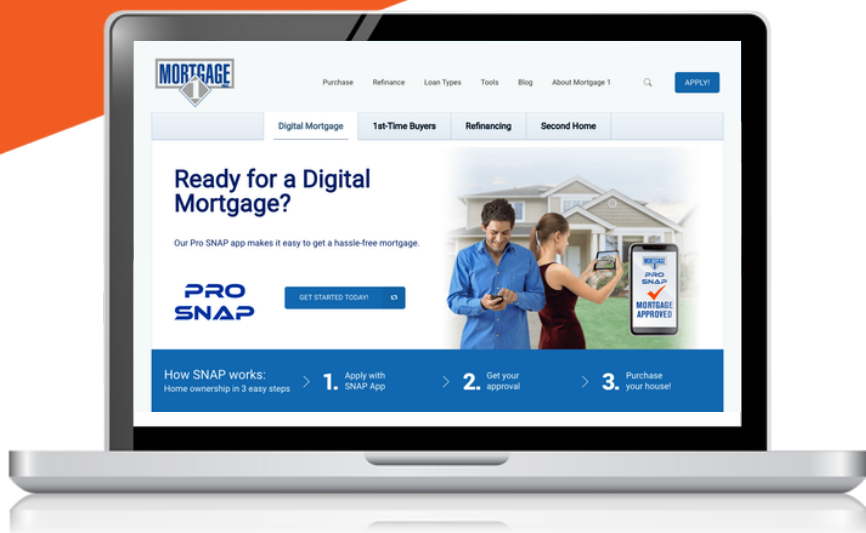




40%

Increase In New Website Visitors



Background

Mortgage 1 is a leading mortgage lender that has helped more than 90,000 families realize their dreams of home ownership. The company has more than 200 loan officers operating in eight states. Mortgage 1 specializes in helping first-time home buyers and has processed more than \$12 billion in home loans.

Challenge

Mortgage 1 strives for excellence in everything they do. To create this positive impression right away, they recognized the need to upgrade their outdated website design and imagery. The previous site hindered user experience and lacked an efficient way for consumers to connect with individual loan officers. For a company that values customer experiences, resolving this challenge was imperative to attract and retain customers.

Solution

Inbound 281 conducted keyword research to search engine optimize (SEO) the site. We created a new site map to emphasize the key services Mortgage 1 offers, and we updated the design to make it more visually compelling. Lastly, we created a search feature to allow consumers to connect with any of the 200 Mortgage 1 loan officers.



The Results

How Did We Get There?

- ✓ Conduct keyword research.
- ✓ Develop a new site map and information architecture.
- ✓ Optimize the website pages with keywords and content for SEO.
- ✓ Create a new visual design.
- ✓ Write new website copy.
- ✓ Build Loan Officer search feature.
- ✓ Add interactive calculators.

Overall
Website Traffic **UP 26%**

Unique Visitors **UP 36%**

New Users **UP 40%**

WE CAN HELP YOU ACHIEVE THIS SAME SUCCESS.

CLICK TO
FIND OUT
HOW!