

20X growth in organic traffic

It was really nice working with Noboru team.

I liked the way the team executed the overall project. One of the really good things about Noboru team is, they evolve with time and as per the client's requirements. Things keep changing in Digital Marketing, accordingly they managed well in terms of coming up with new ideas, improving the quality as per the feedback, consistency and timely delivery.

Good luck to the team!

digit

Bhavuk khandelwal

Content & Performance Marketing, Digit Insurance

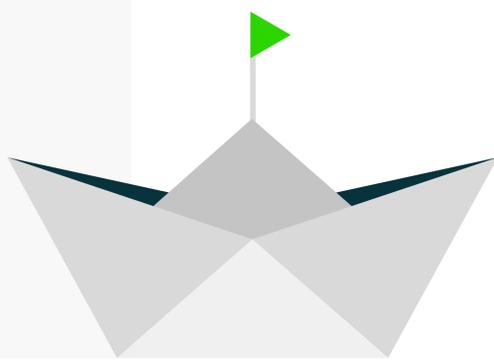
Objective:

Improve brand visibility on the web while driving relevant traffic to the website



Challenges:

- It was a new brand with a new website in the market
- The most difficult part was to explain super complicated insurance terms and conditions in the most simplified version so that even a 15-year-old can easily understand Insurance as a subject
- Highly competitive industry
- A new brand was set to fight with already established players like Reliance General Insurance, Tata AIG, Bajaj Allianz, HDFC Ergo, Iffco Tokio, Bharti AXA, Kotak Mahindra, ICICI Lombard, etc.
- Tasked to do it Organically



Execution:

Research on content consumption:

- We understood the content consumption behavior and demand in our industry which helped us to give value to our potential customers in the zero moments.

Content strategy:

- we created an integrated approach for driving brand visibility not just on google search but across the web while creating valuable content because "Valuable is sharable".

Content curation:

- We made sure that we gradually build the center of excellence in the niche as we move forward with the brand. We discreetly collected the thoughts from the users' perspective, scouted the internet to understand what the existing contents are missing, brainstormed how to bring the most powerful ideas around the niche topics, and bring these together for our audience.

Content prediction model:

- Our content prediction model with fundamental and technical research helped us predict the topics in the insurance industry which is going to trend. It helped us to create the content of the future to gain authority on that topic with immense visibility and this topical approach helped us garner brand awareness and recall with relevant traffic on site.

Authority Building:

- Strategic content to fill the gap of an area of understanding and doing this in a consistent fashion helped us to become the host and subject matter expert as we received many leadership and content which is understood by almost everyone.

Topic selection:

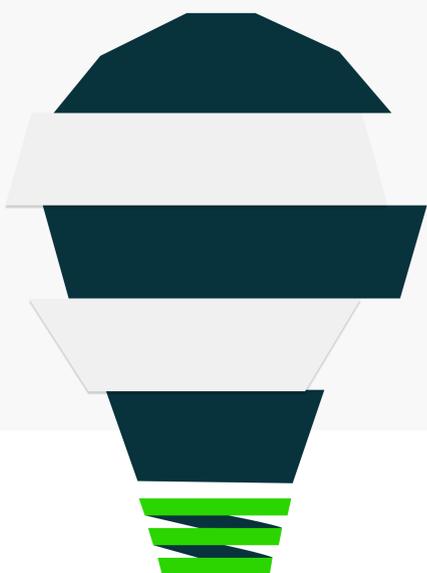
- We selected the topics that resulted in higher dwell time and that are genuinely helpful for the readers. We selected the topics that were broad enough to appeal to a large audience, yet niche enough to provide specific information for that topic.

Content creation:

- "Insurance simplified" is the motto of the brand and we infused the same DNA into our content creation

Content dissemination:

- We actively participated in industry communities, forums and shared what we knew about insurance, and answered queries with no hidden agenda. The only agenda was to help people understand insurance better.



Empathy plot for readers



We try to simplify the complex insurance jargon with real-life examples so that our readers/ potential customers can easily understand in and out. E.g. NCB stands for no claim bonus. It is like a reward that your dad gave you for being a good kid. If you are being a good driver and not claiming anything due to an accident, then your insurer will offer you a discount on your next renewal as no claim bonus.

Simplify jargon



We help our users understand the importance of insurance products by explaining the potential challenges that they may face.

Elaborate importance



We help them save money while buying insurance online all by themselves with some pro tips

Help them save money



Go out of the box while answering the "how to's" of the users. We try to help our readers with queries that are partially related to our domain. For e.g. While creating articles around travel insurance, we tried to give users tons of tips that will help an international traveler, like how to get a visa for different countries, how to get international travel insurance, etc.

Answer all possible queries

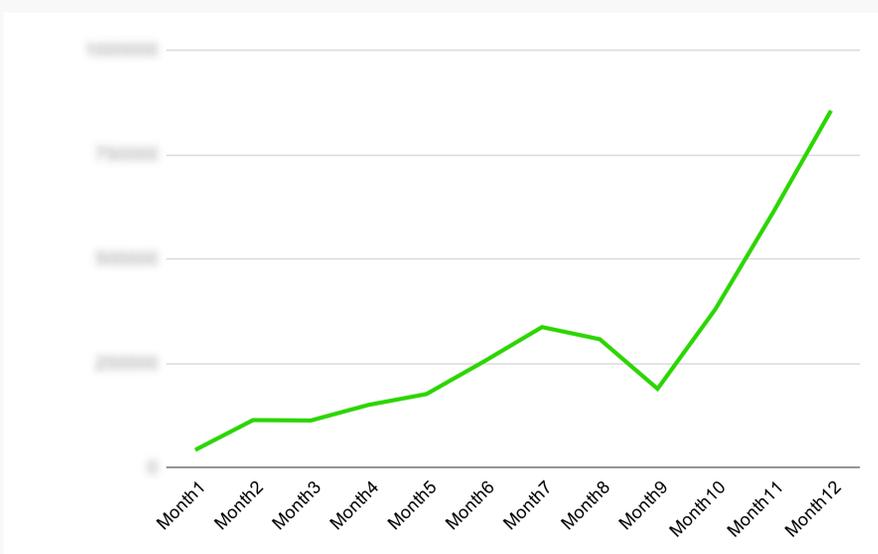


We incorporated more local approaches, e.g. we created content around all the major RTOs in the countries and explained the rules and processes for major localities.

Local is focal

Result

20X
growth in organic traffic:



Moment marketing:

Keyword difficulty: . . . (for google.com database) — View full report for this keyword

About 95,400,000 results (0.68 seconds)

For instance, **penalties** for **driving** without wearing seat belts and helmets were reduced to Rs. 500 from Rs. 1,000. Know more about **Traffic Fines in Karnataka**.

Pay Fine On-Spot	Visit Court and Pay Fine
Driving/Riding without licence	Jumping Traffic Light
Driving/Riding without insurance	Driving against flow of traffic

14 more rows

www.godigit.com › Traffic Rules

1. **New Traffic Fines from 1st Sept-2019: New Motor Vehicle Fine ...**

DS: 0 | TS: 0 | Visits: 0 | Pages/Visit: 0 | Avg. Visit: 0 | Bounce rate: 0

Get domain authority, visits and engagement data with a free SEMrush account - Connect

L: 29 | LD: 11.5K | I: 3.71K | Rank: 16.3K | Age: 2001|03|08 | whois | source

Rank: 58.5K | Adv Disp Ads: 12.3K | Pub Disp Ads: 0

Some high-value website content:

digit Products Claims Renewals Become an Agent Support

No Claim Bonus (NCB) in Bike Insurance

Do you remember your childhood? Like, when you were 5 or 6 and your Dad would tell you that if you behaved well the whole day, studied hard and did not make a nuisance, you would get a treat candy? A No Claim Bonus (NCB) is like that, a candy for being a good disciplined biker.

Now you may ask, what has a bonus got to do with good bike riding, right? If you have bought a **bike insurance**, but you have driven safely and maintained the bike properly, then you will not need to raise an insurance claim, because there is no damage to make a claim for!

What is NCB in Bike Insurance?

Now insurers say that if you drive safely, and do not raise a claim for a year, on your policy renewal, you will receive a discount on the premium. This discount is called a No Claim Bonus.

Formally, an NCB is defined as a discount on premium awarded to the policyholder for not making a claim during the policy year. To deter rogue claims and instill some type of discipline, the concept of No Claim Bonus was introduced (though we love claims and helping out people!).

The good news is, if you continue with the good behavior and touchwood your bike never faces any issues, damages or accidents, then you can accumulate your No Claim Bonuses over the years. We will see little later, how well this works for your pocket.

Can you transfer the NCB when you buy a new Bike?

Yet another good news is, the accumulated NCB bonus is like the famous pug, it goes with you wherever you go. That is, it is transferable from your old vehicle to new vehicle, if you decide to buy a new bike, as long as you remain the policy holder. Your NCB is for YOU as the policy holder and not for your bike.

How NCB is Calculated in Bike Insurance

Your no claim bonus kicks in ONLY after the first renewal of your **comprehensive two wheeler insurance** policy. (Do note, NCB exclusively applies to Own Damage component of your premium, which is the premium calculated based on IDV or insured declared value of the bike minus the cost of bike's wear and tear. The bonus does not apply to third party cover premium).

You begin with receiving a 20% discount on your premium after the first claim-free year. The discount increases by 5-10% at the

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Traffic Fines in Bangalore - Revised by Karnataka Government

According to data released by the Karnataka Transport Department, Bangalore witnessed a total of 686 fatalities and 4,129 injuries on account of road accidents in the year 2018. (1)

Officials have come on record to mention inadvertent driving and traffic violations as two of the chief reasons for such grave numbers.

The numbers become worse when seen from a macroscopic view taking pan-India into account. In an attempt to curtail such numbers of road fatalities and instil a sense of responsibility amongst drivers, the government in a recent development has amended the Motor Vehicles Act 1980.

As per such amendment, traffic fines have been considerably increased for various traffic law violations. The Motor Vehicles (Amendment) Act 2019 was supposed to be implemented across India on 1st September 2019.

However, several states initially refrained from implementing such hiked rates bearing in mind the income level of the larger section of such state populations.

Are you eager to know if Bangalore faced the brunt of such hiked rates or was Karnataka one of the states to be resistant towards revised rates?

Allow us to jog you through the traffic fine implementation in Bangalore!



Digit's Health Insurance covers COVID-19 Hospitalization
Premiums starting at ₹3999/year* [View Price](#)

Were the New Traffic Fines Implemented in Bangalore?

The Motor Vehicles (Amendment) Act came into effect from 1st September 2019. However, the high challan rates prescribed in the revised Act was not received in the best of spirits by several states in India, including West Bengal, Rajasthan etc.

However, Karnataka was one of the states which brought the revised rates into effect two days from its national implementation on 3rd September 2019. In any event, an implementation does not suggest that changes cannot be made to it.

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All about Singapore Tourist Visa for Indian Citizens

Looking for a place where you will find thrill, fun, and happiness in the air? Then Singapore is an option you can consider! Famous for its night-life and spectacular green sanctuaries, tourists in Singapore have enough to explore and experience. Singapore Changi airport is one of the largest airports in the world and is an attraction in itself for tourists and transit travelers across the world.

A magnificent place that fascinates families, solo travelers and young travelers alike. Some of its famous attractions include the Singapore Shopping Festival, the world's largest wind tunnel for indoor skydiving, sports activities, and the infamous and art lover's paradise, The National Art Museum! Before we dig deeper into its other attractions and lengthy travel itineraries, let's get into the most important bit of it all, the visa!

Indian citizens need an approved visa for traveling to several destinations across the globe, Singapore being just one of them too!

Do Indians need a visa for Singapore?

Yes, Indians do need a visa for Singapore. However, the rapid increase of tourists traveling to Singapore has made the process a lot easier and quicker.

The tourist visa issued by the embassy permits tourists for a maximum stay of 30 days and comes with a validity of 2 years. This is a multiple entry permit which means every time you travel to Singapore, you don't have to apply for a visa!

The visa approval is based on some basic conditions that may include:

- A valid passport with validity for 6 months to be owned by the Indian citizens from the date of arrival to Singapore.
- Sufficient funds in your bank account of the passport holder during the period of stay in the country.

Is there a visa on arrival in Singapore for Indian citizens?

No, the visa on arrival option in Singapore does not apply to Indian citizens. And so the Indian passport holders need a previously approved visa to visit the country.

Documents required for Singapore Tourist Visa from India

Every country has its own set of rules for visa processing. It is mandatory to furnish the credentials to get your approval for a visa application. Well in the case of Singapore, you should have documents like:

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Comprehensive Insurance

Get a Comprehensive Insurance Policy for your Vehicle

Car Bike

Enter Your Car Registration number
E.g. KA04DK8337

Mobile Number
+91. Enter mobile number

[View Prices](#)

[DON'T KNOW YOUR CAR NUMBER? >](#) [OR RENEW DIGIT POLICY >](#)

Comprehensive Insurance Policy

Driving a vehicle is about comfort and convenience. But at times, driving a two-wheeler or a four-wheeler on the road can lead us to unexpected accidents. For such events, buying a Comprehensive Insurance is an action to plan for the time when means of transport owned by individuals crack-up.

What is Comprehensive Insurance?

The insurance policy which pays for the financial interest of the owner at the time of accidental damage to the vehicle and third party (for bodily injury or property damage) is referred to as Comprehensive Insurance.

To rationalize market demand for insurance, the regulator IRDA introduced the Motor Insurance Policy. It is available as a Comprehensive Package Policy and a Third Party Liability Policy.

A Comprehensive Insurance is an assurance of protection of:

- a) the vehicle own damage
- b) liability of any third party involved in the accident.

For any mishap, the insurance company is liable to settle the claim for repairs unless it is a compensation in the event of death.

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Myths about Health Insurance

Digit Health Insurance covers Accidental, Illness & COVID-19 Hospitalization

Pin Code

Add member

Enter Mobile Number

[View Prices](#)

I agree to the [Terms & Conditions](#)

Port my existing Policy

[Renew your Digit policy instantly >](#)

Health insurance is the most sought-after product by the massive population of India. For the first time, in the year 1948, the first government-sponsored health insurance for employees. But the sponsorship was for the blue collared workers only. Soon, the Central Government launched the scheme for their employees and their families.

In the later years when the General Insurance was nationalized in 1973, all four companies introduced Mediciam Policy. Gradually, the sector was open for private-sector insurers also which contributed to the diversification of health products.

What is Health Insurance?

A type of insurance policy that covers the insured for medical and surgical expenses. The policyholder chooses a limit of coverage for which a premium is paid to the insurance company. At the time of claim, the policyholder will be reimbursed the expenses incurred for treatment due to illness or injury.

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Is Travel Insurance Mandatory?

Get Travel Insurance for your trip today.

Where are you travelling? (Origin must be India)
Search country

Leaving date
Choose date

Return date
Select return date

[View Prices](#)

Have you travelled abroad or are you planning for an international trip soon? If yes, then you must be aware of the importance of buying a Travel Insurance Policy is.

When you are abroad, your insurer can take care of all your expenses that may be due to an emergency crisis. You can lose all your money or get stuck due to delay in flights or can suffer from a medical emergency.

But fret not! In most of these cases, it will be your **Travel Insurance** Policy that will work. This insurance document will play its role and prevent you from unexpected financial losses. So, it sounds here that a Travel Policy is important but let us know whether it is mandatory?

Is Travel Insurance Mandatory for international travel?

There are about 34 countries across the world which have made the Travel Insurance Policy mandatory for tourists. These countries have made it mandatory to prevent tourists land in financial crisis due to a medical emergency, accidents, loss of luggage/passports, liability for property damage or bodily injury. It is because the cost of treatment and living is very high.

A Travel insurance may not be mandatory for tourists in other countries, but it is always recommended to have one before you explore any foreign country. It has relevance because:

- That is the only reliable source of help in the foreign emergency.
- It saves you from undue expenses in situations of a medical emergency, personal liability, or other emergencies like loss of baggage.

Some high-value blogs

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How to Keep Your Car Safe in Bumper to Bumper Traffic

Team Digit, 17 Jun 2019

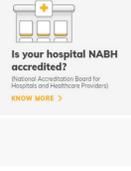
When traffic becomes a major obstacle to your daily commute, it tends to become extremely stressful. This can directly impact your performance on the road as the strain will break your attention from following traffic safety rules. Hence, you need to be extra alert towards your surroundings to ensure car safety in heavy traffic.

How to make your car traffic-safe

- Have your brakes inspected regularly to ensure that they are not worn down.
- Make sure that the brake lights and the parking brake light are working.

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National Accreditation Board for Hospitals and Healthcare Providers
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What to do when you buy a second hand car

Team Digit, 04 May 2019

Just bought a brand new 2nd hand car? We know how happy and excited you are to hit the road!

However, before you do hit the road you need to finish some important tasks, so you don't fall into any unwanted situation or face legal issues.

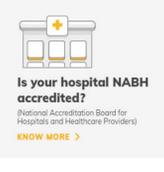
Transfer of your ownership

The first thing to be done as soon as you buy your car from the previous owner, is to also get your Registration or RC transferred to your name. Doing this proves that the car is under your ownership now and you can take it to the road without any tension.

Note: According to Section 50 of the MV Act, the transfer of ownership needs to be done within 14 days if the vehicle is registered within the same

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