

Wealthsimple

**Building an Effective Content
Strategy That Drives 7M Web
Visits Per Year
Financial Services**

The 2020 global pandemic brought along:



Market Volatility

In March '20, the market went down by 20% in just under 20 days — an unprecedented decline in speed [\(source\)](#).



More Free Time

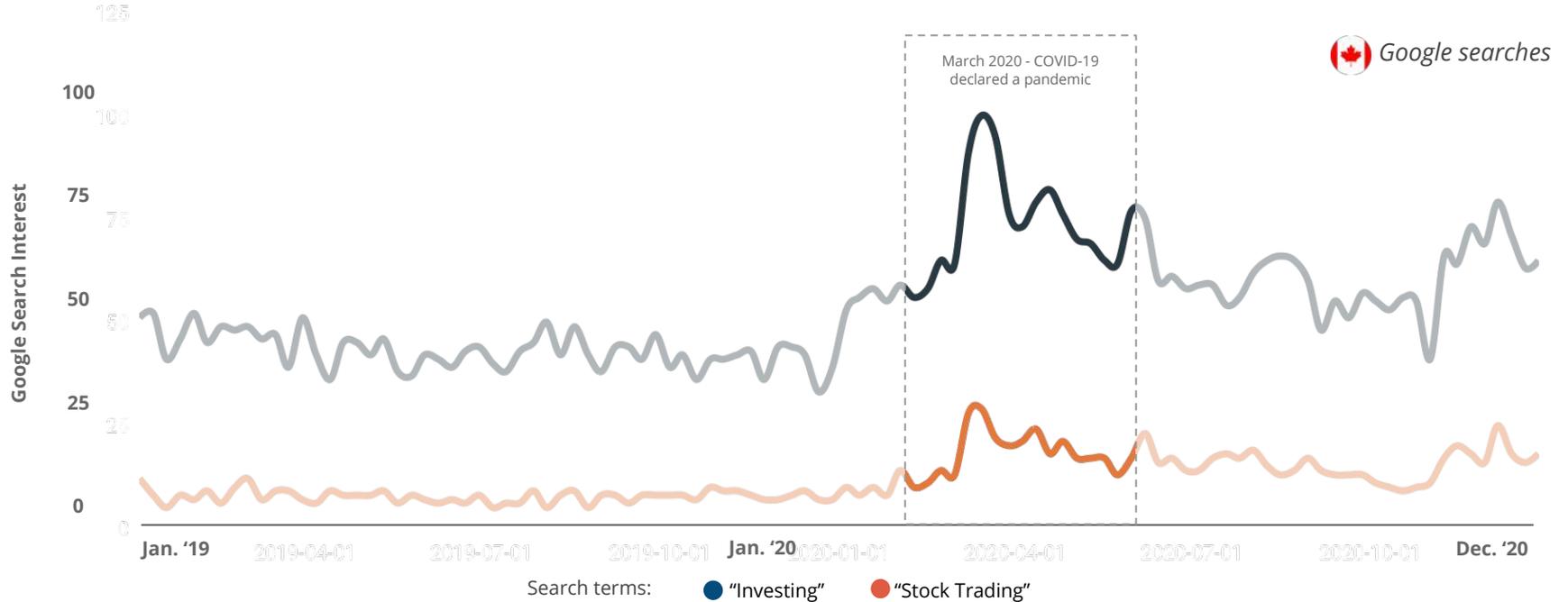
Work from home shaved off commuting time, and a quarantine way of life eliminated most social activities.



Financial Concerns

A record-high unemployment rate of 13.7% (Canada) raised financial concerns amongst the population [\(source\)](#).

Market volatility, more free time, and financial concerns drove an interest in trading stocks and investing.



Wealthsimple was well-positioned to leverage favourable market conditions.

Mar '19



Trade app launch

The first \$0 commission stock-trading app in Canada.



Jan '20



Wealthsimple Cash launch

A cash account with a high interest savings rate and no account fees.



Jul '20



Online Magazine relaunch

Mission: "to demystify money and help to understand how it works."



Sep '20

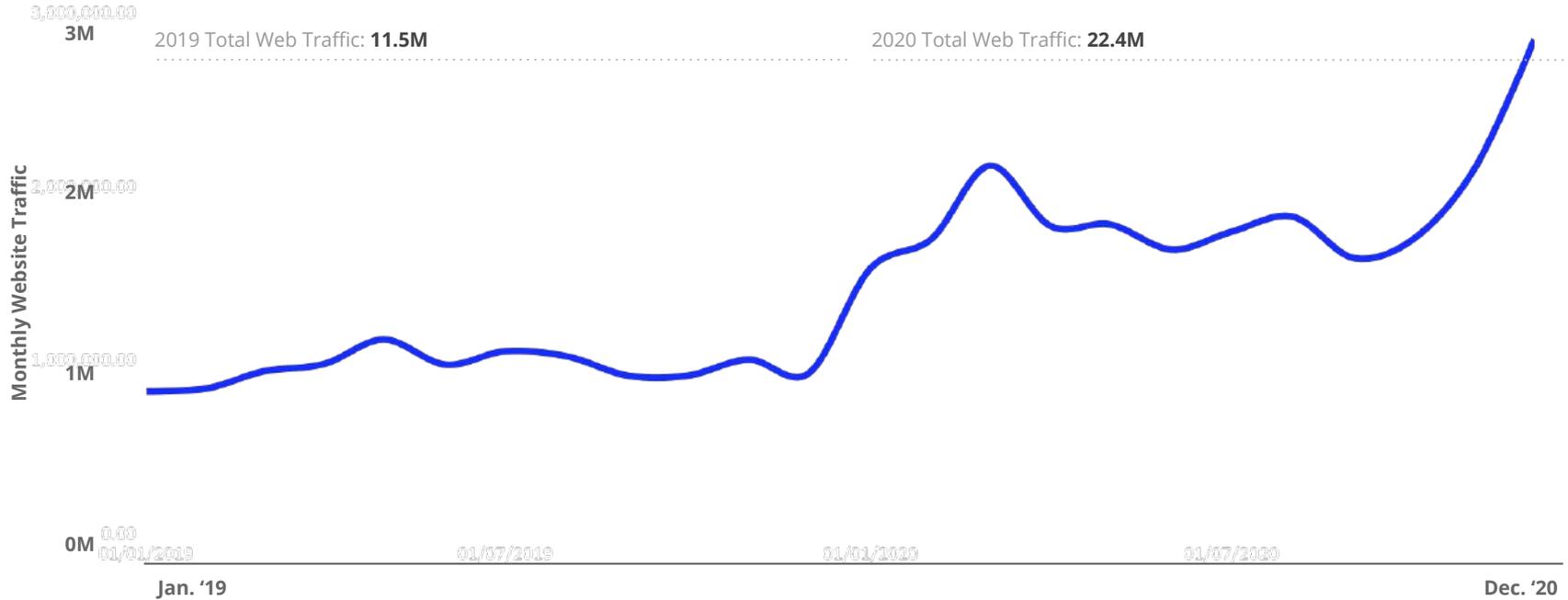


Crypto Trade launch

Users can now trade Bitcoin and Ethereum on Wealthsimple Crypto platform.

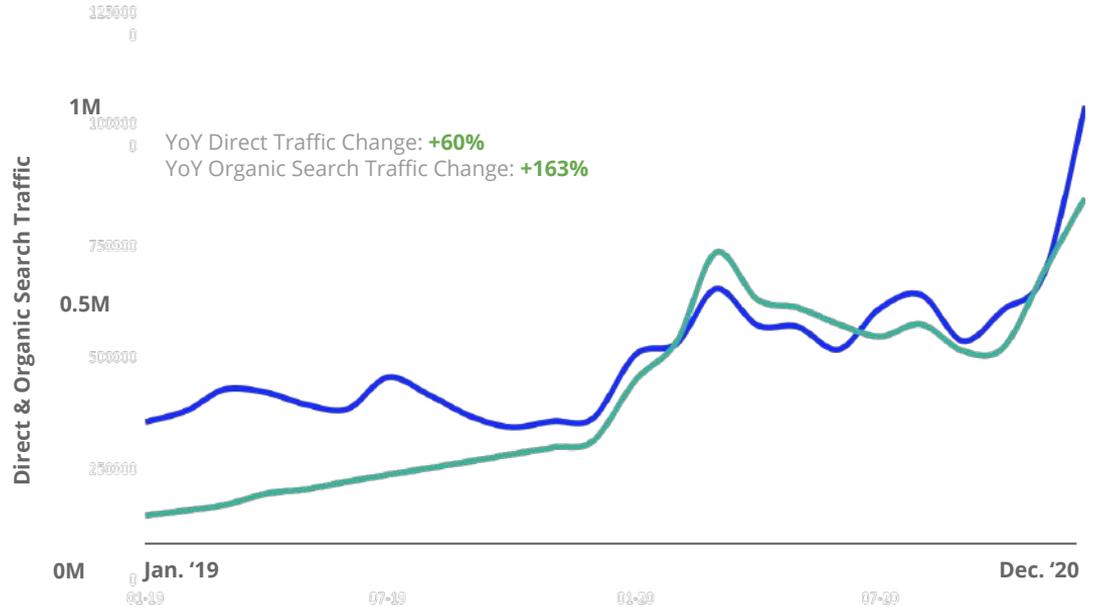
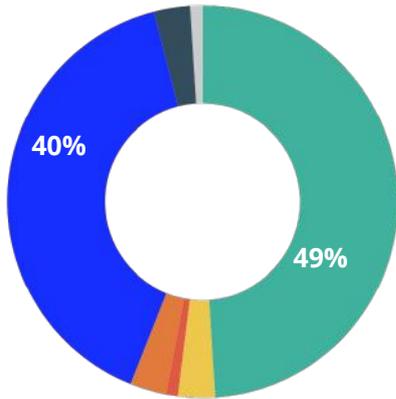


Wealthsimple's web traffic almost doubled (+93%) YoY in 2020.



Direct and organic search channels drove the highest volumes of traffic. Organic search brought **+163%** more visits in 2020 compared to the previous year.

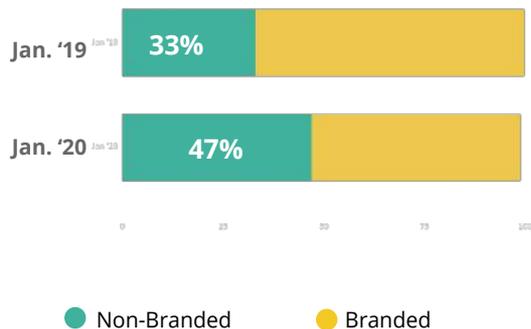
Website Traffic Channels



● Organic Search ● Direct ● Social ● Referral ● Email ● Display

Traffic from non-branded relevant search terms has been growing YoY. By the end of 2020, 49% of the search web visits came from the non-branded keywords.

Web visits from non-branded keywords continue to increase year-on-year.



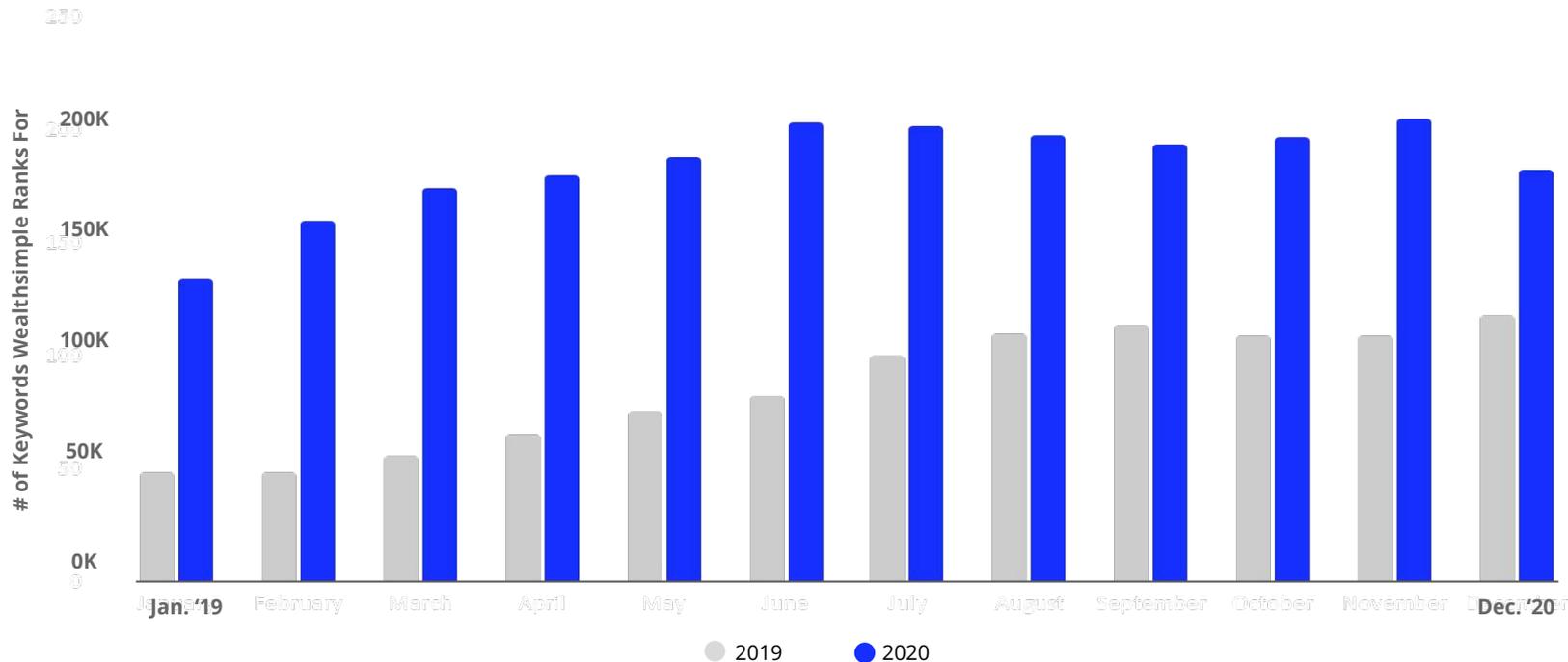
Top 10 Branded Keywords:

- wealthsimple
- wealthsimple trade
- wealth simple
- wealthsimple login
- wealthsimple cash
- wealthsimple canada
- wealthsimple trade login
- wealthsimple careers
- wealth simple trade
- wealthsimple fees

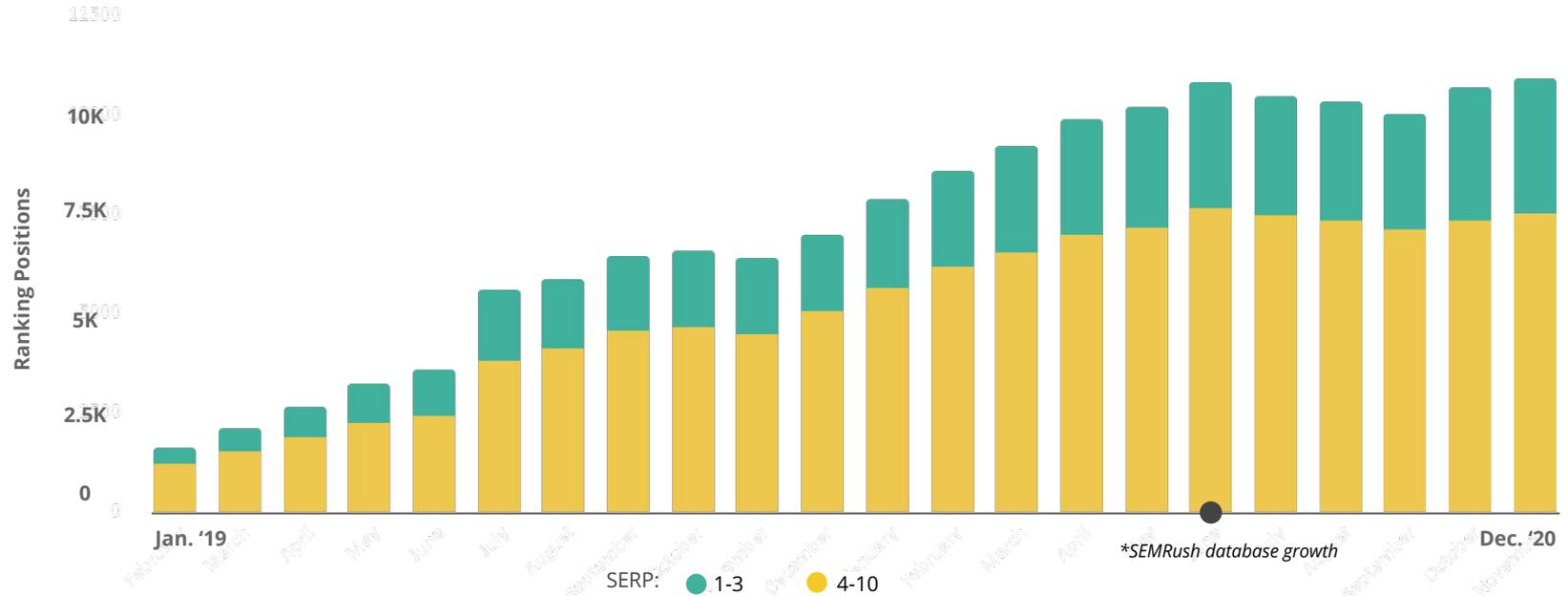
Top 10 Non-Branded Keywords:

- robinhood canada
- stock options
- tfsa
- capital gains tax canada
- canada tax brackets
- wealth trade
- 2008 stock market crash
- canada rit
- retirement calculator
- rrsp

Wealthsimple has been putting continuous effort into increasing (+138%) the number of relevant keywords on its website.



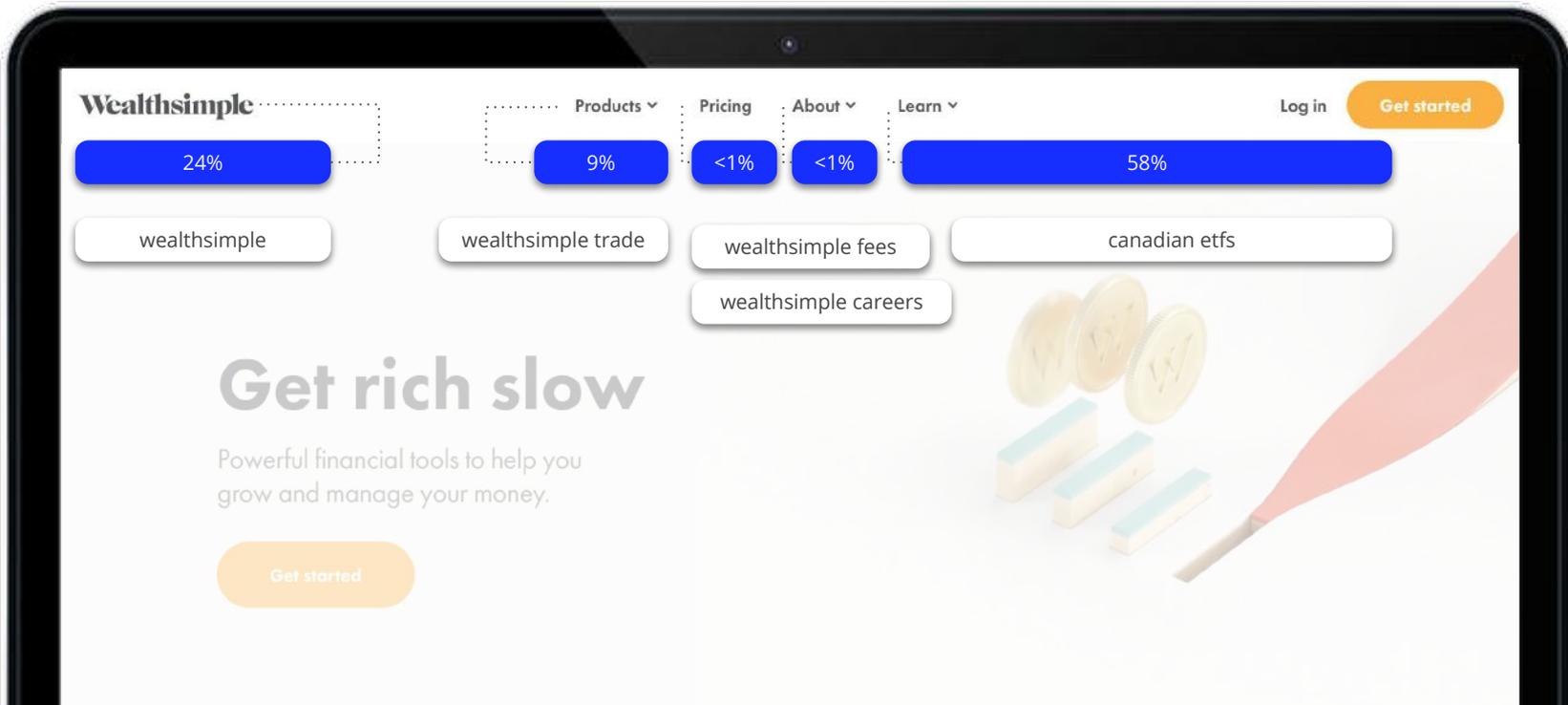
Increase in relevant keywords helped improve Wealthsimple's search engine ranking. The number of the keywords qualifying for Top 3 search results grew by **+112%** YoY in 2020.



Wealthsimple's elaborate Learn section contains the highest concentration of keywords and is the place where 58% of all organic search visits land. The homepage is the second most popular area for search traffic visits.

Organic Search
Traffic Distribution
by Website Pages

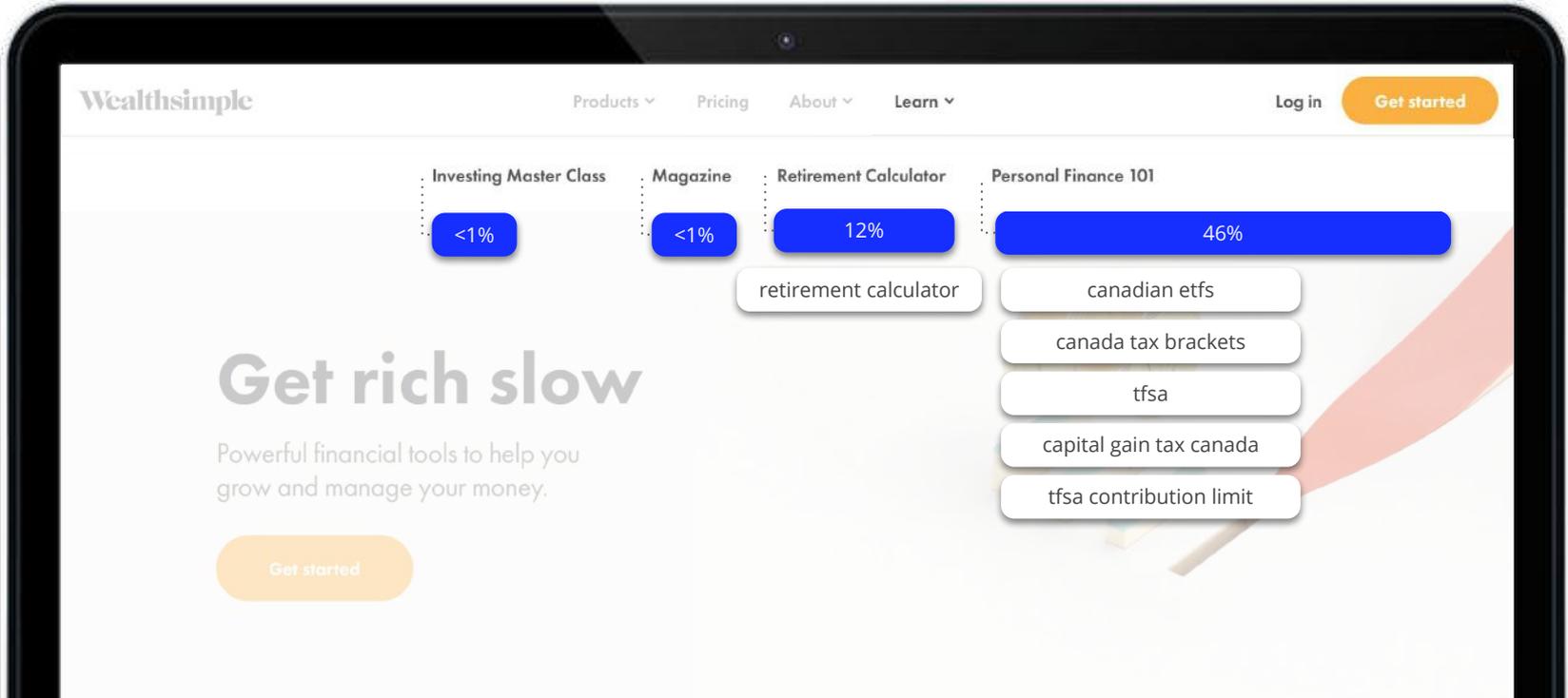
Top Performing
Keyword



The Personal Finance 101 area in the Learn section proves to be an invaluable source of financial information and attracts 46% of all inbound search visits.

Organic Search
Traffic Distribution
by Website Pages

Top Performing
Keyword



Personal Finance 101 is an evergreen collection of the financial literacy articles that cover investing, saving, taxes, crypto, accounts, finance and retirement topics.

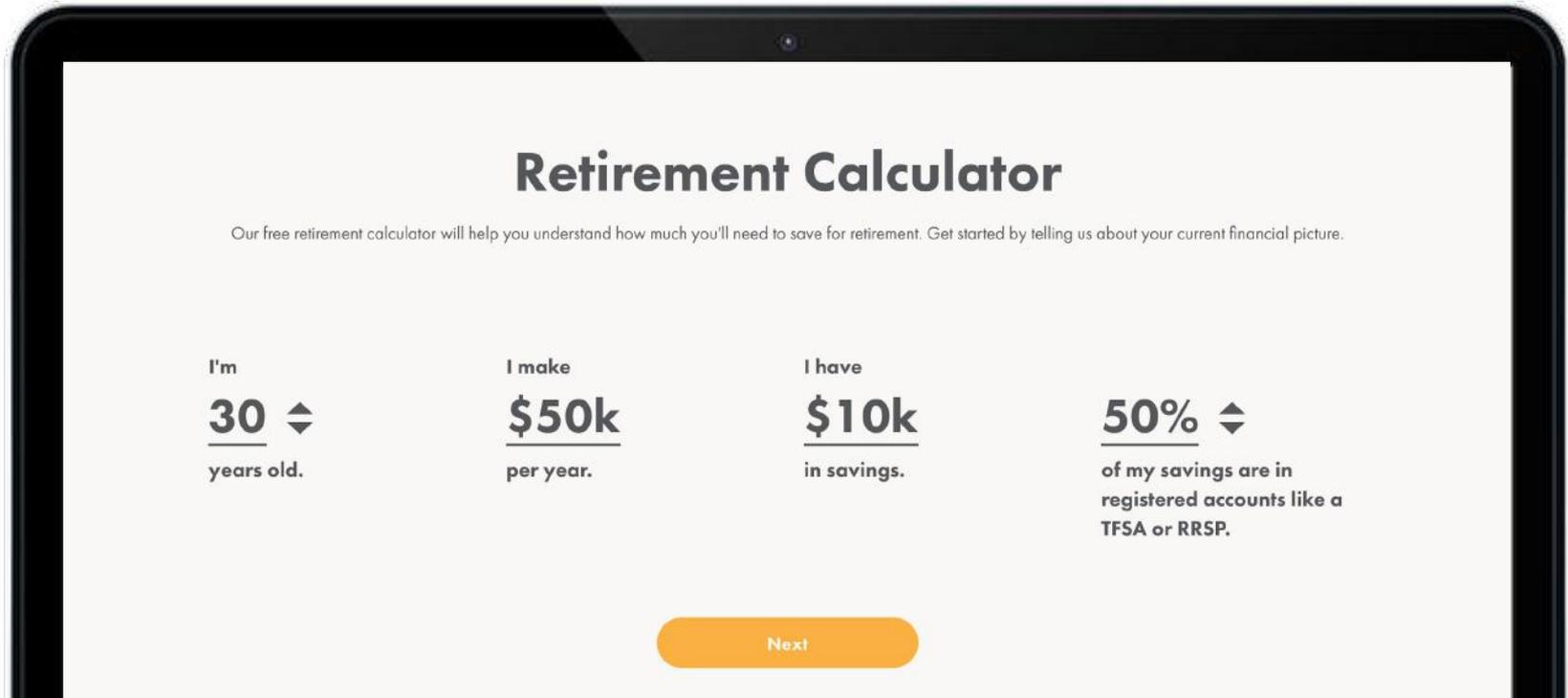


Top 5 Personal Finance 101 Articles:

Five overlapping article preview cards, numbered 1 to 5, showing various financial topics. Each card includes a title, author bio, and a 'Start investing' button.

- 1** Article Contents | 6 min read
Tax Brackets Canada 2021
Start investing
- 2** Article Contents | 6 min read
How much tax will I pay on my tax return?
Lisa MacColl Bio
Why is our content free?
It's a yearly rite to jump through the hoops of how much tax to pay on your exercise. But we have relevant information to get through even the most relevant information. Here's what you need to know about your tax rates.
- 3** Article Contents | 4 min read
TFSA Limit 2021. And Every Other Year.
Start investing
- 4** Article Contents | 11 min read
What is an RRSP & How Does It Work?
Start investing
Andrew Goldman Bio
Why is our content free?
Curious to know how much you can contribute each year since other important factors are involved?
- 5** Article Contents | 16 min read
Tax Free Savings Account (TFSA)
Start investing
Andrew Goldman Bio
Why is our content free?
A Tax Free Savings Account (TFSA) is not only one of the great wonders of the world, it's also one of the great misnomers of the English language. Why is that? Well, it's not a savings account at all.

Interactive [Retirement Calculator](#) is another search magnet, capable of attracting as much as ~60K monthly search visits.



Paid search accounts for only 8% of all search traffic. In 2020, Wealthsimple spent most of its search ad budget on promoting the Wealthsimple Trade app.

Examples of Trade-Focused Search Ads

www.wealthsimple.com/

[Wealthsimple Trade - \\$0 Commission Trading](#)

Start investing today with Wealthsimple's Trade App. Buy and sell stocks easily.

www.wealthsimple.com/

[Wealthsimple Trade - Canada's \\$0 Fee Trading App](#)

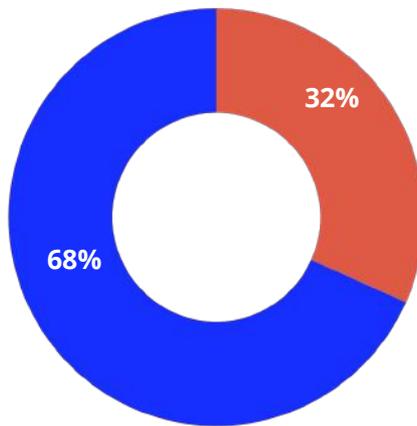
Start investing today with Wealthsimple's Trade App. Buy and sell stocks easily.

www.wealthsimple.com/

[Wealthsimple Trade - Try Wealthsimple Trade - wealthsimple.com](#)

Start investing today with Wealthsimple's Trade App. Buy and sell stocks easily.

Search Ads Key Message Split



Key Message: ● Trade ● Invest

Examples of Invest-Focused Search Ads

www.wealthsimple.com/

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Live for Today. We'll Plan for Your Tomorrow. Over \$2B And Counting. Low Cost. Download Mobile App. Sign Up Online.

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With Wealthsimple, Live for Today. We'll Plan for Your Tomorrow. Low-fee ETFs. Diversified Portfolios. No Maintenance Portfolios. Expert Advisors. Services: Personalized Portfolio, Auto-Rebalancing, Auto-Deposits, Dividend Reinvesting, Expert Financial Advice.

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Key Takeaways

From the Building an Effective Content Strategy that Drives 7M Web Visits per Year Case Study:

Organic Search — Commit to Amassing Relevant Keywords: The content strategy requires commitment and continuous effort. Year over year, Wealthsimple worked on building out its Learn section, adding more relevant and searchable content. Wealthsimple doubled the number of keywords their website ranks for in 2020 (vs. 2019), which elevated their SERP positions.

Content Strategy — Balance Non-Branded Keywords with Brand Mentions. An expansive content strategy unlocked opportunities to build brand awareness amongst financial-conscious consumers that followed non-branded keywords to Wealthsimple's website. Wealthsimple paid attention to the areas of public interest and concerns and created content to effectively leverage these topics, increasing the number of non-branded keywords and traffic they bring year on year.

Organic Search — Focus on Evergreen Content or Regularly Update Content: Wealthsimple built out an impressive collection of articles on various financial topics that live in the Personal Finance 101 section. This section alone accounts for 46% of all organic search traffic. While most of the content in the Learn section is evergreen, Wealthsimple ensures to update any time-sensitive articles (e.g., CPP Pay Dates for 2021, TFSA Limit 2021).

Content Strategy — Invest Resources to Create Truly Valuable Content: While some of the content in either the Learn or Magazine section isn't directly related to investing or stock trading, it serves as a wide funnel to attract and build brand familiarity with those who might consider investing or trading in the future. In addition to creating new content, Wealthsimple also improves what's already available. For example, the usability and functionality of Wealthsimple's Retirement Calculator is significantly higher than any other available tool.