

CASE STUDY

Achieving SEO Success for Austin Telco Federal Credit Union

How a data-driven SEO strategy boosted organic traffic and keyword rankings.

Campaign Quick Facts

14%

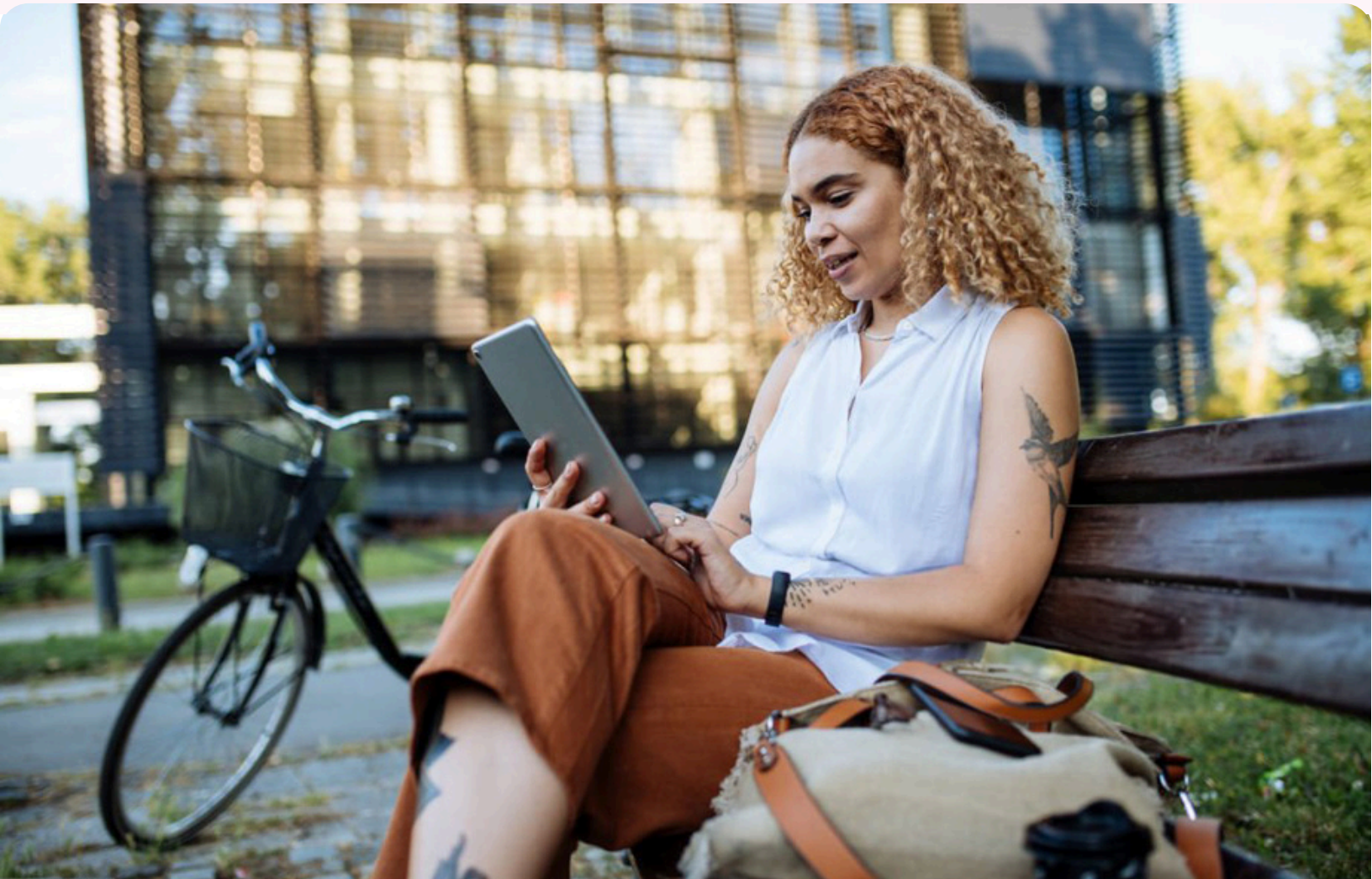
Organic Sessions
Growth

2x

Blog Sessions
Increase

370%

Keywords
Moved to Top 10



About the Client

Austin Telco Federal Credit Union is a well-established financial institution serving the Austin area with 24 branch locations across Texas. Committed to providing high-quality financial services, ATFCU focuses on delivering exceptional banking solutions to its members.

The Campaign Goals

Grow organic traffic and increase conversions by leveraging SEO best practices. The primary objectives included:

- Enhancing website structure and internal linking for better search engine visibility
- Increasing rankings for high-intent keywords in the financial sector
- Driving more qualified traffic to service pages
- Improving user engagement and conversion tracking for financial products
- Increase lead-generation from organic search

Strategy

Austin Telco Federal Credit Union partnered with Q1Media to improve online visibility and engagement through SEO. The collaboration began with a comprehensive audit to identify areas for improvement, leading to a data-driven strategy focused on keyword optimization, technical SEO, local SEO, link building, and content tailored to ATFCU's audience.

Q1Media also analyzed and optimized organic conversions for key financial services like mortgages, car loans, and student loans. With advanced analytics guiding continuous improvements, the team created and optimized 15 new blog articles, boosting organic visibility and user engagement.

Results + Success

ATFCU's targeted SEO efforts with Q1Media led to **significant gains in organic visibility** and engagement. Organic sessions **grew by over 14%**, blog sessions doubled, and each new post quickly attracted organic traffic. Additionally, **the number of keywords ranking in the top 10 increased by 370%**.

This ongoing collaboration continues to drive positive results, helping ATFCU **maintain a strong digital presence in the competitive financial sector**.