



ADITYA BIRLA  
CAPITAL

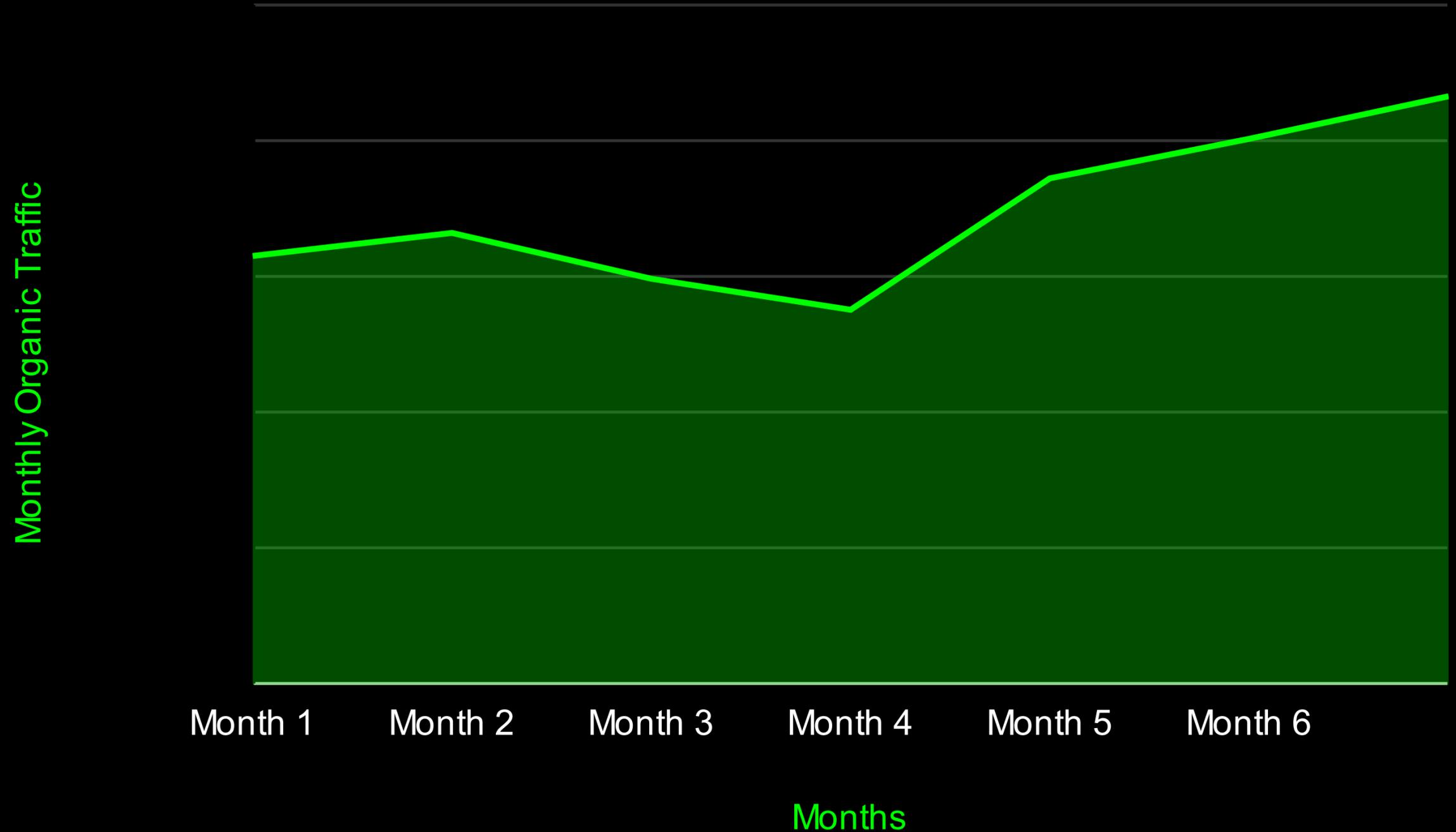
Life Insurance

# Aditya Birla Sun Life Insurance

Case Study: 27% Uplift in Relevant  
Organic Traffic



# 6 Months' Traffic Growth Journey



# Objective

To increase the monthly **organic traffic** of Aditya Birla Sun Life Insurance website.



# Challenges

The screenshot shows the Aditya Birla Capital website. The top navigation bar is red with the logo and name 'ADITYA BIRLA CAPITAL'. Below it, a white navigation menu is open, displaying four main categories: PROTECTING, INVESTING, FINANCING, and ADVISING. Each category has a list of sub-items. The background of the website features a green field and a red car.

PROTECTING ^	INVESTING ^	FINANCING ^	ADVISING ^
Life Insurance	Mutual Funds	Home Finance	MoneyforLife Planner
Health Insurance	Stock and Secur	Personal Finance	ABC Of Calculators
Multiply Wellness	Wealth	SME Finance	ABC of Money
Motor Insurance	Portfolio Manag	Loan Against Securities	
Travel Insurance	Pension Funds	Mortgage Finance	
	Real Estate Investments		

**Aditya Birla Sun Life Insurance was falling under a sub domain of Aditya Birla Capital.**

**Adityabirlacapital.com had a huge structure under which various line of business were operating (reference ss above)**



**Many restrictions were faced as ABSLI was a subdomain of Aditya Birla Capital due to which making changes in UI/UX level, content level, etc were difficult.**

**The scope stretched from one subdomain to all the subdomains and subfolders hosted at the root domain for the Noboru team because we end up monitoring the entire Aditya Birla Capital website from various aspects followed with recommendations.**

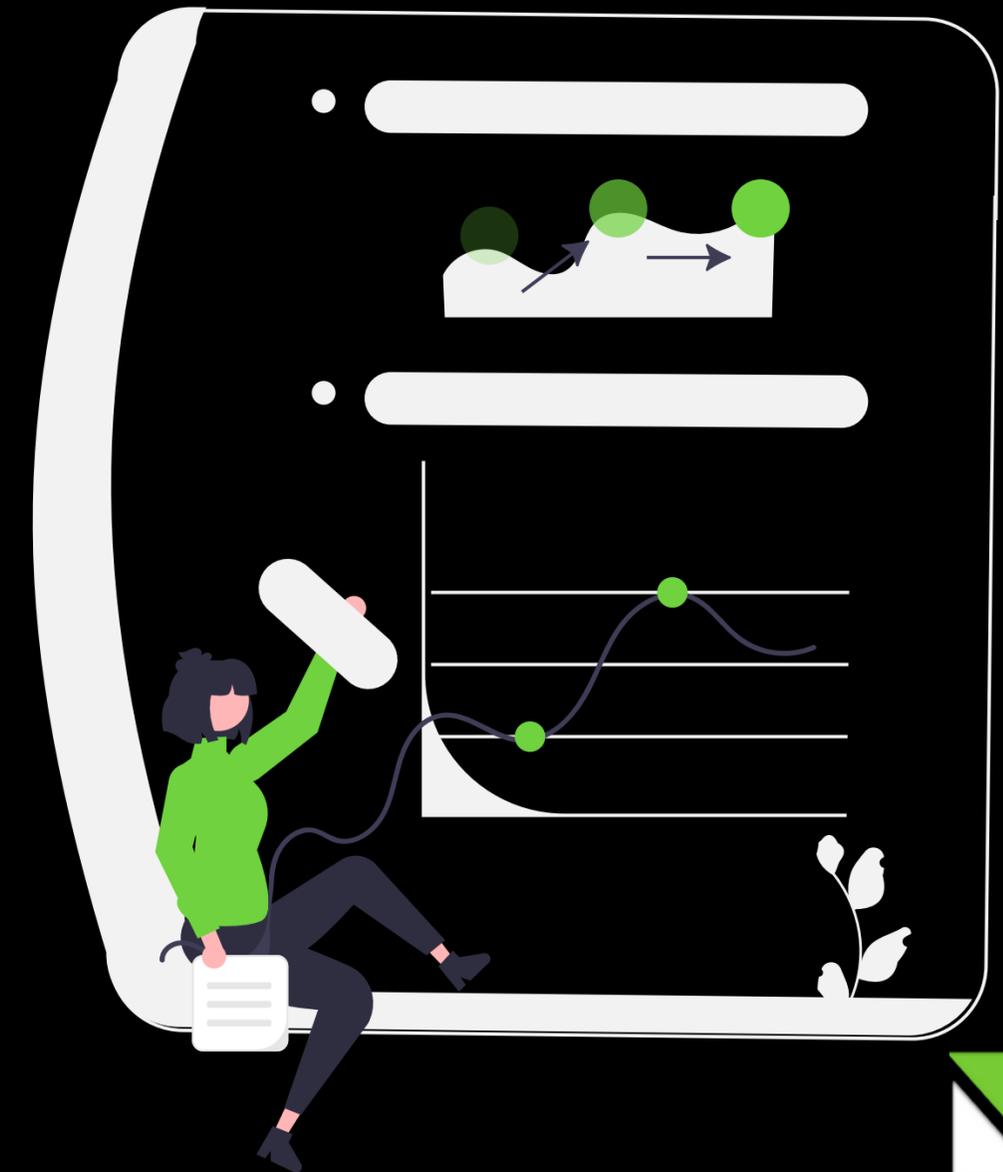
**If any Line of business is doing any policy violation or content overlap will impact the entire website and it's line of businesses hosted under the root domain. This also increased the challenges of managing various stakeholders.**



As the brand was huge, making any changes was difficult as we needed to pass the idea through with multiple stakeholders at multiple levels and businesses to get the alignment/approval.

Since all the businesses were interconnected and therefore the content was similar or nearby to a large extent.

Hence, we had to indirectly study, monitor and manage all the content hosted on the root domain and not just subdomain i.e <https://lifeinsurance.adityabirlacapital.com>



# Execution



**We provided a holistic strategy for USO (universal search optimization) and executed those from various aspects, such as Website Architecture, Website Content, Technical stack at front end and back end, Website SEO, User Interface and User Experience.**



# Website Architecture



- Revamp all the URL structure.
- Optimise the user flow of all category and product pages.
- Did research and created wire frame of the website.
- Revamp the major pages i.e product pages, category pages, life insurance home page, etc.
- Suggested changes at Parent level company and its relation with subsidiary company at website architecture level to avoid deep rooted legacy issues at tech level impacting SEO results on Google SERP



## Why we did?

To Improve page experience for better ranking and conversion

### Website Architecture Actions:

- Home page revamp and new intent-rich content updation
- Category page revamp and new intent-rich content updation
- Product page revamp and new intent-rich content updation



Home > Term Insurance

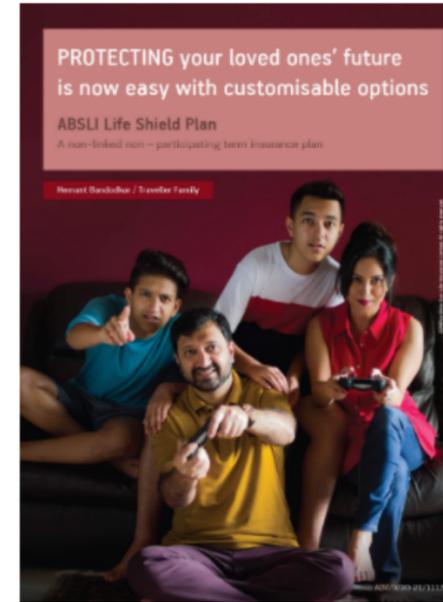
## What is term insurance?

Term insurance is the most cost effective form of life insurance which offers you a substantial life cover at a nominal premium for a specific period chosen by you. A term insurance plan provides financial protection to the nominee in case the life insured dies during the policy term.

## Why do you need a term insurance plan?

Term insurance plans are the only life insurance plans that are designed for the sole purpose of giving you large life cover (For e.g. A cover of Rs. 1 Crore) with ABSLI Life Shield Plan at a comparatively low premium (Rs. 10372 p.a. to be paid regularly) at the age 30 (male, non-smoker) for a policy term of 30 years and hence, helps in protecting your family's financial needs & lifestyle in your absence.

Additionally, it has the below benefits-



Category Page

Before

After

## What is Term Insurance?

Term insurance protects your financial dependents against the risk of your death. In this contract, the insurer promises to pay your family a large sum of money in case you pass away during the 'term' of the policy. Hence, the name.

Term insurance has the lowest premiums compared to any oth.. [Read More](#)



Buy ₹1 Crore Term Insurance at Just ₹542/month<sup>1</sup>

Large life cover at affordable premium

4% discount online

Covers COVID-19<sup>2</sup> life claims



GET A CALLBACK

# Product Page

Before



The screenshot shows the Aditya Birla Capital website. The top navigation bar includes 'Personal', 'Corporates', and 'Advisor'. The main navigation menu has 'PROTECTING', 'INVESTING', 'FINANCING', and 'ADVISING'. The secondary navigation menu includes 'LIFE INSURANCE', 'All Insurance', 'Articles', 'Where Do I?', 'Financial Calculators', 'Pay Premium', and 'Manage My Policy'. The page title is 'Aditya Birla Sun Life Insurance Company Limited'. The breadcrumb trail is 'Home > Endowment Policy - Savings Plan - Regular Income Plan > ABSLI Monthly Income Plan - Endowment Insurance Policy'. The main heading is 'ABSLI Monthly Income Plan'. The sub-heading is 'PROTECTING your life goals is now more flexible.' The main text reads: 'ABSLI Monthly Income Plan offers assured monthly income to take care of your recurring needs and bonuses at maturity, thereby protecting your life goals.' There is a 'Download' section with a dropdown menu set to 'Brochure' and a download icon. On the right, there is a promotional banner for the plan with a photo of a man and a woman.

The screenshot shows the Aditya Birla Capital website. The top navigation bar includes 'ADITYA BIRLA CAPITAL', 'PROTECTING', 'INVESTING', 'FINANCING', and 'ADVISING'. The secondary navigation menu includes 'LIFE INSURANCE', 'All Insurance', 'Articles', 'Where Do I?', 'Financial Calculators', 'Pay Premium', and 'Manage My Policy'. The page title is 'Aditya Birla Sun Life Insurance Company Limited'. The main heading is 'ABSLI DigiShield Plan'. The sub-heading is 'Think Term Plan. Smart Financial Security For Loved Ones.' There are two icons: 'Covid-19 covered' and '10 Plan Options'. The main text reads: '₹1 crore term insurance @ ₹27/day'. There is a form with three input fields: 'First Name', 'Last Name', and '+91 | Phone Number'. There is a red 'NEXT' button.

After



## Outputs of Website

### Architecture actions:

- Huge impact on search appearance for good page experience
- Daily Impressions: from 178 to 25,320 in 9 months' time
- Daily clicks: from 3 to 2,002 in 9 months' time

## Before

Friday, Feb 25

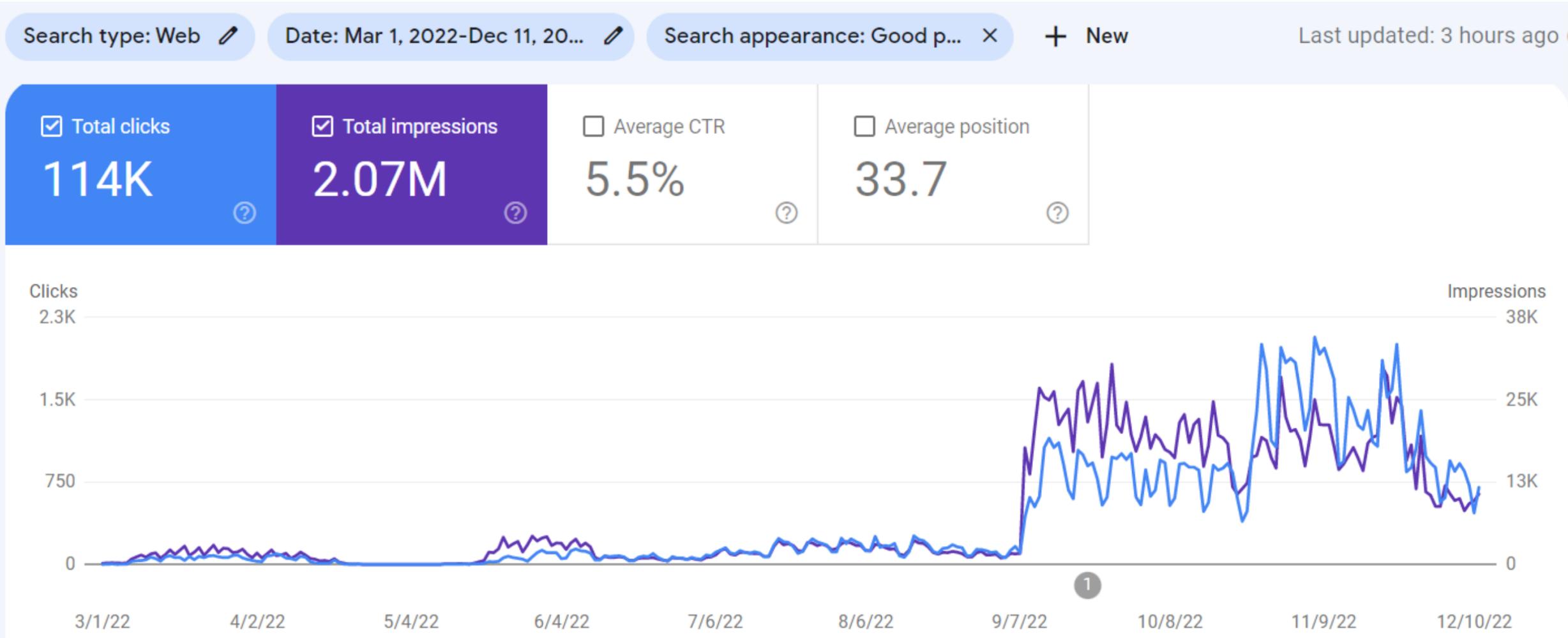
—	Clicks	3
—	Impressions	178

## After

Thursday, Nov 24

—	Clicks	2,002
—	Impressions	25,320

# Search Appearance due to good page experience



# Website Content

- **Content generation strategy was made to match the keyword intent at Awareness, Consideration, Evaluation and Purchase.**
- **Optimize the existing blogs and merge the similar intent blogs.**
- **New stream of content buckets were opened with related terms and at awareness level**



- Created, curated and distributed content related to life insurance with the help of partnered publishers.
- Created new contents for website. (plan page, articles, FAQs, glossary, etc)

### Where Do I?

[Manage my Policy](#)

[Manage Claims](#)

[Read Articles](#)

[Register for One ABC ID](#)

[Contact ABSLI](#)

[Learn Insurance Basics](#)

[Read FAQs](#)

### A

Absolute Assignment

Accidental Death and

Disability Rider

Accidental Death Benefit

Accumulation Period (Phase)

Actuarial Assumptions

Actuarial Cost Method

Adjustable Life Insurance

Affinity Insurance

Age at Entry

Age at Maturity

Age Limit

Annual Premium Annuity

Annual Premium Payment

Mode

### B

Beneficiary

Broker

### C

Certified Insurance

Facilitator (CIF)

Claim

Claim Amount

Claim Settlement Ratio

Claimant

Commission

Concealment

Conditional Assignment

Contestability period

Contingent Owner

Convertible life insurance

Corpus

Coverage

Critical Illness

### D

Date of Commencement

Death Benefit

Death Benefits

Death Claim

Decreasing Sum Assured

Deferment Date

Deferment Period

Deferred Annuity

Disability

Disability Waiver of Premium

Discontinuance Charges

(Surrender Charges)

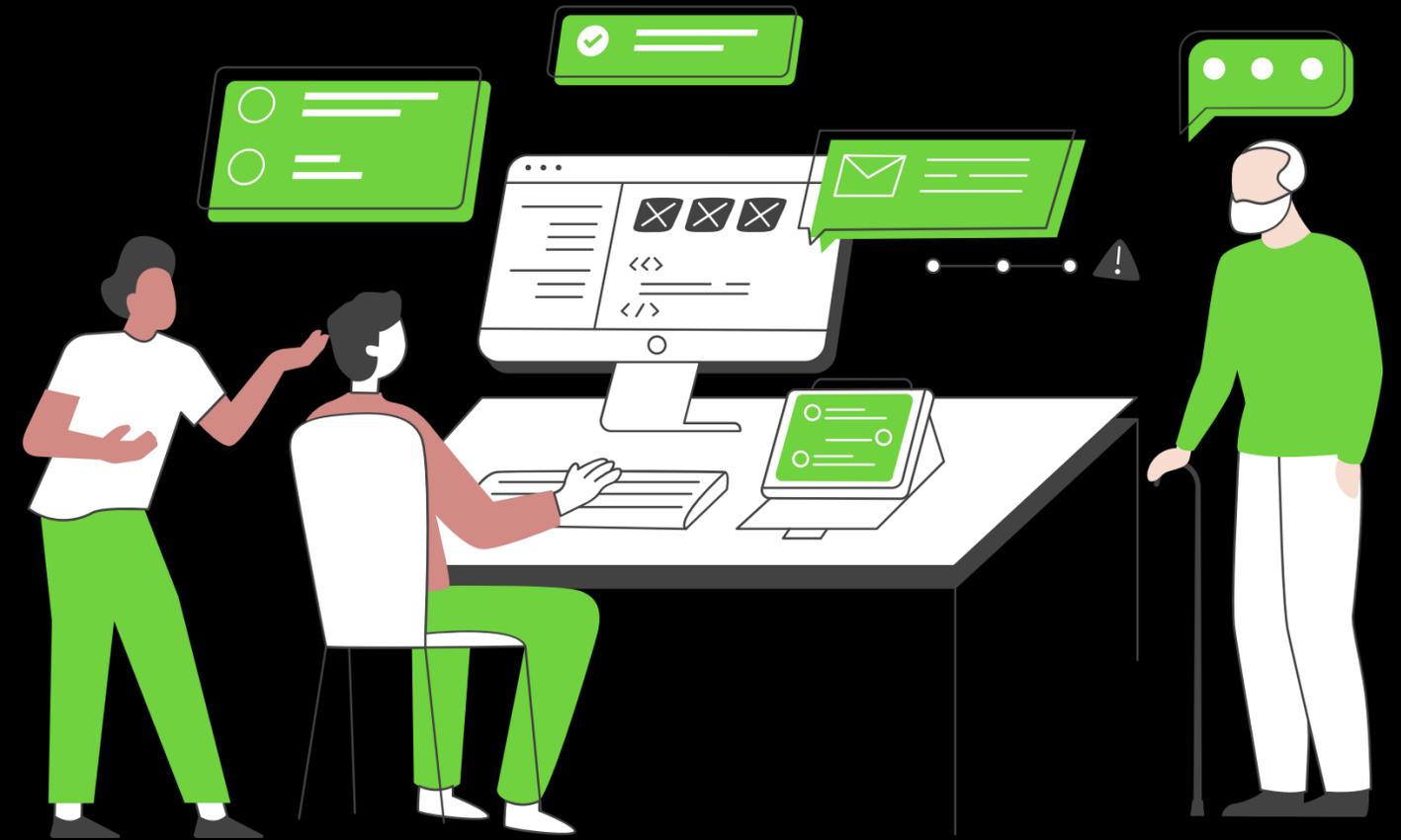
Discontinuance of Premium

Diversified Portfolio

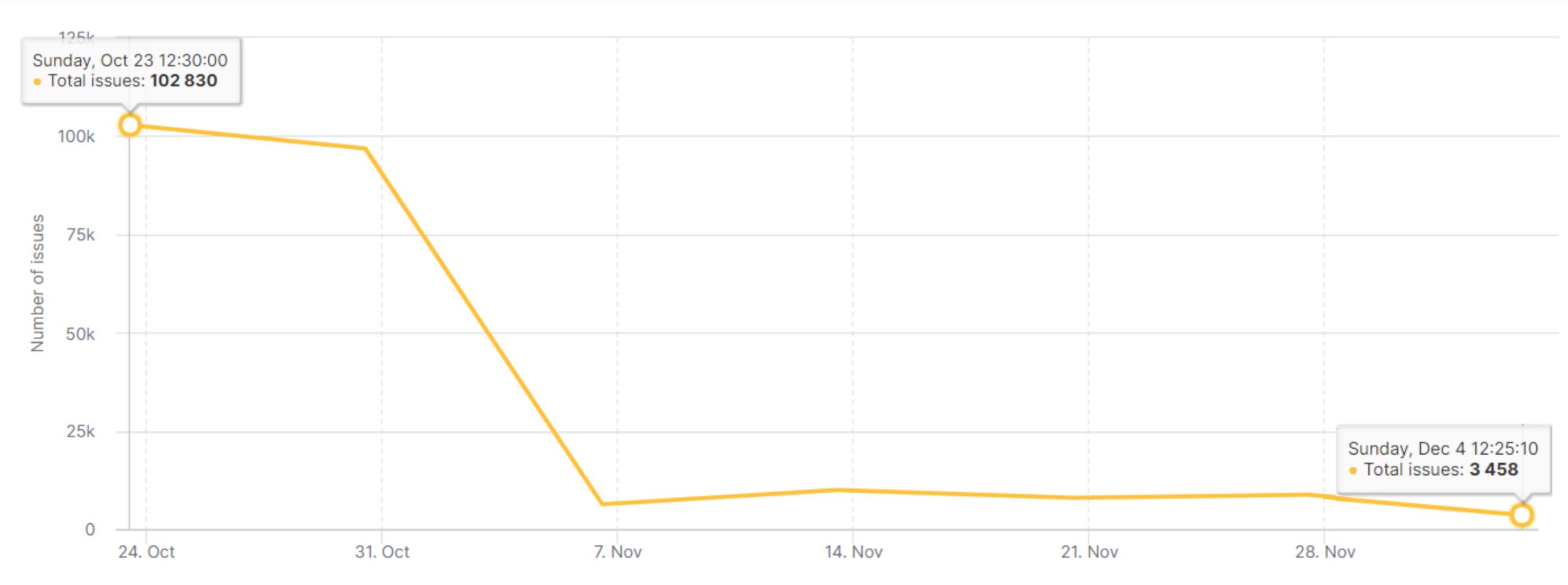


# Technical Intervention

- **Standardise the keywords.**
- **Added 3+ types of schema (Organisation, Breadcrumbs, Ratings, FAQs, Investment types) across 50+ product pages.**
- **Added 50+ discovery keywords related to life insurance on which competitors werent ranking or havent implemented (to tap in the low hanging fruits)**



- Fixed more than 95000+ tech issues



From **1,02,830** issues to **3,458** issues





- Listed ABSLI branch on Google my business and updated the existing branch which were live with relevant information. (website, contact no, working hours)

### Why we did?

- To Increase visibility for local searches
- To Negate the non-uniform brand names
- To add new traffic source by creating a subfolder targeted for non-branded traffic

### Problem faced before:

Non-Uniformity of physical office location experience in Google



# Before

## Aditya Birla sunlife Insurance Co Ltd

4.6 ★★★★★ (5)

Insurance company · 301, Sai plaza, opp. Ghatkopar Railway Station, above Saraswat co-op bank

Open · Closes 5:30PM



Directions

## Birla Sunlife Insurance

4.2 ★★★★★ (46)

Insurance agency · 4R4Q+3XC, Wing B, Swami Vivekanand Road, Indira Nagar, Vile Parle

Open now · 1800 270 7000



Website



Directions

## Birla Sun Life Satara

3.7 ★★★★★ (18)

Insurance company · 512/C, SH 58

Open now · 02162 237 960



Directions

## Aditya Birla Sun Life Insurance

2.8 ★★★★★ (5)

Insurance agency · F9WV+3XC

Open now



Directions

## Birla Sun Life Insurance Co.

3.7 ★★★★★ (23)

Insurance company · 940/2, Rupa Bhavani Road, South Sadar Bazar, Jawaharlal Housing Society, Navi Peth

Open now · 1800 270 7000



Website



Directions

## BIRLA SUN LIFE INSURANCE

3.8 ★★★★★ (133)

Insurance agency · #777, 100FT Road, opp. :- new Horizon School

Open · Closes 6PM



Directions



### Aditya birla sunlife insurance

4.1 ★★★★★ (32)

Insurance company · 2th Floor, Millennium Tower, Bhandarkar Rd, opp. Kotak Mahindra Bank

Open · Closes 6PM



Directions

### Aditya Birla Sun Life Insurance Company Limited

3.9 ★★★★★ (69)

Insurance company · 1028, 1, Sarjaa Rd, Above Reliance Foot Print

Open · Closes 5:30PM · 020 6622 2800



Website



Directions

### Birla Sun Life Insurance

3.8 ★★★★★ (51)

Life insurance agency · Vaghire Taluka Haveli, Jewel Of Pimpri, Commercial Unit Nos. 21, 22, 23, 24, B Wing, Second floor Jewel of Pimpri Village, Kamala Cross Rd

Open now



Directions

### Aditya Birla Capital

2.8 ★★★★★ (55)

Investment service · Metropolis Health Service, 1st Floor, Signature Complex, Opposite Golwilkar, Bhandarkar Rd

Open · Closes 6PM · 1800 270 7000



Website



Directions

### Aditya Birla Sun Life insurance advisor

No reviews

Life insurance agency



Directions

### Birla Sun Life Insurance Company Limited

3.7 ★★★★★ (79)

Insurance agency · 1St Floor, Building No. 11, Corporate Park, Sion Trombay Road, Chembur, Mumbai - 400071

Open · Closes 6PM · 022 2527 6201



Directions



## **Technical Actions taken on Google My Business:**

- **Correction of Google business listings and bring in uniformity to build a healthy brand value.**
- **Add the correct contact number, address and tag the product nature to optimize “Near me” searches**

## **Outputs of Technical actions:**

- **Uniform experience in google map**
- **High authority backlinks from google domain**
- **Increase in local search appearances**



# After

absli

Open now

**Aditya Birla Sun Life Insurance | ABSLI**  
4.5 ★★★★★ (2)  
Life insurance agency · Office No. 3, Sr. No. 38, CTS 5836, Ground Floor, MSR Capital Morwadi, Pimpri, Pune, Maharashtra - 411 018  
Open now

**Aditya Birla Sun Life Insurance | ABSLI**  
No reviews  
Life insurance agency · 1st floor, Jay Ambe complex, Court Rd

**Aditya Birla Sun Life Insurance | ABSLI**  
No reviews  
Life insurance agency · BL Avenue Complex, 1st floor - Above ICICI Bank Near Gulmohar Hotel, Basmath, Road  
Open · Closes 6PM · 1800 270

Update results when map moves

Search this area

India

Map data ©2022 Google India Terms Privacy Send feedback 200 km



## Technical Actions Taken to Create Subfolder Targeting Non-Branded Search Terms:

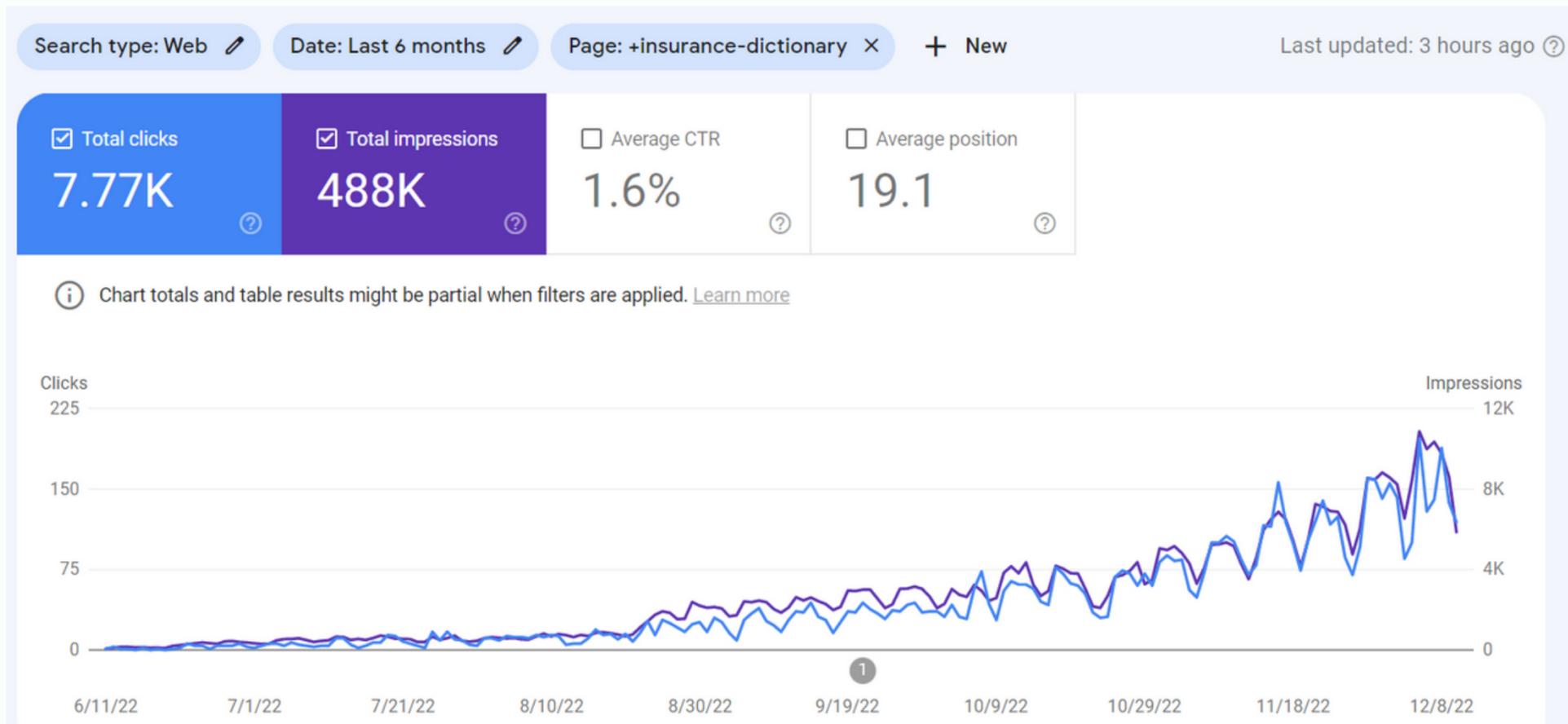
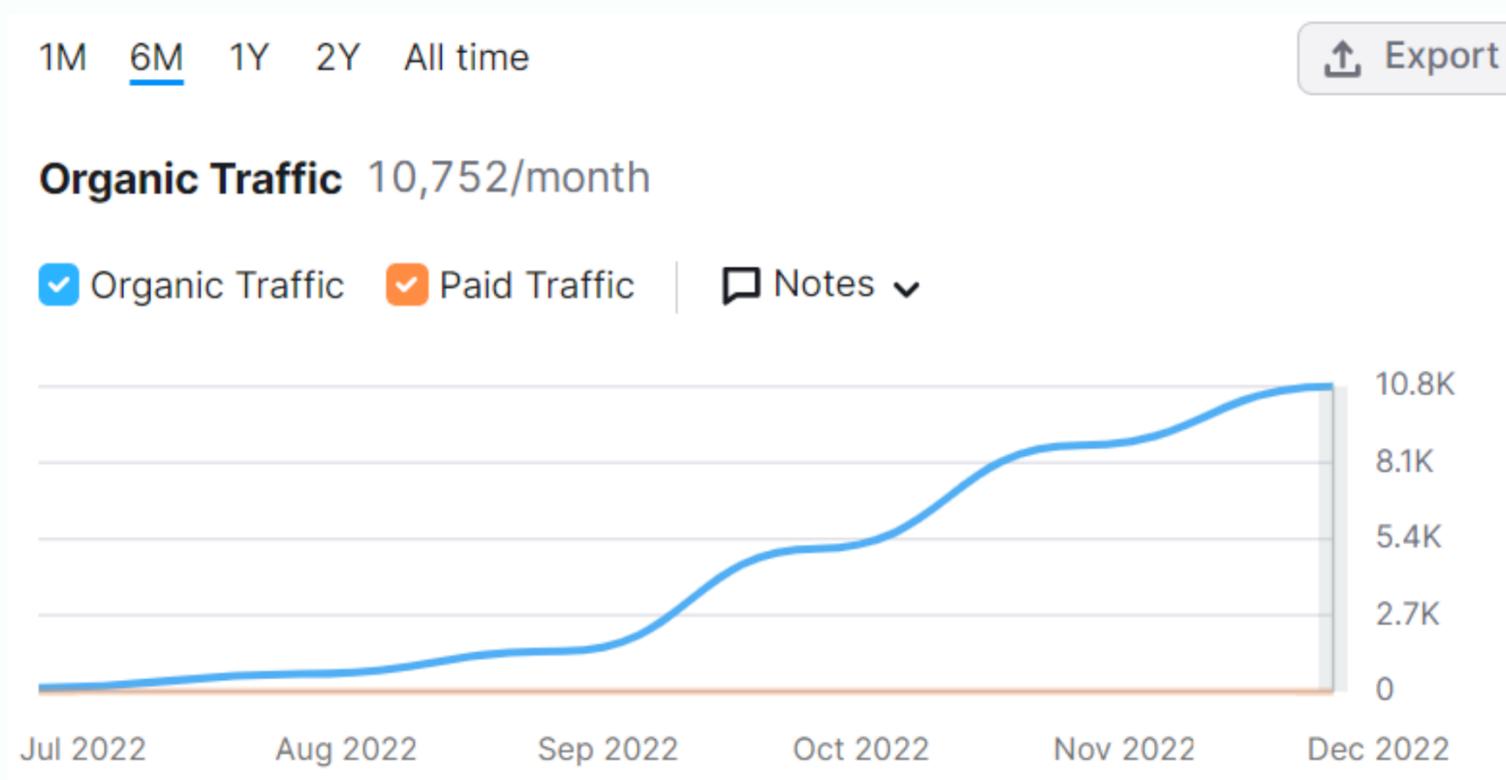
- The number of pages built: 187
- The number of target keywords: 561

## Outputs of Technical Actions:

- Total impressions in search: 488K in 6 months
- Monthly traffic in the subfolder: 0 - 10K+ and growing (in six months)
- Number of keywords in the 1st page in 6 months: 221
- Number of features in SERP (Snippets/ knowledge panels/ FAQs): 48 in 6 month
- Branded vs non-branded traffic ratio: 0.2% : 99.8%



## Subfolder Traffic Trend:



# Website SEO

- **Content Partnership**
- **QA Domain: Finding most popular asks in QA sites like Quora and responding with a backlink to relevant page**
- **Infographic promotion**
- **Business Profile Listing: Creating business profiles on high authority business listing websites**
- **Image Promotion: Promoting the images of website on high authority websites like Shutterstock.com**
- **Press Release Promotion: Promoting the latest updates/press releases on the client on high authority websites like News Wire**
- **High quality directory submissions was done.**



# User interface and User experience

Optimised calculator pages

Optimised the CTR

Enhanced the Web Core Vitals



## New IDEAS



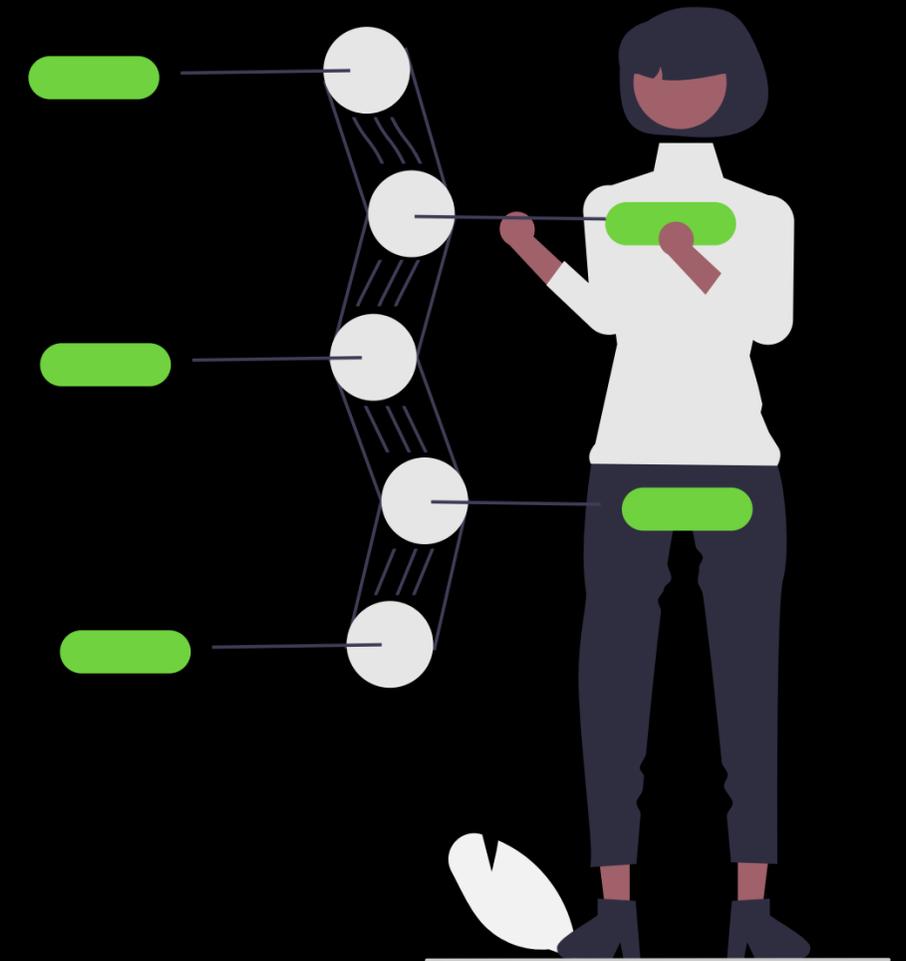
- **Glossary page**
- **POSP (Point of Sale Person) Optimised the be the agent pages**
- **All in one calculator page (All calculators on one single page)**
- **Made creative infographics for marketing purposes each month to be posted on various social media platforms**



# Conclusion

As a result, optimization of the website, creation of life insurance related content, execution of various ideas and enhancing the user experience we were able to increase the organic growth of the website.

Within **6 months**, we were able to achieve an uplift of **27%** in the monthly organic traffic of Aditya Birla Sun Life Insurance website.



# Thank You

## Contact Us

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