



# **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 1<sup>st</sup> page on keywords pertaining to all major sections i.e. Loans, Cards, Accounts, Services, Bancassurance, Private Banking, Business Banking, ATMs, Online and Mobile banking and in some words we are among the first 3 banks in the first page; More progress is to be seen in the upcoming period.

We have excellent initial results for newly added keywords related to “Insurance”.

# 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

Due to the SEO efforts, we were able to double the number of organic users since 2017



Primary Dimension: **Keyword** Source Landing Page Other

Keyword	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	90,273 % of Total: 32.74% (275,766)	89,777 % of Total: 32.09% (279,797)	137,900 % of Total: 25.58% (539,096)	56.61% Avg for View: 73.35% (-22.82%)	2.26 Avg for View: 1.64 (37.92%)	00:02:04 Avg for View: 00:01:38 (25.97%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)

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

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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	>50/9/9/13/17/13/11/10/10/18/15/17/40/20/10/13/17/15/24/44/19/19	>50/8/9/14/17/13/11/10/10/18/15/17/40/21/10/13/17/15/22/20/20/>50
Income insurance lebanon	>50/8/1/1/1/1/1/1/1/3/3/3/3/3/1/1/3/3/4/3/2/2/1	>50/8/1&2/3/1/1/1/1/3/3/3/3/1/1/3/3/4/3/2/1/>50
Travel insurance plan lebanon	>50/10/4/6/5/5/5/5/5/5/5/5/5/5/5/4/4/7/5/4/3/4/2	>50/10/4/9/5/5/5/5/5/5/5/5/5/5/5/5/4/4/7/5/4/5/4/5
Car insurance plan lebanon	>50/8/3/8/10/8/9/9/11/11/5/4/5/5/6/7/6/6/5/3/4/5	>50/10/3/8/10/8/9/9/11/11/5/4/5/5/6/7/6/6/5/3/3/4
Cargo insurance plan lebanon	>50/2/1&2/2/3/3&4/3/3/1/2/1/1/1/1/1/1&2/1&2/1/1/1/1/1	>50/1/1&2/3/3/3&4/3/3/1/3/1/1/1/1/1/1&2/1&2/1&2/1/1/1/1

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## 2- "Insurance" Keywords

Keywords	Your Google Rank in	
	LB	US
Marine Insurance Lebanon	>50/3/3/2	>50/3/3/2
Marine Transportation insurance Lebanon	>50/2/3/1	>50/2/3/1
Marine cargo insurance plan	>50/1/1/1	>50/1/1/>50
Marine cargo insurance Lebanon	>50/1/1/1	>50/1/1/1

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## 2- “Insurance” Keywords

Keywords	Your Google Rank in	
	LB	US
Education saving plan Lebanon	>50/3/3	>50/3/2
Education insurance Lebanon	>50/1/1	>50/1/2
Education plan Lebanon	>50/3/2	>50/3/3
University saving plan Lebanon	>50/1/1	>50/1/2

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## 2- “Insurance - life” Keywords (newly added keywords)

Keywords	Your Google Rank in	
	LB	US
Life insurance Lebanon	>50/14	>50/33
Benefits of life insurance in Lebanon	>50/2	>50/3
life insurance coverage Lebanon	>50/8	>50/6
Hayati insurance	>50/1	>50/1

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## 3- "Cards" Keywords

Keywords	Your Google Rank in	
	google.com.lb	Google.com
Apply for debit card in lebanon	>50/11/3/1/2/4/7/1/6/4/5/5/ 3/3/3/2/1/1/5/5/5/2/2/1	>50/11/5/1&2/2/5/7/1/6/4/5/5/3/3 /3/2/1/1/6/5/5/2/1/1
Online shopping cards lebanon	>50/4/2/2/2/3/3/3/3/3/3/3/3/ /3/3/3/4/3/5/3/3/2/2/2	>50/2/2/2/2/2/3/3/3/3/3/2/3/3/ 4/3/5/3/3/2/2/2
Secure online shopping cards Lebanon	>50/2/2/2/2/2/2/2/2/2/2/2/2/ /2/2/2/2/2/3/2/2/2/2	>50/2/2/2/2/2/2/2/2/2/2/2/2/ 2/2/2/2/3/2/2/2/2
Ecommerce cards lebanon	>50/2/1/1/3/4/2/3/2/5/2/9/5/ /8/2/1/1/7/7/8/8/5/4/5	>50/3/1/1/2/4/2/3/2/5/2/9/5/8/2/ 2/1/7/7/8/8/4/2/2
Internet cards lebanon	>50/6/6/6/4/5/4/3/3/3/4/3/7/ /4/4/4/4/5/7/7/6/6/5/4	>50/12/6/6/4/8/4/3/3/3/4/3/5/4/4 /4/4/5/7/7/6/6/5/6

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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 /3/1/1/1/1/1/1/1/1	>50/9/5/6/5/5/5/5/3/1/1/1/2/ 4/3/1/1/1/1/1/5/2/8
House Loan Lebanon	>50/6/6/5/5/6/6/3/4/3/3/4/2/5 /5/1/1/2/1/1/1/2/1	>50/10/6/5/9/6/6/3/4/3/3/4/3 /5/5/1/1/2/1/1/1/2/1
Housing loan interest rate lebanon	>50/11/4/6/3/5/4/5/3/3/3/3/3/ 3/3/3/2/3/3/3/4/1/1	>50/10/3/6/4/5/4/5/3/3/3/4/3 /3/3/3/2/3/3/3/4/1/1
Housing loans in Lebanon	>50/21/19/13/5/6/6/5/3/6/7/4/ 2/3/3/1/5/4/1/1/1/2/1/1/1/1	>50/19/20/15/5/7/6/5/3/6/7/4 /2/3/3/3/5/4/1/1/1/2/1/2/3/1
Expat home loan lebanon	>50/5/7/9/8/7/4/3/5/3/2/1/1/1/ /1/ 3/3/2/1/1/1/1/1/1/1/1	>50/5/8/9/10/7/4/4/5/3/2/1/1/ /1/1/3/3/2/1/1/1/1/1/2/2/1
iskan housing loan Lebanon	>50/19/9/10/7/4/5/5/4/5/2/2/4 /4/4/4/4/3/3/5/3/3/2/2/1/1	>50/14/10/8/5/3/5/6/4/5/2/2/ 4/4/4/4/4/3/3/5/3/3/2/1/1/1

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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 /2/2/3/2/2/2/4/3/1/3/2/3/2/1/1	>50/9/5/7/4/1/5/3/4/4/2/2/3 /4/ 2/2/4/3/1/3/2/3/1/1/1
Open wedding account in lebanon	>50/8/4/5/6/4/4/3/4/5/4/1/2/1/ 1/1/1/1/3/3/4/1/1/3	>50/8/2/5/5/4/2/3/4/5/4/1/2 /1/1/1/1/3/3/4/1/1/5
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&2/2/2/2/1/1/2	>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 /2/1/1/2
Current account benefits Lebanon	>50/4/3/1/1/2/2/2/3/1/2/5/2/1/ 1/1/2/1/3/3/2/3/2/2	>50/2/1/5/1/2/2/2/3/1/2/5/2 /1/1/1/2/1/3/3/2/3/2/2
Open saving account lebanon	>50/15/5/3/2/2/3/3/2/2/2/3/2/3 /3/2/1/1/2/1/3/1/1/2	>50/7/6/3/2/2/3/3/2/2/2/3/3 /3/2/1/1/2/1/5/1/1/1
Saving account benefits lebanon	>50/4/1/1/2/2/1/1/1/2/3/3/3/1/ 1/2/2/1/5/1/1/2	>50/4/1/1/2/2/1/1/1/2/3/3/3 /1/1/2/2/1/4/1/1/2

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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&3/4/7/5/5/5/4	>50/14/15/16/5/10/8/6/5/4/4/ 5/6/2/3/3/3/1/2&3/4/7/5/5/5/ 3
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&3/3/2/1/1/2	>50/16/13/15/5/3/1&2/2/3/ 2&3/4/4/3/2/1/3/3/3/1&2/1/2 &3/3/2/1/1/2
Mobile banking Lebanon	>50/19/17/19/13/4/1/1/1/1/1/1/ 1/1/ 1/1/1/1/1/1/1/1/1/1/1/1	>50/15/19/16/15/4/1/1/1/1/1/1/ 1/1/2/1/1/1/1/1/1/1/1/1/1/1/1
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&2/1/1/1/1/1/1	>50/1&2/1/1/1&2/1/1, 2 &3 /1&2/1&2/1&2/1&2/1&2/1&2/ 1&2/1,2&3/1&2/1&2/1&2/1&2 /1&2/1/1/1/1/1/1
Phone banking in Lebanon	>50/9/8/8/4/2/2&3/1/1/1/1/1/1/1/ 1/1/1/1/1/1/1/1/1/2/1/1	>50/7/8/6/5/2/3/1/1/1/1/1/1/ 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&2/2/2/2/1/1/1	>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&2/2/2/2/1/ 1/2

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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 /3/2/3/3/2/2	>50/8/2/8/8/9/8/6/8/9/9/8/ 6/3/2/3/3/2/45
Financial institution Lebanon	>50/19/20/19/15/20/38/7/6/8 /6/5/4/3/7/5/6/4/7	>50/14/20/19/15/20/38/7/6 /8/10/5/4/3/7/5/2/9/10
Banking trading Lebanon	>50/4/2/1/1/1/1/1/1/1/2/1/1 /1/2/2/1/1/1	>50/3/2/1/1/1/1/1/1/1/2/1/ 1/1/2/1/1/1/1
Equity trading Lebanon	>50/18/12/8/7/9/5/6/6/6/5/5 /6/2/9/8/2/1/1	>50/18/13/8/7/9/5/6/6/6/7 /5/6/2/9/8/2/2/3
Currency trading Lebanon	>50/35/18/39/20/19/33/22/ 20/18/16/41/>50/15/23/20/ 11/9/10	>50/31/17/39/20/19/32/21/ 20/18/15/46/>50/15/22/19/ 19/9/15

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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 /2/2/2/2/1/1/2/1	>50/13/11/17/38/13/11/13/ 3/4/2/2/2/2/1/2/2/>50
Business Loans Lebanon	>50/5/5/5/5/5/5/5/4/4/4/5/5/5 /4/3/3/3	>50/5/5/5/5/5/5/5/4/4/4/5/ 5/5/4/3/3/3
Corporate Loans Lebanon	>50/3/2/2/2/2/2/2/5/4/5/2/2/2/2 /3/3/1/1	>50/3/2/2/2/2/2/2/5/4/5/2/2/ 2/2/3/1/1/1
Loans for Businesses in Beirut	>50/3/4/3/3/3/3/3/4/3/3/3/3/3 /4/2/3/3	>50/3/4/3/3/3/3/3/4/3/3/3/ 3/3/4/2/3/4
Business Financing Lebanon	>50/5/6/9/9/16/11/13/13/11/ 10/9/15/13/7/5/4/4	>50/5/6/11/9/16/11/13/13/ 11/8/9/15/13/7/4/6/>50

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## 9- "Car Loan" Keywords

Keywords	Your Google Rank in	
	LB	US
Car loan Lebanon	>50/9/10/10/9/10/10/9/8/9/9/8 /6/8/1/4	>50/9/10/10/9/10/10/9/8/9 /9/8/6/8/7/8
Car loan calculator Lebanon	>50/6/7/7/8/9/7/6/5/7/7/8/6/5/ 5/5	>50/6/7/7/8/9/7/6/5/7/7/8 /6/5/5/3
Apply for car loan online Lebanon	>50/4/4/4/4/5/4/4/3/2/4/3/2/1/ 1/1	>50/4/4/4/4/5/4/4/3/2/4/3 /2/1/1/3
Top rate car loan Lebanon	>50/9/10/10/11/11/8/10/9/9/10 /8/6/8/7/5	>50/9/10/10/11/11/8/10/9/ 9/10/8/7/8/6/>50
Pre owned car loan Lebanon	>50/9/8/8/8/6/6/9/8/8/9/8/7/7/ 6/7	>50/5/9/8/8/6/6/9/8/8/9/8 /7/7/6/>50

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## 10- “Personal Loan” Keywords

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

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## 11- “Business Loan” Keywords

Keywords	Your Google Rank in	
	LB	US
Business loans in Beirut	>50/3/3/3/4/4/3/4/4/4/3/3/1/3	>50/3/3/3/4/4/3/4/4/4/3/3/1/5
Loans for businesses in Lebanon	>50/3/3/4/4/4/3/3/3/3/3/3/2	>50/3/3/4/4/4/3/3/3/3/3/2/3
Corporate loans Beirut Lebanon	>50/2/3/3/3/3/2/3/2/1/2/2/2/2	>50/2/3/3/3/3/2/3/2/1/2/1/2/2
Loans for business in Beirut	>50/3/3/3/4/3/3/3/4/2/2/1/1/3	>50/3/3/3/4/3/3/3/4/2/2/1/1/3
Top business loans in Lebanon	>50/6/4/5/4/4/4/4/6/6/5/1/1/3	>50/6/4/5/4/4/4/4/6/6/5/1/1/6

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.

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

# SEO keywords Tracking Report

## 12- “Green Loan” Keywords

Keywords	Your Google Rank in	
	LB	US
Green loan Lebanon	>50/4/4/7/3/4/3/3/4/3/ 3/3/3	>50/4/5/7/3/4/3/3/4/3/3 /3/3
Solar system loan	>50/1&2/1&2/1/1/1/1/1/1/ /1/>50/1/1	>50/1&2/1&2/1/1/1/1/1/1/ 1/1/1/>50
Loans for solar system in Lebanon	>50/1/1/1/1/1/1/1/1/1/1/ 1/1/1	>50/1/1/1/1/1/1/1/1/1/1/ 1/1
Environment loans in Lebanon	>50/8/11/13/11/11/14/ 11/12/10/7/5/4	>50/8/11/13/11/11/14/1 1/ 12/10/10/4/12

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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- “Banking cards” Keywords

Keywords	Your Google Rank in	
	LB	US
Bank cards Lebanon	>50/9/9/9/8/9/6/6/5/4/3	>50/9/9/9/8/9/6/6/4/6/4
Personal Bank cards Lebanon	>50/3/4/7/7/7/6/9/3/3/4	>50/3/4/7/7/7/5/8/3/1/1
Corporate Banking cards Lebanon	>50/18/12/7/5/8/10/6/1/1/1	>50/18/12/9/5/8/8/5/1/1/1
Visa credit card	>50/5/5/1/1/5/3/3/2/2/4	>50/5/9/1/1/5/3/2/>50/1/>50

**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

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# SEO keywords Tracking Report

## 15- “Credit cards” Keywords

Keywords	Your Google Rank in	
	LB	US
Visa infinite credit card Lebanon	>50/1/1/1/2/2/2/2/2/3	>50/1/1/1/2/2/2/2/2/2
Visa credit card	>50/4/1/1/5/3/3/2/2/3	>50/4/1/1/5/3/2/>50/2/>50
Visa infinite card benefits	>50/12/13/10/13/13/12/13/12/12	>50/12/13/10/13/13/12/>50/11/>50
Gold credit card Lebanon	>50/3/3/3/4/3/4/3/3/4	>50/3/3/3/4/3/4/3/3/3

**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

## 15- “Credit cards” Keywords

Keywords	Your Google Rank in	
	LB	US
Mastercard Lebanon	>50/2/2/2/1/3/5/4/3	>50/2/2/2/1/3/5/7/3
Gold Mastercard Lebanon	>50/3/3/7/7/10/10/7/6	>50/3/3/7/6/10/13/10/6
Gold Credit Card benefits	>50/4/4/5/4/3/4/3/3	>50/4/4/5/5/3/>50/3/>50
Gold Card Application	>50/2/3/4/4/5/2/2/1	>50/2/3/4/4/5/>50/2/>50 0

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# SEO keywords Tracking Report

## 15- “Credit cards” Keywords

Keywords	Your Google Rank in	
	LB	US
Visa business credit card Lebanon	>50/1/1/2/2/1/1/1	>50/1/1/2/2/1/1/1
Visa corporate credit card Lebanon	>50/3/3/3/3/1/1/1	>50/1/3/3/3/1/1/1
Visa corporate credit card benefits Lebanon	>50/2/3/3/3/1/1/1	>50/1/3/3/3/1/1/5
Visa signature business card Lebanon	>50/2/1/1/1/1/1/1	>50/1/1/1/1/1/2/2

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# SEO keywords Tracking Report

## 16- “Services” Keywords

Keywords	Your Google Rank in	
	LB	US
Phone bills payment Lebanon	>50/5/5/4/7/4/3	>50/2/5/4/2/2/8
Electricity bills payment Lebanon	>50/1/1/1/1/1/1	>50/1/1/1/4/2/11
Bank payments facilities Lebanon	>50/8/1/1/5/5/5	>50/9/1/1/6/5/>50
Bill domiciliation Lebanon	>50/7/7/3/3/4/4	>50/7/7/3/3/4/3

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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

## 16- “Services” Keywords

Keywords	Your Google Rank in	
	LB	US
Salary domiciliation Lebanon	>50/2/2/3/4/4	>50/2/2/4/4/3
Monthly salary domiciliation Lebanon	>50/1/1/1/1/1	>50/2/1/1/1/1
Salary domiciliation service in Lebanon	>50/2/2/2/2/2	>50/2/2/4/4/4
Monthly Salary domiciliation service in Lebanon	>50/2/1/1/1/1	>50/2/1/1/1/1

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# SEO keywords Tracking Report

## 16- “Services” Keywords

Keywords	Your Google Rank in	
	LB	US
Pay mechanic fees Lebanon	≥50/10/11/8/8	>50/10/7/5/6
Car mechanic payment	>50/8/8/6/6	>50/8/>50/7/>50
Bank safety deposit box Lebanon	>50/2/2/2/3	>50/8/2/2/2

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

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**THANK YOU**

