



Mortgage Broker Website SEO Case Study: Boosting High-Value Loan Leads through Strategic SEO and Google Ads Synergy

Overview:

In a competitive mortgage and finance market, our SEO expertise, spanning 15 years, played a pivotal role in **doubling the SEO traffic for a mortgage broker's website within 200 days**.

Our strategy focused on attracting high-value loan leads and seamlessly integrating with Google Ads. The result was a significant decrease in the cost per lead, dropping from £195 to £55 in less than 300 days, all while tripling website traffic.



SEO Strategy:

The campaign was split to target both eCommerce and informational searches, crucial for the mortgage niche.

Initial SEO Audit:

- Comprehensive site analysis, including full crawl and data integration from Google Search Console (GSC) and Google Analytics (GA).
- Technical infrastructure and policy review.
- Examination of rendering and accessibility.
- Internal linking structure analysis.



- Index performance and indexing audit, identifying non-indexed areas.
- Page query insights and dead or underperforming URL segmentation.
- Grouping URLs for Expertise, Authoritativeness, Trustworthiness (E-E-A-T), and helpful content evaluation.

Deep-Dive into Keyword Strategy: Lombard Lending Case Example

G England, United Kingdom ▾		
☐ KEYWORDS	POSITION	AVG. POSITION
☐ lombard loan	5 ▲ 1	8 ▲ 0.2
☐ lombard lending	4	4.9 ▼ 0.5
☐ lombard loans	6 ▼ 1	7.7 ▼ 0.1
☐ lombard loan meaning	Not tracked	4.9 ▲ 0.6
☐ lombard finance	10 ▲ 22	35.1 ▲ 3.9
☐ lombard loans uk	Not tracked	7.4 ▼ 0.2
☐ lombard loans meaning	Not tracked	5.4 ▼ 0.6
☐ what is lombard lending	Not tracked	5.7 ▲ 0.1
☐ lombard loan rates	Not tracked	20.6 ▲ 1.6
☐ lombard credit	7 ▼ 1	9.4 ▲ 0.5
< 1 2 3 4 ... 12 > Go to page: 1		

As part of our comprehensive SEO campaign for the mortgage broker website, we employed an intensive keyword research and management strategy. A prime example of this is our work with "Lombard lending."

For this single topic, we identified and meticulously managed approximately 150 Lombard-related keywords. This approach was replicated across about 100 core mortgage topics, each zoomed in with an estimated 200 keywords, demonstrating our depth and precision in targeting industry-specific terms.



Lombard Lending: A Keyword Strategy Model

Keyword Identification: We started with a broad term like "Lombard lending" and expanded it to uncover 150 related keywords. This included variations and long-tail keywords closely tied to the Lombard lending theme.

Search Intent Analysis: For each keyword, we analyzed the search intent - whether users were seeking information, looking to make a decision, or ready to engage in Lombard lending services.

Content Alignment: Based on our keyword and intent analysis, we crafted content that not only ranked well for these keywords but also provided real value to the site's visitors. This included informational articles, service pages, and FAQ sections specifically tailored to Lombard lending queries.

SEO Integration: Each keyword was seamlessly integrated into the website's content, metadata, and internal linking structure. This ensured that the site was not only keyword-rich but also user and search engine friendly.

Performance Tracking and Adaptation: Using tools like RankMathPro and Google Analytics, we continuously monitored the performance of these keywords, making data-driven adjustments to our strategy for optimal results.

Broader Implications

☐ lombard lending private banking	☐ how does a lombard loan work	☐ what is lombard lending
☐ lombard lending uk	☐ lombard loan vs margin loan	☐ lombard loan vs mortgage
☐ what are lombard loans	☐ lombard lending meaning	☐ what is lombard loan
☐ lombard loans definition	☐ lombard lending	☐ lombard portfolio
☐ what is a lombard	☐ lombard loan meaning	☐ lombard loan term to purchase property
☐ lombard facility meaning	☐ lombard personal loans	☐ what is a lombard loan
☐ lombard loans uk	☐ lombard mortgage	☐ lombard financing
☐ lombard personal loan	☐ lombard loans meaning	☐ what is lombard credit
☐ lombard loans		☐ lombard loan definition
☐ lombard special schemes		☐ lombard meaning in finance



This granular approach to keyword management for "Lombard lending" was a microcosm of our broader SEO strategy for the mortgage broker website.

By applying similar tactics across 100 core mortgage topics, we built a robust foundation that significantly enhanced the site's visibility and authority in the mortgage domain.

The screenshot shows a Google search for "lombard lending". The search bar at the top contains the text "lombard lending". Below the search bar, there is a dropdown menu with the question "Who is eligible for a Lombard loan?". Below this, there is a section titled "People also ask" with five questions: "What is the Lombard lending process?", "What is the difference between a Lombard loan and a mortgage loan?", "Is Lombard Lending regulated in the UK?", "What are the risks of Lombard loans?", and "Feedback". Below the "People also ask" section, there are four search results. The first result is from HSBC Private Banking, titled "Be opportunity-ready with Lombard Lending", with a snippet: "Lombard Lending is delivered in a way that suits your personal needs and preferences, from loans in most major currencies, to different repayment options ...". The second result is from Lombard Odier, titled "Lombard Loans", with a snippet: "A Lombard Loan¹ is a type of credit, offered in the form of a fixed loan or agreed overdraft granted against a pledge of liquid assets such as equities, ...". The third result is from KPMG, titled "Lombard loans", with a snippet: "In simple terms, Lombard loans are a specialised form of personal lending in which banks grant secured credit to their private wealth management clients. The ...". The fourth result is from largemortgageloans.com Ltd, titled "Lombard Lending Explained - Loans", with a snippet: "A Lombard loan is a loan granted by the bank and secured by some, or all, of the marketable securities held by a client in a custody account." Below the search results, there is a section titled "Lombard Loans" with a snippet: "How Does a Lombard Loan Work? Lombard Lending is a relatively short-term form of borrowing with terms ranging from as little as one week up to 24 months." Below this, there are two questions: "How Does a Lombard Loan Work?" and "What Are the Limitations of a Lombard Loan?". Below these questions, there is a result from Lombard Asset Finance, titled "Lombard Asset Finance", with a snippet: "https://www.lombard.co.uk/lombard".



Execution and Delegation:

- Prioritization of technical issues based on impact and ease of implementation.
- Generation of content modification lists, including internal & external link checks.
- Stagnant content and high-performance URL reviews.
- Scheduled content deployment with SEO stack setup and annotation tracking.
- Integration of internal links into existing content.

Ongoing SEO Efforts:

The screenshot shows a 'Keyword overview' dashboard. It features a table with columns for 'TOP KEYWORDS', 'POSITIONS', 'VISIBILITY', and 'JUMPED'. The table is divided into two sections. The left section has 5 rows of data, and the right section has 5 rows. Red arrows point to various elements: one points to the 'VIEW ALL (316)' button at the bottom left, another points to the 'VIEW ALL (59)' button at the bottom right, a third points to the 'JUMPED' column header, and a fourth points to the 'POSITIONS' column header of the right section. A fifth arrow points to the 'VISIBILITY' column of the right section.

Keyword overview ⁱ				Groups: All groups	
TOP KEYWORDS	POSITIONS	VISIBILITY	JUMPED	POSITIONS	VISIBILITY
	1	100%		5 ▲ 1	60%
	1	100%		6 ▲ 1	50%
	1	100%		6 ▲ 5	50%
	3	100%		7 ▲ 2	50%
	3	100%		7 ▲ 1	50%

→ VIEW ALL (316) → VIEW ALL (59)

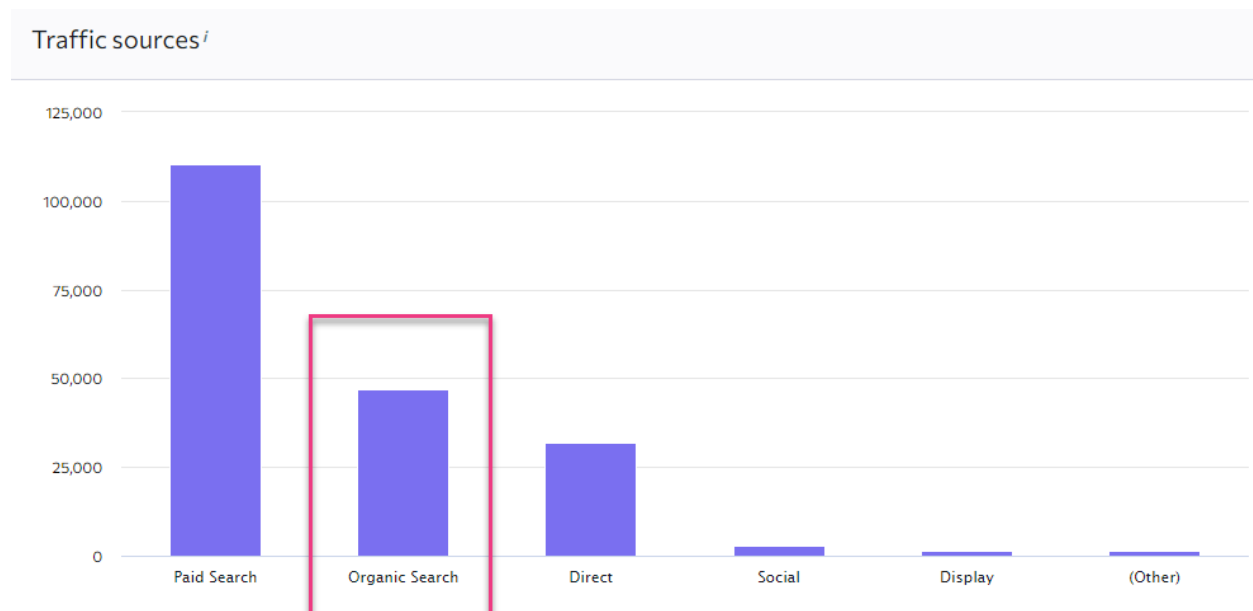
- Regular index cleanup and content deployment.
- E-E-A-T enhancement and testing.
- Implementation of Clarity and GA4 for event tracking.
- Optimizing content for lower bounce rates and higher engagement.
- Strengthening page-level trust factors and social signals.
- Active external link acquisition.
- Regular content updates and culls based on trend analysis.
- Enhancing authorship and broader brand trust signals.
- Engaging traffic sources like Quora, Reddit, and other social platforms.
- Testing of website templates and architecture.
- Detailed behavior flow analysis.



Tools and Platforms Used:

- Website Builder: WordPress for its superior SEO optimization capabilities.
- CDN: Initially NitroPack, transitioning to WP Rocket and Rocket CDN for enhanced performance.
- Security: Sucuri (formerly known as iThemes) for robust website protection.
- Forms: Transition from Formidable Forms to FluentForms
- SEO: RankMathPro for comprehensive on-site SEO management.
- Analytics: Google Analytics for detailed traffic and user behavior insights.

Outcomes and Reflections:



The initial impact was gradual, attributed to the extensive volume of aged, low-value content.

Systematic content renovation was key to long-term success. Our approach emphasized sustainability and gradual growth, leading to significant improvements in traffic, lead quality, and cost efficiency.

The integration of mortgage and finance-specific keywords throughout our SEO efforts ensured the content remained relevant and highly targeted.