Case Study

Achieve: Page-One Rankings Momentum for a Financial Services Brand

With An Army of Writers, Achieve built search visibility, traffic, and authority in a highly competitive lending market, without compromising its voice or its legal compliance standards.

Overview

Achieve offers personal loans, home equity loans (HELOCs), and debt settlement, competing against major lenders and fintech companies for search visibility. To stand out, Achieve needed a content strategy that met strict compliance standards and could rank for high-value financial keywords.

Achieve and An Army of Writers set a shared goal: transform Achieve's content library to drive organic traffic and build trust, moving the brand from no page-one rankings to consistent search visibility.

AN ARMY OF WRITERS

CHALLENGE 1
Rank on page one for competitive financial keywords.

SOLUTION 1
SEO-informed content built on E-E-A-T standards.

An Army of Writers developed content that earned top rankings, featured snippets, AI Overview placement, and People Also Ask visibility, guided by a topic strategy built on Google's E-E-A-T framework (experience, expertise, authoritativeness, and trustworthiness).

CHALLENGE 2
Meet the highest legal and compliance standards.

SOLUTION 2
LLM training in close collaboration with compliance officers and legal counsel.

Drawing on experience in regulated industries, An Army of Writers worked directly with Achieve's legal department to build a workflow that moved content smoothly through writing, review, and editing. Central to that workflow was a resource library that serves as the single source of truth for legal, compliance, brand, marketing, SEO/GEO, and editorial requirements.

CHALLENGE 3
Strike the right tone: empathetic and confident.

SOLUTION 3
Human-centered, empowering storytelling.

Content for debt relief and loan-seeking readers had to avoid shame, uncertainty, or stigma. An Army of Writers positioned Achieve as a trusted financial partner, writing in a voice that is encouraging and conversational and that helps readers make informed decisions.

Results

1

Zero tracked keywords to more than

30,000+

2

43 keywords in the top 3 positions to

434 keywords in the top 3 positions

3

103 keywords in positions 4 through 10 to

1,337 keywords in positions 4 through 10

4

More than 4,300 SERP features linking to achieve.com, including featured snippets, AI Overviews, Things to Know, and People Also Ask

5

More than 5,700 page-one results, including People Also Ask and AI Overviews

6

A 54% traffic increase in six months, with more than 32,000 total ranking keywords

54%

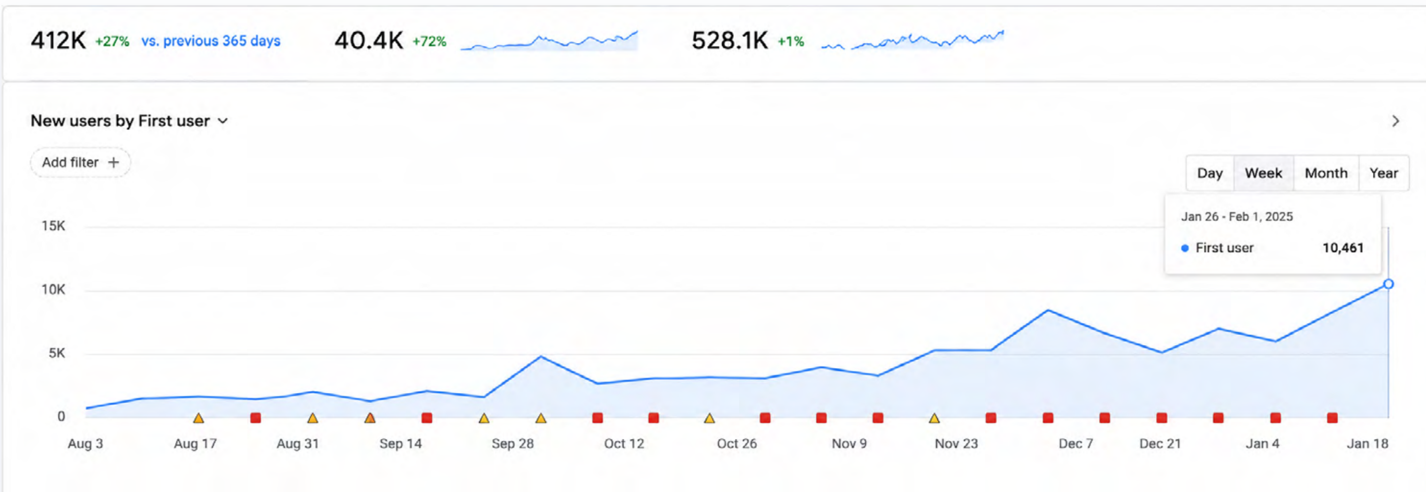
7

A 55% increase in traffic value in six months

55%

8

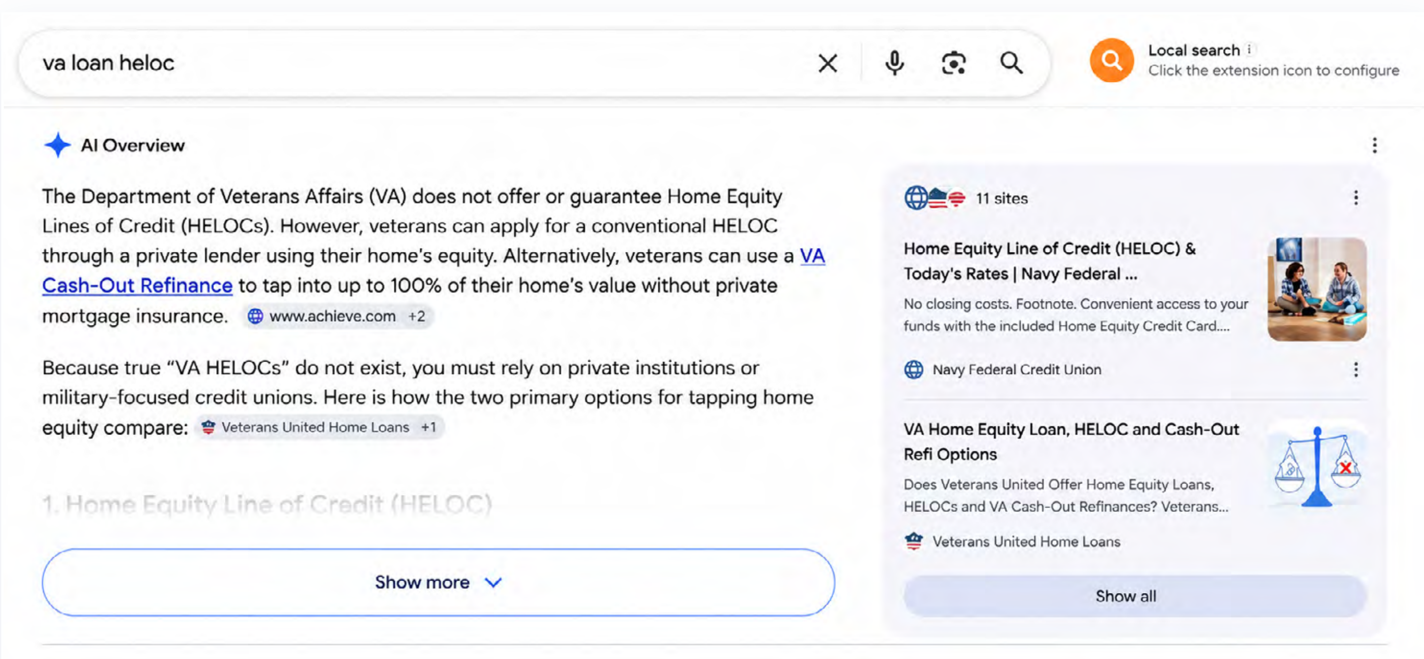
Two years of Semrush data showing a consistent upward traffic trajectory



LLM Search and AI Overview Gains

Achieve's SEO foundation is translating into AI search visibility as well:

- Achieve appears in AI Overviews for competitive queries



- Achieve's search impressions rose from 20,000 in October 2025 to 345,000 by the end of November 2025.

- Achieve's brand mentions rose from 5.4 million on January 1, 2025 to 117 million by the end of November 2025, a 17- to 22-fold increase.

Business Impact

Achieve is now a trusted, top-ranking financial brand with compliant, SEO-driven content that attracts thousands of unique visitors every month who are researching financial topics and comparing lenders. That content also supports organic growth, AI search visibility, LLM citations, brand credibility on platforms like Reddit, and audience engagement.

The content program is a core part of Achieve's Compete & Win strategy, which helped drive site-wide close rate from 3.2% in Q4 2024 to 4.7% in Q4 2025.

Achieve's non-brand searches surpassed 15 million impressions in 2025, introducing the brand to 10 to 12 million potential customers who found Achieve while researching products like personal loans. That visibility helped Achieve nearly double its monthly margin year over year, with continued growth and LLM citation gains expected in the year ahead.

> *"Partnering with An Army of Writers gave Achieve a repeatable content process our internal team can use to scale content, secure top organic rankings, win prominent SERP feature placement, and earn LLM citations — while maintaining consistency and compliance with every new asset."*

— Andrew Bennink, Group Product Manager, Achieve

About An Army of Writers

An Army of Writers writes expert-level content for companies in complex, regulated industries. Vetted, expert writers take projects from start to finish, blending subject matter expertise with brand storytelling and strategy to support business growth.

Book your strategic consultation **now**!