

Halifax Hot On MoneySupermarket's Heels

Contributed by Greenlight
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Halifax has overtaken MoneySavingExpert.com to become the second most visible site for Retail Banking-related searches in the organic search* listings, according to the latest research from leading independent digital marketing agency, Greenlight.

Greenlight's report, "Retail Banking Sector Report" Issue 13 profiles the total number of searches and most popular keywords UK consumers used when they went online in July to find mortgages, loans, credit and debit cards and bank accounts. League tables chart the most visible websites in each of these subsectors.

The report reveals MoneySupermarket was the most visible website in July in the Natural Search listings, achieving a 68% share of visibility through ranking at position one for 229 keywords including "loans" and "credit cards".

Halifax followed with a 36% share of visibility overall. Interestingly, Halifax ranked highly in the Natural Search listings for mortgage-related keywords with a 58% share of visibility.

MoneySupermarket was also the most visible advertiser, in the Paid Media** space, achieving a dominant 85% share of voice.

However, Greenlight's report for the previous quarter (April 2012) showed that the comparison site achieved a higher share of visibility in April in Natural Search but it increased its share of voice in the Paid Media space in July.

Google's financial comparison ads will make for interesting competition with comparison websites such as MoneySupermarket and Moneysavingexpert.com. For example this month, following on from credit cards and bank accounts, Google launched a price comparison service for car insurance in the UK. Moreover, the emergence of Google Wallet, a mobile payment facility, demonstrates how Google is moving further into the financial arena.

Other key findings from Greenlight's report reveal:

- In July, more than 2.3 million Retail Banking-related searches were made; a 4% down on April's 2.4 million
- Loan-related searches were the most popular. They made up a 39% share of all Retail Banking-related searches
- "Mortgage calculator" was the most popular search term, accounting for a 13% share of overall searches
- Halifax was the most visible brand in Greenlight's Social Media analysis, attaining a Klout score of 59
- When compared to April, CompareTheMarket saw its share of visibility in July increase by 47% for credit and debit card-related search terms and by 12% for Loans-related keywords

*Natural Search - Listings in search engine results pages that appear because of their relevance to the search terms

**Paid Media "an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market.

Greenlight's "Retail Banking Issue 13" report, profiles search behaviour in this sector. It assesses which brands, websites and review sites are the most visible in natural search*, paid media**, and social media and hence have the greatest share of consideration when UK-based searchers go to Google UK to look for bank accounts, credit and debit cards, mortgages and loans.

About Greenlight
For more information please visit www.greenlightdigital.com

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