

FINANCE CASE STUDY

Synopsis

Our client (belonging to the finance niche), making payment processes simple for their clients wanted to rank higher in the organic search results.

Goals

Increased organic traffic along with search visibility.

Action Plan

The SEO strategy initially required foundational SEO tasks that had helped enhance and bring value to the site. So we focused by targeting the right keywords, maintaining site health, optimizing blogs, creating authoritative content that positively resulted with our client ranking higher in search results and being recognized as an authoritative leader in their industry.

Key Tasks:

- Pagespeed Fixes Leading to Increase in Rankings.
- Ranked Content Optimizations Utilizing NLP to Rank Target Keywords.
- Sitewide Schema Implementation and Optimizations Gaining Search Snippets.

Key Stats:

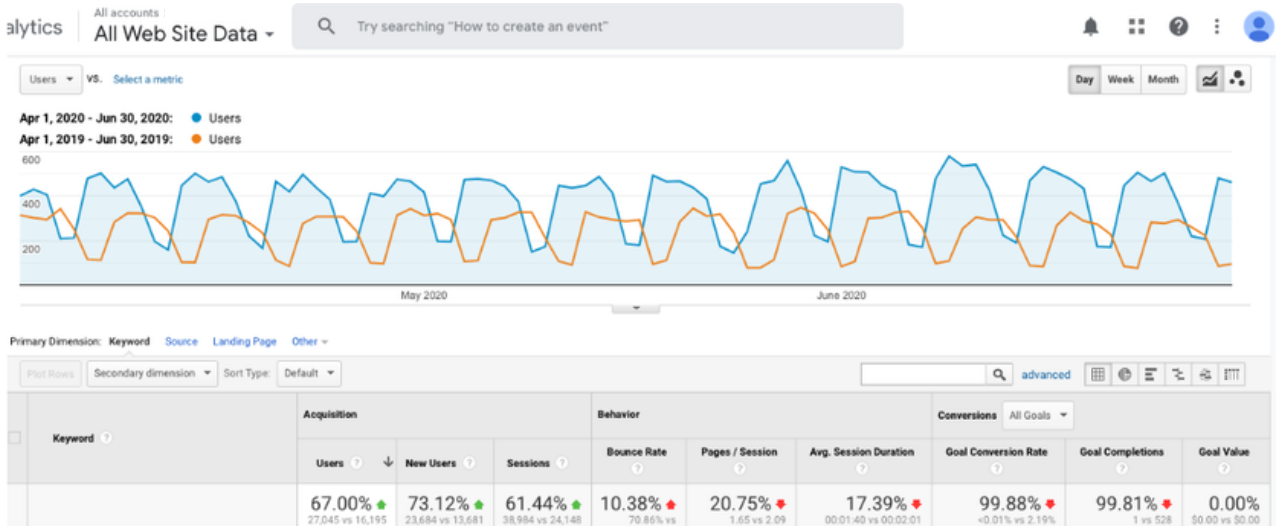
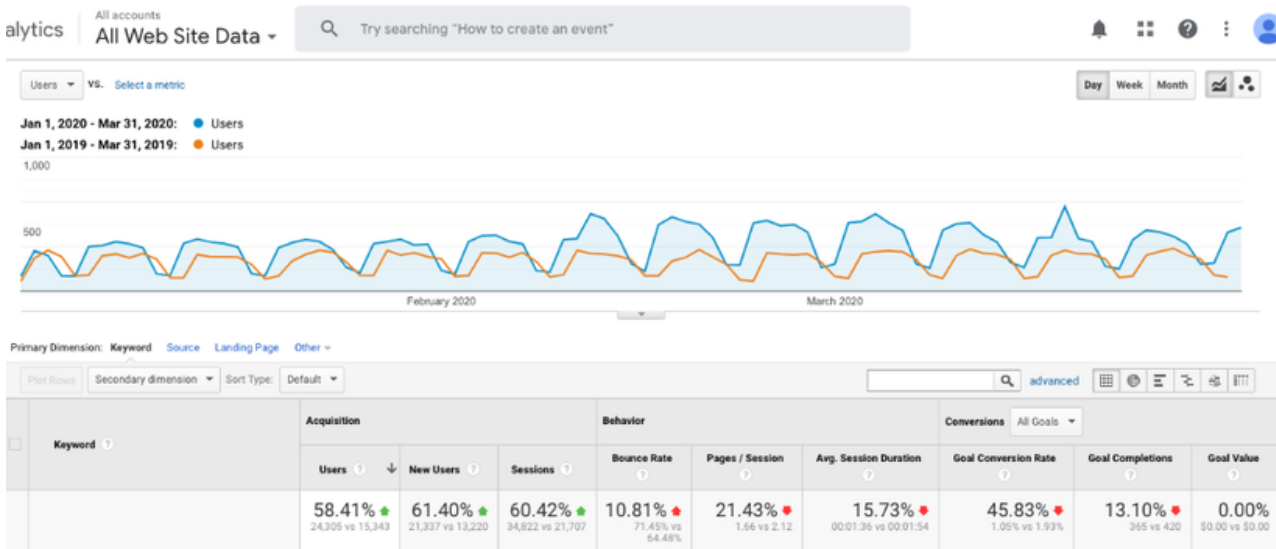
Q1

- 58.41% rise in SEO traffic with an 61.40% increase in new users Year over Year.
- 60.42% increase in impressions Year over Year.

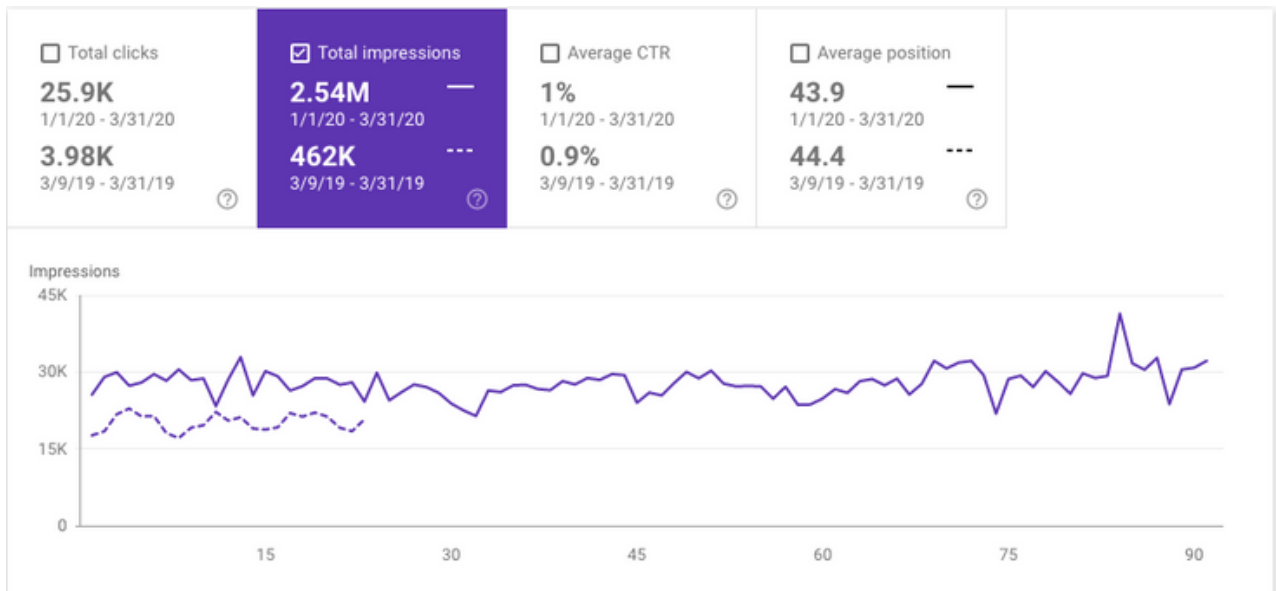
Q2

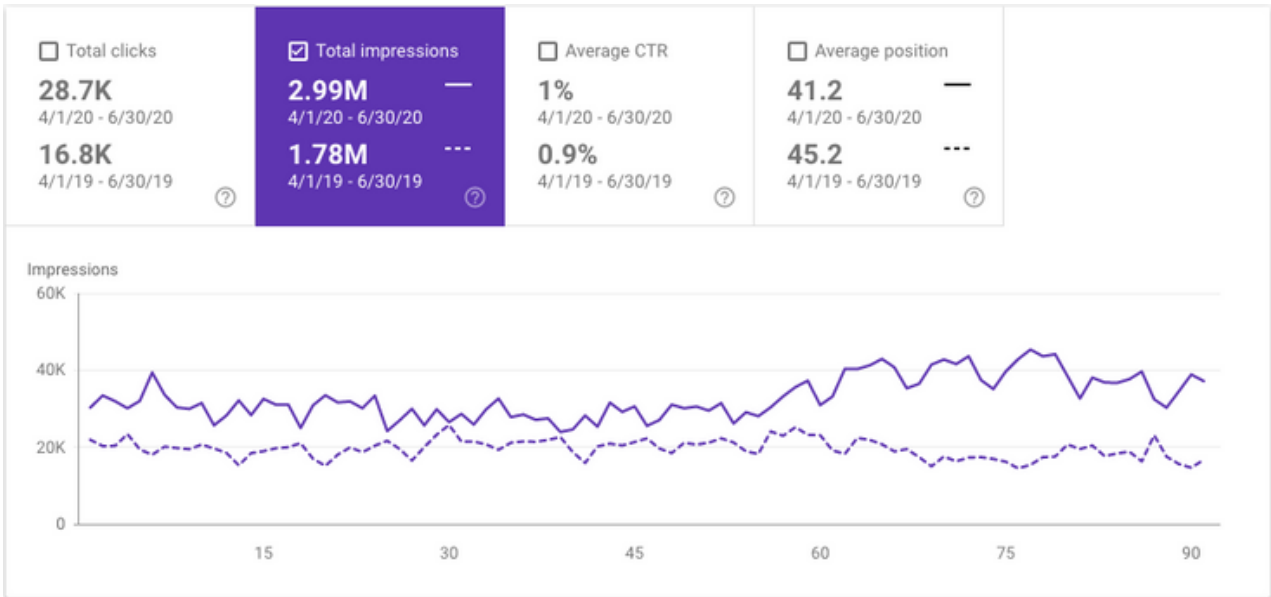
- 67.00% rise in SEO traffic with an 73.12% increase in new users Year over Year.
- 61.44% increase in impressions Year over Year.

Google Analytics:



Google Search Console





Ranking Increases:

- Main Keyword Increases for Credit Card Processing and Merchant Services

Keyword	Start	Page	Rank	1d	7d	30d	Life	Search Vol.	Search Results	Search Location	GMB	
merchant service provider	2	1	1	—	—	—	↑ 1	1,900	43,500,000			
credit card merchant services	12	1	5	—	↑ 2	—	↑ 7	1,000	115,000,000			
credit card processing	39	1	5	—	↑ 2	—	↑ 34	12,100	0			
merchant processing services	> 100	2	12	—	—	—	↑ 88	590	50,300,000			
credit card processing companies	30	2	13	—	—	—	↑ 17	4,400	0			
merchant account providers	14	2	18	↑ 2	↑ 2	—	↓ 4	1,000	30,300,000			
merchant services	18	2	19	↑ 6	↑ 8	—	↓ 1	18,100	383,000,000			
online credit card processing	33	2	19	—	↓ 1	—	↑ 14	1,900	371,000,000			
merchant account services	38	2	20	—	—	—	↑ 18	880	375,000,000			
merchant processing	81	3	25	—	↑ 7	—	↑ 56	1,900	83,200,000			
merchant services for small business	27	3	27	—	—	—	—	720	153,000,000			
payments for platforms	> 100	3	27	—	↓ 2	—	↑ 73	1,900	198,000,000			
merchant services reviews	33	4	40	—	↑ 3	—	↓ 7	260	130,000,000			
online merchant services	16	5	44	—	↓ 9	—	↓ 28	720	281,000,000			
payment processing	90	5	46	—	↑ 4	—	↑ 44	14,800	5,170,000,000			
payment platforms	> 100	5	47	—	—	—	↑ 53	1,900	295,000,000			
app for processing credit cards	62	5	50	↑ 11	↑ 7	—	↑ 12	590	128,000,000			
best merchant services	56	9	87	↓ 6	↓ 6	—	↓ 31	1,300	294,000,000			
best merchant services for small business	57	9	88	—	—	—	↓ 31	390	107,000,000			
merchants adjustment service	> 100	> 10	> 100	—	—	—	—	480	29,900,000			

Rich Snippets in Search:

Google

What is a Merchant Services Provider

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About 42,500,000 results (0.59 seconds) **Ranking on 1st with 42 Million Results**

Explained Simply: What Is A Merchant Services Provider?
Mar 21, 2016 - Customers, or merchants, are businesses that accept credit card payments from their clients in-person, online, or over the phone. A **Merchant Services Provider** offers products and systems to help those businesses run smoothly. These products and **services** often integrate with business tools you already have.

Merchant account provider

Merchant account providers give businesses the ability to accept debit and credit cards in payment for goods and services. This can be face-to-face, on the telephone, or over the internet. Wikipedia

People also ask

What is a merchant services company?


Google

what is a merchant services company

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About 223,000,000 results (0.56 seconds) **Ranking on 1st with 223 Million Results**

Customers, or merchants, are businesses that accept credit card payments from their clients in-person, online, or over the phone. A **Merchant Services Provider** offers products and systems to help those businesses run smoothly. These products and **services** often integrate with **business** tools you already have. Mar 21, 2016



Explained Simply: What Is A Merchant Services Provider?

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What do merchant services do

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About 365,000,000 results (0.47 seconds) **Ranking on 1st with 365 Million Results**

They facilitate credit card processing and **provide** other important **services** for your business. Essential **services** offered by a **merchant services** provider include: Accepting payments from your customers via credit, debit, and electronic payments allowing for seamless transactions. Mar 21, 2016



Explained Simply: What Is A Merchant Services Provider?

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