



# **FNB Website SEO Report**

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# **SEO Keywords Tracking Report**



# SEO keywords Tracking Report

FNB Website is registering continuous excellent results despite few fluctuations; The website is featured on Google 1<sup>st</sup> page on keywords pertaining to all major sections i.e. Loans, Cards, Accounts, Services and Bancassurance and in some words we are among the first 3 banks in the first page.

The website is now better ranked on Google's 1<sup>st</sup> page on "Private Banking", "Business Banking", "Car Loan", "personal Loan", "Green Loan", "Business Loan" and "ATM" related keywords; More progress is to be seen in the upcoming period.

We had excellent initial results for "Banking cards" new category

# SEO keywords Tracking Report

FNB website is starting to dominate Google's organic ranking on all banking related keywords. Continuous ranking progress is registered across keywords' categories and the site's authority is continuously increasing on Google.

# SEO keywords Tracking Report

## 1- General Keywords

| Keywords                        | Your Google Rank in                           |   |
|---------------------------------|---|---|
|                                 | LB  | US  |
| Banks in Beirut                 | >50/9/10/15/15/9/8/8/10/6/5/5/4/<br>7/7/6/7/6 | >50/8/8/10/12/9/7/7/10/6/5/5/4/<br>7/7/6/7/6  |
| Top bank in Beirut Lebanon      | >50/17/10/7/6/3/2/2/9/3/1/4/3/5/<br>3/3/3/1   | >50/10/7/9/5/3/2/3/10/3/1/4/3/5/<br>3/3/3/1   |
| Banking services in Lebanon     | >50/3/3/2/2/1/2 &3/1<br>/2/1/2/2/2/2/2/1/1/1  | >50/8/4/2/2/1/1/1/2/1/2/2/2/2/2/<br>1/1/1     |
| Top banking services in Lebanon | >50/8/5/8/8/5/3/4/14/10/7/9/8/8/<br>7/ 5/11/5 | >50/5/5/8/7/5/2/3/14/10/7/9/8/8/<br>7/ 6/11/6 |
| Open bank account in Lebanon    | >50/8/7/3/5/2/1/1/3/ 3/4/2/2/3/3/<br>3/3/3    | >50/11/15/2/4/2/1/3/3/3/4/2/2/3/<br>3/3/3/3   |

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# SEO keywords Tracking Report

## 2- “Insurance” Keywords

| Keywords                           | Your Google Rank in                    |  |
|------------------------------------|--|--|
|                                    | google.com.lb                          | Google.com                             |
| Bank insurance Lebanon             | >50/2/1/1/1/1&2/1/1/1/1/1/1<br>/1      | >50/1/1/3/1/1&2/1/1/1/1/1/1<br>/1      |
| Bank assurance Lebanon             | >50/7/7/8/11/9/11/10/9/1/1/9/<br>10/10 | >50/8/8/1/12/9/11/10/9/1/1/<br>9/10/11 |
| Banking insurance packages Lebanon | >50/1&2/1/1/1/1/1/1/1/1/1/1/1          | >50/1/1/1/1/1/1/1/1/1/1/1/1            |
| Education saving plan Lebanon      | >50/4/2/3/3/3/1/2/3/2/2/4/5/1          | >50/6/2/4/4/3/1/2/3/2/2/4/5/<br>1      |
| Retirement insurance plan Lebanon  | >50/4/3/2/5/2/2/3/2/3/3/3/3/2          | >50/6/4/4/5/2/2/3/2/4/3/3/3/<br>2      |

|  |
|--|
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## 2- "Insurance" Keywords

| Keywords                        | Your Google Rank in                          |  |
|---------------------------------|--|--|
|                                 | google.com.lb                                | Google.com                                   |
| Hospital insurance plan lebanon | >50/9/9/13/17/13/11/10/10/<br>18/15/17/40/20 | >50/8/9/14/17/13/11/10/10/<br>18/15/17/40/21 |
| Income insurance lebanon        | >50/8/1/1/1/1/1/1/3/3/3/3/3/<br>/1           | >50/8/1&2/3/1/1/1/1/3/3/3/<br>3/3/1          |
| Travel insurance plan lebanon   | >50/10/4/6/5/5/5/5/5/5/5/5/<br>5/5           | >50/10/4/9/5/5/5/5/5/5/5/5/<br>/5            |
| Car insurance plan lebanon      | >50/8/3/8/10/8/9/9/11/11/5/<br>4/5/5         | >50/10/3/8/10/8/9/9/11/11/5/<br>/4/5/5       |
| Cargo insurance plan lebanon    | >50/2/1&2/2/3/3&4/3/3/1/<br>2/1/1/1/1        | >50/1/1&2/3/3/3&4/3/3/1/3/<br>1/1/1/1        |

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# SEO keywords Tracking Report

## 3- “Cards” Keywords

| Keywords                            | Your Google Rank in                     |   |
|-------------------------------------|---|---|
|                                     | google.com.lb                           | Google.com                                |
| Visa business credit cards Lebanon  | >50/7/2/1/1/1/3/1/1/1/1/1/1/1/1/1/1/1   | >50/6/4/1/1/5/3/1/1/1/1/1/1/1/1/1/1/1/1/1 |
| Visa corporate credit cards lebanon | >50/3/1/1/1/3/1/1/1/1/1/1/1/1/1/1/1/1/1 | >50/5/1/1/1/3/1/1/1/1/1/1/1/1/1/1/1/1/1   |
| Corporate credit cards lebanon      | >50/8/4/5&6/3/4/5/1/3/3/2/2/3/2/2       | >50/6/4/5&6/3/4/5/1/3/3/2/2/2/2           |
| Business credit cards lebanon       | >50/9/5/4/1/3/3/1&2/1/1/1/1/1/1/1/1/1   | >50/9/4/4/1/5/3/1&2/1/1/1/1/1/1/1/1/1/2   |
| Debit Cards in Lebanon              | >50/13/13/9/7/8/9/4/5/5/5/5/4/3/2/1     | >50/12/14/9/7/8/9/4/5/5/5/5/4/3/2/1       |

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## 3- “Cards” Keywords

| Keywords                             | Your Google Rank in                      |  |
|--------------------------------------|--|--|
|                                      | google.com.lb                            | Google.com                               |
| Apply for debit card in lebanon      | >50/11/3/1/2/4/7/1/6/4/5/5/3/3/<br>3/2   | >50/11/5/1&2/2/5/7/1/6/4/5/5/3/3/3/<br>2 |
| Online shopping cards lebanon        | >50/4/2/2/2/3/3/3/3/3/3/3/3/3/3/3/<br>/3 | >50/2/2/2/2/2/3/3/3/3/3/3/2/3/3          |
| Secure online shopping cards Lebanon | >50/2/2/2/2/2/2/2/2/2/2/2/2/2/2/2/<br>/2 | >50/2/2/2/2/2/2/2/2/2/2/2/2/2/2/2        |
| Ecommerce cards lebanon              | >50/2/1/1/3/4/2/3/2/5/2/9/5/8/2/<br>/1   | >50/3/1/1/2/4/2/3/2/5/2/9/5/8/2/2        |
| Internet cards lebanon               | >50/6/6/6/4/5/4/3/3/3/4/3/7/4/4/<br>/4   | >50/12/6/6/4/8/4/3/3/3/4/3/5/4/4/4       |

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# SEO keywords Tracking Report

## 4- "Home Loan " Keywords

| Keywords                           | Your Google Rank in                      |  |
|------------------------------------|--|--|
|                                    | LB                                       | US                                       |
| Home Loans Lebanon                 | >50/6/5/6/5/5/5/5/3/1/1/1/2/4/3          | >50/9/5/6/5/5/5/5/3/1/1/1/2/4/3          |
| House Loan Lebanon                 | >50/6/6/5/5/6/6/3/4/3/3/4/2/5/5          | >50/10/6/5/9/6/6/3/4/3/3/4/3/5/5         |
| Housing loan interest rate lebanon | >50/11/4/6/3/5/4/5/3/3/3/3/3/3/3         | >50/10/3/6/4/5/4/5/3/3/3/4/3/3/3         |
| Housing loans in Lebanon           | >50/21/19/13/5/6/6/5/3/6/7/4/2/3/3/1/5/4 | >50/19/20/15/5/7/6/5/3/6/7/4/2/3/3/3/5/4 |
| Expat home loan lebanon            | >50/5/7/9/8/7/4/3/5/3/2/1/1/1/1/3/3/2    | >50/5/8/9/10/7/4/4/5/3/2/1/1/1/1/3/3/2   |
| iskan housing loan Lebanon         | >50/19/9/10/7/4/5/5/4/5/2/2/4/4/4/4/4/3  | >50/14/10/8/5/3/5/6/4/5/2/2/4/4/4/4/4/3  |

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## 5- "Bank Accounts" Keywords

| Keywords                         | Your Google Rank in                         |   |
|----------------------------------|---|---|
|                                  | LB  | US  |
| Bank accounts in Lebanon         | >50/5/5/8/4/1/2/3/4/4<br>/2/2/3/2/2/2/4     | >50/9/5/7/4/1/5/3/4/4/2/2/3/4/<br>2/2/4       |
| Open wedding account in lebanon  | >50/8/4/5/6/4/4/3/4/5/4/1/2/1/1/1           | >50/8/2/5/5/4/2/3/4/5/4/1/2/1/<br>1/1         |
| Open current account lebanon     | >50/5/4/3/1/3/1/4&5/4&5/3&4/3/<br>1/2/2/2/3 | >50/4/4&5/4/1/3/4/4&5/4&5/<br>3&4/3/1/2/2/2/3 |
| Current account benefits Lebanon | >50/4/3/1/1/2/2/2/3/1/2/5/2/1/1/1           | >50/2/1/5/1/2/2/2/3/1/2/5/2/1/<br>1/1         |
| Open saving account lebanon      | >50/15/5/3/2/2/3/3/2/2/2/3/2/3/3/<br>2      | >50/7/6/3/2/2/3/3/2/2/2/3/3/3/<br>2           |
| Saving account benefits lebanon  | >50/4/1/1/2/2/1/1/1/2/3/3/3/1               | >50/4/1/1/2/2/1/1/1/2/3/3/3/1                 |

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# SEO keywords Tracking Report

## 6- "Online & Mobile Banking" Keywords

| Keywords                           | Your Google Rank in  |  |
|------------------------------------|--|--|
|                                    | LB   | US   |
| Online Banking Lebanon             | >50/8/14/10/5/10/4/6/6/4/4/5/6/2/3/3<br>/3   | >50/14/15/16/5/10/8/6/5/4/4/<br>5/6/2/3/3/3                                      |
| Online banking services in Lebanon | >50/11/9/13/5/3/1&2/1&2/3/2&3/4/4<br>/3/2/1/3/3/3                                      | >50/16/13/15/5/3/1&2/2/3/<br>2&3/4/4/3/2/1/3/3/3                                 |
| Mobile banking Lebanon             | >50/19/17/19/13/4/1/1/1/1/1/ 1/1/<br>1/1/1/1   | >50/15/19/16/15/4/1/1/1/1/1/<br>1/1/2/1/1/1/1                                    |
| SMS banking in Lebanon             | >50/1&2/1&2/1&2/1&2/1/<br>1, 2&3/1&2/1&2/1&2/1&2<br>/1&2/1&2/1&2/1,2&3/<br>1&2/1&2/1&2 | >50/1&2/1/1/1&2/1/1, 2 &3<br>/1&2/1&2/1&2/1&2/1&2/1&<br>2/1&2/1,2&3/ 1&2/1&2/1&2 |
| Phone banking in Lebanon           | >50/9/8/8/4/2/2&3/1/1/1/1/1/1/ 1/<br>1/1/1   | >50/7/8/6/5/2/3<br>/1/1/1/1/1/1/1/1/1/1  |
| Internet banking in Lebanon        | >50/15/5/13/7/3/2&3/1/2/2&3/2&3/3<br>/3/3/2&3/ 2&3/2&3/3                               | >50/20/16/15/7/2&3/2&3/2/2<br>/2&3/2&3/3/3/3/2&3/<br>2&3/2&3/3                   |

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# SEO keywords Tracking Report

## 7- “Private Banking” keywords

| Keywords                      | Your Google Rank in               |                                   |
|-------------------------------|-----------------------------------|-----------------------------------|
|                               | LB                                | US                                |
| Investment services Lebanon   | >50/5/2/8/7/9/9/6/8/9/8           | >50/8/2/8/8/9/8/6/8/9/9           |
| Financial institution Lebanon | >50/19/20/19/15/20/38/7/6/8/6     | >50/14/20/19/15/20/38/7/6/8/10    |
| Banking trading Lebanon       | >50/4/2/1/1/1/1/1/1/1/2           | >50/3/2/1/1/1/1/1/1/1/2           |
| Equity trading Lebanon        | >50/18/12/8/7/9/5/6/6/6/5         | >50/18/13/8/7/9/5/6/6/6/7         |
| Currency trading Lebanon      | >50/35/18/39/20/19/33/22/20/18/16 | >50/31/17/39/20/19/32/21/20/18/15 |

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# SEO keywords Tracking Report

## 7- “Private Banking” Keywords

| Keywords                          | Your Google Rank in                         |   |
|-----------------------------------|---|---|
|                                   | LB  | US  |
| Private banking Lebanon           | >50/9/4/4/5/4/4/4/3/2/1/1/1                 | >50/8/5/4/5/4/4/4/3/2/1/1/1                 |
| Capital markets Lebanon           | >50/11/8/6/10/8/6/7/4/9/6/4/6               | >50/10/8/6/10/8/6/7/4/9/5/4/5               |
| Asset management Lebanon          | >50/1/1/1/1/1/2/1/1/1/3/2/2/2               | >50/1/1/2/1/1/2/1/1/1/3/2/2/2               |
| Business banking services Lebanon | >50/16/14/13/15/15/4/9/10/18<br>/18/9/7     | >50/15/13/13/15/15/4/<br>9/10/18/18/9/7     |
| Corporate banking Lebanon         | >50/18/29/23/27/31/29<br>/27/25/20/29/15/18 | >50/19/18/23/28/31/29/27/26/<br>20/28/15/14 |

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# SEO keywords Tracking Report

## 8- “Business Banking” Keywords

| Keywords                       | Your Google Rank in          |                              |
|--------------------------------|------------------------------|------------------------------|
|                                | LB                           | US                           |
| Business Banking Lebanon       | >50/12/11/17/38/13/11/13/3/4 | >50/13/11/17/38/13/11/13/3/4 |
| Business Loans Lebanon         | >50/5/5/5/5/5/5/4/4          | >50/5/5/5/5/5/5/4/4          |
| Corporate Loans Lebanon        | >50/3/2/2/2/2/2/5/4/5        | >50/3/2/2/2/2/2/5/4/5        |
| Loans for Businesses in Beirut | >50/3/4/3/3/3/3/4/3          | >50/3/4/3/3/3/3/4/3          |
| Business Financing Lebanon     | >50/5/6/9/9/16/11/13/13/11   | >50/5/6/11/9/16/11/13/13/11  |

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## 9- "Car Loan" Keywords

| Keywords                          | Your Google Rank in    |                        |
|-----------------------------------|------------------------|------------------------|
|                                   | LB                     | US                     |
| Car loan Lebanon                  | >50/9/10/10/9/10/10/9  | >50/9/10/10/9/10/10/9  |
| Car loan calculator Lebanon       | >50/6/7/7/8/9/7/6      | >50/6/7/7/8/9/7/6      |
| Apply for car loan online Lebanon | >50/4/4/4/4/5/4/4      | >50/4/4/4/4/5/4/4      |
| Top rate car loan Lebanon         | >50/9/10/10/11/11/8/10 | >50/9/10/10/11/11/8/10 |
| Pre owned car loan Lebanon        | >50/9/8/8/8/6/6/9      | >50/5/9/8/8/6/6/9      |

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# SEO keywords Tracking Report

## 10- “Personal Loan” Keywords

| Keywords                           | Your Google Rank in |                 |
|------------------------------------|---------------------|-----------------|
|                                    | LB                  | US              |
| Personal loan in Lebanon           | >50/10/8/9/9/8/8    | >50/9/8/9/9/8/9 |
| Apply for personal loan in Lebanon | >50/5/6/5/6/6/2     | >50/5/6/5/6/6/2 |
| Get a personal loan Lebanon        | >50/10/5/5/6/8/6    | >50/6/5/5/6/8/6 |
| Personal loan bank in Lebanon      | >50/10/7/9/7/7/7    | >50/7/7/9/7/7/7 |
| Top personal loans in Lebanon      | >50/6/5/6/6/8/6     | >50/6/5/6/6/8/6 |

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# SEO keywords Tracking Report

## 11- “Business Loan” Keywords

| Keywords                        | Your Google Rank in |               |
|---------------------------------|---------------------|---------------|
|                                 | LB                  | US            |
| Business loans in Beirut        | >50/3/3/3/4/4       | >50/3/3/3/4/4 |
| Loans for businesses in Lebanon | >50/3/3/4/4/4       | >50/3/3/4/4/4 |
| Corporate loans Beirut Lebanon  | >50/2/3/3/3/3       | >50/2/3/3/3/3 |
| Loans for business in Beirut    | >50/3/3/3/4/3       | >50/3/3/3/4/3 |
| Top business loans in Lebanon   | >50/6/4/5/4/4       | >50/6/4/5/4/4 |

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# SEO keywords Tracking Report

## 12- “Green Loan” Keywords

| Keywords                          | Your Google Rank in |                 |
|-----------------------------------|---------------------|-----------------|
|                                   | LB                  | US              |
| Green loan Lebanon                | >50/4/4/7/3         | >50/4/5/7/3     |
| Solar system loan                 | >50/1&2/1&2/1/1     | >50/1&2/1&2/1/1 |
| Loans for solar system in Lebanon | >50/1/1/1/1         | >50/1/1/1/1     |
| Environment loans in Lebanon      | >50/8/11/13/11      | >50/8/11/13/11  |

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**Red** = position 1,2 or 3  
**Green** = Page 1 presence  
**Yellow** = Page 2 presence

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

# SEO keywords Tracking Report

## 13- “ATM” Keywords

| Keywords                     | Your Google Rank in |           |
|------------------------------|---------------------|-----------|
|                              | LB                  | US        |
| ATM banking services Lebanon | >50/1/1/2           | >50/1/1/2 |
| ATM fast cash withdrawal     | >50/1/1/1           | >50/1/1/1 |
| ATM Balance inquiry Lebanon  | >50/1/2/2           | >50/1/2/1 |
| ATM in Lebanon               | >50/1/3/2           | >50/1/3/1 |

**Red** = position 1,2 or 3  
**Green** = Page 1 presence  
**Yellow** = Page 2 presence

The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

# SEO keywords Tracking Report

## 14- “Banking Cards” Keywords (new added category)

| Keywords                    | Your Google Rank in |           |
|-----------------------------|---------------------|-----------|
|                             | LB                  | US        |
| Bank cards Lebanon          | >50/9/9             | >50/9/9   |
| Personal Bank cards Lebanon | >50/3/4             | >50/3/4   |
| Corporate Banking cards     | >50/18/12           | >50/18/12 |
| Visa credit card            | >50/5/5             | >50/5/9   |

The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.

**Red** = position 1,2 or 3  
**Green** = Page 1 presence  
**Yellow** = Page 2 presence

# SEO keywords Tracking Report

## 14- “Banking Cards” Keywords (new added category)

| Keywords                          | Your Google Rank in |        |
|-----------------------------------|---------------------|--------|
|                                   | LB                  | US     |
| Visa infinite credit card Lebanon | >50/1               | >50/1  |
| Visa credit card                  | >50/4               | >50/4  |
| Visa infinite card benefits       | >50/12              | >50/12 |
| Gold credit card Lebanon          | >50/3               | >50/3  |

**Red** = position 1,2 or 3  
**Green** = Page 1 presence  
**Yellow** = Page 2 presence

The table highlights the ranking progress of the website on the different keywords mentioned on google.com and google.com.lb

We start showing the initial rank of the website before the start of SEO work. The initial rank for all keywords was higher than 50 which means that the website was placed after page 5 on Google. The progress through out the different month is also shown. The last number represents the current ranking.



**THANK YOU**

