



# Improving online brand perception

## About AutoProtect

*AutoProtect provides insurance products and dealer warranties to vehicle manufacturers and retailers of all types and sizes throughout the UK, Europe and South America.*

“The work undertaken by SiteVisibility to improve our online brand image has been effective. I’m pleased with the results of this campaign.”

**Vince Brand, Head of Creative Services, AutoProtect**

## Executive Summary

By conducting a strategy of both technical & content-related activities, SiteVisibility aimed to improve the first page of Google results for the term ‘Autoprotect’ to reflect the strengths and successes of the AutoProtect brand. This tied in with a refreshed customer service process and policy which supported the digital activity.

## Activity undertaken to achieve KPI

### Content & Social

Increased activity across Twitter and LinkedIn.

*Result: Consistent page 1 ranking for each profile.*

### Onsite Optimisation

Technical improvements to the site structure and content.

*Result: Overall improved spread of positive results of first page of SERPs*

### Offsite Optimisation

Increased activity on Yell and Trustpilot profiles.

*Result: Consistent ranking of both profiles on first page of SERPs*

## Outreach

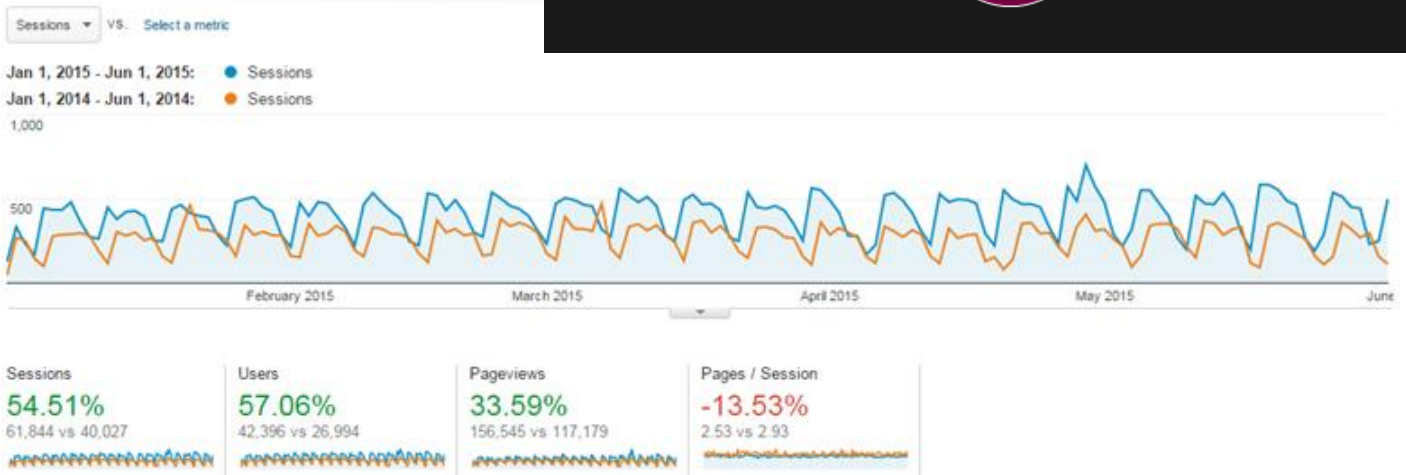
Contact with various outlets for sponsored placements

*Result: Securing of a competition on Netmums*

## Successes

With one negative reviews thread dropped out from the first page of results, three others falling below positive results, the impact of the ORM activity is clear.

The distribution of positive results on the first page of SERPs is significantly better than when SiteVisibility began the campaign.



**To find out more about how SiteVisibility can help deliver digital growth email [grow@sitevisibility.com](mailto:grow@sitevisibility.com) or call 01273733433**