

SEO CASE STUDY

A Year of Search Growth for a Cross-Border Fintech

How a data-driven technical + content SEO program rebuilt organic visibility for a neobank serving immigrant communities across the Americas.

-79%

404 crawl errors

+74%

referring domains

+67%

Spanish visibility

Who we worked with

A fast-growing digital bank built for migrants and cross-border families. The bilingual site spans debit cards, money transfers, mobile top-ups, and international calling across multiple Latin American markets and the U.S. — a large, multilingual property where technical health and language strategy directly drive growth.

- **Industry:** Fintech / digital banking
- **Audience:** Immigrant & cross-border communities
- **Markets:** U.S. + Latin America (multi-country)
- **Site:** Bilingual — Spanish & English
- **Scope:** Technical SEO, content, authority

ENGAGEMENT AT A GLANCE

12 months

program duration

4 pillars

speed · indexing · content · authority

Bilingual

ES + EN optimization

Mobile-first

aligned to Google's index

What we inherited

1

Slow core templates

Product-list and product pages were loading far above Google's thresholds — the slowest hit ~9s LCP on mobile.

2

A flood of 404s

Over 1,400 pages were throwing crawl errors, wasting crawl budget and weakening indexing.

3

Misallocated content effort

English content was declining sharply while the real audience demand sat in Spanish — unaddressed.

4

Eroding authority & structure

Subdomain and redirect issues muddied signals; link authority needed a deliberate rebuild.

Four pillars, one integrated program

1

Site Speed

Cut LCP & TTFB on the highest-traffic templates to meet Core Web Vitals on mobile-first.

2

Indexing Hygiene

Eliminate 404s, fix redirects, and control subdomains so crawl budget reaches pages that matter.

3

Content & Language

Follow the audience — double down on Spanish, restructure English, and grow help & community hubs.

4

Authority

Earn high-quality referring domains and follow links to lift domain rating sustainably.

THE RESULTS

A full-funnel turnaround

-79%

404 crawl errors

1,410 → 294 affected pages

+74%

referring domains

authority profile rebuilt to ~936

+25%

avg. domain rating

lifted to DR 55

+67%

Spanish visibility

YoY, with +37% impressions

+30%

mobile clicks

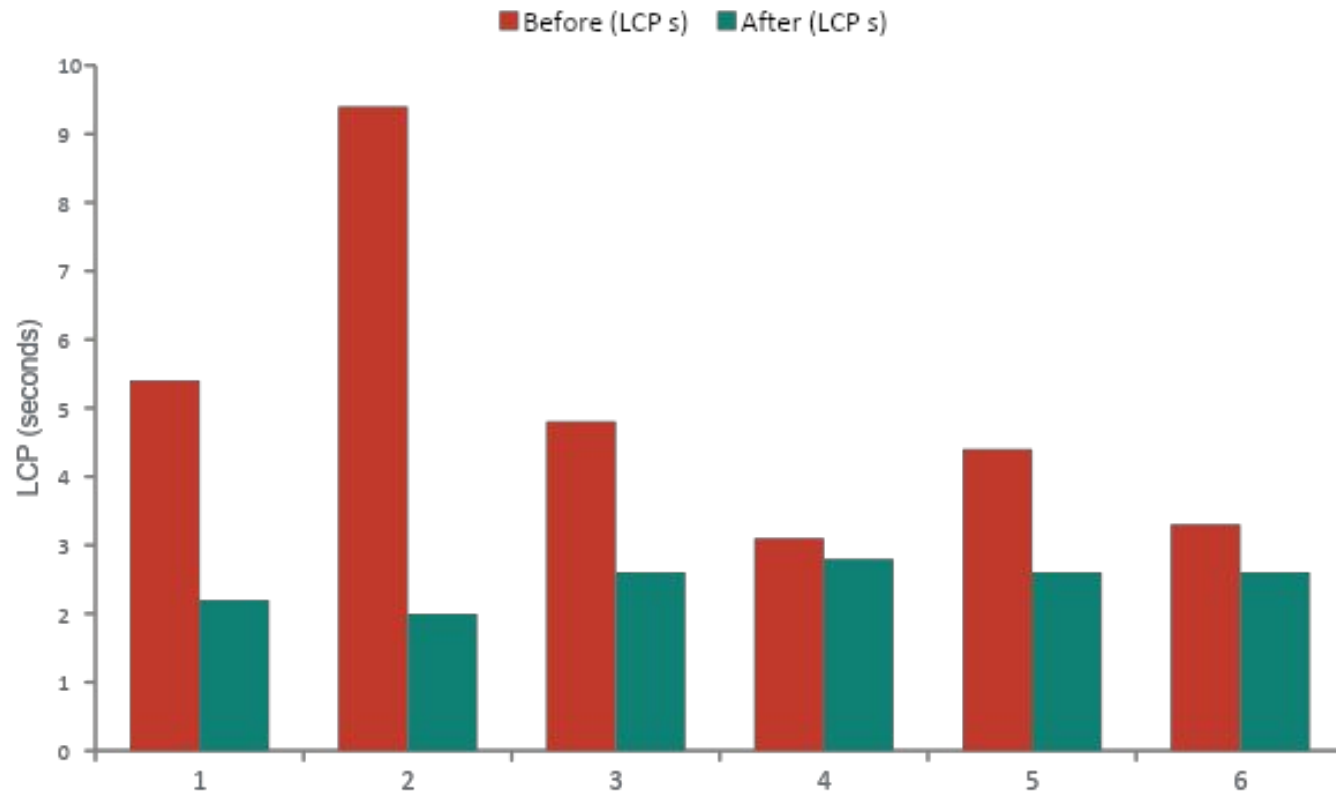
recent period, CTR up to +82%

+57%

U.S. organic clicks

recent period, Spanish-led

Core Web Vitals: before → after

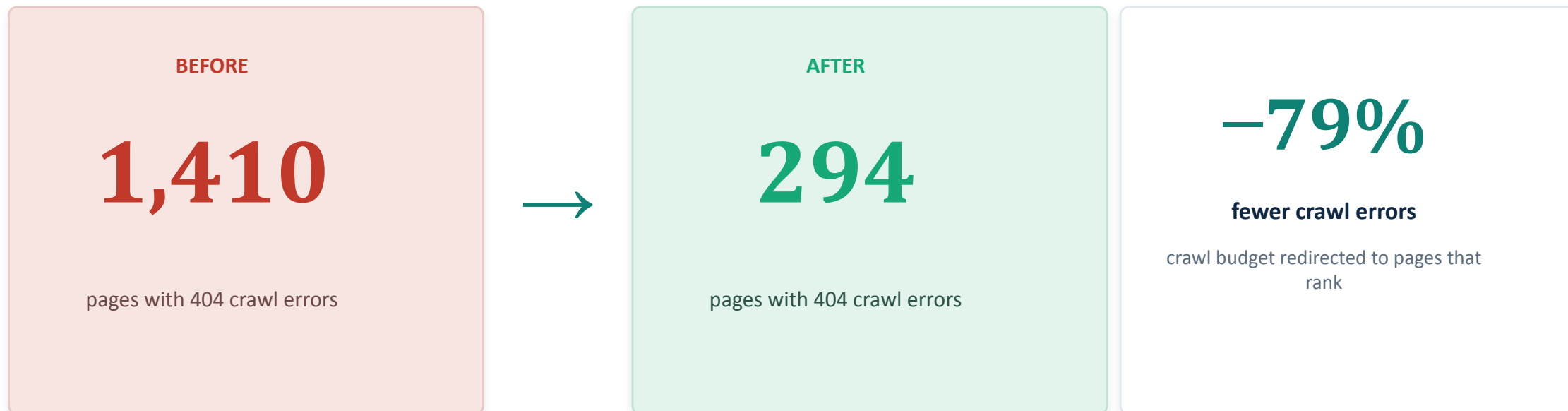


What changed

- Slowest product-list page cut from 9.4s to 2.0s LCP
- Every priority template pulled into or near Google's 'Good' band ($\leq 2.5s$)
- TTFB reduced by up to $\sim 3\times$ across templates
- Speed gains shipped on product pages and the homepage too

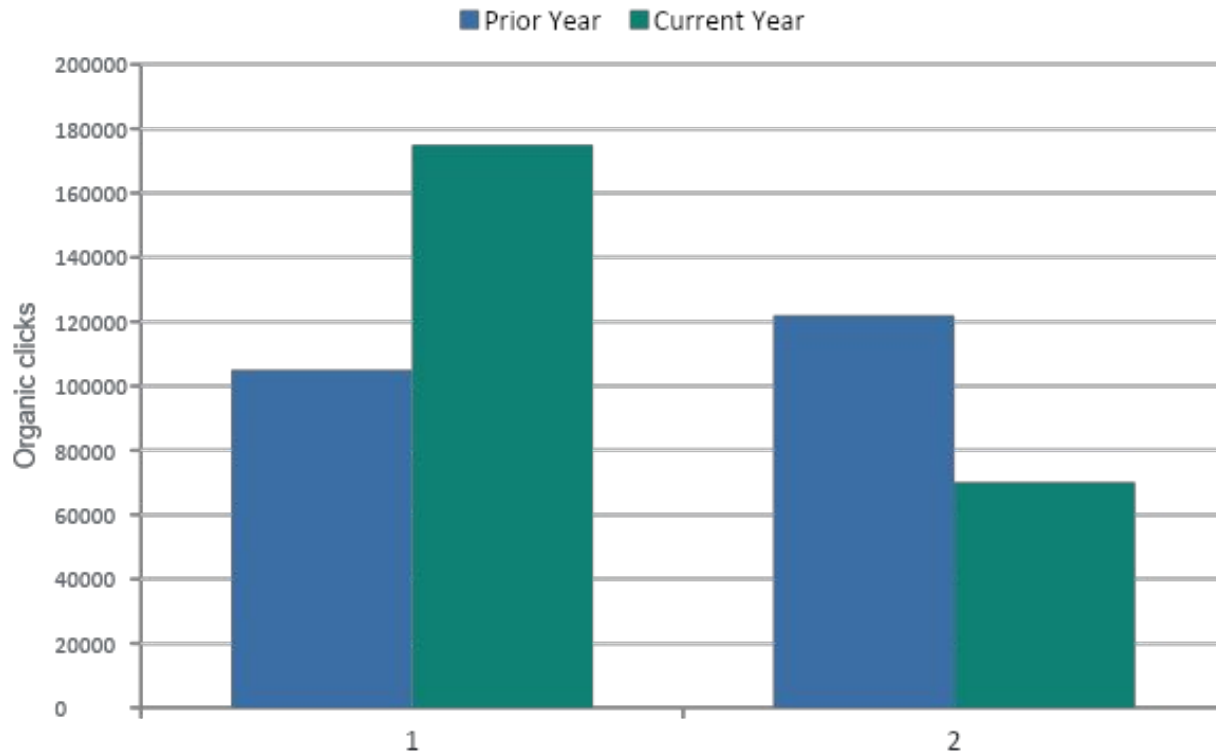
Note: some third-party JS remains a factor — flagged for phase 2.

From crawl chaos to a clean index



Approach: early 404 remediation, controlled blocking of non-canonical subdomains, and clean 301 redirect implementation — with a mid-engagement spike caught and resolved before it could compound.

Following the audience to Spanish



The insight

The audience searches in Spanish. Reallocating effort from English to Spanish content turned visibility around.

+67%

Spanish content visibility (YoY)

+37%

Spanish impressions

-41%

English clicks

-48%

English impressions

Landing pages: dip, then recovery

Tracking clicks across page tiers and content hubs over the engagement (relative periods: Q1–Q2 vs Q3–Q4, last 3 months, last 30 days).

By page popularity

Top 10 pages

–25% early → +19% (L3M)

Top 25 pages

–14% early → +17% (L3M)

Long-tail (after top 10)

steady +11%, –3% only in L30D

By content hub

Help hub (/ayuda)

+318% (L30D) on rising brand exposure

Community (/comunidad)

–18% early → +15% YoY by L30D

Card product hub

still competitive — a watch area

Branded queries powered the top pages; help and community content compounded as awareness grew.

Where we won (and what we're fixing)

▲ WINNERS

"debit card without ssn"	+196% clicks
"free debit card"	NEW ranking
"llamadas gratis" (free calls)	+59% clicks
"llamadas gratis colombia"	+45% / +62%
No-SSN debit card page (EN)	+315% clicks
Top-ups & calling pages (ES)	+7% to +21%

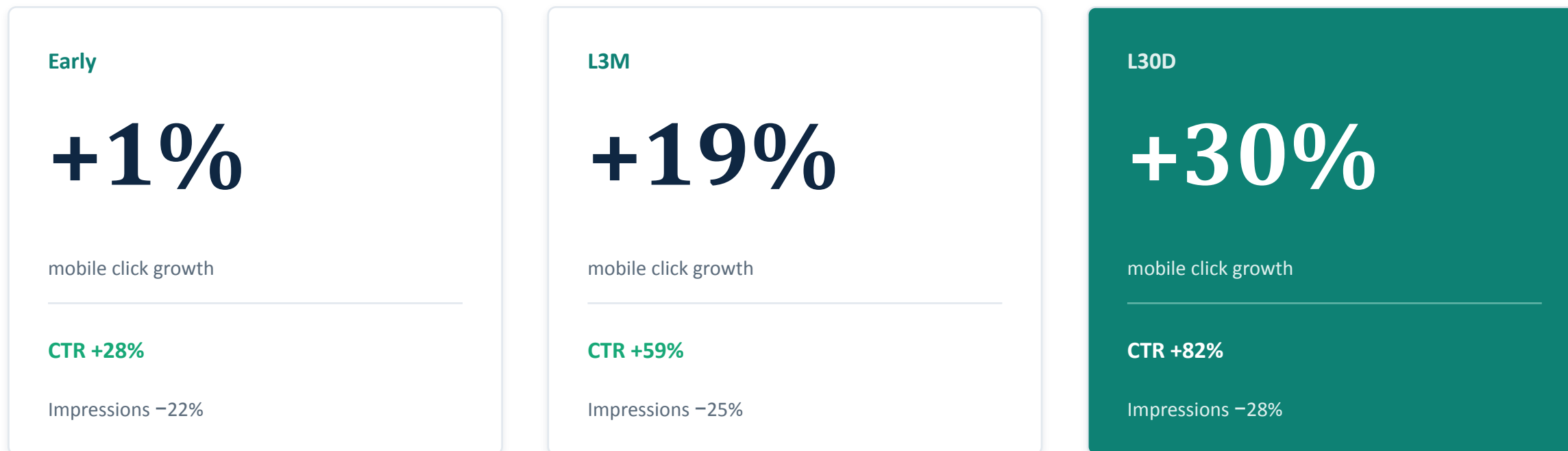
▼ WATCH AREAS

"transferencia crédito y débito"	-41% clicks
"no ssn debit card" (EN)	-12% clicks
Branded card-balance query	lost
Money transfers page (EN)	-72% clicks
English homepage	-66% clicks
Card product page (EN)	-63% clicks

The losses cluster in English — the same signal that drove the strategic pivot to Spanish.

Mobile clicks compounding all year

Impressions tightened while clicks and click-through rate climbed — a sign of sharper relevance, not just more exposure.



Growth across key markets

Market	Early	Mid (L3M)	Recent (L30D)	Notes
United States	+8%	+40%	+57%	Driven by Spanish-language search in the U.S.
Venezuela	+8%	+68%	+130%	Continuous YoY growth all engagement
Mexico	—	—	volatile	High variance — active optimization area
Colombia	—	—	volatile	High variance — active optimization area

The headline: U.S. growth was powered by Spanish-language search — validating the language strategy end to end.

Rebuilding off-site authority

A deliberate link-acquisition program grew the referring-domain base and lifted domain rating — the foundation that makes every on-page gain rank higher and hold.

- 1** **+74% more referring domains**
grown to ~936
- 2** **+25% higher avg. domain rating**
lifted to DR 55
- 3** **+20% more follow vs nofollow links**
stronger equity flow

AUTHORITY SNAPSHOT

~936

Referring domains

55

Avg. Domain Rating

+74%

Referring-domain growth

THE IMPACT

A cleaner, faster, audience-aligned search presence

- 79% fewer crawl errors and a faster, mobile-first technical foundation
- A decisive pivot to Spanish that grew visibility +67% and U.S. clicks +57%
- A rebuilt authority profile: +74% referring domains, DR up to 55
- Mobile clicks up +30% with click-through rate climbing to +82%

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