

BLANK Financial – Keyword Analysis

Summary of findings

- 1. High Search Volume for Localized Keywords:**
Keywords like "mortgage broker near me" and "home loan broker near me" dominate with 50,000 monthly searches. This shows there is strong demand for local services.
- 2. Low-Competition Keywords Offer High ROI:**
Low-competition keywords deliver exceptional reach per AUD, making them cost-effective for generating leads.
- 3. High-Competition Keywords Are Expensive:**
Keywords like "commercial property loan broker" have high CPCs (up to AUD 24) and limited search volume, leading to lower ROI.
- 4. Stable Search Trends:**
No significant seasonal spikes were observed, indicating consistent demand across the year.
- 5. Strategic Opportunity in Localized Intent:**
"Near me" keywords show high search intent and lower competition, making them ideal for targeted campaigns.

Findings Comparing Google's Keyword Data and SEO Report of BLANK Financial

- 1. Keyword Alignment:**
The SEO report highlights commonly used keywords like "home," "mortgage," and "loan," but it does not explicitly optimize for high-volume keywords from Google's data, such as "mortgage broker near me" or "home loan broker near me," which have significant search intent and volume.
- 2. Meta Description Optimization:**
The meta description includes relevant terms, but it can be updated to include high-ROI, localized keywords from Google's data, such as "Mount Eliza mortgage broker near me," to align with searcher intent.
- 3. Content Optimization:**
The SEO audit shows limited optimization for specific queries in H2 tags (e.g., "BLANK are opportunity brokers"). In contrast, Google's data reveals opportunities to target informational queries like "best mortgage broker" or "low-interest home loans."
- 4. Competition and Targeting Gaps:**

The SEO report focuses on general optimization rather than strategic targeting of low-competition, high-ROI keywords identified in Google's data, such as "mortgage advisor near me."

5. Technical SEO Strengths:

The website's performance, such as minified CSS/JavaScript and fast response times, aligns with best practices. However, there are minor issues with missing image alt attributes, which can incorporate keywords for improved ranking.

Keyword Data from Google (extracted on 23 Dec. 24)

Keyword	Avg. Monthly Searches	Competition	Competition Index	Top of Page Bid (Low Range, AUD)	Top of Page Bid (High Range, AUD)
<i>mortgage broker</i>	50000	Medium	42	12	32
<i>mortgage advisor</i>	500	Low	21	13	40
<i>mortgage broker near me</i>	50000	Low	14	12	30
<i>mortgage advisor near me</i>	500	Low	27	13	29
<i>home loan broker</i>	5000	Medium	36	17	51
<i>online mortgage broker</i>	500	Medium	48	17	43
<i>loan broker</i>	5000	Medium	46	11	29
<i>independent mortgage advisor</i>	50	Low	0		
<i>best mortgage brokers</i>	5000	Medium	40	11	31
<i>commercial mortgage broker</i>	500	Low	22	6	17
<i>mortgage advisors</i>	500	Low	21	13	40
<i>find a mortgage broker</i>	500	Medium	35	12	34
<i>independent mortgage broker</i>	500	Low	21	8	25
<i>mortgage agent</i>	50	Low	24	10	29
<i>home loan broker near me</i>	50000	Low	14	12	30
<i>american advisors group reverse mortgage</i>	50	Low	2		
<i>mortgage consultant</i>	500	Low	12	14	45
<i>reverse mortgage brokers near me</i>	50	Medium	54	5	14
<i>best mortgage broker near me</i>	500	Low	29	9	25
<i>rams mortgage broker</i>	50	Medium	58	7	19
<i>independent mortgage advisor near me</i>	50	Unknown			
<i>best mortgage lenders for va loans</i>	50	Low	0		
<i>self employed mortgage broker</i>	50	Medium	48	8	31
<i>best mortgage advisor</i>	5000	Medium	40	11	31
<i>best online mortgage broker</i>	50	High	74	18	33
<i>finance brokers</i>	5000	Low	31	8	22
<i>nab mortgage broker</i>	50	Medium	61	15	121
<i>best lenders for va home loans</i>	50	Low	0		
<i>commercial lenders for brokers</i>	500	Low	19	8	24
<i>local mortgage brokers</i>	500	Low	17	10	34
<i>anz mortgage broker</i>	500	Low	8	5	24

<i>reverse mortgage brokers</i>	500	Medium	48	5	18
<i>independent mortgage broker near me</i>	50	Medium	37	8	22
<i>speak to a mortgage advisor</i>	50	Unknown			
<i>finance broker near me</i>	5000	Low	19	9	24
<i>remortgage broker</i>	50	Unknown			
<i>best mortgage advisor near me</i>	50	Unknown			
<i>top mortgage brokers</i>	50	Low	29	6	18
<i>lendi mortgage broker</i>	50	Medium	49	8	35
<i>right to buy mortgage broker</i>	50	Unknown			
<i>mortgage broker refinance</i>	500	Low	20	19	45
<i>mortgage broker first home buyer</i>	500	Medium	43	11	30
<i>mortgage choice near me</i>	500	Low	21	9	26
<i>mortgage broker pre approval</i>	50	Medium	61	20	59
<i>commercial mortgage broker near me</i>	50	Low	25	6	26
<i>mortgage agents near me</i>	50000	Low	14	12	30
<i>mortgage broker rates</i>	50	Medium	56	6	17
<i>va mortgage broker</i>	50	Low	29		
<i>mortgage choice broker</i>	500	Medium	47	7	27
<i>mortgage websites for brokers</i>	50	High	86		
<i>mortgage advisor online</i>	50	Low	0		
<i>mortgage financial advisor</i>	50	High	71	10	30
<i>commercial mortgage advisor</i>	50	Low	0		
<i>mortgage broker central coast</i>	500	Low	29	11	30
<i>mortgage loan broker</i>	50000	Medium	42	12	32
<i>self employed mortgage advisor</i>	50	Low	29		
<i>mortgage choice home loans</i>	500	Low	29	7	22
<i>second charge mortgage broker</i>	50	Unknown			
<i>find a mortgage advisor</i>	50	Medium	64	4	19
<i>refinance broker</i>	500	Low	27	14	36
<i>home loan mortgage broker</i>	5000	Medium	36	17	51
<i>local home loan lenders</i>	50	Medium	33		
<i>mortgage broker lower hutt</i>	50	Unknown			
<i>trussel mortgage broker</i>	50	Unknown			
<i>mortgage consultant near me</i>	50	Low	7		
<i>westpac mortgage broker</i>	50	Medium	56	10	24
<i>good mortgage brokers</i>	5000	Medium	40	11	31
<i>mortgage experts</i>	50	Low	16	4	36
<i>be a mortgage broker</i>	500	Medium	63	3	7
<i>nhs mortgage advisor</i>	50	Unknown			
<i>lending broker</i>	50000	Medium	42	12	32
<i>house loan broker</i>	5000	Medium	36	17	51

<i>choice mortgage brokers</i>	50	Medium	52	9	23
<i>best lenders for va loan</i>	50	Low	0		
<i>business mortgage broker</i>	500	Low	26	5	22
<i>speak to a mortgage broker</i>	50	High	86	19	39
<i>mortgage advisor first time buyer</i>	50	Low	0		
<i>local mortgage brokers near me</i>	50	High	80	7	34
<i>websites for mortgage brokers</i>	500	Low	25	3	7
<i>compare mortgage brokers</i>	500	Low	26	9	28
<i>best mortgage broker websites</i>	50	Low	29	2	5
<i>commercial real estate mortgage broker</i>	50	Medium	47	8	24
<i>commercial property mortgage broker</i>	50	Medium	47	8	24
<i>smartline mortgage broker</i>	500	Low	17	5	19
<i>beamortgagebroker</i>	50	Unknown			
<i>mortgage broker for first home buyers</i>	50	Medium	49	15	34
<i>mortgage specialists</i>	500	Low	16	14	55
<i>find a mortgage broker com</i>	50	Unknown			
<i>aussie home loan broker</i>	500	Low	28	8	29
<i>first time buyer mortgage broker</i>	50	Medium	37		
<i>mortgage broker remortgage</i>	50	Unknown			
<i>mortgage broker companies</i>	500	Low	22	4	16
<i>bridging loan brokers</i>	50	Medium	61	7	15
<i>commercial mortgage advisor near me</i>	0	Unknown			
<i>mortgage note broker</i>	50	Low	24		
<i>adverse credit mortgage broker</i>	50	Unknown			
<i>local lenders for mortgages near me</i>	0	Unknown			
<i>cheap mortgage broker</i>	50	Low	0		
<i>best mortgage broker gold coast</i>	500	Low	25	11	28
<i>second mortgage broker</i>	50	High	79		
<i>fha mortgage broker near me</i>	50	Unknown			
<i>mobile mortgage broker</i>	500	Low	23	9	27
<i>best home loan broker</i>	5000	Medium	40	11	31
<i>self build mortgage broker</i>	50	Unknown			
<i>find a broker near me</i>	50	High	76	7	24
<i>best mortgage brokers for first time buyers</i>	50	Low	0		
<i>cash back mortgage broker</i>	500	Medium	41	5	20
<i>aussie mortgage brokers</i>	500	Medium	50	8	30
<i>investment mortgage broker</i>	500	Medium	34	13	31
<i>broker mortgage near me</i>	50	Low	16	12	24
<i>find a mortgage broker near me</i>	50	Low	29	8	20
<i>mortgage broker first time home buyer</i>	50	Low	17		

<i>mojo mortgage</i>	50	Low	10		
<i>home mortgage broker</i>	5000	Medium	36	17	51
<i>mortgage broker investment property</i>	500	Low	29	13	38
<i>best rated mortgage brokers</i>	50	High	76	13	32
<i>recommended mortgage brokers</i>	50	High	69	8	19
<i>mortgage broker cost</i>	500	Low	30	4	14
<i>list of mortgage brokers</i>	500	Low	6	3	15
<i>first home buyer broker</i>	50	Medium	35	9	26
<i>lendi broker</i>	50	Medium	43	5	23
<i>mortgage broker chch</i>	50	Low	19	7	16
<i>right to buy mortgage advisor</i>	50	Unknown			
<i>mortgage loan advisor</i>	50	Low	29		
<i>mortgage professional</i>	50	Low	27	2	16
<i>best mortgage brokers for self employed</i>	50	Low	18		
<i>land mortgage broker</i>	50	Medium	40		
<i>help to buy mortgage advisor</i>	50	Unknown			
<i>mobile mortgage advisor</i>	50	Unknown			
<i>best mortgage brokerage for new agents</i>	50	High	100		
<i>mortgage realtor</i>	50	Unknown			
<i>islamic mortgage broker</i>	50	Medium	34	1	12
<i>international mortgage broker</i>	50	Medium	41	4	9
<i>residential mortgage broker</i>	50	High	98	9	42
<i>mortgage broker services</i>	50	Low	28	5	29
<i>top rated mortgage brokers</i>	50	High	76	13	32
<i>finance broker gold coast</i>	500	Low	32	10	34
<i>local fha mortgage lenders</i>		Unknown			
<i>mortgage broker upper hutt</i>	50	High	100		
<i>great mortgage broker</i>	5000	Medium	40	11	31
<i>first home mortgage broker</i>	50	Medium	40	20	42
<i>reverse mortgage advisor</i>	50	Medium	43		
<i>rural mortgage broker</i>	50	Medium	53	5	20
<i>find my mortgage broker</i>	50	Unknown			
<i>mortgage broker business for sale</i>	500	Low	31	2	7
<i>mortgage broker richmond</i>	50	Medium	37	9	26
<i>mortgage broker interest rates</i>	50	High	83	3	11
<i>best independent mortgage brokers</i>	50	High	86		
<i>hnw mortgage broker</i>	50	Low	0		
<i>mortgage advisor cost</i>	50	Medium	64		
<i>commercial property loan broker</i>	50	High	67	8	23
<i>certified mortgage advisor</i>	50	Unknown			
<i>mortgage insurance broker</i>	50	Medium	51	5	23

<i>mortgage broker quotes</i>	50	Medium	63	11	27
<i>ccj mortgage broker</i>	50	Unknown			
<i>mortgage broker real estate</i>	50	Medium	49	7	25
<i>mortgage broker business</i>	500	Low	26	5	22
<i>top 10 mortgage brokers</i>	50	Low	24	6	24
<i>mortgage protection broker</i>	50	Unknown			
<i>anz mortgage advisor</i>	500	Low	8	5	24
<i>victoria mortgage brokers</i>	50	Medium	45	8	27
<i>mortgage broker com</i>	50	High	67	13	21
<i>adverse mortgage broker</i>	50	Unknown			
<i>lifetime mortgage brokers</i>	50	Unknown			
<i>guarantor mortgage broker</i>	50	Low	0		
<i>top mortgage brokers near me</i>	50	Medium	57		
<i>licensed mortgage broker</i>	500	Medium	48	3	6
<i>home mortgage consultant</i>	50	Low	0		
<i>financial advisor mortgage broker</i>	50	Medium	59	9	20
<i>mortgage loan broker near me</i>	50000	Low	14	12	30
<i>mortgage broker help to buy</i>	50	High	95	12	27
<i>best mortgage broker central coast</i>	50	Low	7	5	23
<i>mortgage and financial advisor</i>	50	High	71	10	30
<i>mortgage broker high wycombe</i>	50	High	100		
<i>aussie home loans near me</i>	500	Low	22	4	18
<i>adverse mortgage advisors</i>	0	Unknown			
<i>overseas mortgage broker</i>	50	Unknown			
<i>national mortgage brokers</i>	500	Low	7	4	22
<i>help to buy mortgage broker</i>	50	Unknown			
<i>mortgage broker usa</i>	50	Low	10		
<i>fha loan broker</i>	50	Low	29		
<i>property finance broker</i>	50	Medium	43	8	17
<i>expert mortgage advisor</i>	50	Low	0		
<i>a mortgage broker</i>	50	Low	19	5	16
<i>nhs discount mortgage</i>	0	Unknown			
<i>right to buy mortgage broker near me</i>	50	Unknown			
<i>real estate mortgage broker</i>	50	Medium	49	7	25
<i>mortgage advisor help to buy</i>	50	Unknown			
<i>being a mortgage broker</i>	500	Medium	63	3	7
<i>low doc mortgage broker</i>	50	Medium	44	11	38
<i>windsor mortgage broker</i>	50	Medium	35	10	23
<i>mortgage person</i>	50	Low	0		
<i>mortgage agencies</i>	50	Low	0		
<i>mortgage broker advisor</i>	50	Medium	66	15	25

<i>first time buyer mortgage advisor near me</i>	50	Low	0		
<i>self build mortgage advisor</i>	50	Unknown			
<i>mortgage broker northern beaches</i>	500	Low	22	7	21
<i>all of market mortgage broker</i>	50	Unknown			
<i>home mortgage advisor</i>	50	Medium	54	10	31
<i>non qm mortgage brokers</i>	0	Unknown			
<i>choosing a mortgage broker</i>	50	Medium	44	9	27
<i>mortgage broker lenders</i>	50	Medium	66	13	40
<i>our mortgage broker</i>	50	Low	4		
<i>avant mortgage brokers</i>	50	Medium	40	6	18
<i>nesto mortgage experts</i>	50	Unknown			
<i>mortgage broker sa</i>	50	Medium	47	7	29
<i>using a mortgage broker</i>	50	Medium	41	8	18
<i>fha mortgage broker</i>	50	Low	29		
<i>broker solutions new american funding</i>	0	Unknown			
<i>top commercial mortgage brokers</i>	50	High	86		
<i>self employed broker</i>	50	Low	31		
<i>best mortgage lenders in dfw</i>	0	Unknown			
<i>chinese mortgage broker</i>	50	Medium	44	7	18
<i>directly authorised mortgage brokers</i>	50	Unknown			
<i>your mortgage broker</i>	50	Low	21	6	27
<i>expert mortgage brokers</i>	50	Low	13		
<i>liberty mortgage rates</i>	50	Medium	59	4	69
<i>real estate loan broker</i>	50	Medium	57		
<i>mortgage broker commercial</i>	50	High	74	11	31
<i>alternative lending broker</i>	50	Unknown			
<i>pepper money broker</i>	500	Low	7	4	13
<i>loan lender not broker</i>	50	Unknown			
<i>mortgage broker construction loan</i>	50	Medium	38	10	19
<i>kingston mortgage brokers</i>	50	Low	32	8	20
<i>mortgage broker tools</i>	50	Low	28	4	9
<i>sherlock mortgage broker</i>	50	Low	19	6	20
<i>brokersarebetter</i>	50	Unknown			
<i>mortgage rep</i>	50	Medium	65	5	20
<i>mortgage broker price</i>	500	Low	30	4	14
<i>mortgage advisor price</i>	50	Medium	57		
<i>cashback mortgage broker</i>	50	Medium	65	6	24
<i>best mortgage agent</i>	5000	Medium	40	11	31
<i>mortgage advisor rates</i>	500	Low	30	4	14
<i>liverpool mortgage advisor</i>	500	Low	24	9	23

<i>mortgage aggregators</i>	500	Medium	41	4	15
<i>mortgage broker for sale</i>	50	Low	30	3	11
<i>commbank mortgage broker</i>	500	Medium	61	9	25
<i>mortgage broker database</i>	50	Low	26		
<i>polish mortgage advisor</i>	50	Unknown			
<i>broker solutions inc new american funding</i>		Unknown			
<i>investment savvy mortgage broker</i>	50	Medium	47	10	18
<i>asim ali mortgage broker</i>	50	Unknown			
<i>broker solutions inc dba new american funding</i>	0	Unknown			
<i>resimac broker</i>	500	Low	2	3	13
<i>tiktok mortgage broker</i>	50	Medium	40		
<i>new build mortgage broker</i>	50	Low	0		
<i>broker solutions mortgage</i>	50	Low	21		
<i>bad mortgage broker</i>	50	Low	0		
<i>mortgage choices</i>	50	Medium	65	9	31
<i>mortgage broker charges</i>	500	Low	30	4	14
<i>largest mortgage brokers</i>	50	Medium	54	4	21
<i>community mortgage brokers</i>	50	Low	7		
<i>aime mortgage</i>	0	Unknown			
<i>online mortgage choice</i>	50	Low	22	3	19
<i>brighton mortgage broker</i>	50	Low	15	8	20
<i>bank mortgage advisor</i>	50	High	100		
<i>estate agent mortgage advisor</i>	0	Unknown			
<i>mortgage and protection advisor</i>	50	Unknown			
<i>vietnamese mortgage broker</i>	50	Low	32	3	11
<i>my mortgage brokers</i>	50	Low	17		
<i>super brokers mortgage rates</i>	50	Unknown			
<i>mortgage brokerage firms</i>	500	Low	22	4	16
<i>korean mortgage broker</i>	50	Low	14		
<i>countrywide mortgage advisor</i>	50	Unknown			
<i>better choice home loan</i>	500	Low	13	4	18
<i>biggest mortgage brokers</i>	50	Medium	54	4	21
<i>new best credit mortgage broker</i>	0	Unknown			
<i>certified mortgage broker</i>	50	Medium	46	3	7
<i>waves mortgage brokers</i>	50	Low	0		
<i>pg mortgage brokers</i>	0	Unknown			
<i>coreco mortgage</i>	50	Unknown			
<i>new homes mortgage broker</i>	50	Medium	37	8	16
<i>loan market mortgage broker</i>	50	Low	4		
<i>jumbo mortgage broker</i>	50	Unknown			

<i>citibank mortgage broker</i>	50	High	100		
<i>liberty mortgages</i>	50	Medium	39	7	109
<i>infinity mortgage brokers</i>	500	Low	10	6	24
<i>mortgage broker sale</i>	50	Medium	43	8	19
<i>professional mortgage advisors</i>	50	Low	0		
<i>sub mortgage broker</i>	50	Medium	57		
<i>mortgage broker and real estate agent</i>	50	Medium	46		
<i>joel olson mortgage broker</i>	50	Low	0		
<i>aman duggal mortgage broker</i>	50	Unknown			
<i>me bank broker</i>	500	Low	1	5	19
<i>working as a mortgage broker</i>	50	Low	31	3	5
<i>johncharcol</i>	50	Low	0		
<i>brokers finance</i>	5000	Low	31	8	22
<i>housing loan agents</i>	50	Medium	65	18	54
<i>redzed broker</i>	500	Low	4	1	9
<i>find a mortgage agent</i>	500	Medium	35	12	34
<i>switching mortgage brokers</i>	50	Low	27	18	57
<i>new homes mortgage advisor</i>	50	Unknown			
<i>new mortgage brokers</i>	50	Medium	40	16	46
<i>raj mortgage broker</i>	50	Low	0		
<i>realtor and mortgage broker</i>	50	Medium	46		
<i>mortgage writer</i>	50	Low	5		
<i>paul mortgage broker</i>	50	Low	30	5	12
<i>ubank broker</i>	500	Low	2	14	40
<i>bcfsa mortgage broker</i>	50	Unknown			
<i>liverpool mortgage broker</i>	500	Low	24	9	23
<i>avant money mortgage broker</i>	50	Unknown			
<i>home loan broker central coast</i>	500	Low	29	11	30
<i>real estate and mortgage broker</i>	50	Medium	49	7	25
<i>kent mortgage brokers</i>	50	Unknown			
<i>mortgage first brokers</i>	50	Low	0		
<i>cimbc mortgage</i>	50	Unknown			
<i>catalyst mortgage broker</i>	50	Low	10		
<i>avant money brokers</i>	50	Unknown			
<i>mortgage ezy broker</i>	500	Low	3	4	13
<i>capricorn mortgage broker</i>	50	Unknown			
<i>aime brokers</i>	50	Unknown			
<i>ascot mortgage group</i>	50	Low	0		
<i>bank of melbourne broker</i>	500	Low	1		
<i>bankofmelbourne.com.au broker</i>	50	Medium	57		
<i>bankwest brokers</i>	500	Low	0		

<i>best mortgage direct</i>	0	Unknown			
<i>blackburne mortgage broking</i>	50	Low	3		
<i>choicelend broker</i>	50	Unknown			
<i>connective broker</i>	50	Low	6	4	17
<i>debt management mortgage brokers</i>	50	Low	0		
<i>entourage mortgage brokers</i>	50	Low	9	5	33
<i>firstmac brokers</i>	5000	Low	1	4	10
<i>george mylonakis mortgage broker</i>	50	Low	3		
<i>keystart broker</i>	50	Low	10		
<i>mayank bhatnagar mortgage broker</i>	50	Unknown			
<i>michael mortgage broker</i>	50	Low	0		
<i>mortgage mortgage broker</i>	50000	Medium	42	12	32
<i>mta mortgage brokers</i>	50	Low	8	8	22
<i>national finance brokers day</i>	50	Low	0		
<i>national mortgage broker day</i>	50	Low	0		
<i>national mortgage brokers day</i>	50	Unknown			
<i>paradise mortgage brokers</i>	50	Unknown			
<i>your mortgage experts</i>	50	Low	10		