



FNB Website SEO Report

SEO Keywords Tracking Report



SEO keywords Tracking Report

FNB Website is registering continuous excellent results despite few fluctuations; The website is featured on Google 1st page on keywords pertaining to all major sections i.e. Loans, Cards, Accounts, Services and Bancassurance and in some words we are among the first 3 banks in the first page.

The website is now better ranked on Google's 1st page on "Private Banking", "Business Banking", "Car Loan", "personal Loan", "Green Loan", "Business Loan", "ATM" and "Banking Cards" related keywords; More progress is to be seen in the upcoming period.

We have excellent initial results for the newly added keywords.

SEO keywords Tracking Report

FNB website is starting to dominate Google's organic ranking on all banking related keywords. Continuous ranking progress is registered across keywords' categories and the site's authority is continuously increasing on Google.

SEO keywords Tracking Report

1- General Keywords

| Keywords | Your Google Rank in | |
|---------------------------------|--|--|
| | LB | US |
| Banks in Beirut | >50/9/10/15/15/9/8/8/10/6/5/5/4/7/7/6/7/6/6/6/5/4 | >50/8/8/10/12/9/7/7/10/6/5/5/4/7/7/6/7/6/6/6/5/4 |
| Top bank in Beirut Lebanon | >50/17/10/7/6/3/2/2/9/3/1/4/3/5/3/3/3/1/2/3/5/1 | >50/10/7/9/5/3/2/3/10/3/1/4/3/5/3/3/3/1/2/3/5/1 |
| Banking services in Lebanon | >50/3/3/2/2/1/2 &3/1/2/1/2/2/2/2/2/1/1/1/1/2/4/5&6 | >50/8/4/2/2/1/1/1/2/1/2/2/2/2/2/1/1/1/1/2/4/5&6 |
| Top banking services in Lebanon | >50/8/5/8/8/5/3/4/14/10/7/9/8/8/7/ 5/11/5/1/8/9/11 | >50/5/5/8/7/5/2/3/14/10/7/9/8/8/7/ 6/11/6/1/8/9/11 |
| Open bank account in Lebanon | >50/8/7/3/5/2/1/1/3/3/4/2/2/3/3/ 3/3/3/3/2/2/1 | >50/11/15/2/4/2/1/3/3/3/4/2/2/3/3/3/3/3/3/2/2/1 |

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2- “Insurance” Keywords

| Keywords | Your Google Rank in | |
|---------------------------------|--|--|
| | google.com.lb | Google.com |
| Hospital insurance plan lebanon | >50/9/9/13/17/13/11/10/10/18/15/17/40/20/10/13/17/15 | >50/8/9/14/17/13/11/10/10/18/15/17/40/21/10/13/17/16 |
| Income insurance lebanon | >50/8/1/1/1/1/1/1/3/3/3/3/3/1/1/3/3/5 | >50/8/1&2/3/1/1/1/1/3/3/3/3/3/1/1/3/3/5 |
| Travel insurance plan lebanon | >50/10/4/6/5/5/5/5/5/5/5/5/5/5/4/4/7/5 | >50/10/4/9/5/5/5/5/5/5/5/5/5/5/4/4/7/5 |
| Car insurance plan lebanon | >50/8/3/8/10/8/9/9/11/11/15/4/5/5/6/7/6/3 | >50/10/3/8/10/8/9/9/11/11/15/4/5/5/6/7/6/4 |
| Cargo insurance plan lebanon | >50/2/1&2/2/3/3&4/3/3/1/2/1/1/1/1/1/1&2/1&2/1 | >50/1/1&2/3/3/3&4/3/3/1/3/1/1/1/1/1&2/1&2/1 |

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3- “Cards” Keywords

| Keywords | Your Google Rank in | |
|-------------------------------------|---|---|
| | google.com.lb | Google.com |
| Visa business credit cards Lebanon | >50/7/2/1/1/1/3/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/2/2 | >50/6/4/1/1/5/3/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/2/2 |
| Visa corporate credit cards lebanon | >50/3/1/1/1/1/3/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/3/3/3 | >50/5/1/1/1/1/3/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/3/3/3 |
| Corporate credit cards lebanon | >50/8/4/5&6/3/4/5/1/3/3/2/2/3/2/2/2/3/3/3 | >50/6/4/5&6/3/4/5/1/3/3/2/2/3/2/2/2/3/3/3 |
| Business credit cards lebanon | >50/9/5/4/1/3/3/1&2/1/1/1/1/1/1/1/1/1/1/2/1/3/3/3 | >50/9/4/4/1/5/3/1&2/1/1/1/1/1/1/1/1/1/1/2/1/3/3/3 |
| Debit Cards in Lebanon | >50/13/13/9/7/8/9/4/5/5/5/5/4/3/4/5/2/2/4/4 | >50/12/14/9/7/8/9/4/5/5/5/5/4/3/4/5/2/2/4/4 |

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4- “Home Loan ” Keywords

| Keywords | Your Google Rank in | |
|------------------------------------|--|--|
| | LB | US |
| Home Loans Lebanon | >50/6/5/6/5/5/5/5/3/1/1/1/2/4 /3/1/1/1/1 | >50/9/5/6/5/5/5/5/3/1/1/1/2/ 4/3/1/1/1/2 |
| House Loan Lebanon | >50/6/6/5/5/6/6/3/4/3/3/4/2/5 /5/1/1/2/1 | >50/10/6/5/9/6/6/3/4/3/3/4/3 /5/5/1/1/2/1 |
| Housing loan interest rate lebanon | >50/11/4/6/3/5/4/5/3/3/3/3/3/ 3/3/3/2/3/3 | >50/10/3/6/4/5/4/5/3/3/3/4/3 /3/3/3/2/3/4 |
| Housing loans in Lebanon | >50/21/19/13/5/6/6/5/3/6/7/4/ 2/3/3/1/5/4/1/1/1/1 | >50/19/20/15/5/7/6/5/3/6/7/4 /2/3/3/3/5/4/1/1/1/1 |
| Expat home loan lebanon | >50/5/7/9/8/7/4/3/5/3/2/1/1/1 /1/ 3/3/2/1/1/1/2 | >50/5/8/9/10/7/4/4/5/3/2/1/1 /1/1/3/3/2/1/1/1/2 |
| iskan housing loan Lebanon | >50/19/9/10/7/4/5/5/4/5/2/2/4 /4/4/4/4/3/3/5/3/3 | >50/14/10/8/5/3/5/6/4/5/2/2/ 4/4/4/4/4/3/3/5/3/3 |

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5- “Bank Accounts” Keywords

| Keywords | Your Google Rank in | |
|----------------------------------|---|---|
| | LB | US |
| Bank accounts in Lebanon | >50/5/5/8/4/1/2/3/4/4 /2/2/3/2/2/2/4/3/1/3/3 | >50/9/5/7/4/1/5/3/4/4/2/2/3 /4/ 2/2/4/3/1/3/3 |
| Open wedding account in lebanon | >50/8/4/5/6/4/4/3/4/5/4/1/2/1 /1/1/1/1/3/3 | >50/8/2/5/5/4/2/3/4/5/4/1/2 /1/1/1/1/3/4 |
| Open current account lebanon | >50/5/4/3/1/3/1/4&5/4&5/3&4/ 3/1/2/2/2/3/1/1&2/2/2 | >50/4/4&5/4/1/3/4/4&5/4&5 / 3&4/3/1/2/2/2/3/1/1&2/2/2 |
| Current account benefits Lebanon | >50/4/3/1/1/2/2/2/3/1/2/5/2/1 /1/1/2/1/3/4 | >50/2/1/5/1/2/2/2/3/1/2/5/2 /1/1/1/2/1/3/4 |
| Open saving account lebanon | >50/15/5/3/2/2/3/3/2/2/2/3/2/ 3/3/2/1/1/2/2 | >50/7/6/3/2/2/3/3/2/2/2/3/3 /3/2/1/1/2/2 |
| Saving account benefits lebanon | >50/4/1/1/2/2/1/1/1/2/3/3/3/1 /1/2/2/3 | >50/4/1/1/2/2/1/1/1/2/3/3/3 /1/1/2/2/3 |

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6- “Online & Mobile Banking” Keywords

| Keywords | Your Google Rank in | |
|------------------------------------|--|---|
| | LB | US |
| Online Banking Lebanon | >50/8/14/10/5/10/4/6/6/4/4/5/6/2/ 3/3/3/3/2&3/4/7 | >50/14/15/16/5/10/8/6/5/4/ 4/5/6/2/3/3/3/1/2&3/4/8 |
| Online banking services in Lebanon | >50/11/9/13/5/3/1&2/1&2/3/2&3/4/ /4/3/2/1/3/3/3/1&2/1/2&3/3&4 | >50/16/13/15/5/3/1&2/2/3/ 2&3/4/4/3/2/1/3/3/3/1&2/1/ 2&3/3 |
| Mobile banking Lebanon | >50/19/17/19/13/4/1/1/1/1/1/1/ 1/1/ 1/1/1/1/1/1/1/1 | >50/15/19/16/15/4/1/1/1/1/ 1/1/1/2/1/1/1/1/1/1/1/1 |
| SMS banking in Lebanon | >50/1&2/1&2/1&2/1&2/1/ 1,2&3/1&2/1&2/1&2/1&2/1&2/1&2/ /1&2/1,2&3/1&2/1&2/1&2/1&2/ 1&2/1/1 | >50/1&2/1/1/1&2/1/1, 2 &3 /1&2/1&2/1&2/1&2/1&2/1&2/ 2/1&2/1,2&3/1&2/1&2/1&2/ 1&2/1&2/1/1 |
| Phone banking in Lebanon | >50/9/8/8/4/2/2&3/1/1/1/1/1/1/ 1/1/1/1/1/1/1/1 | >50/7/8/6/5/2/3/1/1/1/1/1/ 1/1/1/1/1/1/1/1/1/1 |
| Internet banking in Lebanon | >50/15/5/13/7/3/2&3/1/2/2&3/2&3/ /3/3/3/2&3/ 2&3/2&3/3/2&3/1&2/2/2 | >50/20/16/15/7/2&3/2&3/2/ 2/2&3/2&3/3/3/3/2&3/ 2&3/2&3/3/2&3/1&2/2/2 |

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7- "Private Banking" keywords

| Keywords | Your Google Rank in | |
|-------------------------------|--|--|
| | LB | US |
| Investment services Lebanon | >50/5/2/8/7/9/9/6/8/9/8/8/6/3/2 | >50/8/2/8/8/9/8/6/8/9/9/8/6/3/2 |
| Financial institution Lebanon | >50/19/20/19/15/20/38/7/6/8/6/5/4/3/9 | >50/14/20/19/15/20/38/7/6/8/10/5/4/3/4 |
| Banking trading Lebanon | >50/4/2/1/1/1/1/1/1/1/2/1/1/1/1 | >50/3/2/1/1/1/1/1/1/1/2/1/1/1/1 |
| Equity trading Lebanon | >50/18/12/8/7/9/5/6/6/6/5/5/6/2/10 | >50/18/13/8/7/9/5/6/6/6/7/5/6/2/10 |
| Currency trading Lebanon | >50/35/18/39/20/19/33/22/20/18/16/41/>50/15/22 | >50/31/17/39/20/19/32/21/20/18/15/46/>50/15/25 |

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7- “Private Banking” Keywords

| Keywords | Your Google Rank in | |
|-----------------------------------|--|--|
| | LB | US |
| Private banking Lebanon | >50/9/4/4/5/4/4/4/3/2/1/1/1 /1/1/1/1 | >50/8/5/4/5/4/4/4/3/2/1/1/1 /1/1/1/1 |
| Capital markets Lebanon | >50/11/8/6/10/8/6/7/4/9/6/4 /6/2/5/3/4 | >50/10/8/6/10/8/6/7/4/9/5/4 /5/2/5/3/4 |
| Asset management Lebanon | >50/1/1/1/1/1/2/1/1/1/3/2/2 /2/3/1/2/2 | >50/1/1/2/1/1/2/1/1/1/3/2/2 /2/3/1/2/2 |
| Business banking services Lebanon | >50/16/14/13/15/15/4/9/10/ 18/18/9/7/4/3/1/1 | >50/15/13/13/15/15/4/ 9/10/18/18/9/7/3/2/1/1 |
| Corporate banking Lebanon | >50/18/29/23/27/31/29 /27/25/20/29/15/18/6/11/5/ 6 | >50/19/18/23/28/31/29/27/2 6/20/28/15/14/6/12/5/7 |

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8- “Business Banking” Keywords

| Keywords | Your Google Rank in | |
|--------------------------------|---|---|
| | LB | US |
| Business Banking Lebanon | >50/12/11/17/38/13/11/13/3/4 /2/2/2/2 | >50/13/11/17/38/13/11/13/ 3/4/2/2/2/2 |
| Business Loans Lebanon | >50/5/5/5/5/5/5/5/4/4/4/5/5/5 | >50/5/5/5/5/5/5/5/4/4/4/5/ 5/5 |
| Corporate Loans Lebanon | >50/3/2/2/2/2/2/5/4/5/2/2/2/3 | >50/3/2/2/2/2/2/5/4/5/2/2/ 2/3 |
| Loans for Businesses in Beirut | >50/3/4/3/3/3/3/3/4/3/3/3/3/3 | >50/3/4/3/3/3/3/3/4/3/3/3/ 3/3 |
| Business Financing Lebanon | >50/5/6/9/9/16/11/13/13/11/ 10/9/15/11 | >50/5/6/11/9/16/11/13/13/ 11/8/9/15/11 |

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9- “Car Loan” Keywords

| Keywords | Your Google Rank in | |
|-----------------------------------|---------------------------------|---------------------------------|
| | LB | US |
| Car loan Lebanon | >50/9/10/10/9/10/10/9/8/9/9/7 | >50/9/10/10/9/10/10/9/8/9/9/7 |
| Car loan calculator Lebanon | >50/6/7/7/8/9/7/6/5/7/7/8 | >50/6/7/7/8/9/7/6/5/7/7/8 |
| Apply for car loan online Lebanon | >50/4/4/4/4/5/4/4/3/2/4/4 | >50/4/4/4/4/5/4/4/3/2/4/4 |
| Top rate car loan Lebanon | >50/9/10/10/11/11/8/10/9/9/10/8 | >50/9/10/10/11/11/8/10/9/9/10/8 |
| Pre owned car loan Lebanon | >50/9/8/8/8/6/6/9/8/8/9/7 | >50/5/9/8/8/6/6/9/8/8/9/7 |

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10- “Personal Loan” Keywords

| Keywords | Your Google Rank in | |
|------------------------------------|--------------------------|-------------------------|
| | LB | US |
| Personal loan in Lebanon | >50/10/8/9/9/8/8/7/8/7/6 | >50/9/8/9/9/8/9/7/8/7/6 |
| Apply for personal loan in Lebanon | >50/5/6/5/6/6/2/1/4/5/1 | >50/5/6/5/6/6/2/1/4/5/2 |
| Get a personal loan Lebanon | >50/10/5/5/6/8/6/5/8/9/3 | >50/6/5/5/6/8/6/5/8/9/4 |
| Personal loan bank in Lebanon | >50/10/7/9/7/7/7/7/7/8/6 | >50/7/7/9/7/7/7/7/7/8/6 |
| Top personal loans in Lebanon | >50/6/5/6/6/8/6/5/9/5/5 | >50/6/5/6/6/8/6/5/9/5/5 |

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11- “Business Loan” Keywords

| Keywords | Your Google Rank in | |
|---------------------------------|-----------------------|-----------------------|
| | LB | US |
| Business loans in Beirut | >50/3/3/3/4/4/3/4/4/4 | >50/3/3/3/4/4/3/4/4/4 |
| Loans for businesses in Lebanon | >50/3/3/4/4/4/3/3/3/3 | >50/3/3/4/4/4/3/3/3/3 |
| Corporate loans Beirut Lebanon | >50/2/3/3/3/3/2/3/2/2 | >50/2/3/3/3/3/2/3/2/2 |
| Loans for business in Beirut | >50/3/3/3/4/3/3/3/4/2 | >50/3/3/3/4/3/3/3/4/2 |
| Top business loans in Lebanon | >50/6/4/5/4/4/4/4/6/6 | >50/6/4/5/4/4/4/4/6/6 |

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12- “Green Loan” Keywords

| Keywords | Your Google Rank in | |
|-----------------------------------|-------------------------------|-----------------------------------|
| | LB | US |
| Green loan Lebanon | >50/4/4/7/3/4/3/3/4 | >50/4/5/7/3/4/3/3/4 |
| Solar system loan | >50/1&2/1&2/1/1/1/1/1/1 | >50/1&2/1&2/1/1/1/1/1/1 |
| Loans for solar system in Lebanon | >50/1/1/1/1/1/1/1/1/1/1 | >50/1/1/1/1/1/1/1/1/1/1 |
| Environment loans in Lebanon | >50/8/11/13/11/11/14/ 11/9 | >50/8/11/13/11/11/14/1 1/ 9 |

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13- “ATM” Keywords

| Keywords | Your Google Rank in | |
|------------------------------|---------------------|-------------------|
| | LB | US |
| ATM banking services Lebanon | >50/1/1/2/1/1/1/1 | >50/1/1/2/1/1/1/1 |
| ATM fast cash withdrawal | >50/1/1/1/1/1/1/1 | >50/1/1/1/1/1/1/1 |
| ATM Balance inquiry Lebanon | >50/1/2/2/1/1/1/1 | >50/1/2/1/1/1/1/1 |
| ATM in Lebanon | >50/1/3/2/1/1/2/2 | >50/1/3/1/1/1/2/2 |

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14- “Banking cards” Keywords

| Keywords | Your Google Rank in | |
|---------------------------------|---------------------|---------------------------|
| | LB | US |
| Bank cards Lebanon | >50/9/9/9/8/9/7&8 | >50/9/9/9/8/9/7&8 |
| Personal Bank cards Lebanon | >50/3/4/7/7/7/7 | >50/3/4/7/7/7/6 |
| Corporate Banking cards Lebanon | >50/18/12/7/5/8/8 | >50/18/12/9/5/8/7 |
| Visa credit card | >50/5/5/1/1/5/4 | <u>>50/5/9/1/1/5/4</u> |

Red = position 1,2 or 3
Green = Page 1 presence
Yellow = Page 2 presence

The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

SEO keywords Tracking Report

14- “Credit cards” Keywords

| Keywords | Your Google Rank in | |
|---|---------------------|-----------|
| | LB | US |
| Visa business credit card Lebanon | >50/1/1/2 | >50/1/1/4 |
| Visa corporate credit card Lebanon | >50/3/3/3 | >50/1/3/3 |
| Visa corporate credit card benefits Lebanon | >50/2/3/3 | >50/1/3/3 |
| Visa signature business card Lebanon | >50/2/1/1 | >50/1/1/1 |

Red = position 1,2 or 3
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The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

SEO keywords Tracking Report

14- “Credit cards” Keywords

| Keywords | Your Google Rank in | |
|---------------------------|---------------------|--------------|
| | LB | US |
| Mastercard Lebanon | >50/2/2/2/1 | >50/2/2/2/1 |
| Gold Mastercard Lebanon | >50/3/3/7/7 | >50/3/3/7/14 |
| Gold Credit Card benefits | >50/4/4/5/5 | >50/4/4/5/6 |
| Gold Card Application | >50/2/3/4/3 | >50/2/3/4/1 |

Red = position 1,2 or 3
Green = Page 1 presence
Yellow = Page 2 presence

The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

SEO keywords Tracking Report

15- “Credit cards” Keywords

| Keywords | Your Google Rank in | |
|-----------------------------------|---------------------|--------------------|
| | LB | US |
| Visa infinite credit card Lebanon | >50/1/1/1/2/2 | >50/1/1/1/2/2 |
| Visa credit card | >50/4/1/1/5/4 | >50/4/1/1/5/4 |
| Visa infinite card benefits | >50/12/13/10/13/12 | >50/12/13/10/13/12 |
| Gold credit card Lebanon | >50/3/3/3/4/3 | >50/3/3/3/4/3 |

Red = position 1,2 or 3
Green = Page 1 presence
Yellow = Page 2 presence

The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

SEO keywords Tracking Report

16- “Services” Keywords

| Keywords | Your Google Rank in | |
|-----------------------------------|---------------------|---------|
| | LB | US |
| Phone bills payment Lebanon | >50/5/4 | >50/2/3 |
| Electricity bills payment Lebanon | >50/1/1 | >50/1/1 |
| Bank payments facilities Lebanon | >50/8/1 | >50/9/7 |
| Bill domiciliation Lebanon | >50/7/6 | >50/7/6 |

Red = position 1,2 or 3
Green = Page 1 presence
Yellow = Page 2 presence

The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

SEO keywords Tracking Report

16- “Services” Keywords (new added keywords)

| Keywords | Your Google Rank in | |
|---|---------------------|-------|
| | LB | US |
| Salary domiciliation Lebanon | >50/2 | >50/4 |
| Monthly salary domiciliation Lebanon | >50/1 | >50/1 |
| Salary domiciliation service in Lebanon | >50/4 | >50/2 |
| Monthly Salary domiciliation service in Lebanon | >50/2 | >50/1 |

The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

Red = position 1,2 or 3
Green = Page 1 presence
Yellow = Page 2 presence

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

THANK YOU

