

ROCKLAND TRUST



CASE STUDY



SEO

SEO Performance



Rockland Trust is a full-service community bank with \$4.7 billion in assets. Established in 1907, Rockland Trust is one of few local banks to retain their original name and independent ownership after more than 100 years. With locations in and around the South Shore region of Massachusetts, Rockland Trust competes with both local and national banks alike.

Rockland Trust partnered with inSegment to deploy Search Engine Optimization and Pay-Per-Click campaigns for increased online visibility. inSegment was charged with building conversion-oriented microsites in order to convert visitors arriving from both online and offline channels.

Goals

- Increase Rockland Trust's visibility and online presence
- Support Rockland's seasonal marketing campaigns
- Build awareness of and enrollment in Rockland's free checking accounts
- Compete successfully with local and national banks in an extremely competitive SEO space
- Integrate Conversion Architecture™ into Rockland's website without completely redesigning the site

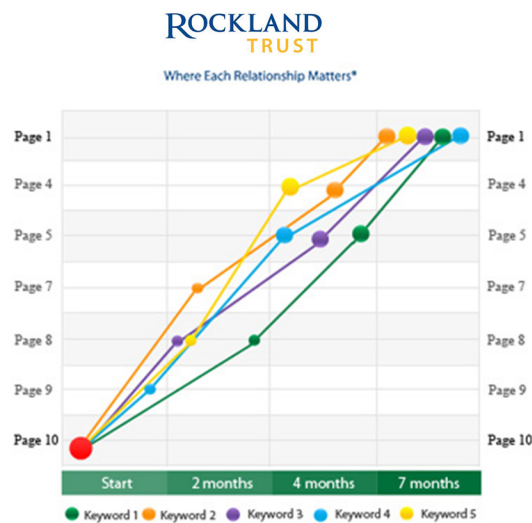
Execution

inSegment created a microsite which supported the Rockland Trust’s spring “Freeness” campaign that provided a conversion-oriented web asset, eliminating the need to revise the main company website. The microsite received traffic from traditional media channels and provided an opportunity to immediately open an account online, which traditional channels could not provide.

inSegment also began a Pay Per Click campaign and created a second conversion-focused microsite for visitors who arrived through online ads. These ads geo-targeted users searching for checking accounts or other banking services in the vicinity of Rockland Trust’s branches.

inSegment Results:

inSegment also deployed a Search Engine Optimization campaign that focused on local keywords and succeeded in gaining first page status for a variety of relevant and traffic-generating terms. The graph below illustrates how inSegment improved Rockland Trust’s rankings from page seven to the first page of Google for designated keywords in just seven months.



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