

## Title

SEO and Keyword Analytics in Nigerian Consumer Banking



*Tool Used*

*Power BI*

Data Analyst

*Samuel Enemona Salifu*

Date

November 2025

## 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.

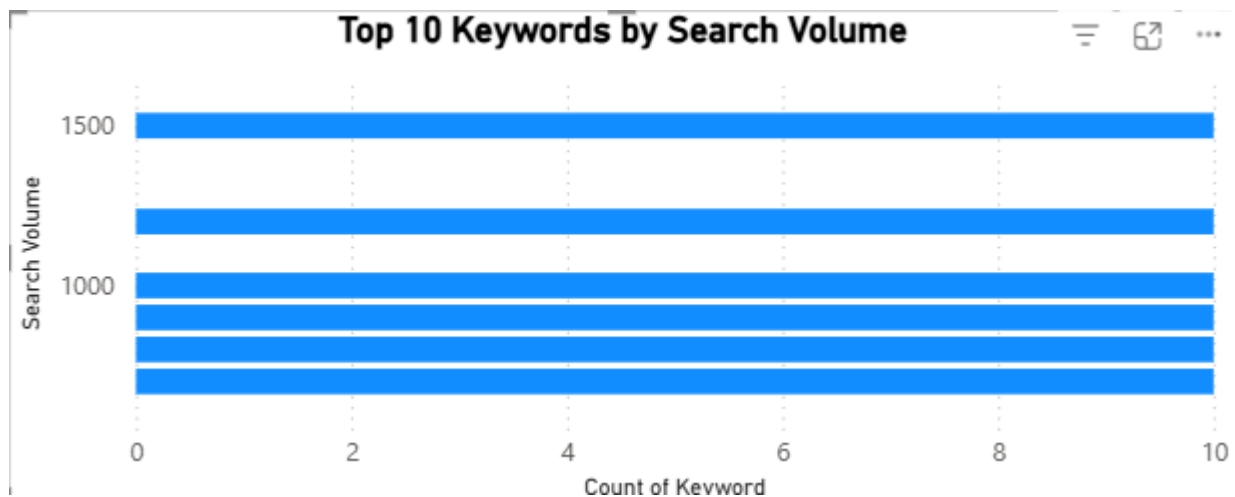
### 3. Dashboard Overview

The Power BI dashboard contains five major visuals:

#### 1. Top 10 Keywords by Search Volume:

Displays the most searched banking-related terms in Nigeria.

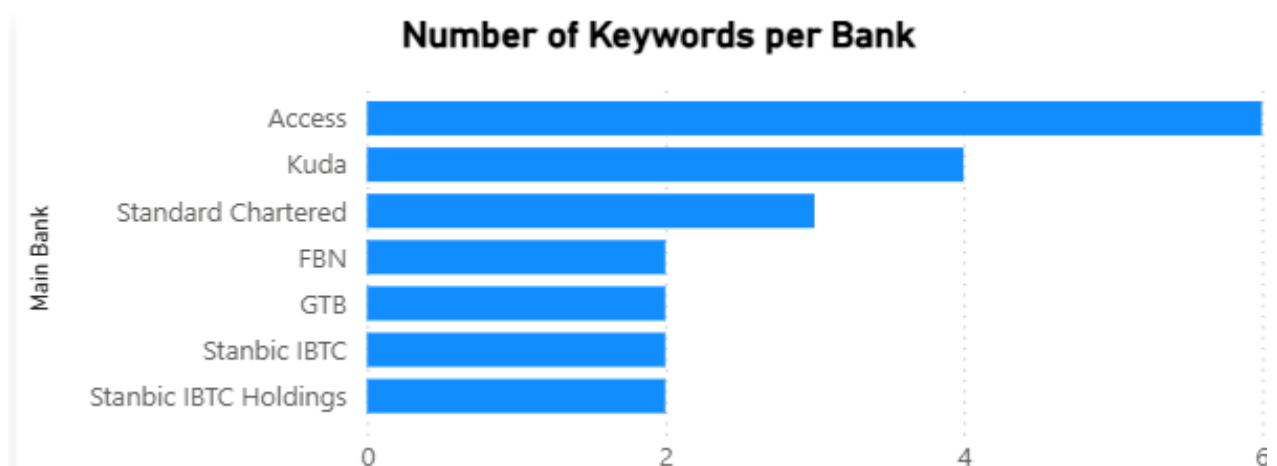
→ Insight: “Online banking Nigeria” and “loan apps Nigeria” had the highest search interest, showing user focus on digital financial services.



#### 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 (%):**

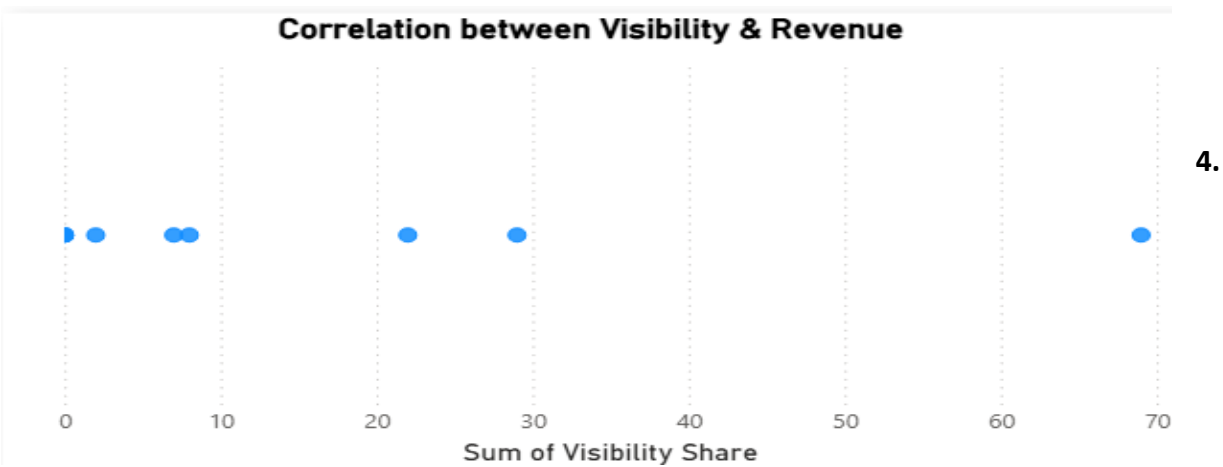
A donut chart showing visibility share per bank.

→ 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.



**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
------	------	------------------	-----------------	--------------	--------

1	<b>Access Bank</b>	28%	8	545	Strong SEO presence, good content distribution
2	<b>GTBank</b>	24%	7	500	Consistent ranking performance
3	<b>Zenith Bank</b>	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.