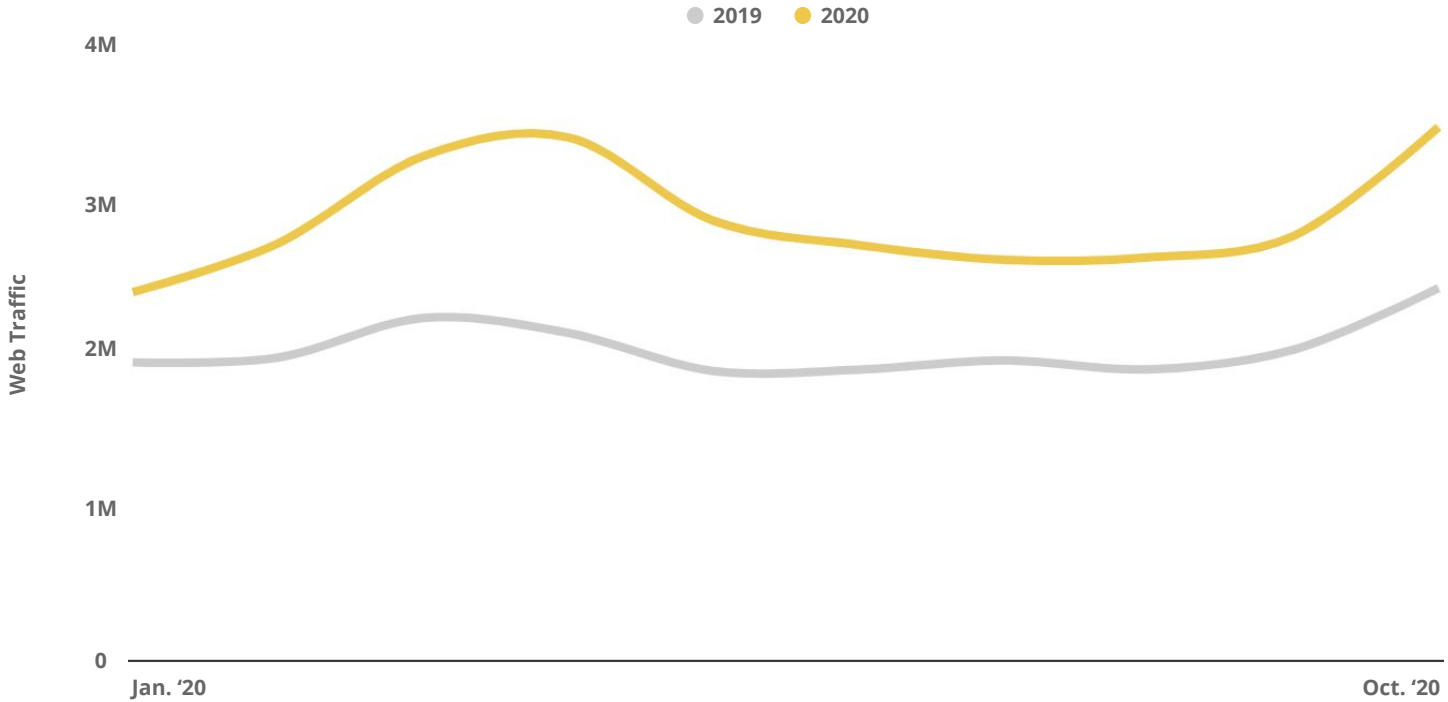
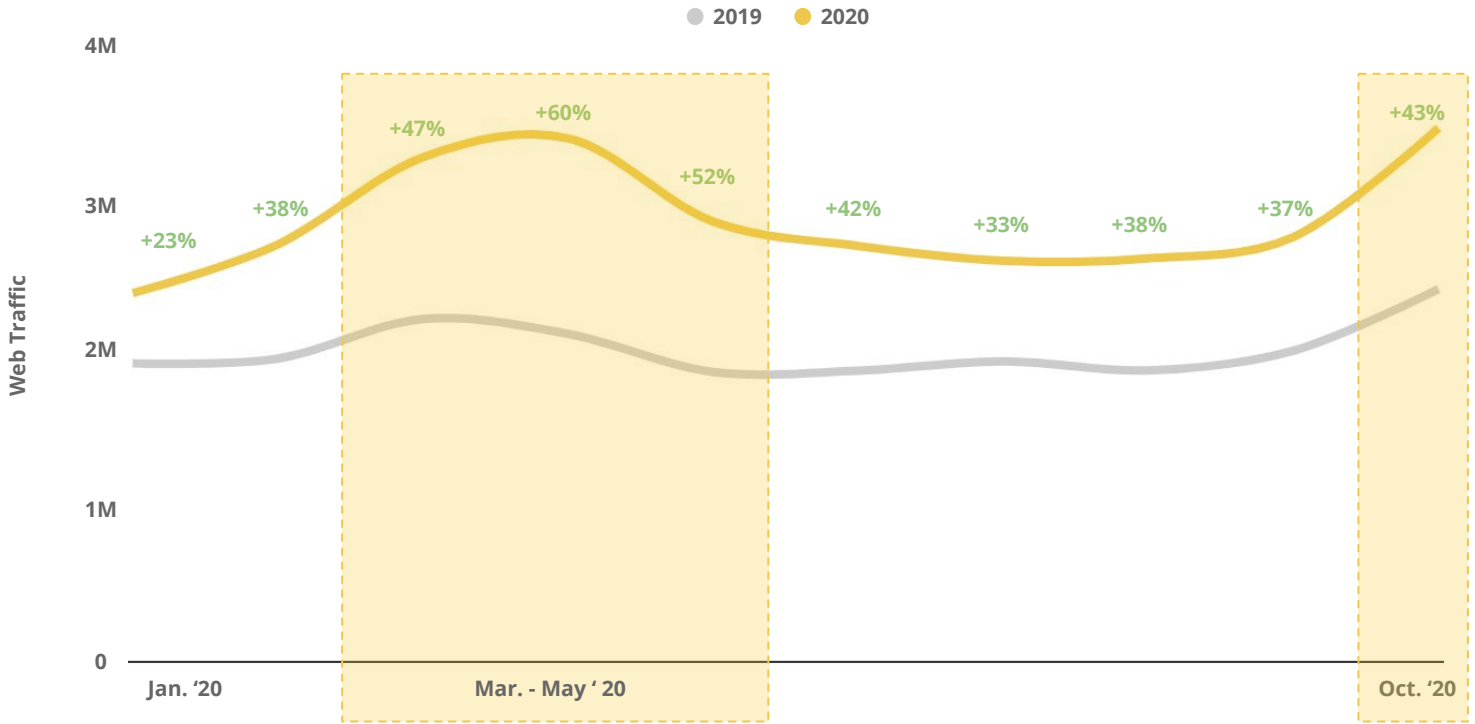
Investopedia
Site Content Strategy
From a Search Leader
Financial Services

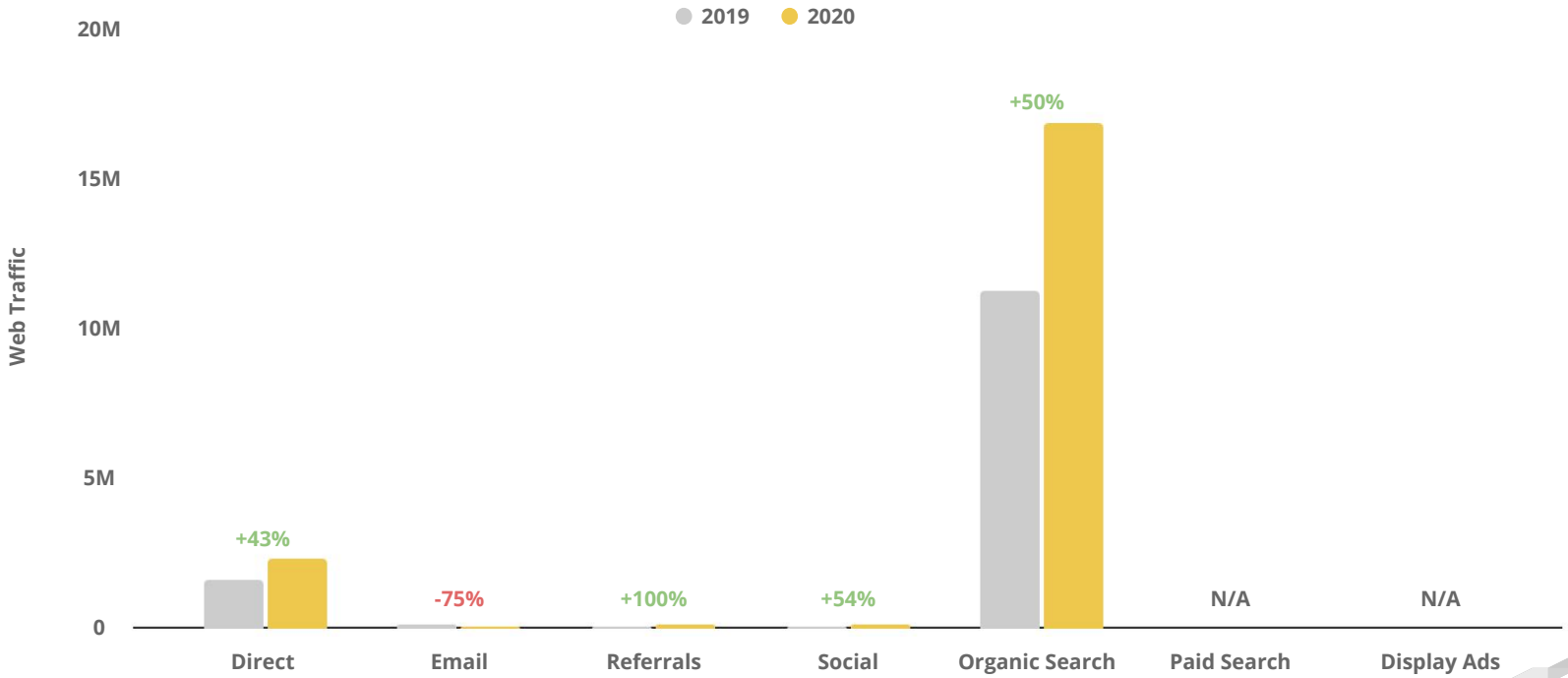
For the period of January to October, Investopedia's web traffic has grown by +41% YoY.



March to May saw the largest YoY traffic increase (+53% average), with a second spike this past October.

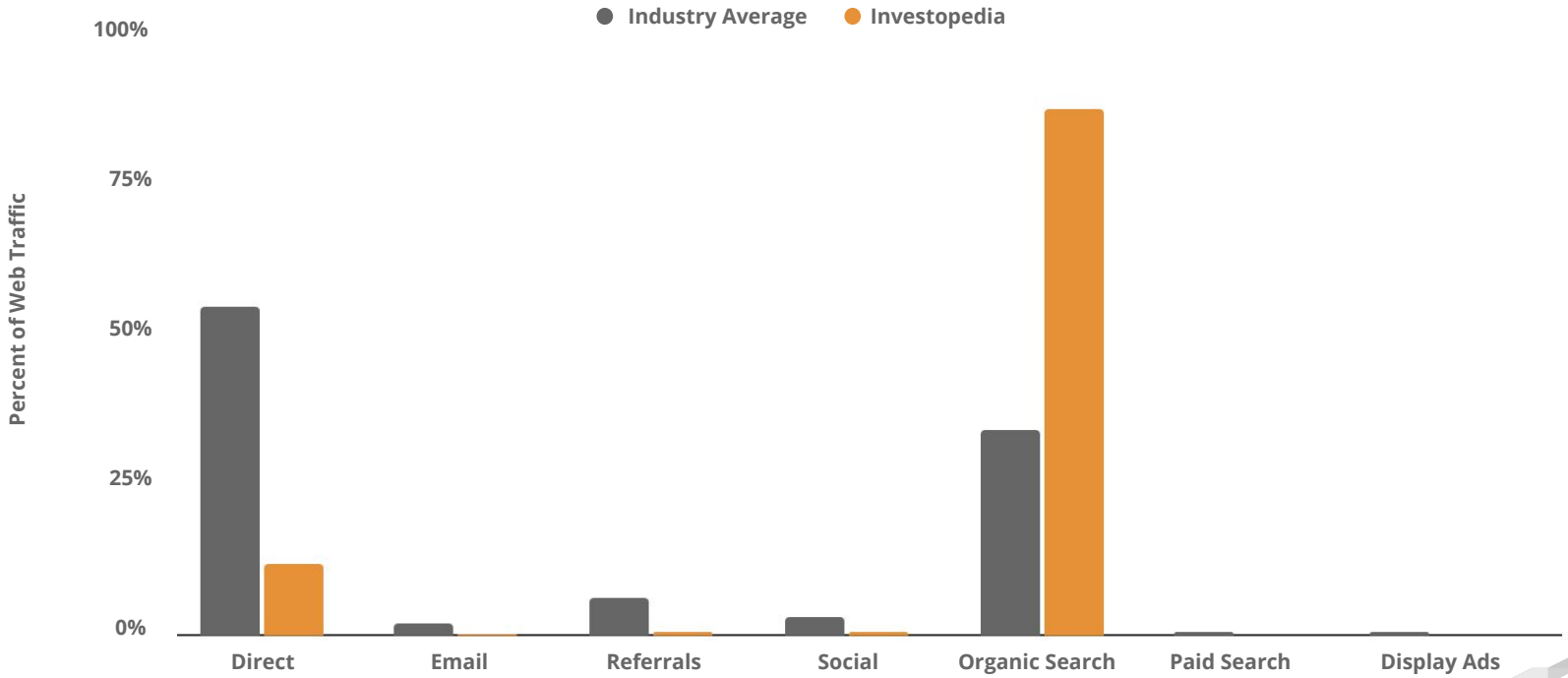


From January to October, the traffic channels that saw the highest YoY increases were Organic Search & Direct—with growth in the referral & social channels as well.



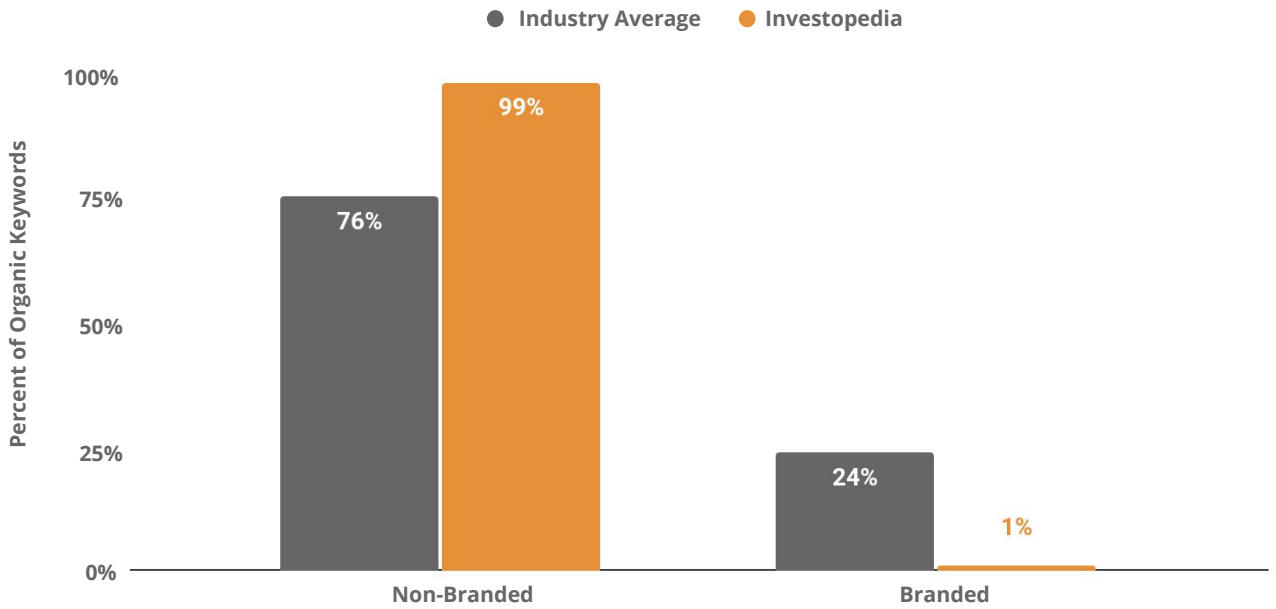
*Based on Canadian Desktop traffic only

Investopedia derives 2.5 times more traffic from Organic Search than the industry average.



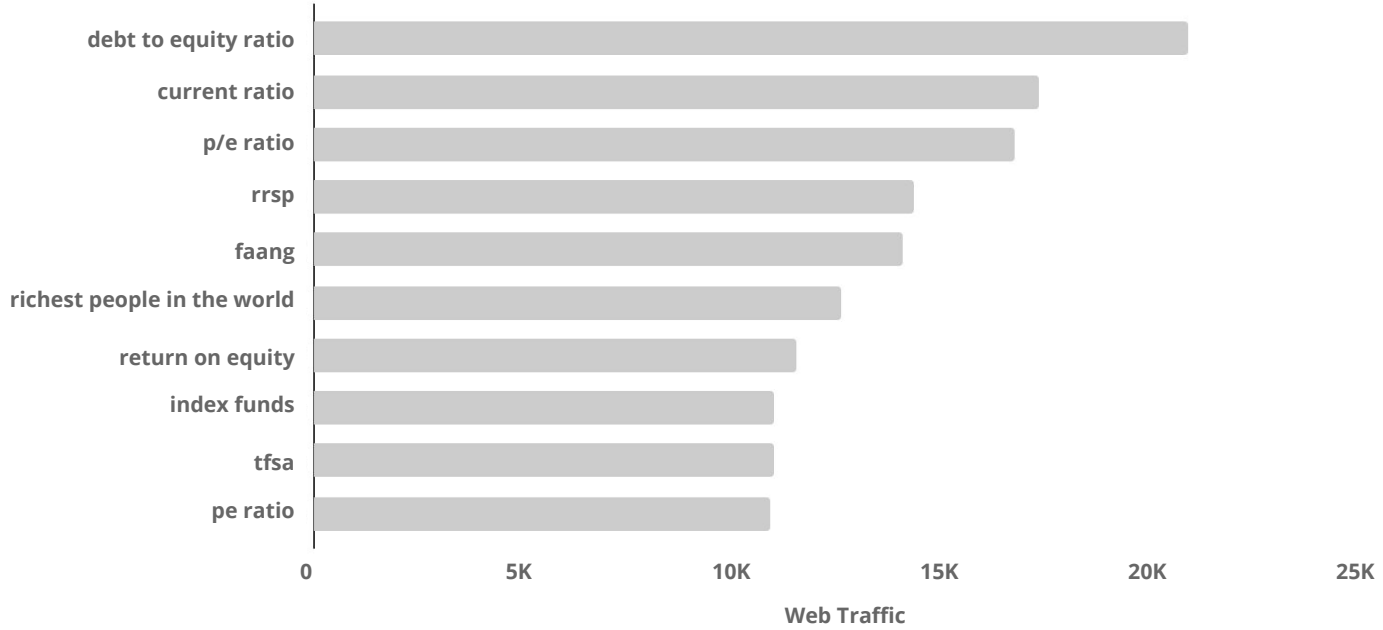
*Based on Canadian Desktop traffic only

Investopedia also has a higher than average percentage of non-branded versus branded keywords driving traffic to their website when compared to the industry average.



*Based on Canadian Desktop traffic only

From January to October of 2020, the top 10 non-branded organic keywords focused on searches for different financial ratios, investment accounts, and individual stocks.



*Based on Canadian Desktop traffic only

Looking closer at this past October, the top 10 non-branded organic keywords focused on similar searches with a focus on the topics of “debt to equity ratio” & “return on equity.”

*Based on Canadian Desktop traffic only

Investopedia can rank number one in the SERP for the majority of their top keywords due to their vast database of investing related articles that contributes to a high website authority score.

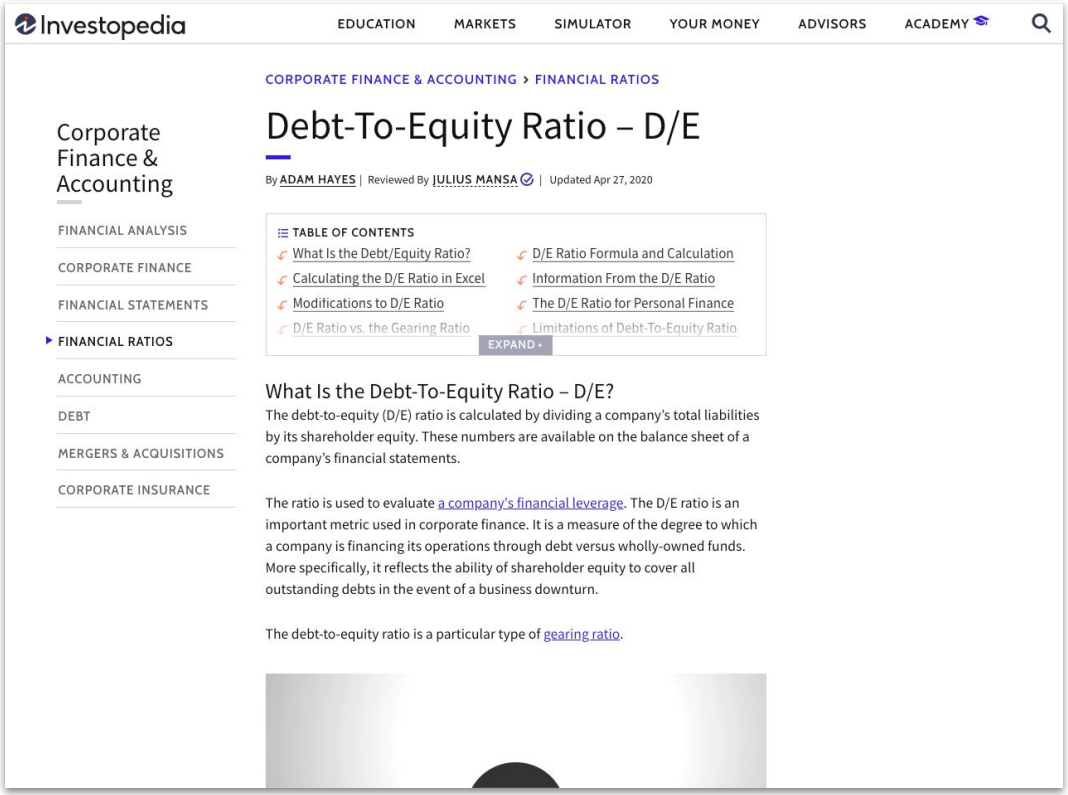
Jan. - Oct. 2020 Keywords	SERP Position**
debt to equity ratio	1
current ratio	1
p/e ratio	1
rrsp	3
faang	1
richest people in the world	5
return on equity	1
index funds	1
tfsa	4
pe ratio	1

October 2020 Keywords	SERP Position
debt to equity ratio	1
return on equity	1
coefficient of variation	1
sharpe ratio	1
amd stock	N/A
tsla	N/A
current ratio	1
p/e ratio	1
quick ratio	1
working capital	1

*Based on Canadian Desktop traffic only

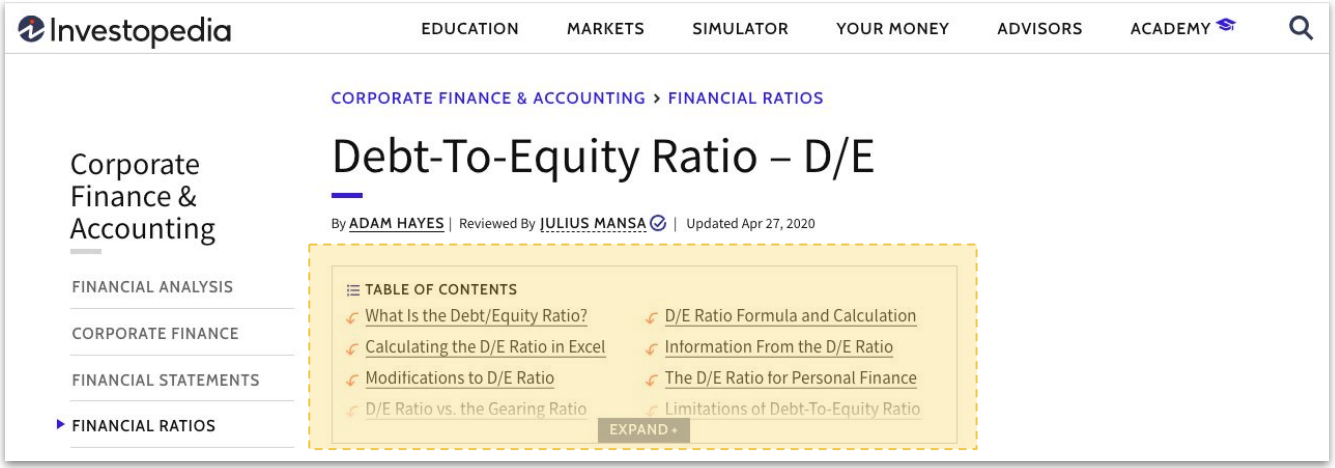
**Based on the URLs' organic position on the Google search results page in the last 30 days. N/A means the keyword does not have a specific link associated with it.

Investopedia structures their articles to maximize utility for the reader and to cater to different learning styles.

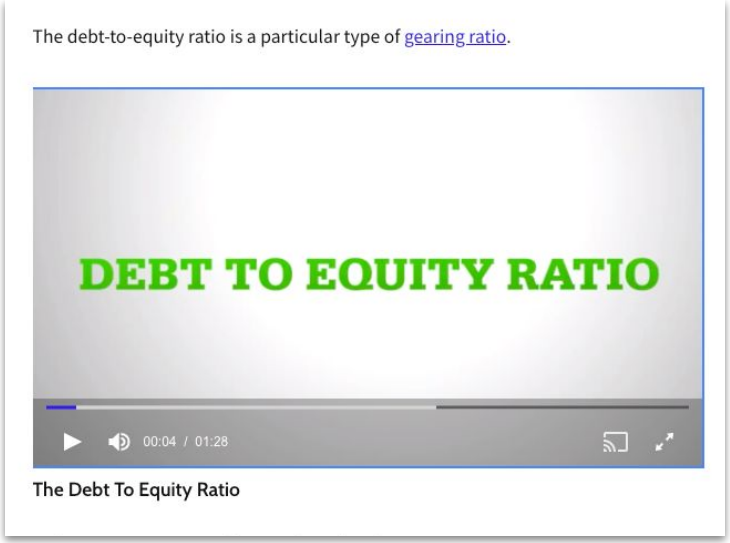


RightMetric

Investopedia includes a table of contents at the beginning of each article to help readers quickly jump to the section they are looking for.

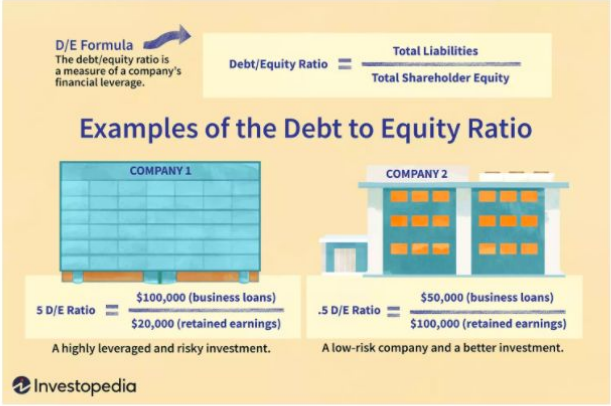


A video is also included to help those who may learn better from a quick auditory & visual summation of the article's key points.



Visualizations of key points are also included for readers to further aid their learning process.

These balance sheet categories may contain individual accounts that would not normally be considered “debt” or “equity” in the traditional sense of a loan or the book value of an asset. Because the ratio can be distorted by retained earnings/losses, intangible assets, and pension plan adjustments, further research is usually needed to understand a company’s true leverage.



Melissa Ling {Copyright} Investopedia, 2019.

RightMetric

A key takeaway section helps to summarize the main points and is useful for readers who are looking to get a quick understanding of the topic.

Because of the ambiguity of some of the accounts in the primary balance sheet categories, analysts and investors will often modify the D/E ratio to be more useful and easier to compare between different stocks. Analysis of the D/E ratio can also be improved by including short-term leverage ratios, profit performance, and growth expectations.

KEY TAKEAWAYS

- The debt-to-equity (D/E) ratio compares a company's total liabilities to its shareholder equity and can be used to evaluate how much leverage a company is using.
- Higher leverage ratios tend to indicate a company or stock with higher risk to shareholders.
- However, the D/E ratio is difficult to compare across industry groups where ideal amounts of debt will vary.
- Investors will often modify the D/E ratio to focus on long-term debt only because the risk of long-term liabilities are different than for short-term debt and payables.

Investopedia includes links to related terms & articles to keep the reader in their ecosystem and encourage them to continue reading.

Related Terms

Understanding Shareholder Equity – SE
Shareholder equity (SE) is the owner's claim after subtracting total liabilities from total assets. more

How Net Debt Is Calculated and Used to Measure a Company's Liquidity
Net debt is a liquidity metric used to determine how well a company can pay all of its debts if they were due immediately. Net debt shows how much cash would remain if all debts were paid off and if a company has enough liquidity to meet its debt obligations. more

What Everyone Needs to Know About Liquidity Ratios
Liquidity ratios are a class of financial metrics used to determine a debtor's ability to pay off current debt obligations without raising external capital. more

How to Use the DuPont Analysis to Assess a Company's ROE
The DuPont analysis is a framework for analyzing fundamental performance popularized by the DuPont Corporation. DuPont analysis is a useful technique used to decompose the different drivers of return on equity (ROE). more

Capital Structure Definition
Capital structure is the particular combination of debt and equity used by a company to funds its ongoing operations and continue to grow. more

Leverage Ratio
A leverage ratio is any one of several financial measurements that look at how much capital comes in the form of debt, or that assesses the ability of a company to meet financial obligations. more

Related Articles

FINANCIAL ANALYSIS
Analyzing a Company's Capital Structure

FINANCIAL RATIOS
What Is a Good or Bad Gearing Ratio?

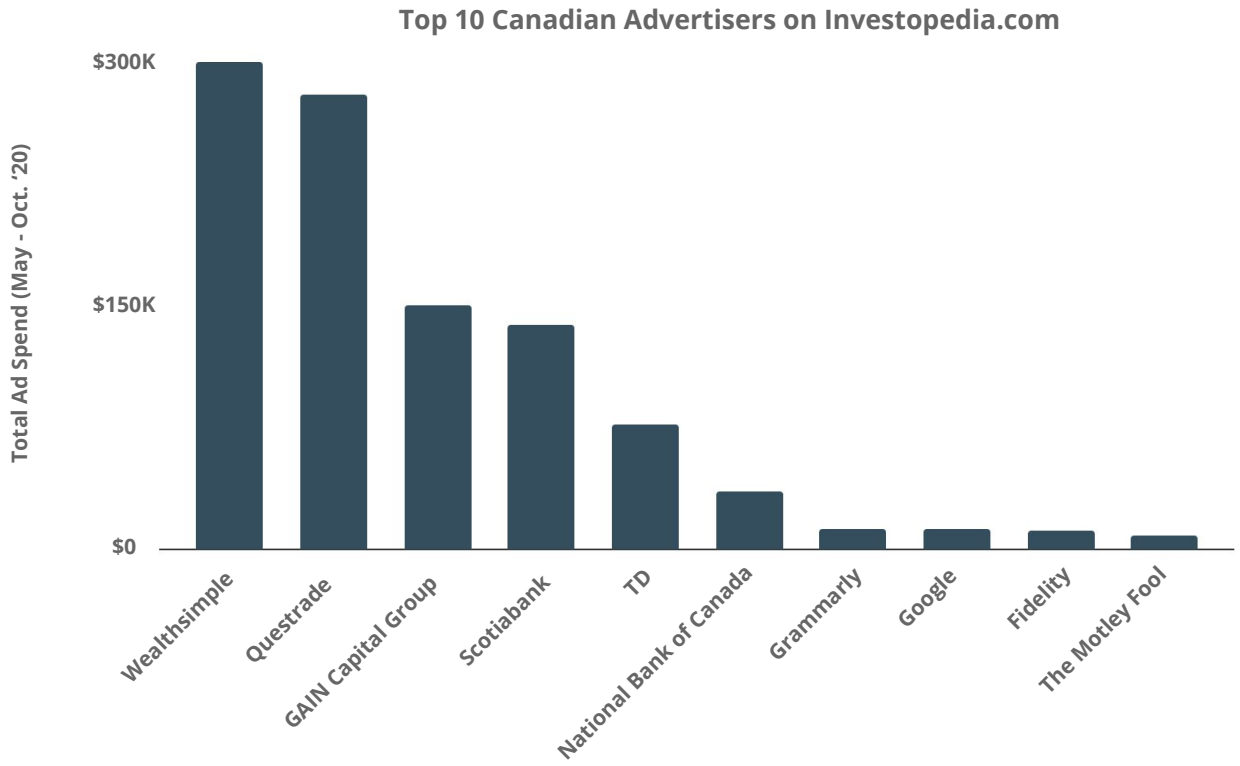
FINANCIAL RATIOS
How Do the Current Ratio and Quick Ratio Differ?

FINANCIAL RATIOS
Analyze Investments Quickly With Ratios

FINANCIAL RATIOS
Why Do Debt-To-Equity Ratios Vary From Industry to Industry?

FINANCIAL RATIOS
How Do You Calculate Shareholders' Equity?

In the past six months, Wealthsimple was the top advertiser for Investopedia ($299K total ad spend), followed by Questrade ($279K).



Key Takeaways

From the Investopedia Organic Search & Blog Tactics Case Study

Traffic Channel Tactic — Organic Search Focus: Investopedia's web traffic has increased by 41% YoY from January to October. This is mainly due to a 50% increase in traffic from Organic Search, where Investopedia derives 87% of their website traffic (which is 2.5 times more than the industry average of 33%). The keywords driving this increase in traffic focus on financial ratios (e.g., "p/e ratio"), investment accounts (e.g., "tfsa"), and individual stocks (e.g., "tsla"). Investopedia's array of keyword-heavy articles combined with their numerous backlinks contribute to a high authority score, which helps their URLs achieve the number one position on the Google SERP. Consider building out blog content that focuses on these topics to help provide value to current & prospective clients.

Article Tactic — Increased Readability: Investopedia structures their articles to maximize reader utility and to cater to different learning styles. This is achieved by adding in a host of different features such as a table of contents, a video synopsis of the article, visualizations of the article's main points, and a key takeaways section to help provide a quick understanding of the article. Investopedia also includes links to related terms and articles at the bottom of each post to promote further reading and keep the reader in their ecosystem.

Consider how the current features of your blog are contributing to your user's experience and if there are any additional items you can add to enhance the utility of your articles.

Paid Channel Focus Allocation — Investopedia Display Ads: Competitors such as Wealthsimple ($299K), Scotiabank ($138K), and TD ($77K) are investing heavily in display ads on investopedia.com. Consider running display ads on investopedia.com and test between desktop and mobile display ads.