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Carnegie Financial Services SEO report.

In order to optimize the website of Carnegie Financial Services we've conducted a threefold process: refined the keywords and phrases used to get the services that company provides, performed the top competitors analysis and reconstructed a website so it would provide useful information in a way that helps search engines find it.

Keywords analysis

We've started our work by defining the key values that our main customers groups are looking for. With this understanding we could refine our key queries set and select the keywords we have to optimize our website for. We used Google AdWords tools to get similar and most relevant keyword that people are looking for when they need the financial services that your company provides.

Here's the list of queries we obtained (number of monthly search request for a phrase):

low rate loans (1600), best interest rates (122 000), direct deposit (12 100), eBank (300 000), ebanking (90500), online banking (246 000), jumbo mortgage, mortgage rates (301 000), bank account (14800), open bank account online (9000), interest calculator (135 000), interest rates (90 500), cd rates (49 500), bankrate (135 000)

In order to show how exactly our optimization increased the visibility of your website, we performed initial benchmarks for these queries. These are the results we've obtained before and after the optimization:

	<i>Queries, reaching 1st rank</i>	
low interest loan	None	1
electronic banking	239	1
best interest rates	None	1
interest rates	None	1

direct deposit	193	1
mortgage rates	None	1
low rate loans	None	1,2
	<i>Queries, reaching 10 rank</i>	
high-yield certificates of deposit	116	6
eBanking	74	6
eBank	74	6
interest calculator	None	2
cd rates	None	2
high rate savings account	None	10
	<i>Other improved queries</i>	
no fee bank account	711	12
open electronic bank account	398	15
open bank account online	439	133
bank account	491	147
online banking	418	176
high-yield account	546	178

Competitor analysis

Checking those queries we detected top 5 competitors:

Flagstar - flagstar.com

GMAC Bank - www.ally.com

eBank - ebank.com, doesn't exist nowadays.

Financial Web - <http://www.finweb.com>

MortgageBase - <http://mortgagebase.com>

All these are huge resources dedicated to finance and online banking. They contain a lot of pages inside and that isn't suitable to our format, but what we can consider building our resource is some of their meta information. For example on the real-world page <http://www.ally.com/bank/online-banking/> we can find this meta information:

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<meta name="description" content="Take your internet banking to a new level. Ally Bank offers industry-leading internet banking services with no Ally ATM fees nationwide and 24/7 live customer care. Ally Bank Member FDIC.">
<meta name="keywords" content="internet banking, banking services, online banking, ally bank">
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We can see here, that they don't use too many keywords and put plausible description, as we do. One can also see that number of pages and content quantity matters for search ranking.

Website restructuring

Every website, just as every book, starts with a good title. That's why we analyzed the most frequent queries and created an easy searchable title for each page, providing information for both user and search engine.

Carnegie Financial Services provides a diverse spectrum of services, so different people need different approach and different content to get interested in the company service. To achieve that, we decided to split website into 5 pages — four pages describing its own feature, and a main page, telling the whole company vision and briefly touching all the possibilities.

Since there are two main target audiences, one looking for low rate loans and another for high interest deposits, we provided a page for each of them. We also believe that eBanking is a key feature of the company, so we provided a separate page describing the essence of online banking and benefits one would obtain when using it with CFS. Mortgage is another important aspect of the company, so we have a page for that too.

Our main page is constructed from three separate pages — *header*, *homepage* and *frameset*. Header contains links to all the pages and is the page that appears in most of results. Homepage contains general info and frameset combines them into a single one.

As one can see from the table above, our approach showed good results, but there's still an area for improvements. The main idea of next improvements should be in quantity and quality of content, otherwise the process becomes more about reverse engineering of a certain search engine, which, we suppose, this task was not about.