

SEO OPTIMIZATIONS FOR LIVE PRODUCTION

I) Keyword Research:

In this particular use case, Fintech and AI Banking are the contexts provided. Therefore, we use them to identify relevant keywords and phrases. There are various types to identify, such as primary keywords, question-based keywords, and long-tail keywords. After identifying the keywords, using Google Keyword Planner to find those with high volume and low competition is key.

For Fintech, "fintech loan" and "fintech lending" were identified as keywords with decent volume and low competition.

For AI Banking, "generative AI in banking" and "artificial intelligence in banking" were identified as top keywords for the website.

Further research with other tools can lead to the integration of better keywords into the website. Depending on the use case, using keywords better suited to different parts of the world could also add an additional layer of optimization.

II) On-Page SEO:

Creating better user experiences by optimizing site speeds using various tools and creating higher-quality content that leads to better user retention rates are important steps for SEO optimization.

III) Technical SEO:

Creating a secure website and having good security certificates are crucial. Implementing structured data and schema markup for financial products and AI-related services will help search engines understand your content. URL optimization should also be considered.

IV) Continuous Improvement:

Monitoring website analytics continuously will generate insights that are useful for creating optimizations tailored to the website, such as updating content, A/B testing meta titles and descriptions, and implementing other improvements.

