

# Our SEO Strategy Delivered Business Success for a new Financial Services Firm

## OUR CLIENT

Swift Loans Australia are a fully online loan provider, proud of their simple application system and fast service. Quicker to approve loans than most traditional banking competitors there are also no hidden fees, and if a client isn't eligible for a loan with Swift, the firm promises to refer the application to other providers. This approach helps more people access additional money when they need it for emergency home repairs, a new car or other expenses.



## THE CHALLENGE

As a relatively new business Swift Loans needed to establish themselves in the online marketplace. That meant they needed to achieve strong page rankings quickly, in a highly competitive space dominated by large multinationals. Identifying their target audience was relatively easy but reaching them ahead of the established competition with large marketing budgets was a vastly different challenge. They were also hindered by a poorly structured website which often resulted in website visitors missing targeted landing pages leading to increased marketing costs and a poor return on the overall marketing investment.

Chief Executive and owner Mark Hosking started to look for an SEO agency with a proven track record and comprehensive understanding of technical SEO work. Following an initial conversation with our team, Mark was reassured that we understood the challenges facing his business and the actions that were needed to turn the firm's online performance around.

Their overall marketing objectives were twofold. To grow their revenue and to achieve much greater brand awareness.

*“eSign have helped our business grow quickly and significantly. They have provided us with intelligent insight into our operations and have helped us understand how to grow our business. The knowledgeable and professional team are a pleasure to work with, so the overall experience has been brilliant. We would happily recommend this business to anyone looking to improve their SEO”*

-Mark Hosking

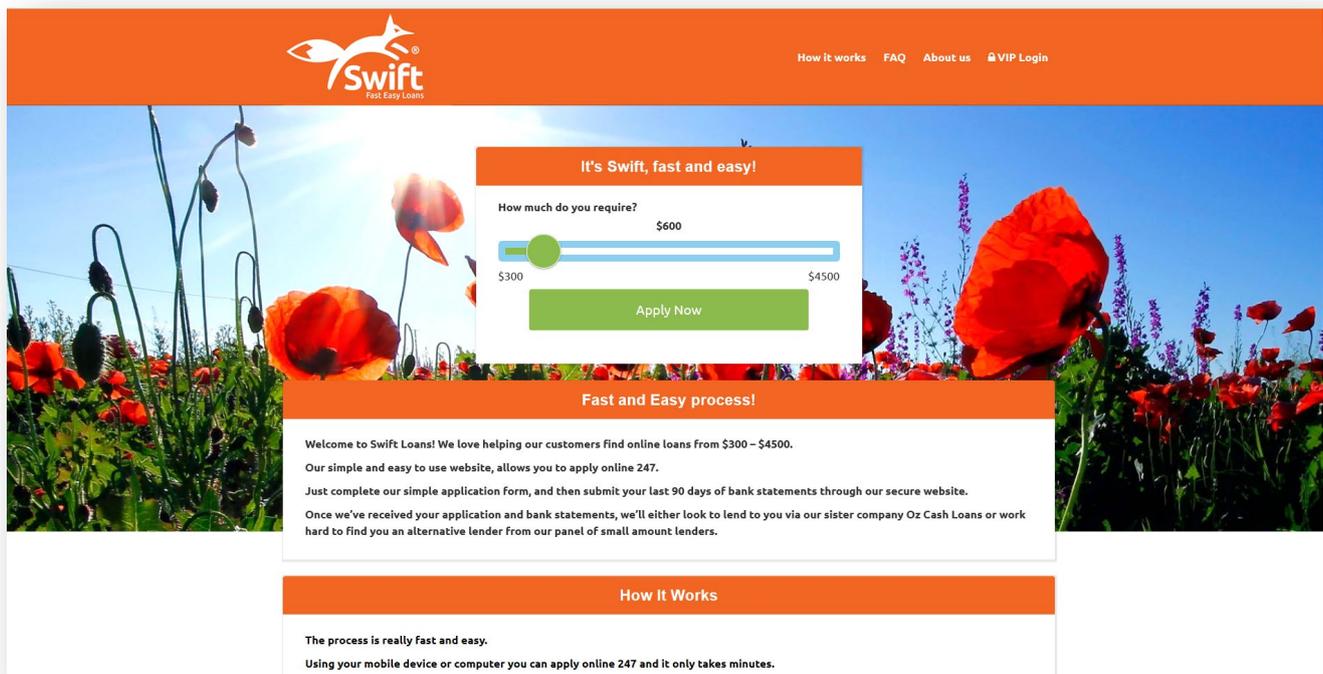
## OUR SOLUTION

We recognised early in this project that the website had too much content and too little emphasis on search engine optimization (SEO). Of course, content is important, but it needs to be carefully drafted to maximise on-page and off-page SEO without keyword stuffing. This is equally relevant for page structure as well as content with headings, images and page URLs all playing an important part in overall SEO impact.

Our initial investigation identified several areas for improvement and developed a set of recommendations with a detailed competitor analysis, an industry benchmark analysis and extensive keyword research.

One highlight from our work was the recommendation that new landing pages should be created for different services and keywords so that SEO and any future advertising campaigns were linked to the products and information potential customers would be looking for. Supported with on-page optimization we were confident that we would then be able to deliver better search engine results. We also enhanced and improved content across the website, focusing on the ranking factors that would deliver the best possible results. This activity was also supported with off-page techniques to create high quality backlinks to further improve search engine visibility.

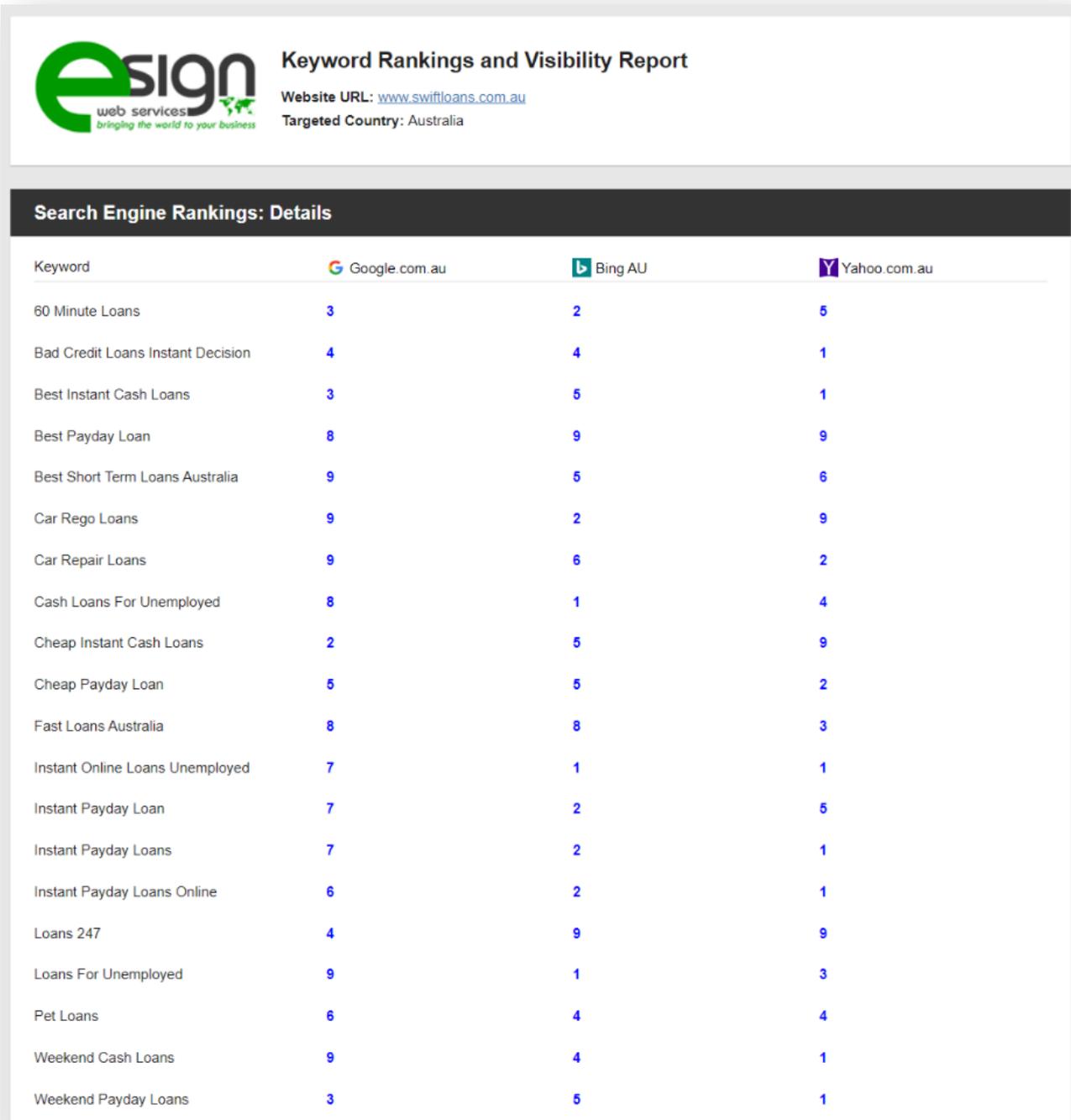
Finally, we created online business profiles for Swift Loans which we posted on top rated websites to further enhance brand reputation, to provide additional backlinks and to enhance search engine perceptions of the website's authority and trustworthiness.



## THE RESULTS

From a starting position of having no search engine position for any keywords, mainly because of the associated costs resulting from high levels of competition, we were able to deliver some incredible results. After five months we were getting page two and page three rankings. This has led to a long-term partnership between eSign and Swift Loans. Within eight months 80% of our keywords were on page 1, and we have since gone on to achieve 100%! Over the last few months, we have delivered four more successful SEO campaigns for Mark.

- 100% keywords on Search Engine first page
- 620% Increase in Organic traffic
- 350% Increase in Analytics Goal Conversions
- 950% Increase in Search Engine Visibility



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**Keyword Rankings and Visibility Report**

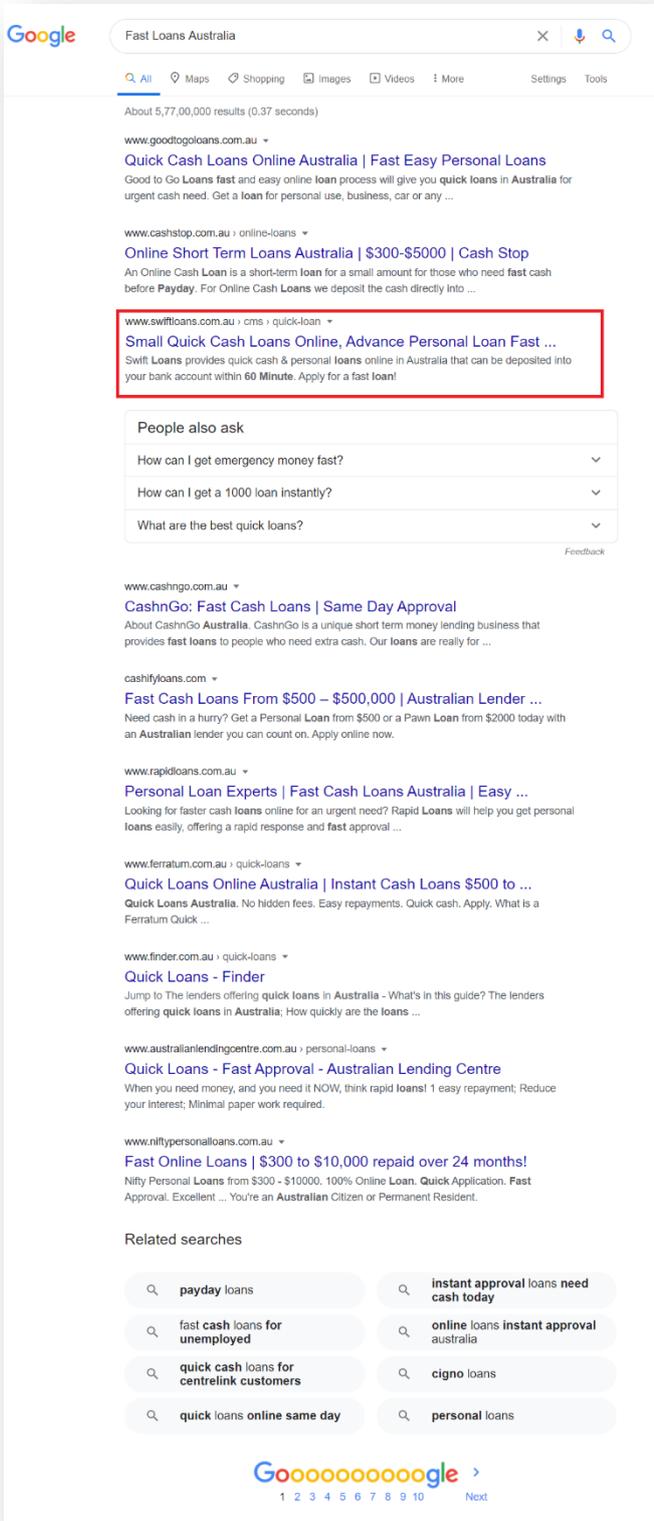
Website URL: [www.swiftloans.com.au](http://www.swiftloans.com.au)  
Targeted Country: Australia

### Search Engine Rankings: Details

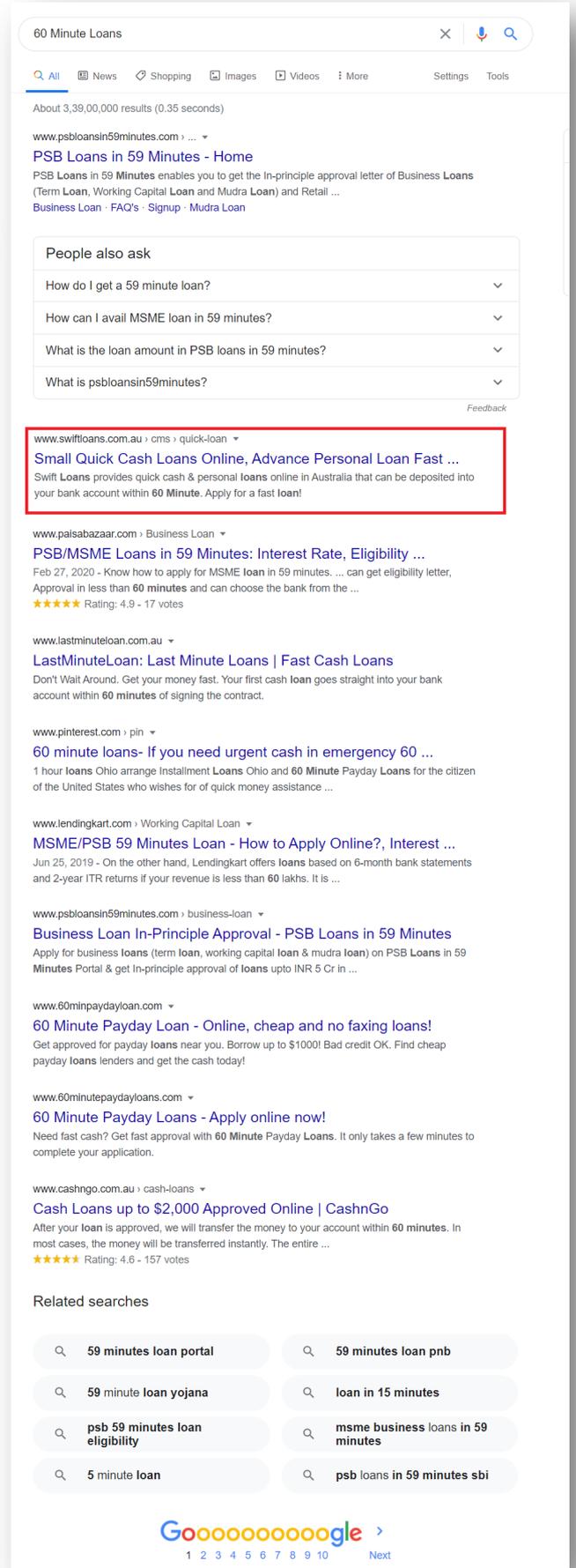
Keyword	Google.com.au	Bing AU	Yahoo.com.au
60 Minute Loans	3	2	5
Bad Credit Loans Instant Decision	4	4	1
Best Instant Cash Loans	3	5	1
Best Payday Loan	8	9	9
Best Short Term Loans Australia	9	5	6
Car Rego Loans	9	2	9
Car Repair Loans	9	6	2
Cash Loans For Unemployed	8	1	4
Cheap Instant Cash Loans	2	5	9
Cheap Payday Loan	5	5	2
Fast Loans Australia	8	8	3
Instant Online Loans Unemployed	7	1	1
Instant Payday Loan	7	2	5
Instant Payday Loans	7	2	1
Instant Payday Loans Online	6	2	1
Loans 247	4	9	9
Loans For Unemployed	9	1	3
Pet Loans	6	4	4
Weekend Cash Loans	9	4	1
Weekend Payday Loans	3	5	1

Detailed keyword research ensured we could deliver an effective SEO strategy

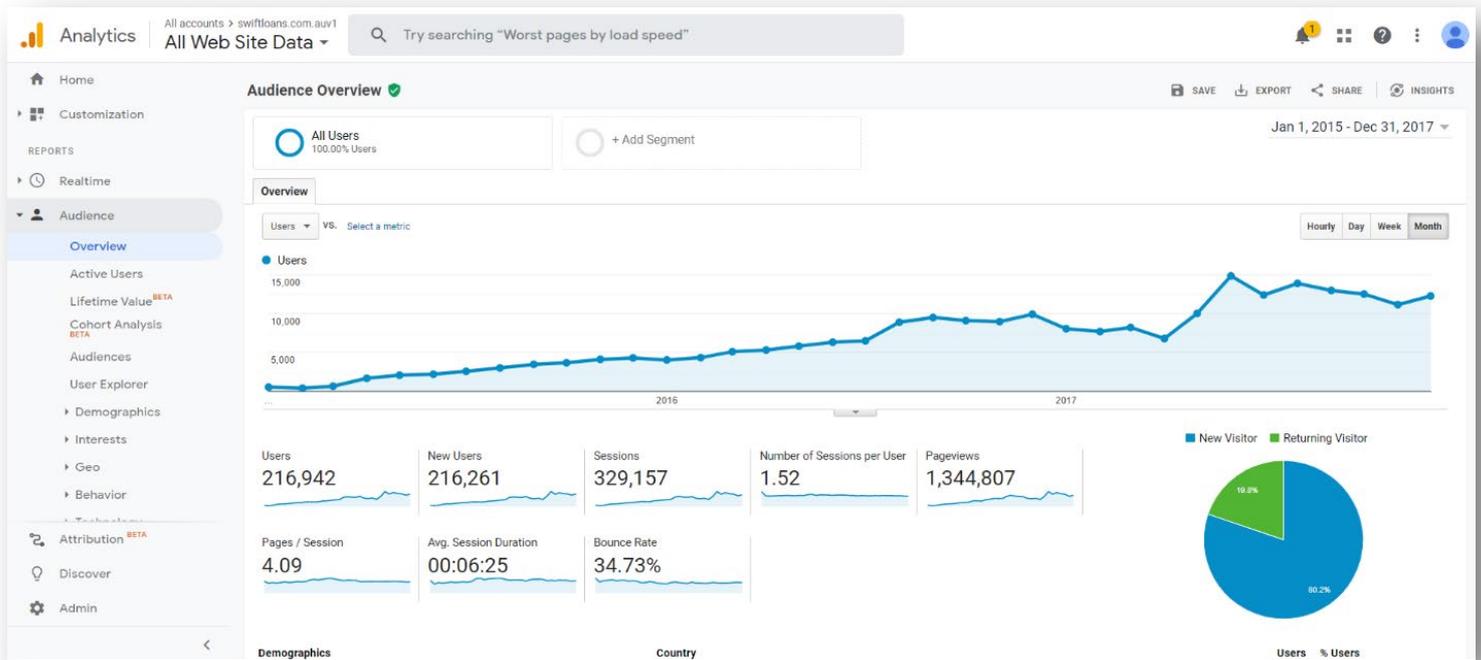
These results show the efficacy of our work achieving strong page rankings



Google search results for "Fast Loans Australia". The search bar shows "Fast Loans Australia" and the results are sorted by "All". The first result is from "www.goodtogoloans.com.au" with the title "Quick Cash Loans Online Australia | Fast Easy Personal Loans". The second result is from "www.cashstop.com.au" with the title "Online Short Term Loans Australia | \$300-\$5000 | Cash Stop". The third result is from "www.swiftloans.com.au" with the title "Small Quick Cash Loans Online, Advance Personal Loan Fast ...", which is highlighted with a red box. Below the results is a "People also ask" section with questions like "How can I get emergency money fast?". At the bottom, there are "Related searches" including "payday loans", "instant approval loans need cash today", "fast cash loans for unemployed", "online loans instant approval australia", "quick cash loans for centrelink customers", "cigno loans", "quick loans online same day", and "personal loans".



Google search results for "60 Minute Loans". The search bar shows "60 Minute Loans" and the results are sorted by "All". The first result is from "www.psbloansin59minutes.com" with the title "PSB Loans in 59 Minutes - Home". The second result is from "www.swiftloans.com.au" with the title "Small Quick Cash Loans Online, Advance Personal Loan Fast ...", which is highlighted with a red box. Below the results is a "People also ask" section with questions like "How do I get a 59 minute loan?". At the bottom, there are "Related searches" including "59 minutes loan portal", "59 minutes loan pnb", "59 minute loan yojana", "loan in 15 minutes", "psb 59 minutes loan eligibility", "msme business loans in 59 minutes", "5 minute loan", and "psb loans in 59 minutes sbi".



From a low starting point we delivered exceptional results!

## ABOUT US

eSign Web Services is the leading full-service digital marketing and SEO company for over a decade now, helping new and existing business owners grow and expand their business online. Our agency is a Google Partner, which means Google has officially certified our knowledge and expertise.

We've already helped more than 2000 companies to climb and dominate search results. We work with companies of all sizes and shapes, from the world's leading brands to small or medium-sized businesses. We help ambitious businesses like yours generate more profits by generating top search engine rankings, driving web traffic, building brand awareness, connecting with customers, and growing overall sales.

## CONTACT US

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