



# Finance | SEO Case Study

## Summary

The Search Engine Optimization (SEO) campaign for the client started on June 17, 2023. We have already finished the first and second month of the campaign. Though we are still in the early stages of the campaign, we saw some increases for the metrics we measure.

## Notable Contribution (SEO)

Here are the notable contributions of our SEO efforts to some of the metrics we measure:

1. 10 thank-you page conversions were recorded for the whole duration of the campaign
2. 188 new users out of 561 total new users, or 33.51%, came from organic search (SEO efforts)
3. 189 users out of the 565 total users, or 33.45%, came from organic search
4. 233 engaged sessions out of the 697 total engaged sessions, or 33.43%, also came from organic search (SEO efforts)
5. 218 total views on desktop search recorded for Google Business Profile
6. 87 total views on mobile search recorded for Google Business Profile
7. 10 total views on desktop maps recorded for Google Business Profile
8. 36 total views on mobile maps recorded for Google Business Profile
9. 51 website clicks recorded for Google Business Profile
10. 145 direction requests recorded for Google Business Profile
11. 1 call recorded for Google Business Profile
12. keyword improvements for the following
  - financial advisor for women increased by 2 ranks on organic desktop and increased by 7 ranks in organic mobile.
  - wealth management consultant increased by 5 ranks on local finder.
  - estate planning tax strategies increased by 4 ranks on local finder.
  - estate planning advisor increased by 2 ranks on local finder
  - financial planner for retirement increased by 2 ranks on local finder.
  - investment management consultant increased by 1 rank on local finder.
  - investment planner near me increased by 1 rank on local finder.

# Google Analytics

## User Acquisition

As seen in the image below, 188 new users out of 561 total new users, or 33.51%, came from organic search (SEO). 224 out of 697 engaged sessions, or 32.14%, also came from organic search.

First user default channel group +		↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
SHOW ALL ROWS		561 vs. 0	697 vs. 0	90.4% vs. 0%	1.23 vs. 0.00	1m 03s vs. 0.00
1	Direct					
	Jun 17 - Aug 17, 2023	317	409	89.69%	1.27	0m 57s
	Apr 16 - Jun 16, 2023	0	0	0%	0.00	0m 00s
	% change	0%	0%	0%	0%	0%
2	Organic Search					
	Jun 17 - Aug 17, 2023	188	224	91.8%	1.19	1m 23s
	Apr 16 - Jun 16, 2023	0	0	0%	0.00	0m 00s
	% change	0%	0%	0%	0%	0%

## Traffic Acquisition

As seen in the image below, we can see that 189 users out of the 565 total users, or 33.45%, came from organic search. 233 engaged sessions out of the 697 total engaged sessions, or 33.43%, also came from organic search.

Session default channel group +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
SHOW ALL ROWS		565 vs. 0	771 vs. 0	697 vs. 0	0m 46s vs. 0.00	1.23 vs. 0.00	6.72 vs. 0.00	90.4% vs. 0%
1	Direct							
	Jun 17 - Aug 17, 2023	319	440	399	0m 39s	1.25	6.17	90.68%
	Apr 16 - Jun 16, 2023	0	0	0	0m 00s	0.00	0.00	0%
	% change	0%	0%	0%	0%	0%	0%	0%
2	Organic Search							
	Jun 17 - Aug 17, 2023	189	255	233	1m 04s	1.23	8.01	91.37%
	Apr 16 - Jun 16, 2023	0	0	0	0m 00s	0.00	0.00	0%
	% change	0%	0%	0%	0%	0%	0%	0%

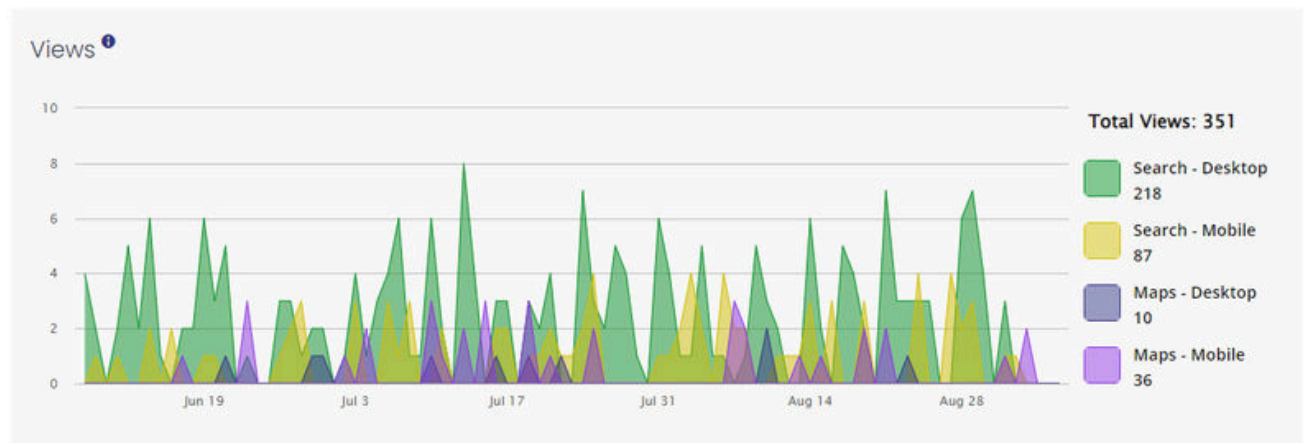
## Conversions

As seen in the image below, we have 10 thank-you page conversions for the whole duration of the campaign.

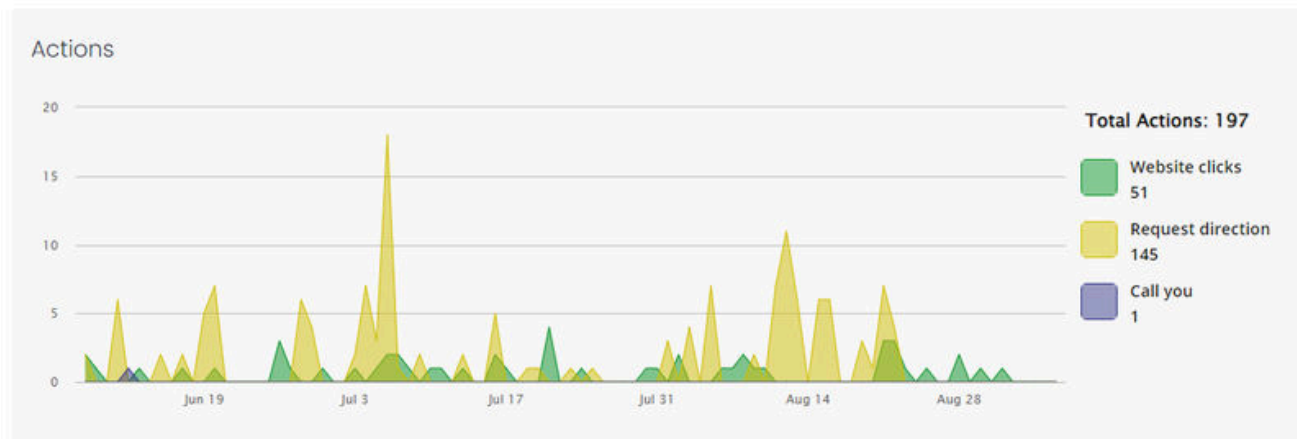
Event name +		↓ Conversions	Total users	Total revenue
SHOW ALL ROWS				
		10.00 vs. 0.00	5 vs. 0	\$0.00 vs. \$0.00
1	<a href="#">thank_you</a>			
Jun 17 - Aug 17, 2023		10.00	5	\$0.00
Apr 16 - Jun 16, 2023		0.00	0	\$0.00
% change		0%	0%	0%

## Google Business Profile

For Google Business Profile, we saw 218 total views on desktop search, 87 total views on mobile search, 10 total views on desktop maps, and 36 total views on mobile maps.



For Google Business Profile actions, we had 51 website clicks, 145 direction requests and 1 call.



## Keywords

We also saw some recent improvements on our keywords. We saw movement on the position of the following keywords:

1. financial advisor for women increased by 2 ranks on organic desktop and increased by 7 ranks in organic mobile.
2. wealth management consultant increased by 5 ranks on local finder.
3. estate planning tax strategies increased by 4 ranks on local finder.
4. estate planning advisor increased by 2 ranks on local finder
5. financial planner for retirement increased by 2 ranks on local finder.
6. investment management consultant increased by 1 rank on local finder.
7. investment planner near me increased by 1 rank on local finder.

Keyword	Organic Desktop		Organic Mobile		Local Pack		Local Finder	
	Rank	Change	Rank	Change	Rank	Change	Rank	Change
financial advisor for women	17	2 ↑	16	7 ↑	-	-	-	-
wealth management consultant	-	-	-	-	-	-	21	5 ↑
estate planning tax strategies	-	-	-	-	-	-	28	4 ↑
estate planning advisor	-	-	-	-	-	-	12	2 ↑
financial planner for retirement	-	-	-	-	-	-	23	2 ↑
investment management consultant	-	-	-	-	-	-	18	1 ↑
investment planner near me	-	-	-	-	-	-	12	1 ↑