

AON



From 3 million Searches to user centric optimizations

Supported by:

KINISSO

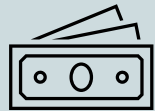
**FRIENDS
SEARCH**

BY IDMA feb. 2022

Background information

Challenges of Aon within the car insurance market

+60% increase in CPC



Year on Year we saw the non branded CPC increase with +60%. Meaning less results with the same PPC budget.

Low brand awareness



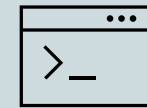
In comparison to big insurance companies, no large budgets for ATL campaigns were available to boost brand awareness.

Low entry limits due AI



A rapid increase of AI content, complicates efforts to secure that coveted top spot in organic search results.

Fragmented content



Content opportunities were in the past identified by SEMrush focussing solely on Search volumes while neglecting nuances resulting in fragmented content

Business objective:

How could we increase our share in terms of car insurances within this highly competitive market?

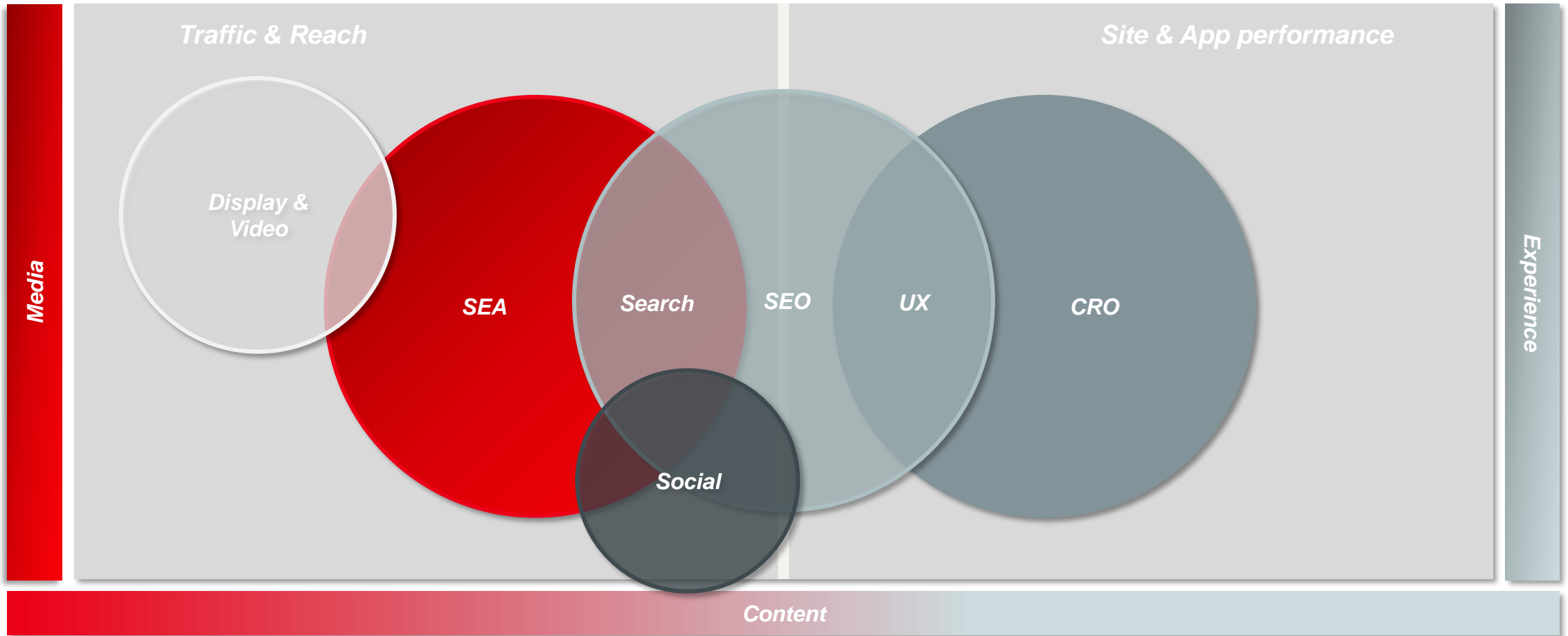
***Search Engine
Optimization***

VS

***Search Experience
Optimization***

SEO has touchpoints with both PPC and CRO

Therefore we generated both SEO and PPC information which is used to create meaningful customer journeys from a user centric perspective

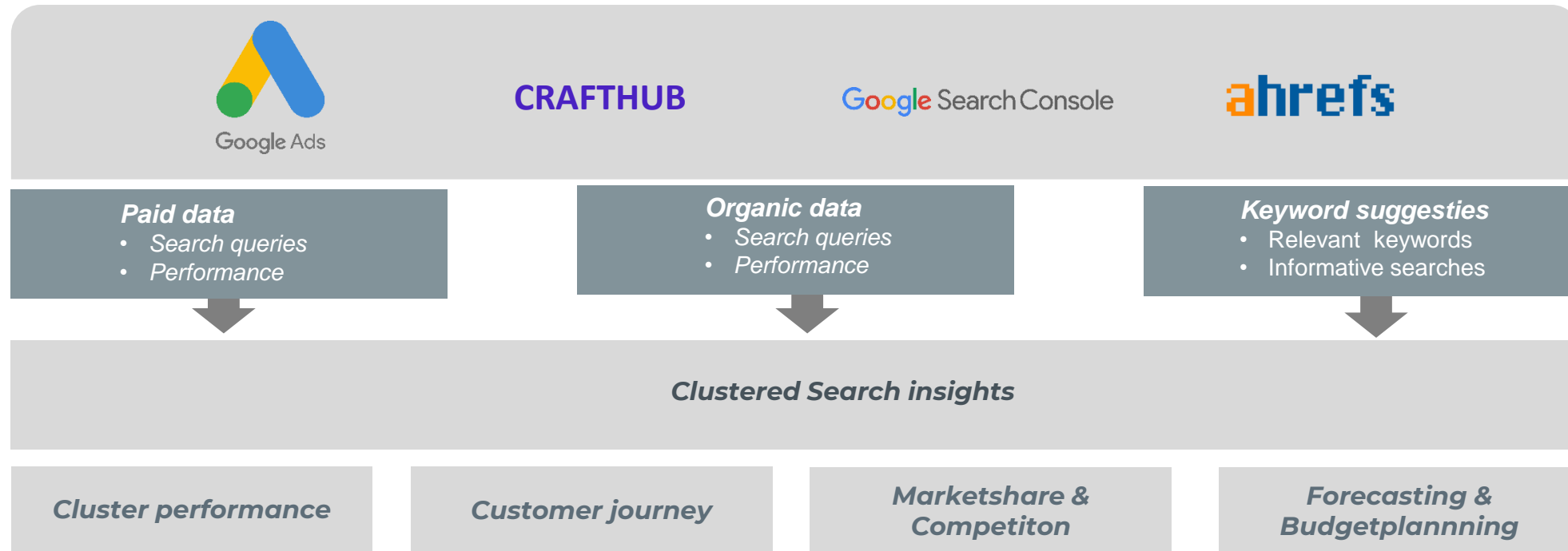


Finding the how

Our approach

Creation of a 360° view of the car insurance Search landscape

To get a better understanding of the Search interest from different perspectives of the target audience



Plug and play with the help of customized clusters

To get a better understanding of the Search interest from different perspectives of the target audience

Brand

Branded

Non-branded

Customer journey

1. Touch

2. Tell

3. Sell

Type of driver

18 Year old

Other driver

Starter

Students

3 million Searches were split up into:

Categorie	Monthly Search	Number of keywords	Organische positie	SEO Rankings%	Forecast monthly uplift SEO transactions
Autoverzekering	298.990	1.634	33,9	82%	44,1
Compare	99.630	8	23,0	13%	6,7
Generic	98.530	690	33,8	79%	31,9
Type of insurance	51.760	460	32,8	88%	3,3
Calculate	18.030	70	27,6	94%	0,5
Insure	15.980	169	35,1	80%	1,3
Buy intention	5.730	51	49,9	73%	0,4
Costs	4.010	75	43,1	84%	0,0
Cancel / adapt insurance	2.000	18	40,7	78%	0,0
Change names	1.800	63	42,9	79%	0,1
Own risk	620	14	32,9	100%	0,0
Switch insurance	490	5	35,4	80%	0,0
Defenition	410	11	37,1	73%	0,0
Totaal	298.990	1.634	33,9	82%	44,1

Four main user centric optimizations based on the Search interest

All performance driven from a SEO and SEA perspective

1. Content enrichment mid funnel topics based on Search interest

How to take out a car insurance?

43.200 annual searches

Roadside assistance and you car insurance

20.400 annual searches

How many claim free years do I have?

15.600 annual searches

2. Inclusion of outlinks with in depth information to these hot topics

Include internal link to: /verzekeringen/autoverzekering/artikelen/pechhulp-en-uw-autoverzekering

Include internal link to: /verzekeringen/autoverzekering/artikelen/wat-zijn-schadevrije-jaren

3. Restructuring subtopics based on Search interest

Welke aanvullende dekkingen zijn er?



RECHTSBIJSTAND



ACCESSOIRES



INZITTENDEN PLUS

4. Structuring all relevant car insurance pages from the main car insurance page

/autoverzekering

Product related content

Allrisk car insurance

What car insurance fits to me?

+4

615.00 annual Searches

Informational content

Calculate current value car

Road tax

+3

1.424.640 annual Searches

Functional content

Car repair costs

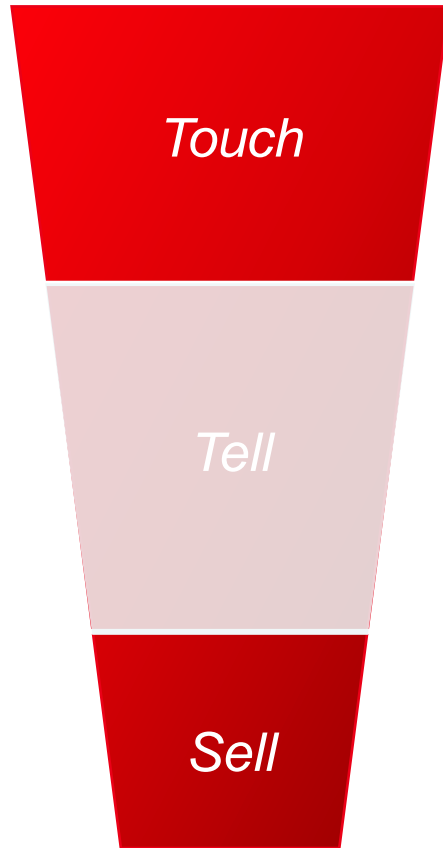
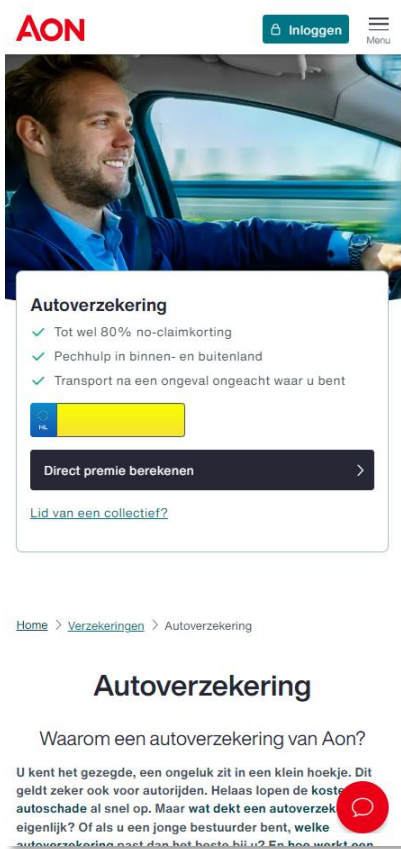
Damage free years

+3

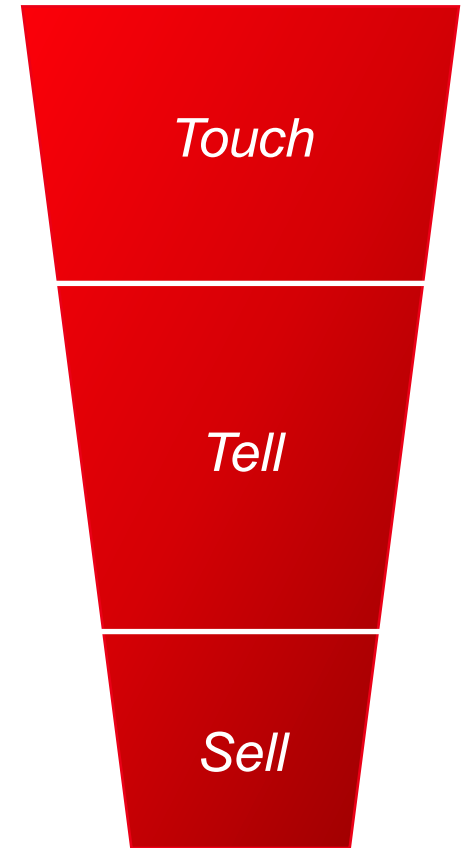
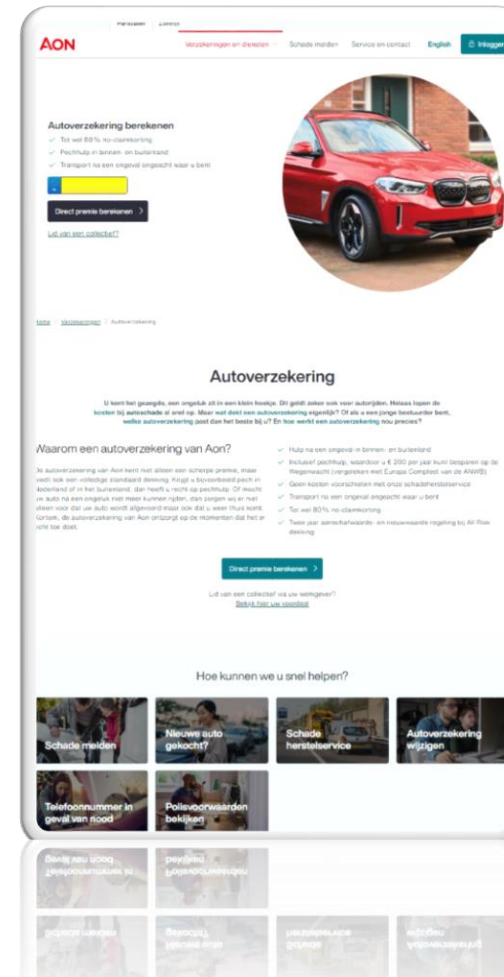
112.440 annual Searches

The outcome: a user centric seamless customer journeys

Old situation



New situation

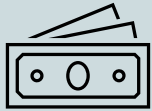


Results

SEO Key results

1st of August 2023 to 31th of January 2024, compared year on year

SEO Revenue



+129%

Organic Sessions



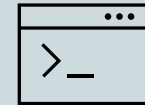
+66,5%

Transactions



+148%

Conversion ratio



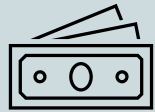
+61%

From 2,24%
to **3,34%**

Search key results (SEO & SEA)

1st of August 2023 to 31th of January 2024, compared year on year

Search Revenue



+52%

Search Sessions



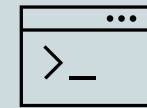
+15%

Transactions



+52%

Conversion ratio



+32%

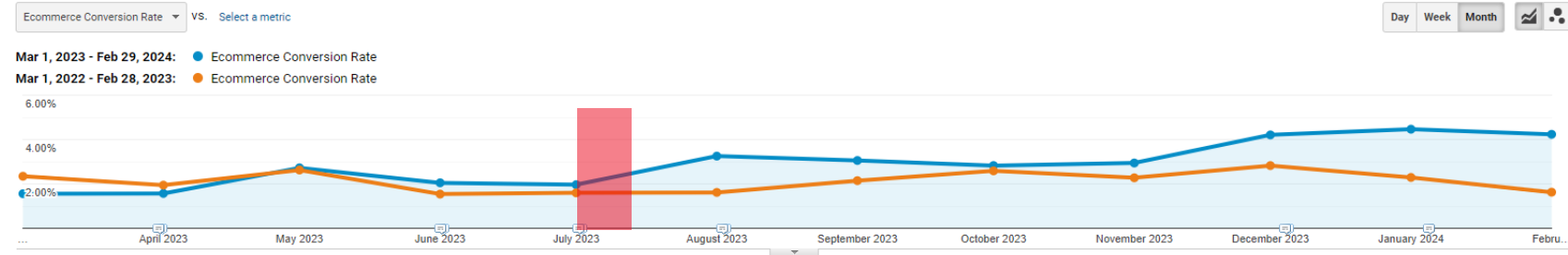
From 2.81%
to **3.73%**

“Every champion was once a contender who refused to give up.” – Rocky Balboa



**Thank you – Any
Questions?**

Google Analytics data



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

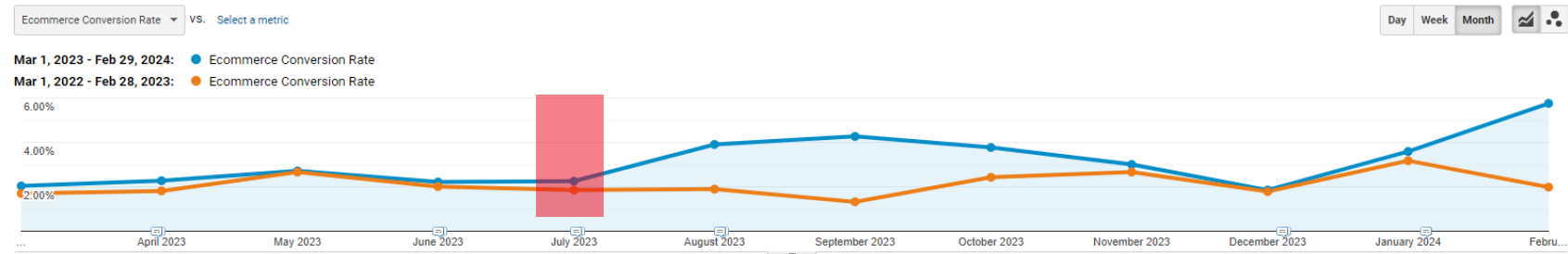
Plot Rows Secondary dimension: Landing Page Sort Type: Default Advanced Filter ON

Include Landing Page Containing autoverzekering

and

Include Default Channel Grouping Containing Organic Search

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce



Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension: Landing Page Sort Type: Default Advanced Filter ON

Include Landing Page Containing autoverzekering

