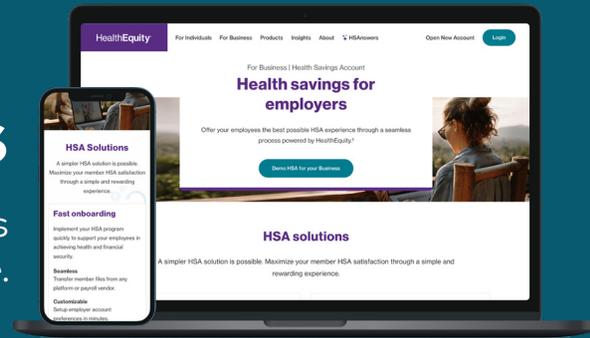


## Case Study: HealthEquity

# Increasing Quality Traffic With Focused SEO Efforts

VOGLIO's SEO strategy helped make gains for rankings and high-quality traffic in a competitive HSA landscape.



## Client Overview

HealthEquity, a benefits administrator specializing in health savings accounts (HSAs), has partnered with VOGLIO Digital Marketing since 2019. Along with other health solutions, they provide educational resources to consumers and businesses to empower users to make informed health and finance-related decisions.

## VOGLIO Services

- SEO Reporting and Management
- Content and Copywriting
- UX Research and Design
- Website Design and Development

## The Problem

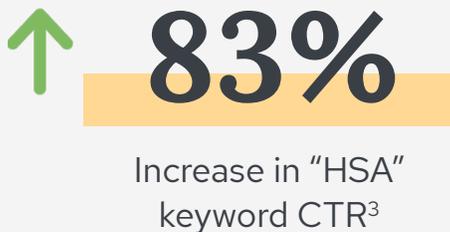
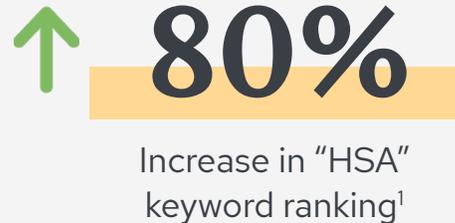
To secure competitive rankings for their health savings account (HSA) product, HealthEquity needed to establish more search engine trust and topical authority. This need for more authority became important as their traffic shifted due to a mix of seasonality and growing competition. They turned to VOGLIO for an effective SEO strategy to ensure site traffic, rankings, and overall visibility were competitive in the HSA landscape.

## The Results

HealthEquity partnered with VOGLIO to increase search visibility and achieve authority in the healthcare benefits administration industry. VOGLIO's team of SEO specialists and strategists conducted in-depth keyword research and analysis, established a robust SEO strategy, and optimized content across key pages. VOGLIO's product designers helped create user-focused experiences on these optimized pages based on their user research and reports, and VOGLIO's full-stack development team implemented these changes using industry-wide best practices and maintaining WCAG AA accessibility standards.

In November 2019, HealthEquity's highest ranking for the competitive, high-volume keyword "health savings account" was the fifth result on search result pages (SERPs). In February 2025, they secured the number one organic placement on the SERPs.<sup>2</sup>

**This improvement increased click-through rate (CTR) for HSA-related keywords by 83%<sup>3</sup> and search visibility by 253%.<sup>4</sup>**



## How We Did It:

### Optimized on-page copy and site elements

Working closely with the HealthEquity team, VOGLIO focused on organizing on-page content around frequently asked questions while integrating high-volume keywords related to health savings accounts (HSAs) to help grow HealthEquity's visibility in search results. As for additional site elements, VOGLIO provided keyword-rich metadata and alt text to support on-page copy.

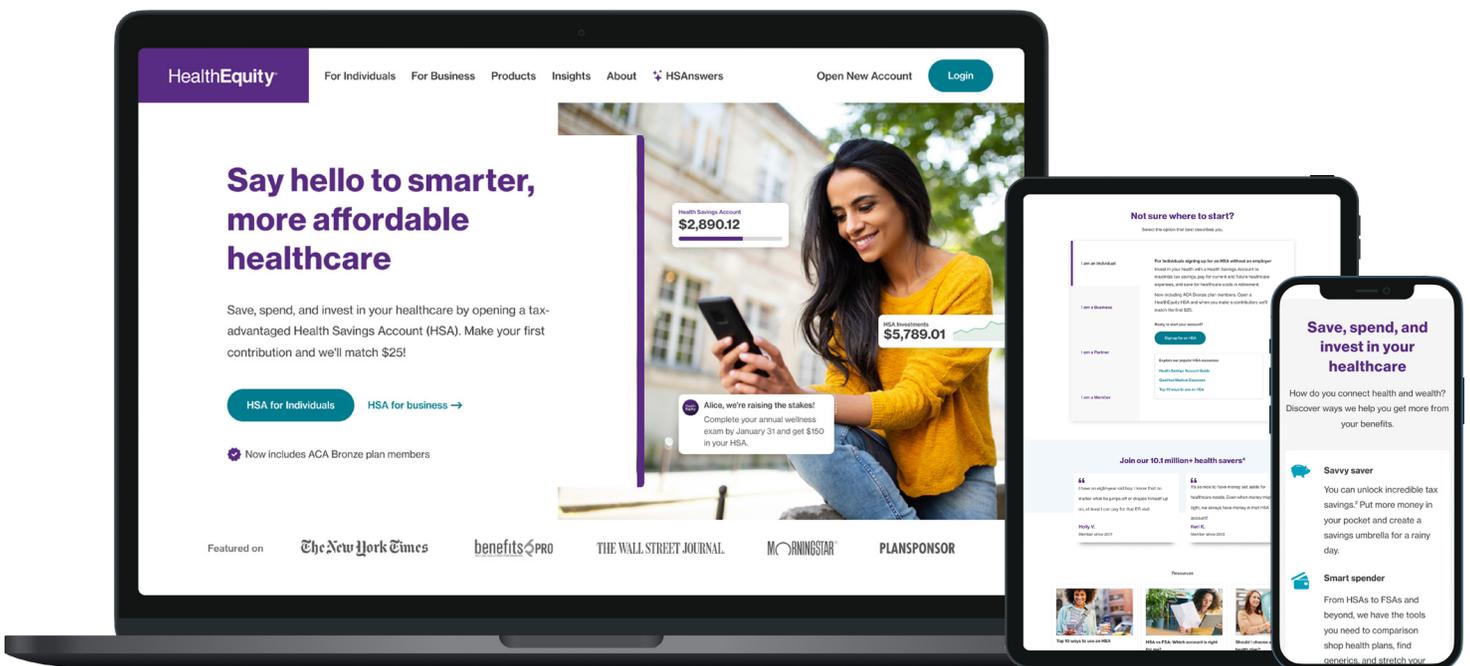
This approach ensured the content was informative and aligned with what users were actively searching for. Data from regular content audits and performance monitoring provided VOGLIO with important information on what type of optimizations could improve keyword rankings, bounce rate, CTR, and conversion rate (CVR).

## Executed data-driven A/B tests to determine impact

To maximize results and improve HealthEquity’s presence in SERP rankings, VOGLIO drew on HealthEquity’s user research and tested key site elements to glean insights into what resonated best with users. These tests included:

- Homepage hero imagery, copy, call to actions (CTAs), and H1s
- Product page hero imagery, copy, layout, and CTAs
- Contact form copy and imagery enhancements

These insights helped refine strategy and drive measurable gains in performance.



<sup>1</sup>Based on Google Analytics data from March 2024 to May 2025.

<sup>2</sup>Based on Google Search Console data from March 2024 to May 2025.

<sup>3</sup>Based on Google Analytics data from March 2024 to May 2025.

<sup>4</sup>Based on Moz data from November 2019 to July 2025.

## Why VOGLIO?

Since 2014, we’ve been helping businesses achieve their full digital marketing potential through powerful data tools, a world-class marketing team, and trustworthy partnerships. We know that a successful digital marketing program begins with good data and attribution. Our team is highly skilled at integrating data across marketing platforms and CRM systems to provide a full-funnel, cross channel view of our clients’ marketing efforts. Our reporting and analytics help us understand customer lifetime value, return on ad spend, and enable us to optimize our clients’ accounts towards profitability.