

# Case Study

## *BankFive: A Six Month SEO Summary*



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# BankFive: A Six Month SEO Summary

## *The Strategy*

At the end of our initial six-month contract with BankFive, optimization changes were made on 32 pages of the website, text was written and added to two key “online banking” pages, 6 new location pages were created helping to increase visibility for town-specific searches, and Google Analytics was installed and initial goal tracking was implemented. Also, the monthly ranking reports showed that of 276 keywords checked in Google, the BankFive website was initially only ranking in the top 50 for just one of those (“bank certificates of deposit Massachusetts” at #39).

## *The Results*

After six months, BankFive is ranking for 87 different keywords, 48 of them on the first page. Among these are “free business checking MA” and “business checking MA” at #2, “IRA account Massachusetts” at #3, “business banking Massachusetts” at #3, and “online banking Massachusetts” at #5. Google Analytics also shows an almost 62% increase in search engine traffic during this time period.

## *Sample of Tasks Completed*

- Keyword Research
- Sitemap created
- Ranking software set up
- Google Analytics set up
- Google Webmaster Tools set up, error report sent
- Optimized Title & Meta Tags on 32 pages
- Optimized Text, alt tags, interlinking on 32 pages
- Wrote text for 2 pages - Personal Online Banking, Bill Pay
- Robots.txt file created
- Site submitted to DMOZ directory
- Social Media Survey & Consulting
- Strategy & Progress Report
- Link Building
- Reviewed banner ads, set up as goals in Analytics
- Reviewed branch location pages, created & optimized 6 new location pages
- Google Analytics training session
- Monthly Ranking Reports
- Analytics & Conversion Report

## *Analytics*

A comparison between the first month of Google Analytics data (May 22 – June 21, 2009) and the month of October (Oct 1 – Oct 31, 2009), shows an increase in total search engine traffic from 8,243 visits to 13,336 visits (an increase of 61.79%).

## Initial Ranking Report – May 18, 2009

276 Keywords checked - top 50 results - Google, Yahoo, MSN

### Results:

Google – 1 rank  
Yahoo – 0 ranks  
MSN – 0 ranks

| <i>Date</i> | <i>Engine</i> | <i>Keyword</i>                             | <i>Position</i> |
|-------------|---------------|--|-----------------|
| 5/18/2009   | Google        | bank certificates of deposit massachusetts | 39              |

## 6-Month Ranking Report – October 6, 2009

276 Keywords checked - top 50 results - Google, Yahoo, MSN

### Results:

Google – 87 ranks  
Yahoo – 58 ranks  
MSN – 85 ranks

| <i>Date</i> | <i>Engine</i> | <i>Keyword</i>                               | <i>Position</i> |
|-------------|---------------|--|-----------------|
| 10/6/2009   | Google        | banks dartmouth ma                           | 1               |
| 10/6/2009   | Google        | banks swansea ma                             | 2               |
| 10/6/2009   | Google        | banks somerset ma                            | 2               |
| 10/6/2009   | Google        | banks fairhaven ma                           | 2               |
| 10/6/2009   | Google        | bank fairhaven ma                            | 2               |
| 10/6/2009   | Google        | free business checking ma                    | 2               |
| 10/6/2009   | Google        | business checking ma                         | 2               |
| 10/6/2009   | Google        | banks new Bedford ma                         | 3               |
| 10/6/2009   | Google        | ira savings accounts massachusetts           | 3               |
| 10/6/2009   | Google        | ira account massachusetts                    | 3               |
| 10/6/2009   | Google        | business banking massachusetts               | 3               |
| 10/6/2009   | Google        | ira savings accounts ma                      | 3               |
| 10/6/2009   | Google        | ira accounts ma                              | 3               |
| 10/6/2009   | Google        | ira account ma                               | 3               |
| 10/6/2009   | Google        | business banking ma                          | 3               |
| 10/6/2009   | Google        | small business banking massachusetts         | 4               |
| 10/6/2009   | Google        | personal banking massachusetts               | 4               |
| 10/6/2009   | Google        | free business checking account massachusetts | 4               |
| 10/6/2009   | Google        | free business checking massachusetts         | 4               |
| 10/6/2009   | Google        | small business checking ma                   | 4               |
| 10/6/2009   | Google        | small business checking massachusetts        | 5               |
| 10/6/2009   | Google        | online banking massachusetts                 | 5               |
| 10/6/2009   | Google        | online bank massachusetts                    | 5               |
| 10/6/2009   | Google        | ira accounts massachusetts                   | 5               |

|           |        |  |    |
|-----------|--------|--|----|
| 10/6/2009 | Google | business checking account massachusetts      | 5  |
| 10/6/2009 | Google | business banking online massachusetts        | 5  |
| 10/6/2009 | Google | small business banking ma                    | 5  |
| 10/6/2009 | Google | retirement planning ma                       | 5  |
| 10/6/2009 | Google | free business checking account ma            | 5  |
| 10/6/2009 | Google | business checking account ma                 | 5  |
| 10/6/2009 | Google | banks fall river ma                          | 6  |
| 10/6/2009 | Google | bank swansea ma                              | 6  |
| 10/6/2009 | Google | bank dartmouth ma                            | 6  |
| 10/6/2009 | Google | personal investing massachusetts             | 6  |
| 10/6/2009 | Google | business checking massachusetts              | 6  |
| 10/6/2009 | Google | savings accounts massachusetts               | 6  |
| 10/6/2009 | Google | online banks massachusetts                   | 6  |
| 10/6/2009 | Google | retirement planning massachusetts            | 7  |
| 10/6/2009 | Google | individual retirement accounts massachusetts | 7  |
| 10/6/2009 | Google | individual retirement accounts ma            | 7  |
| 10/6/2009 | Google | checking accounts ma                         | 7  |
| 10/6/2009 | Google | bank somerset ma                             | 8  |
| 10/6/2009 | Google | bank new bedford ma                          | 8  |
| 10/6/2009 | Google | bank fall river ma                           | 8  |
| 10/6/2009 | Google | business checking accounts massachusetts     | 8  |
| 10/6/2009 | Google | business checking accounts ma                | 8  |
| 10/6/2009 | Google | bank mortgage rates massachusetts            | 9  |
| 10/6/2009 | Google | free checking accounts massachusetts         | 10 |
| 10/6/2009 | Google | retirement planning services ma              | 11 |
| 10/6/2009 | Google | online bank ma                               | 11 |
| 10/6/2009 | Google | business banking online ma                   | 11 |
| 10/6/2009 | Google | bank mortgage rates ma                       | 11 |
| 10/6/2009 | Google | bank mortgage rate massachusetts             | 11 |
| 10/6/2009 | Google | retirement planning services massachusetts   | 12 |
| 10/6/2009 | Google | bank certificates of deposit massachusetts   | 12 |
| 10/6/2009 | Google | bank mortgage rate ma                        | 12 |
| 10/6/2009 | Google | free checking accounts ma                    | 13 |
| 10/6/2009 | Google | bank loans massachusetts                     | 14 |
| 10/6/2009 | Google | bank loan massachusetts                      | 14 |
| 10/6/2009 | Google | online banks ma                              | 14 |
| 10/6/2009 | Google | bank certificates of deposit rates ma        | 15 |
| 10/6/2009 | Google | banks massachusetts                          | 15 |
| 10/6/2009 | Google | bank loan ma                                 | 16 |
| 10/6/2009 | Google | certificates of deposit rates ma             | 17 |
| 10/6/2009 | Google | bank certificates of deposit ma              | 18 |
| 10/6/2009 | Google | online bill pay massachusetts                | 20 |
| 10/6/2009 | Google | certificates of deposit rates massachusetts  | 22 |
| 10/6/2009 | Google | savings accounts ma                          | 25 |
| 10/6/2009 | Google | bank loans ma                                | 25 |

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|-----------|--------|--|----|
| 10/6/2009 | Google | online banking ma                                | 27 |
| 10/6/2009 | Google | bank certificates of deposit rates massachusetts | 30 |
| 10/6/2009 | Google | checking accounts massachusetts                  | 30 |
| 10/6/2009 | Google | personal banking ma                              | 31 |
| 10/6/2009 | Google | telephone banking massachusetts                  | 33 |
| 10/6/2009 | Google | certificates of deposit massachusetts            | 33 |
| 10/6/2009 | Google | online savings accounts massachusetts            | 34 |
| 10/6/2009 | Google | small business loan massachusetts                | 35 |
| 10/6/2009 | Google | online small business checking account ma        | 35 |
| 10/6/2009 | Google | online checking accounts ma                      | 35 |
| 10/6/2009 | Google | bank mortgage massachusetts                      | 36 |
| 10/6/2009 | Google | personal investing ma                            | 39 |
| 10/6/2009 | Google | small business loan ma                           | 41 |
| 10/6/2009 | Google | online small business checking account mass.     | 42 |
| 10/6/2009 | Google | online savings accounts ma                       | 42 |
| 10/6/2009 | Google | home equity loan massachusetts                   | 44 |
| 10/6/2009 | Google | banks ma   | 44 |
| 10/6/2009 | Google | online checking accounts massachusetts           | 45 |
|           |        |  |    |
| 10/6/2009 | Yahoo  | small business banking massachusetts             | 1  |
| 10/6/2009 | Yahoo  | home mortgages massachusetts                     | 1  |
| 10/6/2009 | Yahoo  | home mortgage massachusetts                      | 1  |
| 10/6/2009 | Yahoo  | small business banking ma                        | 1  |
| 10/6/2009 | Yahoo  | home mortgage ma                                 | 1  |
| 10/6/2009 | Yahoo  | commercial banks massachusetts                   | 2  |
| 10/6/2009 | Yahoo  | home mortgages ma                                | 2  |
| 10/6/2009 | Yahoo  | commercial banks ma                              | 2  |
| 10/6/2009 | Yahoo  | personal investing massachusetts                 | 3  |
| 10/6/2009 | Yahoo  | personal investing ma                            | 3  |
| 10/6/2009 | Yahoo  | business banking ma                              | 4  |
| 10/6/2009 | Yahoo  | business checking massachusetts                  | 5  |
| 10/6/2009 | Yahoo  | personal banking massachusetts                   | 6  |
| 10/6/2009 | Yahoo  | personal banking ma                              | 6  |
| 10/6/2009 | Yahoo  | business banking massachusetts                   | 7  |
| 10/6/2009 | Yahoo  | banks somerset ma                                | 8  |
| 10/6/2009 | Yahoo  | banks dartmouth ma                               | 8  |
| 10/6/2009 | Yahoo  | online home mortgages massachusetts              | 8  |
| 10/6/2009 | Yahoo  | online home mortgages ma                         | 8  |
| 10/6/2009 | Yahoo  | bank ma  | 8  |
| 10/6/2009 | Yahoo  | banks swansea ma                                 | 10 |
| 10/6/2009 | Yahoo  | banks fairhaven ma                               | 10 |
| 10/6/2009 | Yahoo  | online banking massachusetts                     | 11 |
| 10/6/2009 | Yahoo  | online banking ma                                | 11 |
| 10/6/2009 | Yahoo  | small business checking massachusetts            | 12 |

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|-----------|----------|--|----|
| 10/6/2009 | Yahoo    | retirement planning services massachusetts   | 12 |
| 10/6/2009 | Yahoo    | small business checking ma                   | 12 |
| 10/6/2009 | Yahoo    | retirement planning services ma              | 12 |
| 10/6/2009 | Yahoo    | business banking online ma                   | 13 |
| 10/6/2009 | Yahoo    | savings accounts massachusetts               | 13 |
| 10/6/2009 | Yahoo    | business banking online massachusetts        | 14 |
| 10/6/2009 | Yahoo    | bank fall river ma                           | 15 |
| 10/6/2009 | Yahoo    | business checking accounts massachusetts     | 15 |
| 10/6/2009 | Yahoo    | business checking ma                         | 15 |
| 10/6/2009 | Yahoo    | retirement planning massachusetts            | 16 |
| 10/6/2009 | Yahoo    | retirement planning ma                       | 16 |
| 10/6/2009 | Yahoo    | bank mortgage rates ma                       | 16 |
| 10/6/2009 | Yahoo    | bank mortgage rates massachusetts            | 16 |
| 10/6/2009 | Yahoo    | banks fall river ma                          | 18 |
| 10/6/2009 | Yahoo    | bank swansea ma                              | 18 |
| 10/6/2009 | Yahoo    | business checking account massachusetts      | 18 |
| 10/6/2009 | Yahoo    | banks new bedford ma                         | 19 |
| 10/6/2009 | Yahoo    | bank fairhaven ma                            | 19 |
| 10/6/2009 | Yahoo    | bank mortgage rate massachusetts             | 20 |
| 10/6/2009 | Yahoo    | bank massachusetts                           | 21 |
| 10/6/2009 | Yahoo    | bank somerset ma                             | 23 |
| 10/6/2009 | Yahoo    | checking accounts massachusetts              | 23 |
| 10/6/2009 | Yahoo    | business checking accounts ma                | 24 |
| 10/6/2009 | Yahoo    | bank new bedford ma                          | 25 |
| 10/6/2009 | Yahoo    | home mortgage rate ma                        | 25 |
| 10/6/2009 | Yahoo    | bank mortgage rate ma                        | 25 |
| 10/6/2009 | Yahoo    | banks massachusetts                          | 28 |
| 10/6/2009 | Yahoo    | online small business checking account mass. | 30 |
| 10/6/2009 | Yahoo    | online small business checking account ma    | 30 |
| 10/6/2009 | Yahoo    | bank dartmouth ma                            | 34 |
| 10/6/2009 | Yahoo    | banks ma                                     | 36 |
| 10/6/2009 | Yahoo    | business checking account ma                 | 46 |
| 10/6/2009 | Yahoo    | online banks massachusetts                   | 50 |
|           |          |  |    |
| 10/6/2009 | Bing MSN | free business checking massachusetts         | 1  |
| 10/6/2009 | Bing MSN | free business checking ma                    | 1  |
| 10/6/2009 | Bing MSN | business banking ma                          | 1  |
| 10/6/2009 | Bing MSN | small business banking massachusetts         | 2  |
| 10/6/2009 | Bing MSN | business banking massachusetts               | 2  |
| 10/6/2009 | Bing MSN | small business banking ma                    | 2  |
| 10/6/2009 | Bing MSN | online bill pay ma                           | 2  |
| 10/6/2009 | Bing MSN | business checking ma                         | 2  |
| 10/6/2009 | Bing MSN | online bill pay massachusetts                | 2  |
| 10/6/2009 | Bing MSN | business checking massachusetts              | 3  |
| 10/6/2009 | Bing MSN | small business checking ma                   | 3  |

|           |   |    |
|-----------|---|----|
| 10/6/2009 | Bing MSN business checking accounts ma                | 3  |
| 10/6/2009 | Bing MSN bank dartmouth ma                            | 4  |
| 10/6/2009 | Bing MSN small business checking massachusetts        | 4  |
| 10/6/2009 | Bing MSN personal banking massachusetts               | 4  |
| 10/6/2009 | Bing MSN ira accounts massachusetts                   | 4  |
| 10/6/2009 | Bing MSN ira account massachusetts                    | 4  |
| 10/6/2009 | Bing MSN savings accounts ma                          | 4  |
| 10/6/2009 | Bing MSN personal banking ma                          | 4  |
| 10/6/2009 | Bing MSN ira accounts ma                              | 4  |
| 10/6/2009 | Bing MSN ira account ma                               | 4  |
| 10/6/2009 | Bing MSN ira savings accounts massachusetts           | 6  |
| 10/6/2009 | Bing MSN telephone banking ma                         | 6  |
| 10/6/2009 | Bing MSN free business checking account ma            | 6  |
| 10/6/2009 | Bing MSN banks fairhaven ma                           | 7  |
| 10/6/2009 | Bing MSN telephone banking massachusetts              | 7  |
| 10/6/2009 | Bing MSN small business loan massachusetts            | 7  |
| 10/6/2009 | Bing MSN pay bill online ma                           | 7  |
| 10/6/2009 | Bing MSN ira savings accounts ma                      | 7  |
| 10/6/2009 | Bing MSN savings accounts massachusetts               | 7  |
| 10/6/2009 | Bing MSN pay bill online massachusetts                | 7  |
| 10/6/2009 | Bing MSN banks swansea ma                             | 8  |
| 10/6/2009 | Bing MSN bank swansea ma                              | 9  |
| 10/6/2009 | Bing MSN small business loan ma                       | 10 |
| 10/6/2009 | Bing MSN bank fairhaven ma                            | 11 |
| 10/6/2009 | Bing MSN free business checking account massachusetts | 11 |
| 10/6/2009 | Bing MSN business loan massachusetts                  | 11 |
| 10/6/2009 | Bing MSN personal investing ma                        | 11 |
| 10/6/2009 | Bing MSN bank somerset ma                             | 12 |
| 10/6/2009 | Bing MSN free checking accounts ma                    | 12 |
| 10/6/2009 | Bing MSN business loan ma                             | 12 |
| 10/6/2009 | Bing MSN personal investing massachusetts             | 13 |
| 10/6/2009 | Bing MSN business checking account ma                 | 13 |
| 10/6/2009 | Bing MSN banks somerset ma                            | 14 |
| 10/6/2009 | Bing MSN banks dartmouth ma                           | 14 |
| 10/6/2009 | Bing MSN bank fall river ma                           | 14 |
| 10/6/2009 | Bing MSN business checking accounts massachusetts     | 15 |
| 10/6/2009 | Bing MSN checking accounts ma                         | 15 |
| 10/6/2009 | Bing MSN bank loans ma                                | 15 |
| 10/6/2009 | Bing MSN bank loan ma                                 | 16 |
| 10/6/2009 | Bing MSN online small business checking account ma    | 17 |
| 10/6/2009 | Bing MSN online savings accounts ma                   | 17 |
| 10/6/2009 | Bing MSN banks fall river ma                          | 18 |
| 10/6/2009 | Bing MSN business checking account massachusetts      | 18 |
| 10/6/2009 | Bing MSN retirement planning services ma              | 18 |

10/6/2009 Bing MSN business banking online ma 19

10/6/2009 Bing MSN checking accounts massachusetts 20

10/6/2009 Bing MSN online savings accounts massachusetts 21

10/6/2009 Bing MSN online small business checking account massachusetts 22

10/6/2009 Bing MSN online banking ma 22

10/6/2009 Bing MSN business banking online massachusetts 23

10/6/2009 Bing MSN bank loans massachusetts 23

10/6/2009 Bing MSN bank loan massachusetts 23

10/6/2009 Bing MSN banks ma 23

10/6/2009 Bing MSN online banking massachusetts 25

10/6/2009 Bing MSN banks new bedford ma 26

10/6/2009 Bing MSN bank certificates of deposit rates ma 26

10/6/2009 Bing MSN bank new bedford ma 28

10/6/2009 Bing MSN construction loans massachusetts 28

10/6/2009 Bing MSN high yield certificates of deposit ma 29

10/6/2009 Bing MSN certificates of deposit rates ma 29

10/6/2009 Bing MSN high yield certificates of deposit massachusetts 32

10/6/2009 Bing MSN free checking accounts massachusetts 34

10/6/2009 Bing MSN retirement planning services massachusetts 35

10/6/2009 Bing MSN retirement planning ma 35

10/6/2009 Bing MSN home mortgages ma 35

10/6/2009 Bing MSN home mortgage ma 35

10/6/2009 Bing MSN home mortgages massachusetts 39

10/6/2009 Bing MSN certificates of deposit rates massachusetts 39

10/6/2009 Bing MSN home mortgage massachusetts 41

10/6/2009 Bing MSN individual retirement accounts ma 42

10/6/2009 Bing MSN individual retirement accounts massachusetts 43

10/6/2009 Bing MSN bank certificates of deposit rates massachusetts 50

10/6/2009 Bing MSN certificates of deposit ma 50

10/6/2009 Bing MSN banks massachusetts 50