



MagMutual
Good medicine deserves
the best defense



Case Studies

Visibility metamorphosis

MagMutual is the largest medical professional liability insurer in the Southeastern United States they serve, and the eighth largest in the U.S. When this physician-owned, highly specialized insurance firm needed equally specialized SEO expertise to push their Internet presence to a higher level, they selected Vayu Media. Before this strategic decision, MagMutual was unable to accurately measure their web-tracking across a variety of keywords. In fact, they had no key words appearing on the first page of Google – a critical indicator of Internet search success. They recognized the importance for a strong web presence, especially on top search engines; the first places consumers go to access information and services.

That's where Vayu Media came in...

Talking the Talk

Our goal was not only to increase its Google rankings but deliver true business growth. Driving targeted traffic from previously untapped segments of the market to the MagMutual site became an essential part of broadening their client base. The numbers speak for themselves; the optimization effort brought great results leading to a 25% increase in client numbers, and core medical malpractice business growth of 20% significantly increasing the ROI of their business and presence online.



Walking the Walk

"We're seeing increased movement up the Google ladder. Our core medical malpractice business has grown by 20%, due to our improved online marketing, thanks to Vayu's expertise"

Driving targeted traffic from segments the resort wanted to target became an essential part of bringing in the right business.

Magmutual Enjoys Dramatic Results

Client Growth

25%

Medical Malpractice Business Growth

20%



Top 10
Google Rankings

List of Keywords Ranking on **1st** Page of Google

- ☒ medical practice insurance
- ☒ medical liability insurance quote
- ☒ malpractice insurance quote
- ☒ medical professional liability insurance
- ☒ physician liability insurance
- ☒ doctor malpractice insurance



Coming Through **Loud and Clear**

We've had the privilege of working with a wide variety of companies to help improve not only their websites and streamline their designs, but help them find new markets for services and new ways to do business online. As a result we've garnered a reputation for both results and personalized service that speaks specifically to the needs of a company and its unique location in the market.