



Avidia Bank



CASE STUDY



SEO

ABOUT

Avidia Bank was formed in 2007 by a merger between Hudson Savings Bank and Westborough Bank, both founded in 1869. Avidia Bank is now a \$1.2 billion mutual community bank headquartered in Hudson, MA, with branches in Hudson, Westborough, Clinton, Marlborough, Northborough, Shrewsbury and Leominster.

Avidia offers both personal and business banking, but its website was previously generic and was not optimized for users focused on each of these services individually. Avidia partnered with inSegment for a complete website overhaul for numerous reasons: to segment its audiences and increase conversions, improve the look and feel of the site, and to support mobile and tablet traffic. With the redesign, Avidia hoped to achieve superior organic search results and create a better landing environment to support paid search/display efforts.

GOALS

- Effectively target and communicate with Avidia's two distinct audiences: businesses and individuals
- Construct a new website that could be found organically through appropriate, localized search terms related to banking in Massachusetts
- Make the website more mobile friendly due to increased competition after Google's mobile update
- Optimize each page for conversions and goal completions

CHALLENGES

- Before inSegment's recommendations, Avidia's website was not mobile friendly, and it did not rank for any relevant keywords.
- Because Avidia's two unique audiences require different services from Avidia, it was a challenge to tailor the language and selling points to both groups.

METHODOLOGY

The Avidia website redesign process began with an on-page issues report, which assessed keyword rankings and website speed (including mobile). Additionally, inSegment performed a basic competition analysis report. After assessing the original Avidia site, inSegment made on-page SEO recommendations pertaining to keywords, title tags, meta descriptions, and URLs. inSegment then created a sitemap that considered both local SEO on all target keywords and the two target audiences.

To tailor site content to each audience, inSegment replaced Avidia's homepage with a splash page, allowing the user to self-segment as interested in either "Personal" or "Business" accounts. The user is then taken to a Personal or Business "homepage" along with relevant subpages and a conversion flow tailored to each audience and line of business. As a result, each page has a unique function, speaks to each audience in an appropriate way, and contains selling points that resonate with these audiences to successfully lead to a conversion.

inSegment also produced content for the new, segmented Avidia website, ensuring it had an ideal keyword density, length, and HTML vs content ratio. Links and headlines were also placed strategically within the content, duplicate content was sought out and eliminated, and backlink building opportunities were employed.

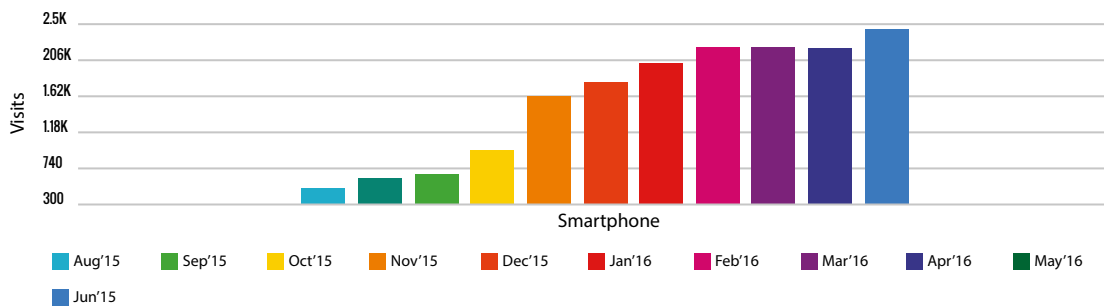
Lastly, inSegment optimized the Avidia website for mobile by ensuring the title tags and meta descriptions were unique and the correct length. Images, video, and content were made mobile-friendly as well, and the website was made faster.

Analytics were set up for traffic-related KPIs (sessions, users, new users) and engagement-related KPIs (conversions, conversion rate, pages per session, average session duration, bounce rate). inSegment continues to monitor these KPIs, optimizing as necessary.

RESULTS

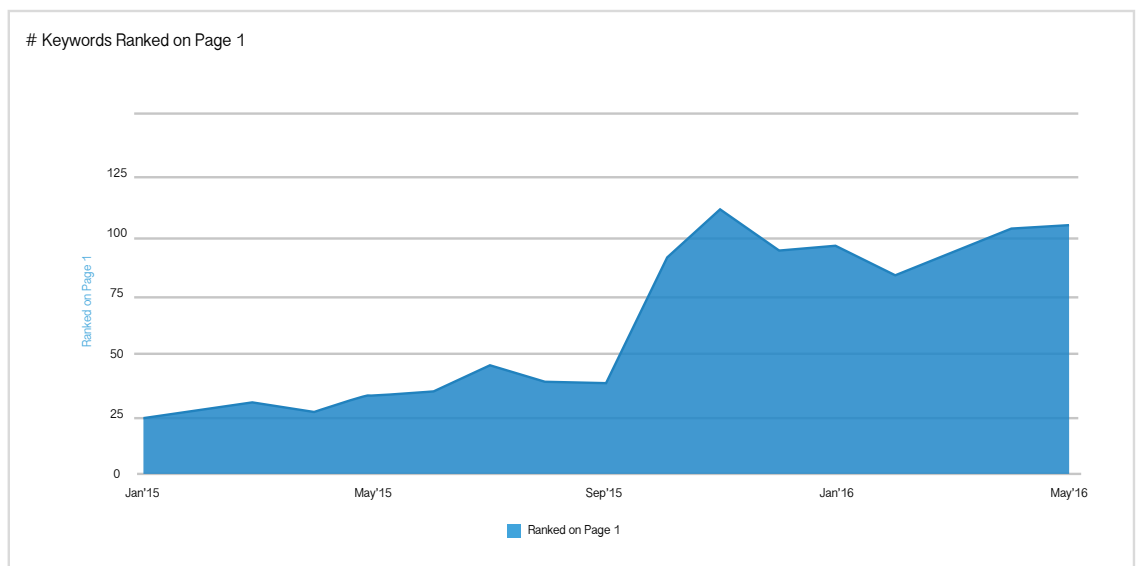
inSegment's focus on mobile produced the most impressive results. Organic visits on mobile devices saw a sharp increase by almost 2,000 monthly views in only 12 months, demonstrating the effectiveness of inSegment's mobile optimization strategy.

Avidia Bank - Organic Visits on Mobile devices (last 12 months)



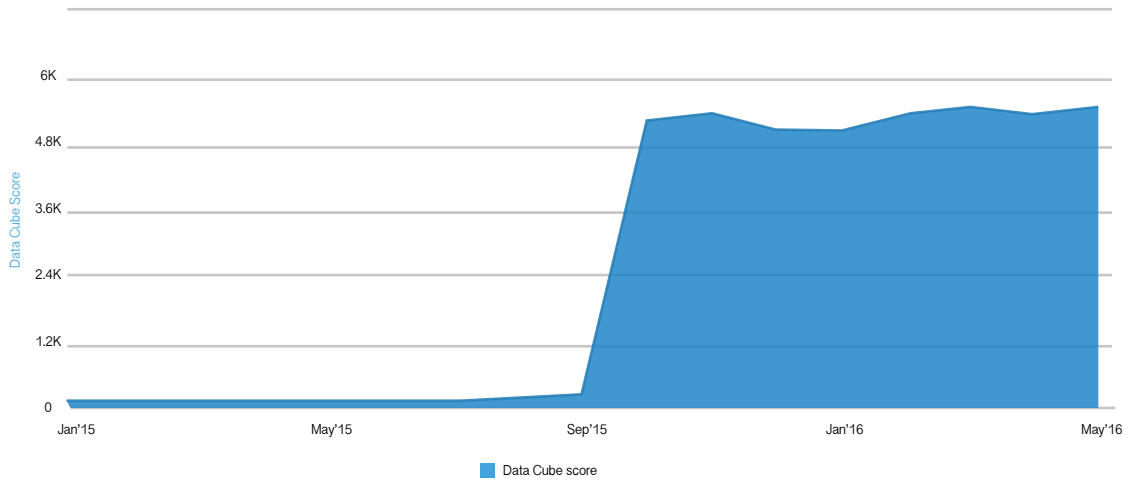
Due to the improved mobile-friendliness of Avidia's website and introducing keywords intended for mobile search, there was a significant increase in rankings on page 1. Mobile keywords the website ranked for included "bank of ma," "business checking MA," "Massachusetts home equity," and "personal loan rates MA."

The sharp increase in Avidia's Data Cube Score, which is calculated as search volume multiplied by click-through rate, also demonstrates the improvement in the optimization of the domain.



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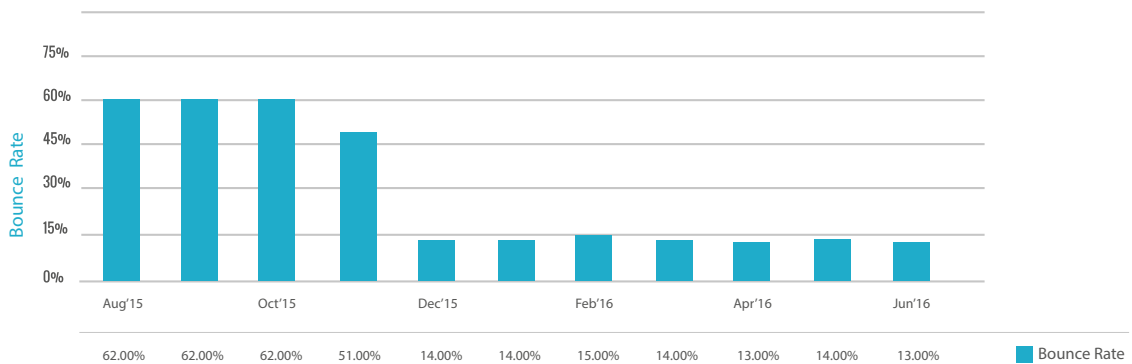
Content Performance



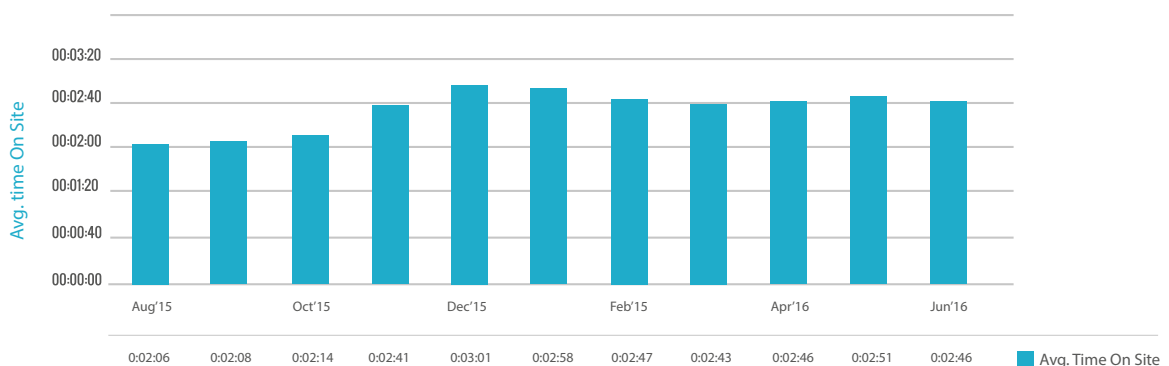
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Additionally, inSegment achieved impressive results regarding engagement KPIs. Bounce rate saw a significant decrease of 45%, while average time on site and organic visits and pageviews increased.

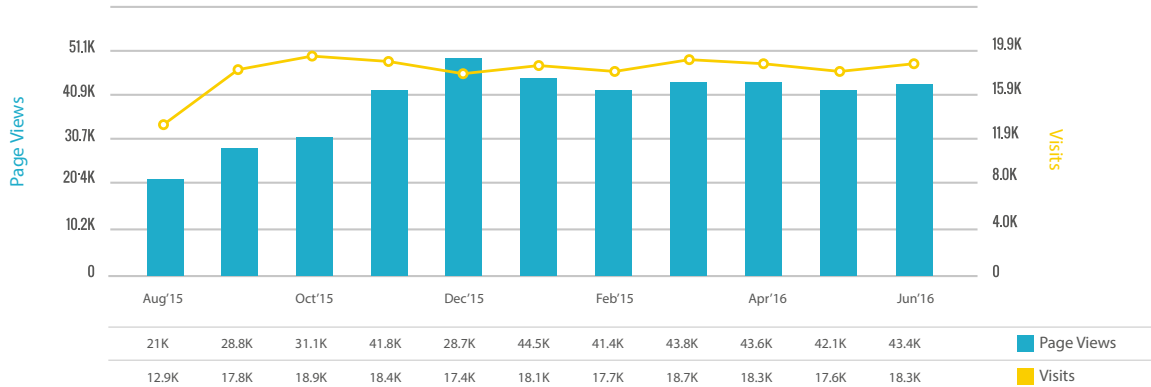
Avidia Bank - Organic Bounce Rate (last 12 months)



Avidia Bank - Average Time on Site (last 12 months)



Avidia Bank - Organic Visits and Pageviews (last 12 months)



However, one of the greatest challenges in SEO is that it is constantly changing, and that these results can only be perpetuated by regular upkeep of the site. inSegment therefore continues to optimize Avidia’s site to ensure consistent improvement in keyword ranking, increased traffic and engagement, and conversion growth.

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