



The 5 Step Guide to Marketing a Financial Company in a Global Pandemic

 **97TH FLOOR**
DIGITAL MARKETING. ELEVATED.



Intro

It's rough out there. Not one of us has dealt with a global pandemic. It is a first for everyone. Sometimes it feels like there are no solid answers anymore. In this time of uncertainty, businesses need trusted sources that can help them navigate the months ahead. 97th Floor has the expertise and the experience to help you weather today's unique challenges. One of our core values is to elevate brands and people we believe in, and right now, we believe in helping businesses navigate these difficult times.

We have a lot of deep experience working with brands in the financial industry. We have worked with companies like TurboTax, Discover Financial Services, Capital One, Simple Thrifty Living, Accuplan, Wells Fargo, and others. Today, your marketing matters more than ever, and we are here to help you push through the noise and provide services that are needed most right now.

We want all companies to survive because we need each other. To help, we have deconstructed online marketing efforts of some of the great companies in the finance industry to illustrate strategic ideas that can take your brand to greater heights. We are of course happy to help you survive and thrive in these difficult times, but we hope the learnings that we describe below will help all businesses--whether our client or not.

Here's what you'll find as you dive in:

- 01** Importance of online communities & building brand affinity
- 02** Need for killer content, fueled by:
- 03** Strategies for creating content that engages and simplifies
- 04** Where companies in the Industry are acquiring high authority links
- 05** How to leverage current assets/bumping up keywords

Value of Communities

Communities band together, increase confidence and increase commitment to a brand. This is a time to capitalize on building brand affinity.

Some industries are exciting and easily build strong communities. At first glance, finance may seem very transactional and not conducive to thriving community engagement. That could not be further from the truth.

In particular, the personal finance niche has many passionate communities online. Reddit is a great ecosystem for facilitating the growth of these communities, therefore, many of the most engaging will be found there. Here are some examples of some of the biggest finance-related subreddits to tap into.

**10,235,956
subscribers**

[Reddit.com/r/personalfinance](https://www.reddit.com/r/personalfinance)

**628,703
subscribers**

[Reddit.com/r/frugal](https://www.reddit.com/r/frugal)

**183,573
subscribers**

[Reddit.com/r/financialindependence](https://www.reddit.com/r/financialindependence)

These are staggering numbers. Now before you head over to these communities to promote content, pause and consider that there is a far better way that will yield fruit for the long-term. Naked promotion will not work; aggressive marketing is not well tolerated on Reddit. Instead, what does well here is adding value to the community over time. Participate in the community. Become a part of the ecosystem. This will build up your credibility and illustrate that you aren't only there to take, but rather to give. The goal here is to build a base of raving fans.

Once you have demonstrated that you are a good citizen and have gained credibility, your next step is to transition these raving fans from the various subreddits over to your ecosystem. Again, the goal here is to continue to provide massive value-- but now you will do it under your own roof. One company that has done this very well is YNAB.

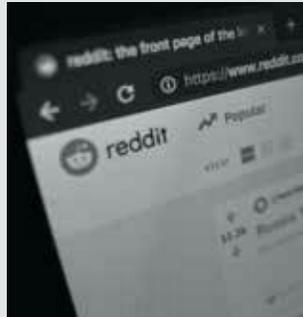
YNAB has done an excellent job siphoning traffic from these various subreddits into their own YNAB Reddit community ([Reddit.com/r/ynab](https://www.reddit.com/r/ynab)). The YNAB Reddit community, or subreddit, has over 93k subscribers and is growing fast. Here is a chart illustrating the consistent growth of the YNAB subreddit.

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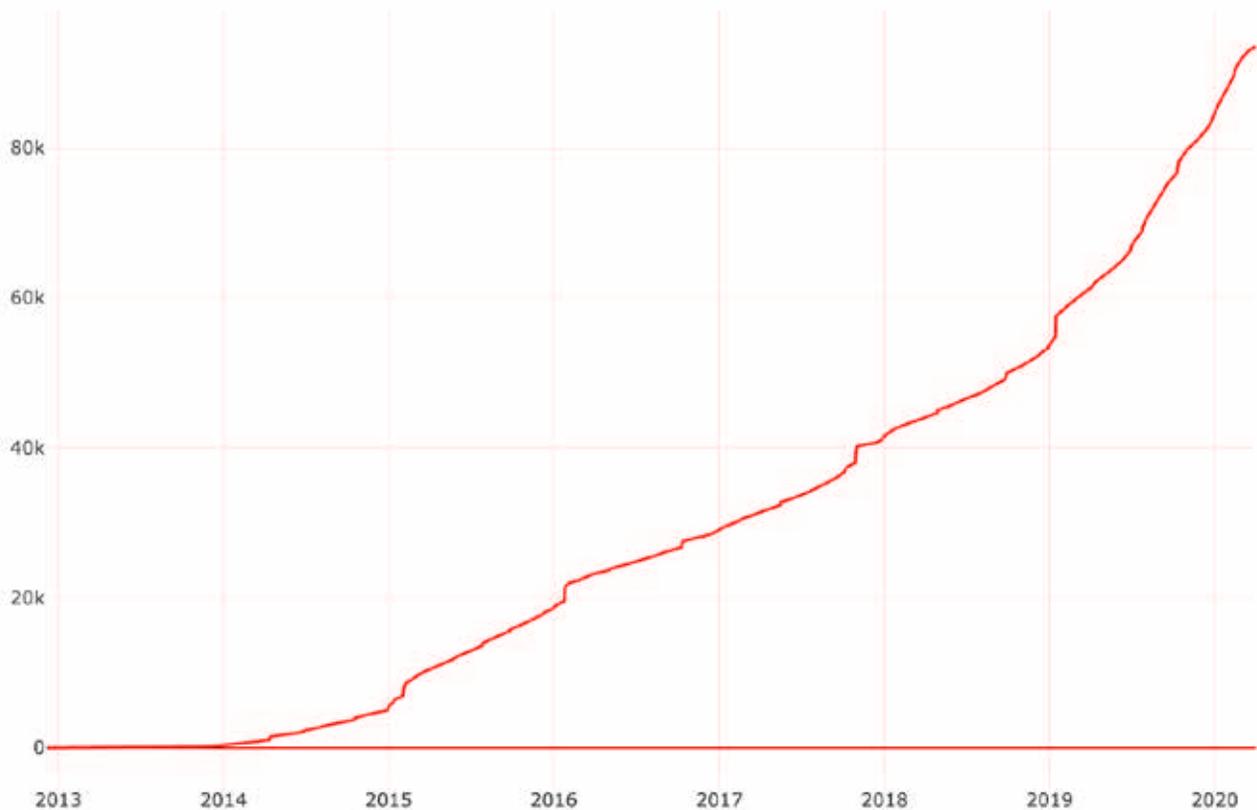
Facilitating the Growth



In particular, the **personal finance niche** has many **passionate communities online**.

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Subscribers



So what is fueling this community's growth?

One of the largest contributors

is the focus on the user. Like most financial pursuits, YNAB is a complex product. Jesse, the founder of YNAB, once said that YNAB is really an education company that makes software. This paradigm is critical. The focus becomes less on getting people to adopt the tool and more about adopting skills that will change their lives. It just so happens that the best tools to make adoption easier, according to the philosophy they teach, is what YNAB has created.

Here are what members of the *r/personalfinance* subreddit are saying about the methodology. Notice how the value is rooted in the methodology/philosophy and not in the product or service.

hazel_basil 45 points · 3 years ago

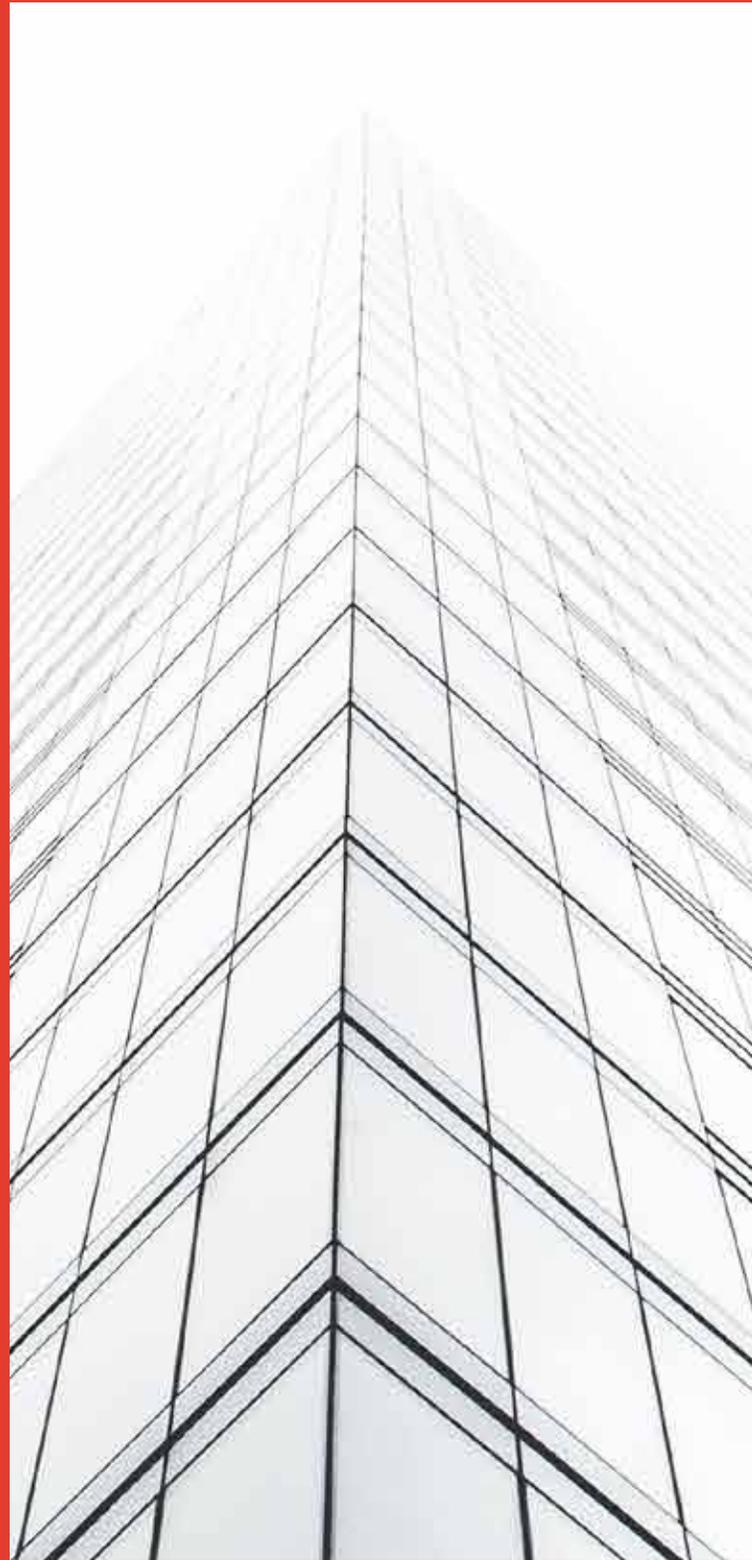
YNAB has been a life-changer for me, no exaggeration. Using the YNAB method has changed my relationship with money permanently, and for the better.

Commandolam 5 points · 2 years ago

It's not particularly revolutionary in terms of its features. Its value comes from the ease of use and the budgeting philosophy built into the software.

Yeah, you could create an Excel spreadsheet and have it do the exact same thing, but most people aren't gonna or don't know how.

Me personally, I'm an accountant who works with spreadsheets all the time and could easily create an Excel file to handle this stuff. I only use YNAB because I think it's prettier.



Users read reviews like this and are then directed to the r/YNAB community, fueling growth for the community and growth for the company. However, the methodology and education that members are citing are what have changed their lives. Two core components facilitate this transformation.

1. Content that provides the answer someone is searching for.
2. Users finding the answer.

As you positively contribute to existing communities, those communities will recognize your value and come to you, no begging required.

High Quality Content Marketing

Useful, actionable content provides value to your users. This quality content is the basis for any successful content marketing effort. Your audience isn't dumb; they know good stuff when they see it. When you provide good content, your audience will stick around and become users and advocates for your company.

Without a doubt, creating new, high-quality, keyword-targeted content is one of the most rewarding actions any business in the finance space could take. Content should be created for the user first, but for it to be valuable, it must also be findable. SEO done well is **the perfect marriage between solid content and the ability to be found** when users are asking questions.

There are two core aspects to creating incredible content.

- Understanding what users are searching for through keyword research.
- Satiating the user intent through semantic optimization.

Keyword Research



Keyword research will help you understand exactly what content people are looking for. It is an insight into users' needs. Your target personas are asking questions already, you just need to meet their question with the best answer. To understand what kind of finance-related questions users were asking, we pulled a lot of keyword data—like, over 111,000 unique keywords specific to the finance niche.

After researching the keyword-level data, we needed to organize it to make it useful. The goal in leveraging all of this data is to understand a few things.

- The first is understanding the keyword topics that are heavily searched. We find these topics by understanding which URLs in the industry rank well and what are the respective keywords each URL ranks for.
- Secondly, we need to understand how authoritative the ranking URLs are. The URL's authority is largely based on acquiring backlinks. Knowing how authoritative these well-ranking URLs are gives us insight into how difficult the keyword topic is to rank for.
- Lastly, we wanted to see each URL's ranking keyword breakdown. We segmented the ranking keywords into three buckets —keywords ranking in the top 3, top 10, and positions 11–100. Knowing the ranking spread allows us to identify which URLs have spread out rankings and which are dominating the top 10 results.

The data we compiled looked like this:

URL	Root Domain	TLD	Scheme	KW's in			Traffic Potenti	Est Traffic Total	Average CF	Average Ranking	KW Difficulty	KOB	Domain		URL		Domain	
				Top 3	Top 10	100+							Ahrefs	Ref	Backlinks	Domains	Backlinks	Domains
https://www.mint.com/auto-insurance/	mint.com	com	https	1	3	82	427,880	172.35	38.97	55.25301205	724977548	68	23	17	812904	30271	1	293653
https://www.quicken.com/support/how-do-i-write-check	quicken.com	com	https	0	1	27	149,540	8.17	4.61571429	13.57142857	690233914	63	1	1	293653	9412	1	179598
http://www.iwillteachyouberich.com/blog/investing-myths-and-the-best-stocks-to-in	iwillteachyou.com	com	http	0	4	88	54,870	227.16	5.77608696	18.78021978	316933891	62	1	1	179598	7143	1	293653
https://www.quicken.com/support/not-able-open-quicken-computer-running-net-frames	quicken.com	com	https	0	4	205	328,740	109.99	0.85449761	32.35406699	280907544	63	1	1	293653	9412	1	179598
http://www.iwillteachyouberich.com/blog/cnn-moneys-8-credit-score-myths/	iwillteachyou.com	com	http	0	0	21	290,890	5.14	0.91904762	53.52380952	267341762	62	1	1	179598	7143	1	293653
https://www.quicken.com/investing/stock-quotes/YHOO/Yahoo!-Inc	quicken.com	com	https	0	0	20	136,180	1.13	3.6515	45.25	248630635	63	2	2	293653	9412	1	179598
https://www.quicken.com/support/navy-federal-credit-union-not-getting-current-data	quicken.com	com	https	0	1	25	277,800	12.52	0.82346154	13.65384615	228757615	63	1	1	293653	9412	1	179598
https://www.quicken.com/services/online-backup	quicken.com	com	https	1	1	3	14,410	2.9	29.875	89.75	215249375	63	2	2	293653	9412	1	179598
https://www.mint.com/how-mint-works/credit	mint.com	com	https	3	4	287	942,410	1012.67	7.25876289	73.39792388	207294871	68	33	22	812904	30271	1	293653
https://www.quicken.com/investing/stock-quotes/TGT/Target-Corp	quicken.com	com	https	0	0	4	12,950	1.06	14.75	29.25	191012500	63	1	1	293653	9412	1	179598
https://www.mint.com/credit-cards/blue-cash-preferred-from-american-express	mint.com	com	https	0	3	101	54,940	23.28	3.42019231	12.7254902	187905365	68	1	1	812904	30271	1	293653
http://forum.mrmoneymustache.com/investor-alley/vfinx-vs-vtsmx/	mrmoneymustache.com	com	http	2	2	4	24,810	62.35	6.56666667	3	162919000	59	1	1	5611	586	1	293653
https://www.quicken.com/finances-101-how-buy-car-insurance-first-time	quicken.com	com	https	0	2	22	5,950	12.39	26.25	17.41666667	156187500	63	1	1	293653	9412	1	179598
https://www.quicken.com/support/how-do-i-set-paycheck	quicken.com	com	https	0	0	31	52,840	15.65	2.6016129	31.80645161	137469226	63	1	1	293653	9412	1	179598
http://www.iwillteachyouberich.com/blog/perfect-interview-follow-up-email/	iwillteachyou.com	com	http	0	20	262	121,790	868.15	3.31524823	18.23297491	134588027	62	3	3	179598	7143	1	293653
http://www.quicken.com/canada/personal-finance-software/expense-reporting.html	quicken.com	com	http	0	0	9	11,430	1.8	11.55555556	31.33333333	132080000	63	1	1	293653	9412	1	179598
http://forum.mrmoneymustache.com/investor-alley/using-a-credit-card-to-purchase-st	mrmoneymustache.com	com	http	0	2	10	31,220	26.14	3.7	1.727272727	115514000	59	1	1	5611	586	1	293653
https://www.mint.com/ira-center/	mint.com	com	https	0	1	98	168,460	28.84	14.4242424	30.68367347	110450358	68	22	5	812904	30271	1	293653
https://www.mint.com/loan-center/	mint.com	com	https	6	7	4	38,260	265.13	2.68181818	44.81818182	10260364	68	1	1	812904	30271	1	293653
http://forum.mrmoneymustache.com/reader-recommendations/went-for-it-paypal-pre	mrmoneymustache.com	com	http	1	3	60	128,890	41.34	2.32936508	11.22222222	100077288	59	3	2	5611	586	1	293653
https://www.quicken.com/my-account	quicken.com	com	https	30	35	1	23,410	605.35	4.23333333	38.77777778	99102333	63	1	1	293653	9412	1	179598
https://www.quicken.com/investing/stock-quotes/VZ/Verizon-Communications-Inc	quicken.com	com	https	0	0	15	31,410	1.58	3.12666667	36.13333333	98208600	63	1	1	293653	9412	1	179598
http://www.iwillteachyouberich.com/blog/how-to-stop-credit-card-solicitations/	iwillteachyou.com	com	http	0	0	43	25,410	15.1	3.66627907	26.13953488	93160151	62	1	1	179598	7143	1	293653
http://www.iwillteachyouberich.com/blog/how-to-get-out-of-debt-fast/	iwillteachyou.com	com	http	1	8	18	23,000	467.4	11.4230769	25.38461538	87576923	62	3	2	179598	7143	1	293653
http://www.iwillteachyouberich.com/blog/bank-survey/	iwillteachyou.com	com	http	0	0	1	14,000	0	6	22	84000000	62	1	1	179598	7143	1	293653
https://www.quicken.com/how-get-out-debt	quicken.com	com	https	0	0	2	11,600	0.05	6.5	29	75400000	63	1	3	293653	9412	1	179598
http://forum.mrmoneymustache.com/ask-a-mustachian/new-kitchen-cabinets-ikea-hor	mrmoneymustache.com	com	http	0	5	94	59,040	145.05	1.24141414	9.06060606	73293091	59	1	1	5611	586	1	293653
https://credit.mint.com/	mint.com	com	https	4	24	165	534,530	551.36	8.82513228	39.89304813	72573815	68	65	40	74	42	1	293653
http://forum.mrmoneymustache.com/investor-alley/mass-mutual-401k-choices/	mrmoneymustache.com	com	http	2	2	17	12,060	32.22	5.90789474	2.27777778	71249211	59	1	1	5611	586	1	293653
http://forum.mrmoneymustache.com/reader-recommendations/amazon-prime-store-c	mrmoneymustache.com	com	http	0	0	64	146,720	21.27	0.47859375	11.546875	70219275	59	1	1	5611	586	1	293653
https://www.mint.com/checking-accounts/	mint.com	com	https	1	5	82	32,550	932.66	19.221954	30.51724138	69519400	68	9	6	812904	30271	1	293653
https://www.quicken.com/support/how-do-i-manage-payroll	quicken.com	com	https	0	3	25	20,150	462.4	6.41071429	16.25	64587946	63	2	1	293653	9412	1	179598
http://forum.mrmoneymustache.com/investor-alley/what-fund(s)-should-i-buy-in-my-r	mrmoneymustache.com	com	http	0	0	7	9,570	0.14	12.8571429	0	61521429	59	2	1	5611	586	1	293653
http://forum.mrmoneymustache.com/ask-a-mustachian/selling-a-car-to-carmax/	mrmoneymustache.com	com	http	5	65	129	59,710	832.33	3.07603093	10.07253886	61223269	59	3	2	5611	586	1	293653

Of course, not every one of these URLs (about 20k in total) will be perfectly relevant content ideas for every business. What we are looking for are URLs with high-value keyword groups that we could outrank for minimal investment. We are looking for easy-to-rank-for keyword groupings that have a good amount of traffic. For example, when we see a

URL that ranks for a group of keywords that represent ~10k monthly searches but only has 5 links from 3 referring domains, it could be indicative of easy traffic pickins. We then just need to create better content than the current ranking content, optimize it for the given keyword set, and build a handful of links.

“ If I told you you could generate 10x the users while improving user engagement metrics would you believe me? This is exactly what semantic optimization allows us to do.

So what exactly do we mean when we say “create better content”?

Creating better content means that your content is more impactful to the end-user. It isn't content created for content's sake, and it isn't thin. It is content that gets to the core of the user's intention. It is about satiating the need or want behind the query. The most efficient way to do this is through semantic optimization.

Semantic Optimization & Capital One

You might have heard terms like TF-IDF and LSI keywords thrown around when discussing content creation. We roll these ideas together into what we call semantic optimization.

If keyword research is understanding the words people search, then semantic optimization is understanding the ideas people are searching for. It is a window into the user intent behind the search.

By leaning on tools to reverse engineer which topics, words, or phrases need to be included in your content to rank well.

Capital One recently knows this all too well. The credit card industry's digital landscape is predominantly owned by affiliate sites, thus credit card companies are forced to pay the affiliate sites to be placed and linked to their offerings. Capital One needed content to compete in the tough ecosystem. Through semantic optimization in our content creation process, we have effectively cut through the noise to enabled them to compete better. Here is an example of one of the growth charts for an incredibly difficult-to-rank-for keyword.



The best part is that semantic optimization generates repeated results. This example is one of many. In fact, when comparing content that was semantically optimized vs a control group on Capital One's site, we saw the following results.



400%

More traffic came to the 97th Floor articles



5x

More earned keywords on the 97th Floor articles

Once your top-notch content is created, it is time to rank it in search engines to get it found.

Creative Content that Engages and Simplifies

One topic that is never eagerly approached or easily understood is that of taxes, Turbo Tax provides a solution that makes it easy for individuals and even businesses to take on their taxes and parses it into easy, actionable steps. But how to make taxes exciting and how to get in front of the audience that needs you most? TurboTax identified the need for content designed to attract and drive a large amount of traffic while making something shareable and helpful for users in the industry.

We tackled this need by focusing on simplicity and education and settled on an interactive of the US Tax Code.



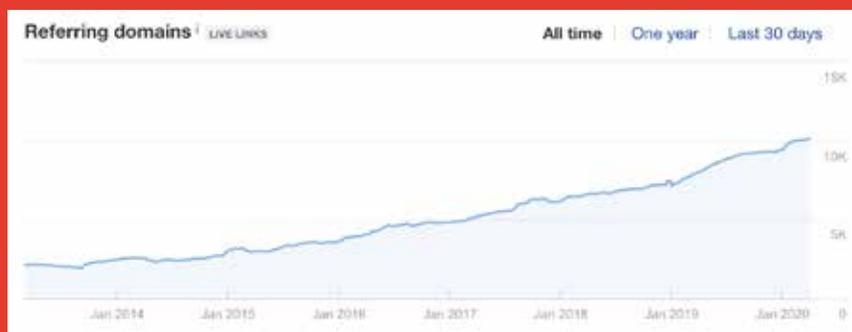
As a user landed on the page they were met with simple instructions for how to interact with the content. Simply put, as you scrolled down you'd see the history of the tax code illustrated as well as interesting facts regarding tax rates throughout time.

The piece was seeded in relevant communities online that would find it interesting. As a result, the piece generated over 70,000 visits in 60 days, right in time for tax season.

Building High Authority Links in the Financial Niche

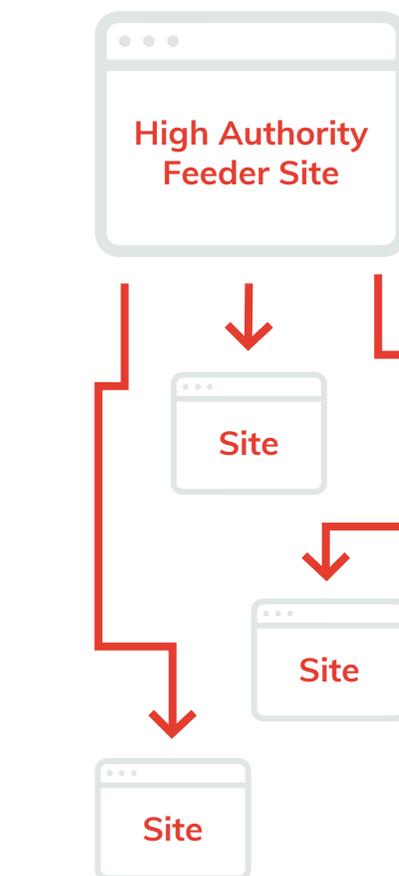
The financial niche

can be difficult to break through due to how many incredibly authoritative domains compete in the space. However, through a well-crafted campaign and knowing some of the intricacies of how to build links in this niche you can make incredible progress.



YNAB has been doing some incredible link building over time. Ahrefs indicates that YNAB is increasing in referring domains quite healthily which raises the question “Where is YNAB getting their links from?”

One thing we found right away, is that YNAB has some great links on what we like to call “feeder sites.” “Feeder sites” are sites that have content that is syndicated by many other large publications. Feeder sites are also seen as the authority and therefore content produced there will be cited on other sites. Think of it as the online equivalent of getting a citation on a canonical source of information and having many derivatives cite the canon (which includes your work). Finding valuable feeder sites can be immensely powerful for SEO due to the amount and the quality of links that can be obtained.



An example of getting on a huge feeder site is the page that the Mayo Clinic has citing YNAB as well as Mint and Quicken.



Request an Appointment
Find a Doctor
Find a Job
Give Now

Log in to Patient Account
Twitter Facebook YouTube Pinterest

- PATIENT CARE & HEALTH INFO
- DEPARTMENTS & CENTERS
- RESEARCH
- EDUCATION
- FOR MEDICAL PROFESSIONALS
- PRODUCTS & SERVICES
- GIVING TO MAYO CLINIC

Giving to Mayo Clinic Are You Prepared for Tax Time?

Gift Planning Popular Ways to Give Gifts That Provide Income More Ways to Give Other Giving Resources Other Ways to Give

Get the Most Out of Your Return

Tax season is here. It is time to start gathering paperwork and preparing to file your 2019 taxes. Below, you'll find some tips to help you prepare for your tax appointment and ensure you get the most out of your giving.

1. Know what you can deduct. You can deduct cash, property and stock donations made to a charitable organization such as Mayo Clinic, if you itemize your taxes. You cannot deduct the value of any time or services spent on charitable work, but you can deduct mileage and vehicle expenses if used for charitable purposes.
2. Get organized. You'll need to take your W-2 form from your employer, charitable receipts, last year's tax return information and more. Ask your tax preparer what you need and take time to gather these items well in advance of your tax appointment.
3. Involve the professionals. A professional tax advisor is the best person for advice on specific tax issues.

Tip: Make Tax Time Easier

Transfer records to personal budgeting software such as [Mint](#), [YNAB](#) or [Quicken](#). Digitize your information from financial transactions to stay organized. Some apps also integrate with tax software to make preparation much easier.

Sure, these links are "no-follow" links, but let's look at the scale of this placement. This text is used across hundreds of incredibly authoritative sites.

Here are some examples that use this exact text with the exact links.

- <http://giftplanning.temple.edu/tips-for-tax-time>
- <https://plannedgiving.ucdavis.edu/tips-for-tax-time>
- <https://giftplanning.uff.ufl.edu/tips-for-tax-time>

Getting hundreds of high authority links sends a clear message to Google that your site is trusted and will make it easier to rank for competitive financial keywords. Take the campaign we've championed for Simple Thrifty Living.

Keywords	Volume	Baseline Rank	Previous Rank	Current Rank	Change in Rank
Credit repair companies	8100	4	4	1	3
Credit repair services	8100	12	12	7	5
Credit help	2900	11	11	9	2
Lifelock cost	8100	11	8	10	2
Identity guard review	2400	9	9	7	2
Lifelock family plan	1600	10	6	6	4

⬆ Increase in ranking ⬇ Decrease in ranking ⬇ No change in ranking

Simple Thrifty Living needed to climb in the rankings for some incredibly authoritative keywords. One of the largest challenges ranking for this level of competition is that Simple Thrifty Living's overall DR was quite a bit lower than competitors. To overcome this we focused on high authority links to make up the difference as much as possible. The results speak for itself.

A Bird in Your Hand

If you've previously created content for nearly any length of time you've likely got many opportunities for increased traffic. You might not need to create any new content to achieve your results--if you know how to leverage what you already have. Taking advantage of your existing content is one of the best ways to maximize growth with minimal investment.

Most websites have opportunities to generate a lot more organic traffic through their existing content. To diagnose how many opportunities there are we follow the following format:

1. Pulled all ranking keywords (positions 1–50) from Ahrefs.
2. Segment the data to see rankings in specific ranking buckets. We segment rankings by keywords in the top 3 positions, positions 4–10, page 2, and positions 21–50. We do this for every URL on the site to gain an understanding of each page and its rankings.

To illustrate what this looks like, we've completed the analysis for On-Deck, the online small business lending company. Here are the results:

URL	Top 3 Ranking Positions			Ranking Positions 4-10			Page 2 Rankings			Pages 3-5 Ranking Positions		
	Top 3 Rankings	Traffic Potential of Top 3 KWs	Top 3 Avg Difficulty Score	Ranking 4-10	Traffic Potential of KWs in Positions 4-10	4-10 Avg Diff Score	Page 2 Rankings	Traffic Potential of KWs on Page 2	Page 2 Avg Diff Score	21-50 Rankings	Traffic Potential of KWs on Pages 3-5	Pages 3-5 Avg Diff Score
https://www.odeck.com/resources/familiar-mandels-effect-can-hurt-business	0	0	N/A	0	0	N/A	2	20	48	52	160390	44
https://www.odeck.com/resources/gross-revenue-vs-net-revenue	15	1670	8	51	21710	8	37	3470	15	265	128250	13
https://www.odeck.com/resources/what-is-collateral-and-do-i-really-need-it-for-	11	520	8	21	1020	12	51	5510	23	178	104360	34
https://www.odeck.com/business-loans	8	410	42	18	870	45	112	42500	51	151	51990	40
https://www.odeck.com/press-releases/investors-bank-selects-ode-platform-to-	1	600	5	3	320	25	12	2250	23	26	75590	19
https://www.odeck.com/resources/what-is-operations	37	3350	21	71	33280	25	47	6310	16	200	27710	21
https://www.odeck.com/resources/working-capital-financing	1	10	12	0	0	N/A	8	790	10	31	59050	19
https://www.odeck.com/lines-of-credit	1	20	27	3	230	24	45	4490	28	99	34010	23
https://www.odeck.com/resources/need-know-business-line-credit	3	60	12	13	1060	19	34	16210	25	193	20590	22
https://www.odeck.com/resources/will-credit-monitoring-hurt-credit-score	2	40	28	0	0	N/A	2	160	41	105	26140	41
https://www.odeck.com/basstype-merchant-cash-advance	28	1900	24	51	5820	19	34	2170	5	99	14370	19
https://www.odeck.com/resources/dont-mess-up-your-fico-score-manage-your-	0	0	N/A	0	0	N/A	9	1860	39	88	20580	33
https://www.odeck.com/press-releases/gro-bank-to-roll-out-digital-business-lan	0	0	N/A	0	0	N/A	6	590	16	58	17710	33
https://www.odeck.com/resources/small-business-loans-bad-credit	0	0	N/A	0	0	N/A	42	5560	19	105	11900	18
https://www.odeck.com/basstype-business-line-of-credit-vs-business-credit-car	2	80	8	1	40	8	23	2330	15	150	13640	22
https://www.odeck.com/basstype-micro-loans	3	80	35	24	3730	32	45	3860	28	45	7190	28
https://www.odeck.com/business-loan-calculator	0	0	N/A	0	0	N/A	3	40	32	26	14000	31
https://www.odeck.com/resources/financial-guidance-women-business-entrepris	0	0	N/A	0	0	N/A	4	250	17	13	11800	29
https://www.odeck.com/resources/understanding-personal-guarantees	13	870	14	15	3110	17	21	1330	12	43	7390	9
https://www.odeck.com/resources/online-applications-small-business-loans	5	260	55	42	5570	43	21	2940	27	43	3300	37

From a glance at the spreadsheet above, you can see the ranking URLs on the site and the various keyword ranking buckets. This allows for an at-a-glance understanding of the ranking spread across your pages. This makes it easy to determine URLs that are on the cusp of ranking for far more keywords than they already are. This also allows you to forecast how big the expected traffic increases will be.

Let's go through an example of how this data can enable us to take traffic-increasing action.

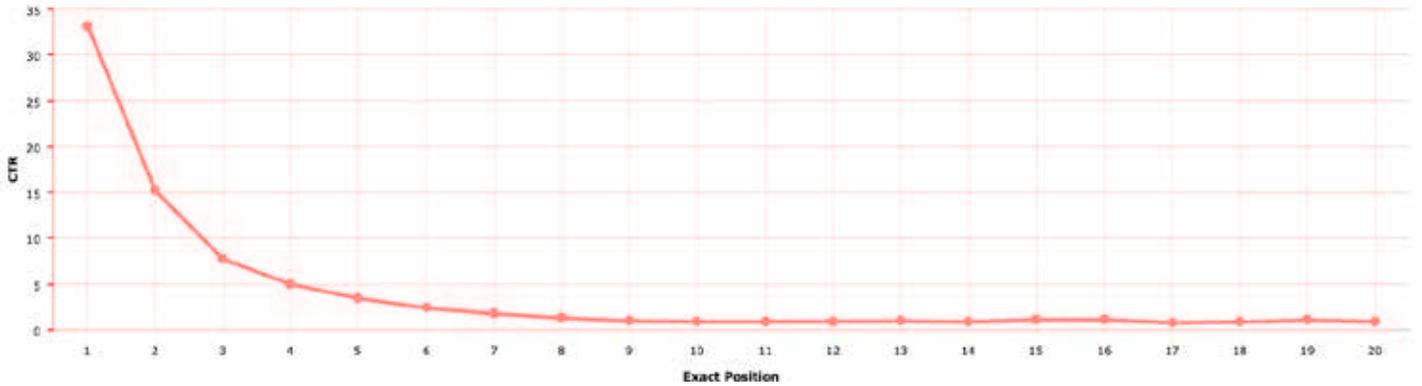
We see in the above screenshot that the blog post "Gross Revenue Vs. Net Revenue" ranks for many keywords and has immense potential to drive more traffic. Here is a quick distillation of the ranking opportunity.

	Top 3 Ranking Positions	Ranking in Positions 4-10	Page 2 Rankings	Pages 3-5 Rankings
Number of Ranking Keywords	15	51	37	265
Sum of Keyword Monthly Search Volume	1,670	21,710	3,470	128,250

To give additional perspective of what these keywords are, here is a snapshot of the ranking keywords that make up these ranking buckets.

Keyword	Position	Volume	Difficulty	CPC
gross revenue	4	6900	7	0.06
net revenue	5	5200	12	
gross revenue vs net revenue	4	800	7	
net revenue define	5	450	9	
what is net revenue	5	1000	9	
gross revenue definition	5	1100	7	0.02
what is gross revenue	5	1500	6	
net revenue defined	6	400	8	
net revenue definition	5	600	7	
what does gross revenue mean	4	150	8	
define net revenue	4	200	7	
total net revenue	5	150	8	
define net revenues	6	150	9	
total revenue vs net revenue	4	90	8	
net revenue vs total revenue	4	90	8	
definition of gross revenue	5	100	4	
gross revenue meaning	5	100	5	
definition of gross revenues	5	90	3	
definition of net revenues	5	80	7	

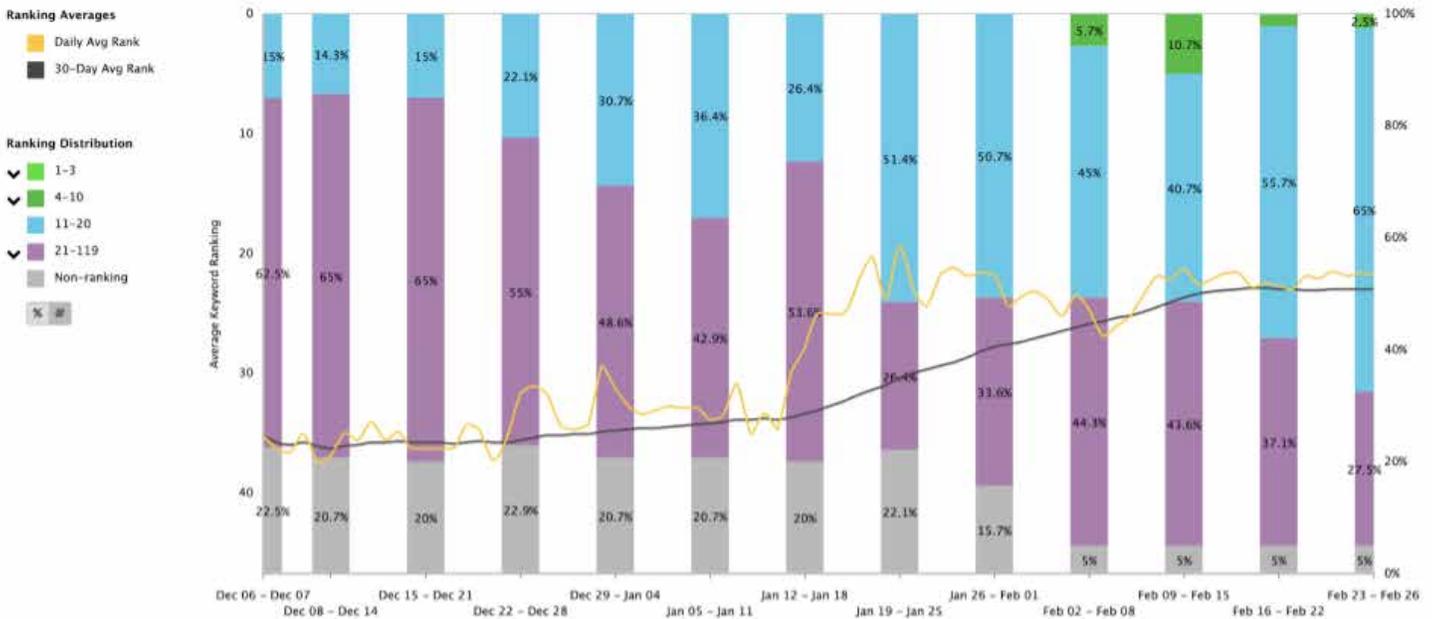
Looking at the average difficulty of these keywords, as well as taking into account that this post ranks as it does with not many links, OnDeck could bump these keywords up into the top 3 with only a handful of inbound links. There is a significant difference in traffic between ranking in position 4-6 vs ranking in the top 3 listings. Here is a snapshot from AdvancedWebRanking's Organic CTR study.



It is important to note that this OnDeck page has only 7 backlinks from 3 referring domains. Building a handful of links to this page in addition to some semantic optimization would yield large organic lifts.

We deployed this exact strategy for LoanMart, a trusted car title loan company, and yielded great results.

Ranking Averages vs. Distribution



Keyword Rankings

97th Floor would love to run a completely free analysis of your site to illustrate pages on your site that could generate 10x results.

Wrapping Things Up

We are all encountering a market--and a world--unlike any we have experienced before. For many individuals, and by extension many businesses, there are huge hurdles ahead. At 97th Floor, we believe in facing our struggles and dealing with them. We believe in adapting, in learning from others, and in sharing what we have learned.

We want to help you succeed. We hope that the information in this analysis might help you to market your financial services offering more effectively. And we're always here if you need help. Just let us know.

WE WORK WITH

The Wells Fargo logo, consisting of the words "WELLS" and "FARGO" stacked vertically in a white, sans-serif font inside a white square.The Discover logo, featuring the word "DISCOVER" in a bold, white, sans-serif font with a registered trademark symbol.The Capital One logo, featuring the word "Capital" in a white, sans-serif font and "One" in a white, script font, with a white swoosh above the "One".The Intuit TurboTax logo, featuring a white checkmark inside a white circle, followed by the word "intuit" in a small, white, sans-serif font and "turbotax" in a larger, white, sans-serif font, with a registered trademark symbol.

Like what you see?

We've worked with a number of financial institutions over the years. Want to know what it would be like to work together? Let's get in touch! We'd love to run a free audit and chat about the campaigns that could work for your business.

Drop us a note at 97thfloor.com/contact-97f