Szymaniak Digital
SEO Consulting

SEO Case Study

Financial Advisers Aggregator



SEO Results

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SEO Results

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From zero to 2,090 qualified leads a month in 16 months

150,000

Organic visits over 16 months, up from 0 at launch

11,000

Pages indexed by Google

918

Local keywords ranking in Google's top 4

2,090

Qualified adviser match leads per month

All figures measured 16 months after the SEO engagement started. UK-based client.

SEO Strategy





SEO Strategy

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Programmatic SEO for YMYL queries

Programmatic SEO at scale

- Templated location and adviser pages built from a large database
- 11,000 pages indexed with unique local content on each
- Internal linking by region and service

E-E-A-T for YMYL queries

- Real adviser profiles, credentials and reviews
- Expert guidance written or checked by qualified advisers
- FCA status, clear sourcing and transparent matching

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Proven Growth for Leading Brands

The Medic Life
UKAS
netwealth
LiveScoreBet
Virgin BET
sky bet
bet365
PADDYPOWER.
betfair
lovell soccer
mediahawk
University of Southampton
Away Resorts
EVANS CYCLES
SPORTS DIRECT
FLANNELS
AIRSYS



Thank you.

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