

Content Marketing Stackup

March 2018

Who is Fundera?

Compare dozens of small business loan options at once.

Let's get started

It's free and won't affect your credit score



Who are our Customers?

Main Street America

We know they are...

- Fragmented
- A mix of B2B and B2C
- Distrusting

Which means we have to...

- Meet them where they're at
- Prep for a longer sales cycle
- Build. Trust.



The best way to do this?



Content



Content @ Fundera

In the beginning...

APR	Factor Rate
Blanket Lien	UCC Lien
Tax Lien	Landlord Subordination Agreement
Pre-Payment Penalty	Pre-Payment Incentive
Limited Personal Guarantee	Hard Credit Pull
Stacking	Broker



CURRENT

BUSINESS OPERATIONS

What a Landlord Subordination Agreement Really Means

LAST UPDATED ON JANUARY 16, 2018



a Harbour

Renting space for your business and planning to apply for an [SBA loan](#)? It'd be a

highly recommended step. If you're not sure what a landlord subordination

But knowing we needed to...

...Meet customers where they were at...

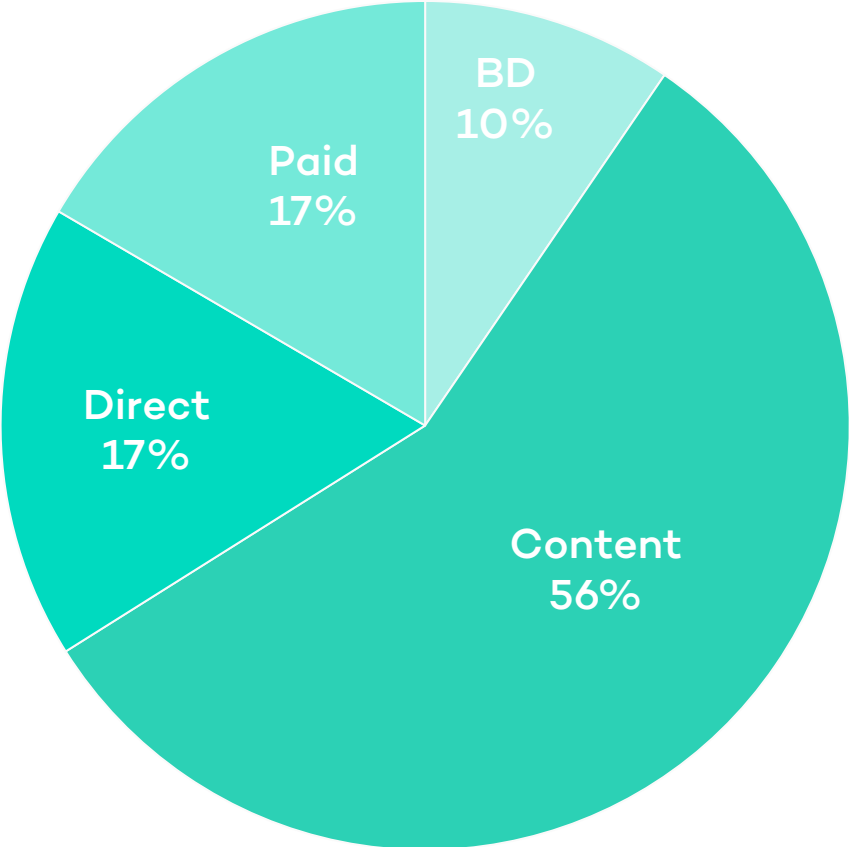
...Early and at different points in the sales cycle...

...while building trust...

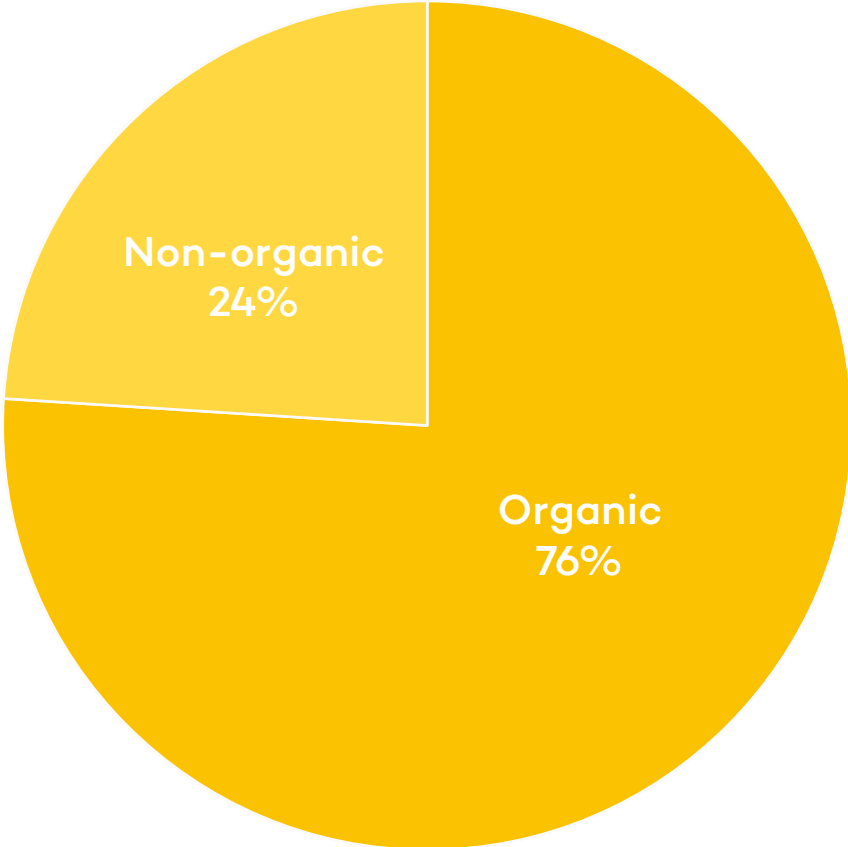
We switched our focus to SEO...or “answering our customers’ questions”....



Today...



Revenue by Acquisition Channel



Traffic by Acquisition Channel



SEO @ Fundera



4 Elements of Our SEO

1 Infrastructure

2 Content Creation

3 Content Optimization

4 Content Distribution

small business loans

All News Shopping Videos Images More Settings Tools

About 74,200,000 results (0.43 seconds)

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Types: Short Term Business Loans, Long Term Business Loans, Small Business Loans, Business Lines ...
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Types: Small Business Loans, Working Capital Loans, Unsecured Loans, Bridge Loans

Small Business Loans - The 10 Best Options in One Place | Fundera
<https://www.fundera.com/business-loans> ▼
From SBA loans to lines of credit, use Fundera's free **business loan** finder to compare all your options and apply online in minutes. Rates start at 6.29%.



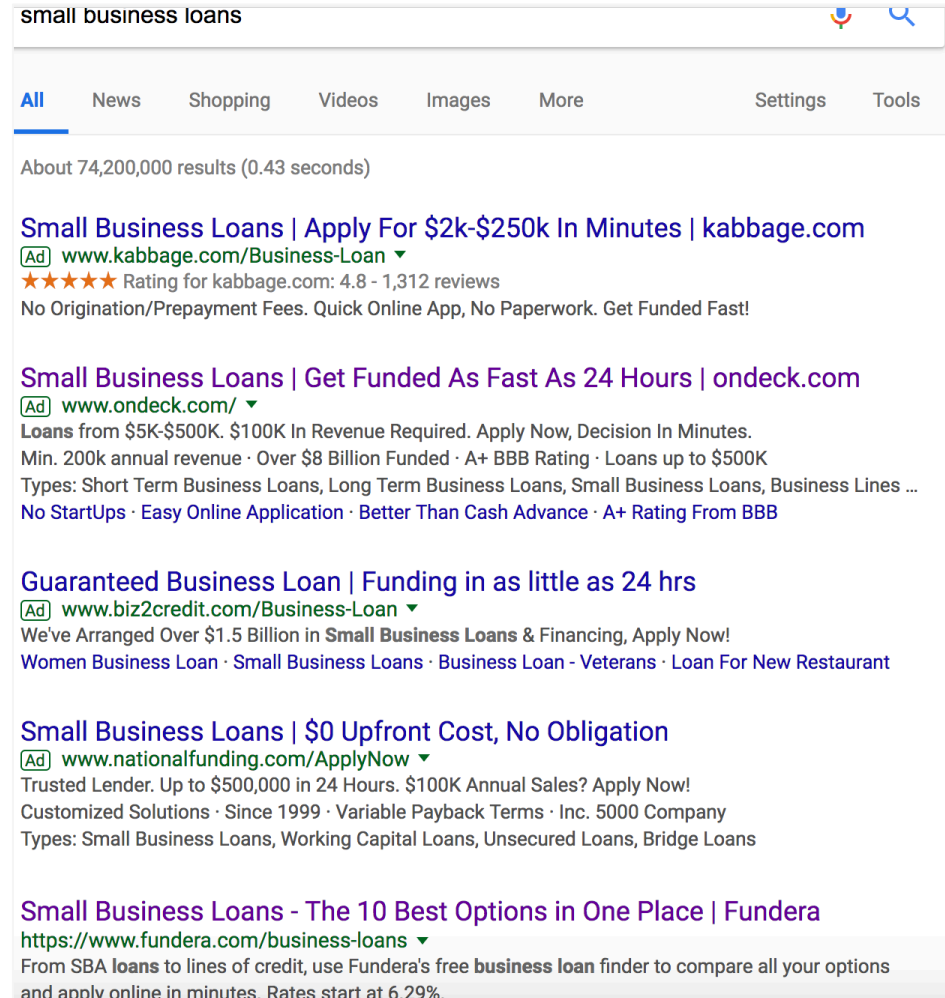
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Content Creation



High-Intent vs. Low-Intent Content

- What are people actually searching?
- What are people searching that indicate they are looking for our product?
- What are people searching that indicate they are our customer?
- The more extensive, the more opportunity we have



Site Placement



The Top New Business Loan Requirements You Need to Know

LAST UPDATED ON MARCH 22, 2018



Maddie Shepherd

[Advertiser Disclosure](#)



If you're a new business owner looking for [business funding](#) for your startup, your options might be limited. But it's helpful to know the new business loan



Site Placement

The screenshot displays the Fundera website interface. At the top left is the Fundera logo. The navigation menu includes "Business Loans", "Credit Cards", "Banking", "How It Works", and "More". On the right side of the navigation bar are two buttons: "See If You Qualify" (orange) and "Log In" (blue outline).

The main content area is split into two columns. The left column has a blue background and features the following text and elements:

- Section header: "Business Loans for Women: The Best Options in 2018"
- Icon: A blue money bag with a dollar sign and a stack of coins.
- Text: "Learn the 30 best financing options for your women-owned business"

The right column contains a form for entering a loan amount:

- A progress indicator with seven dots, the first of which is filled.
- Section header: "Desired Loan Amount"
- Input field: A white box with a dollar sign (\$) on the left.
- Button: An orange "Continue" button.
- Text: "Already have an account? Log in."

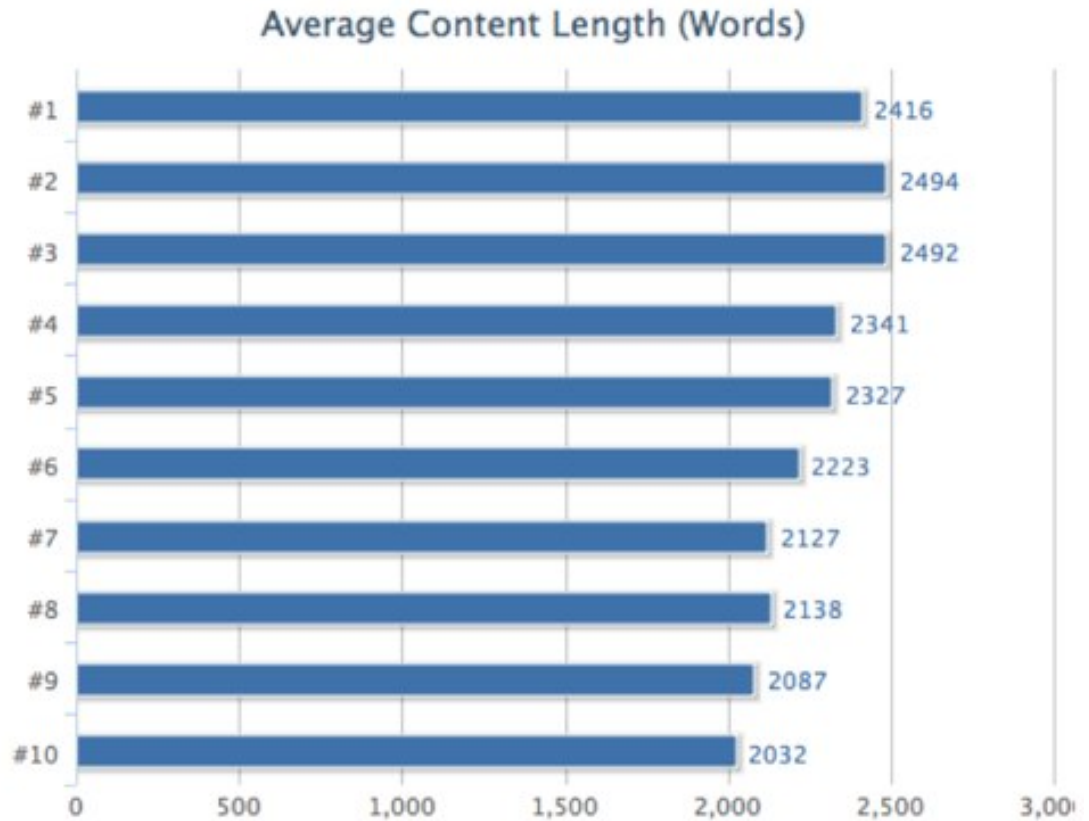
At the bottom of the page, there is a large heading: "Finding the Best Small Business Loans for Women".



LSI Keywords and Length

onpage seo

- onpage seo
- onpage seo checklist
- onpage seo checker
- onpage seo tutorial
- onpage seo techniques
- onpage seo activities
- onpage seo 2016
- onpage seo analysis
- onpage seo tools
- onpage seo audit



The 3 Other Elements





LIGHTNING
ROUND

Infrastructure

Content Optimization

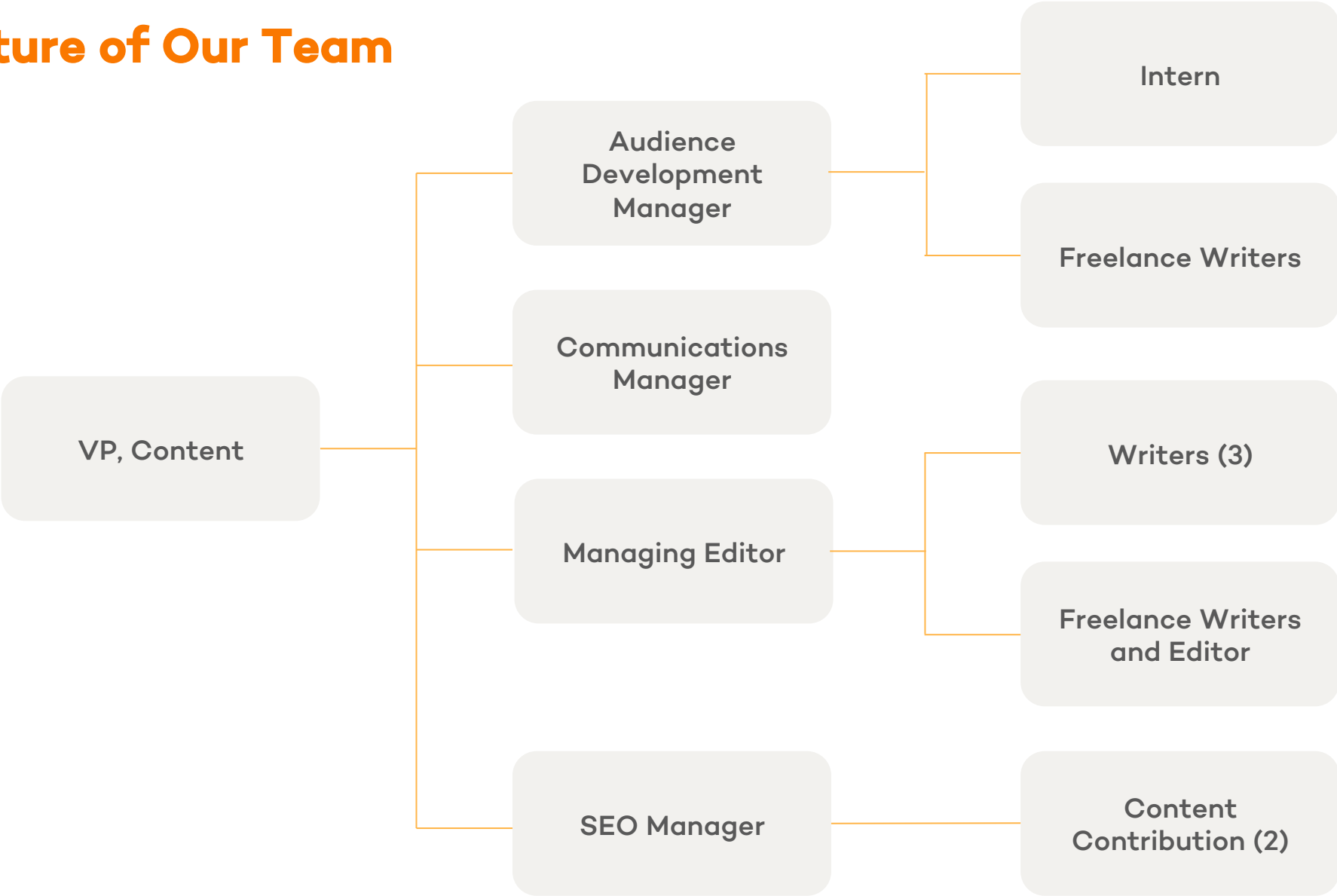
Content Distribution





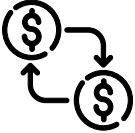


How We Work



Structure of Our Team



Our Favorite Tools

 Traffic	 SEO	 Conversion	 User Experience	 Email Marketing
Google Analytics	SEMrush Ahrefs Pitchbox Meltwater Majestic SEO SERP Turkey Clickflow	Bounce Exchange Mixpanel Salesforce	CrazyEgg Useresting.com	Pardot





Thank you!

meredith@fundera.com