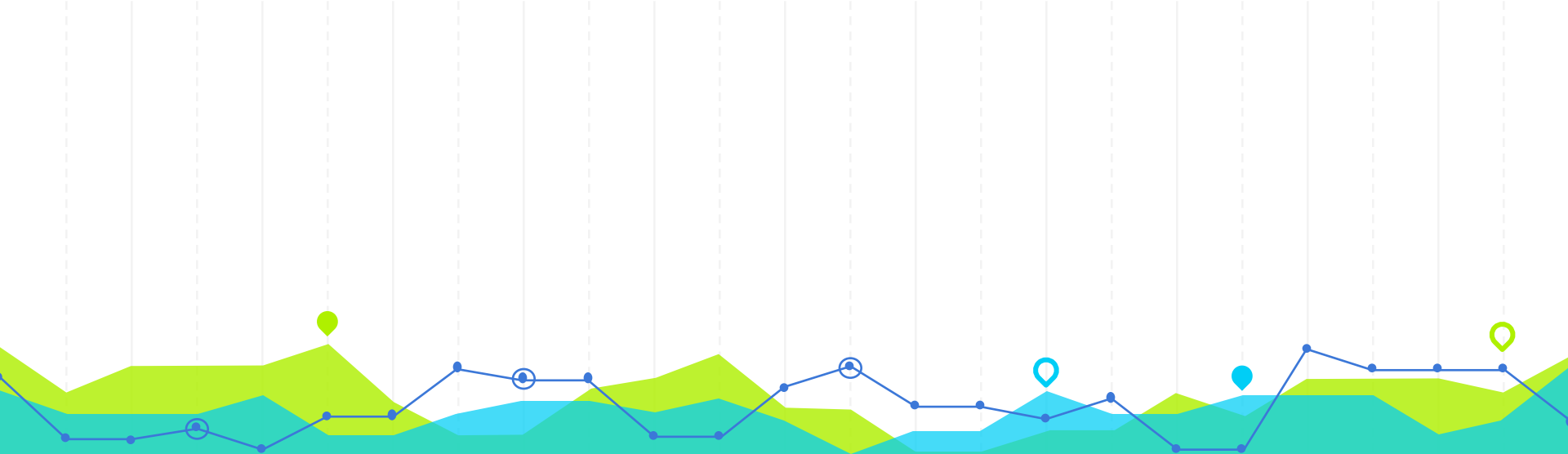


# SEO for CFS

-Team 3



# Understanding the Market



Loans for bad credit, Emergency loans...

Modestly wealthy  
customers

Customers

Wealthy customers

Custom loans, Luxury home loans...

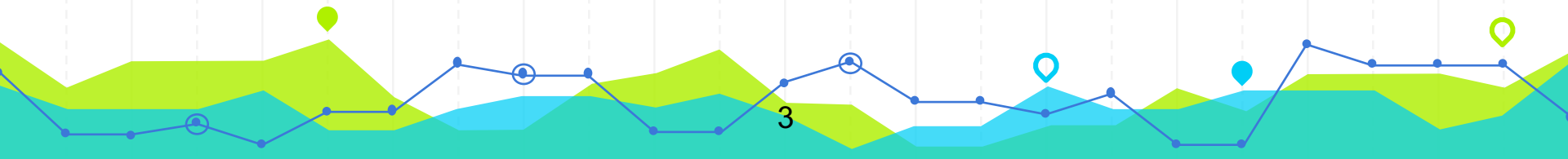
eChecking  
Open checking account

eSavings  
High yield saving accounts

eCDs  
Certificate of Deposit

eLoans  
Apply for loans

eMortgages  
Mortgage against collateral



# SEO Results

**Before optimization : 900/4544 (for specific keywords)**

**After optimization : 1.52/4544 (for specific keywords)**

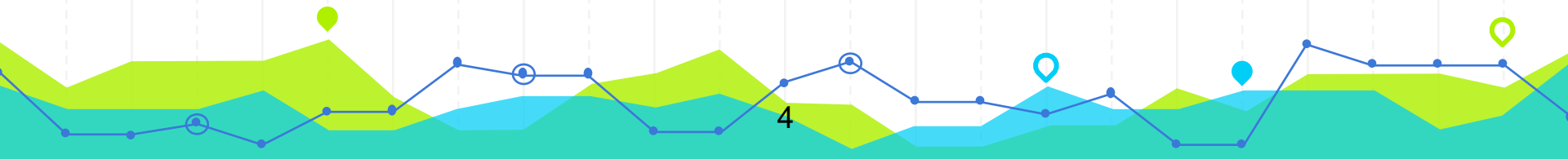
**eLoans : 1/4500**

**eMortgages: 3.6/4500**

**eCDs : 1/4500**

**eChecks: 1/4500**

**eSavings: 1/4500**



# SEO process



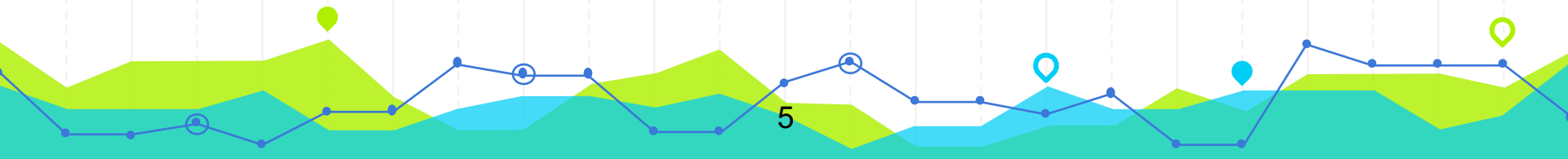
**Finding keywords and phrases**

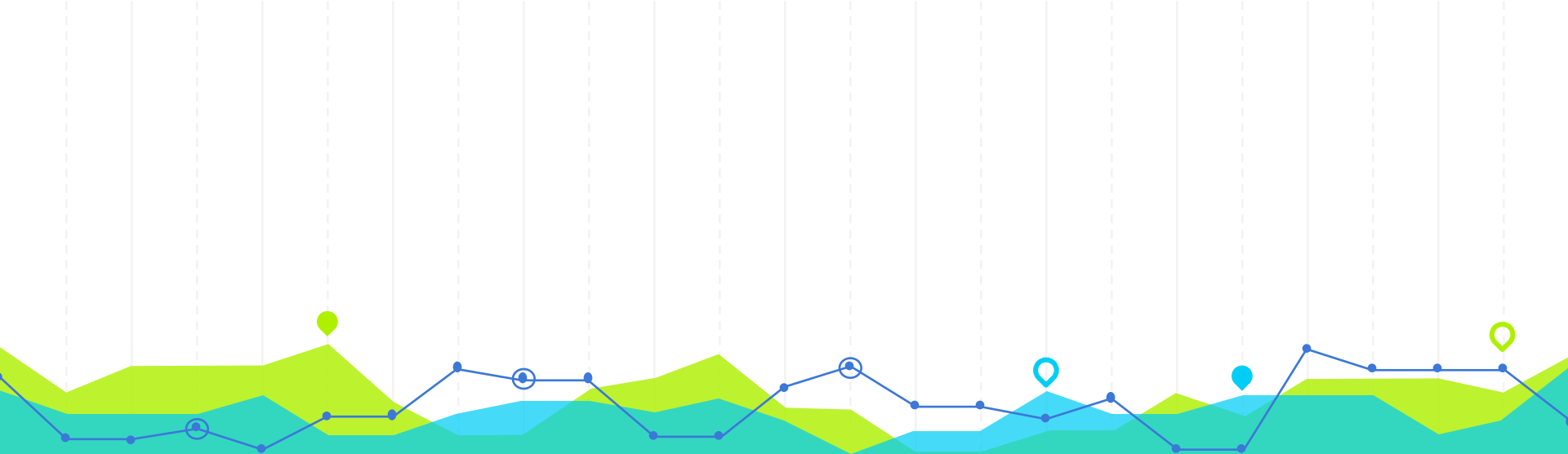


**Analyzing**



**Redesigning**





# Finding keywords and phrases

1

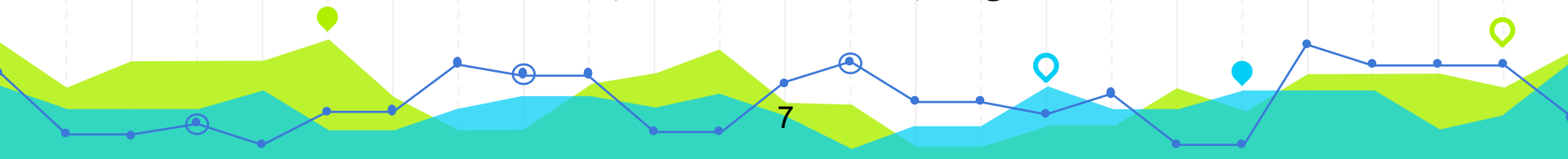
# 1. Finding keywords and phrases

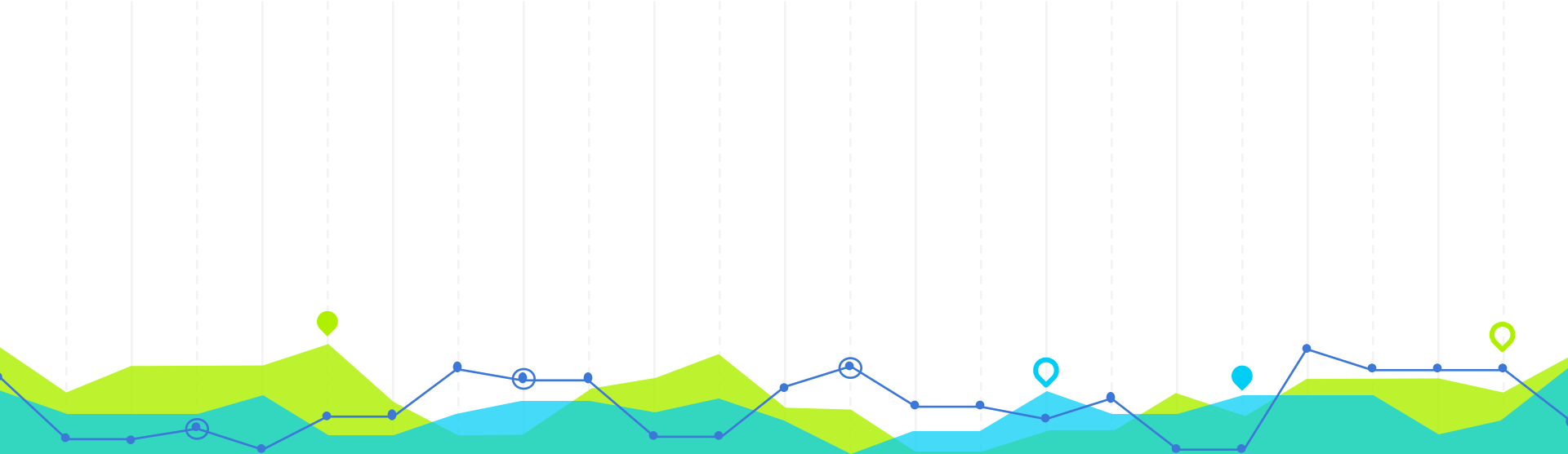
1. **Define words:** Google search, Wikipedia, Synonyms
2. **Generate related keywords**
3. **Domain Specific keywords:** Quora
4. **Maximum traffic volume words:** Google Trends
5. **Differentiating between Attractors, Discriminators and General**

**81 relevant keywords**

**25 important keywords**

**7 attractors, 4 discriminators, 14 general**





# Analyzing keywords **2**



## 2. Analyzing

1. Analyzed top 5 websites for each keyword
2. Studied top competitors

### Site Design

- Placement of content
- Structural linking
- Layout

### Site Text

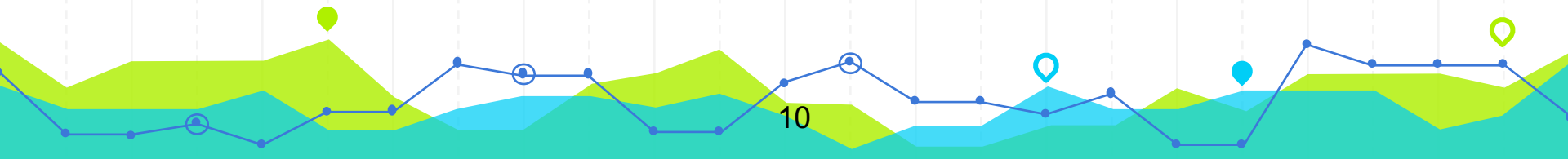
- Keyword occurrence
- Text relevance

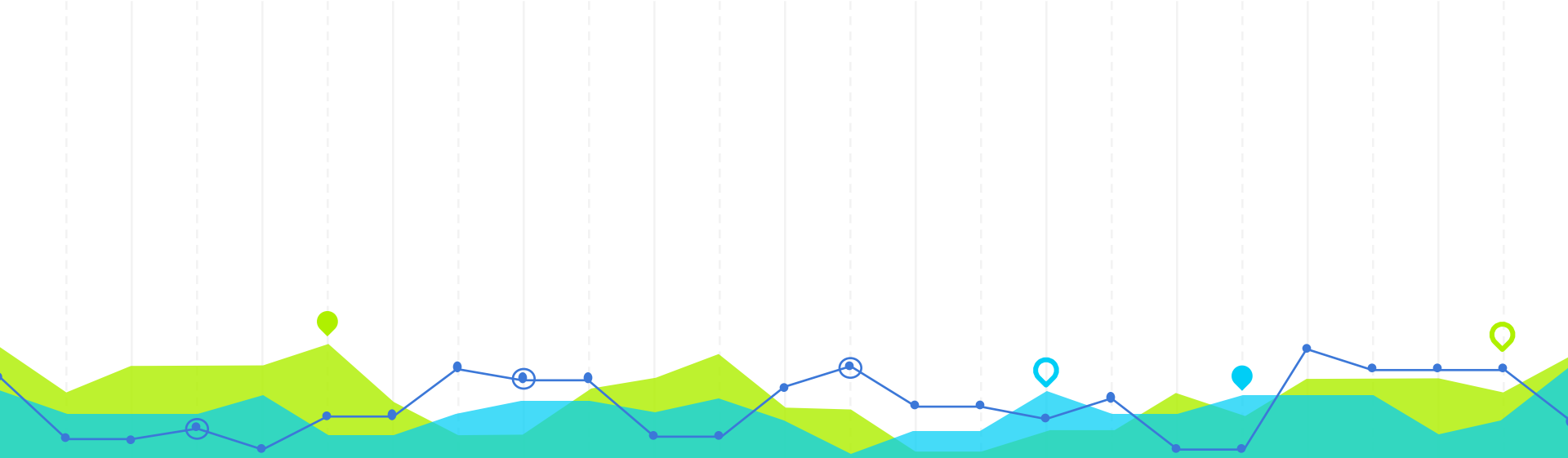
### Site Html

- Html elements used

## 2. Analyzing(Observations)

1. Keywords in:    Title (0.09)            Body (0.63)            URL (0.05)  
                              Meta (0.03)            Alt (0.03)            Inlink (0.18)
2. Ignoring Stop words
3. (Keywords : text) ratio
4. Heading text (h1~h2>h3..)





# Redesigning 3

# 3. Redesigning(Old site)

Carnegie Financial Services

<no title>

eChecking	eSavings	eCDs	eLoans	eMortgages
-----------	----------	------	--------	------------

<All content in 1 page>

<no links>

**Who We Are :** Carnegie Financial Services (CFS) offers premier online banking services, known as e-banking. Our satisfied customers range from major corporations, such as Moffet Foods and Big Red Tractors, to wealthy individuals and to large numbers of professionals, educators, and students of all income ranges.

**Our Founder :** The late Dr. Harry Q. Bovik had the vision to make all banking transactions electronic way back in the 1980's, before the web came into existence. His first business, Long Range Transactions, was acquired by Manufacturer's Hanover in 1990, and he dedicated the proceeds to making CFS a reality. After many difficult years, Dr. Bovik made eBanking really work. Now CFS is proud to be the premier pure eBank!

**Our Offerings :** CFS products run the gamut from free checking accounts and certificates of deposit to home mortgages, business loans, and personal loans. And, you can conveniently open and manage accounts online, as well as apply for loans and check the balance and status of anything and everything. We give our customers maximum electronic access – in fact we operate 24-7-365 – and provide them the best rate on deposits and loans.

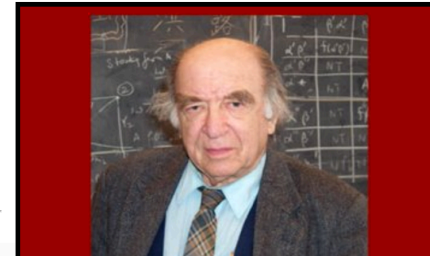
- eChecking: CFS makes it easy. Just fill in the eApplication form send us an initial deposit – any amount over \$100, and volia!, you are the proud owner of a CFS checking account. You can send eChecks, send and receive PayPal, wire transfers, and yes, even paper checks. The best part is that CFS eChecking is totally free!
- eSavings: CFS also make is very easy. Fill in the eApplication, send a deposit, and set up a transfer between eChecking and eSavings and you are in business! We offer attractive interest rates, and the convenience of banking from anywhere at anytime it suits your needs.
- eCDs: Yes, we also offer very attractive Certificate of Deposits, from 6 months to 5 years at interest rates you wouldn't believe! We can do this because we don't have to pay for fancy bank buildings, or large numbers of tellers, or branch managers. So we pass on a big part of the savings to you as higher interest rates. CFS is your kind of bank!
- eLoans: Business and personal loans of all types are available for qualified individuals and enterprises – and it's easy, apply on line, and in many cases approval will be virtually instantaneous. We offer low rates!
- eMortgages: We offer the best rate on regular and jumbo mortgages to qualified individuals on their residences. Fill in our application, credit report, and permission for inspection, and you are on your way!

Carnegie Financial Services® is a registered trademark of Carnegie Mellon University.



<no alt>

**Our Motto :** *Your entire financial needs served online, anytime, anywhere, at the best possible rates. That's CFS!*



<not focused text>

### 3. Redesigning(New site)

## Carnegie Financial Services

FREE, INSTANT, PROFESSIONAL

HOME

ECHECKINGS

ESAVINGS

ECDS

ELOANS

EMORTGAGES

ABOUT US

```
<title>Free personal and business Checking account: CFS echecking — best eChecking choice</title>
<meta name="description" content="CSF provides free checking account with nodeposit. With CFS electronic checking services you can
enjoy instant echecking payment online.">
<meta name="keywords" content="free checking account online, electronic checking, electronic banking, personal echecking,
eBanking, electronic banking">
```

Relevant title tag

Meta description/keywords

Linked menu

# 3. Redesigning(New site)

## Custom low interest business and personal loans

Carnegie financial services provide personal and business loans. As an organization we also provide special custom loans. We also have other loans targeted to doctors, teachers etc.

[Read about custom low interest loans](#)

CFS or Carnegie financial services also provide loans against 401k and loans against bad credit.

[Click to read more about loans against bad credit and 401k](#)

## Our Services

Following are our highlights for loans services:

- **Low Interest Loans**

Are you paying more than 10% interest on your loans, CFS eLoans could help you save thousands. With low loan interest rates and a fixed monthly payment, you can get loans to pay off credit cards. It only takes minutes to apply.

[Apply for low interest loans today](#)

**Links in body with  
relevant keywords**

**Use of multiple headers**

**Minimum stop words  
and irrelevant words**

# 3. Redesigning(New site)

## Latest News

### Payday loans are back

April 1st, 2016



The legislative process and the will of the voters got a swift kick when pay day loans were not approved. It was done in the interest of legalizing pay day loans.

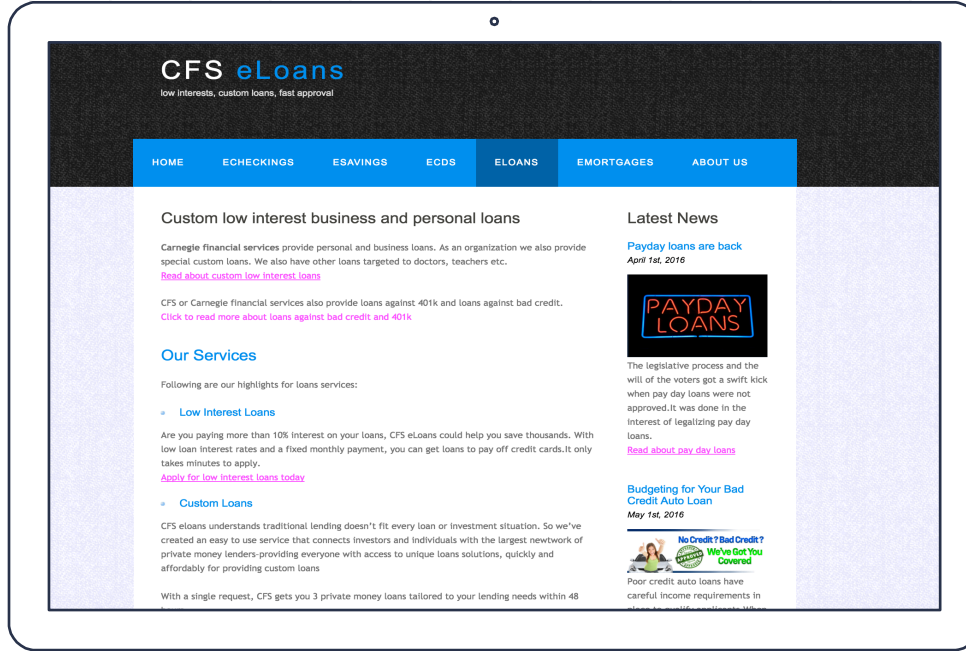
[Read about pay day loans](#)

```

```

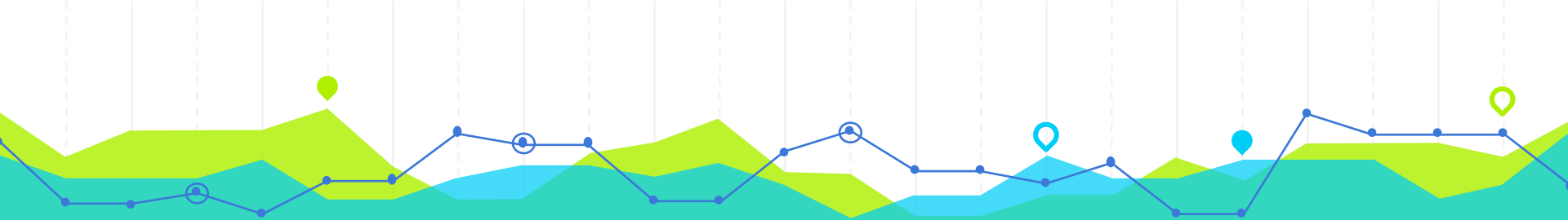
Images with alt tags

# 3. Redesigning(New site)



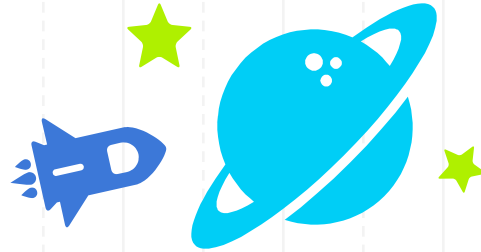
Optimal layout for  
covering maximum  
content





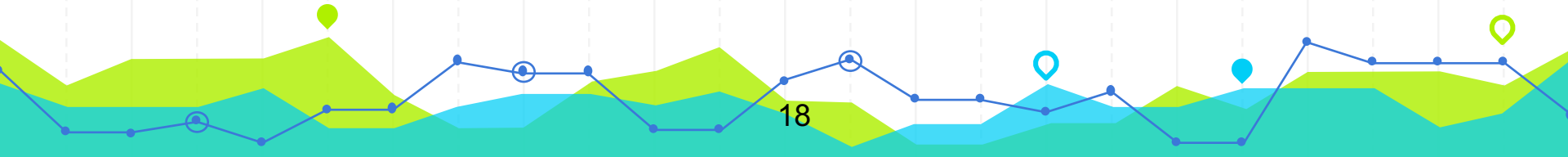
# 1.53/4544

Present ranking for specific keywords



# Do's & Don't's

Recommendations for further optimization



## Do's

- easily optimizable keywords
- keyword/text ratio
- multiple linked pages
- weights of keywords in each tag.
- Substring identification not synonyms

## Don'ts

- Invalid links
- Irrelevant content
- <meta>
- All content in one page
- Bad layout

# Q&A

**Thank you**

