

Turning the Page on Results

Increase in Google Organic traffic by 314% over one year

Here is how we did it!

The Setting

For 20 years, FirsTrust Mortgage has established itself as a leading independent mortgage lender. By offering expert mortgage planning services, FirsTrust Mortgage's clients get financial expertise, not just a home loan. FirsTrust Mortgage's "in-house" difference allows them to maintain control of the entire home loan process to provide the best mortgage plan experience as possible.

The Conflict

FirsTrust Mortgage's online traffic consisted primarily of direct traffic to the site. 60% of total traffic from 2011 came from direct traffic while only 20% came from Google organic traffic.

Upon reviewing FirsTrust Mortgage's online presence, Turn The Page discovered that a lack of website optimization and social media presence would not be effective in driving new traffic through organic search.

The Plot

Turn The Page Online Marketing had two key considerations for implementing an overall online marketing strategy that would deliver the results FirsTrust Mortgage desired.

- Website Optimization
- Social Media Presence

Social Media Presence was driven not only by posting to social media sites, but by also creating a blog to establish FirsTrust Mortgage as an authority on the mortgage and financial industry. By establishing relevancy with timely and useful blog topics, FirsTrust Mortgage was able to leverage strong content to increase social presence.

The Conclusion

Turn The Page wanted to provide FirsTrust Mortgage with results that they could measure against their unique business goals. By tracking website traffic with Google Analytics, FirsTrust Mortgage was able to see the return on their investment from Turn The Page's online efforts.

FirsTrust Mortgage's total organic search traffic through Google increased by 314% from 1,316 visits in 2011 to 5,451 in 2012. Through a targeted keyword strategy and social presence, Turn The Page was able to turn FirsTrust Mortgage's website into a lead generator.

A Never Ending Story of Success

At Turn the Page, we pride ourselves on happy endings. FirsTrust Mortgage lacked the ability to generate new business from their website. Turn The Page drove organic traffic through a strategic online plan. FirsTrust Mortgage saw the results to allow them to invest in a new website developed by Turn The Page to further increase their online potential.

"Turn The Page meets with our management team on a regular basis to work on online branding and marketing strategies that work to maximize FirsTrust's appearance to consumers on the internet. Thus far, we have seen success with Turn The Page's tactics and we look forward to continued success in the future."
-Mark McDougald, CEO

