

Soutas Financial & Insurance Solutions

From Page 5–6 to Page 1 Organic and #1–3 in the Google Map Pack — in Just 4 Months

AT A GLANCE

Pg 5–6 Starting Rankings	Page 1 Organic After DAM	#1–3 Google Map Pack	4 Months To Page 1 Rankings	4x/Month Blog + Social Posts
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THE CHALLENGE

Ranking on Page 5 Is the Same as Not Ranking at All

Soutas Financial & Insurance Solutions wasn't starting from zero — they had a website and some rankings. But page 5 and page 6 might as well be invisible. Research consistently shows that fewer than 1% of searchers ever click past page 1. For a financial adviser competing in Fresno, those buried rankings weren't generating leads.

The financial services space is one of the most competitive local search categories. When someone searches for a financial adviser or insurance specialist in Fresno, they're making a high-trust decision — and they're starting with the names at the top. Soutas Financial wasn't one of them.

The website existed, but it hadn't been optimized to compete. No consistent content strategy. No citation building. No off-page authority. No social presence. The technical foundation needed work, and the ongoing content engine that sustains long-term rankings simply wasn't there.

THE HARD TRUTH ABOUT PAGE 5–6 RANKINGS

Less than 1% of people click past page 1 of Google. Being on page 5 means virtually no one is finding you — even if you've been in business for years.

OUR STRATEGY

A Complete On-Page and Off-Page SEO Overhaul

We came in with a full-stack approach — not one or two tactics, but a coordinated campaign covering every layer of SEO that moves the needle for local financial services businesses.

On-page, we audited and optimized every element of the existing website — fixing what was hurting rankings and strengthening what could be working harder. Off-page, we built citations linked back to the site, earned quality backlinks, and established the authority signals Google uses to decide who deserves page 1.

Then we added the content engine: four blog posts per month published directly to the website, each targeting relevant keywords and building topical authority. Those same posts were distributed across social media — keeping Soutas Financial visible, credible, and active in the eyes of both Google and potential clients.

BEFORE & AFTER

The Transformation

BEFORE DAM	AFTER DAM
<ul style="list-style-type: none">✗ Ranking pages 5–6 — effectively invisible✗ Website existed but was under-optimized✗ No on-page SEO strategy in place✗ No citations built or linked to website✗ No backlinks or off-page authority✗ No blog content or content marketing✗ No social media content strategy✗ Not appearing in the Google Map Pack✗ Losing leads to better-ranked competitors	<ul style="list-style-type: none">✓ Page 1 organic rankings achieved✓ Full on-page SEO optimization completed✓ Citations built and linked to the website✓ Quality backlinks and off-page authority built✓ 4 keyword-targeted blog posts per month✓ Blog content distributed across social media✓ #1–3 position in the Google Map Pack✓ Consistent monthly content engine running✓ Attracting qualified local financial leads

WHAT WE DID

The Full-Stack SEO Campaign

01

Full Website SEO Audit [\[Audit\]](#)

Conducted a thorough audit of the existing website — identifying technical issues, on-page gaps, keyword misalignment, and structural problems preventing the site from ranking competitively.

02

On-Page Optimization [\[On-Page SEO\]](#)

Optimized every page of the website — title tags, meta descriptions, header structure, keyword placement, internal linking, schema markup, page speed, and mobile performance. Fixed what was holding them back.

03

Google Business Profile Optimization [Local SEO]

Fully optimized the Google Business Profile with accurate categories, a compelling keyword-rich description, service listings, photos, and all the local signals that drive map pack rankings in the financial services category.

04

Citation Building — Linked to the Site [Citations]

Built consistent NAP citations across authoritative directories and financial services platforms — every one linking directly back to the Soutas Financial website to strengthen local authority and organic signals simultaneously.

05

Backlinks & Off-Page SEO [Off-Page SEO]

Executed a targeted off-page SEO strategy — earning quality backlinks from relevant, authoritative sources to build domain authority and signal to Google that Soutas Financial is a trusted, established provider in Fresno.

06

4 Blog Posts Per Month [Content]

Published four keyword-targeted blog posts per month directly to the website — covering financial planning, insurance, retirement, and local Fresno topics — building topical authority and giving Google fresh, relevant content to index consistently.

07

Social Media Distribution [Social Media]

Distributed every blog post and branded content across social media channels — extending reach, driving traffic back to the website, and reinforcing Soutas Financial's credibility and expertise with their audience every month.

08

Keyword Tracking & Refinement [Optimization]

Monitored keyword movement weekly across both organic and map pack positions, continuously refining the strategy to accelerate the climb — adjusting content, citations, and off-page efforts based on what the data showed.

09

Sustained Monthly Campaign [Ongoing]

The full campaign continued running month after month — keeping rankings locked in, content fresh, and the authority signals that earned page 1 consistently reinforced over time.

TIMELINE

Month by Month

Month 1, Week 1–2 — Full Audit & On-Page Optimization

Audited the entire website, identified every issue holding back rankings, and executed comprehensive on-page optimization — title tags, meta descriptions, headers, schema, internal linking, speed, and mobile performance.

Month 1, Week 2–4 — GBP, Citations & First Blog Posts

Fully optimized the Google Business Profile. Began citation building with links back to the website. Published the first round of keyword-targeted blog posts to the site and distributed across social media.

Month 2 — Backlink Building + Content Engine Continues

Launched the off-page backlink campaign targeting authoritative financial and local sources. Published four more blog posts. Social distribution continued building audience and driving traffic back to the site.

Month 3 — Rankings Begin Moving

Organic keywords started climbing from pages 5–6 toward page 2 and page 1. Map pack position began improving. Content and citations continued accumulating. The authority signals were clearly gaining traction.

Month 4 — Page 1 Organic + #1–3 in the Map Pack

Soutas Financial & Insurance Solutions achieved page 1 organic rankings and locked in a #1–3 position in the Google Map Pack — a complete reversal from pages 5–6, delivered in just four months of full-stack execution.

Ongoing — Sustained Rankings Through Continued Campaign

The monthly content engine, citation building, backlink acquisition, and GBP management continue running — keeping rankings locked in, authority growing, and Soutas Financial consistently visible to Fresno clients searching for financial and insurance services.

THE RESULTS

What 4 Months of Full-Stack SEO Delivered

PAGE 1 ORGANIC RANKINGS

From pages 5–6 to page 1 for target financial planning and insurance keywords in Fresno — in just four months of coordinated on-page and off-page SEO work.

#1–3 IN THE GOOGLE MAP PACK

Soutas Financial secured a #1–3 position in the Google Map Pack — appearing at the very top of local search results, above all organic listings, with full contact info visible to every searcher.

4 MONTHS TO PAGE 1

A remarkable 4-month timeline from campaign launch to full page 1 rankings — achieved through a disciplined, multi-channel approach with no shortcuts and no paid ranking tricks.

48+ BLOG POSTS PER YEAR

Four keyword-targeted posts per month creates an ongoing content library that builds topical authority, attracts organic traffic, and gives Soutas Financial’s social media a consistent stream of expert content.

DUAL PAGE 1 PRESENCE

Soutas Financial now appears twice on page 1 — in the map pack and organic results — giving them maximum visibility at the exact moment potential clients are searching for a financial adviser in Fresno.

“Soutas Financial had the expertise — they just weren’t visible. We optimized the website top to bottom, built citations, earned backlinks, published consistent blog content, and distributed it all across social media. Four months later: page 1 organic and #1–3 in the map pack. That’s what a complete SEO campaign delivers.”

— Digital Assets Marketing Team, Fresno CA

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