

# Medical Insurance Quotes Increases Rankings With Quality Content

Medical Insurance Quotes.com, a medical insurance lead generation company, provides medical insurance leads to mid-sized insurance brokers across the United States and Canada. Originally registered in March 2000 and purchased by Edomainers LLC in 2010, the site has recently gone through a major overhaul in order to increase traffic and lead acquisition. Today the site operates exclusively on organic search traffic and long tail keyword searches as its sole marketing strategy.

## OVERVIEW

### Challenge

To increase Medical Insurance Quotes.com organic rankings for major medical insurance keywords through the use of quality, original content.

### Solution

Deploy quality, original and relevant content on to Medical Insurance Quotes.com's website and record the overall results of Google indexing and the website's organic rankings.

### Benefits

Medical Insurance Quotes.com's overall rankings increased from page 14 for the search term "medical insurance quotes" to page 2; an increase of over 128 search positions.

## Starting from Scratch

Until 2010, Medical Insurance Quotes.com had not been marketed at all. The site sat registered but dormant with no content marketing or even a basic website presence. The original domain owner was cyber squatting and had no real plans to develop the domain when originally purchased in March 2000. Then in late February 2010, Edomainers LLC began site design and development activities.

As the design and development phase continued through March and April, the new domain owners began adding content to the site. First with a 1,000 word splash page discussing medical insurance and how to acquire medical insurance quotes on the internet. During this period, the marketing team of Edomainers created and configured Google Analytics and Google Webmaster Tools on the temporary splash page to track traffic and website indexing statistics.

In May 2010 the site officially relaunched with an entire new look and feel and roughly 50 new pages of fresh, original content. Edomainers LLC knew they had a winner and spent a good portion of that month optimizing the new content and internal link structure. As with any newly deployed site, the Google index takes small bits of website content before adding all pages included in the site's XML sitemap. With roughly 10 pages indexed, Edomainers LLC decided to add another 35 pages of content to the site, this time focusing on state-specific content to assist in capturing long tail search traffic.

The overall content marketing campaign was mapped out in early June of 2010 with plans to add additional directories and segments within the site.

Specifically, the site owners had plans to obtain even more long tail search traffic by building out additional sections that provided a brief history of all medical insurance providers within the United States as well as a "city" section, which would target city specific searches for medical insurance quotes such as "Chicago medical insurance providers". Again, relying solely on their content marketing campaign to drive traffic and increase their lead generation business.

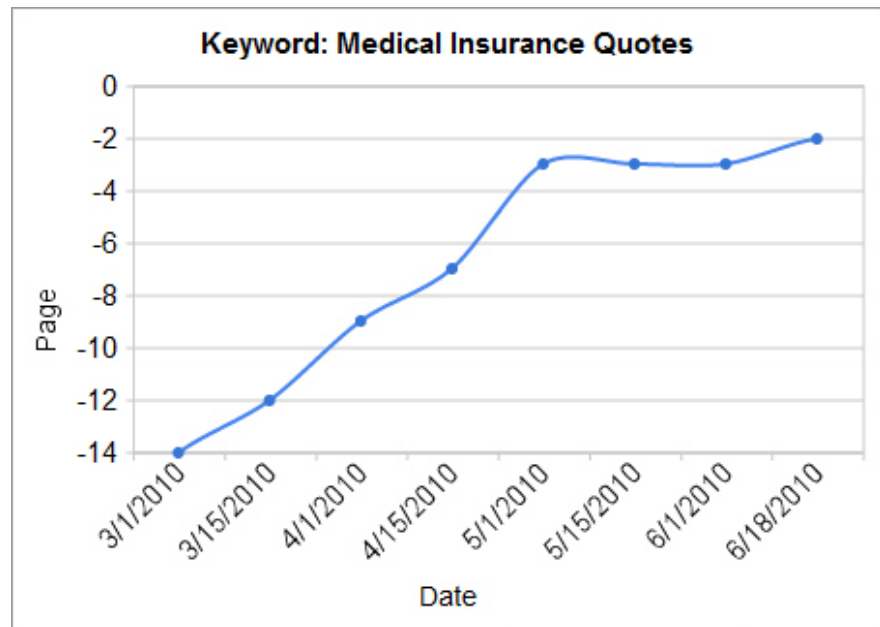
## Tracking Placement Results

When the domain was originally purchased by Edomainers LLC, the management team knew that the primary keyword they wanted to rank for would be "Medical Insurance Quotes" and they knew that having the major keyword as the domain name would support the content marketing campaign seamlessly.

As with any good marketing campaign, tracking results and measuring the success and failures was vital in understanding if the marketing objectives were being met or exceeded. With the help of Google Spreadsheets, the team tracked placement roughly every 15 days and recorded where the site ranked for the keyword "medical insurance quotes".

## PLACEMENT

Date	Page
3-1-2010	14
3-15-2010	12
4-1-2010	9
4-15-2010	7
5-1-2010	3
5-15-2010	3
6-1-2010	3
6-15-2010	2



Upon further analysis of the data, the team was able to assess that by adding the new site structure and content, Google did appear to be increasing the ranking of the domain for the keyword "medical insurance quotes". The team was getting the results they were originally after and also seeing an increase in overall lead capture.

As mentioned earlier, the content marketing campaign started out with a simple 1,000 word splash page which had been added to the website on or around March 15, 2010. Based on the above data, the team saw a substantial page rank increase moving from page 12 to page 7 by the middle of April 2010; an increase of roughly 50 positions over that time period.

Another significant jump in overall placement occurred sometime between April 15, 2010 and May 1, 2010. Medical Insurance Quotes.com's ranking increased from page 7 to page 3. This period also marked a significant content drop which included the addition of the 50 state pages being added to the site structure.

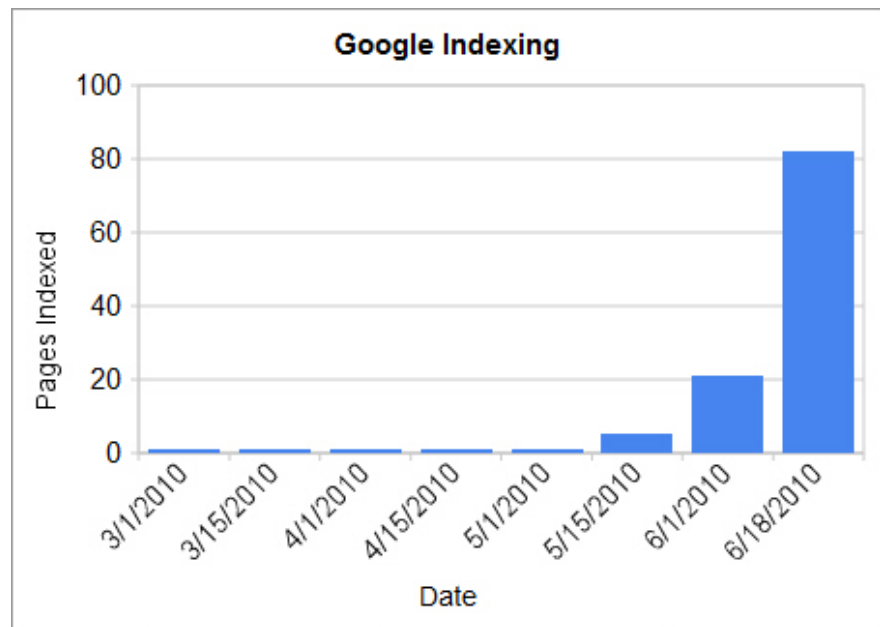
## Tracking Indexing Results

A further analysis was collected to look at any correlation between the domain's ranking versus the total number of indexed pages. By running a basic Google Operator search called "Site" (site:medicalinsurancequotes.com), the total number of indexed pages in the Google index was gathered.

The data revealed an upward swing in overall placement when compared to the total number of indexed pages. It also illustrated the rate at which Google indexed the content which appeared to be slow at first and then with an ever increasing rate.

### INDEXING

Date	Indexed
3-1-2010	1
3-15-2010	1
4-1-2010	1
4-15-2010	1
5-1-2010	1
5-15-2010	5
6-1-2010	21
6-15-2010	82



By analyzing the chart above, the Edomainers team determined that Google's collection of new pages from the Medical Insurance Quotes website gradually increased from May 15, 2010 to June 1, 2010 from 5 to 21 pages. Then, on June 18, 2010, increased from 21 pages to over 80 (almost the entire site was indexed).

This indexing illustrates that Google is slow to index content on a new site until it has built a "trust" factor with the domain itself. This trust factor's grace period lasted until Google analyzed the content that had been written and verified that the content was original, relevant and contained no duplicate content issues.

The data also points to a significant correlation between content and overall search engine placement. Regardless of the rate at which Google indexed the content, the overall effect was a positive one; an increase in organic rankings was achieved by adding fresh, relevant content to the website.

## Conclusion & Analysis

There are some other outside factors that may have also played a role in helping to increase the website's overall rankings. One important example of this would be the age of the domain. The fact that Medical Insurance Quotes.com was originally registered in March of 2000 most likely had a small positive impact on the site indexing and possibly the rate at which the site was indexed by Google.

A secondary factor would be the domain name itself. It has long been accepted that a .com domain name that matches the search term, in this case "Medical Insurance Quotes", has a significant advantage in ranking organically than a domain name that does not. How much of an impact this has is up for debate, however, it is important to recognize this in our overall analysis.

Medical Insurance Quotes.com's content marketing campaign had a major positive impact on the site's overall organic placement for the search term "medical insurance quotes". The site increased its overall rankings from page fourteen (14) to page two (2) over the three (3) month period or a position change of 128 (Page 14, Position 139 to Page 2, Position 11).

In conclusion, the above data supports what Google has stated for many years. The best way to achieve higher organic search rankings is to add fresh, original content to your website.

### For More Information

Contact your ECOPYWRITERS account executive or visit us at:  
<http://www.ecopywriters.com>

For more information about Medical Insurance Quotes, visit:  
<http://www.medicalinsurancequotes.com>

For more information about EDOMAINERS, visit:  
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June 2010  
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