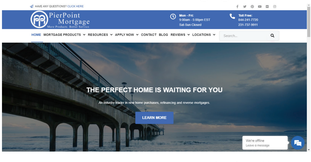
Case Study

PierPoint Mortgage



How we improved the business ranking of PierPoint Mortgage

Business Introduction

PierPoint Mortgage was founded in 2003 and had been offering brilliant services ever since. It is a nationwide Mortgage Broker having an experience of 50 years in the Mortgage Industry. PierPoint Mortgage has 15 Physical Locations and booming national Mortgage business. During the evaluation cycle, we firmly focused on online reputation because the competition was too high.

Client's Expectation

At the beginning of the project, Client was paying attention only to the local rankings in GMB because GMB's was not ranking on local keywords that had high competition. Client wants to target local Users through Google My Business.

Challenges

In the beginning, when Client handed us their GMB Locations, those locations weren't fully optimized according to Google's My Business guidelines. At the same time, we audited their website; we found that their website has some malware. Their website had some malware which was creating query string and redirecting every first-time visitor to an unrelated page. Webpages were getting impressions on unrelated queries. Below I am adding Google SERP, Google Web Console and Google Analytics' screenshots:

Unrelated Queries

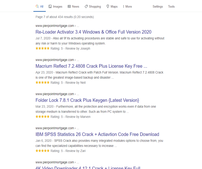
These are the unrelated queries in which we were getting impressions to our website

windows 10 pro activator	36	4,400	1.9%	11.0
windows 10 activator crack	40	897	4.2%	7.9
windows 10 activator crack free download	15	782	10.2%	8.1
windows 10 activator	21	1,754	5.8%	23.4
win 10 pro activator	20	241	5.8%	6
windows 10 activator free download	15	410	8%	7.6

(Webmaster's Screenshot)

Unrelated Impressions on the Website (Jun 13th,2020 to Oct 7th, 2020)

SERP Screenshots

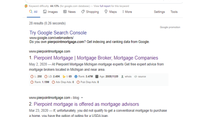


Analytics Screenshot of the Pages Where the New Visitor Was Redirecting

Traffic Source (Jun 13th, 2020 to Oct 13th, 2020)

The Solution

We were getting most of our traffic redirected to the spam pages. So first, we did in-depth research on our Competitors and then optimized the Client's GMB. Simultaneously, we optimized their website and removed the malware that was creating a query string (a type of hack which makes spam pages like window 10 activator and cracks versions, etc.). These links were getting indexed and harming our website and also affecting our visitors. After getting the help of our Developer, we were successful in getting rid of that malware.



The Results

After getting rid of spammy links, we applied our Strategy to get most of the traffic, and it turns out to be good. We started getting new visitors to our website.

(Sep 13th, 2020 to Oct 13th, 2020)

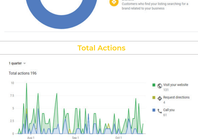
(Sep 13th, 2020 to Oct 13th, 2020)

Keywords also started ranking on Local Search

Keywords	Search Volume	Competition
best home loans	10 – 100	Low
best mortgage companies	10 – 100	Medium
best mortgage lenders	10 – 100	High
best mortgages	10 – 100	High
finance broker	10 – 100	Low
mortgage advisor	10 – 100	Low
mortgage brokers near me	10 – 100	Low
mortgage companies	10 – 100	Medium
mortgage companies near me	10 – 100	Medium
mortgage company	10 – 100	Medium

GMB Insights (Last 3 Months)

Total Searches (Direct – 564, Branded – 627, Discovery - 2195)



Total Actions

Photo Views

Conclusion

The Project's biggest challenge was to optimize the website completely. Because that malware was causing, too many problems like our visitors were getting redirected to different websites. It was causing a considerable amount of loss to traffic and leads to us. We were able to overcome this malware by removing the unrelated links and by removing malware from website. It was our first time facing this type of issue on the website that was causing so much trouble. We learned how to deal with this kind of issue on the website.

After three months of work, we saw a 35% increase in their leads. And also an increase in organic traffic.