

BrightEdge Industry Focus: Financial Services Marketing

71% of financial services brands said they plan to increase digital marketing spend in 2019 according to a study by Econsultancy. In contrast to that large majority, however, the same study found that only 7% of financial services brands place creation of high-quality content as a top marketing priority, compared to 15% in other industries. The digital channel, and SEO with it, is rapidly becoming a centerpiece of marketing efforts in an industry that has traditionally been seen as a conservative one. The low numbers around prioritization of quality content might be discouraging at first glance, but they speak to the pronounced SEO opportunity for financial services brands that exists right now.

Key Trends to Watch in Financial Services Marketing

- **Digitization:** The industry has moved past the era of all service transactions happening either in person in a branch office or over the telephone. Today's clientele as well as prospective customers expect self-service from any location.
- **Mobile:** With digitization comes mobile connectivity. End users increasingly expect the ability to manage their finances securely as well as consume content over their mobile devices.
- **Personalization:** Spurred by consumer-centric media and ecommerce platforms like Netflix and Amazon, consumers have a greater expectation for digital experiences that programmatically learn what they want and need and tailor themselves to become more relevant.
- **Financial Literacy:** Ninety percent of U.S. consumers want personal finance courses to be part of high school education according to a survey from Equifax, suggesting older generations feel unprepared to equip younger people with the financial skills they need. As a result, the potential demand for informational content about financial literacy to fill the gap is great.
- **Compliance:** One of the reasons digital content investments haven't been prioritized as much as in other industries is because of the high level of federal regulation on what can and cannot be said. This can result in longer lead times and decreased cadence as marketing content must be reviewed for compliance with existing regulation before publication.
- **Voice Search:** Roughly 20-30% of mobile searches are now done through voice. With the proliferation of financial management mobile apps there is likely to be an increase in demand for functions and delivery of content that can be accomplished entirely through voice instead of complex navigation and/or text-based searches.
- **Machine Learning and AI:** In recent years we've seen financial technology transform the industry, introducing a higher level of predictive analytics and mapping. It should be no surprise that this same tech focus would extend to the marketing of the fintech solutions themselves.

Google Search Query Activity in Financial Queries

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US

Search

View All Results
Identify High Volume Keywords
Discover Long Tail Keywords
Explore High Value Keywords
Filters

91,849

Total Suggested Keywords

9,923 10%

High Competition Level

17,400 18%

Medium Competition Level

56,311 61%

Low Competition Level

	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
<input type="checkbox"/>	yahoo financial	3,350,000	Low	95	
<input type="checkbox"/>	stockmarket	1,220,000	Low	95	
<input type="checkbox"/>	stock market	1,220,000	Low	95	
<input type="checkbox"/>	stock markets	1,220,000	Low	95	
<input type="checkbox"/>	stocks market	1,220,000	Low	95	
<input type="checkbox"/>	goog financial	1,000,000	Low	95	
<input type="checkbox"/>	google financial	1,000,000	Low	95	
<input type="checkbox"/>	financial	823,000	Low	95	Local 3-Pack
<input type="checkbox"/>	toyota financial	368,000	Low	95	
<input type="checkbox"/>	stocks	301,000	Medium	97	
<input type="checkbox"/>	honda financial	301,000	Low	77	Videos, Local 3-Pack
<input type="checkbox"/>	citifinancial credit cards	246,000	Medium	96	Quick Answers
<input type="checkbox"/>	g m financial	246,000	Low	96	
<input type="checkbox"/>	gm financial	246,000	Low	96	
<input type="checkbox"/>	student loans	246,000	High	99	
<input type="checkbox"/>	general motor financial	246,000	Low	96	
<input type="checkbox"/>	general motors financial	246,000	Low	96	
<input type="checkbox"/>	one main financial	201,000	Low	83	Local 3-Pack

Search engine results pages for financial services queries exhibit a diverse variety of universal listing elements depending on the type of query. Higher-funnel, I-Want-To-Know phase queries like “best investment apps” and “how to invest” display a high amount of Quick answers boxes, and People Also Ask dropdowns, with the traditional listings usually a mix of service providers as well as indirect competitors targeting I-Want-To-Know users who are seeking to increase their level of financial literacy.

BrightEdge Data Cube shows over 91,849 relevant keywords for “financial.” BrightEdge Research shows that about 75% of the Search clicks go to the organic side rather than the paid side and that the organic SEO traffic is worth \$270 Billion.

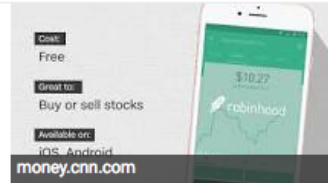


About 394,000,000 results (0.58 seconds)

If you want to start investing in the stock market, fire up your smartphone and download these six apps.

- **Acorns.** The **Acorns** app is a great choice for first-time investors. ...
- Stock Market Simulator. ...
- **SigFig.** ...
- **Motif Explorer.** ...
- **Yahoo!** ...
- **TD Ameritrade.** ...
- **Fidelity Investments.** ...
- **CNBC.**

More items...



10 Best Apps for Timid First-Time Investors | HuffPost

https://www.huffingtonpost.com/.../10-best-apps-for-timid-fi_b_6556678.html

About this result Feedback

People also ask

Which stock trading site is best for beginners?

How does Robin Hood app make money?

Is the app stash safe?

How does the app Acorn work?

How does a beginner buy stocks?

Which broker is best for day trading?

Feedback

The Best Investment Apps of 2018 - NerdWallet

<https://www.nerdwallet.com/blog/investing/best-investment-apps/>

Feb 8, 2018 - Best Investment Apps of 2018. E-Trade: Best for stock trading. TD Ameritrade: Best for stock trading. Robinhood: Best for free trading. Acorns: Best for beginners. Stash: Best for beginners. Robinhood · Acorns · Stash

The 5 Best Investment Apps to Download in 2018 - The Balance

Channel Marketing Mix in Financial Services Industry

Using our proprietary data sets we have looked into the prevalence of Organic channel share vs. other marketing channels for travel and hospitality brands. Financial Services shows a normal proportion of Paid traffic at 13% and therefore the SEO average traffic is near the median at 53%.

Financial Services Industry SEO – BrightEdge Benchmark Stats

Universal search results refer to the results on a SERP that are not the standard direct links to websites. Examples of universal results include Images, Videos, News, Places, Carousel, Quick Answer, 3-Pack results, and Apps.

BrightEdge Data Cube Metrics	Avg for Industry
The average Data Cube score for the industry is:	192,450
The average number of position one listings is:	348
The average page 1 listings is:	2,595
The average total universal content results is:	333
The average number of images is:	24
The average number of Quick Answers is:	56

These numbers are all rather high relative to other industries as finance sites tend to have broader keyword sets and large sites.

Financial Services Industry SEO Click Curve

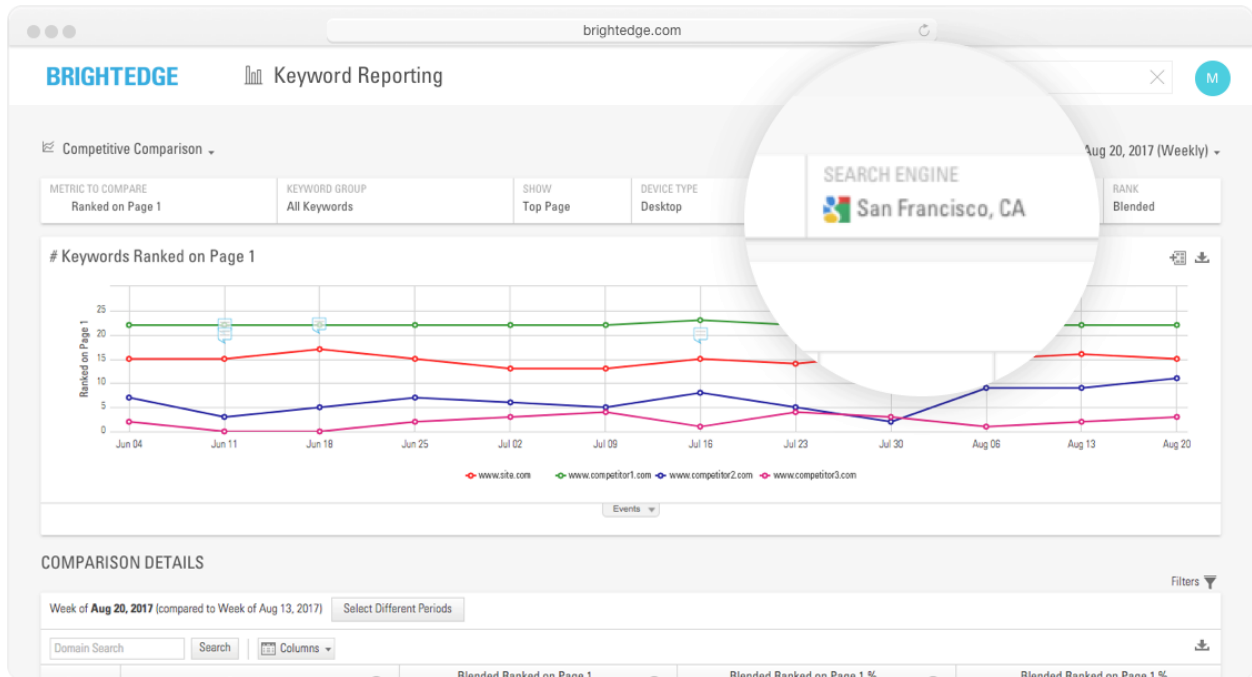
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Mobile	22.3%	13.6%	8.2%	4.9%	2.7%	1.9%	1.2%	1.1%	0.9%	0.6%	0.6%	1.2%	1.3%	1.0%
Desktop	37.0%	14.8%	9.5%	5.6%	3.0%	2.1%	1.3%	1.2%	1.1%	0.8%	0.8%	0.7%	1.2%	1.3%

These click curves indicate the average performance in various search result positions. These numbers help understand and forecast the traffic that should and is coming in from the organic search channel

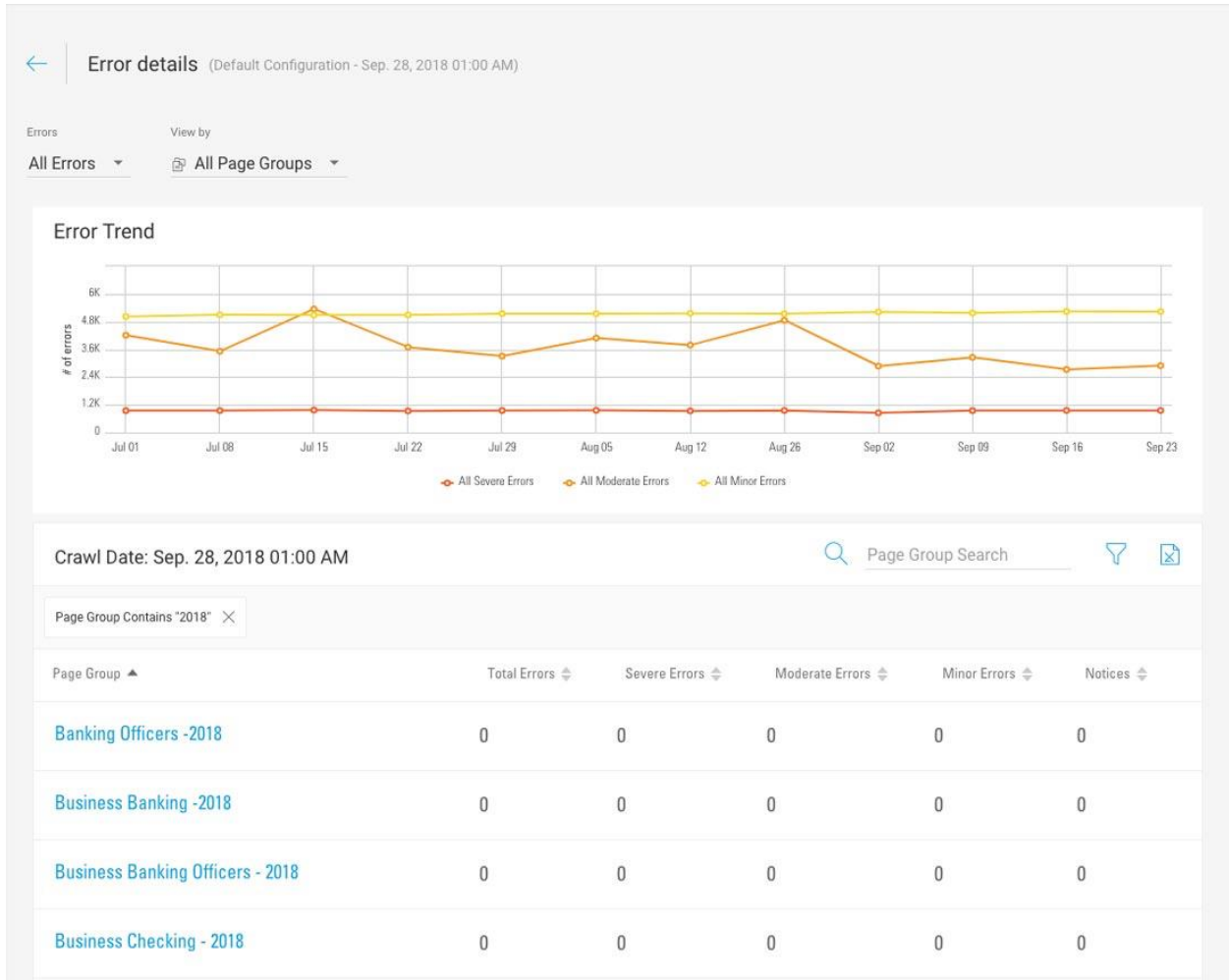
How Financial Services Customers Use BrightEdge

HyperLocal

With many of the largest financial service providers having hundreds of branches worldwide, SEOs managing a global strategy need to have the ability to analyze organic performance for many different locations and establish a precise view of performance in specific localities.



ContentIQ – Comprehensive site auditing is a crucial capability for any SEO team that needs to ensure their domains are optimized runways for SEO growth.



Tasks – With the amount of approvals and review time necessary for financial services material, SEO and content teams require a real-time system for assigning tasks to specific contributors to ensure content is moving along the pipeline and onto the site—where it can serve users and begin to rank—in an efficient way.

Task Details

New Task Cancel Save

Task Name: *

Task Description:

Related To:

Comment:

Task Assignee(s): *
 Send Notification Email

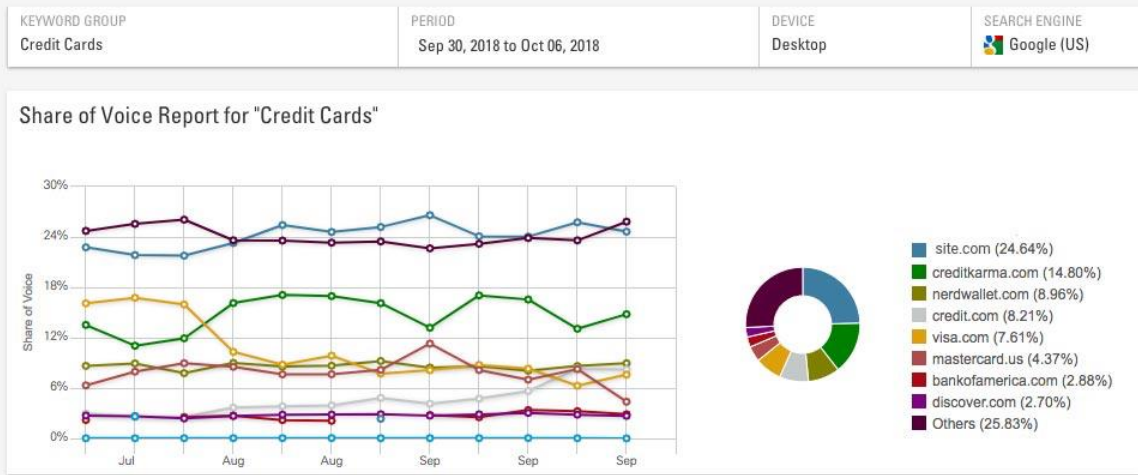
Status:

Due Date:
 Auto-generate event on task completion

Priority Level:

Created By: SEO Team Lead

Share of Voice – There is a high amount of competition within the financial services space, including a large number of newer disruptive players with aggressive digital marketing strategies. Share of Voice allows SEOs to track their organic search visibility against the competition globally or within specific keyword groups.



Financial Industry BrightEdge Customer Case Studies



BBVA Uses BrightEdge to Build an Internal Center for SEO Excellence

Lucas Hernández, Global Head of SEO for BBVA Compass, shares his story of how he used the BrightEdge platform to help build a “center for SEO excellence” within his organization, expanding SEO literacy beyond a handful of domain experts to help tackle a comprehensive international SEO strategy targeting six Latin American countries, the United States, Turkey, and Spain.

<https://www.brightedge.com/resources/videos/bbva-testimonial>



US Bank Enhances Its Local SEO, Increases Conversion, and Decreases Costs

Brenda Arndt, Director of SEO for US Bank, used BrightEdge to analyze the brand’s content gaps against competitors on highly targeted geo-specific keyword groups and develop a HyperLocal strategy to have its branches win the top rankings for those “near me” organic search queries.

<https://www.brightedge.com/resources/videos/us-bank-enhances-local-seo-increases-conversion-and-decreases-costs>

“Citizens Bank uses the Data Cube to find content gaps - topics we think will be relevant to our customers that we don’t already address. To date, we’ve had success developing content inspired by Data Cube research and attaining page-1 Google results for popular search phrases.”

-- Tom Kiehl, VP Head of Search

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,700+ customers include global brands such as 3M, Microsoft, and Nike, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.