



BY TRUSTING THE MANAGEMENT OF THEIR ONLINE PRESENCE TO REACHLOCAL, ILENDER NOW SEE 600 UNIQUE VISITORS TO THEIR WEBSITE EACH MONTH.

ILENDER MORTGAGES

ABOUT

iLender make the process of arranging mortgages as simple as possible for the people of New Zealand.

CHALLENGE

iLender had been badly burnt previous when working with a SEO company that used outdated practices and dodgy back links to their website. They were looking for a digital marketing company that could supply transparency, expert recommendations and clarity in the results achieved.

SOLUTION

ReachLocal provided the iLender team a detailed SEO website audit as well as various recommendations. Impressed by what was presented, they quickly implemented our SEO solution. Not long after, iLender added Display Advertising, Search Engine Marketing and Edge to their digital marketing program. This helped them to stay top of mind and drive leads from customers searching their services.

RESULTS

Since working with ReachLocal, iLender have been ranking highly on search engines and have continuously seen an increase in website visitors with on average 600 visitors per month. They are pleased with driving more leads to their business and the transparency in reporting.

“ReachLocal has the benefits of both worlds. Big enough to be innovative and create products and small enough locally to really understand what we as business people need.”

*Jeff Royle
Director & Mortgage Expert
iLender Mortgages*