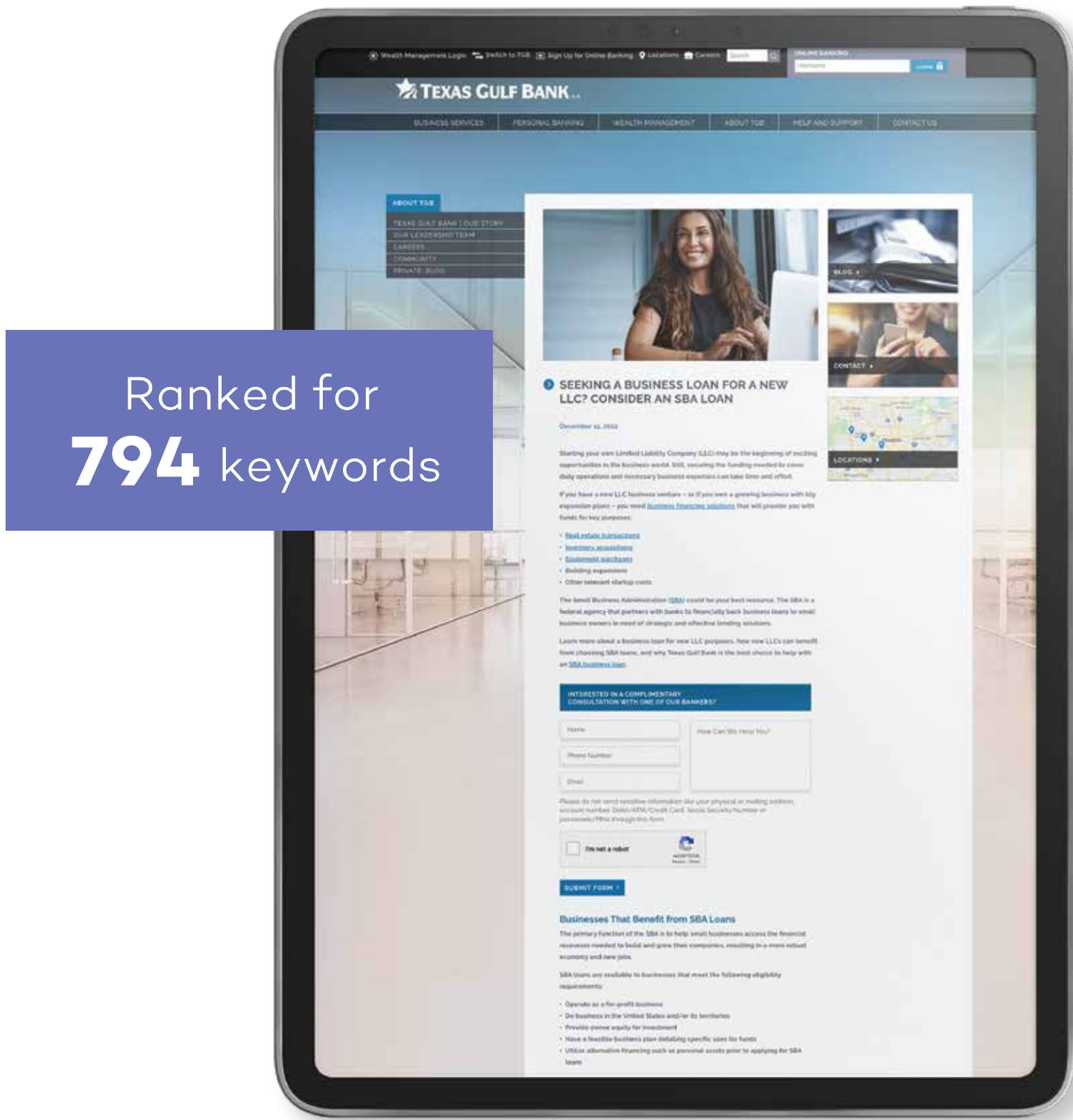


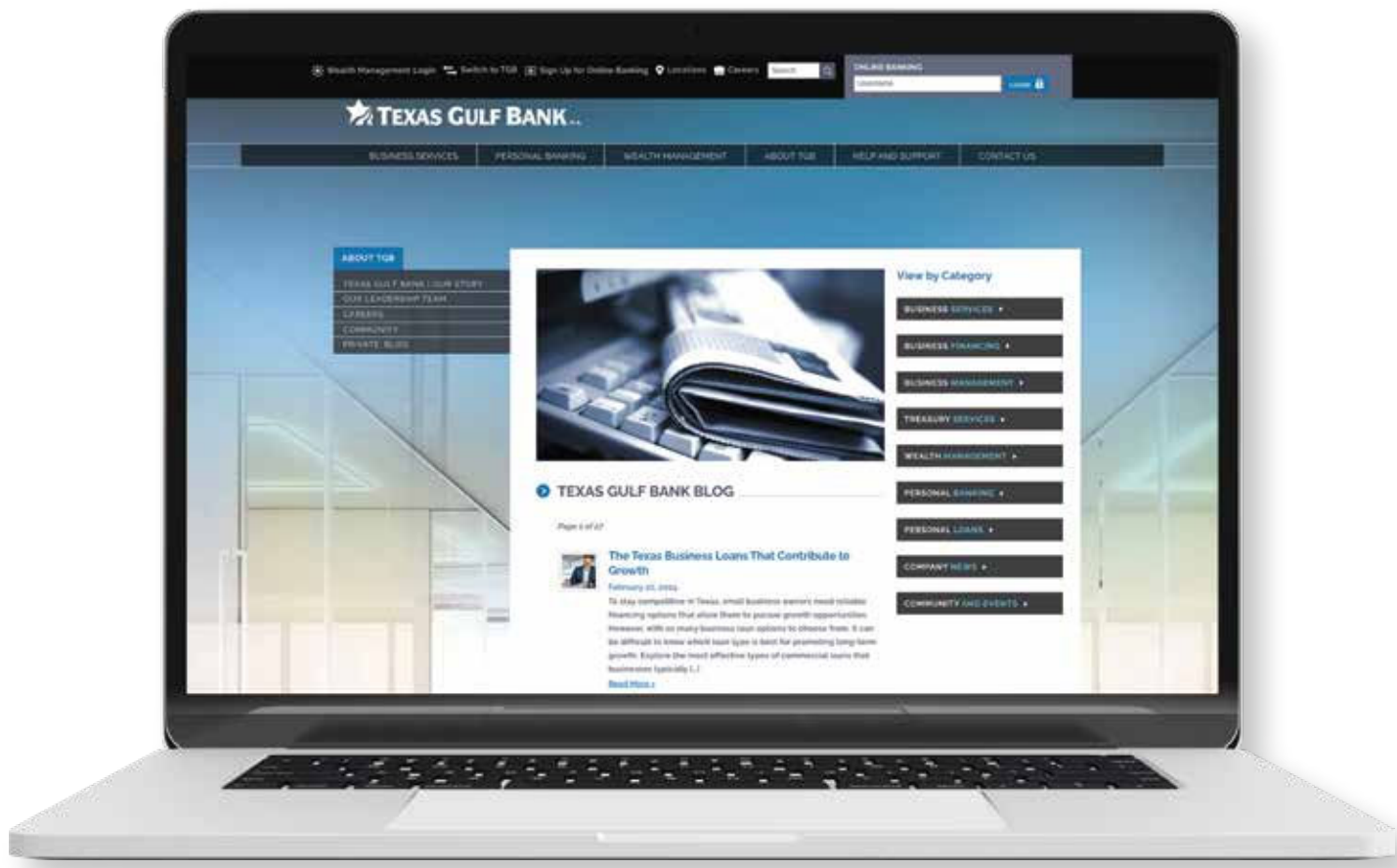
# SEO BLOG FOR REGIONAL BANK NEEDING TO GENERATE GOOGLE VISIBILITY

**Texas Gulf Bank** needed to stand out in a competitive regional banking market and update its online presence. We collaborated with the bank to utilize SEO blogging to increase online visibility in search, attract quality leads to support business goals, and establish the bank as a trusted authority in the Southeast Texas Gulf Coast region.

## Top Blog



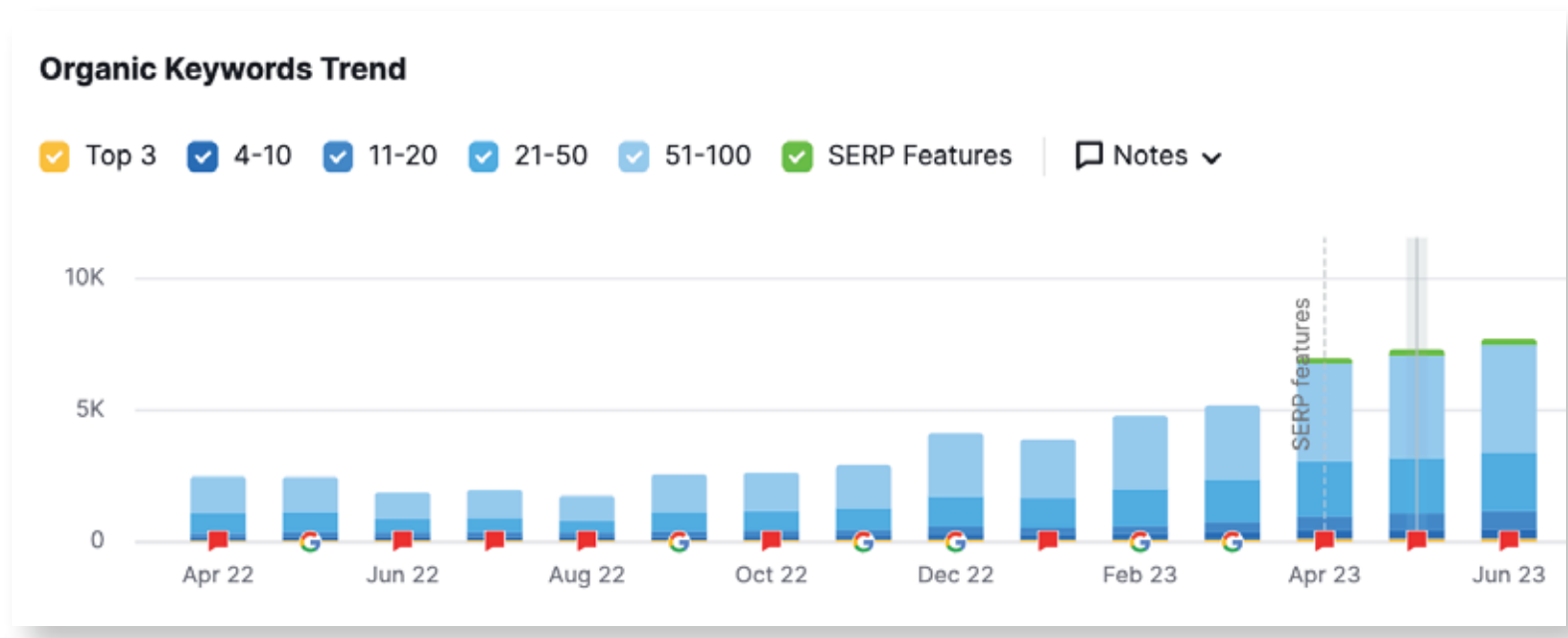
## Main Blogs Webpage



## Blog Traffic Trend



## Organic Keyword Growth



## The Results

**80.4%**  
website traffic  
from blogs

**108%**  
YOY **increase** in top 3 positions  
of search results

**165%**  
YOY **increase** in top 10 positions  
of search results

**295 SERPs**  
vs. 0 SERP features in July 2022

**417 leads**  
gained through the website