

How Blue Hills Bank increased leads by 55% [Case Study]

Our landing page design, SEO, blogging and technical web edits beat a much larger agency's results

Case Study Background

Blue Hills Bank is a full service community bank headquartered in Hyde Park, Massachusetts. With over \$2.7 billion in assets, they operate 11 branches in Boston, Dedham, Hyde Park, Milton, Nantucket, Norwood, West Roxbury and Westwood. They were recently purchased by Rockland Trust.

Challenges

The bank's previous digital marketing agency was achieving great visibility on the channels responsible for driving leads. The site also had tech issues holding back rankings.

Bank Marketing Strategy


Blue Hills Bank has a full suite of consumer banking products including checking accounts, mortgage loans, equity lines of credit, traditional savings and certificate of deposit accounts, as well as commercial offerings. Our strategy began by selecting the areas where we thought we could have the highest immediate impact. This meant targeting where customers are searching and connecting more aggressively online.

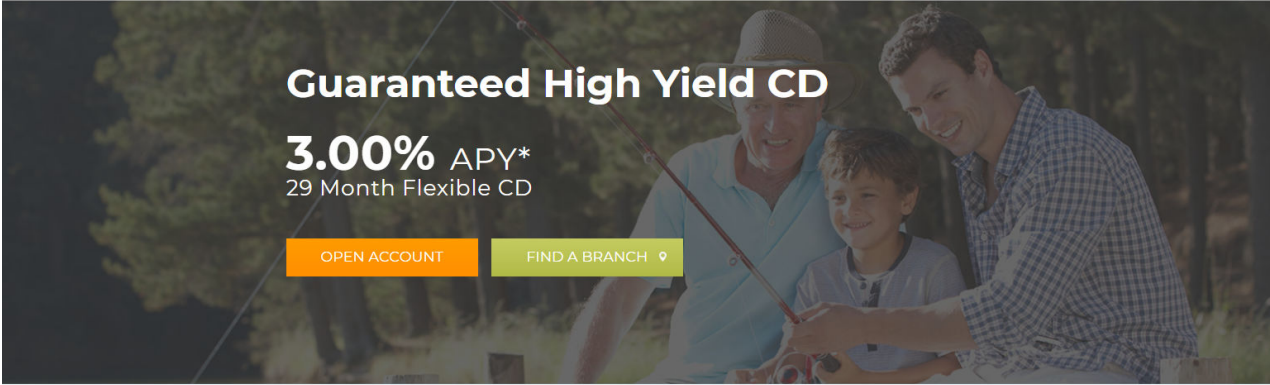
The first priority was properly setting up Google Analytics tracking and conducting a competitive analysis to see where Blue Hills Bank fit into the overall market and online share of voice.

Bank Marketing Tactics

In order to quickly generate revenue and increase leads locally, we ran Google ads using highly targeted landing pages.

Example of one of our landing page designs and copywriting

[Home](#) | [About](#) | [Find a Branch](#)



Guaranteed High Yield CD

3.00% APY*

29 Month Flexible CD

[OPEN ACCOUNT](#)

[FIND A BRANCH](#)

You and your money deserve a great rate of return! This certificate of deposit is available for personal CDs with the flexibility to add to the balance later. Lock in your great rate today.

Certificate of Deposit Features

- 3.00 % APY*
- No strings
- Only a \$500 minimum deposit
- You can add to the balance during the first 12 months*
- Interest compounded daily

The Blue Hills Bank Difference

- Easy application
- No hidden fees
- Top rated mobile banking app and online banking

Limited Time Offer

Take advantage of our CD special today. Open a CD online or at your nearest branch. For more information, call **800-361-6903**.

[Find out more](#)

Why Blue Hills Bank?

148 years serving our communities

Fully insured deposits through the FDIC and DIF

A+ BBB Rating

5 Star rating from Bankrate.com

Listed on Boston Business Journal's Fastest Growing Public Companies

Listed on Boston Business Journal's Largest Banks in Massachusetts

Listed on Boston Business Journal's Top Lenders in Massachusetts

Applying is fast and easy. Here's what you'll need:

1

2

3

A/B testing revealed which value propositions were working better than others.

We did an SEO audit and found broken links and fairly standard technical issues, which we then corrected.

We also developed blog content formed into a topic cluster strategy, corrected a significant amount of title / meta-tags, and implemented on-page optimization.

Results

We were able to procure a large volume of high-quality leads, surpassing what a much larger agency before us was producing.

Blue Hills Bank praised us for our thoughtful and highly technical analysis of the website issues — as did Google. Here are a couple of the nice emails we received after Blue Hills Bank was bought by Rockland Trust, who we look forward to connecting with.

"You and your team did a wonderful job for us and I was excited to see the improvements you made to our digital marketing efforts. I wish you the best in your future endeavors and hope we have the opportunity to work together in the future."

Karen Marryat, Senior Vice President | Chief Marketing Officer, Blue Hills Bank

"I truly enjoyed working with you and your team! You educated, informed and drove results. It's been an absolute pleasure!"

Ashley Joyner, Vice President | Digital Marketing & Communications, Blue Hills Bank

- Paid search generated 55% percent more leads year-over-year
- We converted at 17%, compared to 13% before
- SEO top 100 keyword ranking increased 38.42%
- We went from 3,719 keywords driving traffic to 5,148 keywords driving traffic

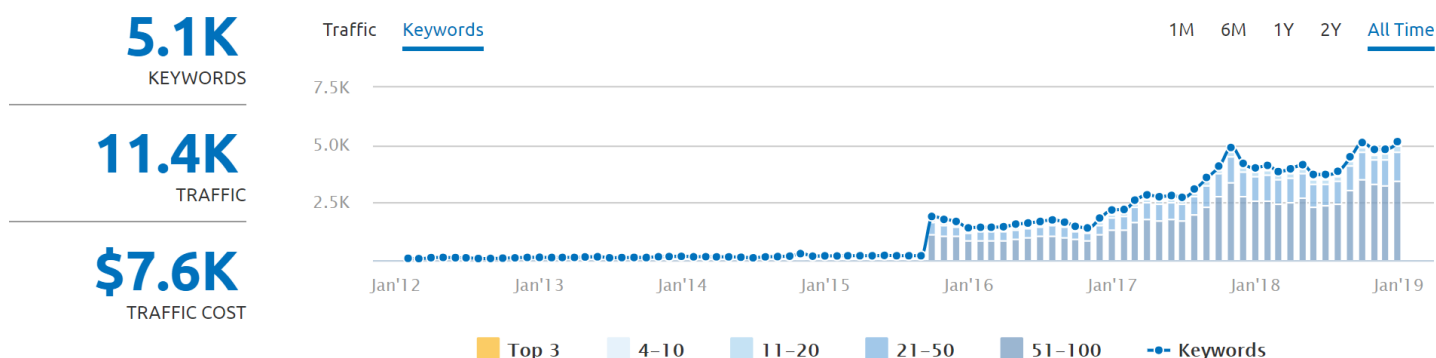
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Organic Search Positions for google.com database ⓘ



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