

# Resource Financial Starts Ranking On Page 1 Of Google Search Results In Less Than 2 Months

## About Our Client

Resource Financial Services (RFS) is a local independently owned mortgage banker with a team of full-service mortgage bankers serving the Southeast of the United States of America from eight locations. RFS was named #227 on the 2012 Inc. magazine list of 500 fastest-growing privately held mortgage companies in the nation.

## Objective

Resource Financial Services is leveraging NestReady's digital real estate expertise to help them:

- Adapt to the ever-growing demand from homebuyers for convenient digital services and one-stop-shop solutions.
- Obtain a better presence for multiple keyword terms by making resourcefinancialservices.com website rank on the first page of Google.
- Find keyword niches with significant search engine traffic and a relatively quick possibility of obtaining a good search engine ranking - page 1 in less than two months.



# CASE STUDY

## OBJECTIVE

Resource Financial Services is leveraging NestReady's digital marketing expertise to help them:

- Obtain a better presence for multiple keyword terms by making resourcefinancialservices.com website rank on the first page of Google.
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- Increase the organic search engine traffic to resourcefinancialservices.com website.

## RESULT PREVIEW

KEYWORD TERM	ORIGINAL RANK	NEW RANK	TIME TO GET THERE
"Mortgage Company" (4.4K Monthly Searches)	Beyond page 10 on Google Search Results	#4 on the first page of Google Search Results	1 Month
"Mortgage Companies" (12.1K Monthly Searches)	Beyond page 10 on Google Search Results	#8 on the first page of Google Search Results	1 Month
"Home Loans" (33K Monthly Searches)	Beyond page 10 on Google Search Results	#9 on the first page of Google Search Results	1 Month
"Home Loan Companies" (590 Monthly Searches)	Beyond page 10 on Google Search Results	#15 on the second page of Google Search Results	3 Weeks

## CHALLENGES

1. Resource Financial Services is an independent mortgage banker with a traditional business model supported by mortgage bankers and their relationships with local real estate agents.
2. Obtaining a ranking of page 1 on Google for existing and new keyword combinations.
3. Exploring new keyword niches with a very high volume of monthly searches on Google to rank within a short amount of time.
4. The COVID-19 pandemic has forced the RFS's sales teams to work from home, limiting their ability to collaborate with local partners and clients, increasing their need to transition their services online.
5. Resource Financial Services did not appear on any search engine results for "mortgage company," "mortgage companies," "home loans," and "home loan companies."
6. Improvement of overall website authority to increase ranking for the majority of their targeted keywords.

## SOLUTIONS

To solve Resource Financial Services' main challenges, NestReady's Digital Marketing Team based its solutions on the following items:

- The activation of a technical SEO strategy centered around backlink acquisition to enable a better overall ranking for RFS' main keyword terms.
- Delivering on-page and off-page SEO that improves indexation and increases the probability of top keyword terms ranking on the first two pages of one of the leading search engine platforms.
- A 'Digital Footprint' expansion complements SEO efforts - such as producing new and engaging content that will rank well on search engines.

## HOW WE DID IT

The NestReady Digital Marketing Team conducted a technical backlink acquisition strategy to improve the ranking for the specific keywords and keyword combinations.

We implemented custom anchor text (the clickable text in a link) that includes 'mortgage' and 'loan' keywords within the guest blog articles and backlinks.

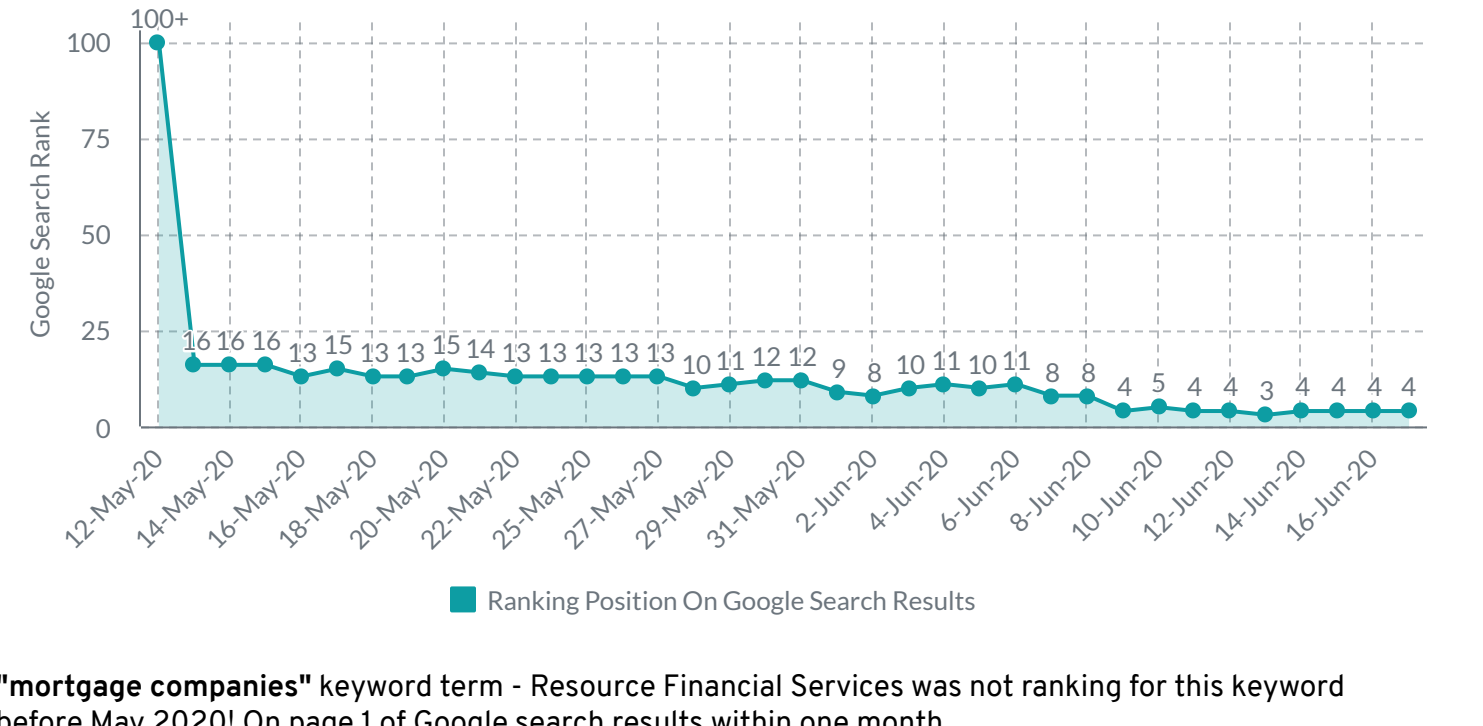
NestReady published informative articles for RFS, targeting hyper-local keywords to increase RFS' overall organic reach and online presence for: "mortgage company", "mortgage companies", "home loans", and "home loan companies" keyword combinations.

# RESULTS & RANKING CHARTS SHOWING RANK IMPROVEMENTS

## RANKING HIGHLIGHTS

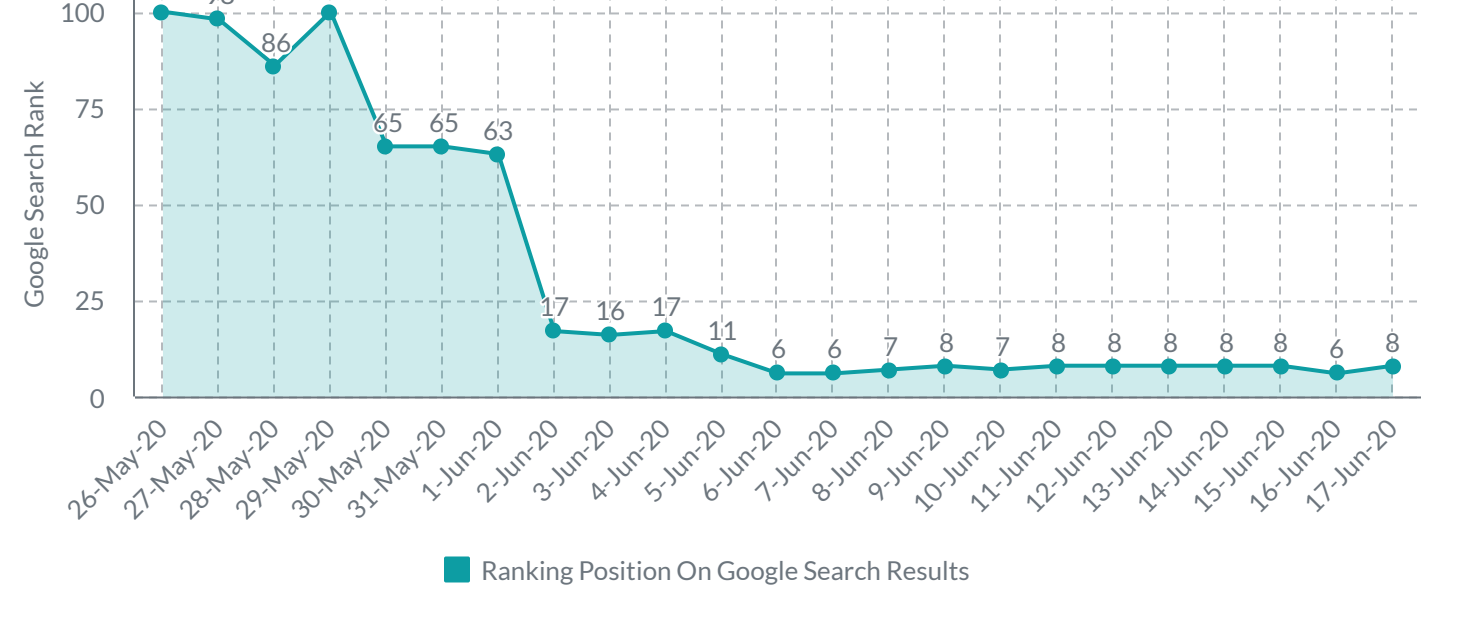
**"mortgage company"** keyword term - Resource Financial Services was not ranking for this keyword before May 2020! On page 1 of Google search results within one month.

Mortgage company is a competitive keyword term with **4.4K monthly searches in the US** and ranking difficulty of 72%, according to SemRush.com (with 1% being extremely easy to rank for and 100% nearly impossible to rank for on Google).



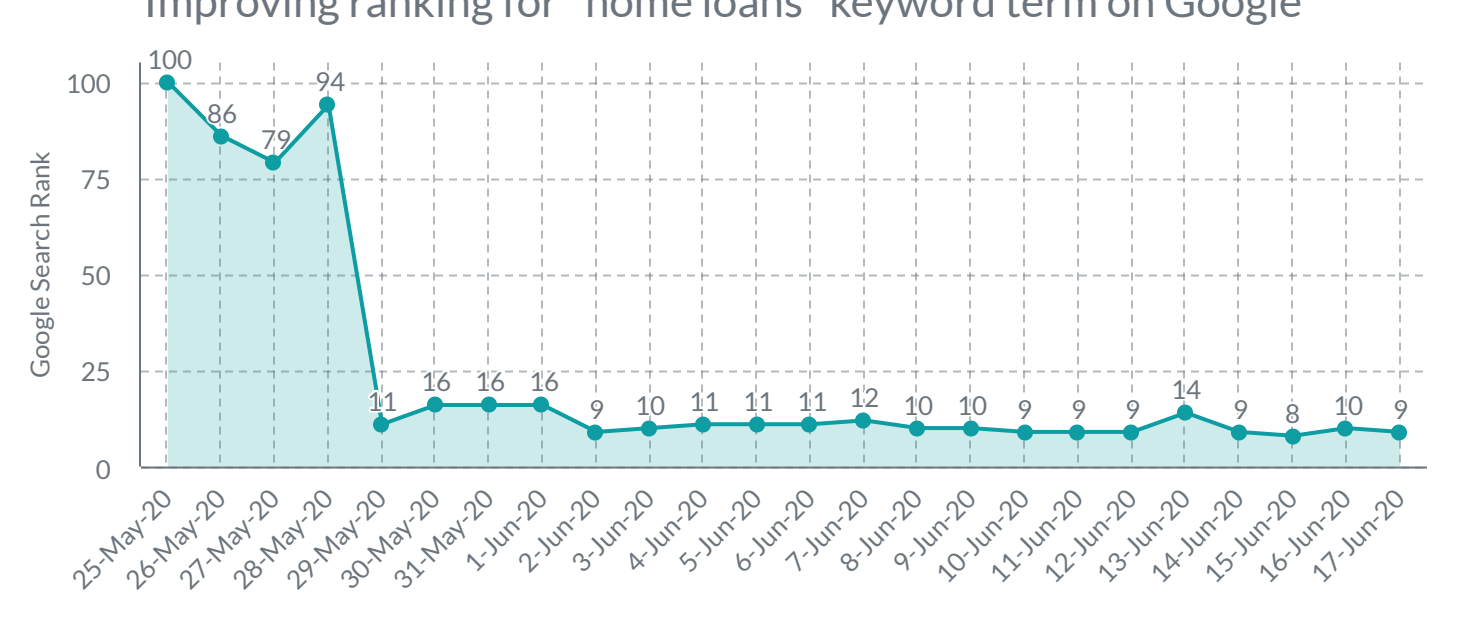
**"mortgage companies"** keyword term - Resource Financial Services was not ranking for this keyword before May 2020! On page 1 of Google search results within one month.

It's a competitive keyword term with **12.1K monthly searches in the US** and ranking difficulty of 85% according to SemRush.com (with 1% being extremely easy to rank for and 100% being nearly impossible to rank for on Google).



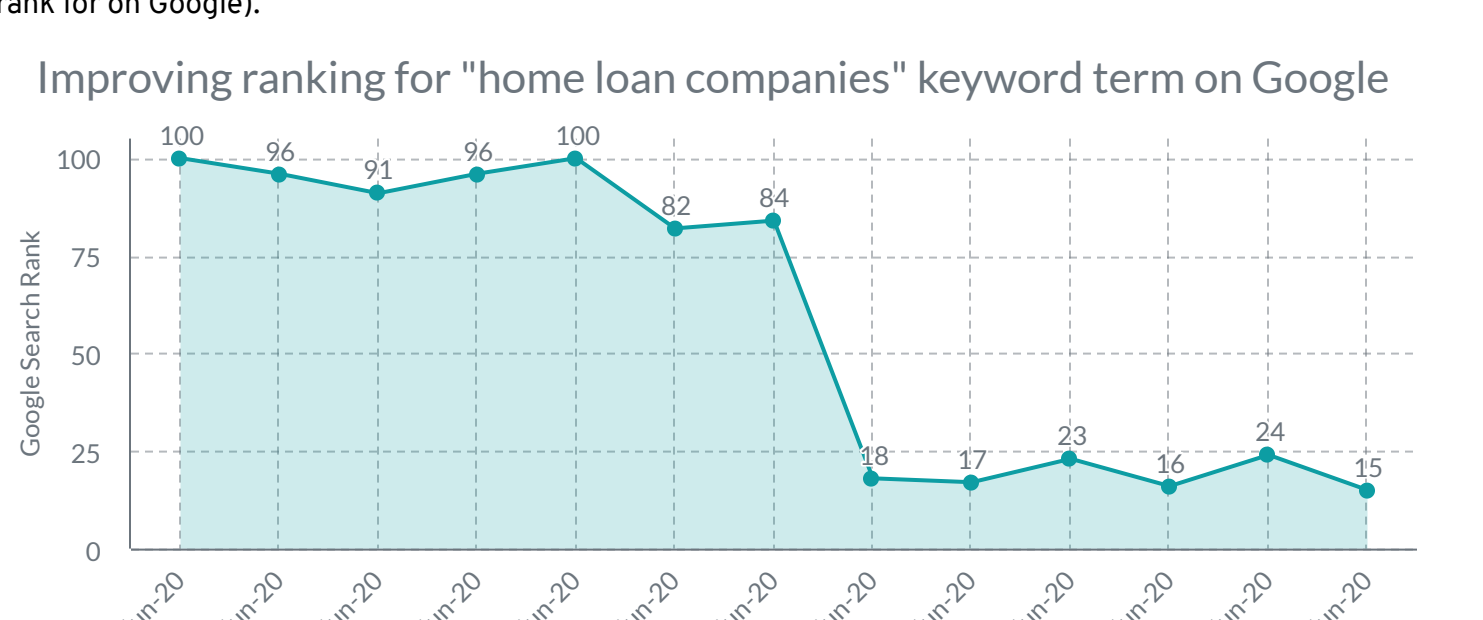
**"home loans"** keyword term - Resource Financial Services was not ranking for this keyword before May 2020! On page 1 of Google search results within one month.

A competitive keyword term with **33.1K monthly searches in the US** and ranking difficulty of 81% according to SemRush.com (with 1% being extremely easy to rank for and 100% being nearly impossible to rank for on Google).



**"home loan companies"** keyword term - Resource Financial Services was not ranking for this keyword before May 2020! On page 1 of Google search results within one month.

This is a competitive keyword term with **590 monthly searches in the US** and ranking difficulty of 83% according to SemRush.com (with 1% being extremely easy to rank for and 100% being nearly impossible to rank for on Google).



## CONCLUSION

Like RFS, many companies buy Adwords because SEO is considered to be complicated and often requires more resources and time. However, it doesn't have to be. With NestReady, lenders can gain insights from industry experts and utilize top digital real estate strategies to obtain a higher digital presence using SEO techniques that are cheaper and more efficient than traditional SEM strategies.

## ABOUT NESTREADY

NestReady bridges the gap between home discovery and financing to connect lenders, homebuyers and real estate agents through the entire home purchase process via a stack of white-label solutions and predictive analytics models. Its plug-and-play total homeownership experience integrates real estate and mortgage seamlessly bringing together every step of the buying journey onto a lender's ecosystem to boost brand awareness, generate highly qualified leads, increase conversions and grow portfolio retention.