

WORKERS CREDIT UNION

Case Study



INSEGMENT SERVICES



SEARCH ENGINE OPTIMIZATION



PAID SEARCH



SOCIAL ADS



WEBSITE DEVELOPMENT





BACKGROUND

Workers Credit Union (WCU), a trusted state-chartered credit union headquartered in Fitchburg, Massachusetts, was established in 1914 to provide banking services for the Finnish community of Fitchburg. Since its founding, Workers has merged with several other credit unions and grown to 16 branches with over 100,000 members and \$1.8 billion in assets (EOY 2019).

Not satisfied with the volume of business generated from search results, Workers contracted inSegment in 2014 to perform a comprehensive SEO audit of its website and overhaul its organic and paid strategy, with the ultimate goal of improving the credit union's web presence and of yielding a significant increase in online business. In 2017, the partnership expanded to include Social Media and Web Development services for the credit union's website facelift.

GOALS

- Develop a new website that could be found organically through relevant, localized search terms related to banking products and services in Massachusetts
- Optimize the site for Mobile-first indexing and local voice search
- Improve site functionality and UX
- Drive more organic, social and paid traffic
- Optimize each page for conversions and goal completions
- Optimize paid search and social campaigns



THE SOLUTION



**BANK WHERE YOU WANT
WHEN YOU WANT**

Make Appointment

ONLINE BANKING LOGIN

username

password

Login

Forgot username/password?

Other help

Setup online access

Other Logins

inSegment crafted a holistic marketing strategy focused on increasing site traffic, on-page engagement, and conversions.

NEW WEBSITE

Building a mobile-friendly website was the top priority for inSegment's web development team, whose focus on flawless UX also meant integrating with the voice-activated digital platform Alexa Skills. It also meant meeting WCAG 2.1 Level AA standards, the highest level of conformance required by most websites as it ensures that the biggest accessibility barriers are removed.

ON-PAGE OPTIMIZATION

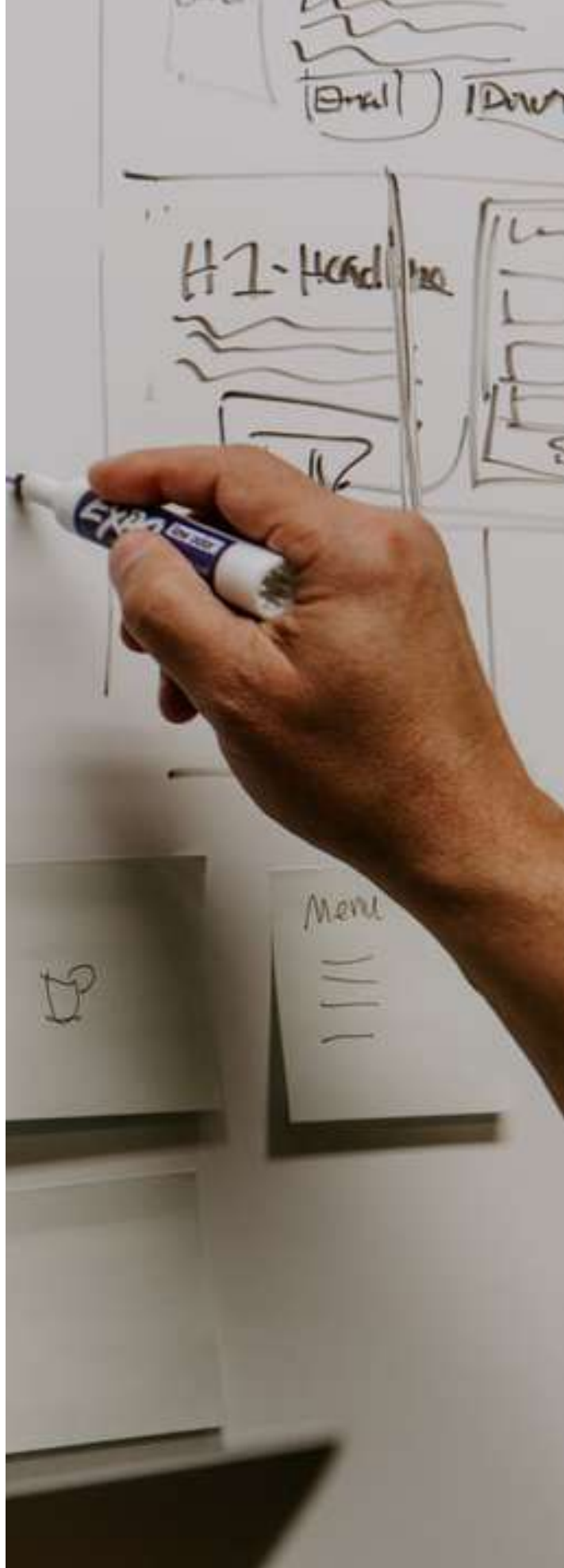
To ensure top results in SERPs, inSegment tailored each page to meet best on-page optimization practices and researched new keywords & search volumes for new and existing pages, added relevant, keyword-focused and geo-targeted titles and meta descriptions to all site's pages, optimized on-page content, along with all images and headings, to target relevant keywords, and added geo-targeted information and specific Schema.org markups to all pages in order to increase relevance and visibility in local searches and voice search.

IMPROVED NAVIGATION & UX

The SEO team paid extra attention to the site's navigation and cross-linking by implementing a logical, well-defined structure focused on providing a great user experience. inSegment's conversion rate optimization program was accompanied by Multivariate (MVT) tests and usability testing. It provided valuable insights on how visitors use the site and helped identify common trends and most effective variants of on-page elements.

LANDING PAGES & PAID MEDIA

Leveraging its deep understanding of the financial marketing landscape, inSegment created a conversion-oriented architecture for each page of the website. All landing pages were built on a mobile-friendly template and included specific above-the-fold CTAs and rich content, designed to yield improved PPC performance. To help the credit union thrive in a fiercely competitive market, the partnership with inSegment expanded to include highly targeted paid search campaigns and social advertising, particularly through Facebook and Instagram. inSegment also ran display and retargeting campaigns using Facebook and the Google Display Network to maximize reach.



THE RESULTS



The Workers Credit Union website redesign, fully endorsed by SEO best practices, significantly improved organic traffic, conversions, and visibility in local search.

The addition of paid campaigns to the credit union's digital marketing strategy improved online banking application volume while decreasing cost-per-conversion.

After six years of partnership, inSegment is still managing and continuously optimizing Workers' cross-channel digital marketing program, including SEO, web development, social, and paid advertising.

KEY SUCCESS METRICS



Increased organic traffic by **26%** & organic conversions by **631%**



Google Ads conversion volume grew by **230%** & cost/conv decreased by **54%**

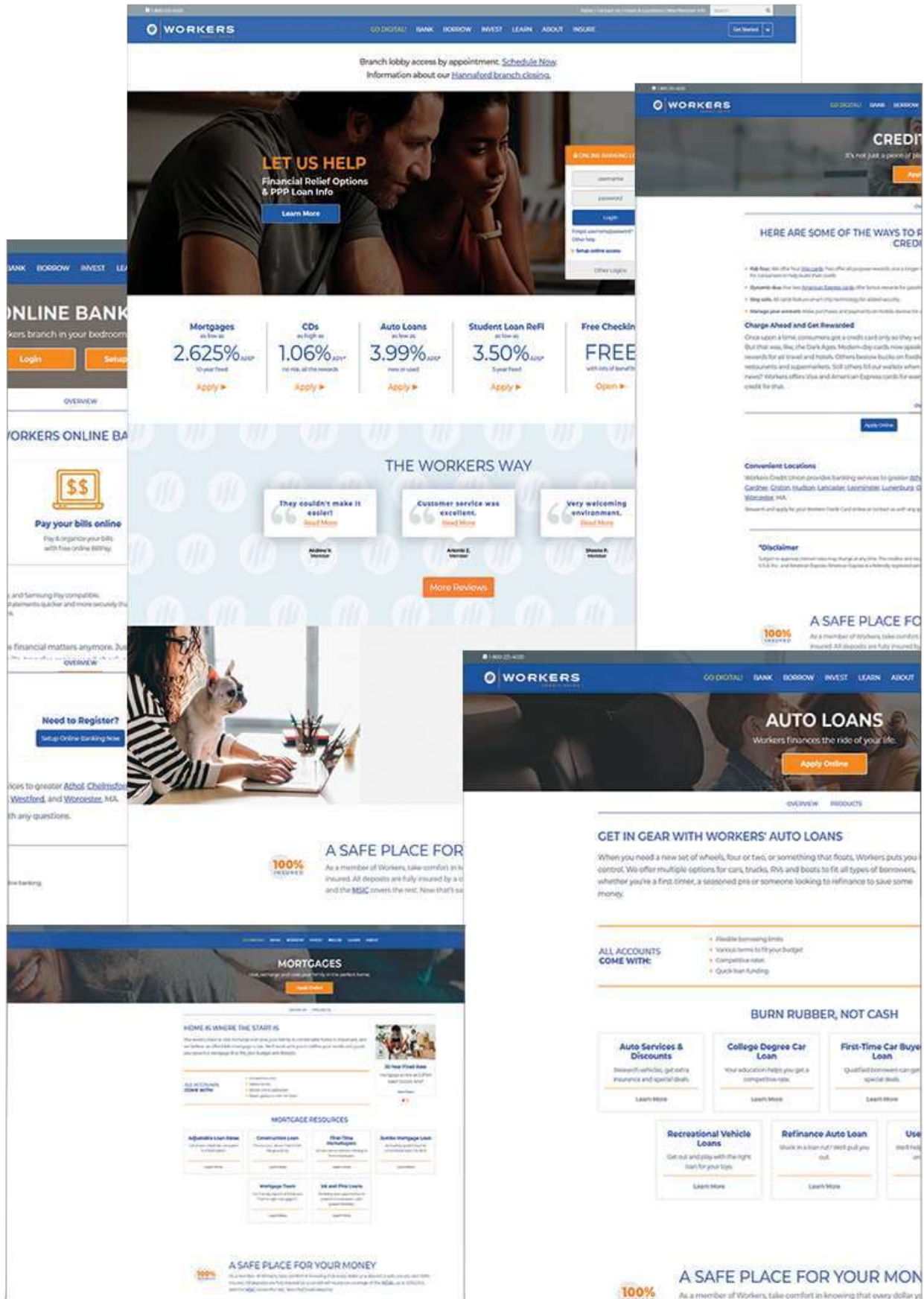


Social Ads conversion volume increased by **226%** & cost/conv improved by **9%**



100 SEMrush SEO Site Audit Score after all changes were implemented

WEBSITE REDESIGN



ORGANIC RESULTS

SITE AUDIT: OVERVIEW

SUBDOMAIN

WWW.WCU.COM

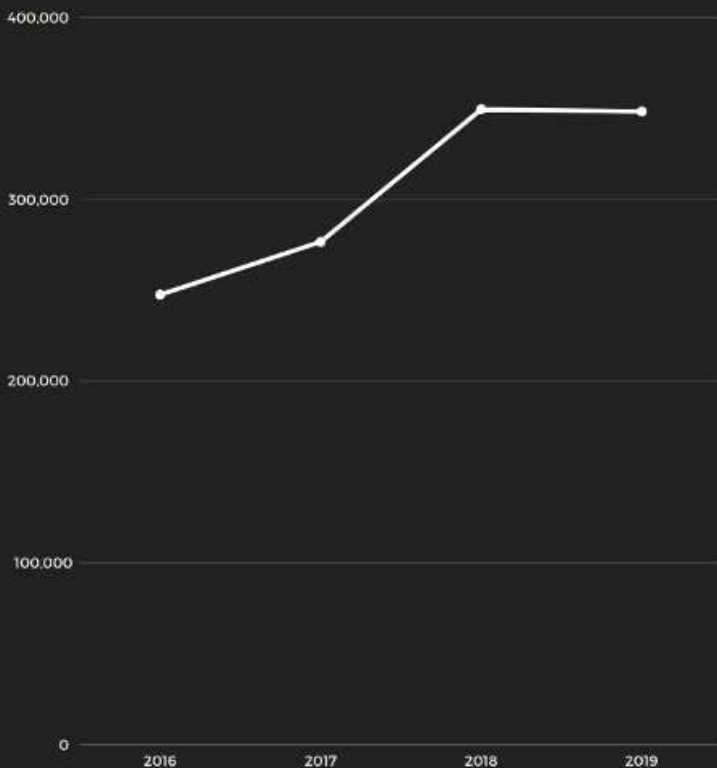


100% TOTAL SCORE

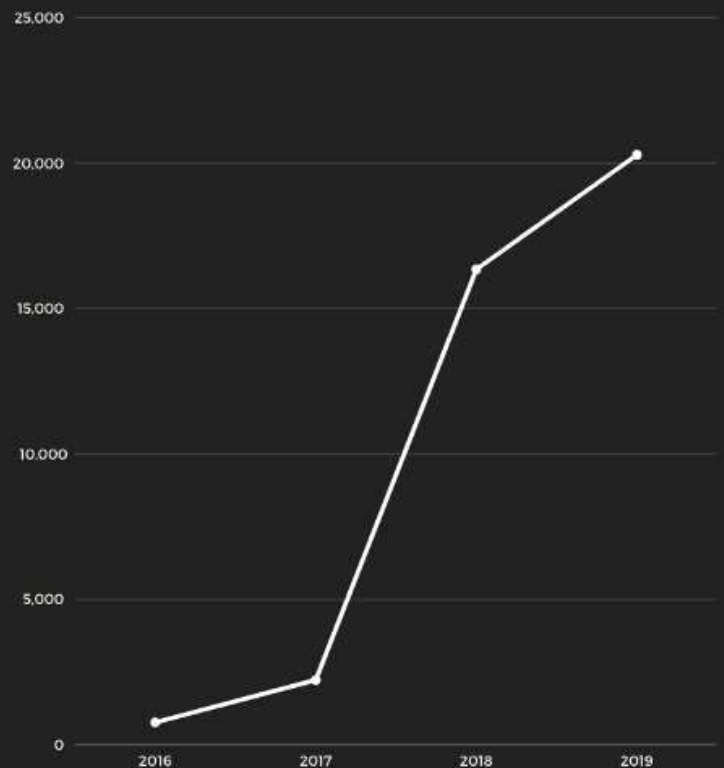
498 CRAWLED PAGES

HEALTHY (498) BROKEN (0)

ORGANIC SESSIONS

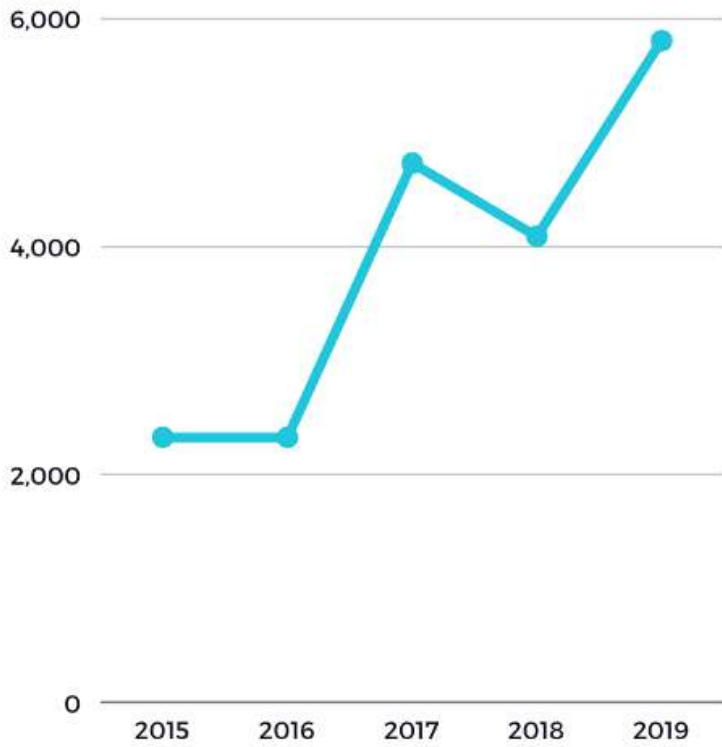


ORGANIC CONVERSIONS

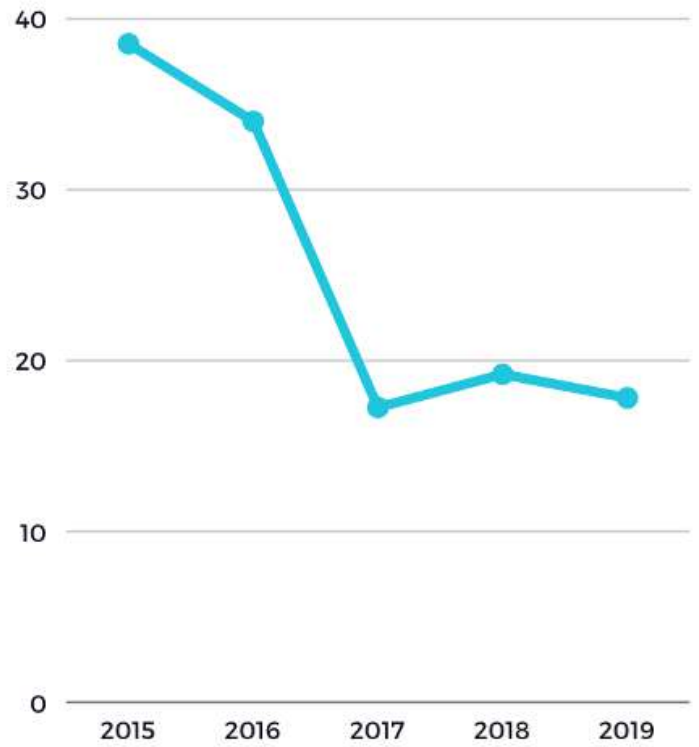


Source: Google Analytics

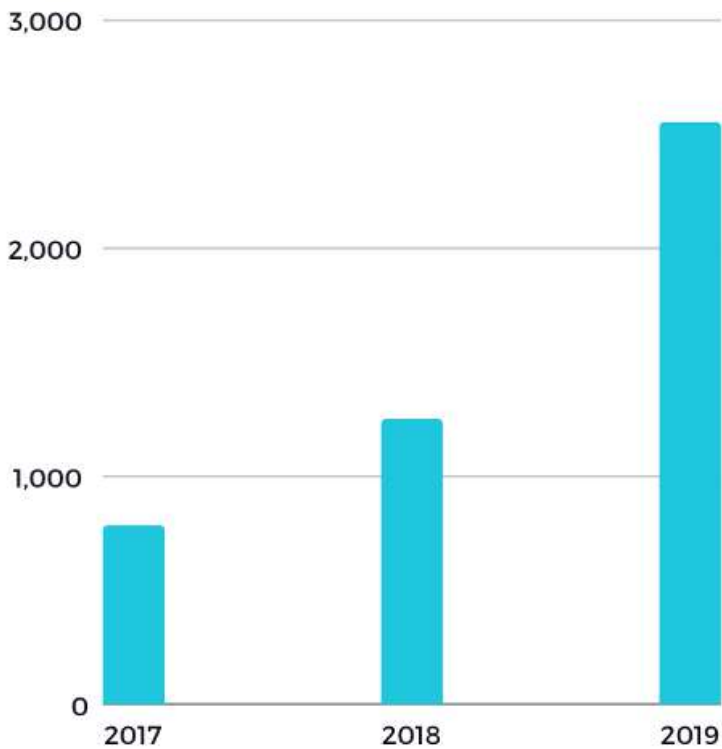
GOOGLE ADS CONVERSIONS



GOOGLE ADS COST/CONV.



SOCIAL CONVERSIONS



SOCIAL COST/CONV.

