

Case Study - Acko

By Das Writing Services Private Limited

94338 22497

www.daswritingservices.com

ACKO – COMPANY PROFILE

Acko is a general insurance company established in 2016. With a goal to offer simplified insurance policies without hidden terms and conditions, Acko primarily targets the younger tech-enabled demographic of India.

In the second year of our collaboration, we helped Acko strengthen their position in the market and establish as an authoritative player in the industry. With aggressive focus on Off-Page content across multiple verticals, we ensured they develop a robust brand identity.

MAJOR ROADBLOCKS

1. Need of Bulk Content for scaling purpose
2. Poor Awareness Across Verticals
3. Low Engagement

ENTERS DWS IN OCT 2023

The Acko logo features a stylized purple and blue geometric shape above the word "ACKO" in bold, dark blue capital letters. The logo is enclosed in a blue circular frame.The Das Writing Services logo features the word "DAS" in a stylized, bold, blue font, with a blue checkmark integrated into the letter 'A'. The logo is enclosed in a blue circular frame.

HOW WE DID IT IN 24 MONTHS



400+

Blogs



50+

Webpages



1000+

Off-Page
Content



150K+

Words/
Month

Acko sought out relevant topics and pages around the industry for us to create content on multiple verticals and target a diverse group of audience. The goal - content led activity that builds a cohesive brand identity

SOLUTIONS TO THE CHALLENGES FACED

To establish a cohesive and uniform brand identity, we delivered precision, branded content created by professional human writers. We offered:



Aggressive Off Page Activity

Creating tailored human-written content at scale to establish a uniform voice across the internet - targeting wider demographics.



Adaptive Content Strategy

With a mix of both on-page blogs and website pages alongside regular off-page content distribution yields comprehensive results to increase domain authority.



Timely Content Revamp

Updating on-page content at regular intervals keeps the website performance optimal while improving organic keyword positions.

ACKO.COM NOW

34.6K



Keywords Ranking in
Top 10

146.0K



Keywords Ranking in
Top 50

47.7K



Total Indexed Pages

45



Domain Authority

WHAT WE LEARNT FROM OUR PARTNERSHIP?

The results of our collaborations with Acko General Insurances highlight the value of a content-led organic marketing strategy in boosting authority. With thousands of indexed pages - timely content updates yield an all-round impact.

Following are 15 keywords on which we have written content for Acko.com. Please click on these keywords to visit its corresponding blog or webpage live on our client's website.

Sl. No.	Primary Keyword	Search Volume	 SERP* Rank	Content Type	Written On
1	Macau Visa for Indians	1,400	4	Blog	06/2024
2	car insurance	165,000	2	Webpage	10/2024
3	80DD Calculator	1,200	5	Blog	10/2024
4	Buy Term Insurance	1,600	5	Webpage	11/2024
5	Moldova Visa for Indians	1,900	10	Blog	12/2024
6	Malawi Visa for Indians	1,800	6	Blog	12/2024
7	What is Comprehensive Insurance	2,900	10	Blog	01/2025
8	health insurance	246,000	7	Webpage	02/2025
9	travel insurance for dubai	33,100	3	Blog	07/2025
10	travel insurance for thailand	2,400	4	Blog	07/2025
11	Car Value Influence Zero Depreciation	2,400	1	Blog	07/2025
12	how to check sbi fastag balance	1,000	6	Webpage	07/2025
13	Ireland Visa Status	1,900	4	Blog	01/2026
14	Travel Insurance	49,500	3	Webpage	01/2026
15	Mitsubishi Montero car insurance	2,900	2	Webpage	01/2026

*These Google SERP ranks were recorded on January 2026