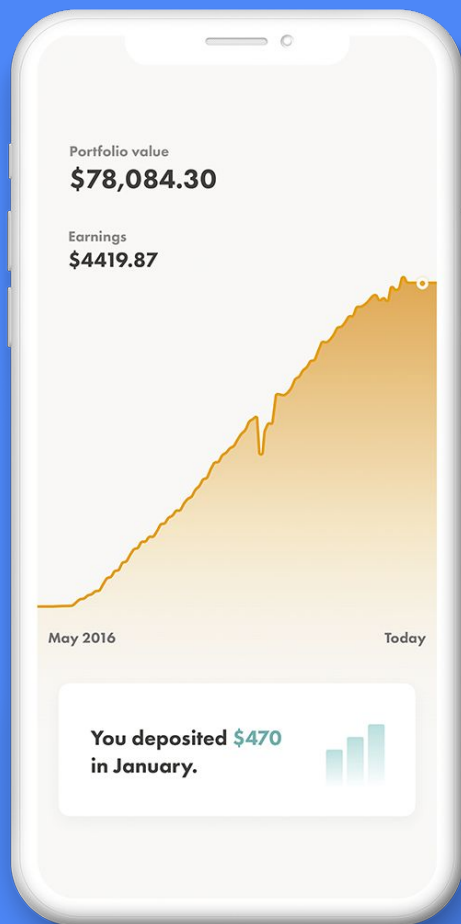


Wealthsimple

**How Wealthsimple Drives 611K
Website Visits With Self-Served
Financial Tools
Financial Services**



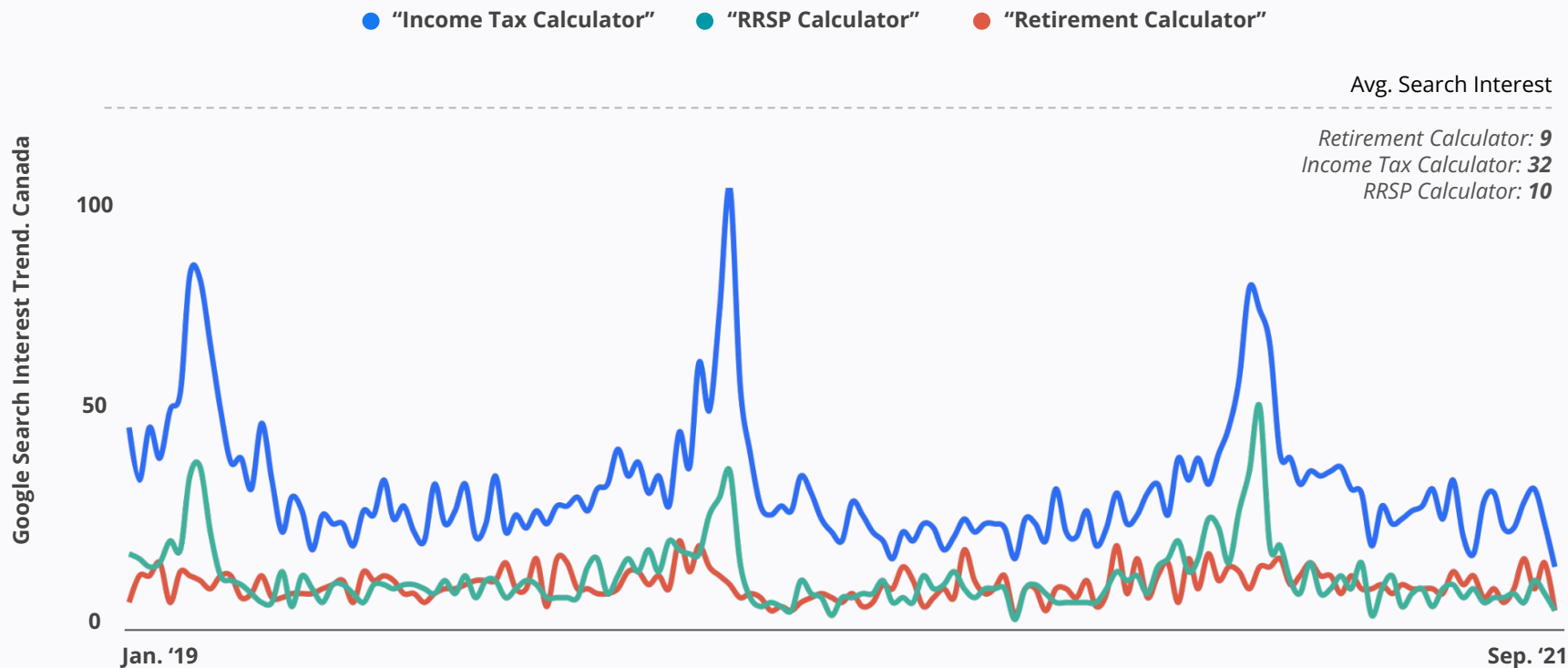
Wealthsimple has been relying on SEO and organic search for driving traffic to its website. The company has two very elaborate content sections:

- [Personal Finance 101](#) provides a lot of information for those just learning about investments and best money management practices.
- In [Magazine](#) Wealthsimple posts opinion pieces, shares company news and provides advice to more seasoned investors.

In addition to investing in written keywords-rich content, the company created evergreen self-serve financial calculators that provide immediate value to visitors:

- [Income Tax Calculator](#)
- [RRSP Calculator](#)
- [Retirement Calculator](#)

Searches for income tax and retirement calculators peak around the end of every RRSP contribution season (February).

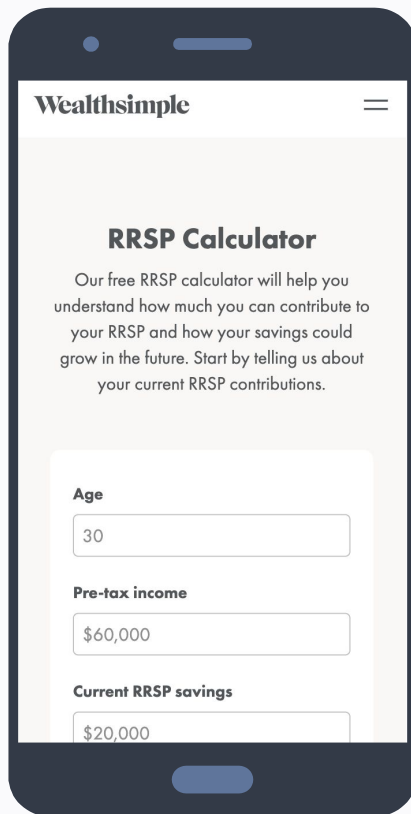


Wealthsimple has three tools to capture traffic searching for these instruments and provide immediate value.



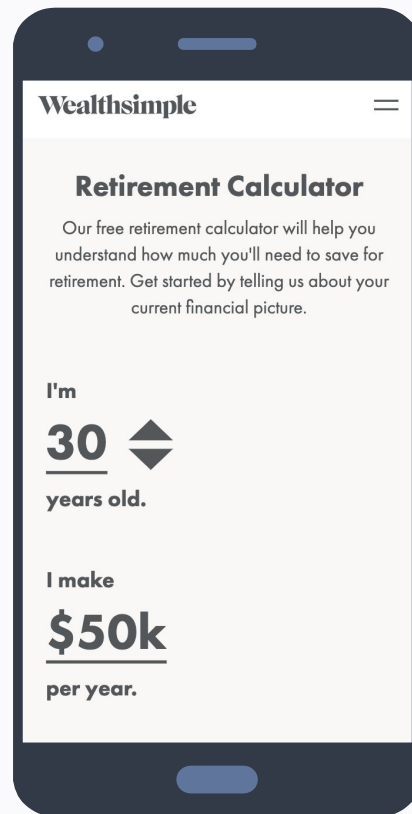
The image shows a mobile app interface for the '2021 Income Tax Calculator' by Wealthsimple. The header includes the 'Wealthsimple' logo and a hamburger menu icon. The main title is '2021 Income Tax Calculator' in large, bold, black font. Below the title, a subtitle reads: 'Use our simple 2021 tax calculator to quickly estimate your federal and provincial taxes.' There is a dropdown menu showing 'British Columbia' with a downward arrow. At the bottom, there is a label 'Employment income' followed by a rounded rectangular input field containing '\$0'.

[Click to view](#)



The image shows a mobile app interface for the 'RRSP Calculator' by Wealthsimple. The header includes the 'Wealthsimple' logo and a hamburger menu icon. The main title is 'RRSP Calculator' in bold, black font. Below the title, a subtitle reads: 'Our free RRSP calculator will help you understand how much you can contribute to your RRSP and how your savings could grow in the future. Start by telling us about your current RRSP contributions.' There are three input fields: 'Age' with the value '30', 'Pre-tax income' with the value '\$60,000', and 'Current RRSP savings' with the value '\$20,000'.

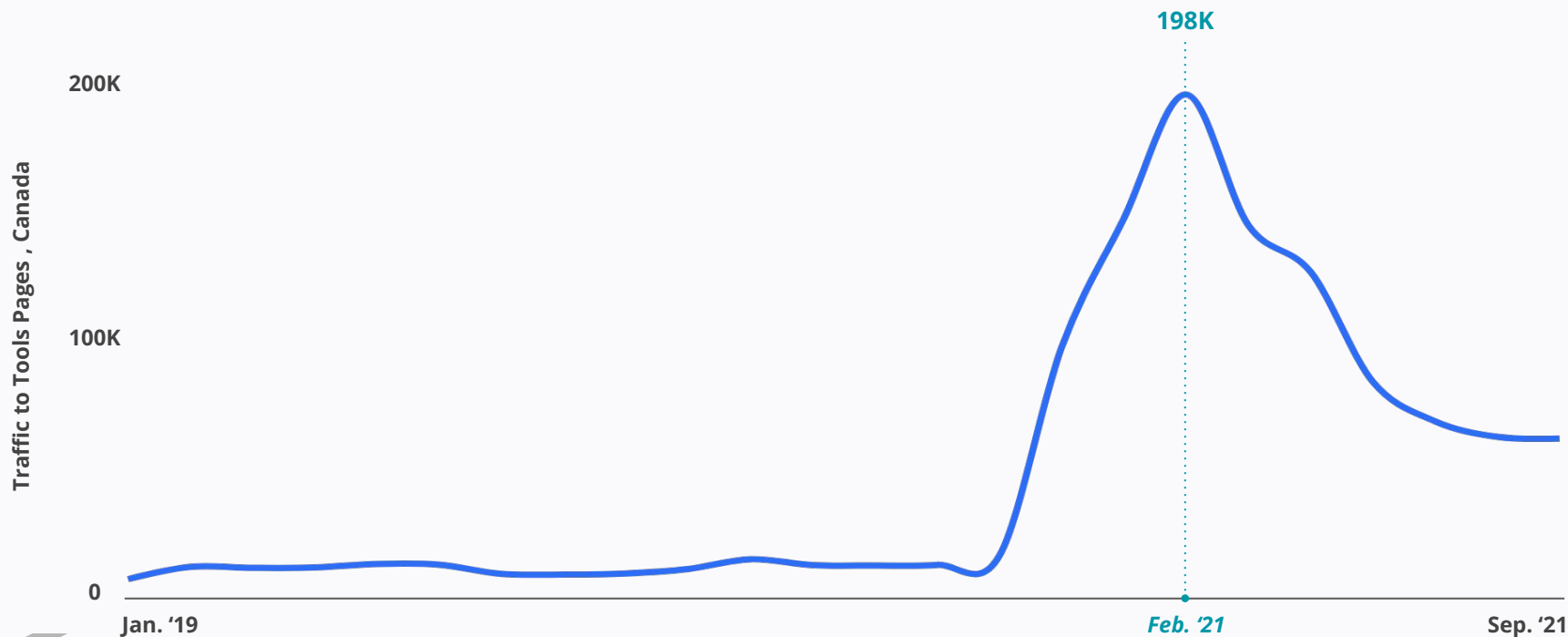
[Click to view](#)



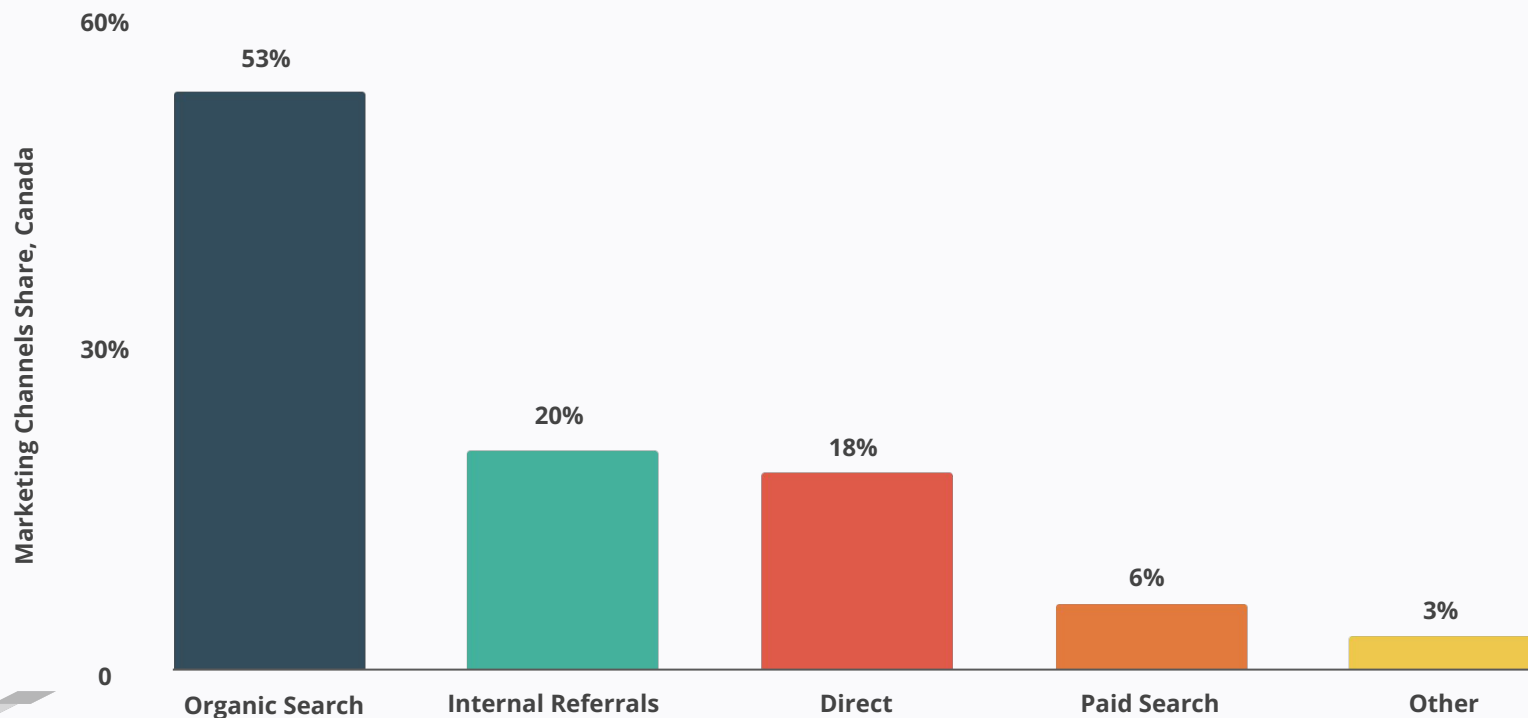
The image shows a mobile app interface for the 'Retirement Calculator' by Wealthsimple. The header includes the 'Wealthsimple' logo and a hamburger menu icon. The main title is 'Retirement Calculator' in bold, black font. Below the title, a subtitle reads: 'Our free retirement calculator will help you understand how much you'll need to save for retirement. Get started by telling us about your current financial picture.' There are two input fields: 'I'm' followed by '30' with a double-headed arrow icon, and 'years old.' Below this, there is a label 'I make' followed by '\$50k' in large, bold, black font, and 'per year.' below it.

[Click to view](#)

In February 2020, almost 200K users visited Wealthsimple's financial calculators.



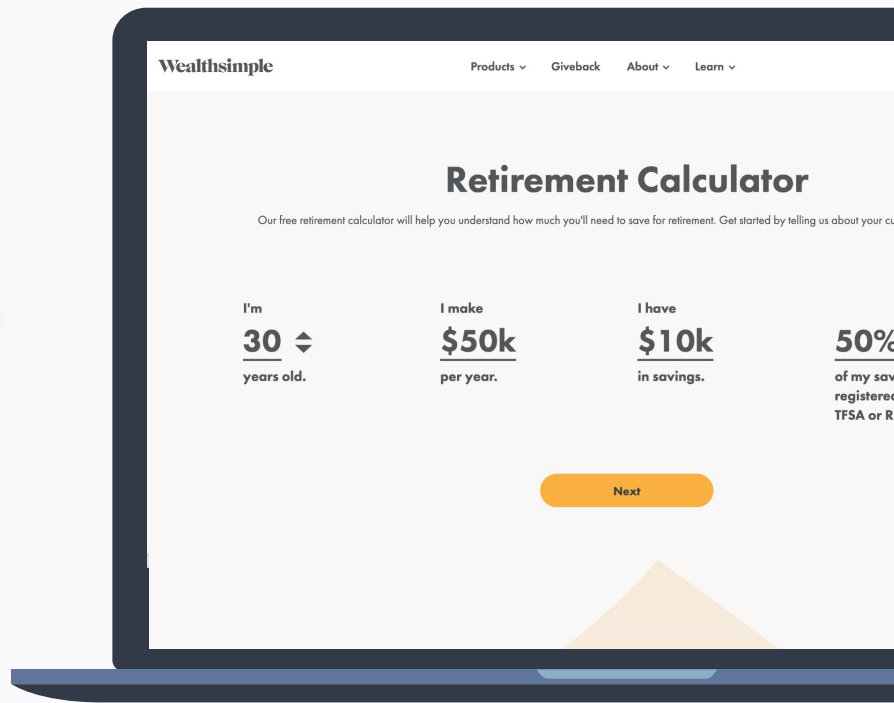
More than half (53%) of traffic comes from organic searches, followed by internal referrals from other pages on Wealthsimple's website. In addition to relying on organic (non-paid) visits, the company supports these tools with paid search.



Between August 2019 and August 2021, 611K visitors landed on Wealthsimple's website while searching for an income tax or retirement calculator.

Top Organic Mortgage Tools Keywords that Drive Traffic to tools.td.com:

tax calculator	45K
income tax calculator	39K
retirement calculator	22K
simple tax calculator	21K
canada tax calculator	18K
Wealthsimple tax calculator	18K
ontario tax calculator	18K
Income tax calculator ontario	16K
ontario income tax calculator	14K
wealthsimple calculator	14K



Since Aug 2019, Wealthsimple spend only ~\$3K to run search ads pointing to [Tax](#) and [Retirement Calculators](#) and in return captured 72K visits.

Paid Search Ads:

Wealthsimple Tax Calculator - Maximize Your 2020 RefundAd:https://www....

[Wealthsimple Tax Calculator - Maximize Your 2020 Refund](#)

Quickly estimate your 2020 taxes with our free calculator. See how much tax you'll pay on CERB and other government relief. Secure & Private. File Provincial Taxes. ADC express.

Retirement Calculator | Wealthsimple Invest®Ad:https://www.wealthsimple...

[Retirement Calculator | Wealthsimple Invest®](#)

Our free retirement calculator will help you understand how much you'll need to save. Put your money on auto-pilot with automatic deposits, dividend reinvesting & rebalancing. 1000s of Stocks Available. Great Tech + Human Help. Grow Your Money. No Fee Trading.

Wealthsimple Tax CalculatorAd:https://www.wealthsimple.com/

[Wealthsimple Tax Calculator](#)

Maximize Your 2020 Refund. Quickly estimate your 2020 taxes with our free calculator. See how much tax you'll pay on CERB and other government relief. Made in Canada.

Landing Page + Keywords

www.wealthsimple.com/en-ca/tool/tax-calculator/

2021 tax calculator

www.wealthsimple.com/en-ca/tool/retirement-calculator

save for retirement calculator

www.wealthsimple.com/en-ca/tool/tax-calculator/

canada tax calculator

Key Takeaways

Wealthsimple recognizes the importance of SEO strategy to drive traffic to its website. The company has been continuously investing in creating valuable content for both seasoned investors and beginners. In addition to sharing knowledge in a form of written content, Wealthsimple developed three tools that provide immediate value to the users: [Income Tax Calculator](#), [RRSP Calculator](#) and [Retirement Calculator](#).

Content — Invest in Evergreen Content: Wealthsimple invested in creating user-friendly self-serve tools and help solve customers' problems. Wealthsimple ensures that each calculator page has CTAs that help convert the prospects into users.

Traffic Channels — Seek Effective Ways to Compliment SEO Strategy: In addition to investing in keyword-rich content, Wealthsimple also created engaging instruments that deliver immediate value to users. Wealthsimple relies on organic search to drive traffic to these tools, yet the brand also invests additional budget to run search ads.