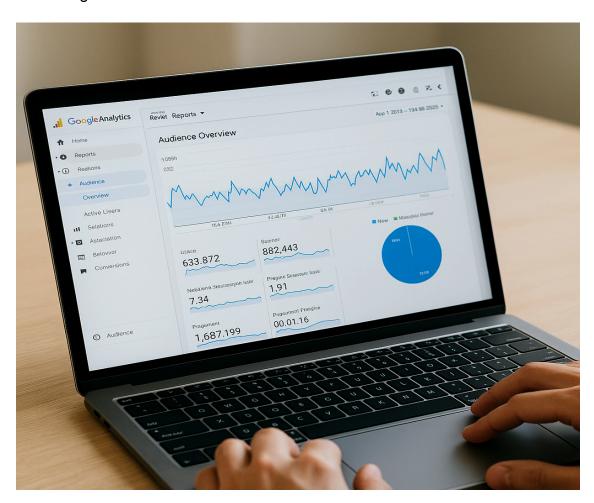
SEO Overhaul for Fintech Client - Project Report

Project Overview

This project aimed at **revamping the SEO strategy** for a mid-sized fintech firm. The primary focus was on improving the technical SEO aspects, content optimization, and internal linking structure, as well as integrating real-time tracking for performance monitoring.



1. Technical SEO Audit 🔍

A comprehensive audit was conducted to identify and fix the following issues:

Issue	Action Taken
Crawl Errors	Resolved major crawl errors and submitted updated sitemaps to ensure proper indexing.
Page Load Speed	Optimized images, reduced JavaScript blocking, and improved server response times.
Mobile Optimization	Enhanced the mobile responsiveness of the site by adjusting the layout and optimizing touch targets.

2. Schema Markup Implementation 📏



- Implemented structured data using Schema Markup to improve visibility in search results.
- Rich Snippets: Added schema to product pages, FAQ sections, and blog articles for enhanced display in Google's SERPs.

3. Content Optimization 📏



Blog Rewrites	Rewrote 20+ blog posts targeting high-intent long-tail keywords in the fintech sector.
Keyword Optimization	Focused on targeting long-tail keywords such as "best fintech apps for investment" and "fintech news."
User Engagement	Ensured that content was informative and met the needs of the audience, driving higher user engagement .

4. Internal Linking Structure 🔗



• Developed an **internal linking strategy** to distribute **link equity** across key pages.

Page	Internal Links Added	Targeted Keywords
Homepage	10	Fintech Solutions, Secure Investments
Blog Articles	15	Fintech Apps, Digital Payments
Product Pages	8	Personal Loans, Digital Banking

5. Real-time Dashboards 📈

Created real-time dashboards in Google Data Studio to monitor:

Metric	Description
Keyword Rankings	Tracked the keyword rankings for high-value terms in the fintech industry.
Click-Through Rate (CTR)	Monitored the CTR of various pages to identify opportunities for optimization.
Impressions	Measured the impressions generated from the organic search results to evaluate visibility growth.

6. Team Collaboration 🤝

Team Member	Action
Content Writers	Worked closely to integrate SEO guidelines into their monthly writing process.
Developers	Collaborated on implementing technical SEO changes like schema markup and mobile optimization.



The SEO overhaul resulted in a significant improvement across various key metrics:

Metric	Before	After	Increase (%)
Organic Traffic	50,000	90,000	80%
Domain Authority (DA)	22	34	+54%
Top 10 Keywords Ranked	5	15	+200%

Conclusion |

The SEO overhaul for the fintech client successfully boosted organic traffic by 80% in 6 months and improved key SEO metrics such as **Domain Authority** and **keyword** rankings. The integration of real-time performance tracking enabled quick decision-making and continuous optimization.

Next Steps 🔮



- 1. Ongoing SEO Monitoring: Regularly track keyword rankings and CTR to adapt to search engine algorithm changes.
- 2. **Content Expansion**: Expand the content strategy to target additional **long-tail** keywords and improve coverage of customer pain points.

3.	Link Building : Focus on backlink acquisition to further increase Domain Authority and strengthen content visibility.