

# Business Case Study

<http://www.themortgagehunter.ca/>



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## Search Engine Optimization

**Market Data/ Trends & Innovation/ Benchmark/  
Best Practice/ User Experience**



**VIDUSHI** Infotech

Software Solutions Provider Pvt. Ltd.

<http://www.vidushiinfotech.com/>



## The Background

Located in South Western Ontario, The Mortgage Hunter provides full service mortgage assistance for growing families, first-time home buyers and people on the move. We specialize in solving mortgage problems whose credit and income profiles do not comply with the complex underwriting guidelines such as banks. The company is licensed through the Financial Services Commission of Ontario and is a member of the Independent Mortgage Brokers of Ontario.

A graphic with a grey background and a yellow 'DEAD END' sign on the right. The sign is a diamond shape with a black border and the words 'DEAD END' in black capital letters. To the left of the sign, the text reads: 'RUNNING INTO A DEAD END GETTING A MORTGAGE?' in bold black and red letters. Below this, a green horizontal bar contains the text 'YOU HAVE OPTIONS THROUGH OUR PRIVATE MORTGAGE PROGRAM' in white. Underneath the bar, the text 'PURCHASE, CONSOLIDATION OR REFINANCE' is followed by two columns of green checkmarks and text: 'Residential', 'Small Commercial', 'Light Industrial', 'Farms', 'Credit Problems', 'Nonconforming Property', 'Facing Foreclosure', and 'Credit Recovery'.

**RUNNING INTO A DEAD END  
GETTING A MORTGAGE?**

*YOU HAVE OPTIONS THROUGH OUR PRIVATE MORTGAGE PROGRAM*

**PURCHASE, CONSOLIDATION OR REFINANCE**

- ✓ Residential
- ✓ Small Commercial
- ✓ Light Industrial
- ✓ Farms
- ✓ Credit Problems
- ✓ Nonconforming Property
- ✓ Facing Foreclosure
- ✓ Credit Recovery

## Striving for Digital Presence and Brand Recognition

This project initiated with a complete Market Analysis which demonstrated a lack of search engine optimization (SEO) methodologies; witnessing low ranking for the targeted keywords in search engine result page.

On monitoring the website performance based on traffic, ranking & conversions, our expert initiated with SEO activities to improve their digital online presence; thereby generating leads & high qualified traffic.



## The Challenge

The Mortgage Hunter keywords didn't rank in Top 100 on Search Result for the entire targeted keyword phrases. Needless to say, they were very annoyed and doubtful about their ranking on Google. They wanted to rank high in the search engines, particularly Google. The ultimate goal was to outshine their competitors and achieve top ranking, gaining online presence and brand recognition. In addition, the lack of a focused keyword strategy prevented search engine spiders to crawl for content.

## Implementing Solution & Initial Change

Vidushi Infotech prepared a **Five-Step SEO Plan** to improve the digital presence of the website.

- ✚ **Step 1:** Optimize the website, exploring digital marketing channels
- ✚ **Step 2:** Content Analysis and Sitemap Analysis
- ✚ **Step 3:** Implement Link Earning Activity to increase site's link popularity
- ✚ **Step 4:** Integrate "Search Engine-Friendly" elements into the site
- ✚ **Step 5:** Map the targeted keywords to their respective landing page

Once all the site improvements were completed, we shifted our gears to reconstruct the landing page to be more conversation-driven. ©

## Results Analysis within Three Months



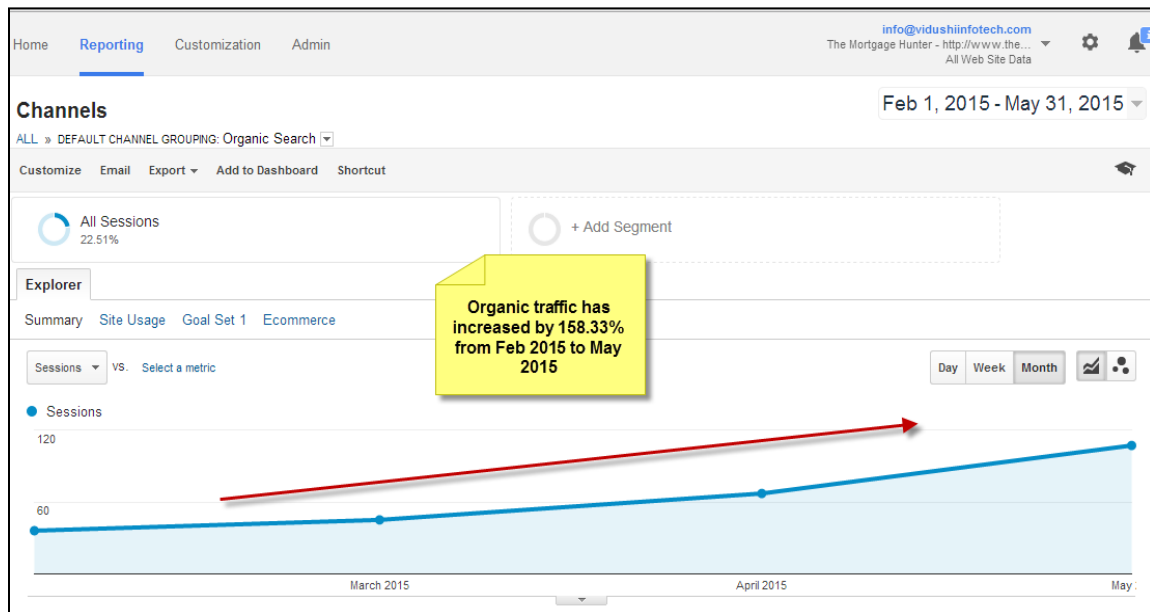
**All Keywords Listed on first page of Google result pages**

**Our Extensive SEO approach, website witnessed the drastic improvement in overall traffic by 526.67% while organic traffic has improved by 158.33% over the last three months.**



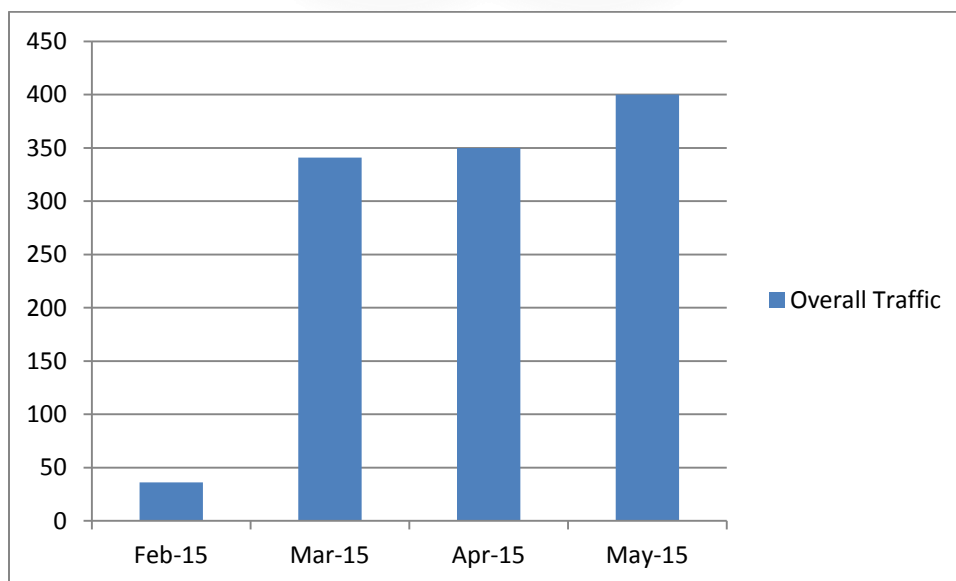
## Organic Traffic Improvement- Over the Last 90 Days

Organic traffic graph illustrating 158.33% growth rate in total number of visitors within last 90 days.



## Organic Traffic Graph over Last 3 Months

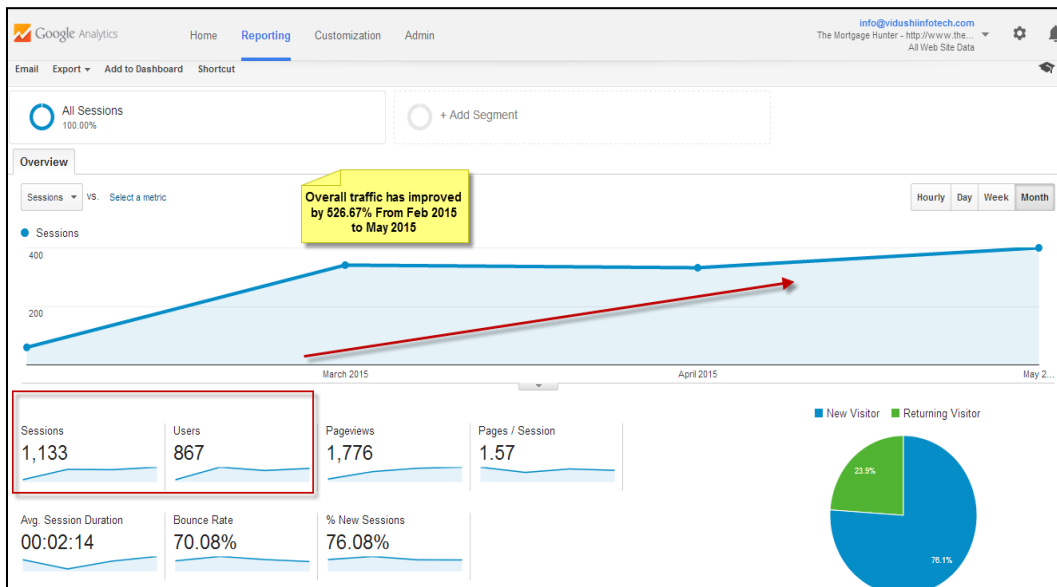
The graph represents a continuous rise in the organic traffic through search engine.





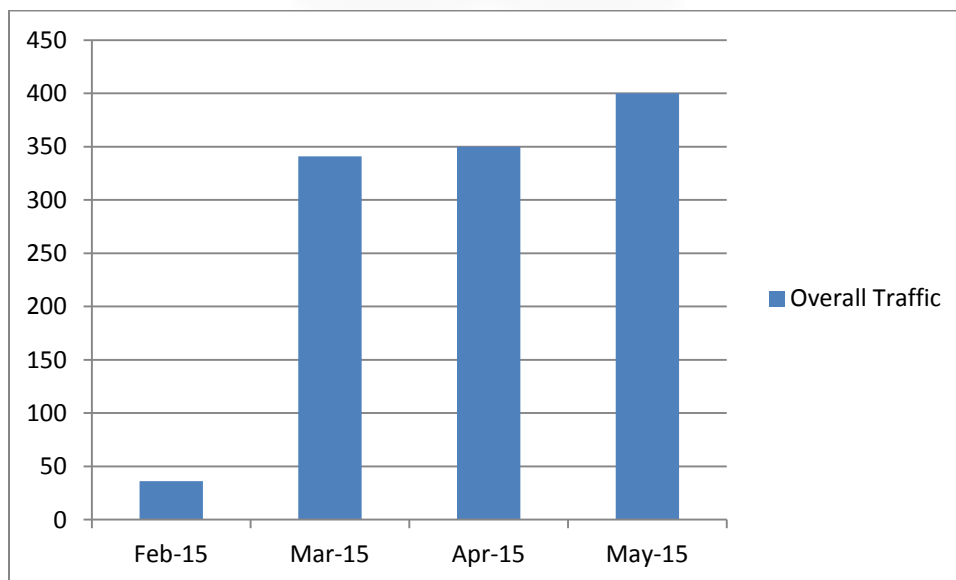
## Overall Traffic Improvement- Over the Last 90 Days

Organic traffic graph illustrating 526.67% growth rate in total number of visitors within last 90 days.



## Overall Traffic Graph- Over Last 3 Months

The graph represents a continuous rise in traffic over the last 3 months.





## List of Targeted Keyword

Sr. No	Target Keywords	Ranking		
		May-15	April-15	Mar-15
1	Poor credit mortgage Chatham	10	7	8
2	mortgage credit problems Chatham	1	1	1
3	bad credit mortgage Windsor	14	50	NA
4	private mortgage Chatham	4	5	9
5	private mortgage Windsor	11	40	NA
6	bad credit mortgage Chatham	5	4	4

This project is still going on a smooth pace, creating milestone across all endeavour of work process. [Vidushi's SEO team is striving towards to achieve the next landmark in future.](#)

**INTERESTED in Giving Your Website a BOOST with IMPROVED USABILITY and CONVERSIONS RATE?**

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Visit: <http://www.vidushiinfotech.com/>

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