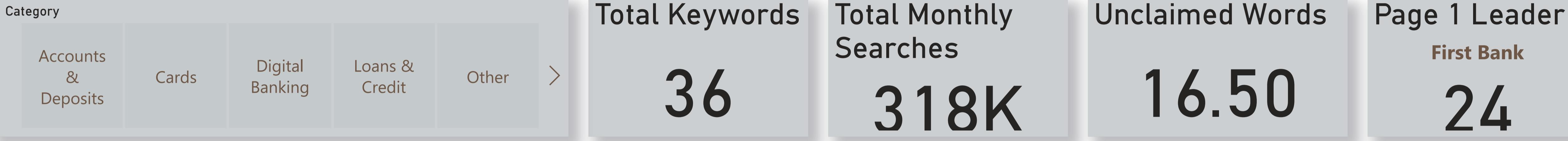
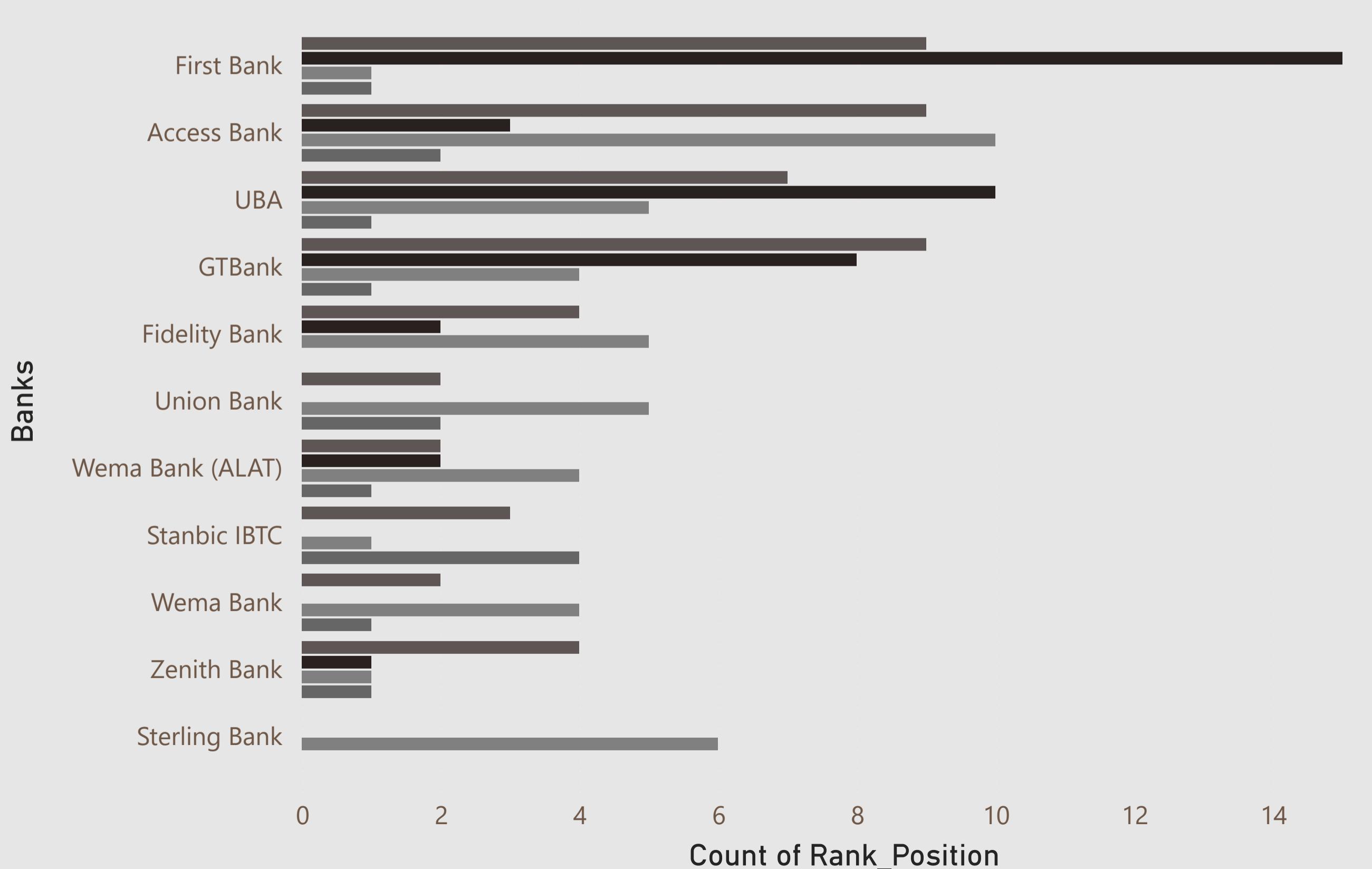


- High Volume (3000+)
- Low Volume (500-999)
- Very Low (<500)

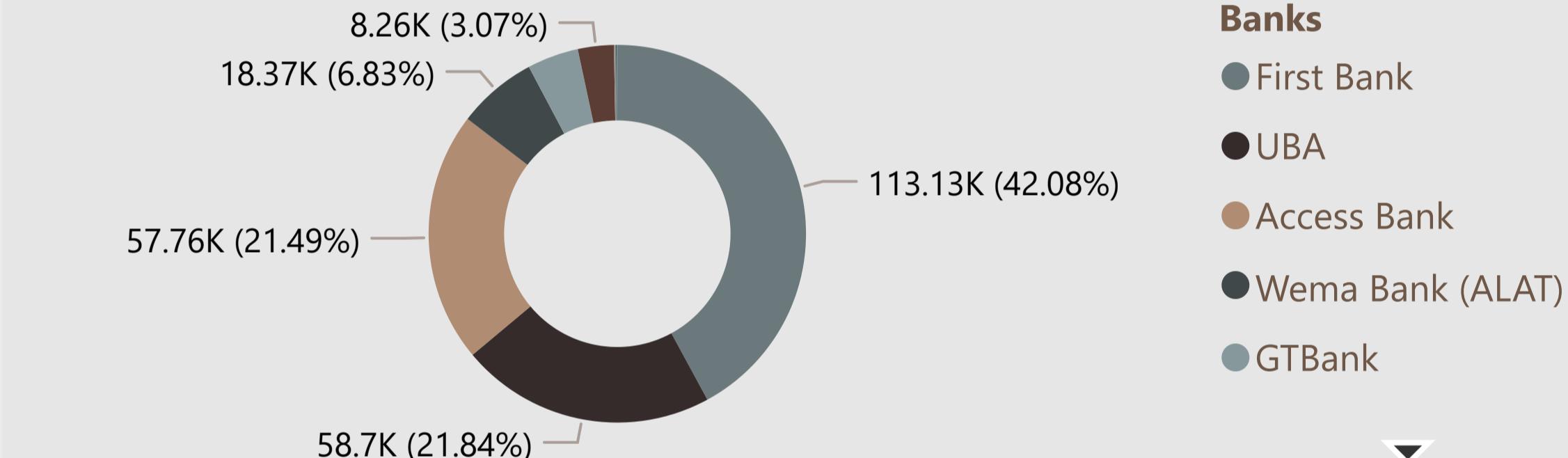


## Page 1 vs Page 2/3 Rankings by Bank

Page\_Tier ● Page 1 - Position 4-10 ● Page 1 - Top 3 ● Page 2 ● Page 3



## Page 1 Power Score by Banks

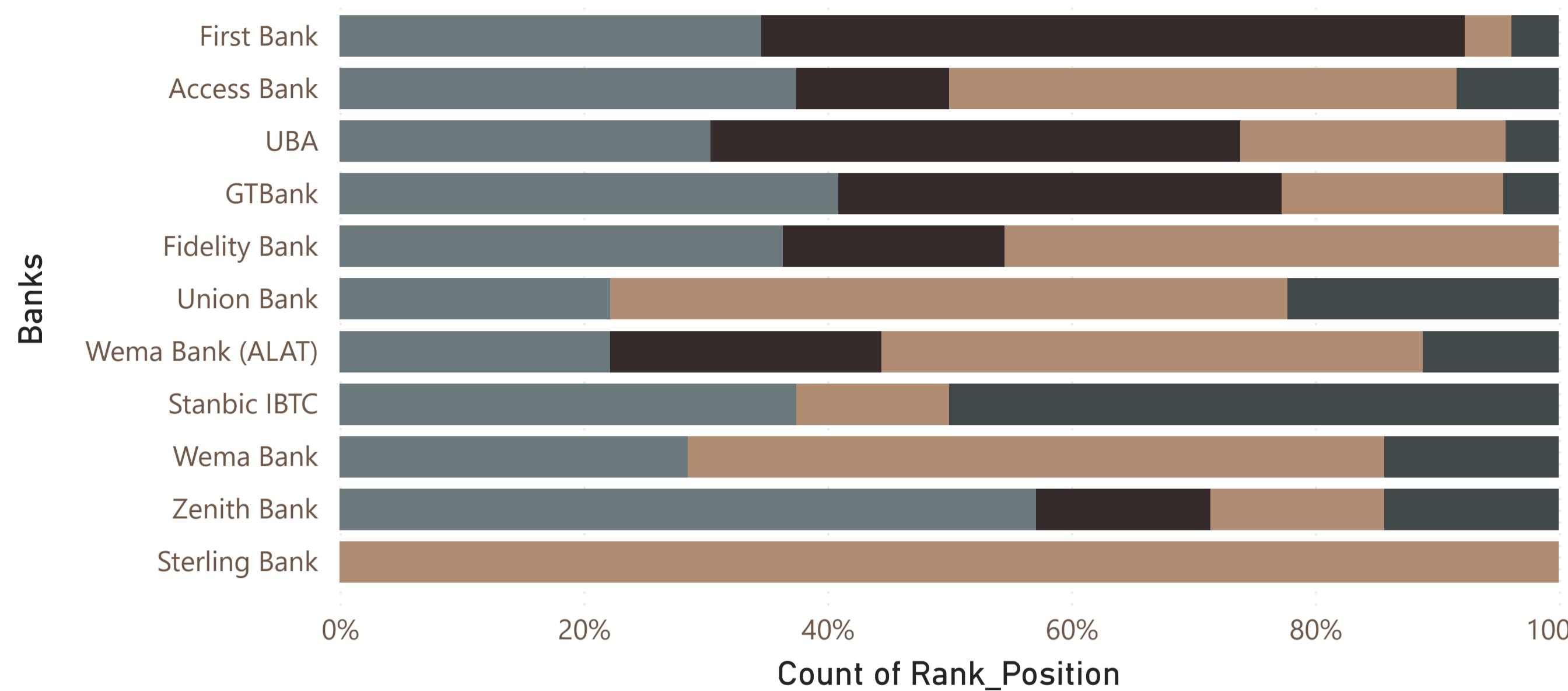


## Count of Keyword by Category

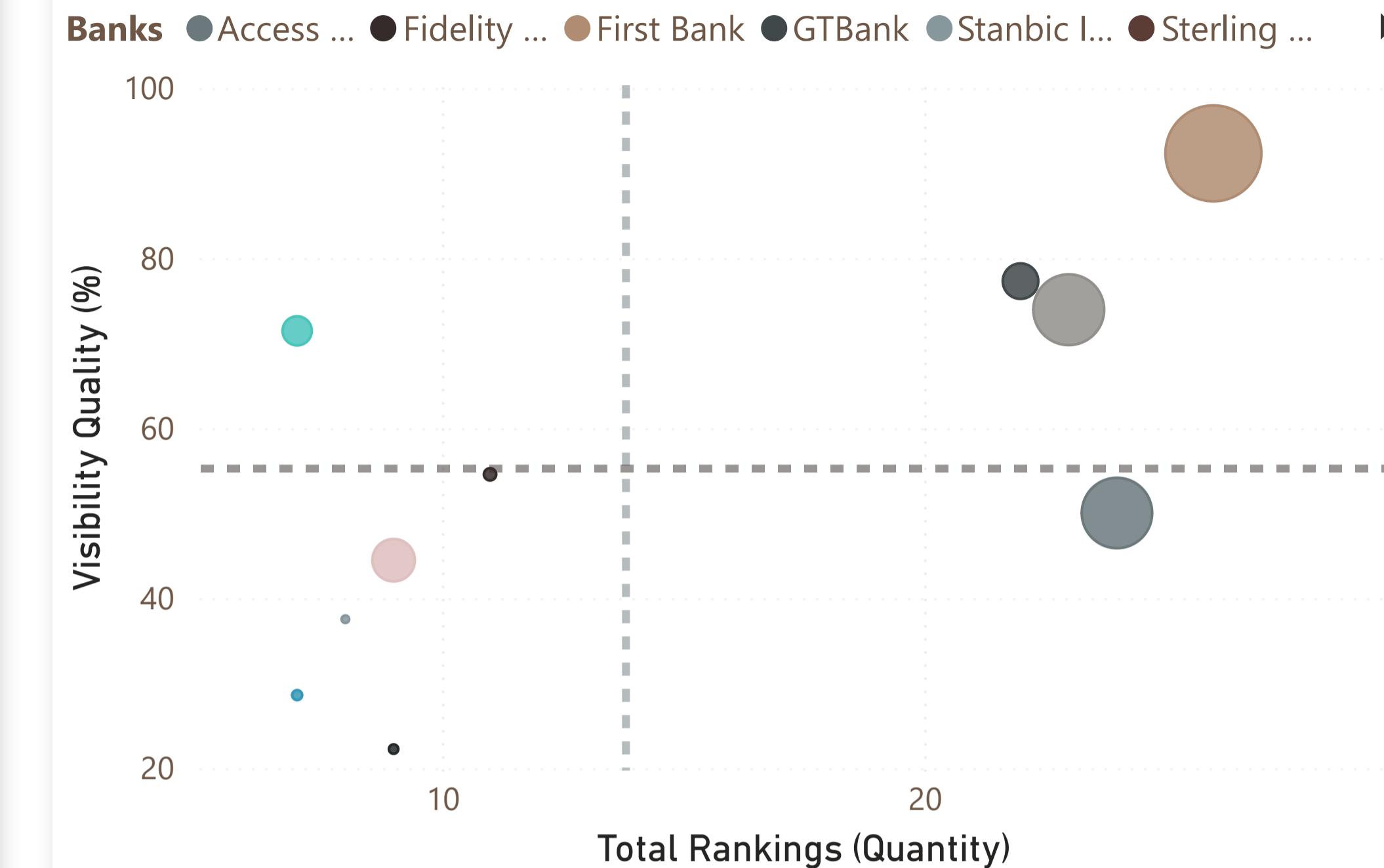


## Ranking Distribution by Visibility Tier

Page\_Tier ● Page 1 - Position 4-10 ● Page 1 - Top 3 ● Page 2 ● Page 3



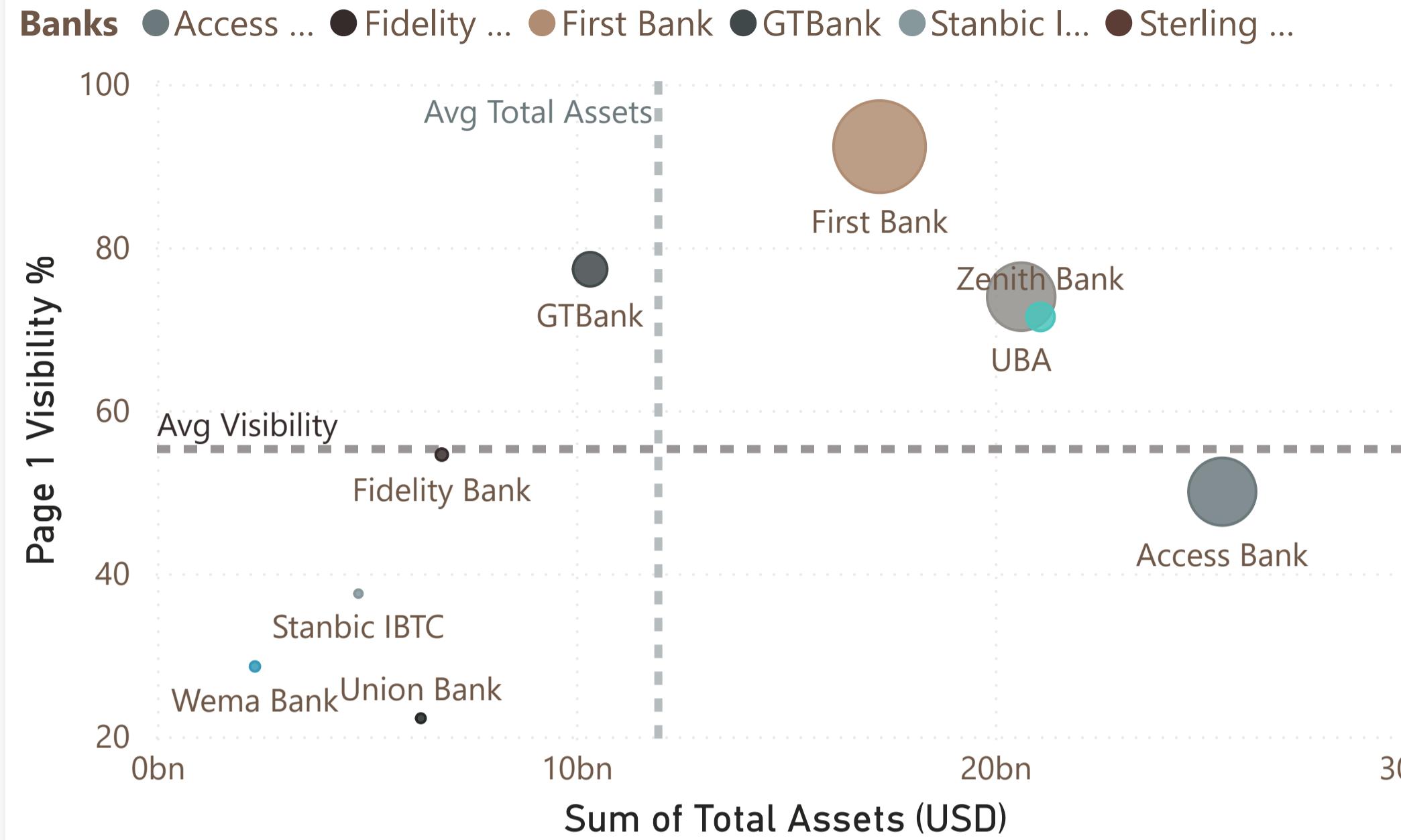
## Strategic Positioning: Quality vs Quantity



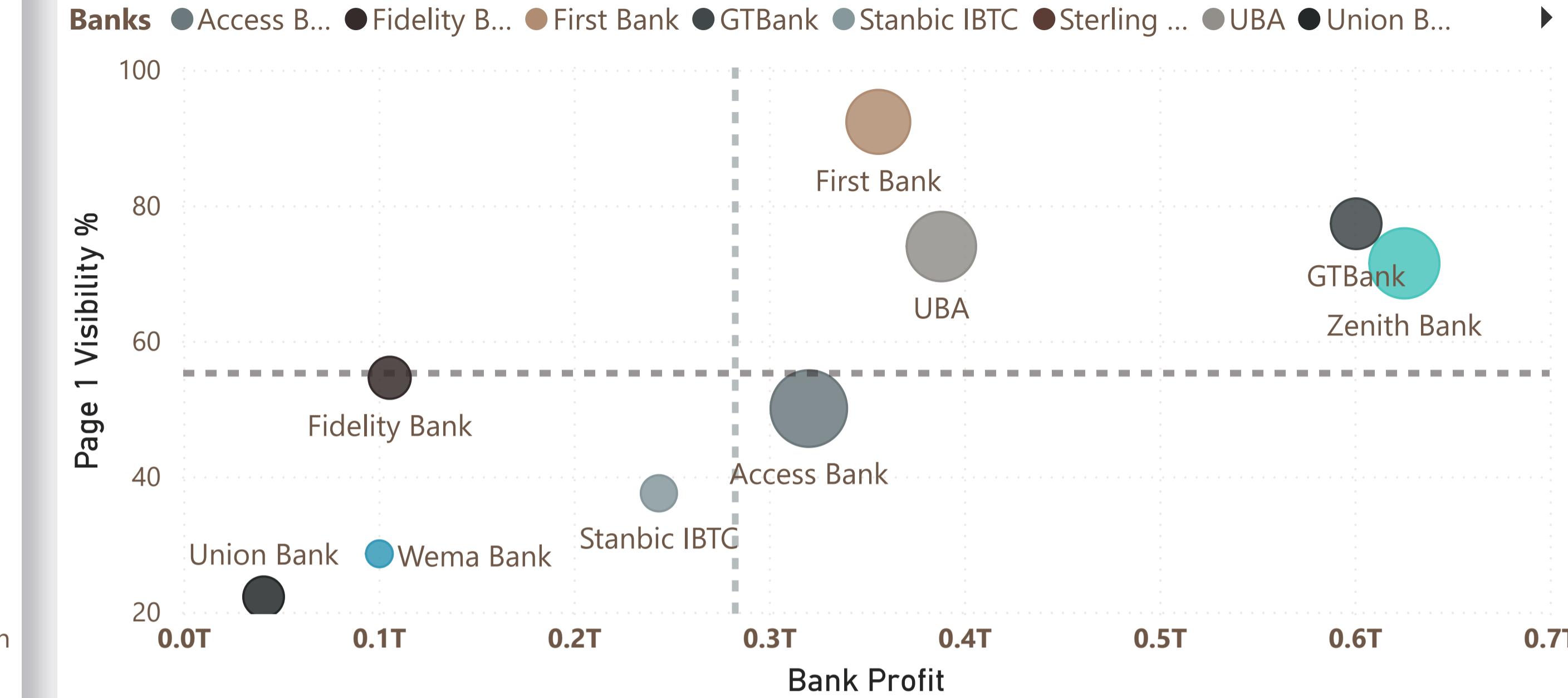
## Bank Performance Scorecard

| Banks            | Keywords Ranked Any | Page 1 Rankings | Page 2 Rankings | Page 3 Rankings | Visibility Quality % | Est Monthly Clicks |
|------------------|---------------------|-----------------|-----------------|-----------------|----------------------|--------------------|
| First Bank       | 26                  | 24              | 1               | 1               | 92.31                | 33,968.17          |
| GTBank           | 22                  | 17              | 4               | 1               | 77.27                | 3,597.00           |
| UBA              | 23                  | 17              | 5               | 1               | 73.91                | 17,582.57          |
| Access Bank      | 24                  | 12              | 10              | 2               | 50.00                | 17,351.02          |
| Fidelity Bank    | 11                  | 6               | 5               |                 | 54.55                | 156.20             |
| Zenith Bank      | 7                   | 5               | 1               | 1               | 71.43                | 2,206.22           |
| Wema Bank (ALAT) | 9                   | 4               | 4               | 1               | 44.44                | 5,523.27           |
| Stanbic IBTC     | 8                   | 3               | 1               | 4               | 37.50                | 13.92              |
| Union Bank       | 9                   | 2               | 5               | 2               | 22.22                | 46.20              |
| <b>Total</b>     | <b>36</b>           | <b>92</b>       | <b>46</b>       | <b>14</b>       | <b>97.22</b>         | <b>80,515.11</b>   |

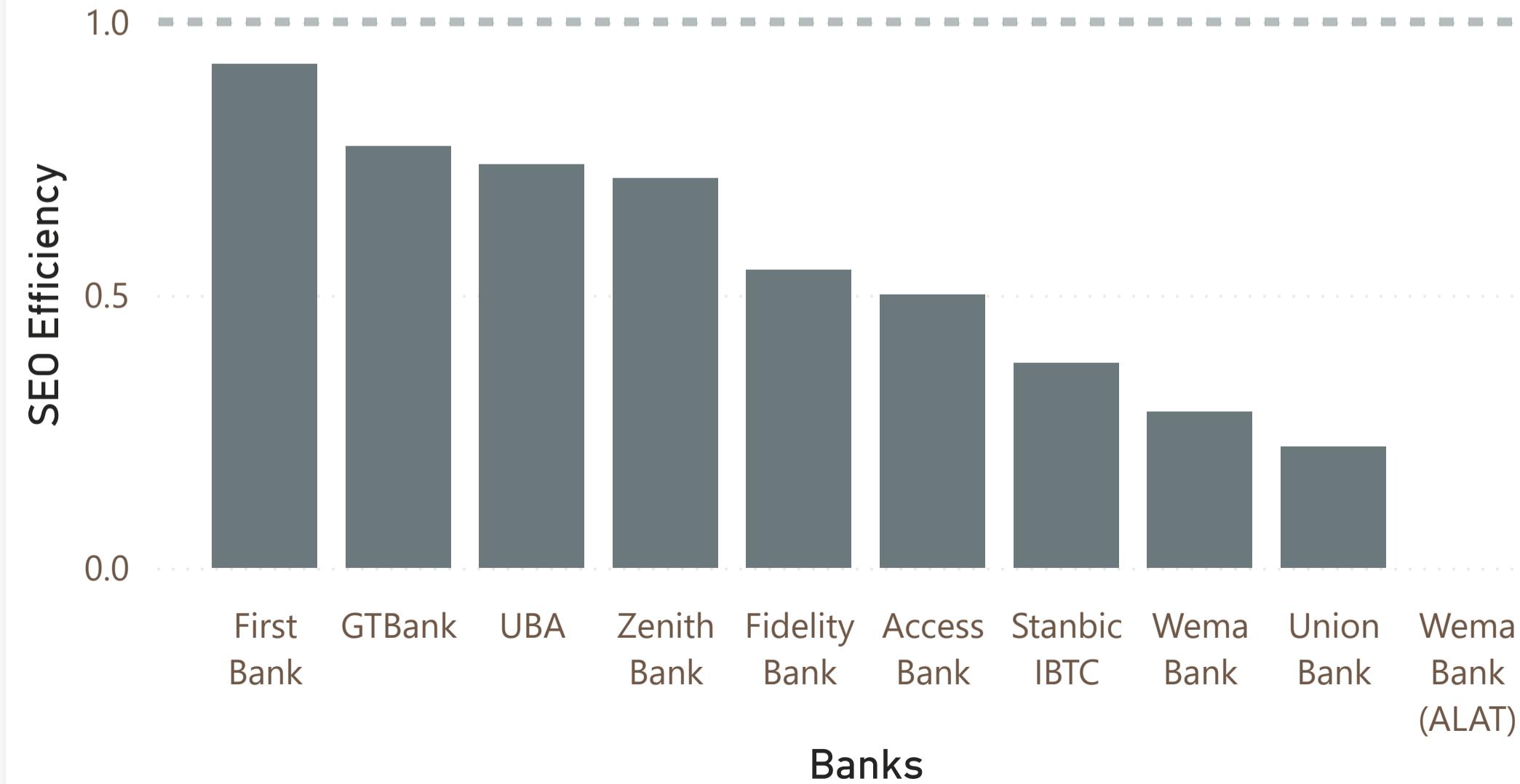
## Market Size vs SEO Visibility: Are Big Banks Winning Digital?



## Profitability vs SEO Investment: Does Better SEO = Higher Profits?



## SEO Efficiency by Banks



## Sum of Total Assets (USD), Sum of Profit (NGN), Page 1 Visibility %, SEO Efficiency and Est Monthly Clicks by Banks and Banks

