

Fintech Startup

SEO Performance

Year in Review

Web Vitals

Before

After

PLPs

LCP

TTFB

LCP

TTFB

Confidential

5.4	1.4
9.4	1.9
4.8	1.7
3.1	1.7
4.4	1.5
3.3	1.9

2.2	0.9
2	0.6
2.6	1.1
2.8	1.4
2.6	1.1
2.6	1.1

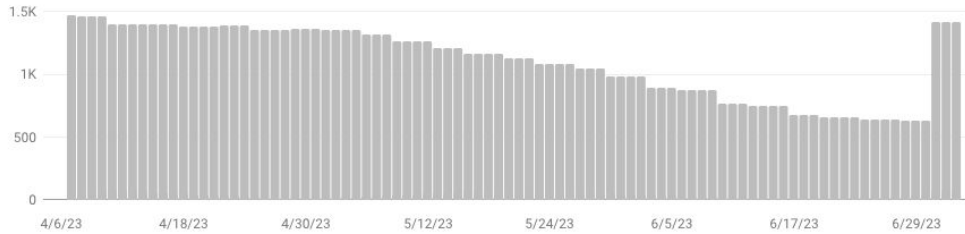
- Speed was improved on PDPs and HP
- Some factors 3rd party JS remain an issue
- Signal for speed as a ranking factor keeps getting stronger as Google's index has been completely move to Mobile

Indexing

Affected pages

1.41K

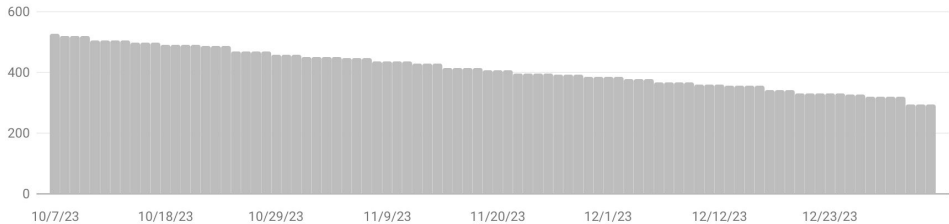
Before



Affected pages

294

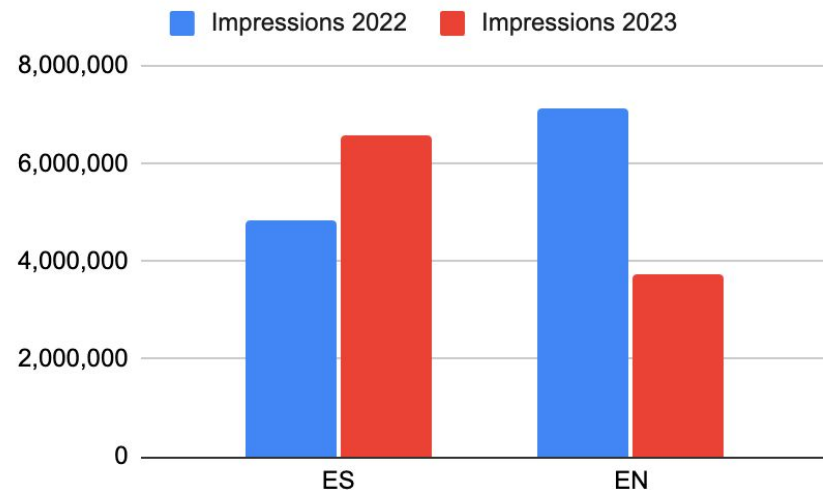
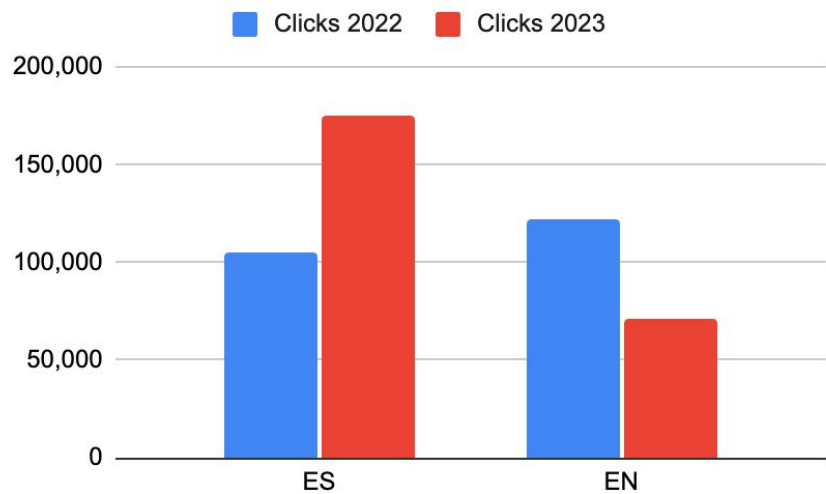
After



- 404s were a big problem during the year
- Addressing issue early saw a decline until July 1st when they spiked back up.
- Blocking subdomains contributed to drop as well as 301 implementations

Content

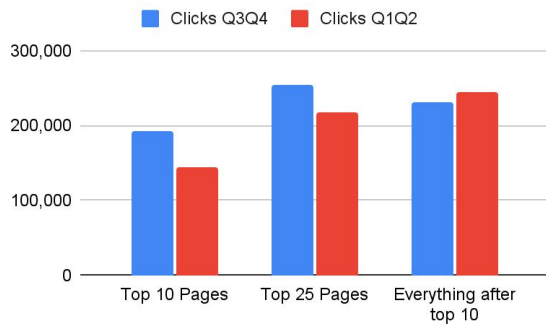
Spanish vs English Content YoY



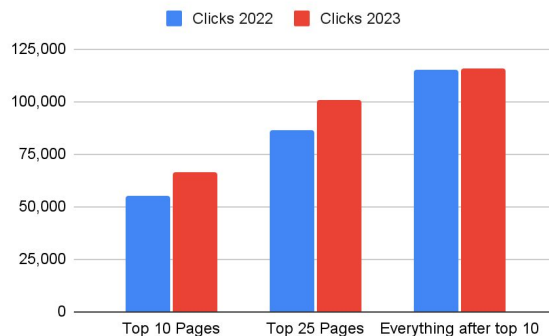
- The issues with content visibility is related to language and content
- /es related content saw a **67%** increased in visibility YoY
- Impressions are also up 37% for /es
- /en related content saw drops of -41% in clicks and -48% in impressions

LP Clicks by Popularity Type

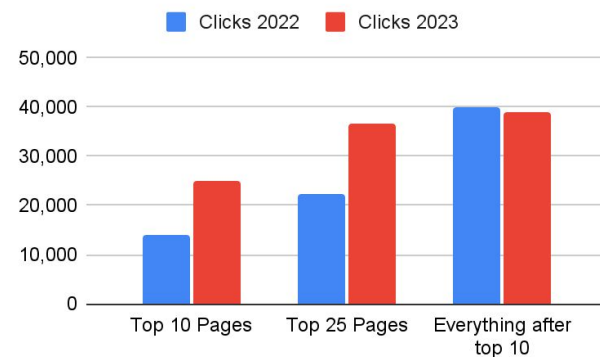
Q12Q34



L3M



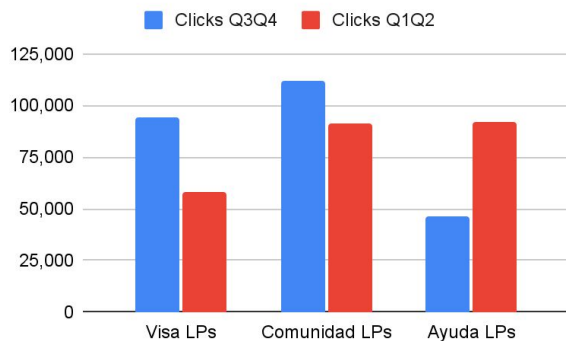
L30D



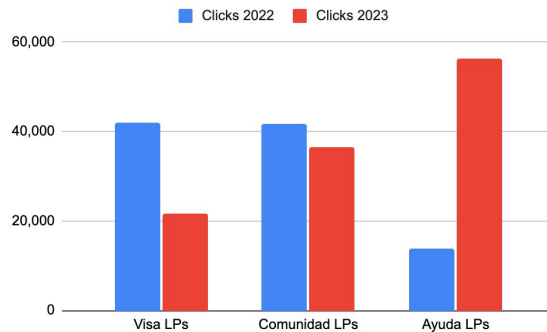
- T10 LPs struggled in Q12, down -25%. Turning positive L3M, 19% YoY
- T25 LPs difficulties spotted at beginning of 2023. -14%. Recovered to 17% positive growth in L3M
- EAT10 LPs maintained positive growth through the year, 11%. Only turning negative in L30D by -3%

LP Clicks by Content Type

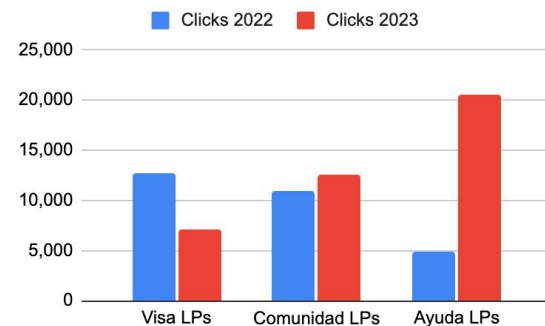
Q12Q34



L3M



L30D



- /ayuda doubled in growth, as brand exposure increased. Up 318% in L30D
- Branded keywords powered T10 LPs growth
- “Visa” continues struggles as SERP become incredibly competitive
- /comunidad started off at a loss of -18%. Content visibility improved to 15% YoY by L30D of 2023

Product Keyword “debit”: Winners & Losers

Keyword	% of Growth Clicks	% of Growth Impressions
debit card without ssn	196%	10%
tarjetas de débito gratis visa	44%	37%
free debit card	NEW	NEW

Keyword	% of Growth Clicks	% of Growth Impressions
transferencia crédito y débito	-41%	-10%
no ssn debit card	-12%	-5%
delight debit card sutton bank balance	LOST	LOST

Product Keyword: “calling” Winners & Losers

Keyword	% of Growth Clicks	% of Growth Impressions
llamadas gratis	59%	47%
llamadas gratis colombia	45%	62%
llamadas gratis por internet	40%	-3%

Keyword	% of Growth Clicks	% of Growth Impressions
free unlimited international call	-18%	-0.1%
free isd call	-8%	10%
free international call	-7%	2%

PDPs: Winners & Losers

LP	% Clicks	% Impressions
/en/visa-debit-card/no-ssn	315%	247%
/es/cuba/recargas/	21%	13%
/es/colombia/llamadas-internacionales	7%	-8%
/en/money-transfers/	-72%	-84%
/en/	-66%	-81%
/en/visa-debit-card/	-63%	-81%

Mobile Click Growth

Q12vQ34

1%



- Impressions = -22%
- CTR = 28%

L3M

19%



- Impressions = -25%
- CTR = 59%

L30D

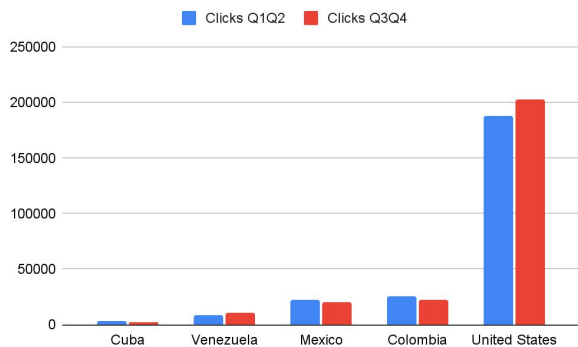
30%



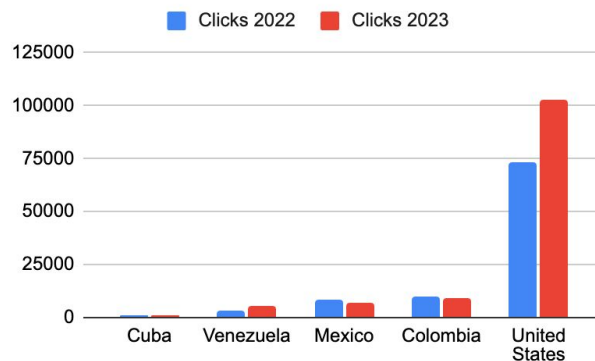
- Impressions = -28%
- CTR = 82%

Growth by Country

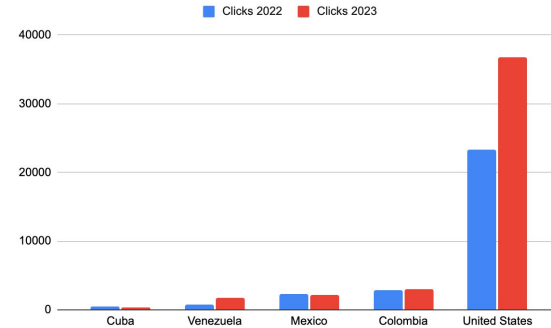
Q12vQ34



L3M



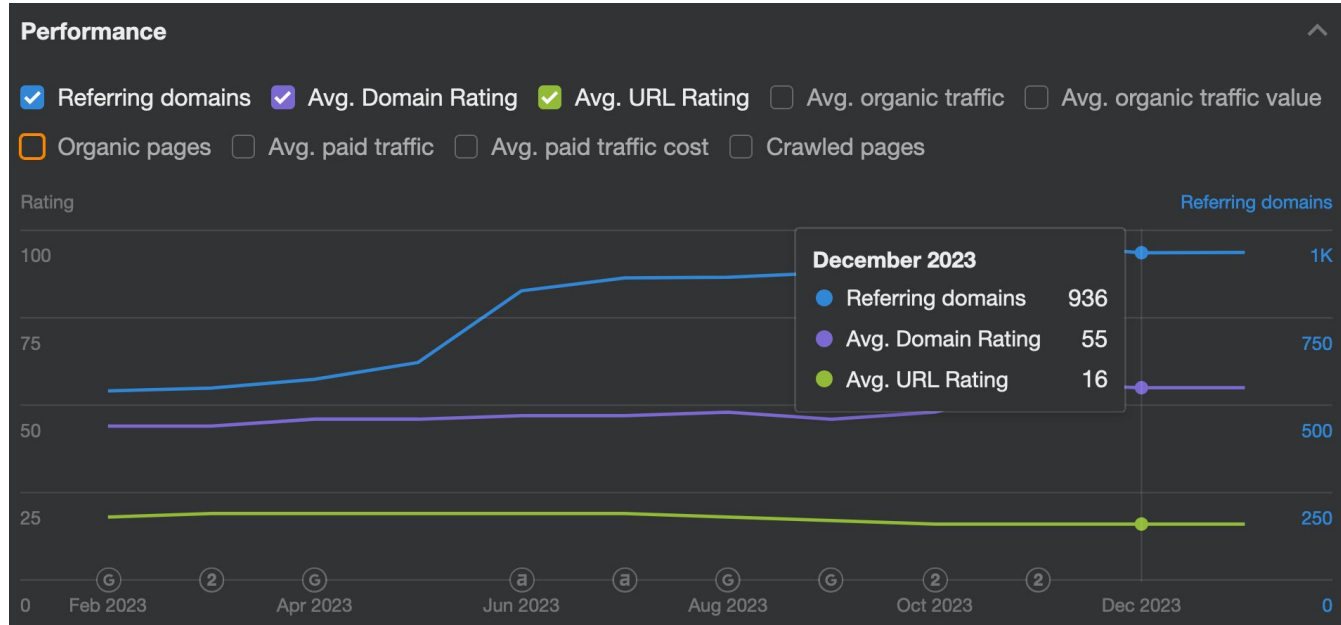
L30D



- US clicks were a modest 8% growth at the beginning of 2023. Gradually clicks improved to 40% mid year and 57% in L30D. Attributed to Spanish searches in the US.
- Venezuela was the only other country which saw continuous growth YoY; 8% at beginning, 68% mid year and 130% in the L30D
- Mexico and Colombia have seen the most volatility

Authority

Google Juice



- 74% increase in referring domains
- Raised average domain rating by 25%
- 20% more Follow attribute links than “nofollow”