

LV=

## The Client

LV= is the UK's largest friendly society and a leading financial mutual, serving over five million customers with a wide range of financial services. Having suffered a penalty from Google in 2012, LV='s online visibility for key life insurance terms dropped significantly down the SERPs.

## The Objectives

- Increase search engine visibility and ranking performance for LV='s life insurance terms
- Attain page 1 rankings for LV='s life insurance terms
- Raise LV='s online brand visibility

## The Strategy

1. Filed a Google reconsideration request and had it approved
2. Planned a creative and natural outreach strategy, using offline PR and bespoke content creation to cover a natural back link profile
3. Removed any low quality or unnatural links and replaced these with natural links



## THE RESULTS

### 920% INCREASE

920% increase in visibility for Life Cover from 5.3% in January 2013 to 54% at present

### IMPROVED RANKINGS

Rankings for Life Insurance progressed from page 2 to page 1 position 3

Average ranking for all Life Insurance keywords moved up 6 places

### 48% INCREASE

Outreach improved SEO visits by 48%

### 27% INCREASE

SEO sales uplift of 27% from July to August 2013

### TESTIMONIAL:

*"Greenlight has been instrumental in driving forward an improved search marketing strategy for LV=."*

MARCUS OUGHTON,  
DIGITAL MARKETING MANAGER, LV=

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