



3458 W University Ave
Gainesville, FL 32607
help@local5pm.com
(352) 509-5736

Darr-Schackow Insurance Local SEO Case Study Months 1 & 2

Opportunity

An insurance agency with 3 offices in North Central Florida wanted to increase their online presence to acquire more customers.

Action

Darr-Schackow sells insurance in Gainesville, Leesburg, and Stuart FL. Their business was optimized for Google Local Search in these 3 cities, landing pages were created on the top business directories, YouTube videos were distributed across the web and 4 new domains for their targeted keywords: lifeinsurancegainesville.com, stuartinsurancefl.com, homeinsurancegainesville.com, & lifetime-insurance.com.

Results

Before starting the campaign, Darr-Schackow received 245 visitors per month, now they receive 500 visitors to their website(s). Below is a sample of the keyword rankings and costs saved on cost per click campaigns.

keyword	starting rank	current
insurance gainesville	23	1
auto insurance gainesville	29	1
gainesville insurance	50+	1
home insurance gainesville	50+	2
gainesville home insurance	50+	1
stuart insurance	50+	1
insurance stuart	50+	1

Darr-Schackow Insurance Agency

Situation

- Adwords campaign very expensive (\$31/CPC)
- No In house IT team
- No success with SEO in the past

Results

- Top 10 keyword rankings
- 250 new targeted prospects
- Saved \$1,430 on CPC costs



3458 W University Ave
Gainesville, FL 32607
help@local5pm.com
(352) 509-5736

How Darr-Schackow Dominated Google

Action Plan

For Darr-Schackow, our team completed the following 7 steps every month of the campaign:

1. Listed the business in **150+ online business directories**. [\(Example\)](#)
2. Built **landing pages** that act as online billboards promoting the company. [\(Example\)](#)
3. Created custom **lead capture form** to get more leads and more sales. [\(Example\)](#)
4. Create articles about the business with **links to your site** and landing pages. [\(Example\)](#)
5. Create a **custom phone number** to track all the calls we generate. [\(Example\)](#)
6. Created **custom YouTube videos** promoting the business all over the web. [\(Example\)](#)
7. Created new **custom websites** for the city and industry to promote. [\(Example\)](#)

Darr-Schackow has saved more than **\$1,510** during the 2 month campaign from free search engine traffic. These savings will continue to grow every month long after the SEO campaign is completed.

keyword	visitors	cpc	saved
auto insurance gainesville	29	\$31.50	\$913.50
insurance gainesville	34	\$15.50	\$527
stuart insurance	3	\$10.50	\$31.50
home insurance gainesville	10	\$3.80	\$38

total savings **\$1510**

Darr-Schackow
Insurance Agency

Situation

- Adwords campaign very expensive (\$31/CPC)
- Limited online presence
- No in-house IT team

Results

- Top 10 keyword rankings
- 250 new targeted prospects
- Saved \$1,430 on CPC costs

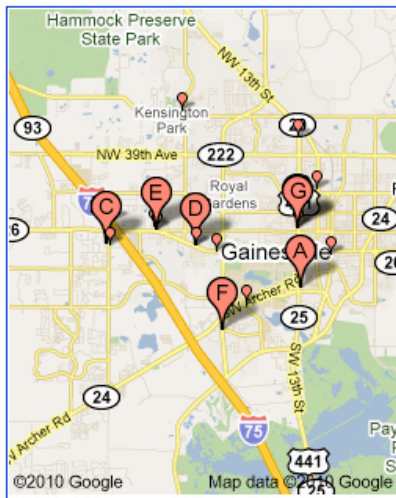
Search Engine Domination

Darr-Schackow has the top 5 listings for the extremely targeted keyword **“gainesville home insurance”**.

gainesville home insurance

About 580,000 results (0.26 seconds) [Advanced search](#)

Local business results for home insurance near Gainesville, FL



- A** [Cottons All Lines Insurance](#)
www.cottonsalllines.com - (352) 338-1222 - 1 review
 - B** [Harbor & Associates Insurance](#)
www.harborandassociates.com - (352) 372-4141 - 1 review
 - C** [Bill Matchell - State Farm Insurance Quotes - Gainesville, FL](#)
insurance-gainesville-fl.com - (352) 332-6881 - 2 reviews
 - D** [Bill Yawn Insurance Agency](#)
www.cottonstates.com - (352) 372-3232 - 2 reviews
 - E** [Darr-Schackow Insurance Agency](#)
www.darrschackowinsurance.com - (352) 338-8662 - 2 reviews
 - F** [GEICO Local Agent](#)
www.geico.com - (352) 375-2886 - 1 review
 - G** [Insurance World of Gainesville](#)
www.insuranceworldofgainesville.com - (352) 377-7283 - More
- [More results near Gainesville, FL »](#)

[Darr-Schackow Insurance :: Auto Insurance Gainesville | Homeowners](#)

☆ - 2 visits - May 13

Darr-Schackow is an independent insurance agency providing auto, homeowners, business insurance products and services for Florida including Gainesville, ...

[www.darrschackowinsurance.com](#) - Cached - Similar

[Gainesville Home Insurance Call 1-888-337-9322 « Florida Home ...](#) ☆

Gainesville Home Insurance Call 1-888-337-9322. October 20, 2009. For those of you stricken by State Farm or nationwide and have been dropped by your ...

[lifetime-insurance.com/home-insurance-gainesville/gainesville-home-insurance/](#) - Cached

[Home Insurance Gainesville](#) ☆

Nov 2, 2009 ... Home Insurance Gainesville. Get Your Homeowners Free Quote 1-888-337-9322. About . Email Address *. First Name *. Last Name * ...

[www.homeinsurancegainesville.com/](#) - Cached

[Darr Schackow 1-888-337-9322 Gainesville, Florida | Auto Insurance ...](#)

☆ - May 30

Jan 3, 2010 ... Gainesville Insurance Gainesville, FL home insurance companies vary widely in their prices and coverage options. We have brought together ...

[insurancephd.com/home-insurance/gainesville/487](#) - Cached - Similar

Darr-Schackow Insurance Agency

Action

- 4 domains created
- Local maps optimization
- Custom phone number on search results

Results

- 6 positions on the 1st page
- Phone number visible in search results
- Multiple sites ranked top 10



3458 W University Ave
Gainesville, FL 32607
help@local5pm.com
(352) 509-5736

Contact Local5pm

Packages

touchdown	field goal	extra point
238 backlinks	119 backlinks	37 backlinks
2 landing pages	1 landing page	1 landing page
2 websites	1 website	0 websites
2 videos	1 video	0 videos
4-6 keywords	2-4 keywords	1-3 keywords
✔ directory submit	✔ directory submit	✔ directory submit
✔ lead capture form	✔ lead capture form	
✔ phone number	✔ phone number	
✔ seo research		
\$1797 / month	\$897 / month	\$497 / month

All of the services are conducted every month with the exception of the directory submission and phone number creation as these only need to be completed at the start of every campaign.

Contact

Please give us a call today or send us an email for more information:

help@local5pm.com

(352) 509-5736

<http://local5pm.com>

Mention you found us from this case study and qualify for a special discount.

Recommendation

Darr-Schackow is enrolled in the Touchdown package.

If you want to see similar results to their campaign, we recommend the Touchdown package.