

DISCOVER[®]

Discover Monthly Report
November 2020

imagination.

Executive Summary

November 2020

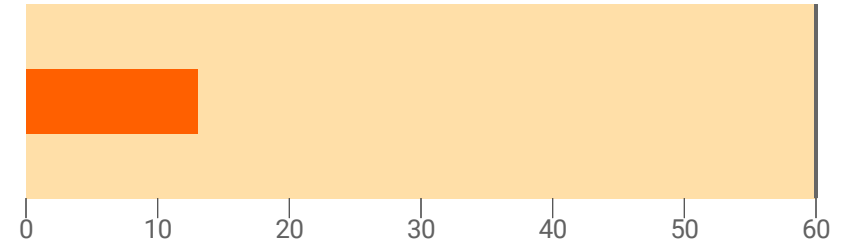
KEY TAKEAWAYS

- The blog experienced slight drops in performance month-over-month, likely due to the holiday as visits experienced its largest drop on Thanksgiving. However, the blog remains above benchmark for organic performance (organic impressions, clicks, and CTR).
- Non-AMP pages continue to see increases in engagement and quality metrics — specifically, average page depth (+96.6%) and daily return visits (+54.2%) — compared to October. This suggests that users position Discover Modern Money as a thought leader.
- Dissimilar to previous months, checking account opens were the most popular account opens this month at 215 total opens, which is over 10% more than in October.
- Modern Money saw a 4.73% increase in visibility for IP content targeted keywords. More specifically, 12 targeted keywords improved in rankings and visibility this month.

RECOMMENDATIONS

- As the related content module constantly outperforms the related content side block CTA, our team recommends strategically prioritizing the top-performing bottom-funnel content pieces to the related content module, where applicable.

Imagination Content Progress



Imagination Scope: 60 content pieces
Progress*: 13 or 21.7% published

**Progress only reflects content that was published through the end of November.*

PRIMARY GOAL

Increase organic search traffic through SEO-optimized content



This graph represents the accumulation of organic clicks to all **blog pages from August 1, 2020, to date.*

SECONDARY GOALS

Engagement: Increase deposit account openings & improve site engagement with content

Quality: Improve quality of content & integrate new content forms

Table of Contents

1. KPI Monthly Snapshot	4
A top-level view of the current month's key performance metrics compared to the previous period.	
2. Website Performance — IP Content	5
The current month's performance of the content that Imagination created.	
3. Website Performance — Visibility	6
The performance of the entire blog based on the first objective: visibility. This page focuses on most of the KPIs that are associated with this specific objective.	
4. Website Performance — Engagement	7
The performance of the entire blog based on the second objective: engagement. This page focuses on most of the KPIs that indicate quality user engagement.	
5. Website Performance — Quality	8
The performance of the entire blog based on the third and final objective: quality. This page focuses on most of the KPIs that suggest the blog holds quality content that incentivizes users to act.	

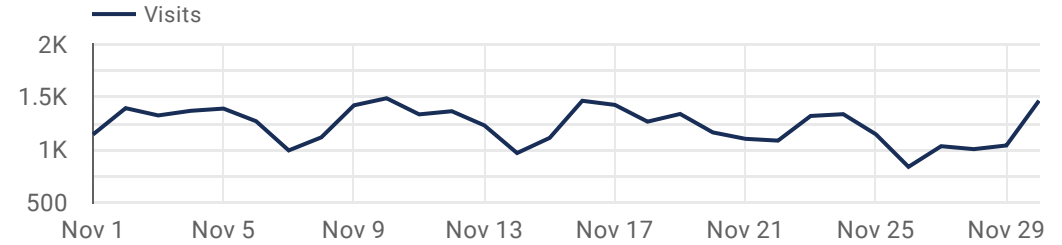
KPI Monthly Snapshot

All metrics on this page are being compared to the previous period (October 1-31).

Visibility

Increase organic search traffic through SEO-optimized content

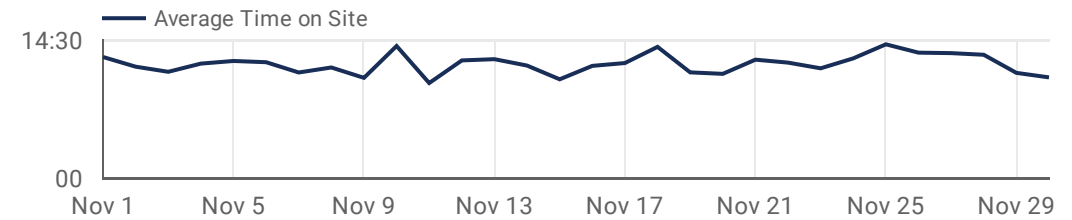
Page Views	70,136	Exits	55.6K
	↓ -5.9%		↓ -4.0%
Unique Visitors	61.4K	New Visits	55.4K
	↓ -6.6%		↓ -5.3%
Entries	56.5K	Organic Traffic	55.0K
	↓ -3.9%		↓ -4.8%



Engagement

Improve site engagement with publication of educationally focused content and increase deposit account openings

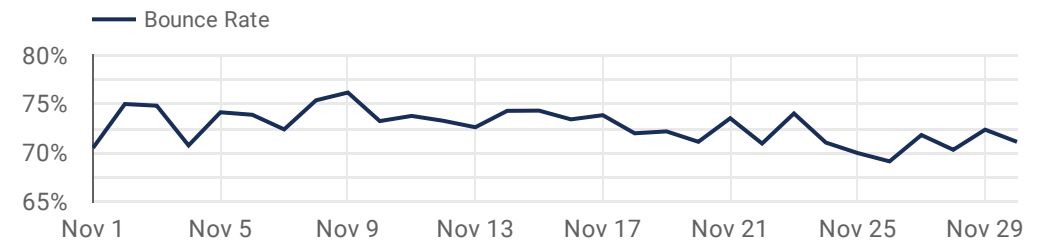
Avg. Time on Site	04:20	Social Shares	4
	↑ 8.7%		↓ -42.9%
Average Page Depth	1.4	CTR for CTA Clicks	0.08%
	↓ -24.6%		↓ -3.5%



Quality

Improve quality of content, and integrate innovative and new content forms and media types

Daily Return Visits	5.2K	Return Visits	10.1K
	↓ -7.1%		↓ -9.6%
Bounce Rate	84.1%	Related Content CTR	2.9%
	↑ 0.2%		↓ -12.3%
Page Events	6.2K	Bounces	49.2K
	↓ -30.7%		↓ -3.6%



Traffic Acquisition | IP Content

Page Views

1K

↑ 14.9%

Average Time on Site

03:40

↑ 14.1%

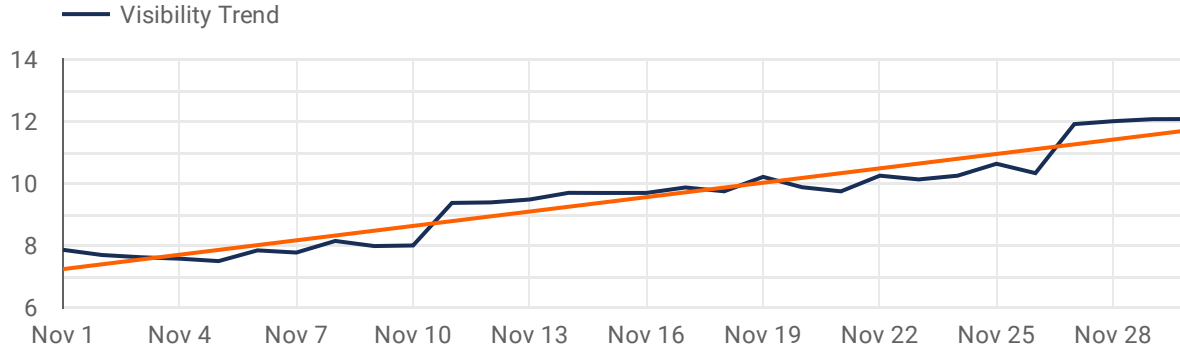
Bounce Rate

73.57%

↓ 6.6%

These metrics are being compared to the previous month.

Organic Visibility for Tracked Keywords in SEMRush



Key Takeaways

- "How to Manage Your First Salary and Grow Your Savings" experienced all social shares this month, with 2 of the shares occurring on Twitter and 2 from Facebook.
- "How to Prepare for the End of Your Unemployment Benefits" earned a featured SERP that's displayed on desktop, mobile and voice searches against the targeted key phrase "how to prepare for the end of unemployment benefits."
- Modern Money saw a 4.73% increase in visibility from IP-published content as 12 targeted keywords improved in the top 100 rankings.
- In November, IP-published content ranked for 25 out of 42 target keywords on desktop and 24 out of 42 target keywords on mobile, with 10 unique keywords ranking on page 1 (25% increase MoM). In total, IP content is ranking for 151 unique keywords across devices (25% increase MoM) with 53% of keywords ranking on page 1 (16% increase MoM) and 44% ranking on page 2 (20% increase MoM).

Ranking Keywords for IP-Published Content

Query	Avg SERP	MSV	CPC	Traffic Cost
can an employer cut your pay	1	590	\$2.53	\$0
quarantine money lessons	1.52	10	\$0	\$0
how to prepare for the end of unemployment benefits	1.64	10	\$0	\$0
how to save more money in the stay at home economy	1.85	10	\$0	\$0
how to save money in the stay at home economy	1.97	10	\$0	\$0
is now a good time to buy a home	2	720	\$3.71	\$0

	Page Name	Content Group	Organic Impressions	Organic Clicks	Page Views	Return Visits
1.	online-banking/banking-topics/quarantine-money-lessons/	Saving	2,090	29	132	50
2.	online-banking/banking-topics/how-to-save-money-in-stay-at-home-economy/	Saving	1,439	25	128	50
3.	online-banking/banking-topics/home-office-on-	Career & Education + Lifestyle	411	0	124	64
	Grand total		13,610	125	1,009	436

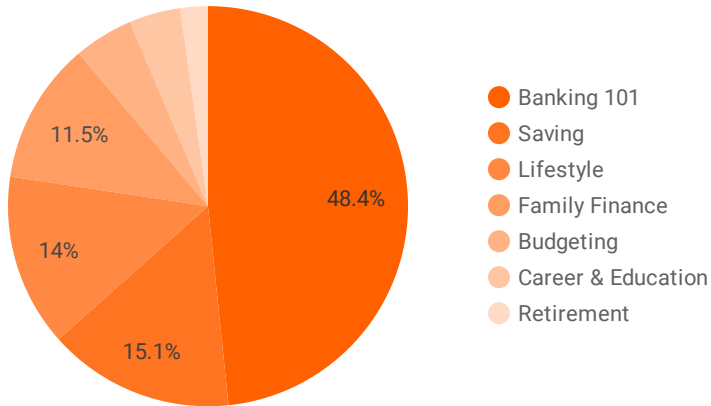
Traffic Acquisition | Visibility

Objective: Increase organic search traffic through SEO-optimized content

Page Views	Unique Visitors	Organic Traffic	New Visitors
70.1K	61.4K	55.0K	55.4K
↓ -5.9%	↓ -6.6%	↓ -4.8%	↓ -5.3%

These metrics are being compared to the previous month.

Organic Impressions by Content Pillar



Key Takeaways

- "Not Saving? These 3 Reasons to Save Money Will Give You the Motivation to Start" was the most popular content piece in November with the most organic traffic (5.6K clicks), while "How Does Savings Account Interest Work? Here's Your Guide" continues to see the most organic visibility (359K organic impressions).

- The most visible content piece this month was "13 Ways to Have Fun Without Spending Money" with over 3,200 page views. However, of the top 10 content pieces, "Not Saving? These 3 Reasons to Save Money Will Give You the Motivation to Start" continues to experience the largest increase in interest at 9.2% more page views month-over-month.

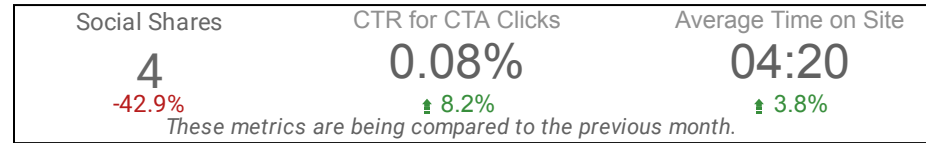
- The main visibility metrics experienced month-over-month decreases, possibly due to the holiday. For example, the blog experienced its lowest number of visits on November 26. Specifically, the blog saw over 27% fewer visits comparing November 26 to November 25, and over 37% fewer visits comparing November 26 to November 24.

Query	Landing Page	Impressions	URL Clicks	URL CTR
importance of savings	https://www.discover.com/online-banking/banking-topics/3-reasons-to-save-more-money/	1,741	307	17.63%
advantages of online banking	https://www.discover.com/online-banking/banking-topics/making-your-life-easier-with-online-banking/	2,102	237	11.27%
advantages of internet banking	https://www.discover.com/online-banking/banking-topics/making-your-life-easier-with-online-banking/	1,173	220	18.76%

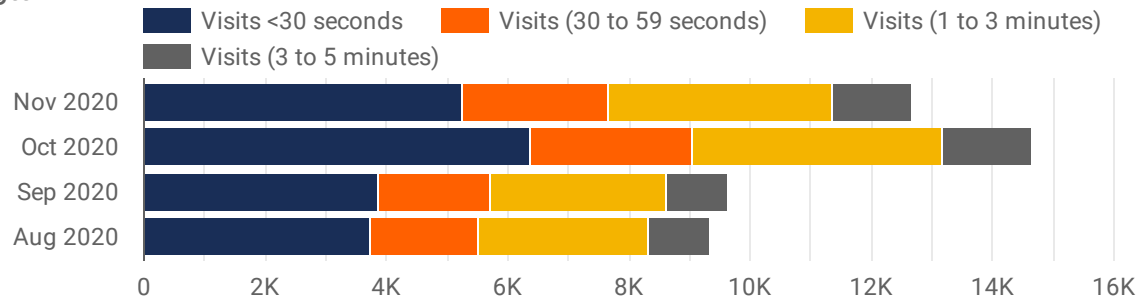
	Page Name	Total Page Views	% Δ
1.	online-banking/banking-topics/13-ways-to-have-fun-without-spending-money	3,269	-15.4% ↓
2.	online-banking/banking-topics/3-reasons-to-save-more-money	3,041	22.2% ↑
3.	online-banking/banking-topics	2,789	-5.2% ↓
4.	online-banking/banking-topics/3-reasons-to-save-more-money/amp	2,557	9.2% ↑
5.	online-banking/banking-topics/how-	2,281	-16.0% ↓

Traffic Acquisition | Engagement

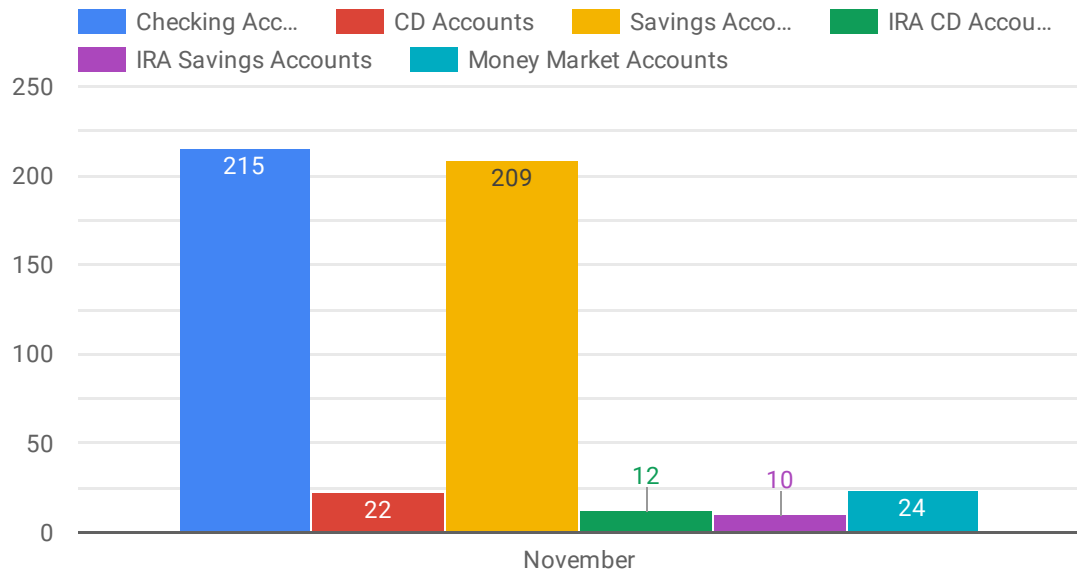
Objective: Improve site engagement with publication of educationally focused content and increase deposits account openings



Number of Visits by Average Time on Page Group for All Blog Pages



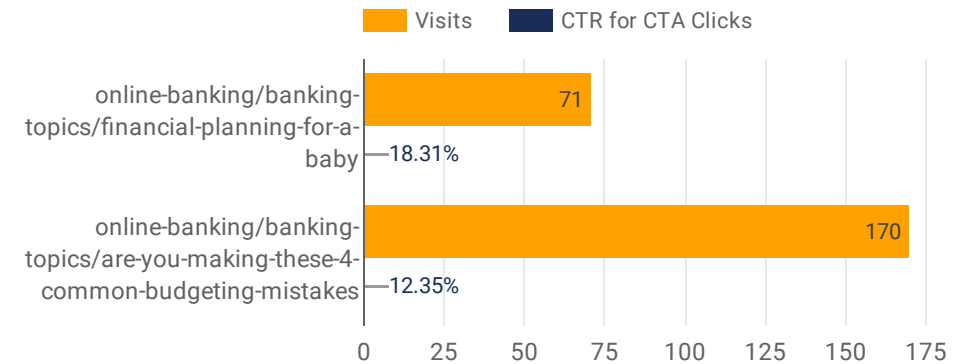
Account Openings by Account Type



Key Takeaways

- Dissimilar to previous months, checking account opens were the most popular account opens this month at 215 total opens, which is over 10% more than October.
- Visitors who spent between 1 and 3 minutes on a page remains the most popular journey that includes an application complete. Specifically, "5 Steps to Open an Online Checking Account" experienced the most visits between 1 and 3 minutes that included an account open. **As checking accounts were the most popular account open this month, this suggests this content piece was helpful in assisting users to open an account in November.**
- The quick quizzes and listicle tags remain the top-performing CTAs in November; however, the quick quizzes tag outperformed the listicles tag this month by receiving a 67% higher CTR than the listicle tag.

Click-Through Rate for CTA Clicks*



*Click-through rate for CTA clicks includes CTA clicks on a blog page compared to the number of visits on that blog page. This chart ONLY looks at blog pages that experienced a CTR above

Traffic Acquisition | Quality

Objective: Improve quality of content & integrate innovative and new content forms and media types

Related Content CTR

2.9%

↓ -12.3%

Page Events

6.2K

↓ -30.7%

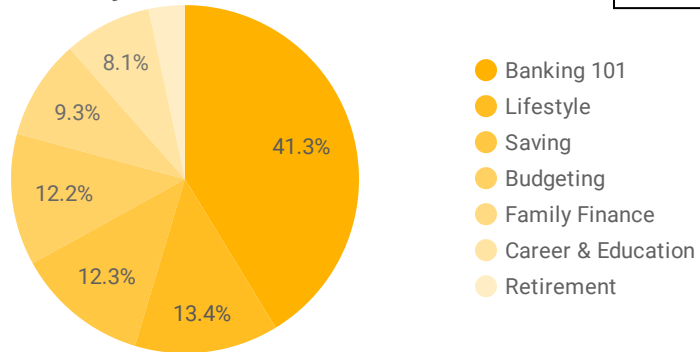
Bounce Rate

84.1%

↑ 0.2%

These metrics are being compared to the previous month.

Return Visits by Content Pillar



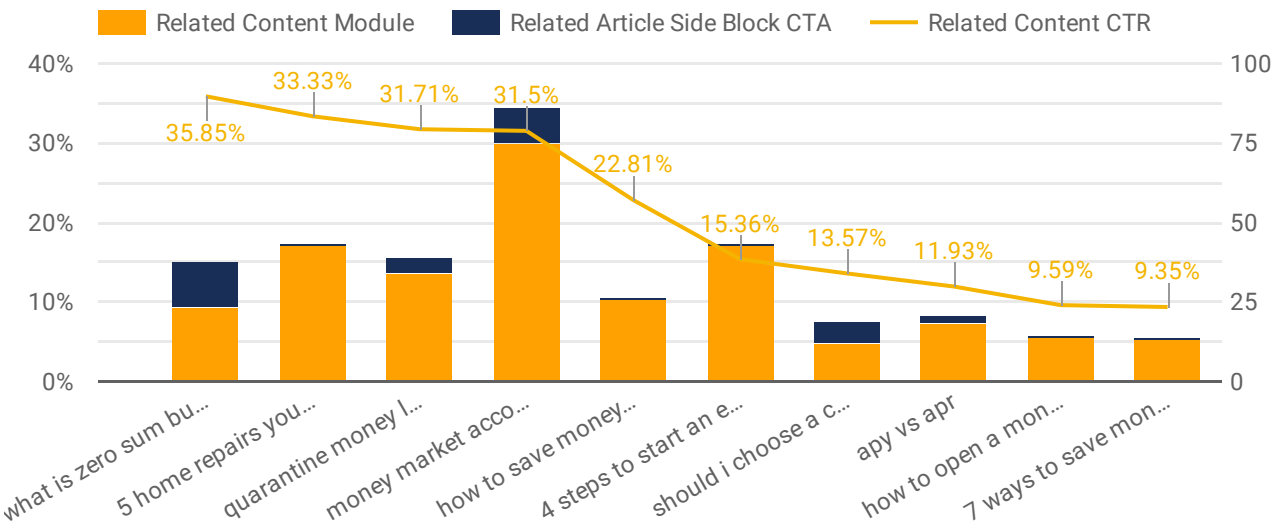
Key Takeaways

- Banking 101 pages experienced the most return visits and page views month-over-month. However, Budgeting experienced the largest increase in return visits (+299%) comparing November to October, while Career & Education saw the largest increase in page views (+279%). **This suggests increased opportunity in 2021 as user interest shifts toward these other pillars.**

- The related content module remains the most popular related content CTA with a 418% higher CTR than the related article side block CTA. **As the module constantly outperforms the side block, our team recommends strategically prioritizing the top-performing bottom-funnel content pieces to the related content module, where applicable.**

- The article "APY vs. APR: The Difference Explained" saw increased engagement this month with almost 5,000% more page events, possibly due to the recent change in interest rates.

Related Content CTR



	Page Name	Page Events	% Δ
1.	online-banking/banking-topics/apy-vs-apr	455	4,955.6% ↑
2.	online-banking/banking-topics/federal-reserve-interest-rate-increase-savings-account	440	566.7% ↑
3.	online-banking/banking-topics/how-interest-works-on-savings-accounts	389	-9.5% ↓
4.	online-banking/banking-topics/money-market-account-or-checking-account	299	-53.5% ↓
5.	online-banking/banking-topics/how-to-open-an-online-savings-account	293	-2.3% ↓

Appendix I: AMP vs Non-AMP Page Performance

AMP Pages

Page Views
25,955
↓ -3.7%

Average Time on Site
00:05:17
↑ 0.1%

Bounce Rate
92.53%
↓ -0.6%

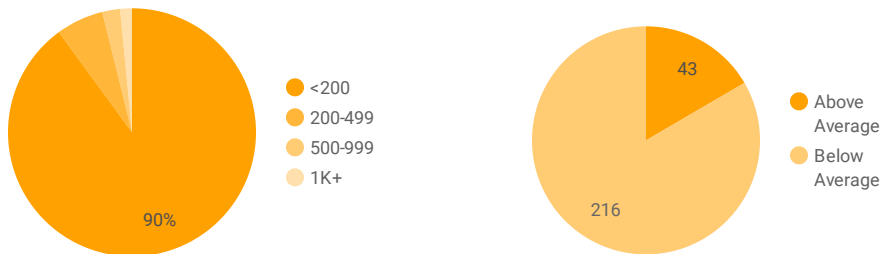
AMP Page Title	Organic Traffic
1. 13 ways to have fun without spending money	3,105
2. 3 reasons to save more money	2,939
3. how interest works on savings accounts	2,079
4. where to keep emergency fund	1,301

Grand total

26,158

1 - 100 / 259 < >

Content Pieces by Organic Traffic Grouping



Non-AMP Pages

Page Views
44,181
↓ -7.1%

Average Time on Site
00:03:40
↑ 19.9%

Bounce Rate
78.18%
↓ -12.3%

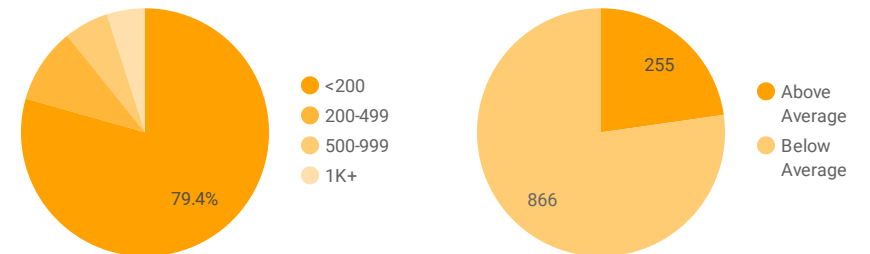
Non-AMP Page Title	Organic Traffic
1. 3 reasons to save more money	5,590
2. 13 ways to have fun without spending money	4,795
3. how interest works on savings accounts	4,291
4. where to keep emergency fund	3,104

Grand total

54,965

1 - 100 / 262 < >

Content Pieces by Organic Traffic Grouping



Appendix II: Legacy Article Performance

	Page Name	Page Views ▼	Unique Visitors	New Visitors	Average Time on Site	Average Page Depth	Daily Return Visits	Return Visits	Bounce Rate
1.	online-banking/banking-topics/making-your-life-easier-with-online-banking	945	814	774	00:06:26	0.21	11	109	92.13%
2.	online-banking/banking-topics/certificates-of-deposit-combine-growth-and-safety	364	331	219	00:01:28	1.03	65	121	39.18%
3.	online-banking/banking-topics/how-to-get-the-most-out-of-mobile-banking	336	293	147	00:03:22	2.24	31	172	67.33%
4.	online-banking/banking-topics/four-reasons-to-open-savings-account	156	148	133	00:02:26	1.03	3	16	86.51%
5.	online-banking/banking-topics/the-roth-individual-retirement-account	137	116	67	00:02:00	1.83	19	54	40.24%
6.	online-banking/banking-topics/compounding-your-savings-for-retirement	121	106	90	00:03:40	2.04	6	25	80.77%
7.	online-banking/banking-topics/4-strategies-for-achieving-stretch-savings-goal	65	60	50	00:07:39	0.69	1	11	96.36%
8.	online-banking/banking-topics/how-savings-calculator-could-help-you-reach-financial-goals	63	55	21	00:00:41	1.79	19	35	24.24%
9.	online-banking/banking-topics/what-to-do-with-your-401k-when-you-leave-your-job	44	33	22	00:02:44	1.3	5	15	44.44%
10.	online-banking/banking-topics/3-ways-to-make-saving-money-easier	43	35	30	00:01:21	0.44	5	11	78.13%
11.	online-banking/banking-topics/10-tips-for-catching-up-on-retirement-savings	42	36	28	00:03:16	3.14	3	10	80.95%
12.	online-banking/banking-topics/dont-wait-start-	33	17	10	00:03:31	1.82	5	19	62.5%