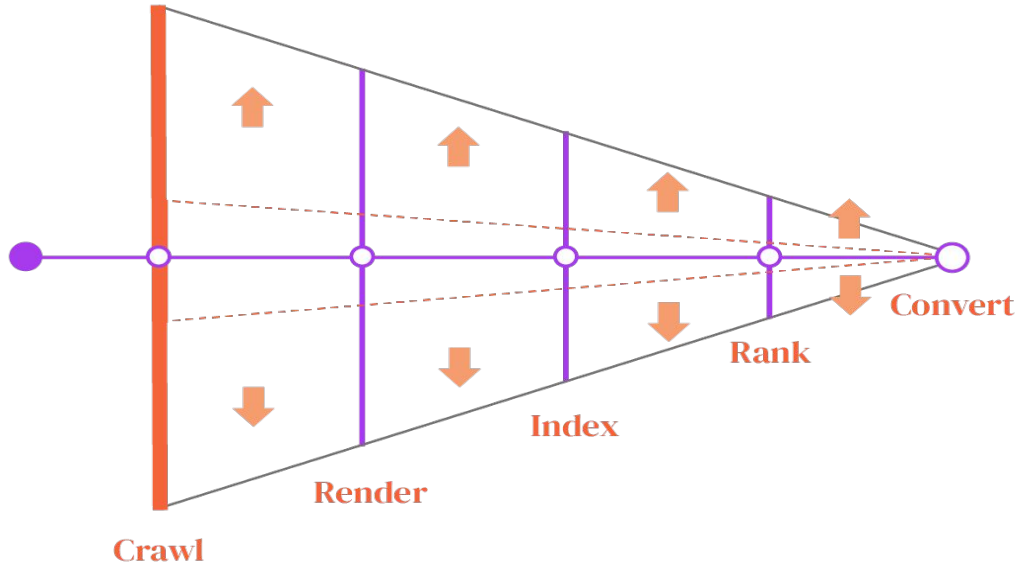


Insurtech Startup

SEO Performance

Search Methodology



- **Crawl:**
 - How many pages spidered?
 - How many are compliant?
 - How many are active?
- **Render**
 - Speed
 - Optimize JS to HTML
- **Index**
 - What % of website is indexed?
 - What is the crawl budget?
- **Rank**
 - What % rank in hyper traffic (1-5)
 - What is the % of striking distance keywords (11-20)
- **Convert**
 - Tracking conversions
 - New Users vs Repeat
 - Mobile vs Desktop
 - Paid vs Organic

Crawl Data

Pre-Migration

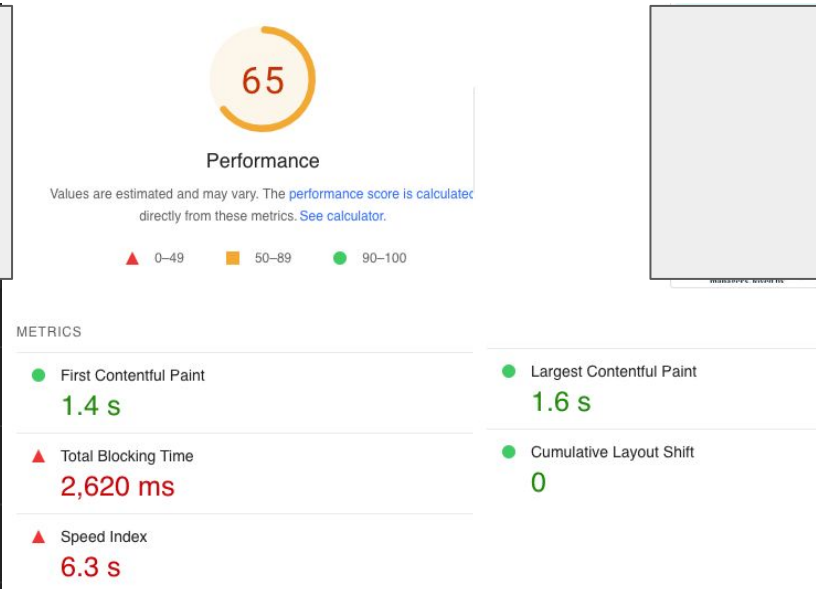
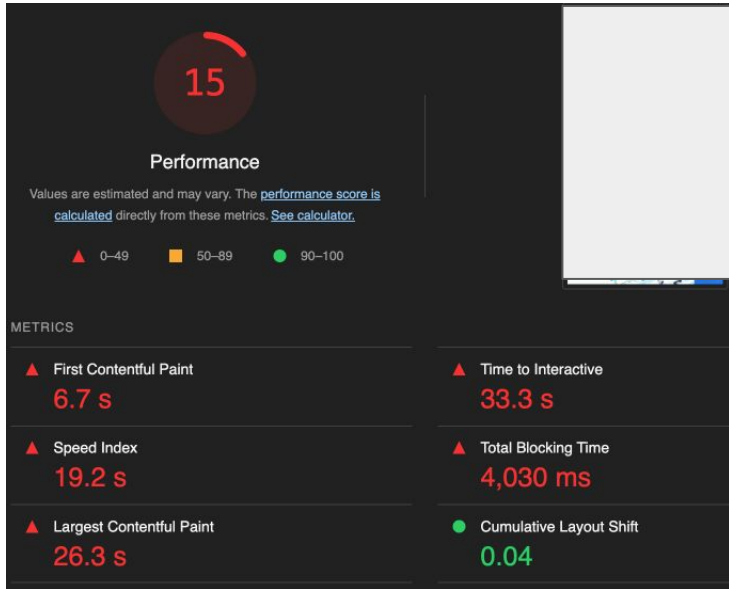
- 157 LPs indexed
- 159 pages w/ 301
- 24 dups content
- 34 <noindex>
- 27 404s

Post-Migration

- 267 LPs indexed
- 450 pages w/ 301
- 107 dups content
- 2 <noindex>
- 270 404s

- Eliminated subdomains from being indexed (ie: dev)
- Increased crawl budget by 70%
- Decreased <noindex> 94%
- Some crawl metrics did increase which is typical when there is a migration

Web Vitals: Pre vs Post Migration



- 80% enhancements in FCP
- 93% boost in LCP

- 77% improvement in performance
- 67% faster in speed index

On-Page: HTML

Before



TrustLayer: Collaborative Risk Management Solution to ...
TrustLayer is a Collaborative Risk Management solution that reduces friction between millions of businesses. We enable users to automate the verification of ...

Careers

We're hiring! · TrustLayer is growing and looking for ...

Series A

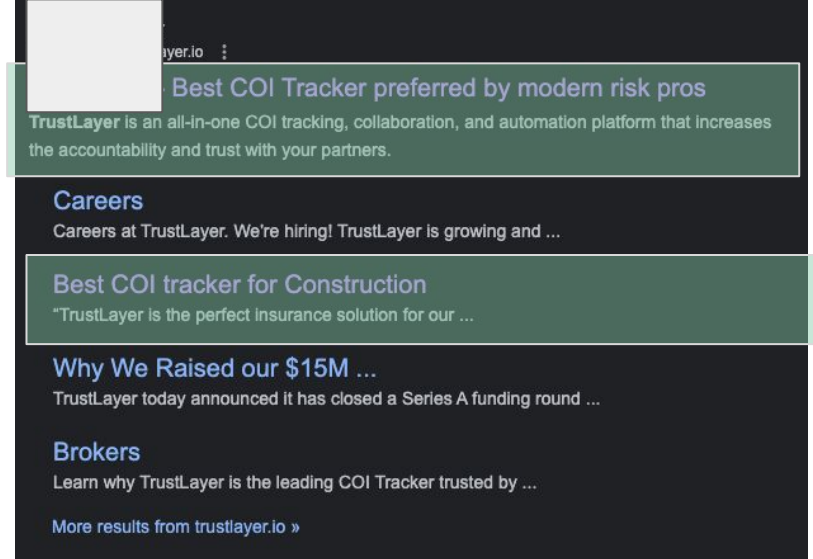
TrustLayer, a collaborative risk management platform, today ...

Subcontractor Certificate of ...

"TrustLayer is the perfect insurance solution for our ...

FAQ Fact Sheet

What is TrustLayer? TrustLayer is a collaborative risk ...



TrustLayer: Best COI Tracker preferred by modern risk pros
TrustLayer is an all-in-one COI tracking, collaboration, and automation platform that increases the accountability and trust with your partners.

Careers
Careers at TrustLayer. We're hiring! TrustLayer is growing and ...

Best COI tracker for Construction
"TrustLayer is the perfect insurance solution for our ...

Why We Raised our \$15M ...
TrustLayer today announced it has closed a Series A funding round ...

Brokers
Learn why TrustLayer is the leading COI Tracker trusted by ...

More results from trustlayer.io »

- Better use of HTML led to a increase visibility in the SERPs
- Internal linking strategies improved local 5 pack options
- Use of superlatives in <title> had impact in CTR

Velocity Analysis: Query type

Query Category	L6M Clicks	L3M Clicks	L28D Clicks	Velocity
Branded	3%	5%	-3%	-61%
Generic	266%	123%	82%	54%
Generic COI	130%	-23%	-25%	117%
Generic Insurance	85%	-55%	-64%	164%

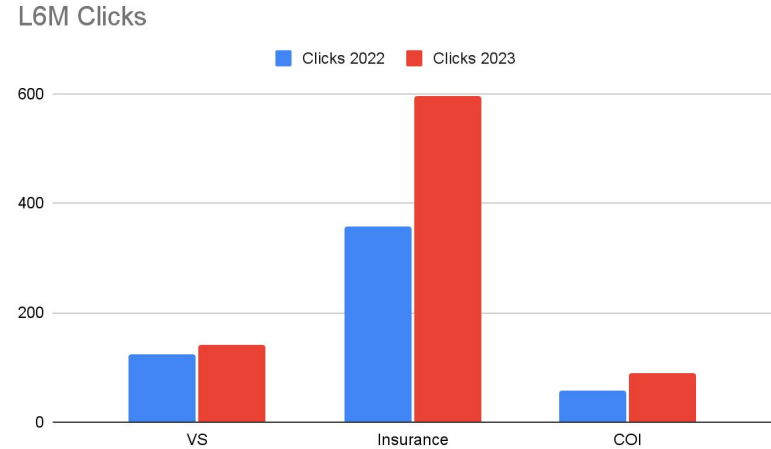
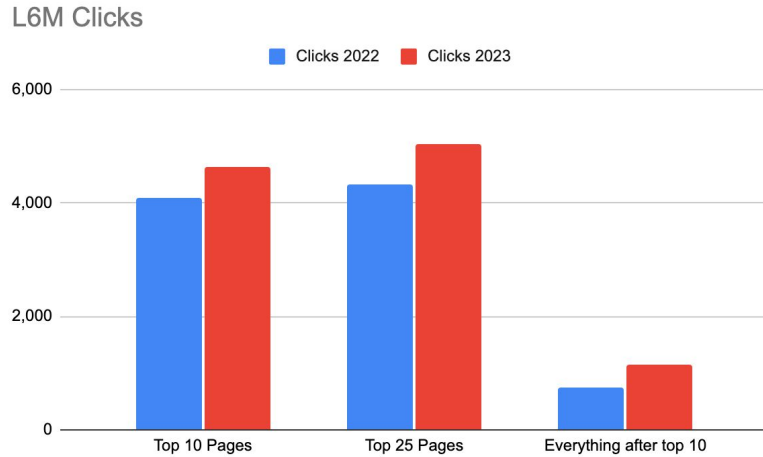
- Although branded queries were greater, they had negative velocity growth over time
- “COI” and “Insurance“ related queries only slumped during migration
- Generic queries grew throughout SEO project

Keyword Visibility

Keyword	Current position	Position 1 year ago	Visibility %
coi events	5	N/A	3.35%
coi enterprise	6	N/A	2.25%
coi construction	9	N/A	1.65%
coi tracking	10	N/A	1.21%

- Set out to find keyword glossary to build visibility in SERPs
- Tried different sets of keyword clusters
- Concentration on long tail, low competition paid dividends

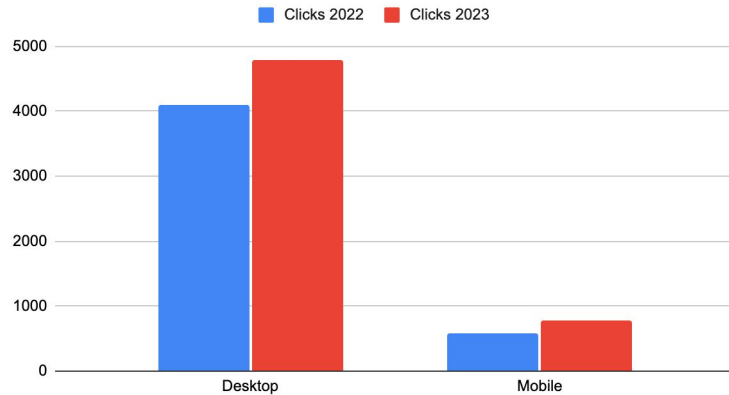
Acquisition: Landing Page Type



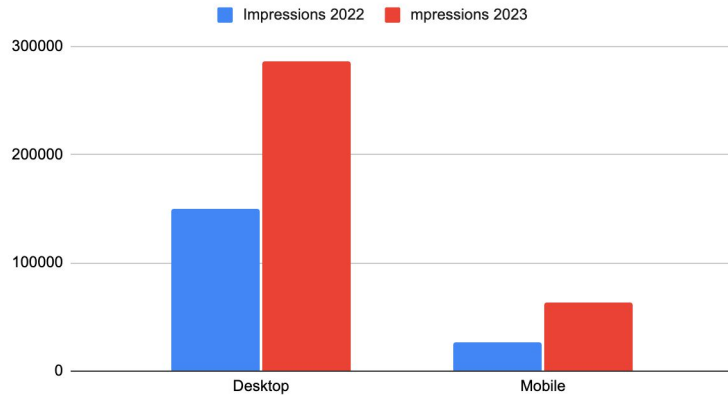
- Overall, clicks were grew by 18%
- EAT10 had the largest growth at 53% powered by long tail
- Insurance related LPs grew by 67%

Acquisition: Device Type

L6M Device Clicks



L6M Device Impressions



- Biggest growth occurred in Mobile, 32%
- Desktop had more clicks but less growth, 17%
- Impressions growth for both devices were positive: Mobile 143%, Desktop 91%

Interlinking

Related Searches

[coi for construction](#), [coi for events](#), [contractual risk transfer](#)

- Interlinking strategies have helped in to flattened site architecture
- Links have provided authority distribution for new content
- Orphan page issues are being eliminated