

## Mortgage Lender Increases Organic Visits by 43% and GMB Phone Calls by 34% Using Milestone Local and Schemas

### Challenge

The key challenge for the client was to organically promote its brand and grow audience base, especially in the western part of the United States.

### Solution

Milestone approached the problem by deploying two key strategies:

- 1. Milestone Local:** Business profiles of 66 branch offices were optimized with relevant descriptions, categories, hours of operations, phone numbers, and addresses across Google My Business, Bing, and Yelp to improve brand presence and discoverability.
- 2. Advanced Schemas:** Deployed mortgage specific nested schemas, including Loan, Credit, Financial Service and also updated FAQs for queries related to home finance solutions, loan payments and mortgage rates to boost search results and increase organic presence.



### Results

In just 60 days post-implementation, the client recorded:



**31% increase**

in business listings on Google and 10X increase in business listing on Bing



**45% increase**

in business listing on Google for service-related queries



**48% increase**

in visits to website from Google My Business



**43% increase**

in organic visits