



# How to implement **SEO for Lenders**

→ A GUIDE

RankWriters



# a brief Introduction

It's no secret that one mortgage lender has blasted to the top of the Search Engine Optimization charts, screaming by competitors with millions of organic visitors to their website, while other lenders struggle to achieve even lift off with a few thousand visitors.

This ascent isn't just about having a colossal budget; it's about executing a smart, strategic SEO plan. Through meticulous keyword research, high-quality content creation, and effective link-building, they have launched an unparalleled online presence.

By doing little (or nothing!) every other lender is left choking in their exhaust, effectively handing over thousands of potential borrowers on a silver platter. What they may be shocked to learn is that it's not the size of the investment but the ingenuity of the strategy that fuels this SEO rocket.

That lender's results is a testament to the power of SEO, so well-executed it leaves competitors grounded.

Want to become a lead generation machine? Read on!

*Brandie*

1	 <b>How to Implement SEO</b>	04
	Understanding the Basics	
	The Benefits of SEO	
	The Importance of Ranking High	
2	 <b>Keyword Research</b>	07
	Identifying Your Audience & Search Intent	
	Conducting Keyword Research & Using Tools	
	Analyzing Search Volume and Competitors	
3	 <b>On Page Optimization</b>	11
	Meta Descriptions, Titles, and Headings	
	Proper URL Structure	
	Improving Design	
4	 <b>Creating High Quality Content</b>	14
	Content Marketing Strategy	
	Types of Content	
	Addressing Common Questions & Concerns	
5	 <b>Local SEO for Lenders &amp; IMBs</b>	17
	Your Google Business Profile	
	Building Local Citations & Client Reviews	
	Location-Specific Keywords	
6	 <b>Measuring SEO Success</b>	20
	Google Analytics & Search Console	
	Tracking Key Performance Indicators	
	SERPs	
	Analyzing Traffic & Making Data-Driven Decisions	
7	 <b>Common SEO Mistakes to Avoid</b>	25
	Apathy & False Beliefs	
	Overusing Keywords / Keyword Stuffing	
	Neglecting Mobile Optimization	
8	 <b>Staying Up-to-Date with Best Practices</b>	29
	Algorithm Updates	
	Adapting to Changing Search Trends	
	Continuous Refinement	
9	 <b>Hiring an Agency vs. DIY</b>	32
	Pros and Cons of Working with an Agency	
	Factors to Consider When Choosing an Agency	
	Implementing SEO In-House	
10	 <b>Conclusion</b>	36

# What is SEO and Why it's Important for Lenders

## CHAPTER 1

Hoping to boost your online presence and drive more traffic to your website? Effective SEO is key. By optimizing your website for search engines, you can establish credibility, increase visibility, and ultimately attract more potential clients.

But why is it so important? Let's explore the basics of SEO, how it can benefit your business, and the importance of ranking high in search results.

# UNDERSTANDING THE BASICS OF SEO

No lender's website is complete without a concerted effort to optimize it for search engines. Effective optimization involves balancing attention to user experience, thorough keyword research, and rigorous technical diagnostics to boost visibility and credibility.

The aim is to make your site easily discoverable by making it visible to search engines, which happens when you craft engaging content that uses keywords like "first time buyer tips," "home loans," and "refinancing" in a way that users can relate to. Start writing for your target audience today.

## HOW SEO CAN BENEFIT YOUR LENDING BUSINESS

Crafting a strong digital identity through expert SEO can transform your lending business by providing targeted, informative content that sets you apart from the pack. With enhanced discoverability and conversion rates at your beck and call, the doors to success await.

- Attract more qualified leads actively searching for your services.
- Establish your brand as a trusted authority in the mortgage space.
- Drive more organic traffic to your website without relying on paid ads.
- Improve your online visibility and competitiveness in your local market.

Lenders know that search engine optimization (SEO) is a game-changer for getting more eyes on their website. It's the key to scoring quality leads and sealing the deal. Without a solid SEO plan, they're leaving money on the table.

Crafting a winning SEO strategy takes time and effort, but the payoff is worth it. Think more website traffic, better leads, and ultimately, more closed deals. I'll bet your LOs would love that.

# Conducting Keyword Research for Lenders

## CHAPTER 2

The key to successful mortgage SEO is uncovering the search patterns of potential borrowers. This involves identifying the keywords they're using to find loan programs, allowing you to optimize your website to meet their specific needs.

But with so many potential keywords out there, where do you even start? Let's break down the process of identifying your target audience, conducting keyword research, and integrating those keywords naturally into your website content.

# USING KEYWORD RESEARCH TOOLS

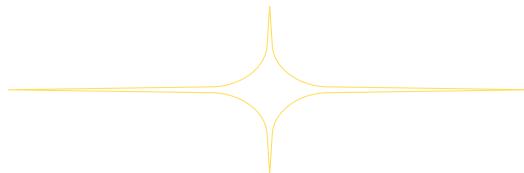
Speaking of keyword research tools, there are a ton of great options out there to help you identify the best keywords for your law firm's website. Some of my favorites include:

- Google Keyword Planner
- Ahrefs Keyword Explorer
- SEMrush Keyword Magic Tool
- Moz Keyword Explorer

These tools allow you to enter a seed keyword (like "refinance my home loan") and get a list of related keywords along with data on search volume, competition level, and more.

They can also help you identify long-tail keywords, which are longer and more specific phrases that people might use when searching for legal help. For example, instead of just searching for "mortgage loan," someone might search for "how to qualify for a mortgage in [city name]."

By targeting these long-tail keywords in your content, you can attract more qualified leads and improve your chances of ranking for those specific searches.



## ANALYZING SEARCH VOLUME AND COMPETITION

Once you have a list of potential keywords, it's important to analyze their search volume and competition level.

Search volume refers to how many people are actually searching for a particular keyword each month. Generally, you want to target keywords with a high search volume, as this means there's a lot of potential traffic to be had. However, you also need to consider the competition level.

(continued)

If a keyword has a high search volume but is also highly competitive (meaning a lot of other lenders are trying to rank for it), it will be more difficult to achieve a top ranking.

On the other hand, a keyword with a lower search volume but less competition may be easier to rank for and could still bring in valuable traffic. It's all about finding that sweet spot and prioritizing keywords that have a good balance of search volume and competition.

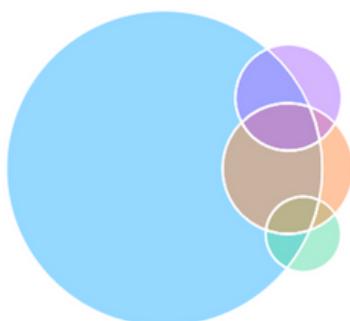
By conducting thorough keyword research and analyzing the data, you can create a targeted SEO strategy that [helps your website rank for the keywords that matter](#) most to your potential clients.

## INTEGRATING KEYWORDS NATURALLY INTO YOUR WEBSITE CONTENT

Once you've identified your target keywords, it's time to weave them naturally into your website content. This includes places like your page titles, headings, meta descriptions, and body copy.

But be careful not to overdo it. Keyword stuffing (cramming in keywords unnaturally or excessively) can actually hurt your SEO efforts. Instead, focus on creating high-quality, informative content that incorporates keywords organically.

What do your borrowers really need to know about mortgages? It's time to reverse engineer your content strategy to focus on solving problems and alleviating pain points. Trust me, your website visitors will appreciate the effort and your website will skyrocket in the search engine rankings as a result.



1. [REDACTED].com	294.3K
2. [REDACTED].com	16.7K
3. [REDACTED].com	50.4K
4. [REDACTED].com	33.2K

That one lender dominates keywords



# Common SEO Mistakes Lenders Must Avoid

## CHAPTER 7

Now, I've seen my fair share of SEO blunders over the years, and let me tell you, they can really hold your lending business back from lead generation, conversion and reaching volume goals. Here are a few common mistakes to watch for.

# APATHY

By doing nothing you're handing borrowers to "that lender" on a silver platter.



In three months, **11.48 million people** – 43% of their traffic – conducted a search, and landed on their website. At a reasonable 3% conversion rate that's **344,400 leads**.

# BELIEVING YOU CAN DIY WITH CHATGPT

You can't.

# BELIEVING YOU NEED \$1,000,000 BUDGET

You don't.

**NOT CLICKING ON THIS ICON  
TO GET ON MY CALENDAR ASAP**



# OVERUSING KEYWORDS AND ENGAGING IN KEYWORD STUFFING

I get it, you want to rank for those high-value keywords. But cramming them into every nook and cranny of your website is not the way to go.

Keyword stuffing is a big no-no in the eyes of search engines. It's the practice of unnaturally repeating keywords throughout your content in an attempt to manipulate rankings.

Not only does it make for a terrible user experience, but it can also get you penalized by Google. Focus on [using keywords naturally and strategically](#), prioritizing the quality and relevance of your content.

# NEGLECTING MOBILE OPTIMIZATION

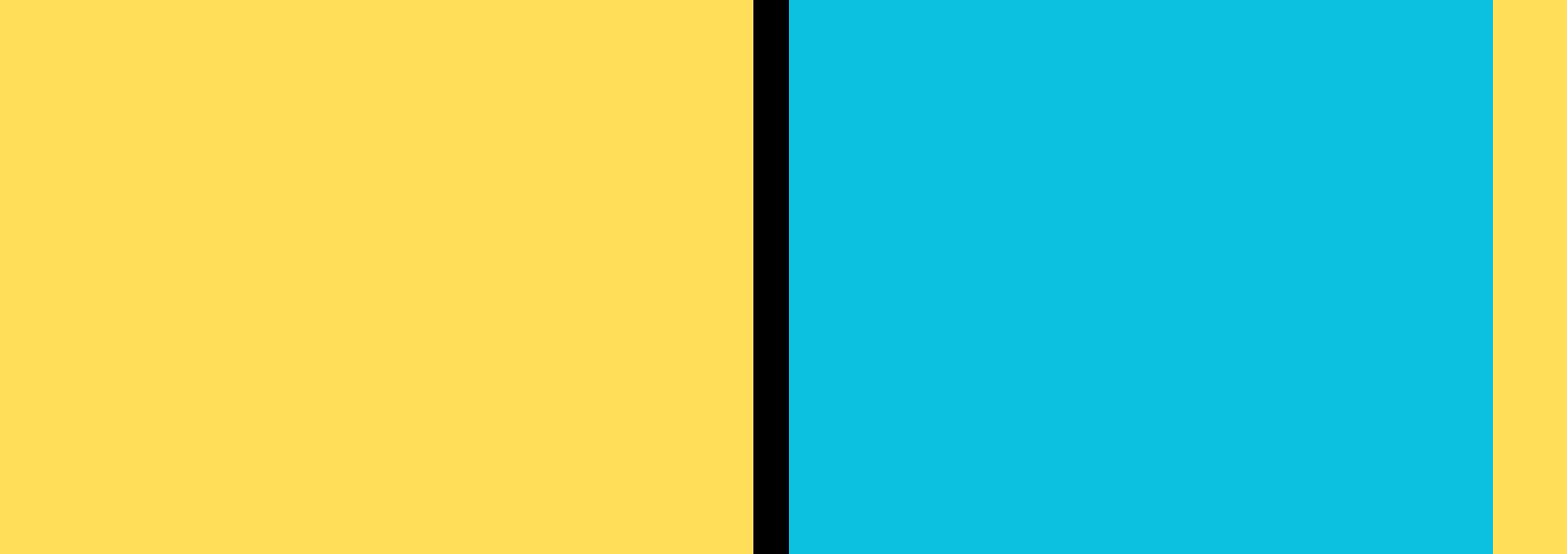
In today's mobile-first world, neglecting mobile optimization is a cardinal sin of SEO. More and more people are using their smartphones to search for legal services online.

If your website isn't optimized for mobile devices, you're missing out on a huge chunk of potential traffic and clients. Make sure your website is responsive, meaning it adapts to different screen sizes and devices.

It should load quickly, be easy to navigate, and provide a seamless user experience on mobile. Google has even made mobile-friendliness a ranking factor, so if your site isn't up to snuff, it could be hurting your search rankings.



The probability of bounce **increases 32%** as page load time goes from 1 second to 3 seconds.



# SEO Agency or DIY? What's Right for Your Lead Gen?

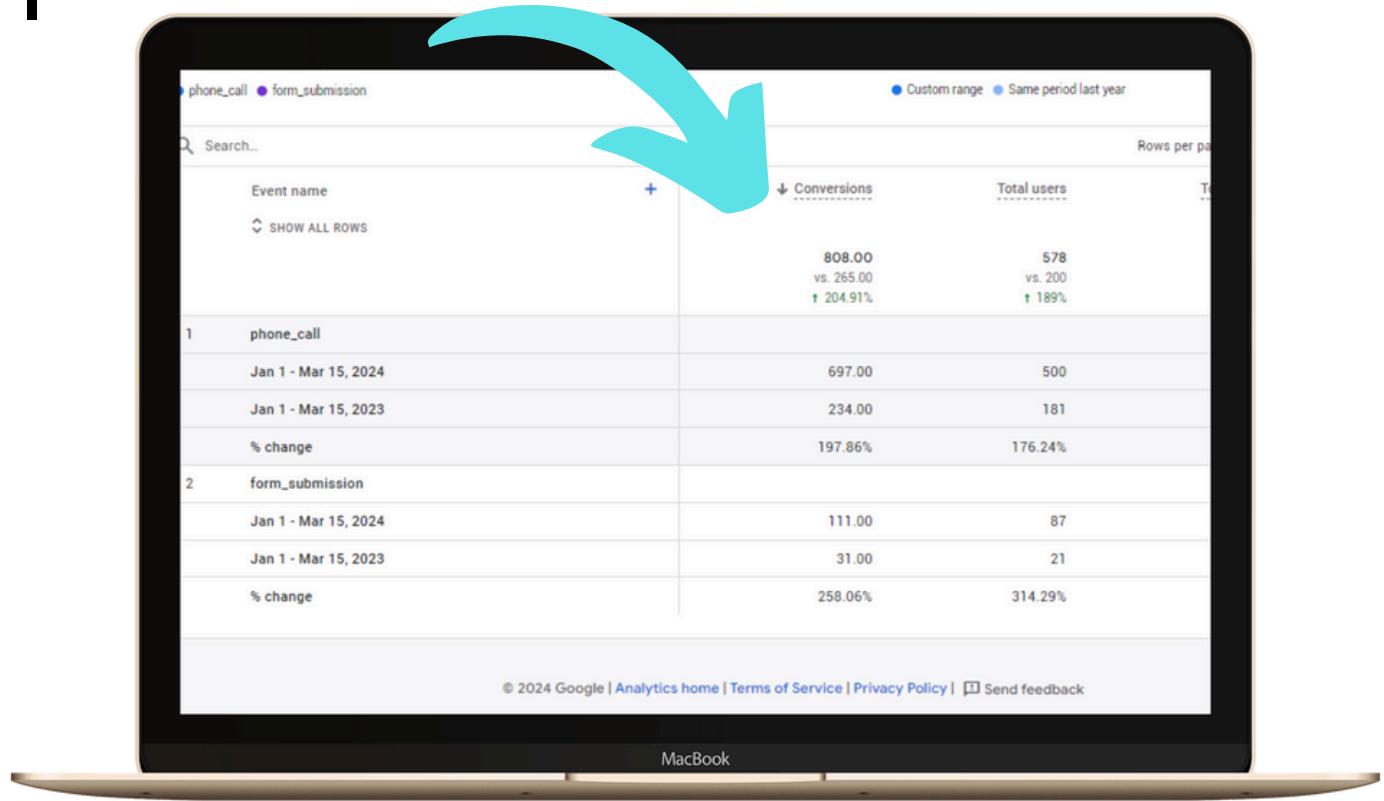
## CHAPTER 9

When it comes to search engine optimization, you've got a big decision to make. Do you go the DIY route and handle it in-house, or do you bring in the big guns and hire an SEO agency?

As someone who's been in the trenches I can tell you there are pros and cons to both approaches.

“—

*I don't know what you're doing, but my phone is **ringing off the hook!***



# RankWriters

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We're rewriting the rules of SEO content creation.

We could be your SEO secret weapon, too.

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