

Simply Branded

SEO Case Study

THE MOSS TEAM



About the Client

The Moss Team

Brandon Moss owns and operates The Moss Team and is an area manager for Fairway Independent Mortgage Corporation, a nationally ranked mortgage lender that closed over \$21.2 billion in 2017 alone. Brandon takes pride in helping customers reach their financial needs and goals. He specializes in jumbo loans, reduced documentation for the self-employed, and minimal down payment loans for first-time homebuyers.

Brandon is married with a young daughter, and outside of helping borrowers finance their dream home, he enjoys spending time outdoors, golfing, at the beach, and traveling with his family.



OVERVIEW

Our client came to us with the goal of developing a local SEO strategy that would improve the rankings of his website on search engines, like Google

OBJECTIVES

The main objective of this project was to improve the rankings of our clients website using white-hat SEO strategies and techniques that aligned with the overall goals and roadmap of the business.

The Challenge

CHALLENGE

The website was built without taking search engine optimization into consideration and access to making changes was extremely limited

NO AUTHORITY

The website had no site authority so we were starting on a blank slate

MISSING STRATEGY

The pages on the site were not written with SEO strategy in mind

The Solution

6-Month Local SEO Campaign

SOLUTION

We developed a six-month SEO campaign as the foundation of the website moving forward. This consisted of creating and managing local listings across online directories, managing & generating reviews, building site authority, strategically selecting keywords, and a few proprietary methods

Local SEO Success Formula:

- site authority
- online listings
- backlink profile
- valuable content
- keyword strategy

The background features a blue gradient with a large green circle on the left. At the top, there are colorful balloons (purple, green, pink) and falling confetti in yellow, purple, and green.

Our Goal to Increase **Rankings** was extremely successful!

In less than two months, we got our client to rank #1 for his ideal keyword and by month 6, we were on page 1 of Google for 4 different keywords

Ranked #1

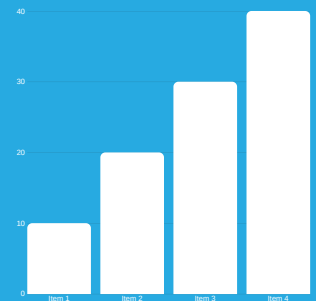
Ranking 1st on Google for Keyword



Because of our thorough SEO strategy and targeted content development, our client's site ranks first for his strategic keywords.

+100%

Increase in Domain Authority



Domain authority ranges from a score of 1 to 100. The higher your score, the better your website will rank.



Contact Us

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TOGETHER