Client Success Story

Leading Fintech Platform

Learn how Altumind enhanced a Leading Fintech Platform's FinTech Experience with SEO-Optimized Content Management



Industry: Fintech

Solution: Comrehensive SEO and Content Management System

Client Overview

This innovative fintech company is on a mission to revolutionize India's financial sector by making credit more accessible. The platform connects borrowers with lenders, offering unsecured loans, credit cards, and other financial products. With Series A funding from leading global investors, the company has positioned itself as a key player in the global fintech ecosystem.

Quick Facts

- **78%** Increase in organic search traffic
- **45%** Improvement in keyword rankings
- **50%** Reduction in bounce rates

Challenges

Despite creating a robust platform connecting borrowers and lenders, the company struggled with critical digital visibility challenges. Its blog, a crucial tool for user education, suffered from poor search engine rankings despite containing valuable financial content. The company faced multiple interconnected issues:



- **Limited Organic Visibility:** Despite offering valuable financial information, its content failed to rank for key search terms like "personal loan," "IFSC codes," and related keywords.
- **Poor Content Structure:** The existing blog lacked proper pillar-cluster organization, making it difficult for search engines to understand topic relevance.
- **Technical SEO Issues:** Site speed issues, inadequate metadata, and poor internal linking limited search crawlability and indexing.
- **Low User Engagement Metrics:** High bounce rates and low time-on-page signaled to search engines that content wasn't meeting user needs.
- Financial literacy content wasn't optimized for high-intent search phrases that potential customers were using.

Our Solution

Altumind partnered with the client to transform its blog into an intuitive and user-friendly educational platform. Our goal was to enhance engagement, improve search visibility, and boost financial literacy by refining the user experience through strategic UI/UX and SEO improvements.

Key Enhancements:

- **Content Structuring:** Implemented a Pillar-Cluster Model to reorganize content around core financial topics, improving search relevance and internal linking.
- **SEO Optimization:** Conducted keyword research and mapped high-value financial search terms to enhance visibility.
- **Technical Improvements:** Optimized site speed, reduced page load times by 65%, and ensured mobile responsiveness for seamless access across devices.
- **Schema Markup Integration:** Implemented structured data to enhance SERP features and drive better click-through rates.
- **User Experience Refinements:** Enhanced readability through strategic white space usage, typography improvements, and optimized call-to-action placements based on heatmapping analysis.

The Implementation Journey

Altumind's partnership with the client began with a comprehensive SEO audit that revealed critical gaps in its digital strategy. We resolved core technical issues, optimized site architecture, and built robust XML sitemaps while fixing redirect chains.

Working closely with the client's financial experts, we reorganized content into an effective pillar-cluster model with intuitive cross-navigation, optimized reading experiences, and mobile-first design. Our approach established a continuous improvement cycle through content audits, trend monitoring, and competitive analysis.



The Results & Conclusion

The strategic SEO implementation and content strategy for the client delivered exceptional results through our methodical pillar-cluster content architecture approach.

Key Outcomes:

- Significant visibility gains for LSI optimized keywords across personal loans, IFSC codes, and small loan categories.
- Improved organic rankings for strategically structured pillar and cluster content.
- Higher engagement, with users spending more time exploring related financial topics.
- Enhanced brand credibility, positioning the company as a trusted financial resource.

At Altumind, we believe in the power of design and data-driven SEO to create meaningful digital experiences. Our collaboration with this fintech platform showcases how a user-first approach can elevate brand authority, boost search performance, and foster financial literacy.



Below is our pillar-cluster implementation strategy that transformed the client's content structure and SEO performance:

S.NO	PAGE	PAGE TYPE	KEYWORD	PAGE TRAFFIC	RANKING
01	IFSC code	Primary Page	IFSC code	135K	8th
02	Competitor + IFSC code	Cluster Page	Competitor + IFSC code	60.5K	6th
03	Competitor + IFSC code	Cluster Page	Competitor + IFSC code	40.5K	1st
04	Competitor + IFSC code	Cluster Page	Competitor + IFSC code	33.1K	1st
05	Competitor + IFSC code	Cluster Page	Competitor + IFSC code	301.0K	11th

S.NO	Keyword	Keyword Type	Search Volume	Target Page
01	Online personal loan	Primary Keyword	18.1K	Personal Loan Page
02	Brand + personal loan	LSI Keywords	2.4K	Personal Loan Page
03	Brand + loan	LSI Keywords	1.3K	Personal Loan Page
04	Brand + personal loan interest rate	LSI Keywords	500	Personal Loan Page
05	Brand + instant loan app	LSI Keywords	1000	Personal Loan Page

S.NO	Keyword	Keyword Type	Search Volume	Target Page
01	Small Amount Personal Loan	Primary Keyword	450	Small Personal Loan
02	Small Instant Loans	LSI Keywords	9.1K	Small Personal Loan
03	Small Instant Loan	LSI Keywords	7.5K	Small Personal Loan
04	Easy Instant Loan	LSI Keywords	550	Small Personal Loan
05	Easy Mini Loan	LSI Keywords	1K	Small Personal Loan

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As a strategically, we deeply understand your business challenges, leveraging AI, RPA, and cloud computing to craft tailored solutions that maximize ROI, streamline operations, and deliver measurable growth.



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Crafting intuitive user experiences that enhance engagement and drive customer satisfaction.



AI & Automation

Leveraging AI, RPA, and advanced analytics to optimize operations and enhance decision-making.



Cloud Solutions

Empowering businesses with cloud-native architectures for scalability and efficiency.



Data Analytics

Transforming raw data into actionable insights to drive informed decision-making.



Digital Strategy and Consulting

Guiding businesses in their digital transformation journey with strategic planning and execution.



Technology and Engineering

Building scalable and robust digital platforms, including web and mobile applications.



QA & Testing Services

Ensuring seamless functionality, security, and reliability through rigorous testing processes.



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Enhancing brand visibility with targeted strategies, SEO, and data-driven marketing campaigns.



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