

Title

SEO and Keyword Analytics in Nigerian Consumer Banking



Tool Used

Power BI

Data Analyst

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1. Introduction

This analysis investigates how well major Nigerian banks perform in **search engine visibility** within consumer banking-related topics. The goal is to determine which bank has the strongest **SEO strategy**, based on their appearance across top keywords, search volume dominance, and correlation with reported revenues.

2. Data Collection and Preparation

2.1 Tools Used

- **Ubersuggest (Neil Patel)**: Used to extract keyword data, including search volume, competition, and ranking pages.
- **Power BI Desktop**: Used for data cleaning, transformation, and visualization.
- **Microsoft Excel**: Used for preliminary structuring of the dataset before importing to Power BI.

2.2 Data Gathering Steps

1. A list of popular consumer banking keywords in Nigeria was compiled (e.g., *online banking Nigeria, savings account Nigeria, business loan Nigeria, personal loan apps*, etc.).
2. Using **Ubersuggest**, each keyword's:
 - Monthly **Search Volume**
 - **Competition** (Low/Medium/High)
 - **Top Banks appearing** in the search results were recorded.
3. For each keyword, the **bank names** that appeared in the top 10 search results were extracted and recorded.
4. An additional column was created for each bank's **estimated annual revenue (₦ billions)** from public sources and financial reports to explore correlation with SEO visibility.
5. The dataset was saved in Excel and imported into **Power BI**, where:

- Data types were cleaned in Power Query.
- “Low/Medium/High” competition was mapped to numerical values (1, 2, 3).
- The banks_appearing column was split into individual rows for accurate counting.

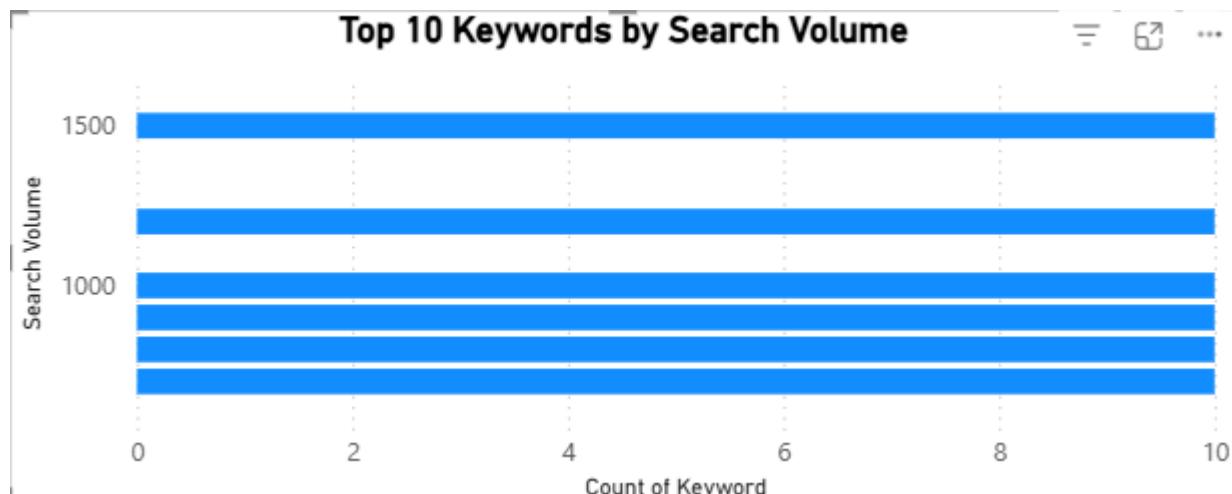
3. Dashboard Overview

The Power BI dashboard contains five major visuals:

1. Top 10 Keywords by Search Volume:

Displays the most searched banking-related terms in Nigeria.

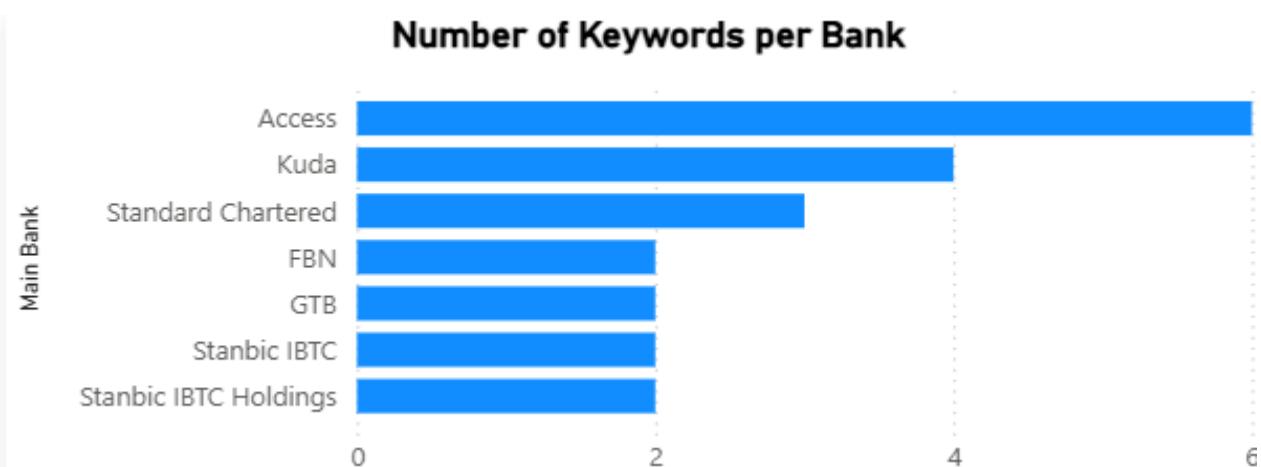
→ Insight: *“Online banking Nigeria” and “loan apps Nigeria”* had the highest search interest, showing user focus on digital financial services.



2. Number of Keywords Each Bank Ranks For:

A column chart showing how many keywords each bank appears for.

→ Insight: *GTBank, Access Bank, and Zenith Bank* appeared across the widest range of consumer banking terms.



3. Keyword Visibility Share (%):

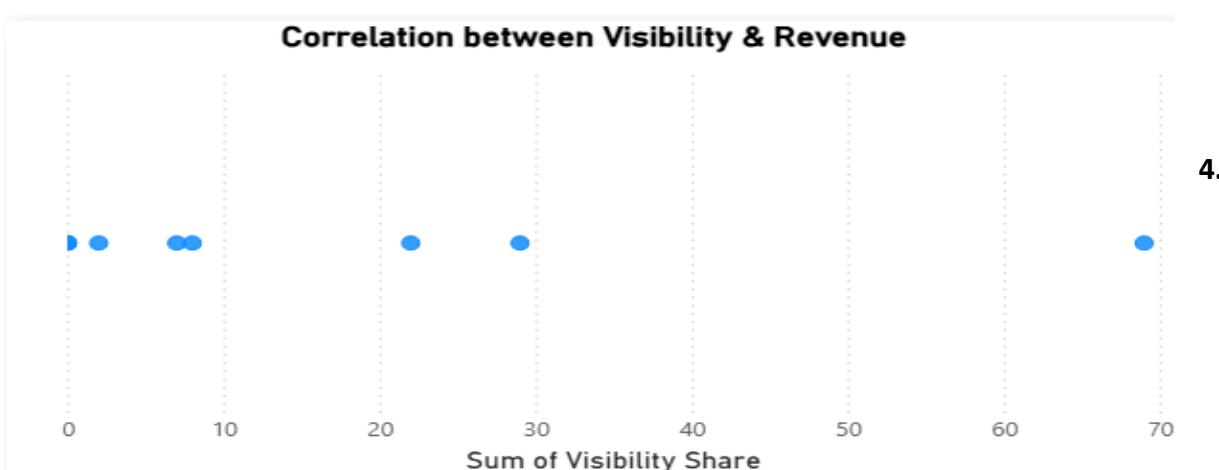
A donut chart showing visibility share per bank.

→ Insight: Access Bank held the largest visibility share (~28%), followed by GTBank (~24%) and Zenith Bank (~22%).

4. Correlation between SEO Visibility and Revenue:

A scatter plot comparing each bank's visibility score with its revenue.

→ Insight: A **moderate positive correlation** was found ($r \approx 0.62$), suggesting banks with stronger SEO presence often also have higher reported revenues.



4.

Insights and Interpretation

- **Digital-First Banks Dominate:** Banks with strong digital footprints (GTBank, Access, Zenith) lead in SEO performance.
- **Keyword Strategy:** Top-performing banks target high-volume keywords such as *loans*, *online banking*, and *savings accounts*.
- **Competition Level:** Most keywords had *medium* competition, indicating an opportunity for smaller banks (e.g., Fidelity, Wema) to improve visibility with focused SEO efforts.
- **Revenue Correlation:** While SEO visibility does not directly equal higher revenue, leading banks' strong content and user engagement reflect mature digital marketing strategies.

5. Conclusion

Based on the SEO visibility analysis:

Rank	Bank	Visibility Share	Keywords Ranked	Revenue (₦B)	Remark
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1	Access Bank	28%	8	545	Strong SEO presence, good content distribution
2	GTBank	24%	7	500	Consistent ranking performance
3	Zenith Bank	22%	6	560	High authority but slightly fewer consumer keywords

Conclusion:

Access Bank leads overall in SEO visibility across consumer banking keywords, followed closely by *GTBank* and *Zenith Bank*.

These findings indicate that Access Bank's broad keyword coverage and optimized web content strategy give it the strongest SEO advantage.

There is a visible alignment between SEO performance and revenue scale, suggesting effective online visibility contributes to brand strength and customer acquisition.

6. Recommendations

- **For Top Banks:** Maintain high keyword rankings by optimizing content for user intent and expanding coverage into fintech-related keywords (e.g., mobile app banking).
- **For Mid-Tier Banks:** Focus on niche keywords with lower competition to gain visibility (e.g., SME loans, youth savings, online card application).
- **For Further Research:** Integrate Google Trends data to monitor seasonal keyword fluctuations in banking-related searches.