

## DCAP Insurance Inc. Partners With SendTraffic To Increase Natural Search Traffic!

DCAPinsurance.com

### The Result

Within the first six months DCAP Insurance's natural search placement has greatly improved; In turn increasing our natural search traffic by over **500 percent!**

*"Since we started working with SendTraffic; our traffic and geographically targeted leads has increased substantially."*

*- Debra Heinrich  
Internet Marketing Manager  
DCAP Group, Inc.*



### The Company Background

DCAP Insurance Inc. is the largest chain of independent storefront insurance agencies in the Northeast. With over 25 years in business DCAP has over 200,000 satisfied customers at over 70 locations throughout New York. DCAP proudly represents several major Insurance companies, but DCAP does the shopping for you. DCAP Insurance will find the most suitable coverage for its consumers, regardless of their situations, at the most competitive rates.

### The Immediate Opportunity

DCAP Insurance Inc. is a company with a strong lead generation focus that has had limited success in the Search arena, leveraging years of experience in a specific vertical such as insurance. SendTraffic was able to tailor a Natural Search program (SEO) consistent with the need of the DCAP Group as well as their individual franchise partners.

### The Solution

By creating optimized content in a friendly HTML environment and building a targeted link campaign - DCAP's natural search results for high volume keywords were placed in an optimal natural search result position resulting in more qualified leads.