

## CASE STUDY

# Search Engine Optimisation

CLIENT:



SECTOR: INSURANCE

## BACKGROUND STORY

AIG is one of the leading travel insurance companies in the region, and approached NEXA to increase awareness about their products and services through SEO and strategic content development. The objective was to generate traffic to AIG's products, generate conversions (transactions) buying insurance packages and increase market share in comparison to AIG competitors. We faced a few challenges in the beginning as we were unable to publish all the articles that we developed due to the internal regulations of AIG. However, processes were swiftly put into practice and we went back to updating and publishing any blogs that weren't live. During this time we shared weekly insights and results with client along with recommendations and developed a live dashboard to consistently track website traffic. .

## OBJECTIVES

- Generate traffic to AIG's products
- Generate conversions (transactions) buying insurance packages
- Increase market share in comparison to other competitors

## CHALLENGES

In the beginning we were not able to publish all the articles that we developed due to internal regulations of AIG. However that has now been sorted and we went back to updating and publishing any blogs that weren't live.

## SOLUTIONS

- Share weekly insights and results with client along with recommendations
- Understand the products and offerings of AIG to be able to communicate it to potential customers through content
- Developing a live dashboard to track website traffic all the time

## RESULTS

**44%** growth in website users over the past 6 months

**4.5%** improvement in bounce rate

**45%** increase in organic website sessions

**250%** increase in goal completions (purchase)