



FNB Website SEO Report

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SEO Keywords Tracking Report



SEO keywords Tracking Report

FNB Website is registering excellent results; It is placed on Google's first page on an extensive range of related and high volume search keywords and in some words we are among the first 3 banks in the first page.

The website is now featured on Google 1st page on keywords pertaining to all major sections i.e. Loans, Cards, Accounts, Services and Bancassurance.

SEO keywords Tracking Report

The website is placed is placed on more keywords related to the private banking category on Google's 1st page

It is now much better ranked on "Private Banking" related keywords.

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	>50 / 8 / 8 / 10 / 12 / 9 / 7 / 7 / 10
Top bank in Beirut Lebanon	>50 / 17 / 10 / 7 / 6 / 3 / 2 / 2 / 9	>50 / 10 / 7 / 9 / 5 / 3 / 2 / 3 / 10
Banking services in Lebanon	>50 / 3 / 3 / 2 / 2 / 1 / 2 & 3 / 1 / 2	>50 / 8 / 4 / 2 / 2 / 1 / 1 / 1 / 2
Top banking services in Lebanon	>50 / 8 / 5 / 8 / 8 / 5 / 3 / 4 / 14	>50 / 5 / 5 / 8 / 7 / 5 / 2 / 3 / 14
Open bank account in Lebanon	>50 / 8 / 7 / 3 / 5 / 2 / 1 / 1 / 3	>50 / 11 / 15 / 2 / 4 / 2 / 1 / 3 / 3

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

2- “Insurance” Keywords

Keywords	Your Google Rank in	
	google.com.lb	Google.com
Bank insurance Lebanon	>50 / 2 / 1 / 1 / 1	>50 / 1 / 1 / 3 / 1
Bank assurance Lebanon	>50 / 7 / 7 / 8 / 11	>50 / 8 / 8 / 1 / 12
Banking insurance packages Lebanon	>50 / 1 & 2 / 1 / 1 / 1	>50 / 1 / 1 / 1 / 1
Education saving plan Lebanon	>50 / 4 / 2 / 3 / 3	>50 / 6 / 2 / 4 / 4
Retirement insurance plan Lebanon	>50 / 4 / 3 / 2 / 5	>50 / 6 / 4 / 4 / 5

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SEO keywords Tracking Report

2- "Insurance" Keywords

Keywords	Your Google Rank in	
	google.com.lb	Google.com
Hospital insurance plan lebanon	>50 / 9 / 9 / 13 / 17	>50 / 8 / 9 / 14 / 17
Income insurance lebanon	>50 / 8 / 1 / 1 / 1	>50 / 8 / 1&2 / 3 / 1
Travel insurance plan lebanon	>50 / 10 / 4 / 6 / 5	>50 / 10 / 4 / 9 / 5
Car insurance plan lebanon	>50 / 8 / 3 / 8 / 10	>50 / 10 / 3 / 8 / 10
Cargo insurance plan lebanon	>50 / 2 / 1&2 / 2 / 3	>50 / 1 / 1&2 / 3 / 3

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SEO keywords Tracking Report

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	>50 / 6 / 4 / 1 / 1 / 5 / 3
Visa corporate credit cards lebanon	>50 / 3 / 1 / 1 / 1 / 3 / 1	>50 / 5 / 1 / 1 / 1 / 3 / 1
Corporate credit cards lebanon	>50 / 8 / 4 / 5 & 6 / 3 / 4 / 5	>50 / 6 / 4 / 5 & 6 / 3 / 4 / 5
Business credit cards lebanon	>50 / 9 / 5 / 4 / 1 / 3 / 3	>50 / 9 / 4 / 4 / 1 / 5 / 3
Debit Cards in Lebanon	>50 / 13 / 13 / 9 / 7 / 8 / 9	>50 / 12 / 14 / 9 / 7 / 8 / 9

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SEO keywords Tracking Report

3- "Cards" Keywords

Keywords	Your Google Rank in	
	google.com.lb	Google.com
Apply for debit card in lebanon	>50 / 11 / 3 / 1 / 2 / 4 / 7	>50 / 11 / 5 / 1 & 2 / 2 / 5 / 7
Online shopping cards lebanon	>50 / 4 / 2 / 2 / 2 / 3 / 3	>50 / 2 / 2 / 2 / 2 / 2 / 3
Secure online shopping cards Lebanon	>50 / 2 / 2 / 2 / 2 / 2 / 2	>50 / 2 / 2 / 2 / 2 / 2 / 2
Ecommerce cards lebanon	>50 / 2 / 1 / 1 / 3 / 4 / 2	>50 / 3 / 1 / 1 / 2 / 4 / 2
Internet cards lebanon	>50 / 6 / 6 / 6 / 4 / 5 / 4	>50 / 12 / 6 / 6 / 4 / 8 / 4

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SEO keywords Tracking Report

4- “Home Loan ” Keywords

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

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SEO keywords Tracking Report

5- “Bank Accounts” Keywords

Keywords	Your Google Rank in	
	google.com.lb	Google.com
Bank accounts in Lebanon	>50 / 5 / 5 / 8 / 4 / 1 / 2 / 3	>50 / 9 / 5 / 7 / 4 / 1 / 5 / 3
Open wedding account in lebanon	>50 / 8 / 4 / 5 / 6 / 4 / 4 / 3	>50 / 8 / 2 / 5 / 5 / 4 / 2 / 3
Open current account lebanon	>50 / 5 / 4 / 3 / 1 / 3 / 1 / 3	>50 / 4 / 4 & 5 / 4 / 1 / 3 / 4 / 3
Current account benefits Lebanon	>50 / 4 / 3 / 1 / 1 / 2 / 2	>50 / 2 / 1 / 5 / 1 / 2 / 2
Open saving account lebanon	>50 / 15 / 5 / 3 / 2 / 2 / 3	>50 / 7 / 6 / 3 / 2 / 2 / 3
Saving account benefits lebanon	>50 / 4 / 1 / 1 / 2	>50 / 4 / 1 / 1 / 2

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SEO keywords Tracking Report

6- "Online & Mobile Banking" Keywords

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

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SEO keywords Tracking Report

7- Private Banking

Keywords	Your Google Rank in	
	LB	US
Investment services Lebanon	>50 / 5	>50 / 8
Financial institution Lebanon	>50 / 19	>50 / 14
Banking trading Lebanon	>50 / 4	>50 / 3
Equity trading Lebanon	>50 / 18	>50 / 18
Currency trading Lebanon	>50 / 35	>50 / 31

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SEO keywords Tracking Report

7- Private Banking

Keywords	Your Google Rank in	
	LB	US
Private banking Lebanon	>50 / 9 / 4 / 4	>50 / 8 / 5 / 4
Capital markets Lebanon	>50 / 11 / 8 / 6	>50 / 10 / 8 / 6
Asset management Lebanon	>50 / 1 / 1 / 1 / 1	>50 / 1 / 1 / 2 / 1
Business banking services Lebanon	>50 / 16 / 14 / 13	>50 / 15 / 13 / 13
Corporate banking Lebanon	>50 / 18 / 29 / 23	>50 / 19 / 18 / 23

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Progress Report



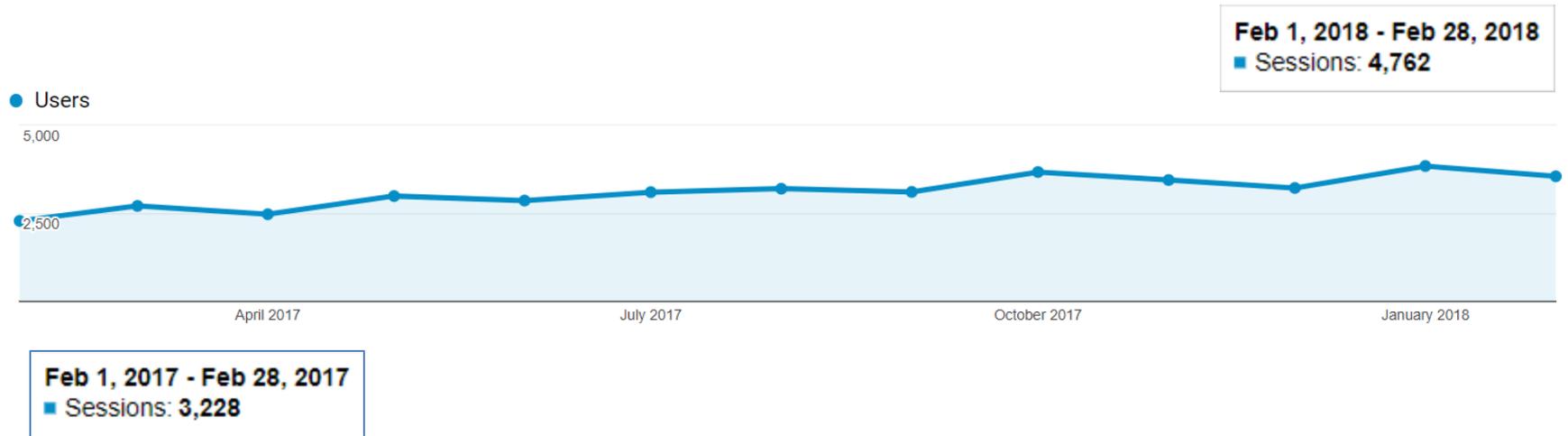
Progress Report

Due to the continuous SEO work on FNB Website, Organic traffic has considerably increased over the course of one year period to reach 4,762 sessions in Feb 2018 vs. 3,228 in Feb 2017 (47.5% increase in number of sessions or visits to the site coming from Organic Traffic only).

SEO has also a big positive impact on the branding and the brand reputation of the website; by being featured on Google's 1st page, Google transmits trust to FNB's website which is translated into more credibility and brand equity.

Progress Report

Organic Traffic Progress – Feb 2017 to Feb 2018



Progress Report

Organic Traffic Progress – Feb 2017 to Feb 2018

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	140,186 % of Total: 100.00% (140,186)	139,965 % of Total: 100.08% (139,860)	261,474 % of Total: 100.00% (261,474)	74.38% Avg for View: 74.38% (0.00%)	1.61 Avg for View: 1.61 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)
1. Referral	83,355 (58.47%)	82,995 (59.30%)	158,095 (60.46%)	81.07%	1.33	00:01:31
2. Organic Search	36,034 (25.28%)	34,726 (24.81%)	54,442 (20.82%)	52.95%	2.37	00:02:12
3. Direct	20,238 (14.20%)	19,564 (13.98%)	44,883 (17.17%)	77.01%	1.66	00:01:34
4. Social	2,938 (2.06%)	2,678 (1.91%)	4,052 (1.55%)	72.04%	1.71	00:01:27
5. (Other)	2 (0.00%)	2 (0.00%)	2 (0.00%)	100.00%	1.00	00:00:00

Progress Report

Also during this period, from Feb 2017 till Feb 2018, Organic traffic represented the second source of traffic to FNB website and processes the best traffic metrics in terms of bounce rate (lowest Bounce rate among all other traffic sources 52.95%), pages / session (highest number of pages visited per session 2.37) and average session duration (highest time spent per session)

Upcoming Steps



Upcoming Steps

- Maintain the top position (1, 2 &3) on Google 1st page for the following keywords:

1. General Keywords

- ✓ Banking Services in Lebanon
- ✓ Open Bank Account in Lebanon

2. Insurance Keywords

- ✓ Bank insurance Lebanon
- ✓ Banking Insurance Packages Lebanon
- ✓ Education Saving Plan
- ✓ Income insurance Lebanon
- ✓ Cargo insurance plan Lebanon

Upcoming Steps

3. Cards Keywords

- ✓ Visa Business Credit Cards Lebanon
- ✓ Visa Corporate Credit Cards Lebanon
- ✓ Business Credit Cards in Lebanon
- ✓ Online Shopping Cards Lebanon
- ✓ Secure Online shopping cards Lebanon
- ✓ Ecommerce cards Lebanon

4. Home Loan Keywords

- ✓ Housing Loan in Lebanon

Upcoming Steps

5. Bank Accounts Keywords

- ✓ Bank Accounts in Lebanon
- ✓ Open Wedding Account in Lebanon
- ✓ Open Current Account Lebanon
- ✓ Current Account Benefits Lebanon
- ✓ Open Saving Account Lebanon
- ✓ Saving Account benefits Lebanon

Upcoming Steps

6. Online and Mobile Banking Keywords

- ✓ Online Banking services in Lebanon
- ✓ Mobile Banking Lebanon
- ✓ SMS Banking Lebanon
- ✓ Phone Banking In Lebanon
- ✓ Internet Banking in Lebanon

7. Private Banking Keywords

- ✓ Asset Management Lebanon

Upcoming Steps

- Work on the words already existing on Google 1st page to reach the first 3 positions:

1. General Keywords

- ✓ Banks in Beirut
- ✓ Top Bank in Beirut

2. Insurance Keywords

- ✓ Retirement Insurance plan Lebanon
- ✓ Travel Insurance Plan Lebanon
- ✓ Car Insurance Plan Lebanon

Upcoming Steps

3. Cards Keywords

- ✓ Corporate Credit Cards Lebanon
- ✓ Debit Cards in Lebanon
- ✓ Apply for debit card in Lebanon
- ✓ Internet Cards Lebanon

4. Home Loan Keywords

- ✓ Home Loans Lebanon
- ✓ House Loan Lebanon
- ✓ Housing Loan Interest rate Lebanon
- ✓ Expat Home Loan Lebanon
- ✓ Iskan Housing Loan Lebanon

Upcoming Steps

5. Online and Mobile Banking Keywords

- ✓ Online Banking Lebanon

6. Private Banking Keywords

- ✓ Investment Services Lebanon
- ✓ Banking Trading Lebanon
- ✓ Private Banking Lebanon
- ✓ Capital Markets Lebanon

Upcoming Steps

- Work on the remaining few words existing on Google 2nd page to reach the 1st page :
 - 1. General Keywords**
 - ✓ Top Banking services in Lebanon
 - 2. Insurance Keywords**
 - ✓ Bank assurance Lebanon
 - ✓ Hospital Insurance Plan lebanon
 - 3. Private Banking**
 - ✓ Financial Institution Lebanon
 - ✓ Equity Trading Lebanon
 - ✓ Business Banking Services Lebanon

THANK YOU

