



Digital UK

x



BRADFORD
Financial Advisors Ltd

Bradford Financial Advisors SEO Case Study



Case Study: How We 3X'd Organic Traffic for Bradford Financial Advisors (bfadvisorsllc.com)

Client: Bradford Financial Advisors, LLC

Industry: Financial Advisory Services

Location: Brighton, Michigan, USA

Agency: Digital UK

Campaign Duration: 6 Months

Objective: Improve local keyword rankings, drive organic leads, and establish backlink authority in the financial space..

Background:

Bradford Financial Advisors is a reputable Michigan-based firm offering retirement planning, fiduciary guidance, and wealth management services. Despite their strong offline presence and years of client trust, their website was underperforming in organic search, particularly for non-branded, local, and service-based keywords.

Challenges Identified:

- Low Domain Rating (DR 7)
- Minimal Referring Domains (only 18 total)
- No geo-specific citations or local mentions
- Lack of content-driven backlinks
- Weak internal linking structure and thin supporting content

Bradford's competitors were dominating local SERPs, not necessarily due to better service, but simply better SEO.

Strategy: SERP Replication + Local Authority + Advanced Link Building:

We implemented a *3-layered strategy* combining *on-page SEO*, *local SEO structuring*, and a *2-tier link-building campaign* tailored for financial advisory services.

A. SERP Modeling & Local Content Replication:

We analyzed top-ranking competitors for Brighton financial services and mirrored their successful on-page structures, while enhancing Bradford's pages for trust and local intent.

Target Keywords:

- "retirement planning Brighton MI"
- "fiduciary advisor Michigan"
- "Roth IRA consultant near me"
- We built out service-specific landing pages with clear CTAs, structured copy, and embedded Google Maps to support local visibility.

B. Advanced 2-Tier Backlink Strategy:

★Tier 1: Contextual backlinks from

- Financial blogs and guest posts
- Brighton-focused local directories
- Aged niche edits on authority domains

★Tier 2: Boosted Tier 1 links via

- Web 2.0 (Medium, WordPress, Tumblr)
- Reddit & Quora mentions
- Blog comments on high DR finance domains

Why 2-Tier?

To strengthen Tier 1 authority safely and increase equity without risking Bradford's core site with low-trust links.

C. Local SEO + Citations:

- Built 40+ consistent NAP citations (Yelp, YellowPages, Hotfrog, Manta)
- Submitted BFA to niche directories, including financial and veteran-focused platforms
- Embedded **LocalBusiness Schema** and **Map embeds** into all Brighton-specific pages

D. Digital PR & Authority Mentions:

- Sponsored a local community event → earned press feature on a DR 68 local news site.
- Published a press release about BFA's financial literacy webinar → syndicated to 100+ platforms

Technical SEO Enhancements:

- Overhauled internal linking with breadcrumb navigation
- Added structured data (FAQ + LocalBusiness schema)
- Cleaned up duplicate content, redirected outdated PDFs
- Improved site crawlability and page depth across service categories

Results Snapshot (After 6 Months):

Metric	Before	After	Growth
Domain Rating	7	16	▲ +9 DR Points
Referring Domains	18	67	▲ +272%
Monthly Organic Traffic	430	1,450+	▲ +237%
Keywords in Top 10	12	48	▲ +300%
GMB Phone Calls	22/mo	78+/mo	▲ +254%

Key Wins:

- ✓ **Ranked #1** for “financial advisor Brighton MI”
- ✓ Roth IRA content funnel driving consistent qualified leads
- ✓ DR boosted via safe 2-tier backlinking
- ✓ Local PR and citations improved **E-E-A-T**
- ✓ Internal linking and schema improved crawl and UX

Ongoing Strategy:

- ✓ Build backlinks to internal service pages
- ✓ Expand blog content into a pillar-cluster structure
- ✓ Begin video SEO campaign via YouTube content + embeds
- ✓ Monitor for local pack inclusion and review signals



Want to Drive High-Intent Local Leads Like Bradford Financial Advisors?

Replicate this strategy for your Website through SEO.

👉 [Schedule a Free Strategy Session](#)

What Made This Campaign Stand Out:

Niche Relevant Backlinking: We targeted the financial space exclusively, ensuring Google saw relevance in every new referring domain.

Local SERP Replication Strategy: Rather than guesswork, we mirrored and upgraded what was *already* ranking in the Brighton financial advisory market.

Safe but Scaleable Link Building: The 2-tier method allowed us to grow link equity without violating Google's guidelines—key for a YMYL (Your Money Your Life) site.

Digital PR for E-E-A-T: The 2-tier method allowed us to grow link equity without violating Google's guidelines, key for a YMYL (Your Money Your Life) site.

Content with Local Intent: Leveraging news features and real-world community involvement improved brand trustworthiness and online visibility.

Want to Drive High-Intent Local Leads Like Bradford Financial Advisors?
Replicate this strategy for your Website through SEO.

👉 [Schedule a Free Strategy Session](#)