

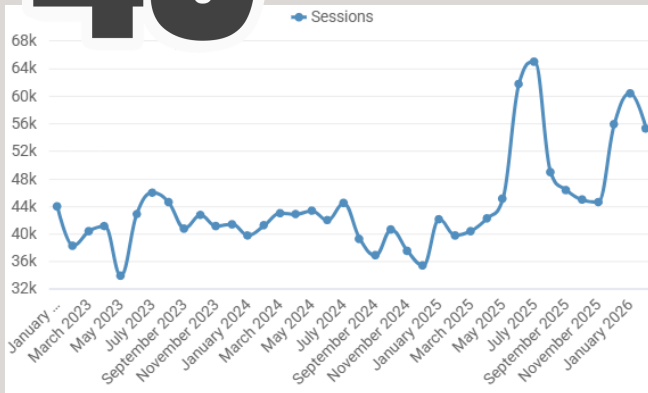


SEO GROWTH CASE STUDY

A branch-based consumer lending company partnered with Lodestar to run an ongoing SEO program covering technical health, keyword strategy, and content optimization. After two steady years, the program broke into a new performance level in mid-2025 that sustained through the present.

RESULTS

45% **ORGANIC TRAFFIC INCREASE YoY**



TOP 10

AVERAGE GOOGLE RANKING Position held for 3+ years, with #1 on every branded keyword search throughout

FROM 6.11% TO 7.15%

Share of organic visitors that submit a completed loan application. Up 17% as traffic grew, not diluted by it.

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SARAH SCHWITTERS
Lodestar Marketing Group



INTRODUCTION

A branch-based consumer lender wanted to build organic search visibility and establish authority in competitive lending search terms. With consumers also turning to AI answer platforms to discover and compare lending options, the company needed a long-term program that could support visibility in both.

PROBLEM

Focused program on technical health, keyword strategy, and content optimization to establish authority and drive qualified inquiries through organic channels. Addressed foundational SEO gaps and built competitive positioning across target lending keywords.

STRATEGIC SOLUTIONS

The program's implementation broke the work into three strategic areas:

- Worked to resolve any technical foundation issues, which included additional page discovery in the sitemap, strengthening overall content footprint and search crawlability.
- Built structured data and schema markup specifically for AI search platforms to better understand what the website content was about.
- Prepared content to surface in tools like ChatGPT and Google AI Overviews, extending visibility beyond traditional search results.

CONCLUSION

With the search landscape shifting toward AI-generated answers, the program is positioned to sustain visibility across both traditional and emerging search channels. Ongoing efforts will focus on optimizing content performance in next-generation answer platforms while maintaining competitive rankings in traditional search results.