

**DISCOVER**<sup>®</sup>

Discover Monthly Report  
*September 2020*

**imagination.**

# Executive Summary

September 2020

**As September 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 September data does not include all non-AMP page performance.**

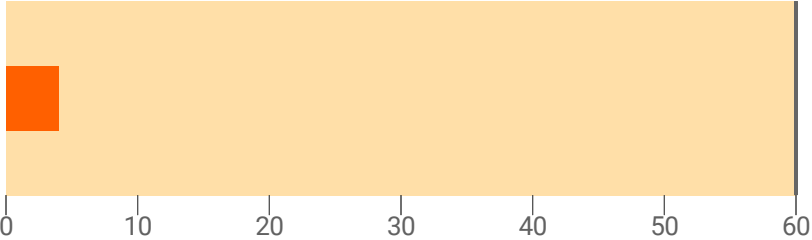
## KEY TAKEAWAYS

- The blog experienced increases in organic visibility in September compared to August, with over 6% more organic impressions month-over-month.
- In September, IP-published content ranked for 10 out of 12 tracked keywords with two keywords ranking on the first page.
- Savings pages experienced the most return visits in September. Consequently, savings account opens were the most popular account opens at 119 savings account opens.

## RECOMMENDATIONS

- As the content piece "How interest works on savings accounts" received the most impressions but not the most clicks, the IP team recommends brainstorming on how to better optimize this content piece.
- The listicle tag saw great success this month possibly due to its transparency on the user's journey, so IP recommends implementing and testing more descriptive CTAs to increase user engagement.
- As savings pages received the most return visits this month and savings accounts were the most popular account opens, the IP team recommends incorporating savings pages in the internal linking strategy.
- As two IP-published content pieces earned valuable backlinks from SMEs this month, IP will continue to link to SMEs' credibility to increase the potential for more authoritative backlinks in future pieces.

## Imagination Content Progress



Imagination scope: 60 content pieces  
Progress\*: 4 or 6.7% published

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

## 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

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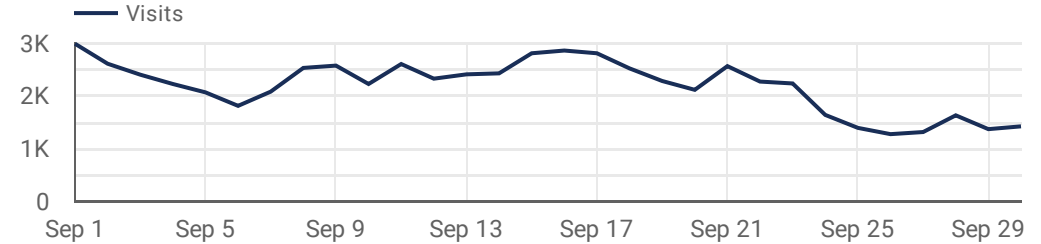
# KPI Monthly Snapshot

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

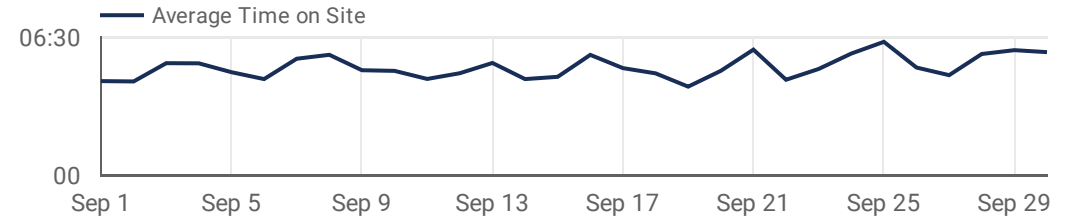
Page Views	74,038	Exits	62.8K
	↓ -4.9%		↓ -6.1%
Unique Visitors	67.3K	New Visits	62.9K
	↓ -5.1%		↓ -8.3%
Entries	63.9K	Organic Traffic	60.0K
	↓ -7.2%		↓ -0.1%



## Engagement

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

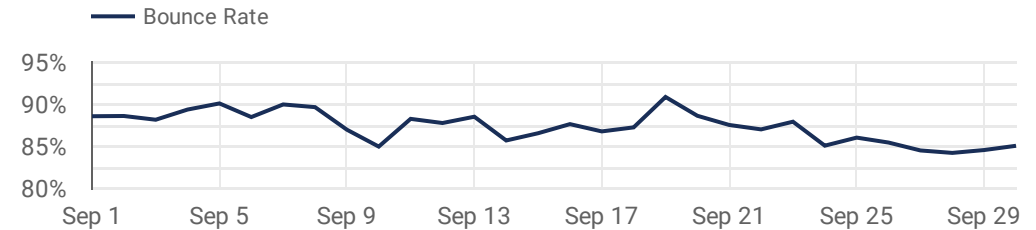
Avg. Time on Site	04:10	Social Shares	5
	↑ 6.2%		-81.5%
Average Page Depth	0.7	CTR for CTA Clicks	0.07%
	↑ 14.5%		↓ -84.1%



## Quality

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

Daily Return Visits	3.9K	Return Visits	7.4K
	↑ 21.1%		↑ 35.0%
Bounce Rate	90.3%	Related Content CTR	9.1%
	↑ 0.6%		↓ -60.2%
Page Events	5.2K	Bounces	57.6K
	↑ 102.5%		↓ -6.3%



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

# Traffic Acquisition | IP Content

Page Views

118

↓ -74.8%

Average Time on Site

03:24

↓ -8.9%

Bounce Rate

67.49%

↓ -17.5%

These metrics are being compared to the previous month.

## Organic Visibility for Tracked Keywords in SEMRush



## Key Takeaways

- In September, IP-published content ranked for 10 out of 12 tracked keywords with two keywords ranking on the first page. In total, IP content is ranking for 59 unique keywords across devices with six keywords on page 1. Of ranking keywords, 56% are ranking on the first three pages of results.

- Although this month experienced drops in visibility\* for Imagination content pieces, they saw improvements in user experience with a 17.5% decrease in bounce rate.

\*Drops in visibility from September 23-30 can be attributed to a major indexing bug on Google's side.

- The top-performing IP content piece this month was "When to use your emergency fund," contributing to 43% of page views for IP content only. This can be attributed to the continuous increase in interest for emergency fund and savings-related content pieces.

	Page Name	Content Group	Organic Impressions	Organic Clicks	Page Views	Return Visits
1.	online-banking/banking-topics/when-to-use-your-emergency-fund	Saving	51	0	50	25
2.	online-banking/banking-topics/how-to-protect-retirement-savings-from-recession	Retirement	3,021	11	37	14
3.	online-banking/banking-topics/how-to-find-job-during-recession	Career & Education	347	1	31	19
<b>Grand total</b>			<b>3,419</b>	<b>12</b>	<b>118</b>	<b>58</b>

## Ranking Keywords for IP-Published Content

Keyword	Position	Previous	Search Volume	Traffic Cost	Device
protect retirement from recession	4	13	40	\$0	
how to protect retirement savings from recession	4	3	30	\$6	
how to protect your retirement savings from a crash	7	7	40	\$4	
how to protect 401k from recession	9	26	70	\$0	
protect 401k from recession	10	16	90	\$0	
how to protect your savings	10	18	30	\$0	
how to protect your 401k	11	0	90	\$12	
			1 - 59 / 59		

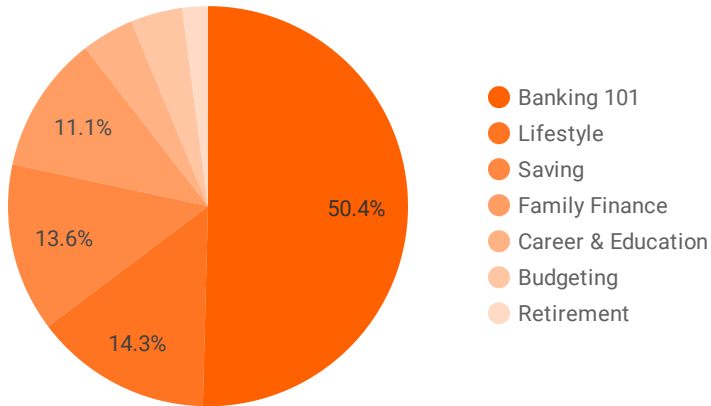
# Traffic Acquisition | Visibility

Objective: Increase organic search traffic through SEO-optimized content

Page Views	Unique Visitors	Organic Traffic	New Visitors
74.0K	67.3K	60.0K	62.9K
-50.8%	-50%	+15.2%	-40%

*These metrics are being compared to month benchmark.*

## Organic Impressions by Content Pillar



## Key Takeaways

- "13 ways to have fun without spending money" received the most organic traffic (6K clicks) in September, while "How interest works on savings accounts" saw the most organic visibility (492K organic impressions).

- The most visible content piece this month remains the AMP page for "How interest works on saving accounts." However, of the top 10 content pieces, the AMP page for "3 reasons to save more money" experienced the largest increase in interest at 34% more page views month-over-month.

- **As the article "How interest works on savings accounts" received the most impressions but not the most clicks, the IP team recommends brainstorming on how to better optimize this content piece to gain more organic visibility.**

Query	Page Title	Impressions	URL Clicks	URL CTR
things to do that don't cost money	13 ways to have fun without spending money	652	263	40.34%
advantages of online banking	making your life easier with online banking	1,634	239	14.63%
things to do with no money	13 ways to have fun without spending money	660	226	34.24%
discover savings interest rate	federal reserve interest rate increase savings account	3,805	216	5.68%

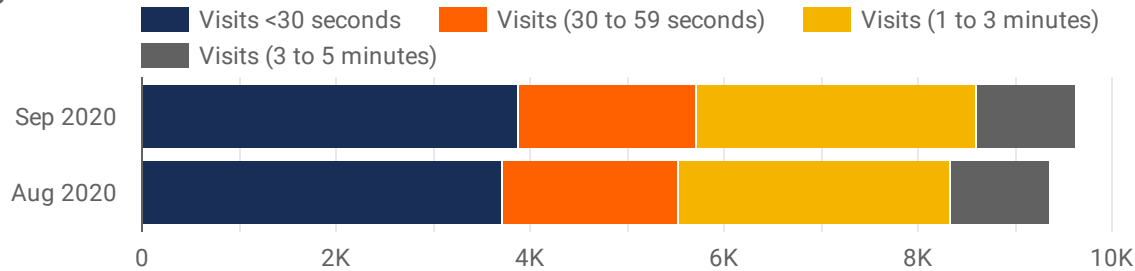
	Page Name	Total Page Views	% Δ
1.	online-banking/banking-topics/how-interest-works-on-savings-accounts/amp	3,062	-8.2% ↓
2.	online-banking/banking-topics/13-ways-to-have-fun-without-spending-money/amp	2,324	-7.4% ↓
3.	online-banking/banking-topics/how-interest-works-on-savings-accounts	2,161	9.3% ↑
4.	online-banking/banking-topics/13-ways-	2,111	-4.1% ↓

# Traffic Acquisition | Engagement

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



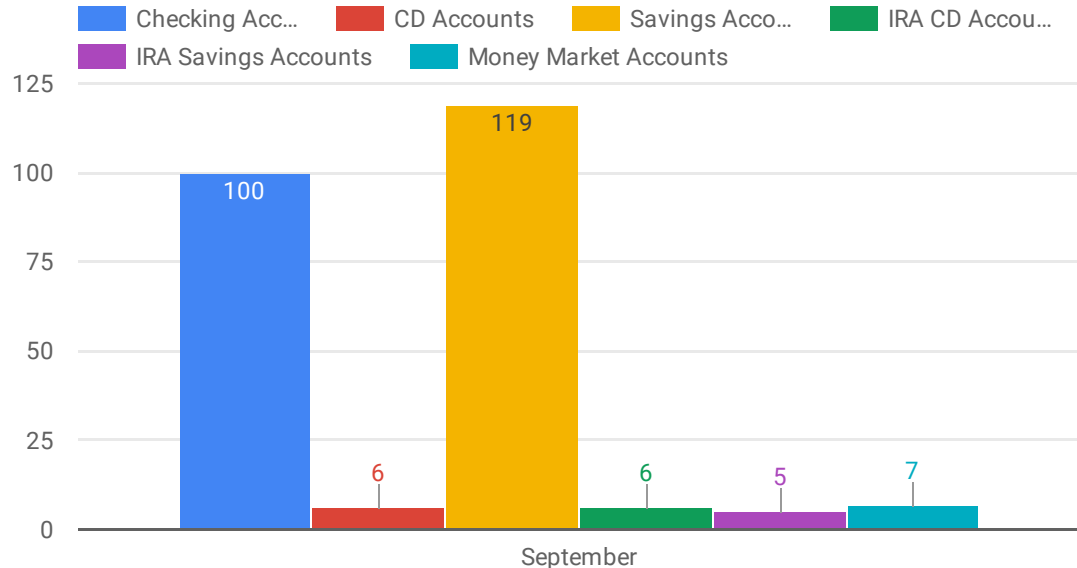
Number of Visits by Average Time on Page Group for All Blog Pages



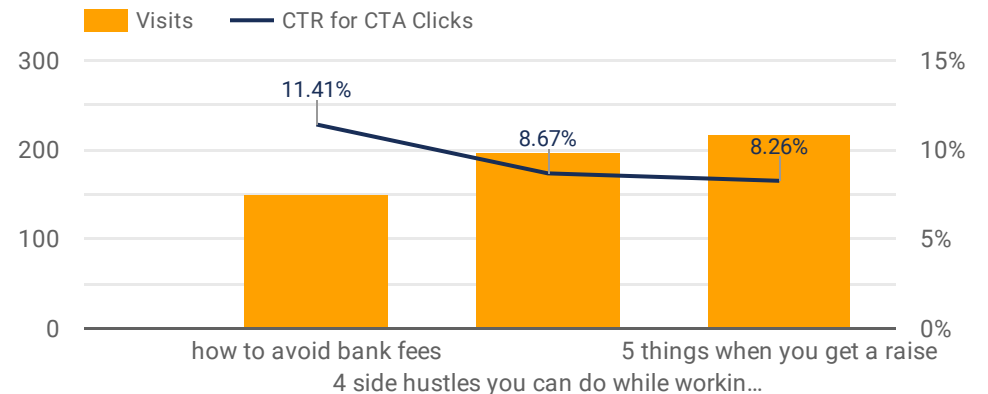
## Key Takeaways

- September saw 3% more visits between 1 and 3 minutes, and a 1% increase in visits greater than 3 minutes, which suggests improvements in user content consumption.
- Of the different account types, September experienced the most savings account openings at 119. **This reflects the trend of increased visits to savings and savings account-related pieces as well as the increase in nationwide searches around savings-related content.**
- The listicle tag was the only performing tag this month, which suggests this CTA is particularly engaging to users as it has more transparency on where the user is going to be directed. **IP recommends implementing and testing more descriptive CTAs to increase user engagement.**

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

9.1%

+31.9%

Page Events

5.2K

-62%

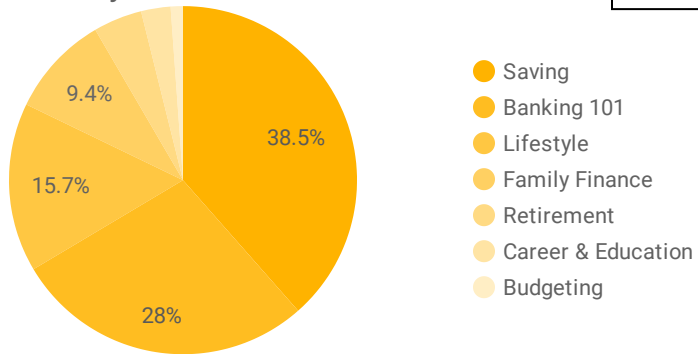
Bounce Rate

90.3%

+8.7%

These metrics are being compared to month benchmark.

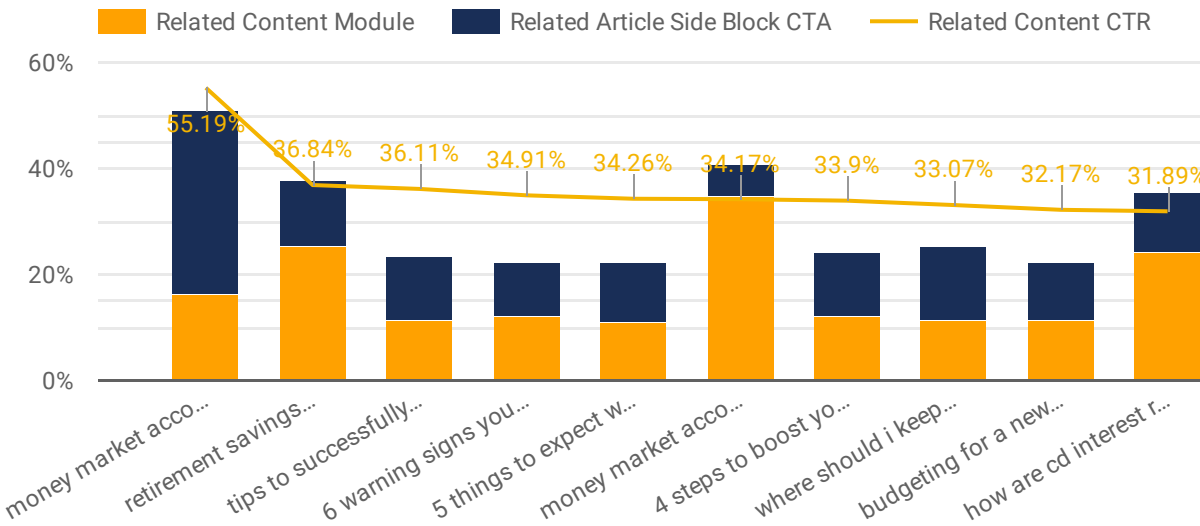
## Return Visits by Content Pillar



## Key Takeaways

- Dissimilar to August, September saw the majority of return visits to savings pages, which suggests that this content was successful in assisting users to open savings accounts, as that was the most popular account opening this month. **IP recommends implementing an internal linking strategy to savings pages to increase conversion potential. As more content is created, the IP team will actively look for ways to incorporate links to savings pieces.**
- The Related Content module saw a 56% higher CTR than the Related Article Side Block CTA, which suggests that users not only make it to the bottom of the content page, but they also find the module most successful to their intentions.
- Two IP-published content pieces, "How to Protect Retirement Savings from Recession" and "How to Handle a Pay Cut," earned valuable backlinks from the SMEs referenced in the pieces. Earning backlinks from reputable SMEs in the financial space builds Discover's domain authority while increasing the value and ranking potential of individual content pieces. **IP will continue to link to SMEs' credibility to increase the potential for more authoritative backlinks in future pieces.**

## Related Content CTR



	Page Name	Page Events	% Δ
1.	online-banking/banking-topics/what-you-need-to-know-to-pick-a-new-checking-account	669	2,130.0% ↑
2.	online-banking/banking-topics/how-to-get-the-most-out-of-mobile-banking	625	133.2% ↑
3.	online-banking/banking-topics/how-to-open-an-online-savings-account	463	580.9% ↑
4.	online-banking/banking-topics/4-benefits-of-a-rewards-checking-account	374	7,380.0% ↑
5.	online-banking/banking-topics/how-to-use-your-debit-card-cash-back-to-the-fullest	302	2,645.5% ↑



# Appendix I: AMP vs Non-AMP Page Performance

## AMP Pages

Page Views  
**28,064**  
↓ -2.4%

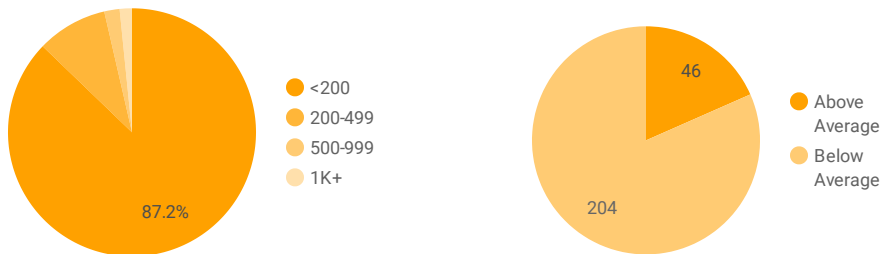
Average Time on Site  
**00:05:23**  
↑ 5.2%

Bounce Rate  
**91.98%**  
↑ 0.8%

AMP Page Title	Organic Traffic
1. 13 ways to have fun without spending money	4,042
2. how interest works on savings accounts	2,080
3. 3 reasons to save more money	2,040
4. where to keep emergency fund	1,600
<b>Grand total</b>	<b>27,576</b>

1 - 100 / 250 < >

Content Pieces by Organic Traffic Grouping



## Non-AMP Pages

Page Views  
**45,974**  
↓ -6.4%

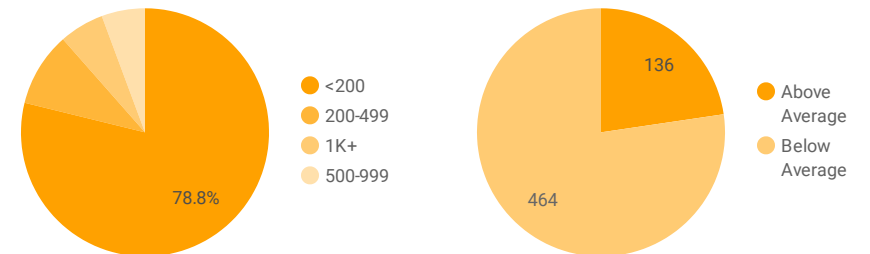
Average Time on Site  
**00:03:23**  
↑ 6.1%

Bounce Rate  
**89.15%**  
↑ 0.4%

Non-AMP Page Title	Organic Traffic
1. 13 ways to have fun without spending money	13,822
2. how interest works on savings accounts	12,003
3. where to keep emergency fund	8,224
4. 3 reasons to save more money	6,242
<b>Grand total</b>	<b>119,980</b>

1 - 100 / 318 < >

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	520	464	456	00:06:03	0.24	23	36	92.7%
2.	online-banking/banking-topics/certificates-of-deposit-combine-growth-and-safety	438	390	278	00:01:29	1.38	20	113	50.16%
3.	online-banking/banking-topics/how-to-get-the-most-out-of-mobile-banking	319	283	181	00:03:48	2.02	43	118	79.83%
4.	online-banking/banking-topics/the-roth-individual-retirement-account	227	209	172	00:01:58	0.93	11	43	74.05%
5.	online-banking/banking-topics/compounding-your-savings-for-retirement	187	177	160	00:03:14	0.93	10	19	93.43%
6.	online-banking/banking-topics/4-strategies-for-achieving-stretch-savings-goal	138	136	123	00:04:37	0.93	6	14	97.62%
7.	online-banking/banking-topics/10-tips-for-catching-up-on-retirement-savings	131	125	115	00:05:34	1.08	11	15	97.35%
8.	online-banking/banking-topics/what-to-do-with-your-401k-when-you-leave-your-job	122	116	108	00:02:10	0.49	5	10	92.86%
9.	online-banking/banking-topics/how-savings-calculator-could-help-you-reach-financial-goals	122	110	85	00:00:59	2.32	6	27	75.28%
10.	online-banking/banking-topics/four-reasons-to-open-savings-account	115	109	93	00:01:48	0.8	7	17	87.5%
11.	online-banking/banking-topics/dont-wait-start-building-an-emergency-fund-now	102	100	92	00:01:35	0.87	6	9	96.3%
12.	online-banking/banking-topics/budgeting-for-	102	101	98	00:15:15	0.11	3	4	100%