

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

Access Bank	Fidelity Bank	First Bank	GTBank	Stanbic IBTC	Sterling Bank	UBA	Union Bank	Wema Bank	Wema Bank (ALAT)	Zenith Bank
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Category

Accounts & Deposits

Cards

Digital Banking

Loans & Credit

Other

>

Total Keywords

36

Total Monthly Searches

318K

Unclaimed Words

16.50

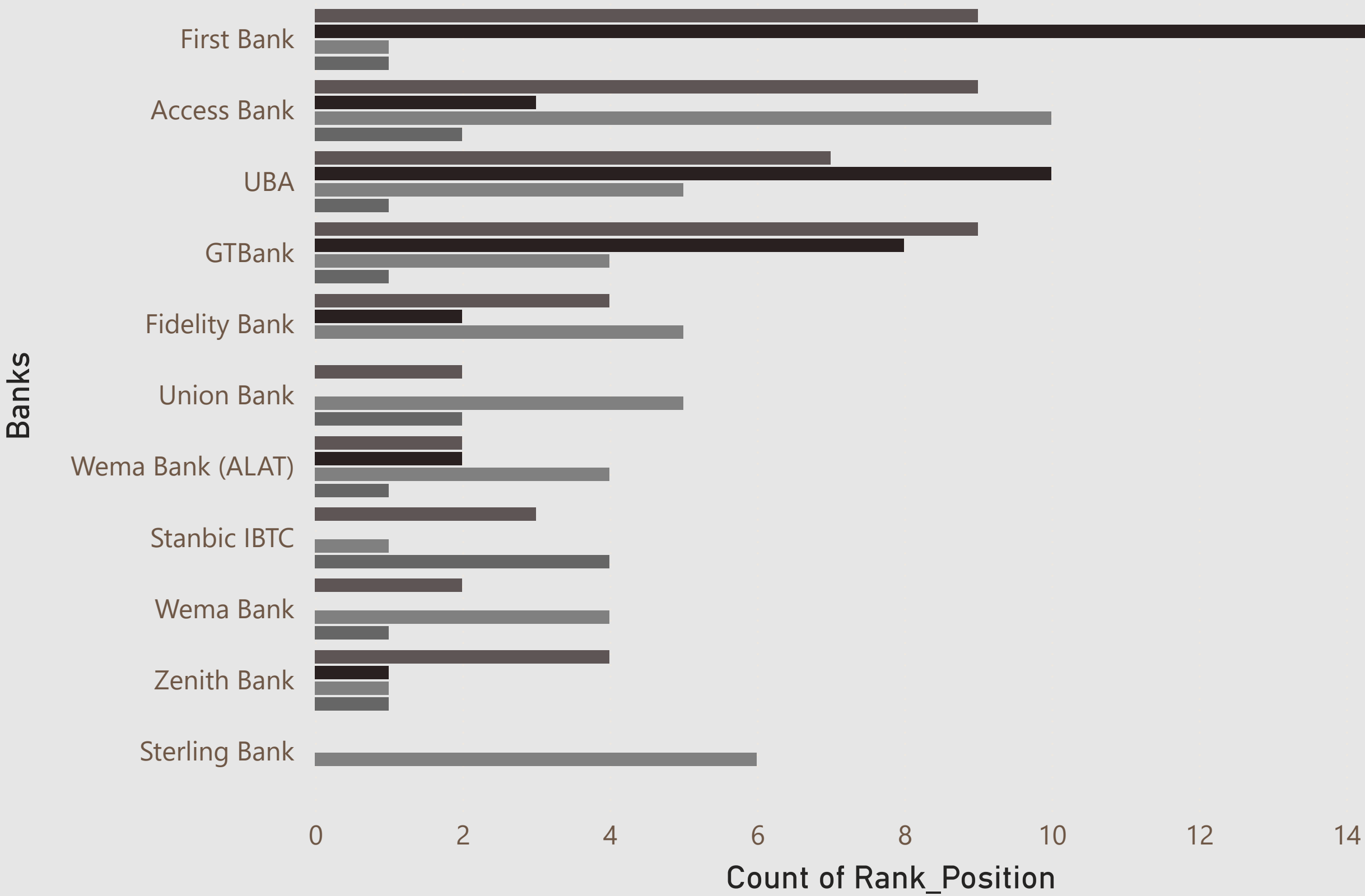
Page 1 Leader

First Bank

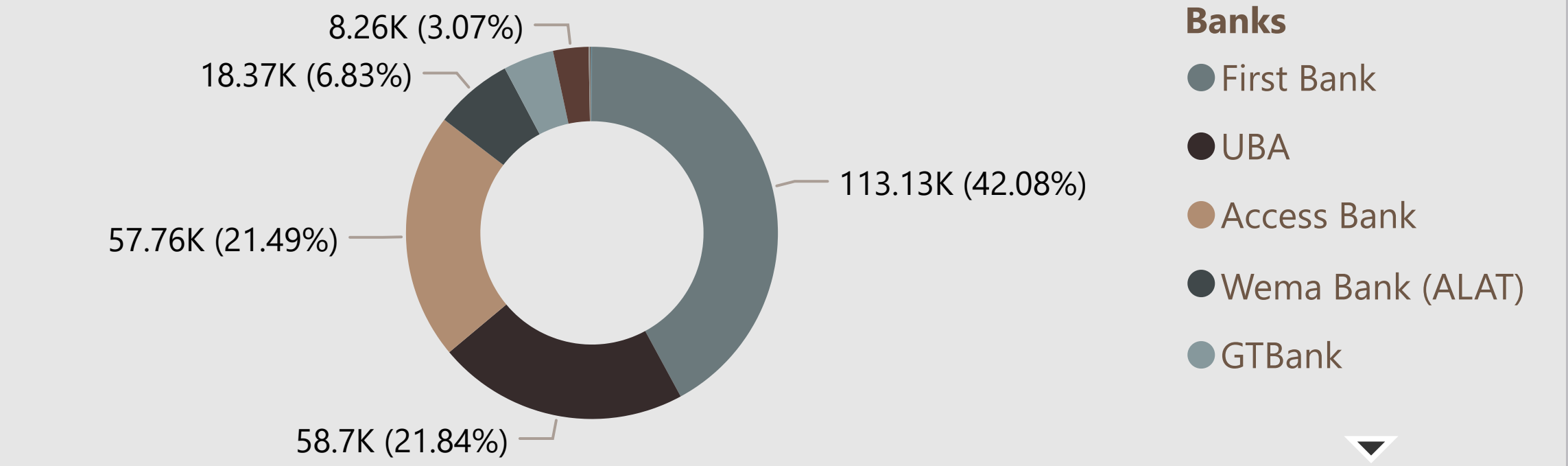
24

Page 1 vs Page 2/3 Rankings by Bank

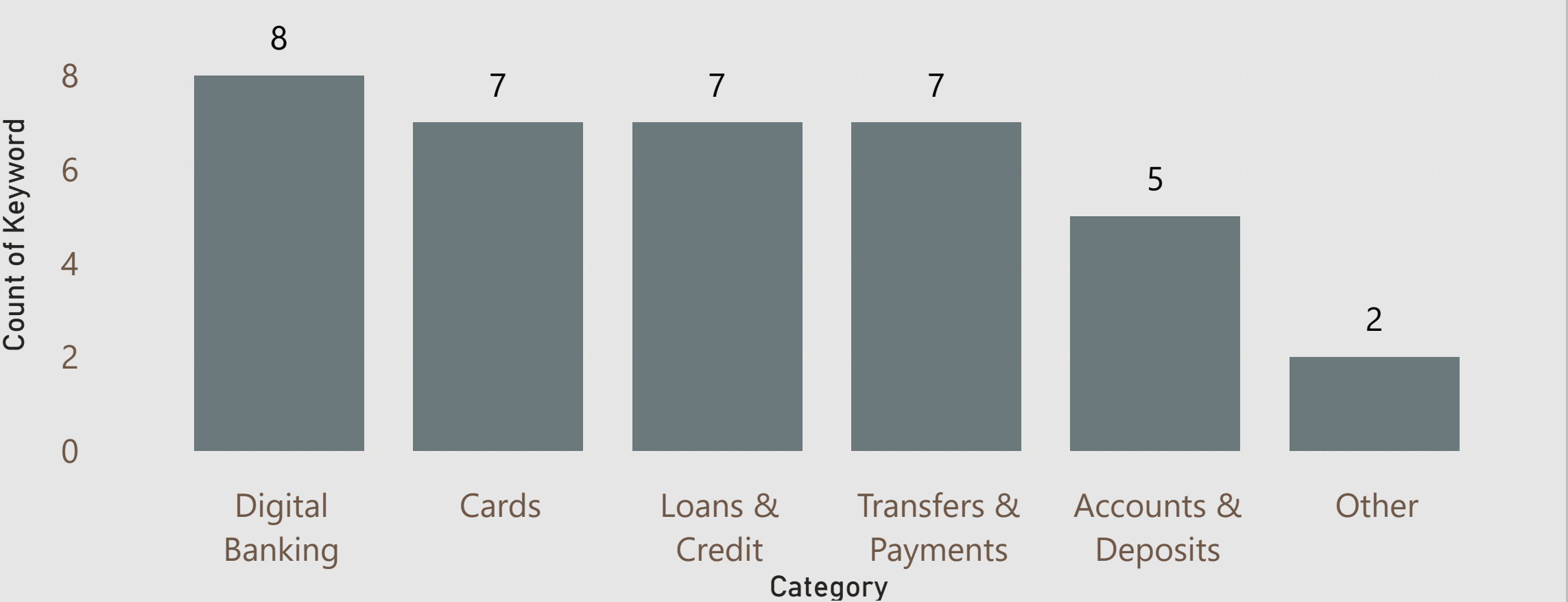
Page_Tier ●Page 1 - Position 4-10 ●Page 1 - Top 3 ●Page 2 ●Page 3



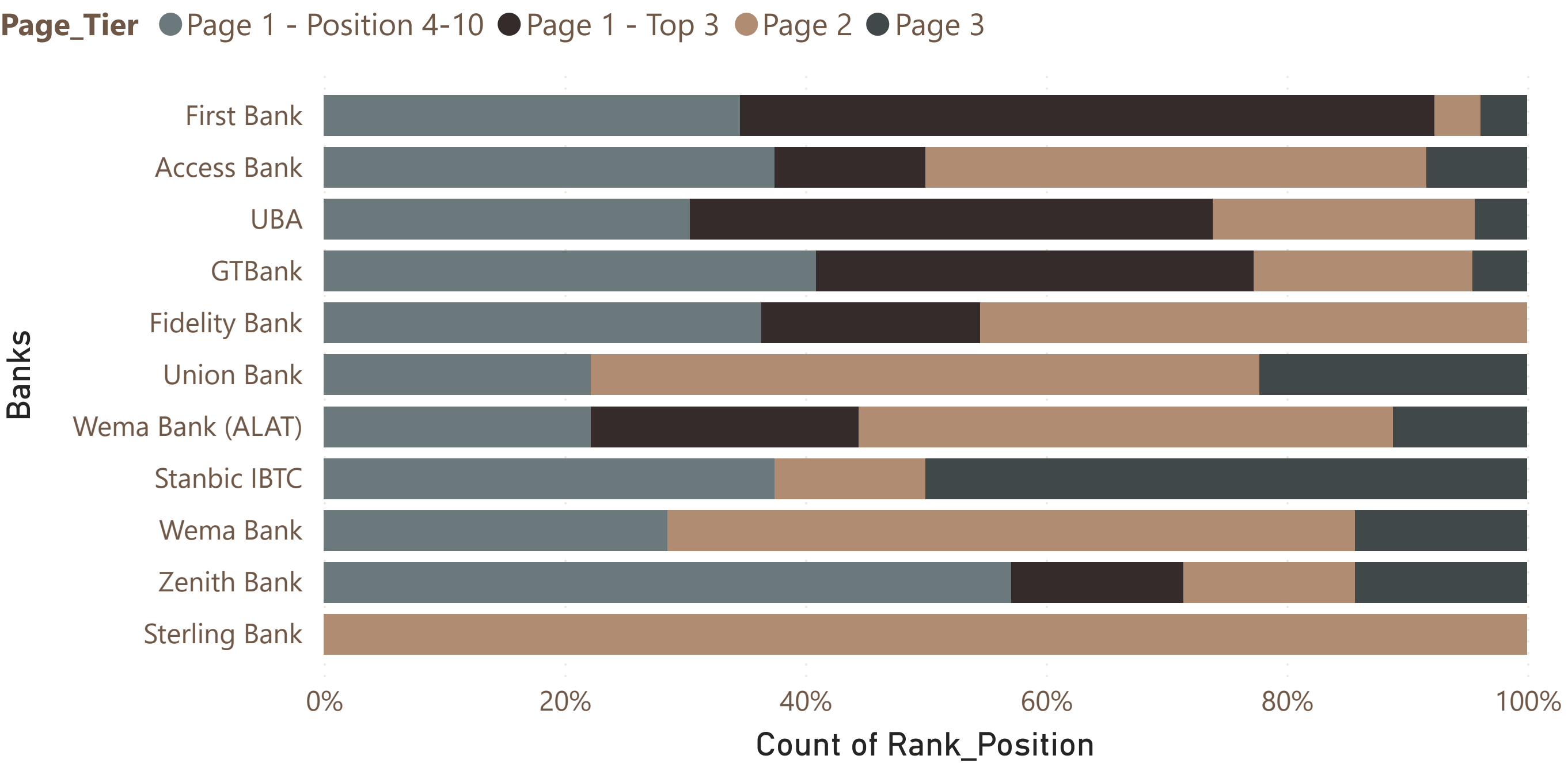
Page 1 Power Score by Banks



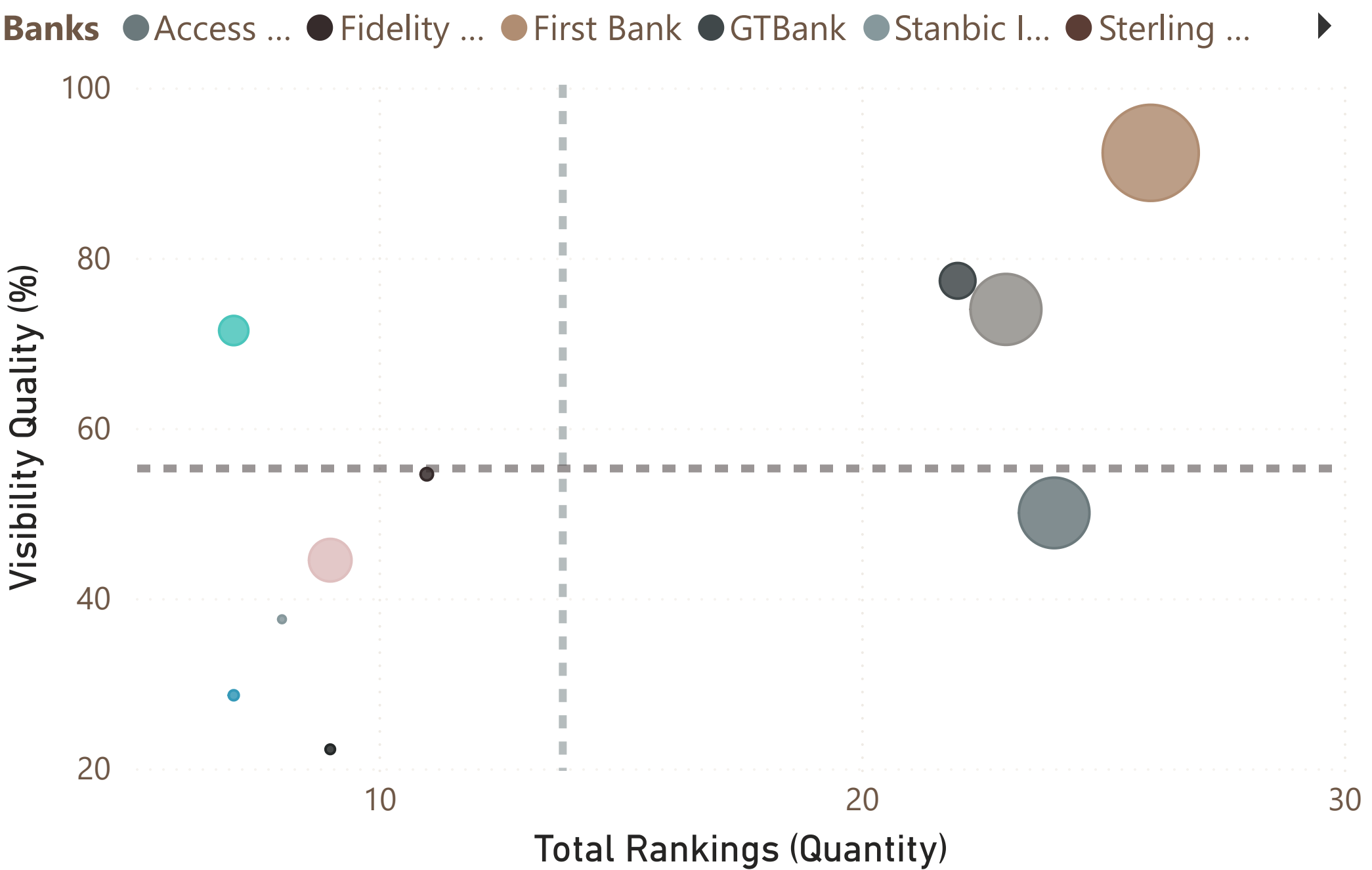
Count of Keyword by Category



Ranking Distribution by Visibility Tier



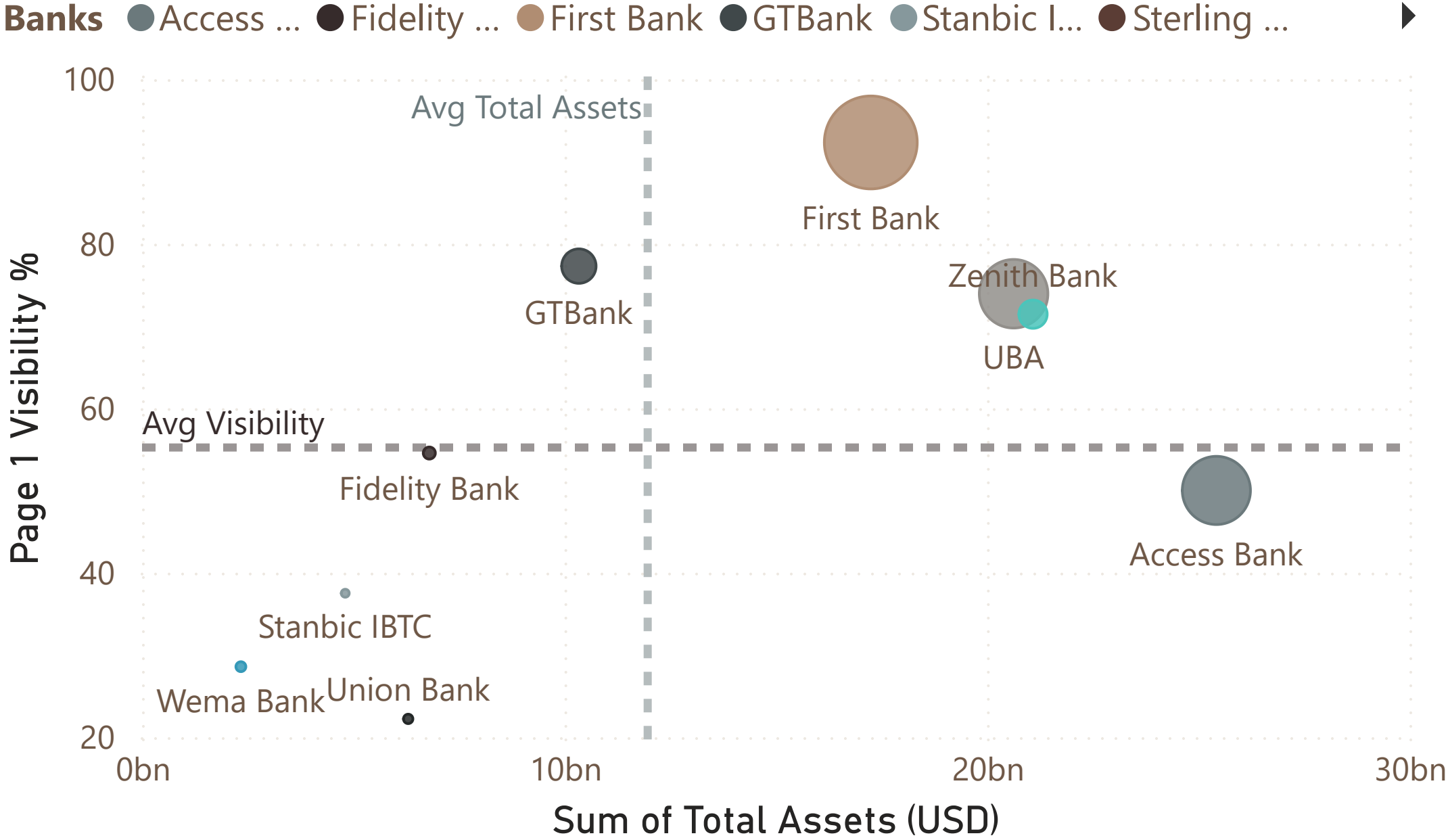
Strategic Positioning: Quality vs Quantity



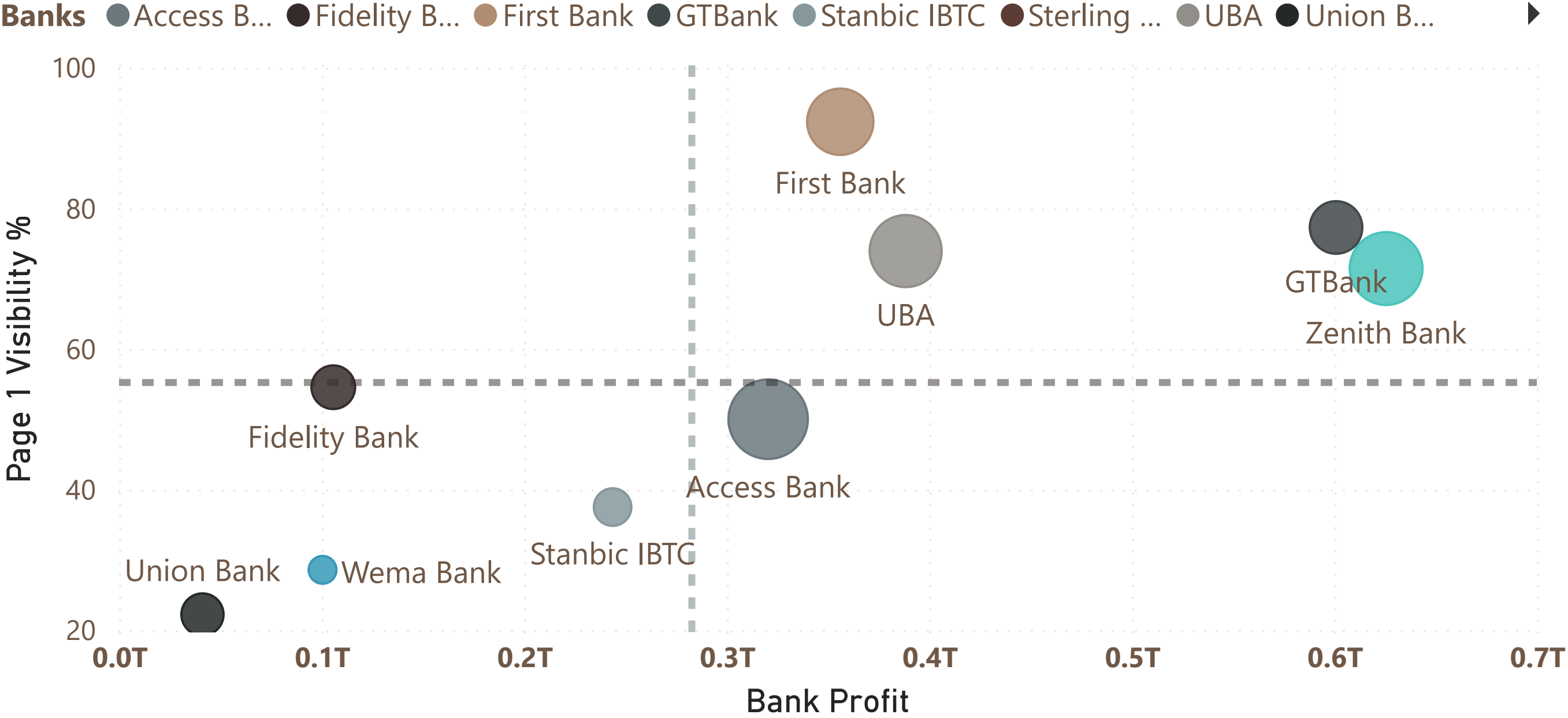
Bank Performance Scorecard

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
Total	36	92	46	14	97.22	80,515.11

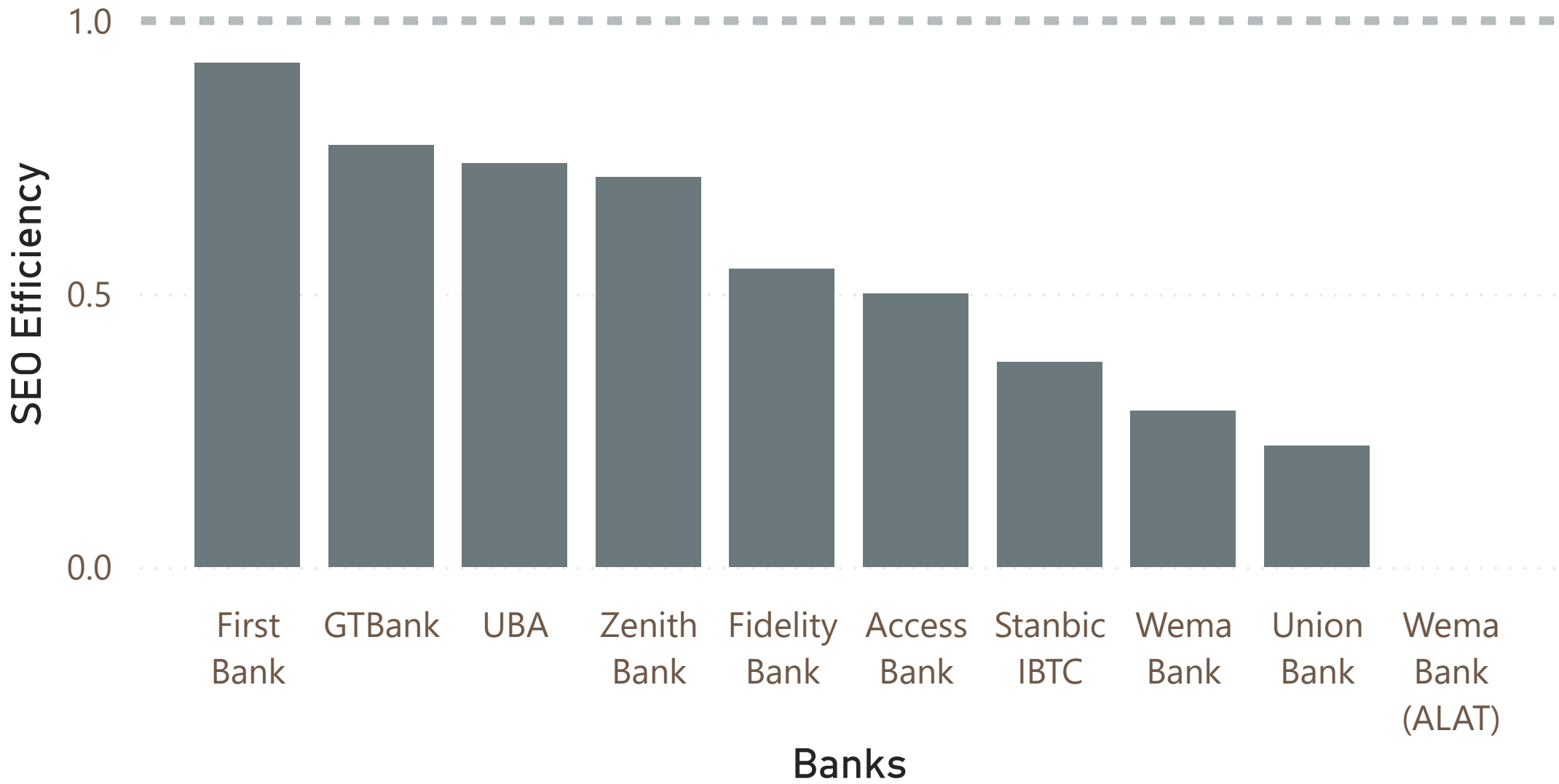
Market Size vs SEO Visibility: Are Big Banks Winning Digital?



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

