

**DISCOVER<sup>®</sup>**

# Content Marketing Report

May 2021



# Executive Summary

## May 2021

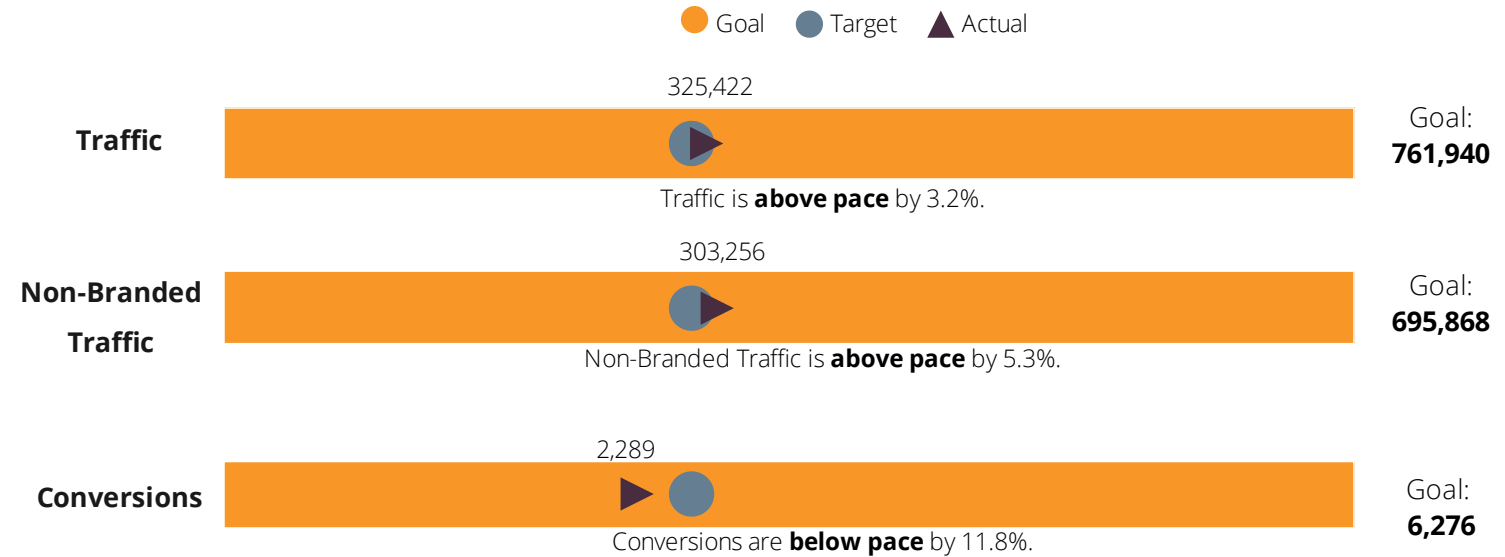
### Key Takeaways

- Overall, the blog remains above benchmark for organic impressions (+19%) and clicks (+8%) in May.
- Lifestyle pages continue to gain visibility in May through increased page views (+13% MoM), while Career & Education pages gain authority through increased return visits (+30% MoM).
- IP content pieces altogether experienced an increase in visibility month-over-month (+27% page views). In addition, the May content pieces experienced a total of five social shares this month.
- Checking accounts were the most popular account open type and experienced a slight month-over-month increase (+5%).

### Recommendations

- To further invite organic users to open a savings account, Imagination suggests incorporating "How to Open an Online Savings Account" in the internal linking strategy for the content piece, "Not Saving? These 3 Reasons to Save Money Will Give You the Motivation to Start".
- In order to improve the SERP appearance for "This is How CDs Work—and How You Can Use Them to Grow Your Savings", the Imagination team recommends better optimizing this piece by updating the meta description to include the most popular keywords that account for the most organic traffic to that piece.

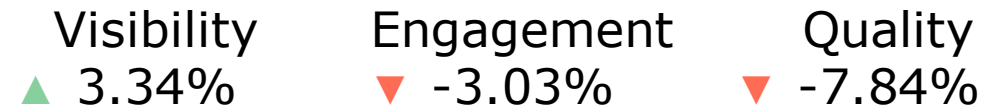
### Progress Toward Organic Goals



*\*Organic Progress for Traffic and Conversions only reflects performance through the end of May.*

### Growth Goals\* MoM Progress

The following metrics are being compared to the previous month:



*\*Visibility: sum of page views, organic impressions, organic clicks, unique visitors, new visitors and entries.*

*Engagement: sum of time spent on site, page depth, organic clickthrough rate and monthly total account opens.*

*Quality: return visits, bounce rate (reverse negative) and page events.*

# May KPI Snapshot

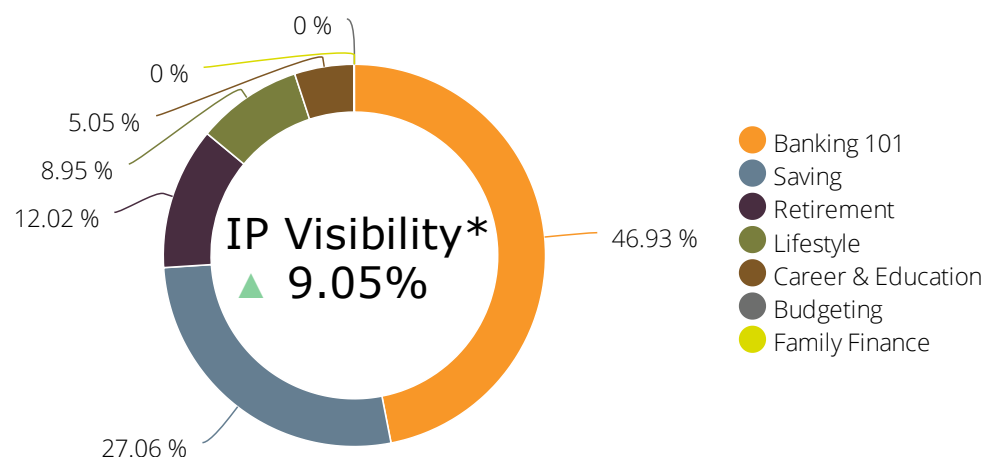


Visibility ▲ 3.34%	Page Views <b>80,628</b> ▼ -0.80%	Search Impressions <b>4,660,038</b> ▲ 3.63%	Organic Clicks <b>63,724</b> ▼ -0.25%
	Entries <b>66,087</b> ▲ 0.34%	New Users <b>65,324</b> ▼ -0.02%	Unique Visitors <b>70,892</b> ▼ -1.08%
	<hr/>		
Engagement ▼ -3.03%	Avg. Time on Site <b>3:45</b> ▼ -1.10%	Avg. Page Depth <b>1</b> ▼ -23.85%	Organic CTR <b>1.44%</b> ▼ -0.46%
	Total Account Opens <b>571</b> ▼ -3.71%	<hr/>	
	<hr/>		
Quality ▼ -7.84%	Return Visits <b>9,494</b> ▼ -9.94%	Bounce Rate <b>57.87%</b> ▲ 0.41%	Page Events <b>1,263</b> ▲ 11.77%

\*All metrics on this page are being compared to the previous period.

# Imagination Content Performance

Page Views by Content Pillar for IP Content



\*IP Visibility: sum of page views, organic impressions and organic clicks.

## Organic Impressions

**129,127**  
▲ 8.68%

## Page Views

**1,922**  
▲ 26.86%

## Bounce Rate

**23.21%**  
▼ -29.40%

## Organic Clicks

**1,654**  
▲ 21.53%

## Avg. Time on Site

**1:21**  
▼ -13.78%

## Return Visits

**454**  
▼ -1.30%

\*These metrics are being compared to the previous month.

Top Performing\* IP Content



\*Top Performing is a sum of page views, organic impressions, organic clicks, average time spent on site, return visits and bounce rate (reverse negative).

Most Improved Keywords for IP Content

Keyword	SERP	Position Difference	MSV
how to protect bank account from fraud	2	1	20
does budget billing save money	6	1	20
how does budget billing work	8	23	110
how to protect bank account from hackers	9	91	20
how does a certificate of deposit work	11	1	1,000
what is a certificate of deposit	14	1	6,600



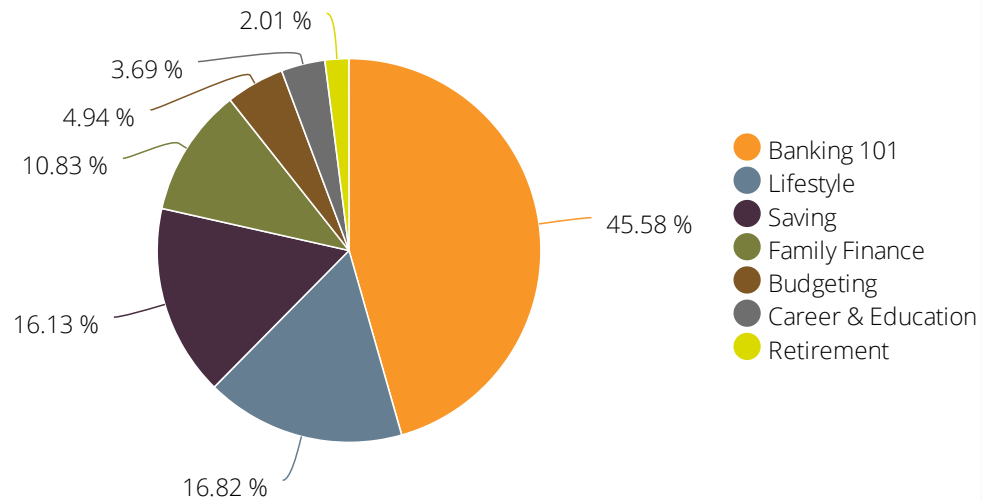
## Notes & Analysis

- The newly published content piece, "How Much Should I Have in Savings? Tips from the Pros" was the second most popular piece (by page views) this month, accounting for 16% of total page views to IP content pieces in May.
- IP-published content ranked for 52 out of 73 target keywords across devices (71% of total), with 24 unique keywords ranking on page 1 (33% of total) and 10 keywords on page 2 (14% of total).
- In comparison, the Modern Money blog altogether ranked for 538 out of 609 keywords across devices (88% of total), with 399 keywords ranking on page 1 (66% of total), and 46 keywords ranking on page 2 (8% of total).
- Modern Money earned a featured snippet in May for the following pieces and key phrases:
  - "How to Prepare for the End of Your Unemployment Benefits" for "how to prepare for the end of unemployment benefits".
  - "How to Manage Your First Salary and Grow Your Savings" for "how to manage your first salary"
- The In-article CTA contributed to 6 total visits to an IP content piece in May, "Attention, Parents: How to Protect Your Retirement Savings from a Recession". This in-article CTA was not bolded.
- In order to improve the SERP appearance for "This is How CDs Work—and How You Can Use Them to Grow Your Savings", the Imagination team recommends better optimizing this piece by updating the meta description to include the highest traffic keywords.**

# Overall Visibility Performance

Objective: Increase organic search traffic through SEO-optimized content

Organic Impressions by Content Pillar



Page Views

**80,628**  
▼ -0.80%

Organic Clicks

**63,724**  
▼ -0.25%

New Visitors

**65,324**  
▼ -0.02%

Entries

**66,087**  
▲ 0.34%

*\*These metrics are being compared to the previous month.*

Most Common Organic Entries by Clicks

Page	Impressions	Clicks	CTR
<a href="https://www.discover.com/online-banking/banking-topics/13-ways-to-have-fun-without-spending-money/">https://www.discover.com/online-banking/banking-topics/13-ways-to-have-fun-without-spending-money/</a>	110,454	7,169	6.49%
<a href="https://www.discover.com/online-banking/banking-topics/3-reasons-to-save-more-money/">https://www.discover.com/online-banking/banking-topics/3-reasons-to-save-more-money/</a>	320,087	6,158	1.92%
<a href="https://www.discover.com/online-banking/banking-topics/how-interest-works-on-savings-accounts/">https://www.discover.com/online-banking/banking-topics/how-interest-works-on-savings-accounts/</a>	511,378	4,860	0.95%
<a href="https://www.discover.com/online-banking/banking-topics/where-to-keep-emergency-fund/">https://www.discover.com/online-banking/banking-topics/where-to-keep-emergency-fund/</a>	72,828	2,852	3.92%
<a href="https://www.discover.com/online-banking/banking-topics/5-questions-repair-or-replace-appliance/">https://www.discover.com/online-banking/banking-topics/5-questions-repair-or-replace-appliance/</a>	236,244	2,764	1.17%



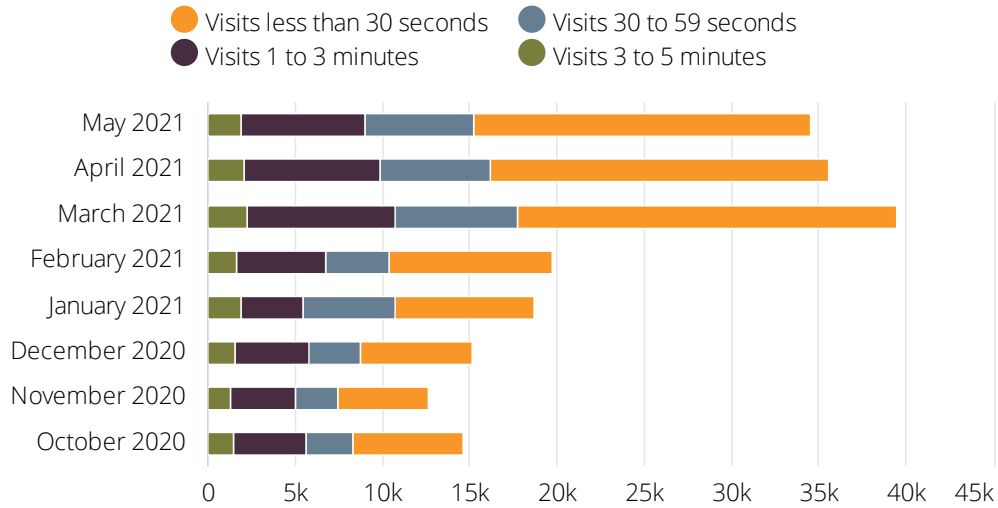
## Notes & Analysis

- Most pillars experienced a month-over-month increase in organic impressions, with Lifestyle pages seeing the largest increase at 12% more impressions in May than April.
- Of the top 10 most visible Lifestyle pieces (by impressions), "5 Questions to Ask Before Repairing or Replacing an Appliance" saw the largest increase in impressions (+30% MoM).
- Of the top 10 most visible Lifestyle pieces (by clicks), "13 Ways to Have Fun Without Spending Money" saw a 34% MoM increase, followed by "How to Eat on a Budget While Traveling" (+27%). This increase in visibility to Lifestyle pieces around budgeting activities is likely due to the recent progress in the pandemic.
- Modern Money earned a featured snippet for the legacy piece, "The 10 Best Ways to Catch up on Your Retirement Savings" for the key phrases, "how do i catch up on my retirement savings" and "how to catch up on retirement savings" in May.
- **As part of our SEO quarterly recommendations, the Imagination team will look at high search impression/low organic CTR content pieces for optimization opportunities to improve SERP appearance and organic user engagement.**

# Overall Engagement Performance

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

Visits by Average Time on Page Group for All Blog Pages



Avg. Time on Site **3:45** ▼ -1.10%

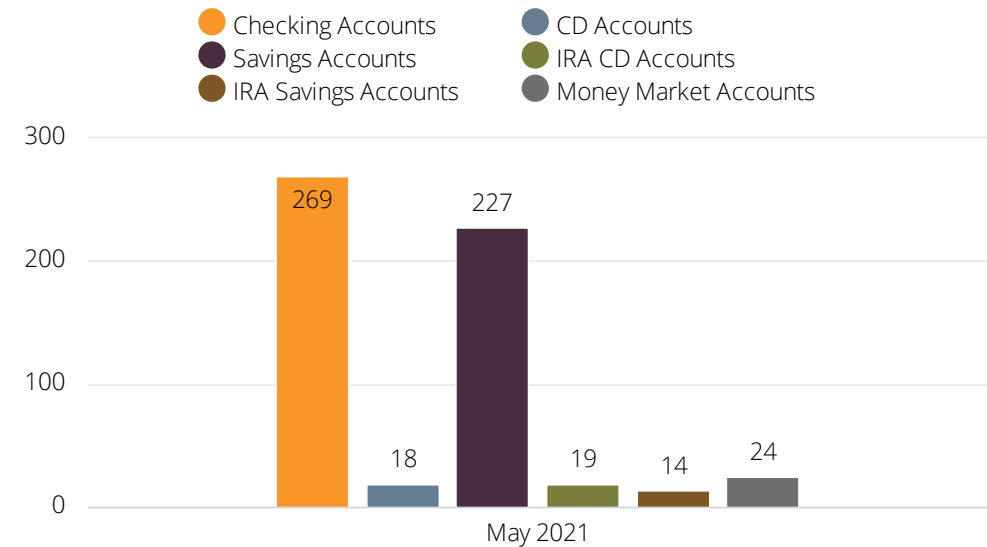
Avg. Page Depth **1** ▼ -23.85%

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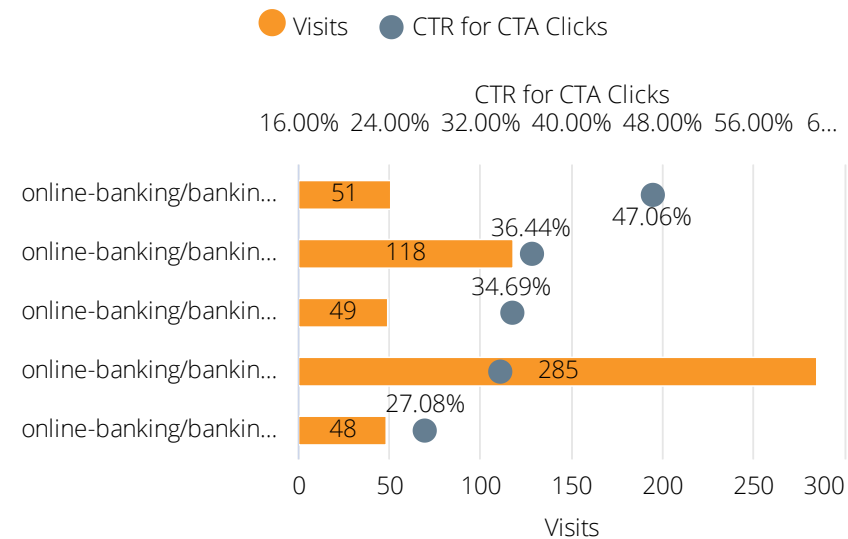
CTR for CTA Clicks **0.96%** ▼ -10.76%

\*These metrics are being compared to the previous month.

Account Openings by Account Type



Clickthrough Rate for CTA Clicks by Content Piece



\*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 1%.



## Notes & Analysis

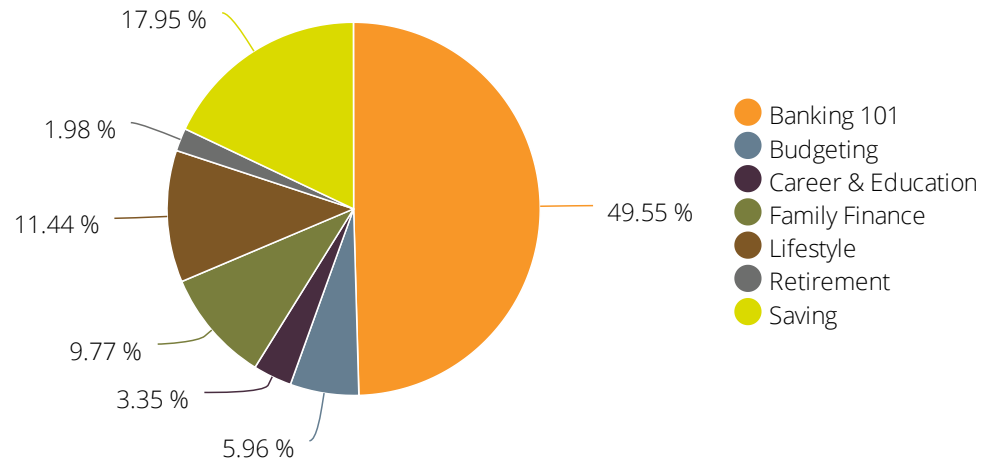
- "3 Things to Do With Your Tax Refund" experienced the highest CTR for CTA Clicks (47% CTR), followed by "IRA CDs vs. IRA Savings Accounts" (36% CTR), with the homepage content module CTA being the top performing CTA for those pieces.
- Overall, the homepage content module CTA was the most successful CTA, followed by the listicle and the quick quizzes CTA.
- Checking account opens remain the most popular account open type in May at 269 (+5% MoM) total checking account opens.
- The fact that "5 Steps to Open an Online Checking Account" was a top converting page for organic users, coupled with 70% of total checking account opens by organic users in May, suggests Modern Money is successful in providing a positive user journey for checking account conversions.



# Overall Quality Performance

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

Return Visits by Content Pillar



Page Events	Bounce Rate
<b>1,263</b>	<b>57.87%</b>
▲ 11.77%	▲ 0.23%
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Related Content CTR	Return Visits
<b>0.99%</b>	<b>9,494</b>
▼ -18.53%	▼ -9.94%

*\*These metrics are being compared to the previous month.*

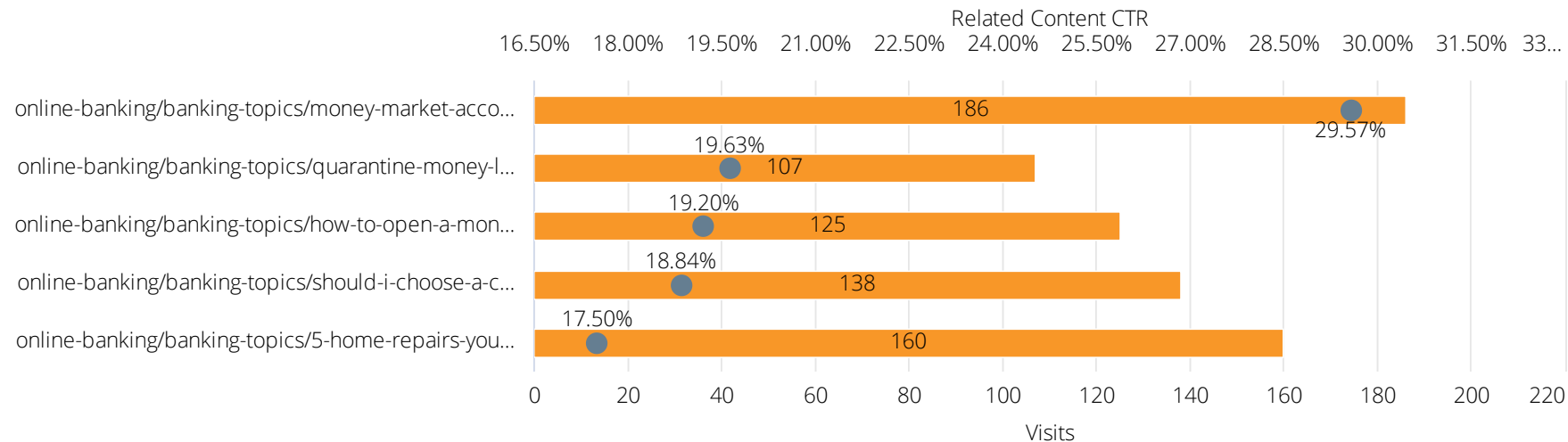


## Notes & Analysis

- The Career & Education pillar experienced increases in return visits month-over-month (+29%). Meanwhile, Lifestyle pages experienced the largest month-over-month increase in page views (+13%).
- "Money Market Account vs. Savings Account" saw the highest related content CTR at a 29.6% CTR, with 98% of clicks on the related content module CTA, and the remaining 2% on the side block CTA.
- The related content module continues to outperform the related content side bar with a 450% higher related content CTR.

Top 5 Content Pieces by Related Content CTR

● Visits ● Related Content CTR



Only includes content pieces that experienced at least 100 visits during May.

# Action Plan

May 2021

## Goal(s)

- Further invite organic users to open a savings account, and increase overall organic conversions.
- Increase search appearance to boost organic CTR and break onto page 1

## Recommendations

- Imagination suggests incorporating "How to Open an Online Savings Account" in the internal linking strategy for the content piece, "Not Saving? These 3 Reasons to Save Money Will Give You the Motivation to Start".
- The Imagination team recommends better optimizing the piece "This is How CDs Work—and How You Can Use Them to Grow Your Savings" by updating the meta description to include the keywords that are driving the most traffic to test improvements in organic user experience and organic clicks.

## Why?

- With "Not Saving? These 3 Reasons to Save Money Will Give You the Motivation to Start" accounting for the most search clicks of Savings pages in the last 3 months (48% of total) and "How to Open an Online Savings Account" experiencing the highest organic conversions of Savings pages (7% conversion rate), this is an opportunity to guide organic users to open a savings account.
- "This is How CDs Work—and How You Can Use Them to Grow Your Savings" ranked for page 2 in May. In order to improve its organic ranking, our team recommends better optimizing the meta description to tell Google that Modern Money content follows its EAT factors.



**imagination.**

# Appendix

May 2021

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# AMP vs Non-AMP Page Performance

## AMP Pages

**28,037**  
Page Views  
▲ 2.96%

**7:04**  
Average Time on Site  
▼ -3.52%

**92.05%**  
Bounce Rate  
▼ -0.14%

## Non-AMP Pages

**97,889**  
Page Views  
▼ -1.14%

**2:05**  
Average Time on Site  
▲ 5.17%

**34.95%**  
Bounce Rate  
▼ -1.91%

### Top 10 AMP Pages by Organic Clicks

Page	Clicks
<a href="https://www.discover.com/online-banking/banking-topics/13-ways-to-have-fun-without-spending-money/">https://www.discover.com/online-banking/banking-topics/13-ways-to-have-fun-without-spending-money/</a>	4,270
<a href="https://www.discover.com/online-banking/banking-topics/3-reasons-to-save-more-money/">https://www.discover.com/online-banking/banking-topics/3-reasons-to-save-more-money/</a>	3,188
<a href="https://www.discover.com/online-banking/banking-topics/how-interest-works-on-savings-accounts/">https://www.discover.com/online-banking/banking-topics/how-interest-works-on-savings-accounts/</a>	2,124
<a href="https://www.discover.com/online-banking/banking-topics/where-to-keep-emergency-fund/">https://www.discover.com/online-banking/banking-topics/where-to-keep-emergency-fund/</a>	1,177
<a href="https://www.discover.com/online-banking/banking-topics/making-your-life-easier-with-online-banking/">https://www.discover.com/online-banking/banking-topics/making-your-life-easier-with-online-banking/</a>	1,046
<a href="https://www.discover.com/online-banking/banking-topics/4-smart-things-to-do-when-you-get-an-inheritance/">https://www.discover.com/online-banking/banking-topics/4-smart-things-to-do-when-you-get-an-inheritance/</a>	887
<a href="https://www.discover.com/online-banking/banking-topics/4-benefits-of-money-market-account/">https://www.discover.com/online-banking/banking-topics/4-benefits-of-money-market-account/</a>	696
<a href="https://www.discover.com/online-banking/banking-topics/whats-the-difference-between-online-and-mobile-banking/">https://www.discover.com/online-banking/banking-topics/whats-the-difference-between-online-and-mobile-banking/</a>	696
<a href="https://www.discover.com/online-banking/banking-topics/how-much-money-should-you-keep-in-your-checking-account/">https://www.discover.com/online-banking/banking-topics/how-much-money-should-you-keep-in-your-checking-account/</a>	659
<a href="https://www.discover.com/online-banking/banking-topics/how-to-recover-from-being-scammed/">https://www.discover.com/online-banking/banking-topics/how-to-recover-from-being-scammed/</a>	647

### Top 10 Non-AMP Pages by Organic Clicks

Page	Clicks
<a href="https://www.discover.com/online-banking/banking-topics/13-ways-to-have-fun-without-spending-money/">https://www.discover.com/online-banking/banking-topics/13-ways-to-have-fun-without-spending-money/</a>	7,169
<a href="https://www.discover.com/online-banking/banking-topics/3-reasons-to-save-more-money/">https://www.discover.com/online-banking/banking-topics/3-reasons-to-save-more-money/</a>	6,158
<a href="https://www.discover.com/online-banking/banking-topics/how-interest-works-on-savings-accounts/">https://www.discover.com/online-banking/banking-topics/how-interest-works-on-savings-accounts/</a>	4,860
<a href="https://www.discover.com/online-banking/banking-topics/where-to-keep-emergency-fund/">https://www.discover.com/online-banking/banking-topics/where-to-keep-emergency-fund/</a>	2,852
<a href="https://www.discover.com/online-banking/banking-topics/5-questions-repair-or-replace-appliance/">https://www.discover.com/online-banking/banking-topics/5-questions-repair-or-replace-appliance/</a>	2,764
<a href="https://www.discover.com/online-banking/banking-topics/making-your-life-easier-with-online-banking/">https://www.discover.com/online-banking/banking-topics/making-your-life-easier-with-online-banking/</a>	1,901
<a href="https://www.discover.com/online-banking/banking-topics/4-smart-things-to-do-when-you-get-an-inheritance/">https://www.discover.com/online-banking/banking-topics/4-smart-things-to-do-when-you-get-an-inheritance/</a>	1,648
<a href="https://www.discover.com/online-banking/banking-topics/whats-the-difference-between-online-and-mobile-banking/">https://www.discover.com/online-banking/banking-topics/whats-the-difference-between-online-and-mobile-banking/</a>	1,490
<a href="https://www.discover.com/online-banking/banking-topics/4-benefits-of-money-market-account/">https://www.discover.com/online-banking/banking-topics/4-benefits-of-money-market-account/</a>	1,438
<a href="https://www.discover.com/online-banking/banking-topics/how-much-should-you-budget-for-home-repairs/">https://www.discover.com/online-banking/banking-topics/how-much-should-you-budget-for-home-repairs/</a>	1,168

# Legacy Article Performance: Part I

Page	Page Views	Unique Visitors	New Visitors	Daily Return Visits	Average Time on Site	Average Page Depth	Bounce Rate	Return Visits
online-banking/banking-topics/making-your-life-easier-with-online-banking	1,144	965	929	66	1:55	0.30	38.01%	115
online-banking/banking-topics/how-to-get-the-most-out-of-mobile-banking	339	304	154	56	1:19	2.88	26.94%	160
online-banking/banking-topics/certificates-of-deposit-combine-growth-and-safety	305	283	183	26	0:47	1.62	11.06%	108
online-banking/banking-topics/compounding-your-savings-for-retirement	110	98	85	6	1:25	2.54	8,477.14%	13
online-banking/banking-topics/the-roth-individual-retirement-account	110	95	51	17	1:34	3.05	9,413.00%	46
online-banking/banking-topics/four-reasons-to-open-savings-account	83	77	59	10	1:10	1.54	7,036.67%	21
online-banking/banking-topics/how-savings-calculator-could-help-you-reach-financial-goals	59	50	27	10	0:20	2.78	1,961.22%	25
online-banking/banking-topics/4-strategies-for-achieving-stretch-savings-goal	56	54	48	2	1:56	1.05	11,622.22%	7
online-banking/banking-topics/3-ways-to-make-saving-money-easier	55	40	31	6	2:17	0.87	13,654.29%	21
online-banking/banking-topics/employer-sponsored-retirement-plans-adding-up-the-pluses	46	39	35	0	0:14	0.63	1,365.52%	4
/online-banking/banking-topics/best-ways-to-catch-up-on-retirement-savings	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/10-tips-for-catching-up-on-retirement-savings	0	0	0	0	0:00	0.00	0.00%	0

# Legacy Article Performance: Part II

Page	Page Views	Unique Visitors	New Visitors	Daily Return Visits	Average Time on Site	Average Page Depth	Bounce Rate	Return Visits
online-banking/banking-topics/budgeting-for-better-retirement-planning	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/calculating-your-retirement-needs	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/converting-to-a-roth-ira-is-it-right-for-you	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/doing-the-math-how-much-will-you-need-for-retirement	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/dont-wait-start-building-an-emergency-fund-now	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/financial-review-checklist	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/make-saving-for-retirement-a-reality	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/planning-retirement-distributions-consider-opportunities-and-trade-offs	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/retiring-turn-to-cds-for-cash-flow	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/three-key-retirement-income-strategies	0	0	0	0	0:00	0.00	0.00%	0
online-banking/banking-topics/three-steps-to-help-save-for-short-term-goals	0	0	0	0	0:00	0.00	0.00%	0