

OBR 151

Searching for Customers 3.0

Search engine marketing for financial institutions

Author: Jim Bruene, Editor, Online Banking Report

Published: March 10, 2008

Cost: Individual report: \$245 single-user; \$595 enterprise-wide license
or get this report now for no charge with your [annual subscription](#)

Size: 36 pages; 11,000 words; 28 tables

Format: Printed, PDF, Word

Ordering: [Online](#), [email](#), or (206) 517-5021

Abstract: In this report, we look at how financial institutions can use search marketing tools to attract new customers:

- Impact of social media and blogging on search results
- Leveraging local search and mapping
- Supporting offline campaigns with search marketing
- Selecting the optimum financial and brand keywords

Also, in this report we also look at:

- The first OBR Best of the Web winner in 2008: SmartyPig.com, a social-network-inspired savings account.

Table of Contents

Search marketing basics	2
Research results	
<i>Consumer behavior</i>	3
<i>Market size</i>	6
Marketing	
<i>20 lessons from the pros</i>	11
<i>Financial keyword selector</i> ...	26
Scorecard	
<i>Financial PPC advertisers</i> ...	30
Best of the Web 2008	
<i>SmartyPig marries social media with savings accounts</i>	36

Companies Mentioned: Arizona Federal Credit Union, Bank of America, BankRate, Citibank, Google, Prosper, TheStreet.com, US Bank, Verity Credit Union, Wells Fargo, West Bank (Iowa), Yahoo

Table of Tables	
Number	Title
1	Monthly search volume at major U.S. sites
2	Consumer search usage
3	Frequency of online search
4	How shoppers find online retailers
5	Online methods of researching before making a purchase
6	Factors influencing online purchasing by age
7	Financial products search
8	Mobile search
9	Online advertising: 1998 to 2007
10	Search marketing forecast comparisons
11	Online marketing forecast: 2008 to 2012
12	Online marketing forecast
13	U.S. search marketing metrics
14	Share of search marketing spend
15	Search clickthrough rates
16	Search conversion rates
17	Cost per click by financial sector
18	Search engines used for marketing
19	Keyword tracking and discovery resources
20	First action taken when visiting a retail site
21	Internal site search results at 20 largest U.S banks
22	Top 20 search marketing agencies
23	Banking and credit keyword selection tool
24	Top banking and credit search terms
25	Mortgage keyword selection
26	PPC advertising on 10 common financial terms: New York, Washington DC, Atlanta
27	PPC advertising on 10 common financial terms: Chicago, Dallas, Denver
28	PPC advertising on 10 common financial terms: Phoenix, San Francisco, Seattle