How ACKO Climbed to #1 in Motor Insurance SEO

(2021–2025)

SEO as a competitive motorbike insurance

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Market Context & Challenge

Market Reality

Motor insurance is a fiercely competitive vertical where established incumbents already dominate brand trust and organic search real estate.

New Player Struggles

Emerging companies often struggle to penetrate top rankings for high-intent keywords, facing entrenched competition.

ACKO's Mission

Our task wasn't merely to rank — but to sustain the #1 position in car insurance and achieve #1 in bike insurance against aggressive competitors.

Baseline Performance (2021–2022)

1	**Car Insurance Ranking (6th Position)** Consistent position around #6 position throughout 2021 and 2022, establishing our starting benchmark.
2	**Bike Insurance Journey (6/7th Position)** Started at #6 in 2021 but dropped to #8 in 2022, highlighting the challenge ahead.

These positions served as our baseline from which we aimed to ascend through strategic SEO excellence.

Strategic Framework: 4 Pillars of Success

We built a coordinated strategy designed for maximum impact and sustainability:

Content & Topical Authority

Comprehensive coverage establishing domain expertise

Technical Excellence

UX optimisation and on-page perfection

Strategic Link Building

Quality backlinks and citation growth

Agile Monitoring

Continuous optimisation and competitor tracking

Each pillar reinforced the others, creating a compounding impact that drove sustainable results.

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Pillar 1: Content & Topical Authority

1 **Model-Specific Pages (MMV)**

Created dedicated pages for every car and bike model, even those with low search volume, to establish comprehensive coverage.

2 **Query Optimisation**

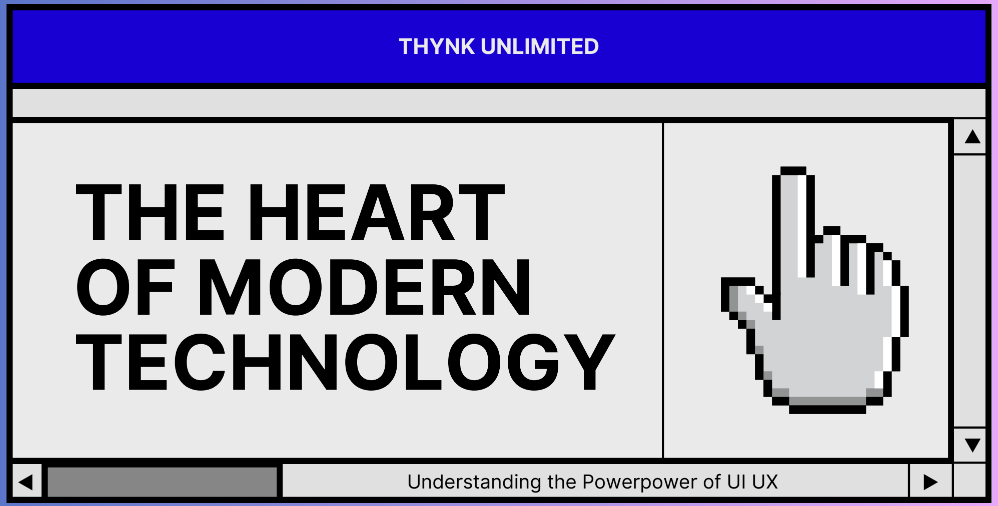
Each page is optimized for model-specific insurance inquiries (e.g., "Honda City car insurance premium").

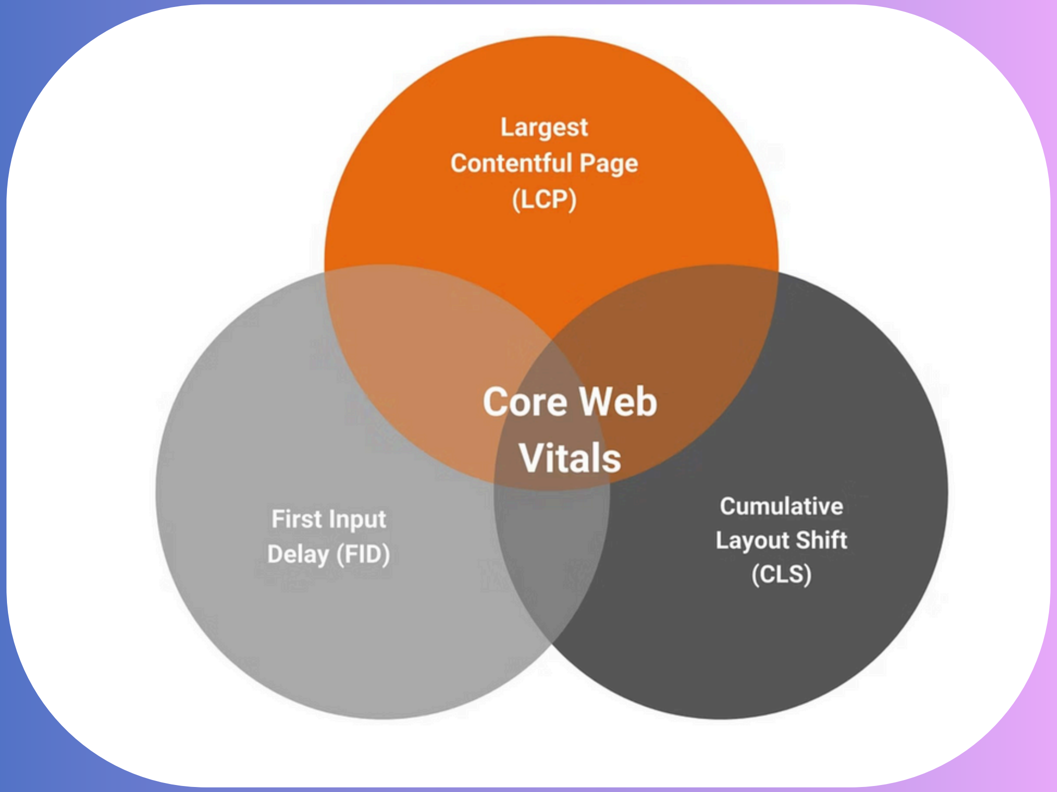
3 **Internal Link Architecture**

Hub-and-spoke structure to consolidate topical authority and distribute page equity effectively.

4 **Competitive Excellence**

Benchmarked competitor flows, headings, and N-grams as a minimum standard, then exceeded their content depth.





Pillar 2: Technical & UX Excellence

Structured Data Implementation

FAQ schema markup

Review schema integration

Product schema optimisation

Enhanced SERP features

EEAT Signal Enhancement

- Author profile optimisation
- Credential highlighting
- Transparency improvements
- Regulatory disclaimers

→ **Performance Optimisation**

Pagespeed improvements,mobileperformance enhancement, and strategic pruning of weak pages.

→ **Clean Architecture**

Canonical tag optimisation, XML sitemaps, and strategic internal link equity distribution.

Pillar 3: Strategic Link Building

1. ### Domain Selection Criteria
   Carefully evaluated domains based on domain rating, traffic stability, topical relevance, and anchor text diversity.

2. ### Quality-Focused Acquisition
   Acquired only contextual, content-alignedbacklinks that provided genuine value to users and search engines.

3. ### Strategic Partnerships
   Collaborated with Teamology to source quality domains and manage professional outreach campaigns.

4. ### Natural Link Velocity
   Maintained steady, controlled acquisition pace to avoid algorithmic penalties and appear natural.

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Pillar 4: Monitoring & Optimisation

Automated Competitor Monitoring

Real-time alerts for competitor page changes including title tags, meta descriptions, and content modifications.

Ongoing Competitive Intelligence

Regular audits of competitor strategies to identify new content opportunities and keyword targets.

Continuous Testing

A/B testing of headings, page layouts, and internal linking strategies to maximise performance.

SERP Volatility Response

Immediate alerts for ranking fluctuations enabling swift response to algorithm updates or competitor moves.

Results & Trajectory

Car Insurance Rankings

2021–2022: Position ~#6
Baseline performance establishing market presence

2023: Position ~#4
Strategic improvements showing early results

2024: Achieved #1
Breakthrough performance

2025: Maintaining ~#1 🏆
Sustained market leadership

Bike Insurance Rankings

2021: Position ~#6
Strong starting position

2022: Dropped to ~#8
Temporary setback requiring strategic pivot

2023–2024: Climbing to #3
Consistent improvement through focused efforts

2025: Achieved #1 🏆
Market leadership secured

Car Insurance

1

Pre-2023

PolicyBazaar#1, ICICI Lombard #2, HDFC Ergo #3. ACKO ranked #6.

2

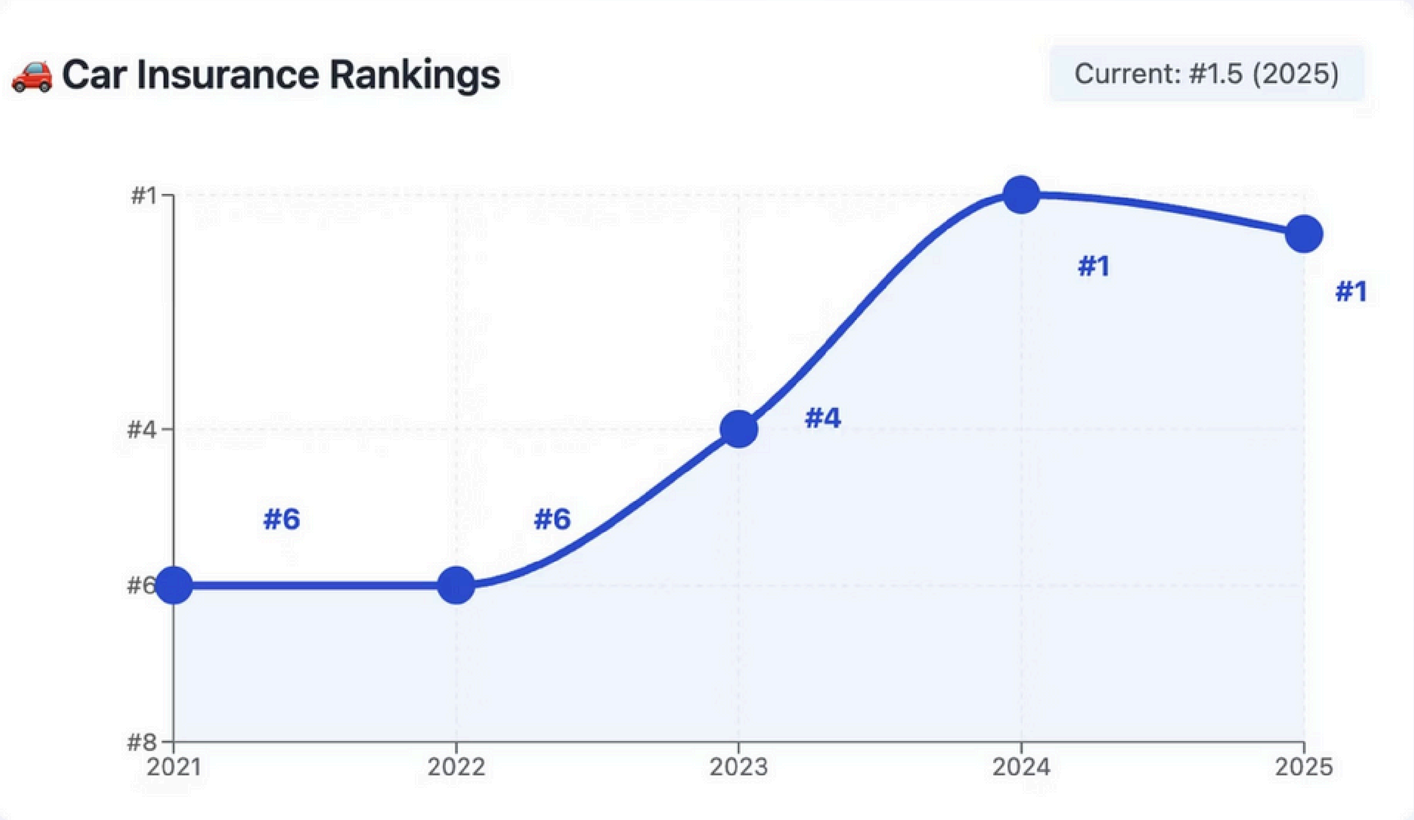
2024 Breakthrough

ACKO overtook all competitors to reach #1 position.

3

2025 Reality

ACKO at#1, competitors regained some ground due to extreme search volatility.



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Bike Insurance

1

Pre-2023

PolicyBazaar#1, Bajaj Allianz #2, HDFC Ergo #3. ACKO dropped to #8 in 2022.

2

The Climb (2023-2024)

ACKO climbed from #8 to #4 to #3, displacing traditional players.

3

The Victory (2025)

ACKO reached#1, overtaking PolicyBazaar and all legacy insurers.

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YoY Business Impact

Our growth trajectory demonstrates exceptional momentum across all key performance indicators, with multi-year compound growth establishing a strong foundation for continued expansion.

1084%
Traffic Growth
Three-year cumulative increase from FY 23 baseline

396%
Quote Generation
Strong pipeline development over three-year period

203%
Sales Conversion
Consistent revenue growth momentum maintained

118%
GWP Revenue
Gross written premium expansion validates strategy

Key Performance Insights

FY 23-24 Breakthrough

Initial acceleration period with 787% traffic surge and 187% quote increase establishing market presence.

FY 24-25 Optimization

Sustained growth with 26% sales growth and 28% revenue increase demonstrating operational maturity.

Three-Year Impact

Cumulative transformation achieving 10x traffic growth and doubling revenue base from baseline.

> The consistent year-over-year performance across traffic, conversion, and revenue metrics indicates a scalable business model with strong fundamentals for continued growth.

Key Takeaways & Strategic Insights

Depth Wins

Comprehensive coverage through model-level pages signals true domain mastery to search engines.

Technical Foundation

Content excellence must be supported by performance optimisation and clean technical architecture.

Quality Over Quantity

Link relevance, domain stability, and Strategic alignment matters significantly more than sheer volume.

Competitive Intelligence

Proactive monitoring of competitor changes provides tactical advantages in rapidly evolving SERPs.

Continuous Evolution

SEO dominance isn't a destination — it's an ongoing process of defence and strategic evolution.

Why ACKO's Story Should Win BankFin

Disruption in practice: A newer digital insurer outranking long-established incumbents

Data-backed results: Clear, upward ranking trajectory and dominance

Integrated execution: Cross-functional alignment (SEO, product, tech, content, outreach)

Scalable & repeatable: The framework can serve as a model for other product verticals

Narrative of transformation: From #6 to #1 — not just in one domain, but across motor verticals

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