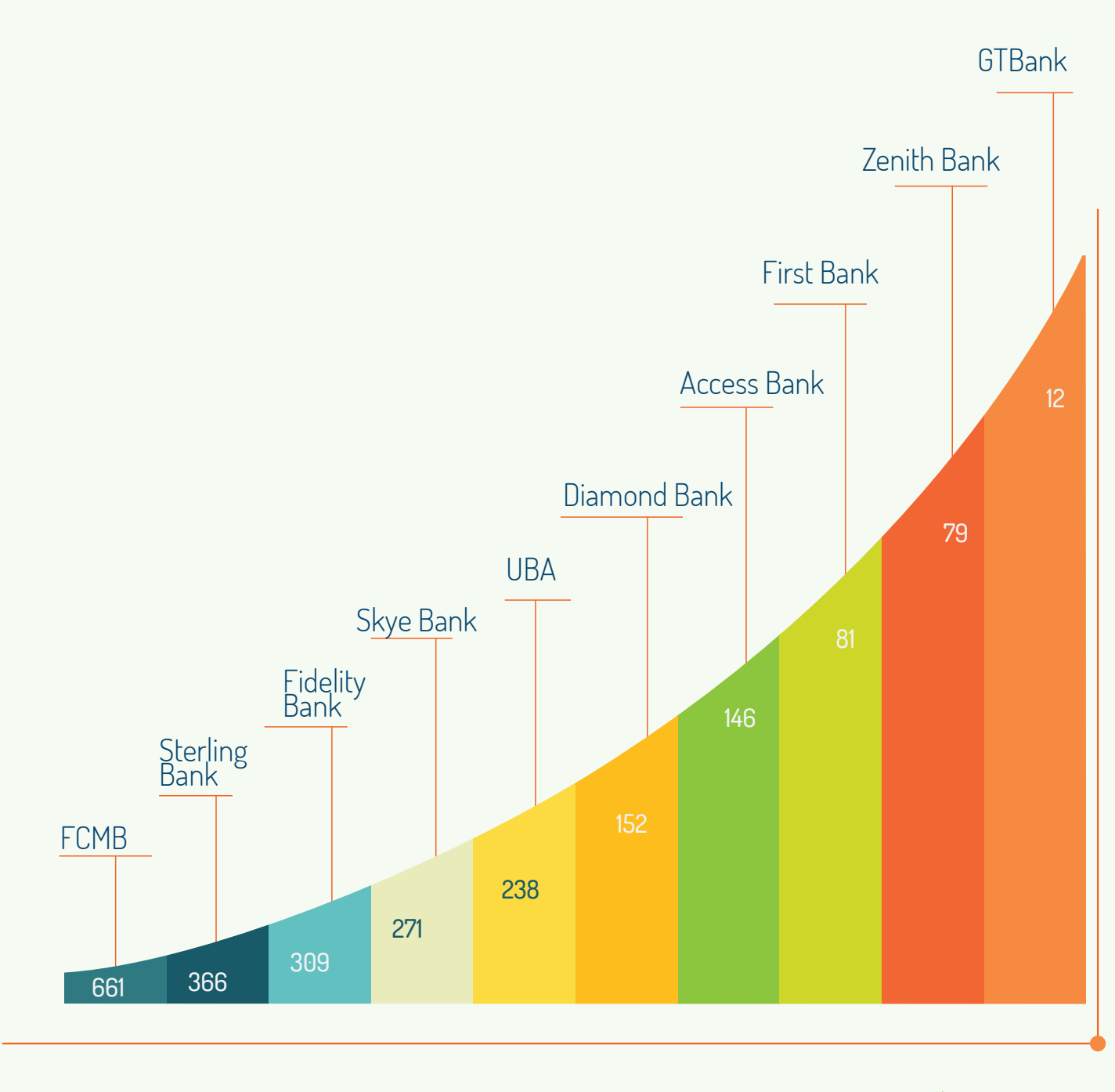
TERRAGON DIGITAL INSIGHTS ON THE NIGERIAN BANKING INDUSTRY

The data contained in this research report is based on the analysis we carried out for a period of three months. The report contains insights on the following categories

- Website Traffic
- Bounce rate
- Search Engine Optimization
- Web mentions
- Social media assets
- Mobile speed and user experience

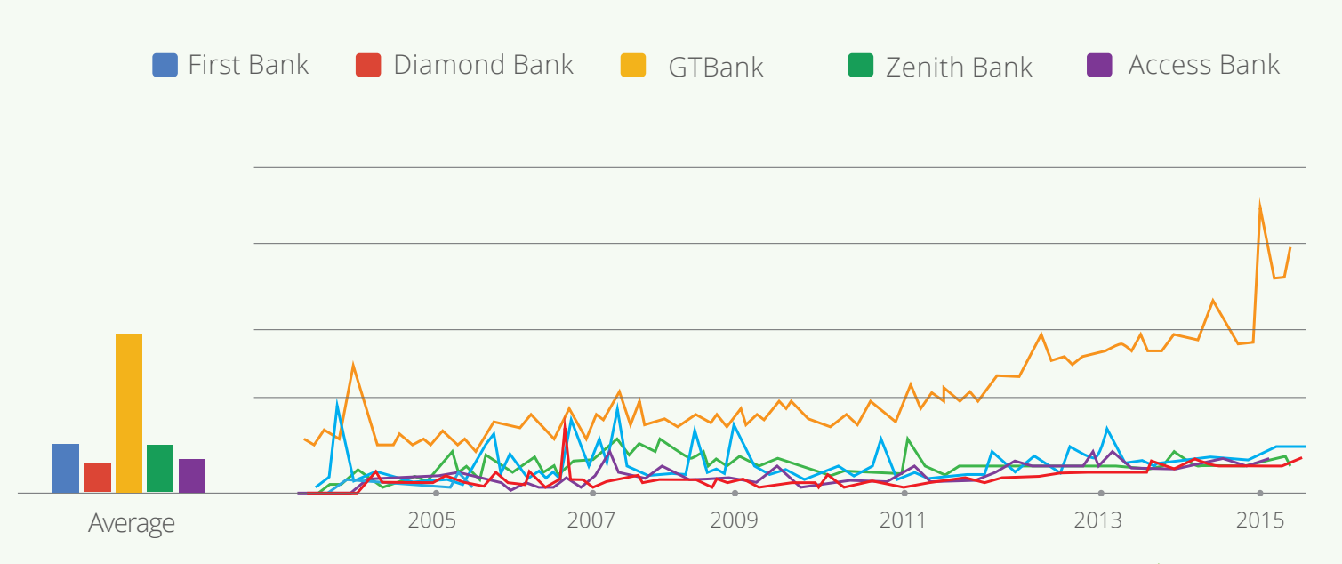
WEBSITE COUNTRY RANKING



This is the ranking of individual websites in Nigeria.
Source: www.similarweb.com

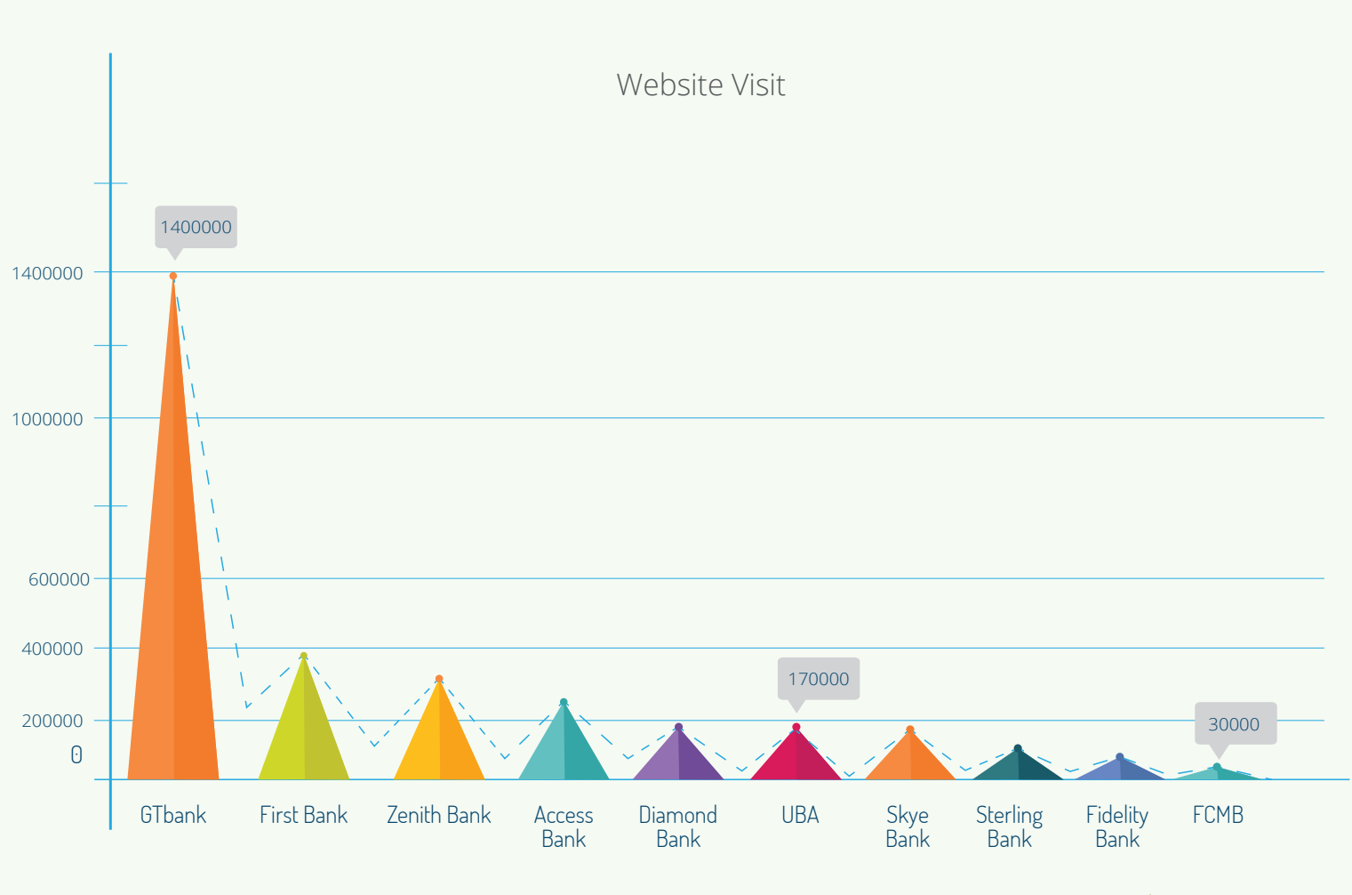
SEARCH TRENDS FOR BANKS WITH TOP WEB TRAFFIC

This metric shows the popularity of the banks on Google search engine. GTBank has witnessed a steady growth followed by First Bank and Zenith Bank.



Source: google.com/trends

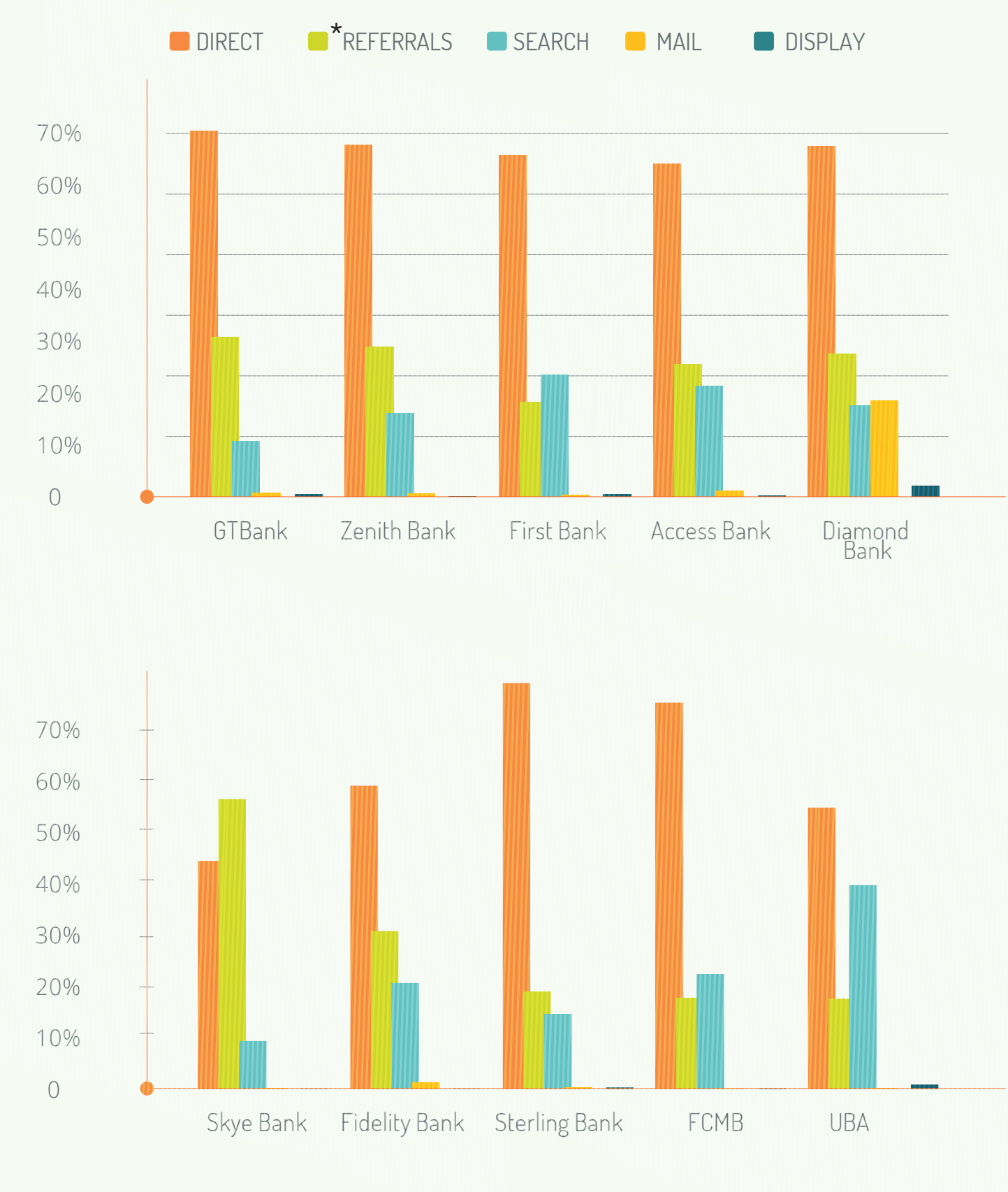
TOP TEN BANKS WITH THE MOST WEB TRAFFIC FOR THE PAST 6 MONTHS



Source: www.similarweb.com

WEBSITE TRAFFIC SOURCES

This metric shows the amount of traffic each bank gets from different digital channels.



*Referral traffic is the segment of traffic that arrives on your website through another source, for instance, through a link on another domain.

Source: www.similarweb.com

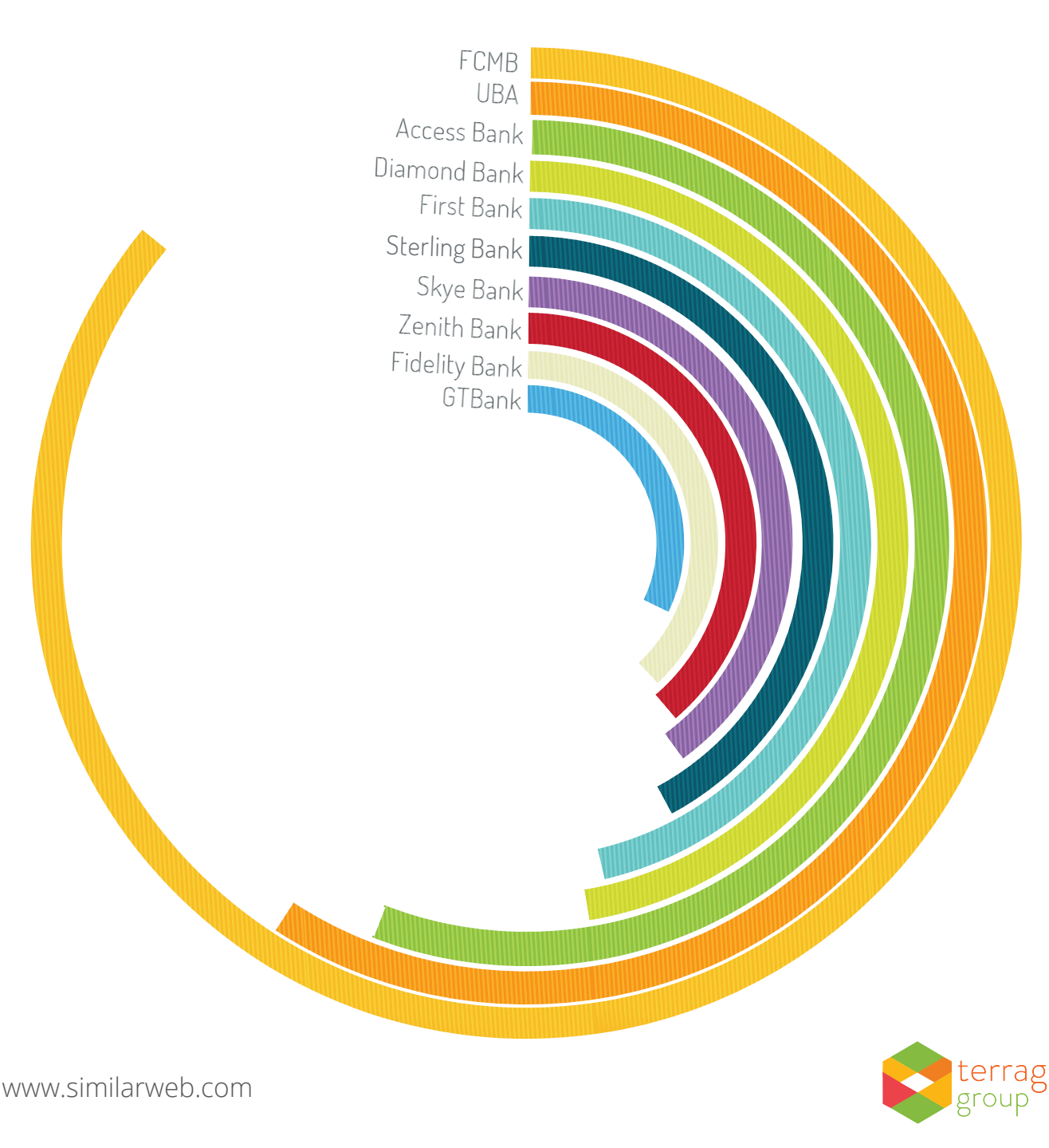
BOUNCE RATE

Bounce rate

This is the percentage of people who arrive on a site and leave without visiting a second page. This metric was designed to tell if the website is meeting user expectations.

GTBank
Fidelity Bank
Have low bounce rates, meaning their websites are engaging.

FCMB
UBA
Have the highest bounce rates meaning their users could be finding it difficult to locate the information they need.

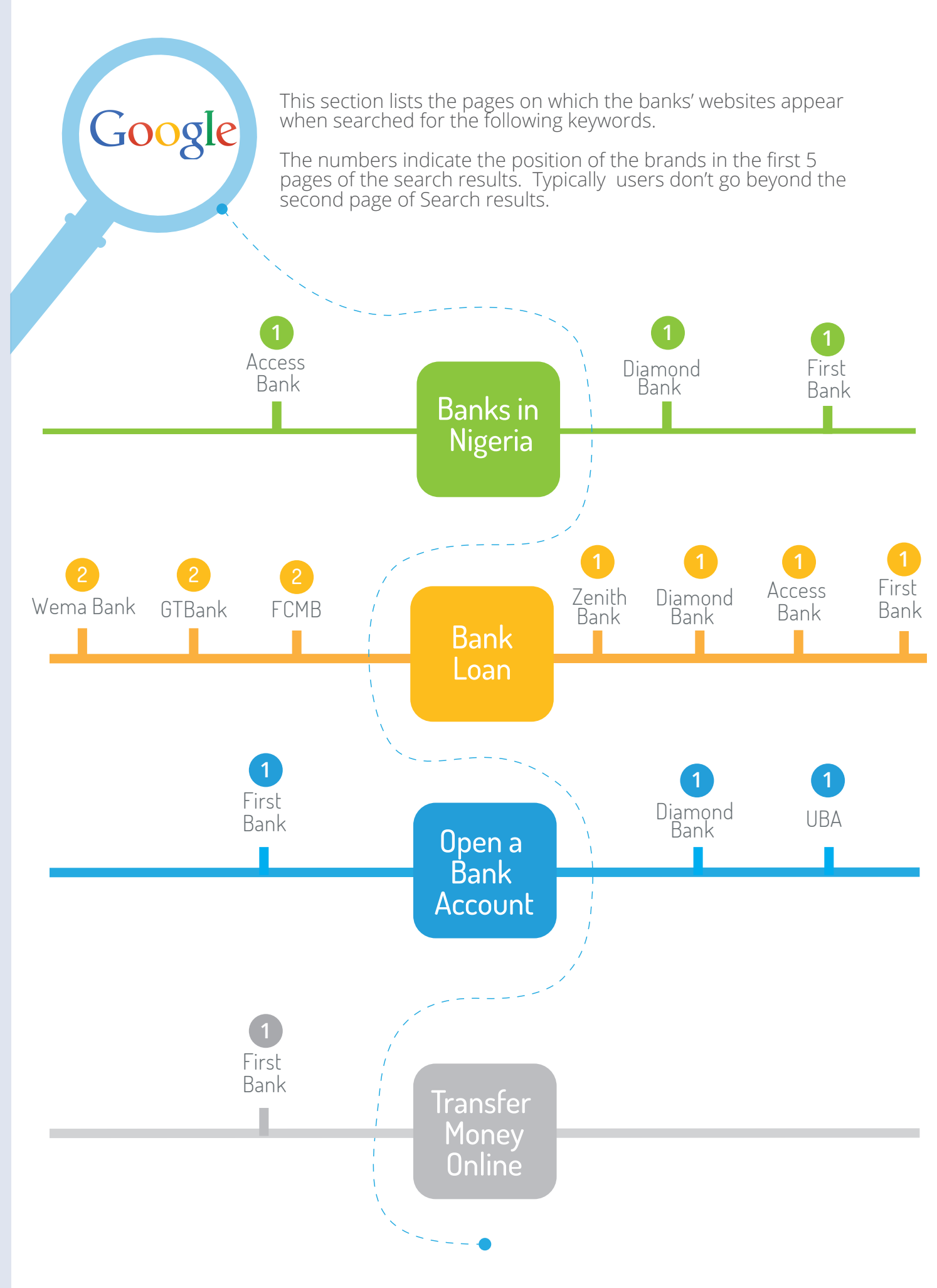


Source: www.similarweb.com

SEARCH ENGINE ORGANIC PAGE RANKING

This section lists the pages on which the banks' websites appear when searched for the following keywords.

The numbers indicate the position of the brands in the first 5 pages of the search results. Typically users don't go beyond the second page of Search results.



Banks in Nigeria
1 Access Bank
1 Diamond Bank
1 First Bank

Bank Loan
2 Wema Bank
2 GTBank
2 FCMB
1 Zenith Bank
1 Diamond Bank
1 Access Bank
1 First Bank

Open a Bank Account
1 First Bank
1 Diamond Bank
1 UBA

Transfer Money Online
1 First Bank

Source: google.com

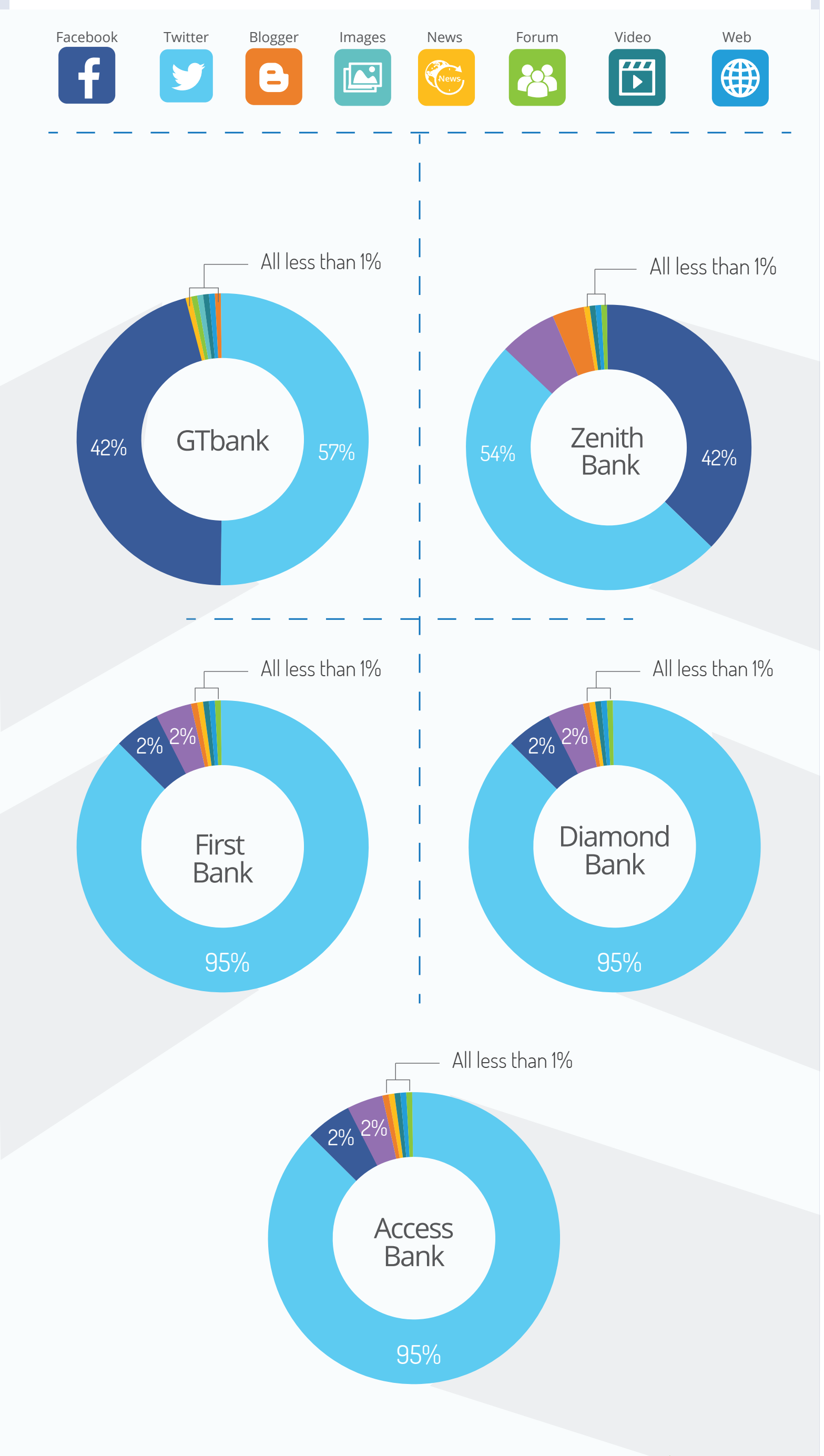
WEB MENTIONS

This metric refers to the number of times these financial institutions have been mentioned on the web and social media from the month of May 2015.

Diamond Bank	1,768
Zenith Bank	1,853
Access Bank	2,598
GT Bank	3,852
First Bank	4,738

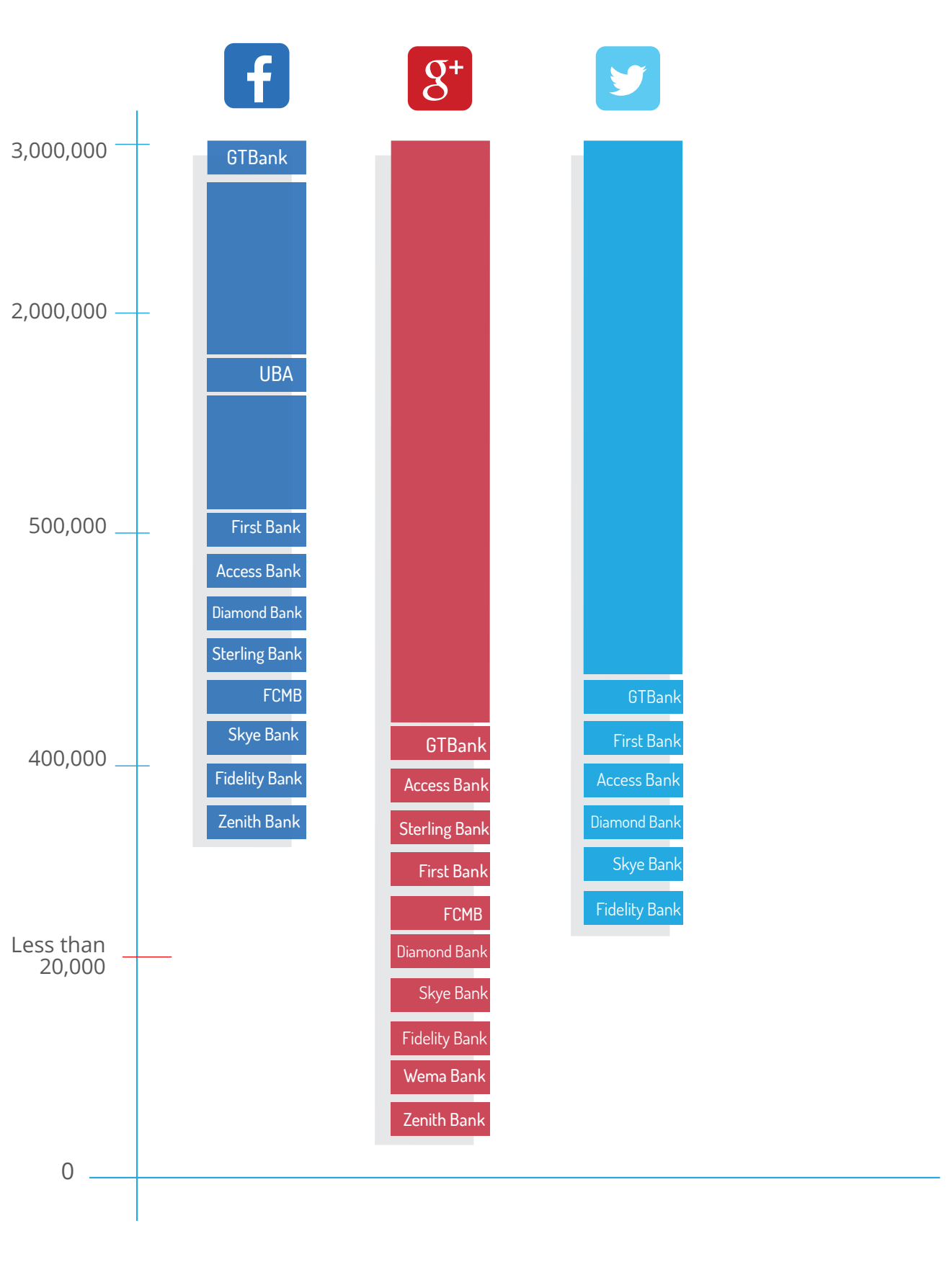
Source: web.mention.com

WEB MENTIONS BREAKDOWN



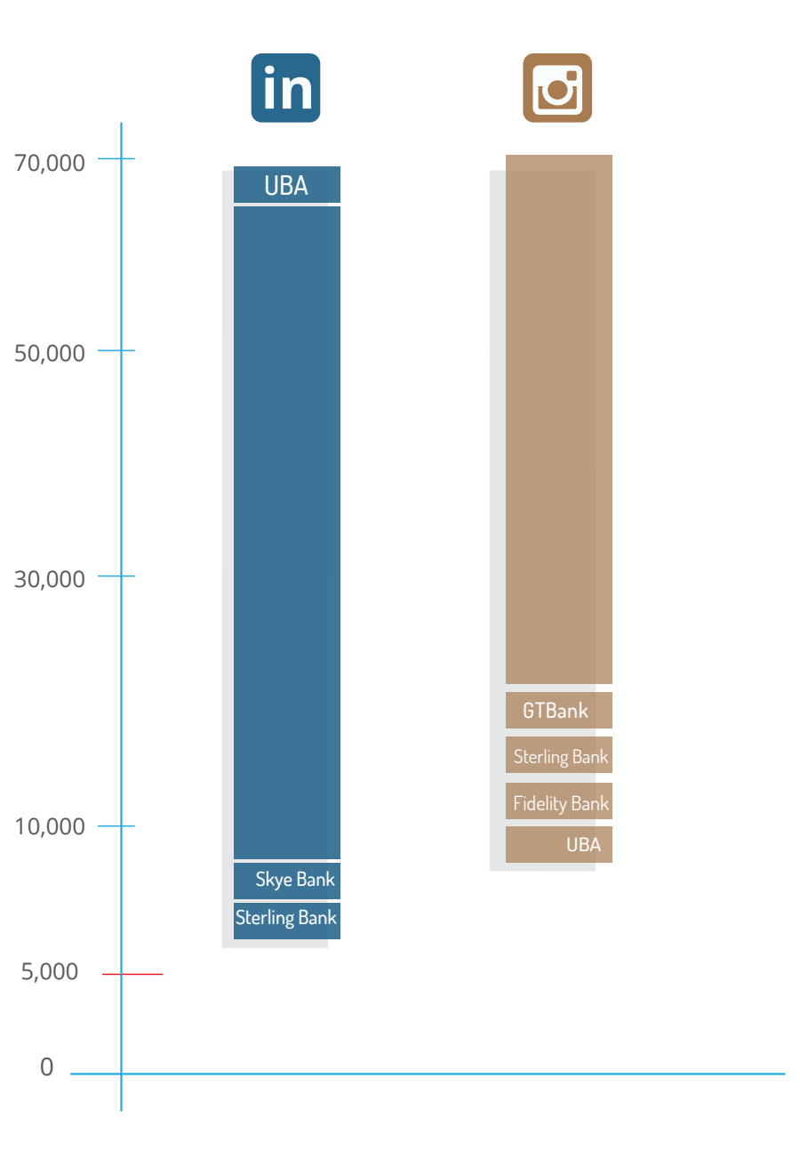
Source: web.mention.com

SOCIAL MEDIA CHANNELS



Source: Insights driven from the banks' social media assets

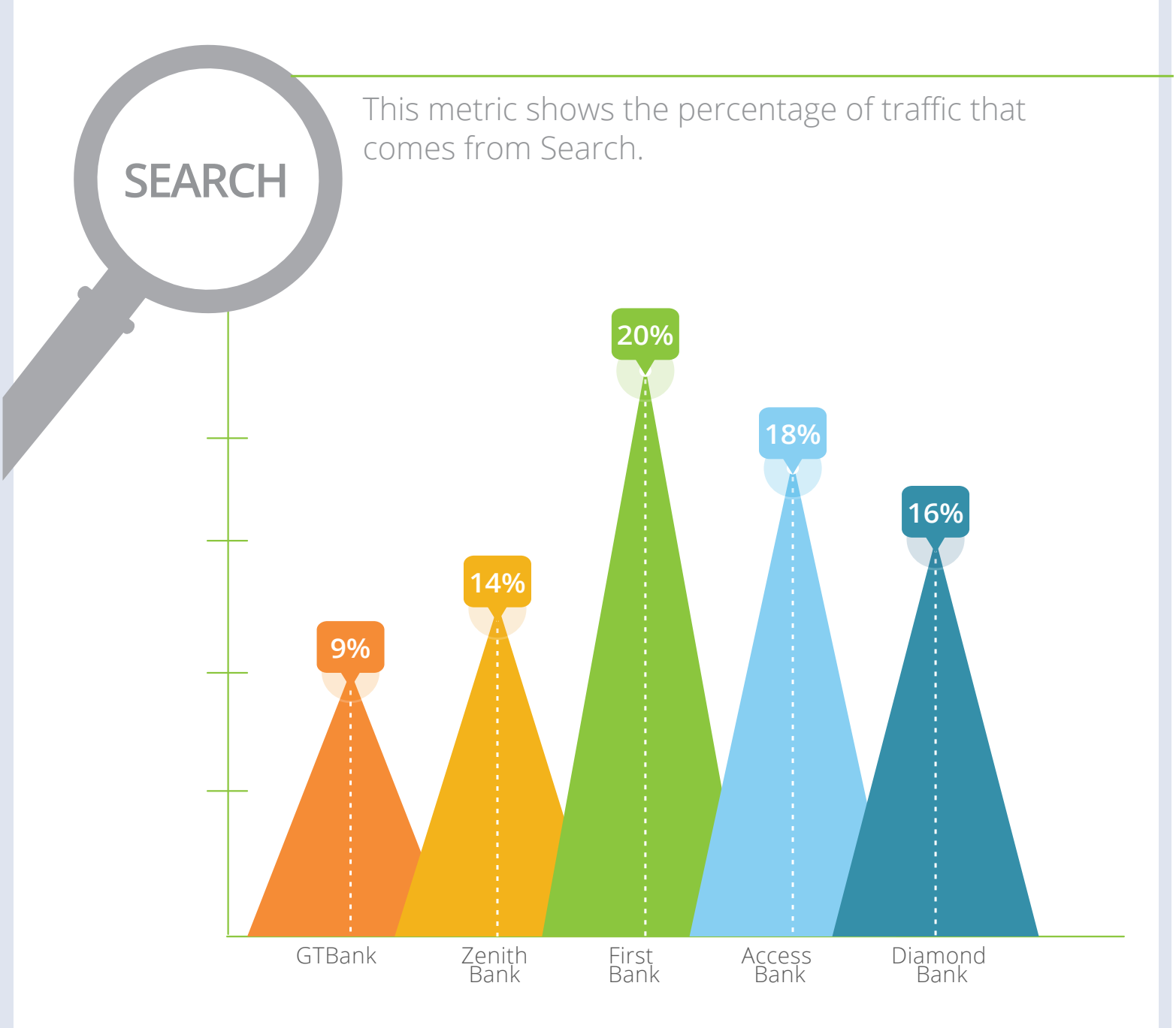
SOCIAL MEDIA CHANNELS



Source: Insights driven from the banks' social media assets

TRAFFIC SHARE FROM SEARCH

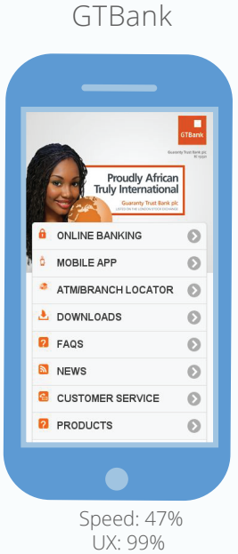
This metric shows the percentage of traffic that comes from Search.



Source: www.similarweb.com

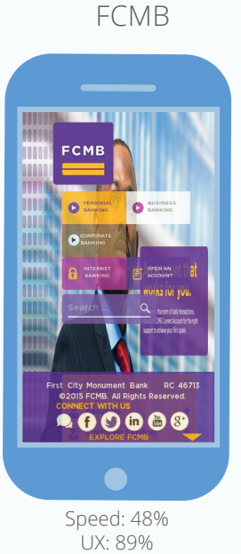
MOBILE WEB SPEED AND USER EXPERIENCE

GTBank



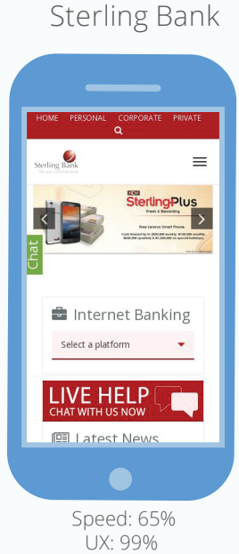
Speed: 47%
UX: 99%

FCMB



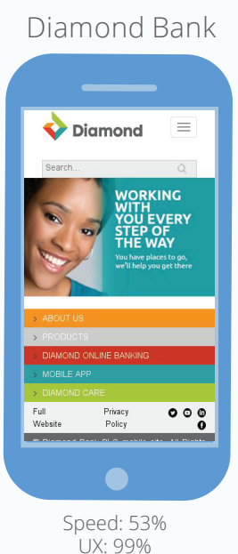
Speed: 48%
UX: 89%

Sterling Bank



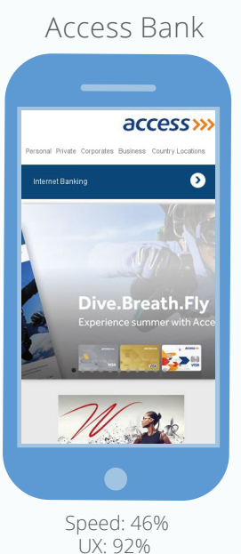
Speed: 65%
UX: 99%

Diamond Bank



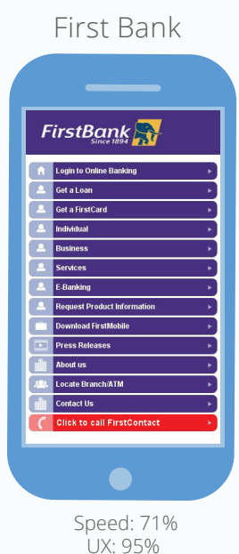
Speed: 53%
UX: 99%

Access Bank



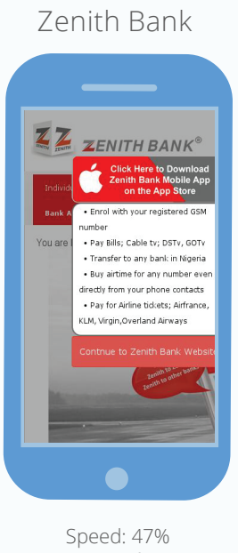
Speed: 46%
UX: 92%

First Bank



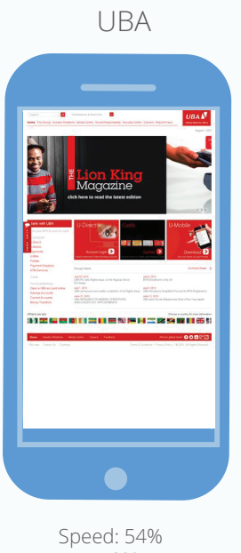
Speed: 71%
UX: 95%

Zenith Bank



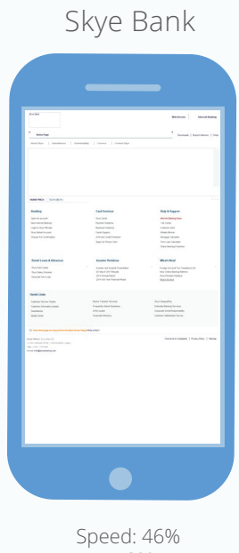
Speed: 47%
UX: 75%

UBA



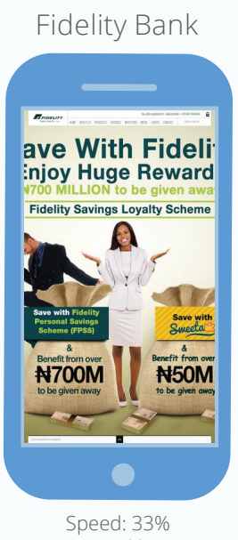
Speed: 54%
UX: 60%

Skye Bank



Speed: 46%
UX: 60%

Fidelity Bank



Speed: 33%
UX: 49%

Source: developers.google.com

CONCLUSION

As digital and mobile penetration continuously grows in Nigeria, Digital Marketing is no longer optional,it's imperative.
To be visible to customers who are increasingly residing in the digital world, to gain their mindshare and to provide a superior customer experience, banking and financial institutions need to invest in fine-tuning their digital strategy.

SOURCES

www.similarweb.com
www.google.com
www.alexa.com
developers.google.com
web.mention.com

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