



How **dgmSearchLab** Took **British Insurance** from Zero to Hero

British Insurance is a widely recognised consumer champion and the UK's leading provider of Payment Protection Insurance as part of their competitively priced, comprehensive range of market leading insurance products.

dgmSearchLab facilitated a complete website redesign for **British Insurance** and revolutionised the route to sale.

Campaign Objectives

- Attain a position within the major search engines and significantly increase traffic to the website via Google's natural search listings
- Improve website design and efficiency by:
 - Improving the route to sales
 - Creating clear calls to action
 - Ensuring that the website complies with W3C guidelines

Industry Issues

British Insurance had performed some black hat SEO tactics before coming to **dgmSearchLab**, resulting in a lack of presence on the major search engines, and almost no visitors to their website. In a highly competitive sector, it was essential for **British Insurance** to attain a prominent position in the search engines in order to maintain their market share.

Solution

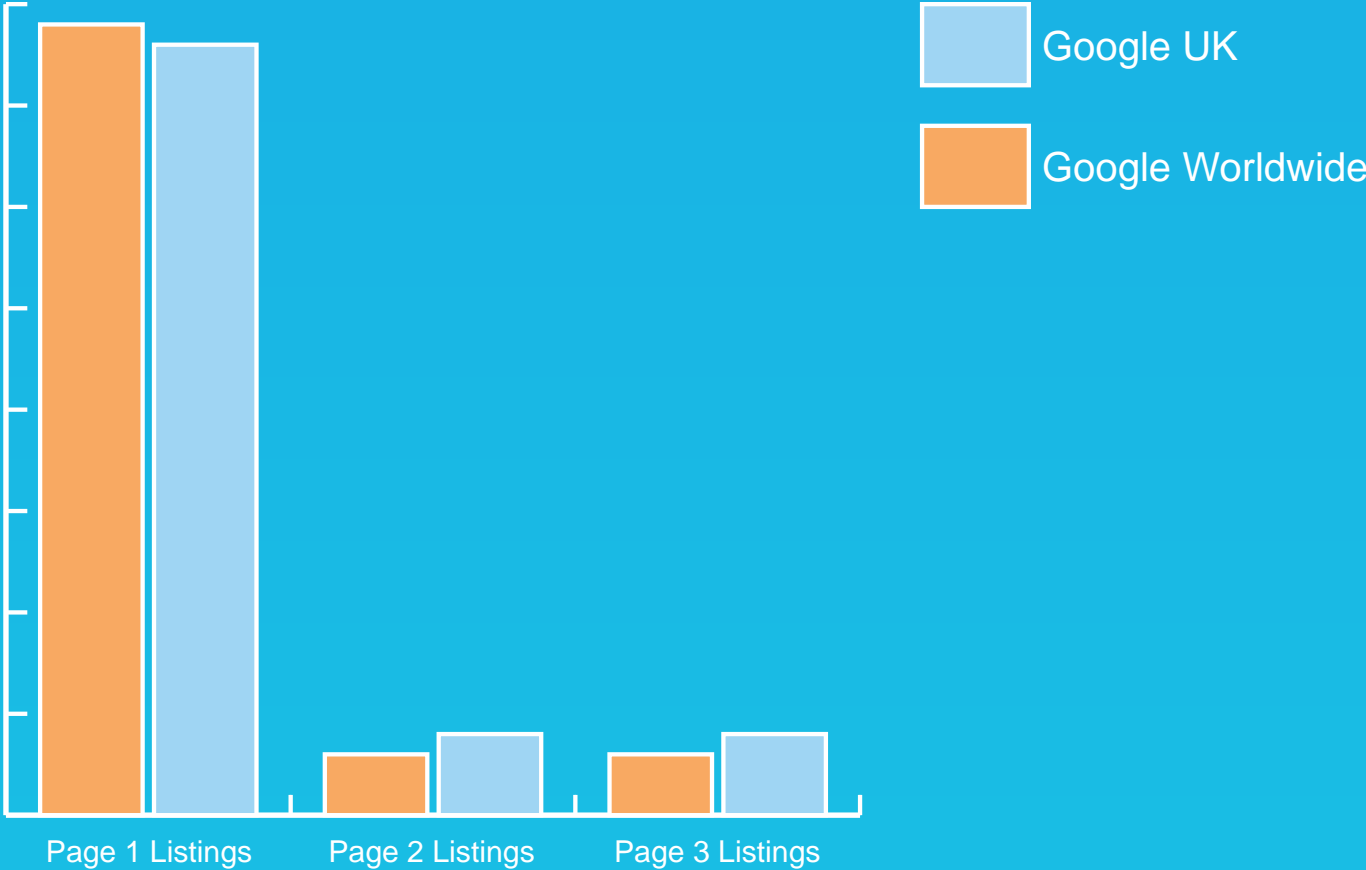
dgmSearchLab worked with **British Insurance** to completely re-design and optimise the website. Changes to the site architecture, content and the sales process enabled **British Insurance** to become recognised by the search engines as one of the leading providers of payment protection insurance.

Key Areas

- Website was re-designed to ensure W3C compliancy
- Route to sale was streamlined based on extensive analysis of the old site
- Usability of site was improved with the sales route showing clearly defined steps
- Awards were showcased and clear calls to action provided on the site to encourage purchase

Results

- Attainment of position 1 in Google for the following keywords:
 - Payment Protection Insurance
 - Loan Protection Quote
 - Unemployment Insurance



“Over the 12 months that we worked together, dgmSearchLab have proven that they are simply the best for the job. The benefits of using them for our website are clear – their skills, experience and passion are reflected in our website and this enables us to make an annual profit of £millions and a return on investment of over 1000%”

**Simon Lance Burgess LL.B.,
Managing Director British Insurance Limited**