
BUSINESS LENDING //2021

RANKING THE TOP 10
FOR SEO PERFORMANCE



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KAIZEN

ABOUT KAIZEN

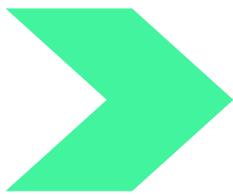
At Kaizen we deliver content marketing, SEO, digital PR, and influencer marketing strategies for some of the world's leading brands:



Through years of delivering years of award-winning content, we want to work with brands that are disruptive and want to change their approach to content marketing. We believe in creating data-led stories to engage audiences and increase sales by constantly improving on our approach and understanding each sector in its entirety.

OUR ANALYSIS

We analysed several fintech brands across the landscape of business lending to give us our top 10 rankings. These were ordered by an index of both onsite and offsite performance. Below is a breakdown of what we focused on.



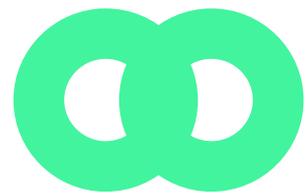
TRAFFIC

Uplifts in organic traffic to domains as a whole, and the blog specifically



AWARENESS

Improvements to twitter followers and overall brand awareness from the last year



LINKS

The quantity and quality of referring domains being directed to domains since last year



NEW CONTENT

The number of new blog pages launched in the last 6 months



KEYWORDS

The amount of page 1 keywords and their monetary value when compared to PPC terms.



FUNDING

The overall valuation and sum of all funding for the brands studied.

THE TOP 10 RANKINGS

10. IWOCA

Onsite Score: 1.2 | Offsite Score: 1.3

iwoca is based in London and focuses on providing fast and flexible finance solutions to small businesses. Founded in 2011, the company has received over \$600 million in funding.

Despite a difficult year due to the coronavirus pandemic, the company's site has seen a good rate of growth this year with the number of **referring domains increasing by nearly 26% and traffic increasing by 12%**. This can be partly down to strong efforts in digital PR such as this [SME survey](#) from Christmas 2020.

9. LIBERIS

Onsite Score: 1.4 | Offsite Score: 2.6

Liberis was founded by Charles Mindenhall and Paul Mildenstein in 2007. With the company receiving around £160 million in funding, they have been able to help over 16,000 businesses across Europe to get started.

Their 'Good News' [stories](#) create a continuous theme in their messaging, giving them a voice that is often difficult to achieve in the B2B space.

Over the past year, they've seen some improvements, with the **number of referring domains increasing by 22%** and their **website traffic increased by a whopping 114%**. This also had a direct impact on their domain rating, with their site going from a rating of 50 in 2019 to 52. Liberis also saw their **page 1 keywords increase by 5%, with over 2,700 keywords appearing on page 1** for the finance provider.

8. FUNDING CIRCLE

Onsite Score: 3.9 | Offsite Score: 2.1

Funding Circle aims to help both small businesses and investors find the perfect match whilst supporting each other, helping over 90,000 businesses across the UK, Germany, and the Netherlands. Founded in 2010, the brand has continued to grow and this can be seen in their onsite and offsite performance over the past year. Funding Circle has seen **its traffic shoot up by nearly 119%, with referring domains increasing by nearly 15%**.

Their site's [resource centre](#) is a valuable tool for their potential customers but also for the SEO benefit it garners for the brand.

7. FUNDING OPTIONS

Onsite Score: 1.6 | Offsite Score: 3.7

One of the UK's leading business finance lenders, Funding Options was founded by Conrad Ford in 2011 and has been steadily growing over the last few years.

With over £424 million funded to UK businesses and over €22 million in the Netherlands, there's no surprise that this company has seen some impressive growth over the past year. In 2020, the company's **referring domains increased by nearly 25%, which resulted in a 100% increase in website traffic and page 1 keywords.**

And that's not all - Funding Options also a **17% increase in brand interest over the past year**, one of the highest figures in comparison to all brand's featured. This has been helped by the use of thought leadership with features in relevant publication about the Fintech firm.

6. KABBAGE

Onsite Score: 2.3 | Offsite Score: 1.6

Kabbage was launched in 2008 and founded by Kathryn Petralia, Marc Gorlin, and Rob Frohwein. The company has seen some impressive SEO growth over the past year, with a **69% rise in referring domains and a 129% rise in visitors to their website.**

Kabbage also saw an **increase in the number of page 1 keywords over the past year, rising from 2,991 to 4,439 - a 48% increase.** Similar to their SEO growth, the brand has also seen its **Twitter following increase by 18%**, potentially aided by their useful threads on business survival during the pandemic.

5. CAPITAL ON TAP

Onsite Score: 1.4 | Offsite Score: 5.2

Founded by David Luck and George Karibian in 2012, Capital on Tap is a lender that provides funding and credit cards for businesses. Named as one of the UK's fastest-growing fintech companies by Forbes, the brand has received around £140 million in funding. Firstly, Capital on Tap has seen a **215% increase in referring domains** through investments into large scale digital PR campaigns, which has seen an impact on their page 1 keywords which have **increased by 90%, from 1,571 to almost 3,000 keywords.**

The brand also notable improvements offsite too, with Capital on Tap receiving the second-highest score of 5.2 compared against competitors in our analysis. **Traffic to their blog pages increased by over 5,000%, making it one of the most successful blog pages analysed.**

4. CLEARBANC

Onsite Score: 1.6 | Offsite Score: 3.4

The youngest brand feature, Clearbanc, names itself as “the biggest e-commerce investor in the world” and with over \$1 billion invested in over 3,000 online businesses - they are definitely one to watch.

Based in Canada, the brand saw **an uplift in referring domains by 53%** and an **increase in page 1 keywords by 152%**. Their boost in referring domains has been helped by the development of their blog which contains hyper-relevant founder stories as well as offsite activity to promote the brand.

The brand’s biggest triumph over competitor brands was an **increase of 50% for its social followers on Twitter** - the highest increase recorded in our analysis.

3. BLUEVINE

Onsite Score: 1.1 | Offsite Score: 4.3

Describing themselves as making business funding “quick and painless”, there’s no doubt that BlueVine pops into mind when thinking about business lenders. With a whopping \$9 billion delivered in funding to over 200,000 businesses, it is one of the most recognised business funding companies in the US.

The company saw an **uplift in referring domains of 64%**, which positively impacted both their **traffic and page 1 keywords which also increased over the past year**. Their advisory pieces on financial literacy and business management make them an authority in the space.

Impressively, **BlueVine increased its traffic value by 6%** compared to 2019 and also increased its **brand awareness by 437%** - the highest increased recorded.

2. AMARTHA

Onsite Score: 3.7 | Offsite Score: 7.3

Based in Indonesia, this peer-to-peer lending company is the only Asian fintech to feature in the top ten.

Established in 2010 by Andi Taufan Garuda Putra, the company has raised \$18 million in funding from nine investors. **From just 380 referring domains in 2019, the company has increased this to over 1,500, meaning an uplift of over 312%**. And whilst this growth continued across onsite, with **traffic increasing by 27% and page 1 keywords increasing by a mega 230%** - **this was also seen offsite too** with many new referring domains navigating towards their many blog posts containing advice and other diversified formats such as video content.

Amartha was also in the top percentile for a yearly **increase in social media followers on Twitter at 26%**, but also a **steady brand awareness increase of 8% compared to 2019**.

1. DRIP CAPITAL

Onsite Score: 7.2 | Offsite Score: 4.2

Meet this year's winner - Drip Capital. Based in Palo Alto, California, is the youngest brand featured in our analysis. Drip Capital describes itself as a trade finance company, which allows small and medium exporters to gain capital to fund their growing businesses. Despite their main offices being located in California, Drip Capital is also based in India and specialises in developing markets.

Founded by Pushkar Mukewar and Neil Kothari in 2014, the company has a valuation of \$125 million, and due to their growing interest, the brand has seen some impressive results both onsite and offsite overall. The brand saw its **domain rating increase from 32 to 41, an increase of 28%, the second-highest increase in our analysis.** This was also the case for their **referring domains, where the brand also saw the second-highest growth at 85%.** This has been largely assisted through the huge efforts in brand awareness and thought leadership seeing them regularly featured in topically relevant publications in this space.

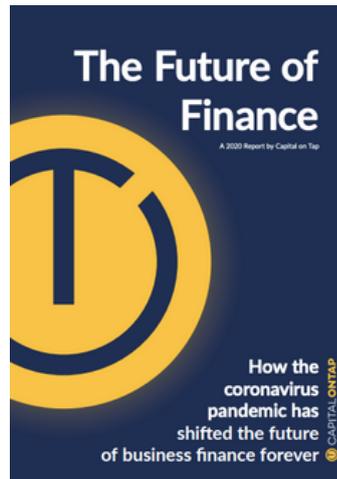
Drip Capital also saw the **highest traffic increased recorded compared to other brands, with an increase of over 17,000%! They also had the highest number of page 1 keywords increase at 641% which correlates to their increased blog traffic.**



CASE STUDY: CAPITAL ON TAP

Background: As Capital on Tap was entering the competitive world of small business lending, they knew that SEO would be key to driving acquisition. The team here at Kaizen were asked to pull together a strategy that would help drive stronger organic visibility against established brands.

Challenge: After an initial audit it was clear that having made inroads on technical SEO and onsite content creation, offsite SEO and link building was the biggest immediate opportunity to improve organic rankings for key search terms. We began to deliver static, data-led infographics, reactive PR campaigns, and thought leadership pieces.



WHERE ARE THE MOST DISRUPTIVE TECH BUSINESSES?

Take a look below to see the countries that hold the highest number of businesses in each disruptive technology.

CLOUD-COMPUTING	CYBERSECURITY	BUSINESS INTELLIGENCE & BIG DATA	ARTIFICIAL INTELLIGENCE
USA 1,949	USA 1,313	USA 719	USA 723
UK 123	UK 123	UK 123	UK 123
INDIA 118	AUSTRALIA 71	INDIA 118	INDIA 118
CANADA 71	CANADA 71	CANADA 71	UKRAINE 118
AUSTRALIA 118	SINGAPORE 71	CHINA 71	CANADA 71

VIRTUAL & AUGMENTED REALITY INTERNET OF THINGS BLOCKCHAIN MACHINE LEARNING

Results: The strategy began to drive top tier links from relevant publications such as The Motley Fool and MSN. Capital on Tap has been making far greater progressions, even during COVID when we look at improvements to DR, backlinks, and page 1 keywords.

179 PIECES OF COVERAGE
67 FOLLOW LINKS
1.5K SOCIAL SHARES
23% UPLIFT IN DOMAIN RATING
140% UPLIFT IN PAGE 1 KEYWORDS



The Motley Fool



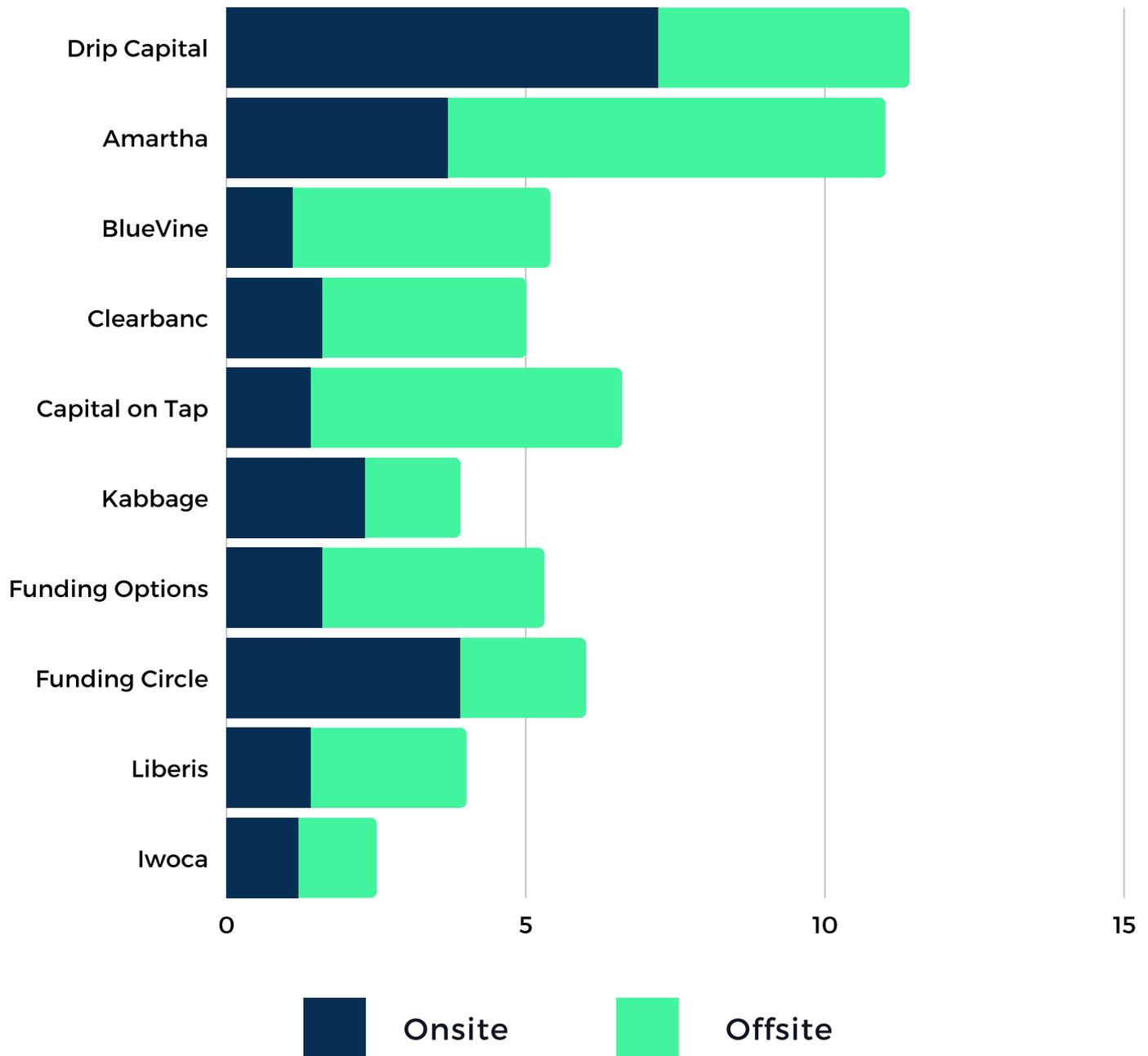
yahoo!

finder.com

THE FINTECH TIMES

KEY TAKEAWAYS

Onsite and Offsite Performance



- The average **increase in referring domains was 88%**, and those who scored higher than average saw **more than a 100% increase in page 1 keywords**
- Brands that saw **increased traffic to their blog in 2020** also saw an **uplift in traffic and traffic value as keywords were directly impacted**
- The average domain rating for business lending companies in **2019 was 58, but this increased to 62 in 2020**

FIVE TOP TIPS ON OUTREACH

1.

When launching a digital PR campaign, ensure you have an **updated list of contacts for journalists you plan to target**. By building a bespoke outreach list for your campaign, you'll be able to tailor your emails for each journalist's interests and topics.

2.

That's right - each **email pitch you send out should be tailored!** Journalists receive hundreds of pitches each week, so make sure you're keeping your pitches short, snappy, and clear cut to ensure they suit the journalist's interests.

3.

Make sure **everything the journalist needs to cover the story is in the email**. As mentioned before, journalists are extremely strapped for time meaning by including a concise press release, any assets or images along with a quote can go a long way.

4.

Keep your subject line short and sweet. Cut through the noise by letting the journalist know how topical your story is. Try and use a statistic from your campaign, or a topical headline - you can even include an emoji!

5.

There are **thousands of helpful tools available online to help you get your campaign running smoothly**. A great example of this is Buzzsumo, which allows users to track articles, social shares and can even help generate ideas for content.

SOURCES

Google Trends

<https://trends.google.com/trends/>

Ahrefs

<https://ahrefs.com/>

Social Blade

<https://socialblade.com/>

BlueVine

<https://www.bluevine.com/>

Clearbanc

<https://clearbanc.com/>

Drip Capital

<https://www.dripcapital.com/>

Capital on Tap

<https://www.capitalontap.com/>

Funding Circle

<https://www.fundingcircle.com/uk/>

Armatha

<https://amartha.com/>

iwoca

<https://www.iwoca.co.uk/>

Kabbage

<https://www.kabbage.com/>

Liberis

<https://www.liberis.co.uk/>

Roundicons

<https://www.flaticon.com/>

Crunchbase

<https://www.crunchbase.com/>

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