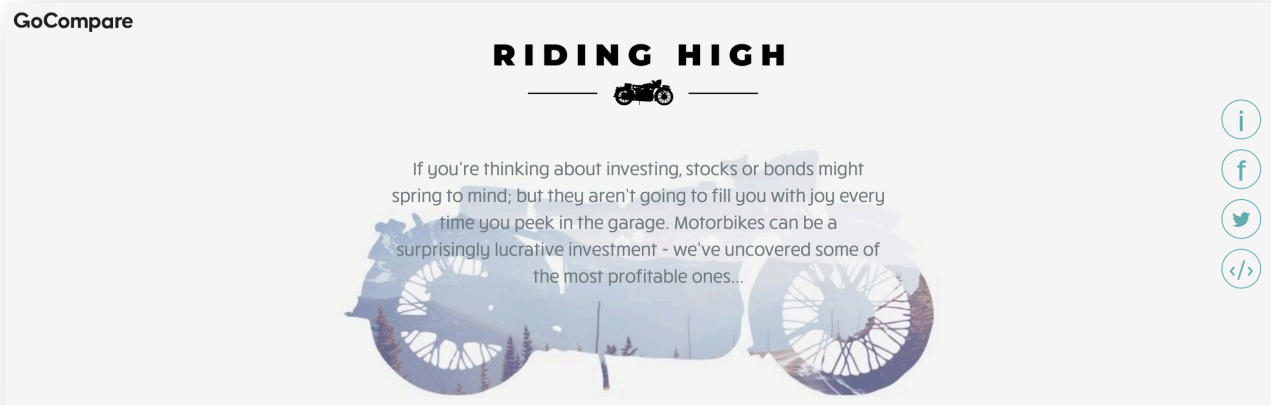


## CASE STUDY

**Client:** GoCompare.com Motorbike Insurance

**Campaign:** [Riding High](#)

**Markets:** UK



**Services:** Creative Campaign Development, Strategic Outreach and Tech SEO

### The objectives:

GoCompare asked Verve Search to;

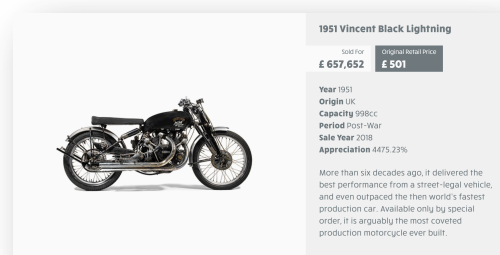
1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. To achieve linked coverage with a minimum LinkScore of 5,000 points.
3. Support and increase brand recognition efforts through coverage, social and print.

### What we did:

In order to meet our objective of achieving high authority links to our client, we needed to create a campaign with broad editorial appeal but was also very specific to the product.

As the popularity of TV programmes such as *Cash in The Attic* can tell us, the general public love the idea of an old, nostalgic possessions turning out to be extremely valuable. This campaign was built to specifically appeal to 'bikers', focussing on the value of old motorbikes, and uncovered that they can indeed be a rather lucrative investment.

As this is a niche subject matter we sought to collaborate with an expert to give our campaign credibility. As such, we approached [Bonhams auction house](#) who kindly offered indispensable guidance and expertise on collectible motorcycles.



### The results:

- We created an informative and unique piece content which was stacked full of angles.
- **265 linking root domains** from some of the biggest authority sites including; [USA Today](#), [Forbes](#), [The Sun](#), [The Mirror](#), [Cycle World](#) and [Gear Patrol](#).



- Linksore of **17,524** points.
- The campaign coverage was viewed over **650,000 times**
- **Over 8,500 shares** on social media through the coverage it gained; as well as through the campaign page itself.

## What did they client say?

“

We have been so impressed with the creativity of the campaigns Verve Search have produced for us and the coverage it's achieved. Their dedication to quality and results is second to none. And it shows in the results.

Anders Nilsson, Head of PR and Outreach.

[Gocompare.com](#)

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