

DISCOVER[®]

Discover Monthly Report
August 2020

imagination.

Executive Summary

August 2020

As August data is compromised, we will focus on organic performance metrics from Google Search Console, SEMRush, SEO Clarity and MOZ. Overall, this report will be considered a template for future reports. With that being said, the performance compared to benchmark will be inaccurate as August data does not include all non-AMP page performance.

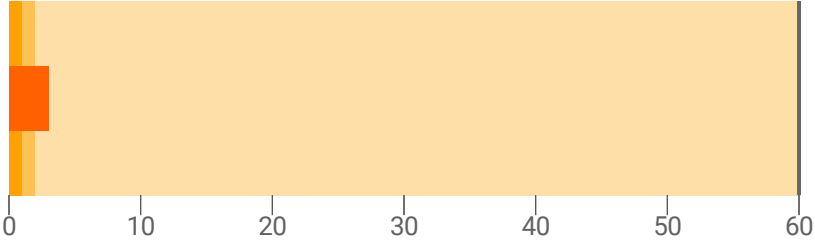
KEY TAKEAWAYS

- The blog experienced increases in visibility in August compared to July. Specifically, organic traffic saw over a 19% increase this month.
- Regarding Batch 1, three new content pieces were live during August 2020, with all pieces ranking on Google.
- CTA strategy proved successful with increases in Click-through-rate for CTA clicks compared to July.

RECOMMENDATIONS

- Find new ways to encourage organic social shares of recently published content.
- Implement more links to high-converting pages where relevant.
- Combine data insights with audience understanding and a forward-looking approach to financial trends to continue to develop content that will be relevant and engaging in the future.

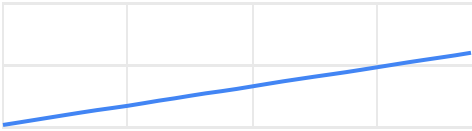
Imagination Content Progress



Imagination Scope: 60 content pieces
Progress: 3 or 5% published

PRIMARY GOAL

Increase organic search traffic through SEO-optimized content



This graph represents the accumulation of organic clicks to all **blog pages in August.*

SECONDARY GOALS

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

Quality: Improve quality of content & integrate new content forms

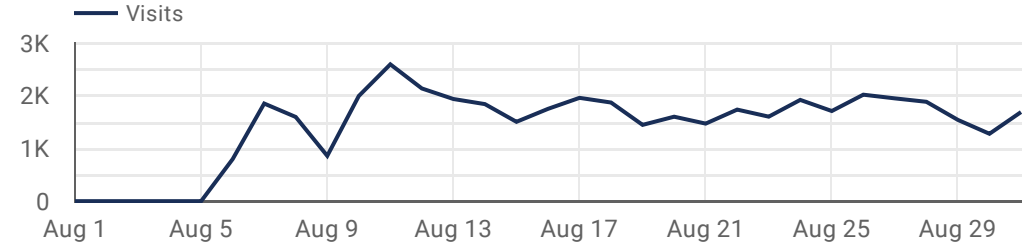
KPI Monthly Snapshot

The metrics that use Adobe Analytics as the source are inaccurate due to blog tags not being able to capture the page name for non-AMP pages. This means the organic traffic metric is the only one we can report on with complete accuracy.

Visibility

Increase organic search traffic through SEO-optimized content

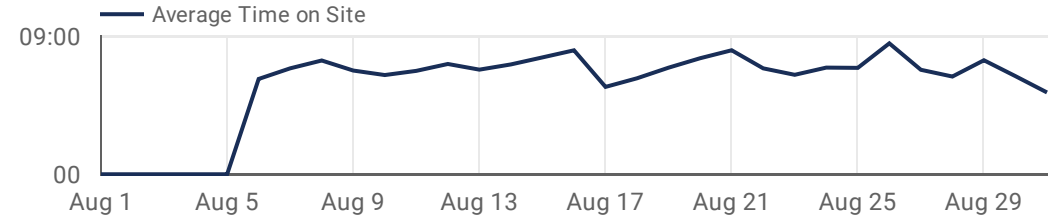
Page Views	77,880	↑ 6.1%	Exits	66.9K	↑ 13.8%
Unique Visitors	70.9K	↑ 7.0%	New Visits	68.5K	↑ 14.8%
Entries	68.8K	↑ 14.8%	Organic Traffic	60.1K	↑ 1.1%



Engagement

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

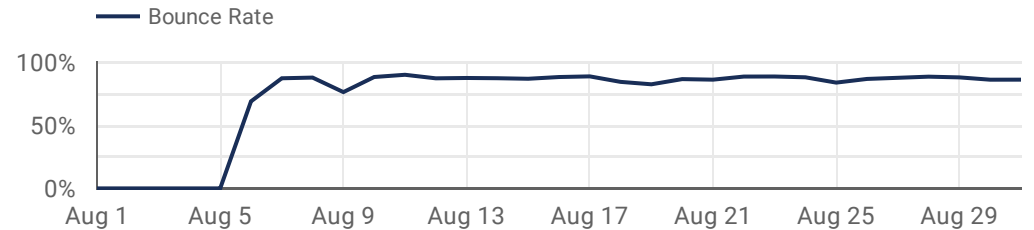
Avg. Time on Site	03:56	↑ 5.3%	Social Shares	27	+58.8%
Average Page Depth	0.6	↓ -62.4%	CTR for CTA Clicks	0.45%	↑ 202.7%



Quality

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

Daily Return Visits	3.2K	↓ -28.3%	Return Visits	5.5K	↓ -43.3%
Bounce Rate	89.7%	↑ 0.2%	Related Content CTR	22.8%	↑ 114.0%
Page Events	2.6K	↓ -64.7%	Bounces	61.5K	↑ 14.6%



All metrics on this page are being compared to the previous period (July 6-31) as August has no data before the 6th of the month. However, the Organic Traffic metric is comparing August 1-31, 2020 to July 1-31, 2020 as there is true data from this source (Google)

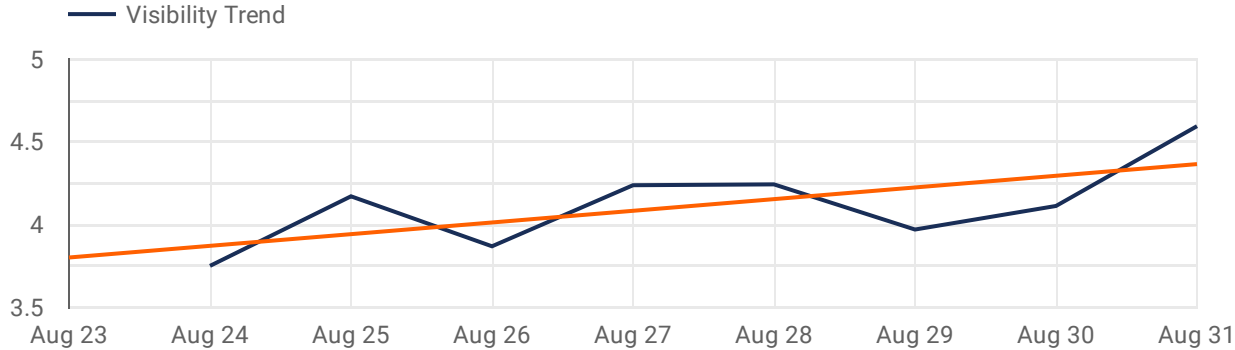
Traffic Acquisition | Batch 1

Page Views
468

Average Time on Site
03:44

Bounce Rate
81.79%

Organic Visibility for Tracked Keywords in SEMRush



Key Takeaways

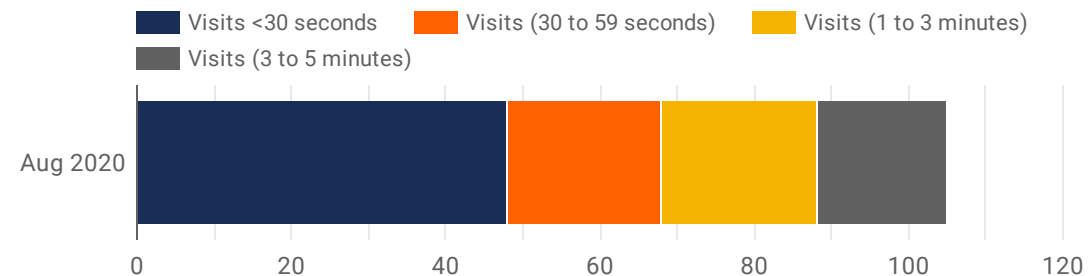
- Since we started tracking keywords (August 24), organic visibility has increased by 8.3%.
- Regarding engagement, the article "How to Find a Job in a Recession" experienced 27 shares from Facebook, plus at least one share (from a source) on LinkedIn that had high engagement.
- Of the 3 published articles in August, "Attention, Parents: How to Protect Your Retirement Savings from a Recession" garnered the highest organic search visibility on targeted key phrases, while "How to Find a Job in a Recession" experienced the most overall visibility with 53.6% of total page views (AMP and non-AMP combined).

Content Insights

- As the social shares this month derived from internal promotion, the Imagination team encourages incorporating an outreach strategy to the program to inspire more visibility to new articles.

	Page Name	Content Group	Page Views	Return Visits	Page Events
1.	online-banking/banking-topics/when-to-use-your-emergency-fund	Saving	112	64	1
2.	online-banking/banking-topics/how-to-find-job-during-recession	Career & Education	169	52	2
3.	online-banking/banking-topics/how-to-protect-retirement-	Retirement	75	31	3
Grand total			468	156	6

Number of Visits by Average Time on Page Group for Batch 1



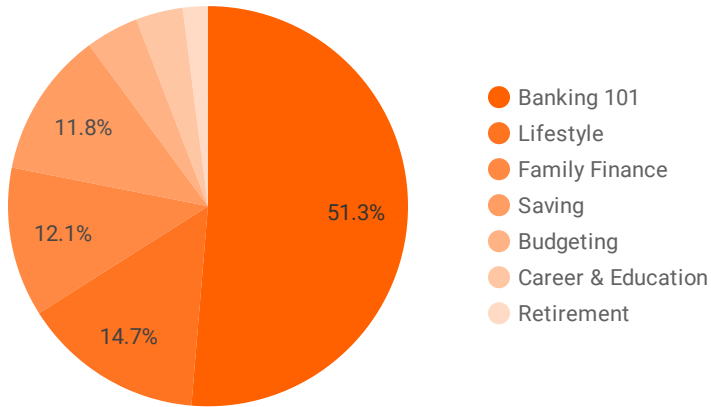
Traffic Acquisition | Visibility

Objective: Increase organic search traffic through SEO-optimized content

Page Views 77.9K -48.2%	Unique Visitors 70.9K -47.3%	Organic Traffic 60.1K +15.3	New Visitors 68.5K -35.4%
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These metrics are being compared to month benchmark.

Organic Impressions by Content Pillar



Key Takeaways

- Banking 101 pages experienced the most visibility with over 51% of total organic impressions.
- The blog is ranking on page 1 for top-funnel retirement-related keywords, such as "how to protect my retirement savings from recession" and "how do I protect my retirement savings from a crash".
- The most visible content piece this month was the AMP page for "How interest works on saving accounts". This piece saw a 12% increase from July, which suggests the top of savings is in high demand.

Content Insights

- Optimize meta descriptions for the pages with a low URL CTR.
- Review existing content (particularly with high traffic) and implement new links to high-converting pages where relevant.

Query	Page Title	Impressions	URL Clicks	URL CTR
discover checking account	opening a checking account online	6,624	289	4.36%
things to do with no money	13 ways to have fun without spending money	649	256	39.45%
things to do that don't cost money	13 ways to have fun without spending money	587	241	41.06%
where to keep emergency fund	where to keep emergency fund	1,041	239	22.96%

	Page Name	Total Page Views	% Δ
1.	online-banking/banking-topics/how-interest-works-on-savings-accounts/amp	3,334	12.0% ↑
2.	online-banking/banking-topics/13-ways-to-have-fun-without-spending-money/amp	2,510	23.9% ↑
3.	online-banking/banking-topics	2,303	-8.8% ↓
4.	online-banking/banking-topics/13-ways-to-have-fun-without-spending-money	2,202	39.2% ↑

Traffic Acquisition | Engagement

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

Social Shares

27

+68.8%

CTR for CTA Clicks

0.45%

-64%

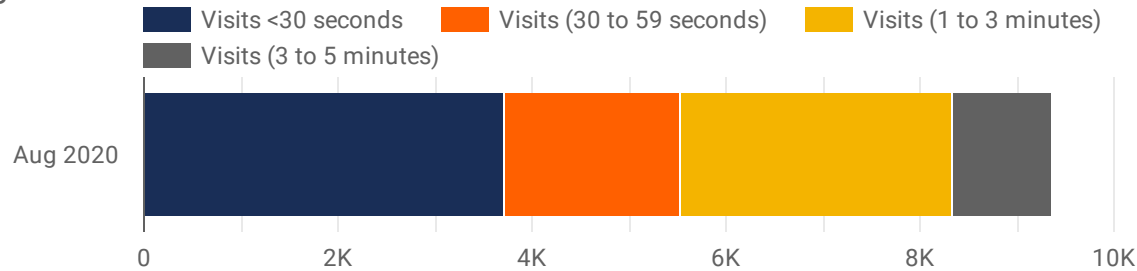
Average Time on Site

03:56

-44%

These metrics are being compared to month benchmark.

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



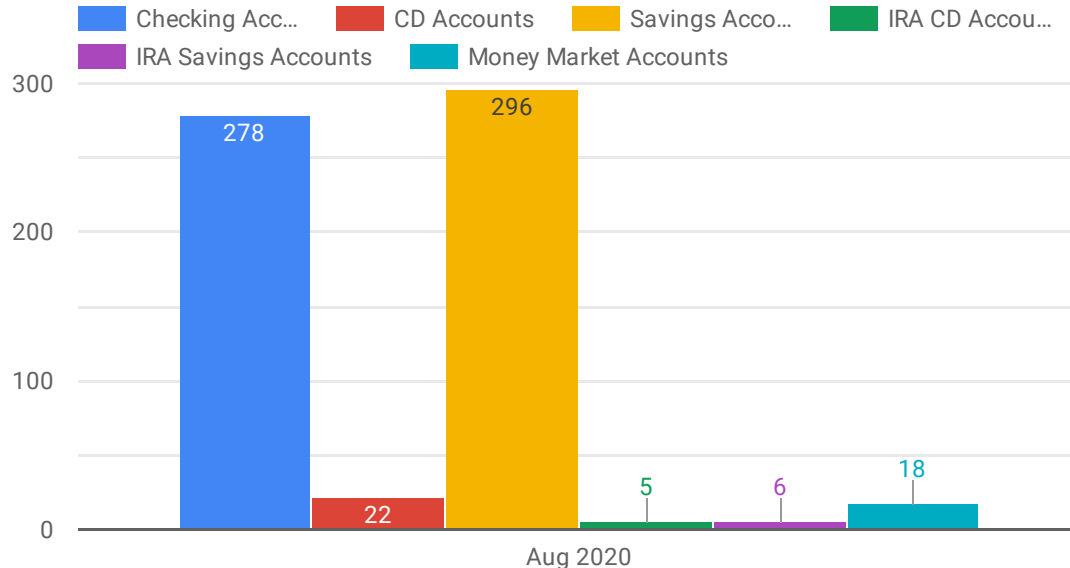
Key Takeaways

- Aside from visits fewer than 30 seconds, the majority of users (30%) spent between 1 and 3 minutes on the blog. This suggests that most of our users actually consumed the content.
- Of the article pages, "How to open an online savings account" experienced the most conversions this month at 8 deposit account opens.
- Of the different account types, August experienced the most savings account openings at 296.

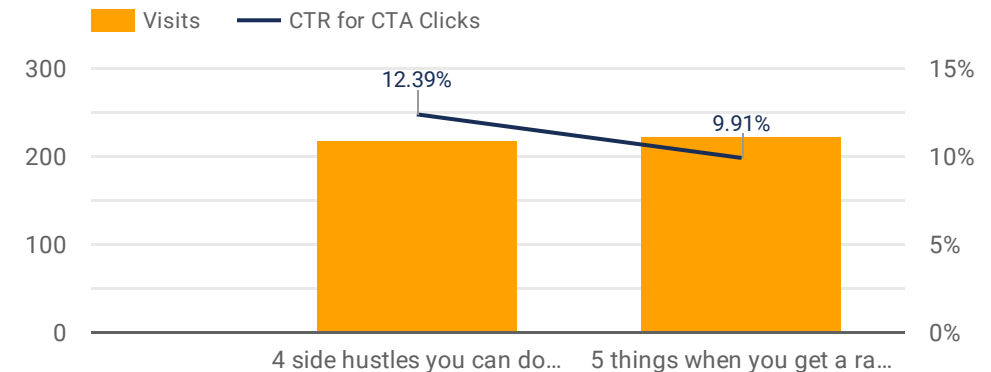
Content Insights

- IP will link to these highly converting pages in the articles we create when relevant.
- Recommend reviewing all existing articles and implementing links to these pages when relevant

Account Openings by Account Type



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

22.8%

+161%

Page Events

2.6K

-81%

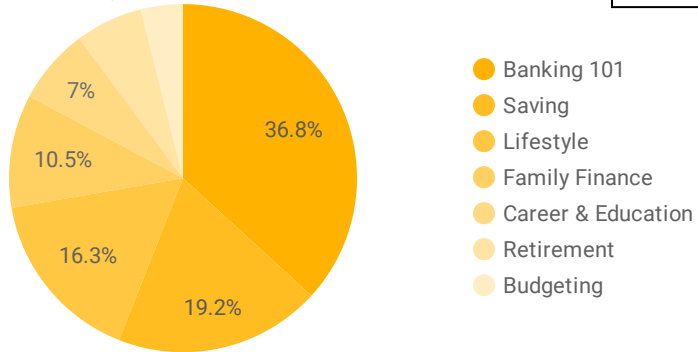
Bounce Rate

89.7%

+8.0%

These metrics are being compared to month benchmark.

Return Visits by Content Pillar



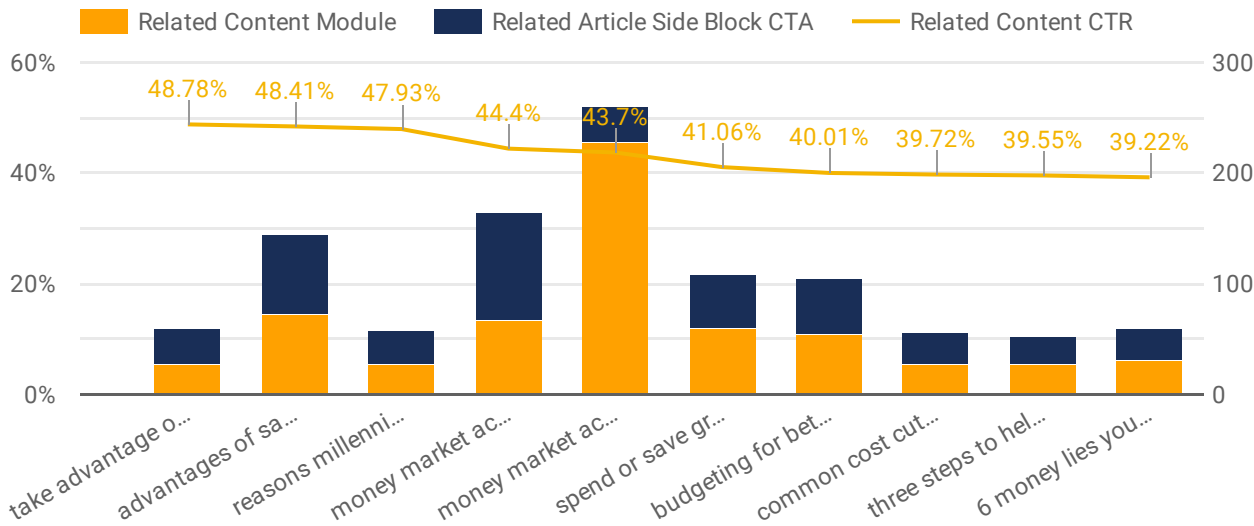
Key Takeaways

- Although the majority of the blog contains lifestyle content, Banking 101 pages experienced the most return visits in August. This suggests that this content pillar is most educational as this topic brings users back to the website.
- The Related Article Side Block CTA was more popular with bottom-of-the-funnel articles (i.e., "Money Market Accounts vs. CDs: Which is Best for You"), while the Related Content Module CTA was more popular with the top-of-the-funnel content pieces (i.e., "Money Market Account vs Savings Account").

Content Insights

- Continue to optimize new how-to and bottom-funnel articles for intent-based searches to capture as much organic search traffic as possible.
- Get the most out of lifestyle articles by promoting them across Discover social channels and continuing to encourage article sources to share with their networks.

Related Content CTR



	Page Name	Page Events
1.	online-banking/banking-topics/how-interest-works-on-savings-accounts	1,107
2.	online-banking/banking-topics/how-to-use-your-debit-card-cash-back-to-the-fullest	715
3.	online-banking/banking-topics/how-to-get-the-most-out-of-mobile-banking	711
4.	online-banking/banking-topics/how-should-i-save-if-the-fed-	509

Appendix I: Content Trends & Opportunities

Paycheck Management Strategies

According to Google Trends, the topic of "paycheck" is rising among savings-related searches. Top searches are around deferring income taxes and determining how much of a paycheck you should save. Likely due to the recession, consumers are researching strategies to make their paychecks last.

Our Article 25 (and Video 5), "How to Manage (and Save) Your First Salary," in production aligns with this trend. As we shape the video, we can focus on answering the question "How Much of Your Paycheck Should You Save?" to capitalize on the user interest.

Saving on Utilities and Home Repairs

Searchers are currently looking for ways to save money around the home, specifically looking to reduce their utility bills. As they spend more time at home, they're looking for easy ways to save.

Our Article 16 on Budget Billing will meet this current demand for bill-focused content. Additionally, Article 15 (and Graphic 4) on DIY Projects to Save at Home directly speaks to this desire for home improvement money-saving hacks.

Refinancing Considerations

Questions around refinancing options are a rising topic among financial searches. Top searches are around how it works, when it makes sense and who refinancing impacts. Given the historically low interest rates, refinancing is appealing to many consumers looking to lower their monthly mortgage bill.

Moving forward, Discover can capitalize on this interest by promoting existing content on refinancing, and we can either slot in a new piece focused on refinancing for Batch 8 (replacing a currently scheduled piece in Batch 5, 6, 7 or 8) and/or add at least one refinancing piece to the editorial calendar for 2021.

Trending searches:

- No taxes out of paycheck (+3,100%)
- Paycheck calculator (+200%)
- Paycheck tax calculator (+100)
- How much of your paycheck should go to savings (+140%)

Trending searches:

- Nest seasonal savings (+1,100%)
- How to save on electric bill (+80%)
- Tips to save money (+50%)
- Best ways to save money (+60%)

Trending searches:

- When does it make sense to refinance (+400%)
- New refinance fee (+250%)
- How does a cashout refinance work (130%)
- No fee mortgage refinance (+100%)
- How long does refinance take (+90%)
- How to refinance an auto loan (+90%)
- How long does it take to refinance (+60%)
- Does refinancing hurt your credit (+40%)

Appendix II: AMP vs Non-AMP Page Performance

AMP Pages

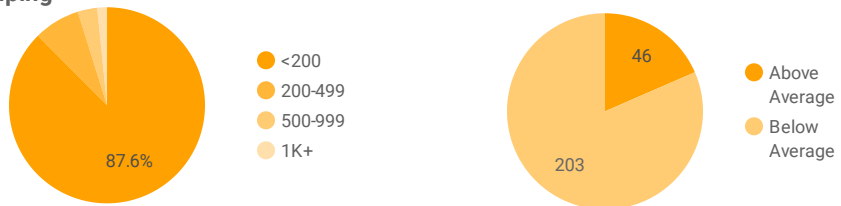
Page Views
28,751

Average Time on Site
00:05:07

Bounce Rate
91.22%

AMP Page Title	Organic Traffic
1. 13 ways to have fun without spending money	4,479
2. how interest works on savings accounts	2,633
3. where to keep emergency fund	1,879
4. 3 reasons to save more money	1,498
Grand total	28,340

Content Pieces by Organic Traffic Grouping



Page Name	Deposit Account Opens
online-banking/banking-topics/where-to-keep-emergency-fund/amp	1
online-banking/banking-topics/teach-kids-about-money-using-a-savings-account/amp	1
Grand total	4

Non-AMP Pages

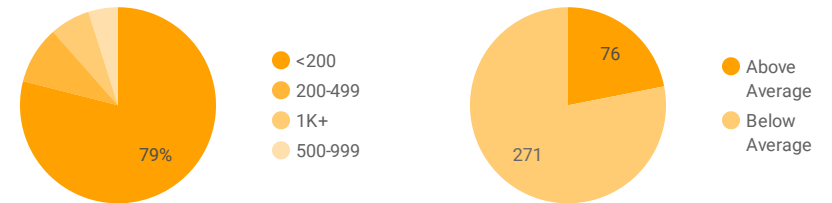
Page Views
49,129

Average Time on Site
00:03:11

Bounce Rate
88.82%

Non-AMP Page Title	Organic Traffic
1. 13 ways to have fun without spending money	7,148
2. how interest works on savings accounts	6,053
3. where to keep emergency fund	4,373
Grand total	60,074

Content Pieces by Organic Traffic Grouping



Page Name	Deposit Account Opens
online-banking/banking-topics	8
online-banking/banking-topics/how-to-open-	8
Grand total	78

1 - 37 / 37 < >

Appendix III: 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/certificates-of-deposit-combine-growth-and-safety	507	468	416	00:01:38	0.3	8	58	63.02%
2.	online-banking/banking-topics/how-to-get-the-most-out-of-mobile-banking	422	384	349	00:03:28	0.28	16	46	80.82%
3.	online-banking/banking-topics/making-your-life-easier-with-online-banking	354	331	328	00:04:54	0.21	14	17	95.41%
4.	online-banking/banking-topics/the-roth-individual-retirement-account	272	243	231	00:01:46	0.46	13	22	79.24%
5.	online-banking/banking-topics/compounding-your-savings-for-retirement	211	202	194	00:03:18	1.06	12	15	93.75%
6.	online-banking/banking-topics/10-tips-for-catching-up-on-retirement-savings	171	167	158	00:02:48	0.44	11	13	96.77%
7.	online-banking/banking-topics/what-to-do-with-your-401k-when-you-leave-your-job	153	146	143	00:03:02	0.24	5	10	90.78%
8.	online-banking/banking-topics/4-strategies-for-achieving-stretch-savings-goal	134	133	129	00:02:01	0.84	3	4	97.58%
9.	online-banking/banking-topics/budgeting-for-better-retirement-planning	115	114	113	00:00:11	1.35	0	2	100%
10.	online-banking/banking-topics/5-easy-money-saving-tips	114	114	112	00:00:11	0.14	2	9	98.18%
11.	online-banking/banking-topics/how-savings-calculator-could-help-you-reach-financial-goals	114	105	100	00:00:48	0.47	2	11	87.88%