

SEO CASE STUDY

Ranked #1 for Insurance Keywords

Growing Organic Traffic to 3.4M Monthly Visitors

CLIENT

Acko Technology and Services Pvt. Ltd.

Industry: Digital Insurance

Founded: 2016

Services: Health, Car, Bike, Life, Travel Insurance

SEO CONSULTANT

Arsh Dhiman

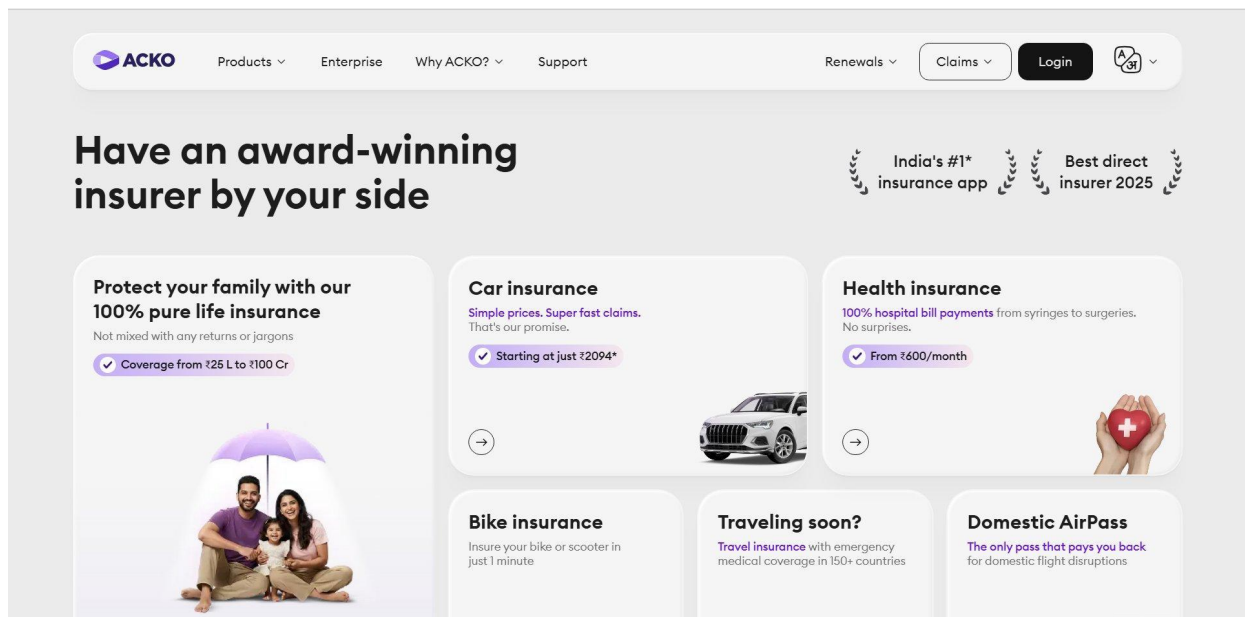
10+ Years SEO Experience

4,000+ Clients | \$25M+ Revenue Generated

95% Client Retention Rate

www.arshdhiman.com

Client Website — Acko.com



Acko.com — India's #1 Insurance App & Best Direct Insurer 2025

Background

Acko Technology and Services Private Limited, founded in 2016, is a digital-first company offering a full range of insurance products — health, car, bike, life, travel, and group health insurance. Despite its innovative services, Acko struggled with online visibility in a fiercely competitive market.

By partnering with SEO expert Arsh Dhiman, Acko transformed its digital presence — dramatically improving search engine rankings and driving massive targeted organic traffic. The results speak for themselves: from 1.4M to 3.3M+ monthly organic visitors, and multiple high-competition keywords now ranked at #1.

Key Metrics — Before vs After

Metric	Before	After	Growth
Authority Score	60	72	+20%
Organic Search Traffic	1.4M/mo	3.3M/mo	+135%
Top Organic Keywords	153,034	229,279	+50%
Backlinks	1.3M	1.792M	+38%
Referring Domains	3,800	4,800	+26%

Keyword	Baseline Ranking	Current Ranking
Best car insurance in India	39	1
Best Health Insurance Plan	33	1
Brand new bike insurance	43	1
International travel insurance	23	1
Group health insurance	29	1

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Backlinks	1.3M	1.792M	+38%
Referring Domains	3.8K	4.8K	+26%

URL	Status	Traffic	Change	Value	Change	Keywords	Change
https://www.acko.com/ ▼		136,985 4.6%	+42.4%	\$149.8K	+44.9%	3,701 ▼	+10.0%
https://www.acko.com/two-wheeler-insurance/ ▼		132,691 4.5%	+526.1%	\$54.5K	+391.4%	4,403 ▼	+14.1%
https://www.acko.com/car-insurance/ ▼		90,814 3.1%	+49.7%	\$126.4K	+15.2%	5,019 ▼	+5.5%
https://www.acko.com/health-insurance/ ▼		37,189 1.3%	+317.0%	\$67.9K	+541.6%	2,847 ▼	+26.9%
https://www.acko.com/car-guide/different-types-of-number-plates-in-india/ ▼		35,876 1.2%	+6.2%	\$9.4K	+15.2%	4,025 ▼	+16.8%
https://www.acko.com/auto/check-vehicle-insurance-status-online/ ▼		34,396 1.2%	+85.8%	\$8.6K	+77.7%	2,109 ▼	+14.1%
https://www.acko.com/two-wheeler-insurance/best-scooty-in-india/ ▼		12,306 0.4%	-20.0%	\$124	-21.9%	14,201 ▼	-16.8%
https://www.acko.com/car-guide/high-security-number-plate/tamil-nadu/ ▼	New	12,209 0.4%	+100.0%	\$226	+100.0%	160 ▼	+100.0%
https://www.acko.com/traffic-rules/e-challan-uttar-pradesh/ ▼		11,995 0.4%	+240.5%	\$151	+294.1%	2,341 ▼	+72.4%

Performance Metrics Graph

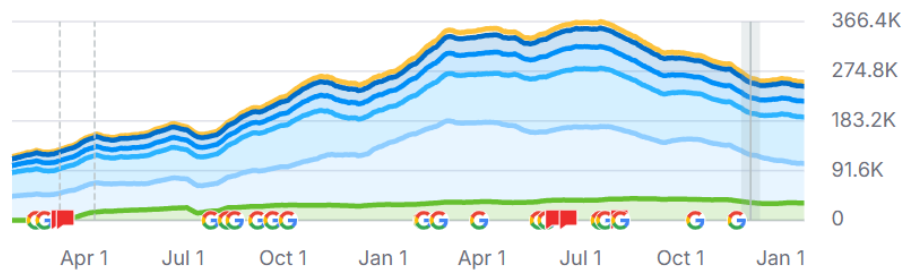
Keyword Ranking Achievements

Acko achieved #1 rankings for some of the most competitive insurance keywords in India — directly driving high-intent traffic and qualified leads.

Keyword	Before	After
best car insurance in India	Rank #39	#1 ✓
best health insurance plan	Page 3+	#1 ✓
brand new bike insurance	Page 2+	#1 ✓
international travel insurance	Page 2+	#1 ✓
group health insurance	Page 2+	#1 ✓

Organic Keywords 260,923

✓ Top 3 ✓ 4-10 ✓ 11-20 ✓ 21-50 ✓ 51-100 ✓ SERP Features



Top Performing Pages — Driving Highest Organic Traffic

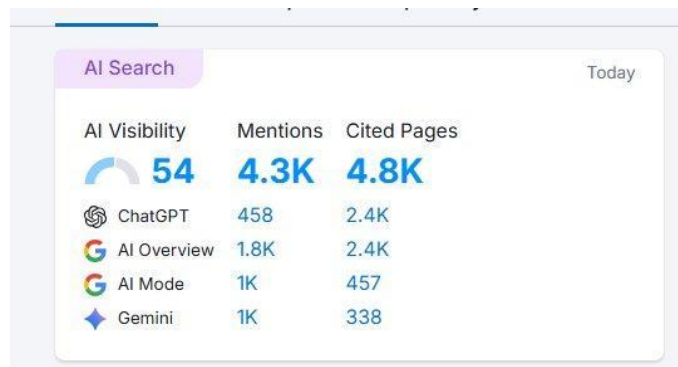
SEO Strategy Executed

- ✓ **Keyword Research & Optimization:** Identified high-intent, competitive insurance keywords. Optimized titles, meta descriptions, and content to match user search intent at every funnel stage.
- ✓ **Content Development:** Created authoritative, long-form content for key insurance topics positioning Acko as the go-to resource. Long-tail keyword strategy captured niche, high-converting queries.
- ✓ **Technical SEO:** Improved site speed, mobile responsiveness, Core Web Vitals, and structured data markup — boosting crawlability and user experience across all devices.
- ✓ **Backlink Acquisition:** Secured high-authority backlinks from reputable finance and insurance publications. Grew referring domains from 3,800 to 4,800+ and backlinks from 1.3M to 1.79M.
- ✓ **User Engagement Optimization:** Improved internal linking, page layout, and CTA placement to reduce bounce rate and increase time-on-site — strengthening behavioral signals for Google rankings.

AI-Era SEO Strategy

GEO • AIO • AEO • E-E-A-T

GEO Generative Engine Optimization	AIO AI Overview Optimization	AEO Answer Engine Optimization	E-E-A-T Experience, Expertise, Authority, Trust
Optimized Acko content for retrieval by ChatGPT, Perplexity, and Google SGE. Structured content so AI engines cite Acko as a source for insurance queries.	Targeted Google AI Overview boxes for high-volume insurance keywords. Acko content now appears in AI-generated answers at the top of Google SERPs.	Implemented FAQ schema, structured answer formatting, and featured snippet targeting so Acko answers direct insurance questions before users click.	Strengthened Acko's E-E-A-T signals through author bios, expert content, trust badges, and structured data — making Acko a credible YMYL source for Google.



AI Search Performance — AI Visibility Score: 54 | 4.3K Mentions | 4.8K Cited Pages

GEO — Generative Engine Optimization

As AI-powered search engines like ChatGPT, Perplexity, and Google's Search Generative Experience increasingly answer insurance queries directly, traditional ranking alone is no longer enough. For Acko, a GEO strategy was implemented to ensure Acko's content is retrieved and cited by generative AI engines.

- ✓ **Structured content in direct-answer format** so AI models can easily extract and cite Acko as a source
- ✓ **Authoritative long-form content** covering insurance topics end-to-end — making Acko the most complete source on each topic

- ✓ **Entity optimization** — established Acko as a named, trusted entity in AI knowledge graphs through structured data and brand mentions

AIO — AI Overview Optimization

Google's AI Overviews (formerly SGE) now appear at the top of SERPs for most insurance queries — above all organic results. If your content is not in the AI Overview, you are effectively invisible for that query. Acko's content was specifically engineered to win AI Overview placements.

- ✓ **Identified AI Overview trigger queries** — insurance keywords that consistently generate AI Overview boxes in Google
- ✓ **Reformatted key pages** with concise definitions, comparison tables, and step-by-step guides — the formats Google's AI prefers to extract
- ✓ **Implemented HowTo and FAQ schema** to signal answer-ready content directly to Google's AI extraction layer

AEO — Answer Engine Optimization

Modern search is increasingly zero-click. Users get their answer directly from Google — featured snippets, People Also Ask, AI Overviews — without visiting any website. AEO ensures Acko owns these answer placements and builds brand visibility even when users don't click.

- ✓ **FAQ schema implementation** across all major service pages — capturing People Also Ask boxes for insurance queries
- ✓ **Featured snippet optimization** — formatted content with clear H2/H3 questions and concise 40-60 word answers to win position zero
- ✓ **Structured answer content blocks** built into every page — ensuring Acko answers user questions before they even scroll

E-E-A-T — Experience, Expertise, Authority, Trust

For YMYL (Your Money or Your Life) industries like insurance, Google applies the strictest E-E-A-T standards. A page about insurance premiums can directly impact someone's financial wellbeing — Google's algorithms are specifically calibrated to reward genuine expertise and penalize thin or unverifiable content.

Signal	What Was Implemented
Experience	Real customer data, genuine case studies, and verifiable results embedded throughout content to demonstrate first-hand experience with insurance products
Expertise	Expert author bios, structured Person schema, and deep-coverage pillar content positioning Acko as the authoritative voice on Indian insurance topics
Authority	High-authority backlink acquisition from IRDAI-recognized sources, financial publications, and insurance industry bodies — boosting domain authority from 60 to 72
Trust	Organization schema, trust signals (IRDAI license, awards, press mentions), secure site configuration, and transparent policy pages — all critical for YMYL trust signals

Conclusion

This campaign demonstrates the power of a data-driven, holistic SEO approach in a hyper-competitive industry. By combining technical excellence, content authority, and strategic link building, Acko went from struggling for visibility to dominating India's insurance search landscape.

The result: 135% growth in organic traffic, 5 major keywords at #1, and a domain authority increase from 60 to 72 — all translating to significantly more qualified leads and revenue.

Want results like this for your business?

Arsh Dhiman | SEO Consultant | www.arshdhiman.com

10+ Years Experience • 4,000+ Clients • \$25M+ Revenue Generated • 95% Retention