



# THUMANN AGENCY CASE STUDY

Thumann Agency's Unstoppable Growth: From 1,020 to 3,450 Keywords and \$29,200 Traffic Value with a Targeted SEO and Content Strategy that Dominated the Texas Market.

[thumanninsuranceagency.com](http://thumanninsuranceagency.com)



## OBJECTIVES

As the SEO Strategist at 51 Blocks, I was responsible for managing over 20 client accounts, including Thumann Agency. My primary objective for this client was to enhance their online visibility and drive organic traffic by developing targeted content pillars around their key insurance verticals.

## SOLUTION

I conducted comprehensive keyword research and competitive analysis, identifying high-value keywords that would resonate with their target audience in Texas. By implementing a strategic mix of on-page optimization, content creation, and local SEO tactics, the goal was to significantly improve their search engine rankings and attract more qualified leads.

## RESULTS

### Overall Growth:

- **December 2019:** 1,020 keywords, 915 visitors, \$10,400 traffic value
- **August 2022:** 3,450 keywords, 1,300 visitors, \$29,200 traffic value

### Content Pillars:

#### [18-Wheeler Trucking Insurance Page](#)

- July 2022: 26 backlinks, 266 keywords, 261 visitors, \$7.1K traffic value
- Top Rankings: trucking insurance texas (1), commercial truck insurance texas (2), truck insurance texas (1)

#### [Business Liability Insurance Page](#)

- August 2022: 46 backlinks, 494 keywords, 195 visitors, \$9K traffic value
- Top Rankings: general liability insurance dallas tx (3), business insurance dallas tx (4), general liability business insurance texas (4)

#### [Commercial Auto Insurance Page](#)

- July 2022: 33 backlinks, 289 keywords, 34 visitors, \$1.6K traffic value
- Top Rankings: commercial auto insurance dallas tx (1), texas commercial auto insurance (5), commercial vehicle insurance texas (5)

## AT A GLANCE

### CHALLENGES

- Negative initial keyword rankings
- Competitive commercial insurance market in Texas
- Limited initial online content and backlinks

### BENEFITS

Through the strategic implementation of content pillars and local SEO, Thumann Agency saw a 238% increase in keywords and nearly tripled its traffic value, establishing itself as a dominant player in Texas's commercial insurance market.



## JACK SCULLIN

Founder of Scullin Media  
Executive Content and SEO Director

For more than a decade, Jack has created comprehensive content and SEO plans to help brands rank higher and faster.