SEARCH ENGINE OPTIMIZATION (SEO)

With over 8.5 billion daily searches on Google and 68% of online experiences beginning with a search engine, having a strong presence in the search engine results page (SERP) is essential for financial institutions like banks and credit unions to remain visible to their customers and those searching for financial services. This is where SEO comes in.

Why it's Important

- Strengthens your website and brand visibility online.

- Generates non-paid, organic traffic to your website, potentially reducing budget needed for other more expensive tactics.

- Impacts are long-lasting.

- Helps you identify holes and make the case for a new website or re-platforming.

- Showcases the positive returns of investing in your website.

Key Stats

68% of online experiences begin with a search engine.

90% of loan and mortgage consumers start their journey with an online search.

93% of respondents to a Conductor survey said SEO positively impacted website performance and marketing goals.

60% of "near me" searches such as "best bank near me" have increased in the past 2 years.

Financial services keywords are among the most expensive in the ad market compared to other industries with cost per click, particularly for loans and mortgages, averaging upwards of $47.00.

Our Proven Success

70% increase in organic search traffic

[HomeStreet] Bank®

19% increase in organic traffic value

F&M BANK

11% decrease in technical website errors

Stockman
BANKING | WEALTH MANAGEMENT | INSURANCE

WHY SILVERTECH?

As a full-service digital experience agency, our SEO experts, user experience (UX) strategists and designers, digital marketers, front and backend engineers, and project and account managers work side-by-side to deliver effective strategies and easily shift strategies as needed.

• Partner Focused • Advanced Technical Knowledge • Flexible

• Data Driven and Outcome Oriented • Digestible and Transparent Reporting

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Our Unique Approach

We look at SEO as a piece of a brand's overall digital ecosystem. For this ecosystem to be successful, the foundational components must be in place and continually optimized. This is why we follow a phased approach to ensure that the foundation is set, and an impactful strategy is carried out.

Phase 1:
Discovery, Audit, & Strategy

• Audit technical components such as page speed, website and URL structure, internal linking strategies, robots.txt, XML sitemap, canonical tags, crawl errors and status codes, image optimization, and more.

• Analyze the content strategy including keyword rankings, keyword gap analysis, metadata, and website content.

• Development of an SEO roadmap that identifies key priorities.

Phase 2:
Execution & Optimization

• Execution of the SEO roadmap.

• Ongoing SEO technical site crawls and fixes.

• Ongoing keyword, content, and competitor research to identify new content and ranking opportunities.

Available Packages

• Ongoing SEO Services • SEO Audit • Technical Site Audit • Local SEO Analysis

• Site Speed Audit • Keyword and Content Audit • Competitive SEO Analysis

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