



How (& who) people found when  
searching for Finance Brokers

Gold Coast 2018

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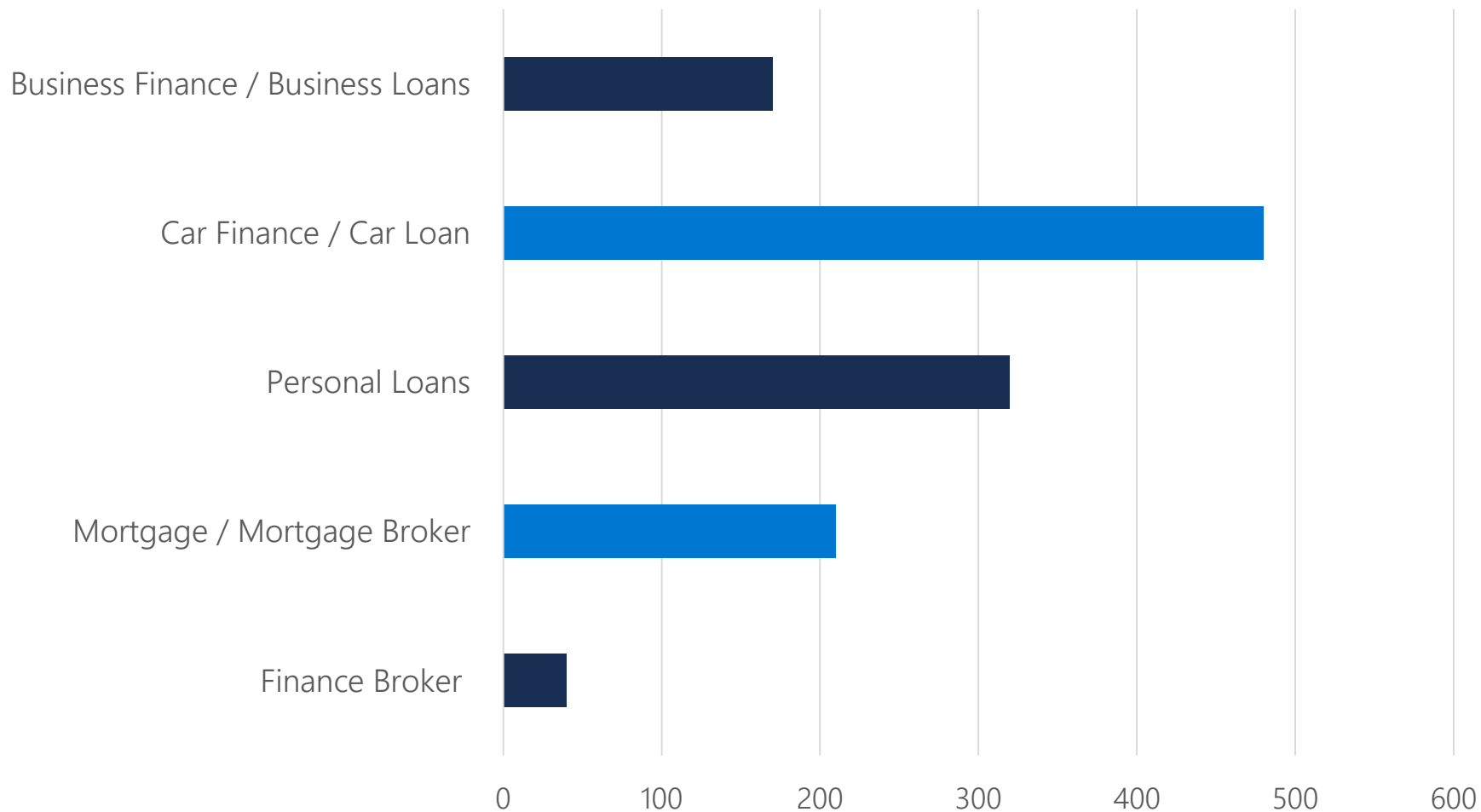
The background of the slide is a blurred image of a laptop keyboard and a smartphone. The smartphone screen displays a Facebook profile page with a photo of a family and the text 'Facebook' and 'Send Message'.

This is what your potential  
clients 'Google' when  
trying to find you.

(when they are Googling you they are ready to connect)

# Areas of Finance

Per month searches

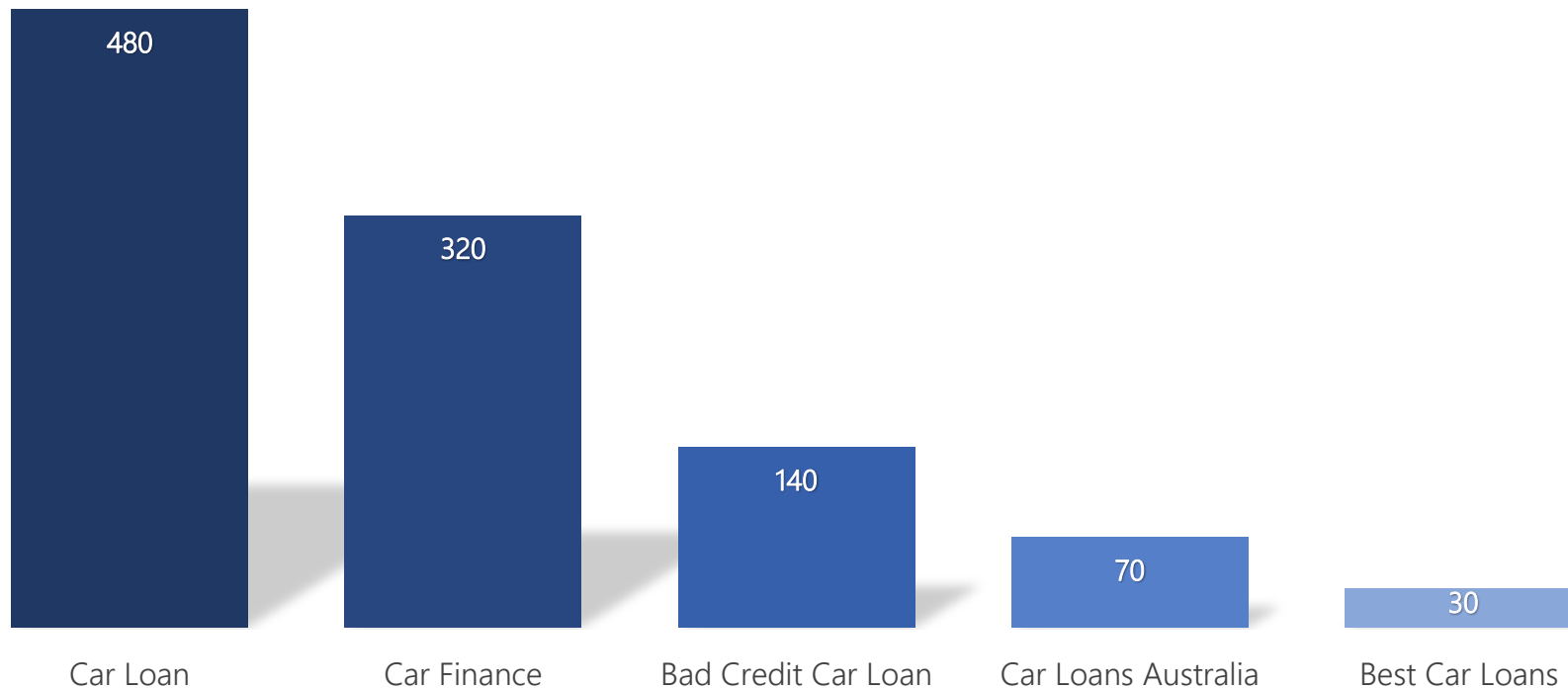


The background of the slide is a composite image. It shows a close-up of a laptop keyboard with keys like 'Q', 'W', 'E', 'R', 'T', 'Y', 'U', 'I', 'O', 'P', 'A', 'S', 'D', 'F', 'G', 'H', 'J', 'K', 'L', 'Z', 'X', 'C', 'V', 'B', 'N', 'M', 'tab', 'caps lock', 'shift', 'control', 'option', and 'command'. In the foreground, a smartphone is tilted, displaying the Facebook mobile app interface. The phone screen shows a search bar at the top with the text 'Facebook', a profile picture of a person, and various navigation icons like 'Like', 'Follow', 'Share', 'Send Message', 'Save', 'Post', 'Videos', and 'Photos'. The text 'Each month there are hundreds of searches for finance related terms.' is overlaid in a large, dark blue font across the center of the image.

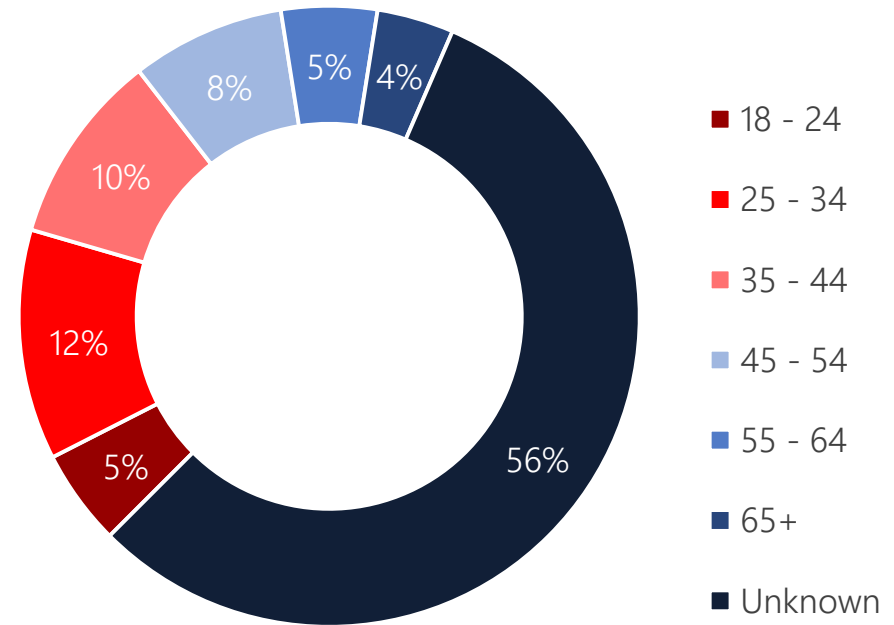
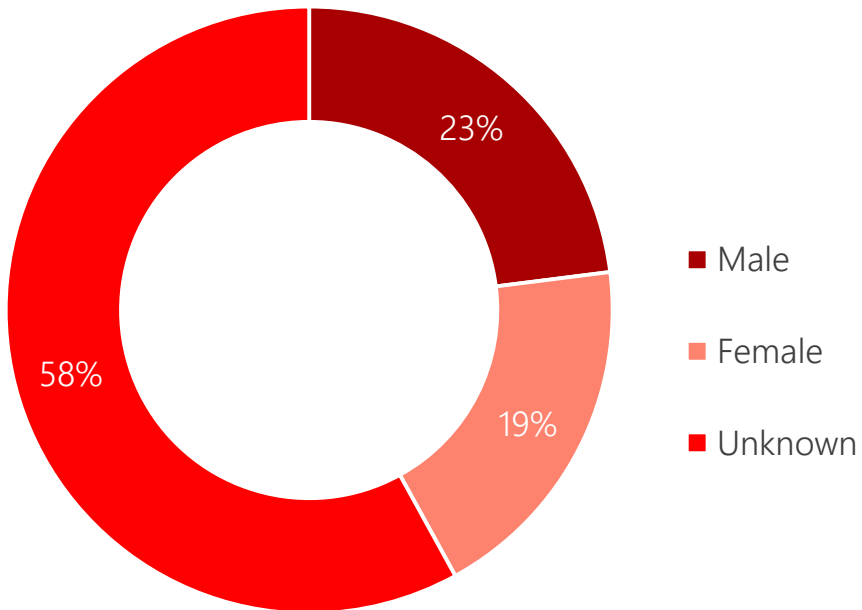
Each month there are  
hundreds of searches for  
finance related terms.

# Top Search Terms for Car Finance

Based on average monthly searches

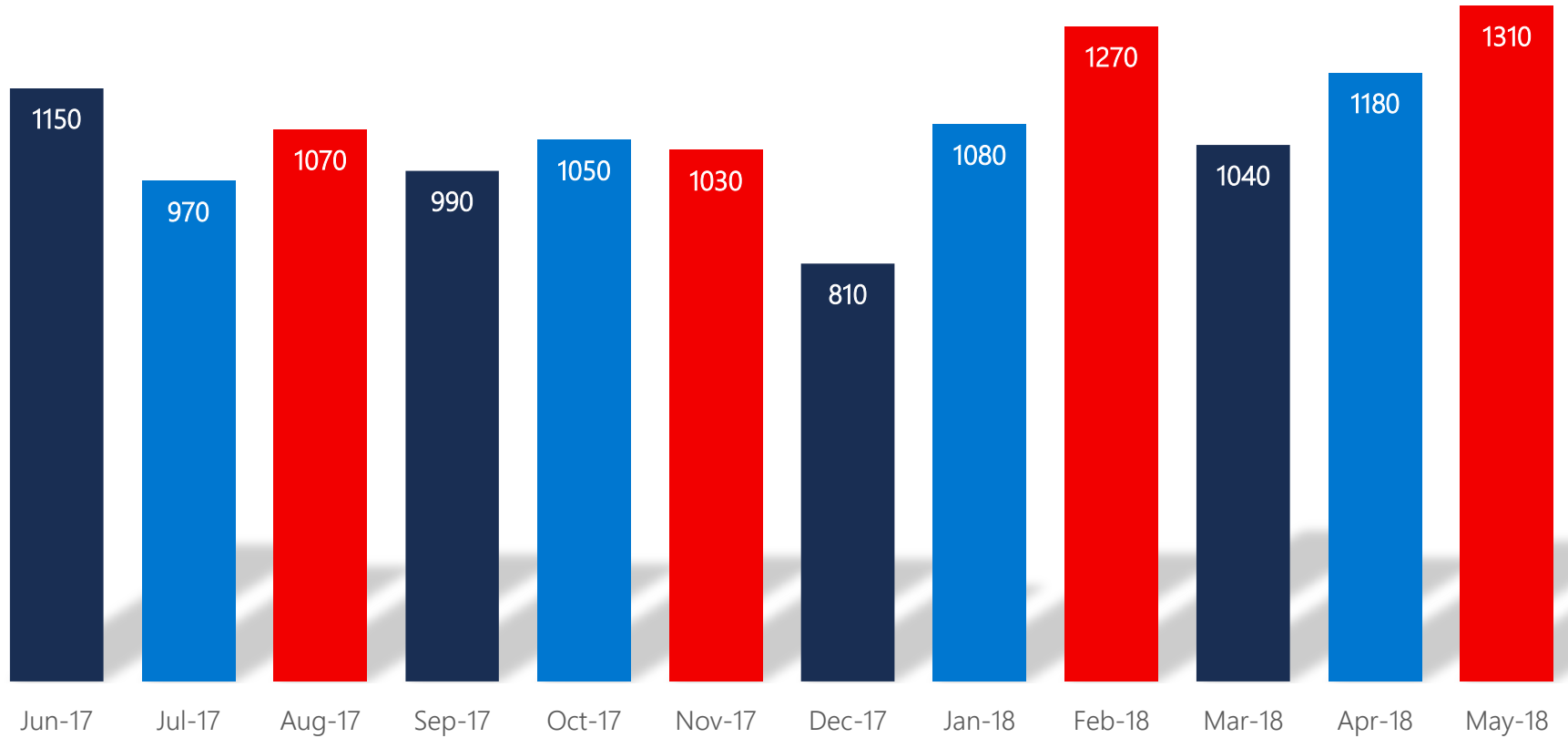


# Who is Searching for "Car Finance"?



# Search Volume Trends for Car Finance

Based on average monthly searches



# Top 5 Companies Found for Car Finance



## *Car Loan*

### *Organic*

1. Rate City
2. Westpac
3. Canstar
4. Finder.com.au
5. Savvy

### *Paid*

1. Auto Car Loans
2. Rate City
3. Car Start Finance
4. CUA Bank

## *Car Finance*

### *Organic*

1. Rate City
2. Stratton Finance
3. Stratton Finance
4. Savvy
5. Aussie Bank

### *Paid*

1. Auto Car Loans
2. Car Start
3. Stratton Finance
4. CUA Bank

## *Bad Credit Car Loan*

### *Organic*

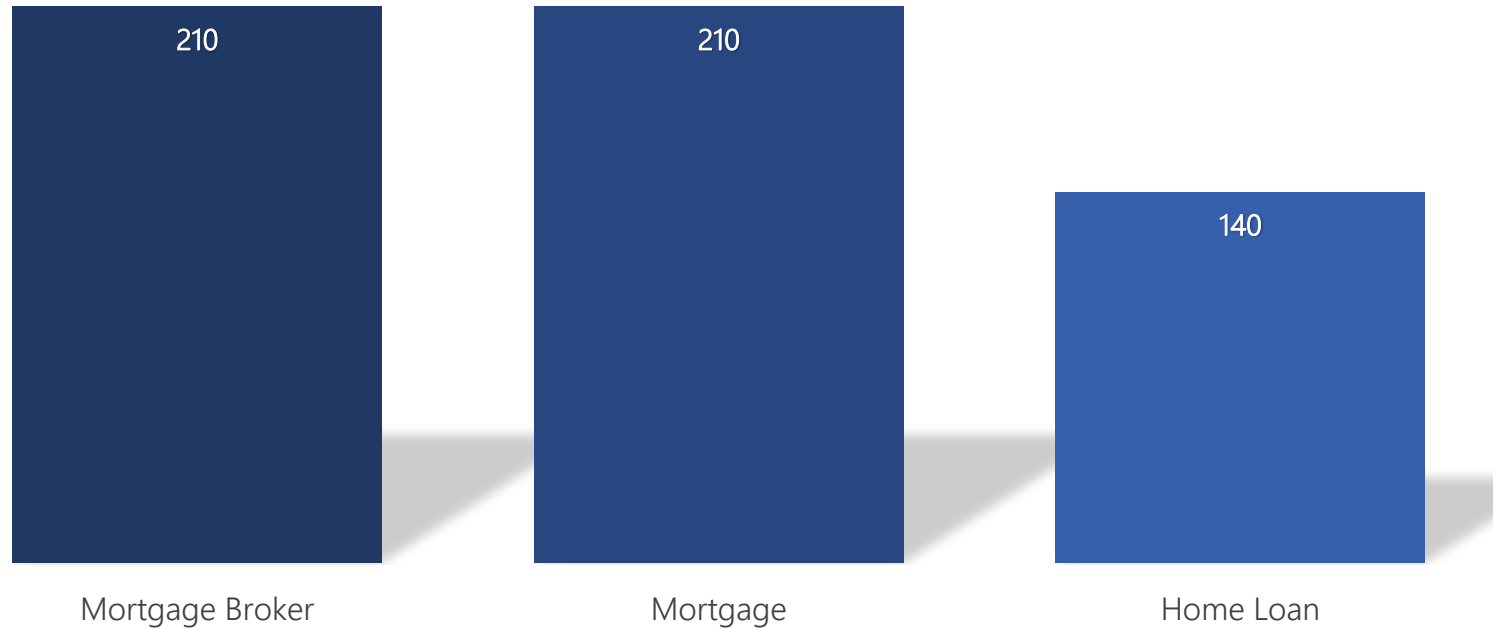
1. Savvy
2. Rapid Finance
3. Aussie
4. Loans for People with Bad Credit
5. Car Loan World

### *Paid*

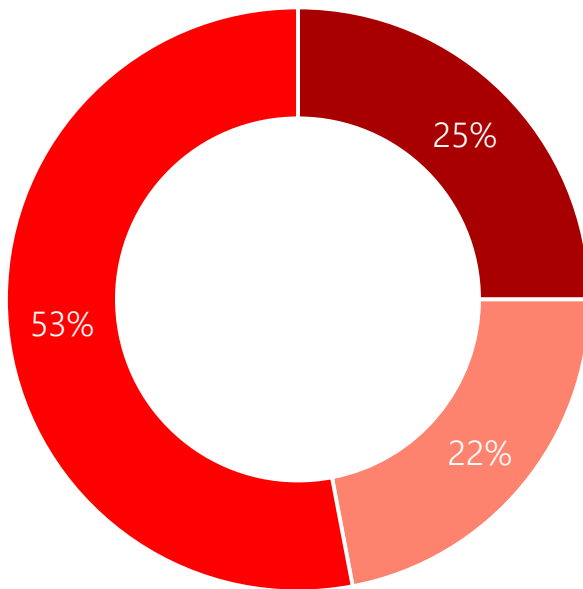
1. Car Start Finance
2. Hoolu
3. Fox Symes
4. Zoom Car Loans

# Top Search Terms for Mortgage

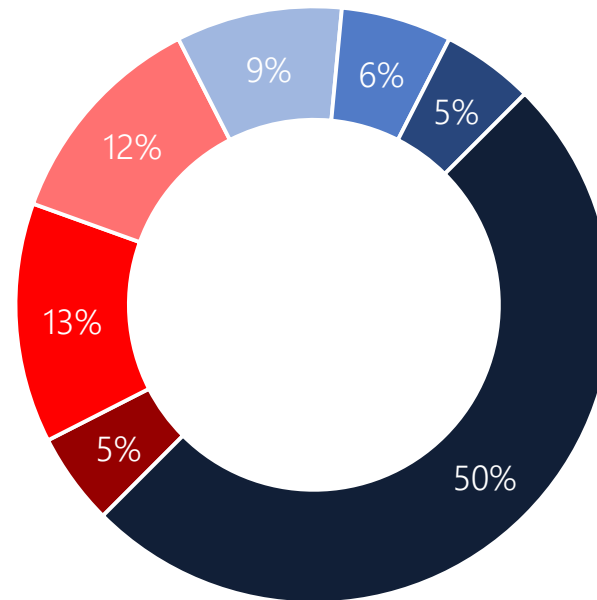
Based on average monthly searches



# Who is Searching for "Mortgage"?



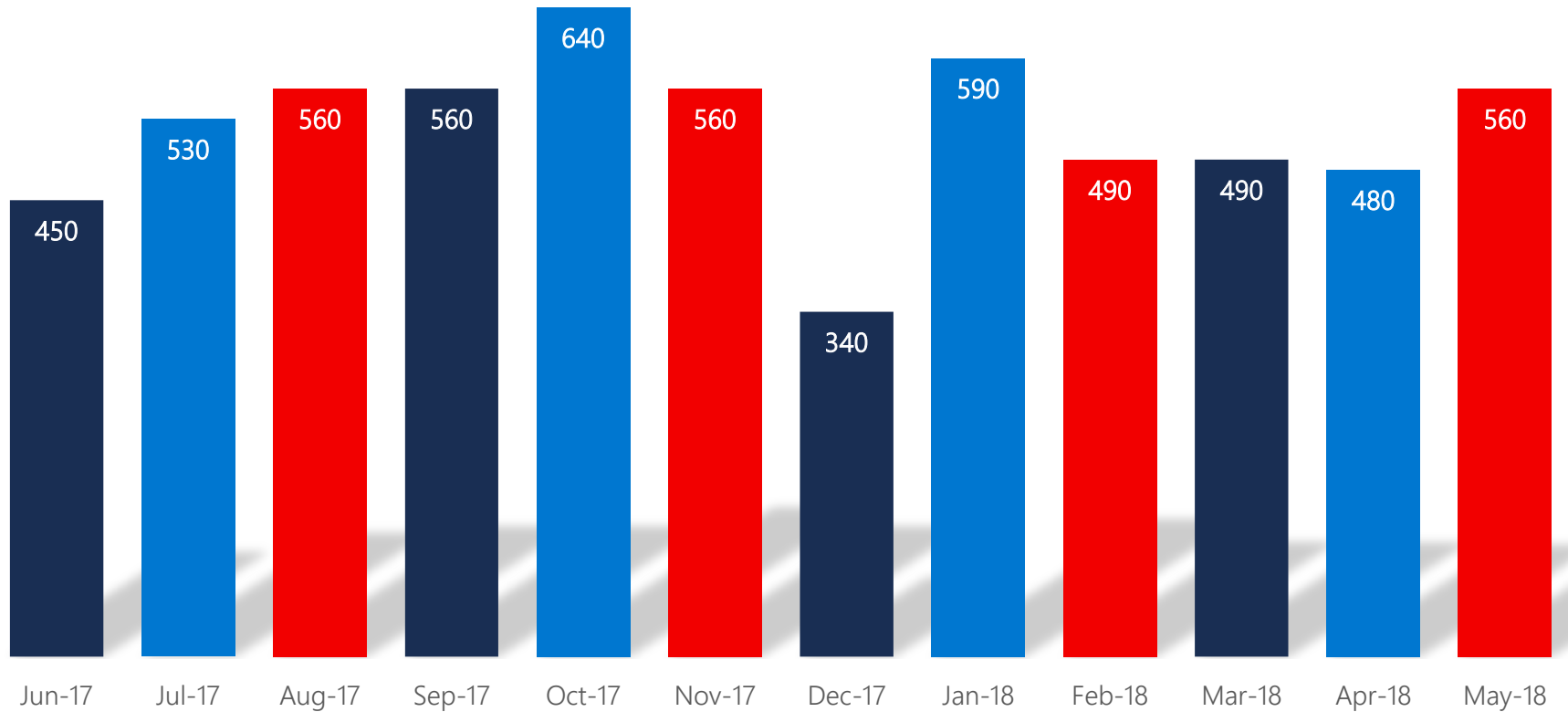
- Male
- Female
- Unknown



- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 +
- Unknown

# Search Volume Trends for Mortgage

Based on average monthly searches



# Top 5 Companies Found for Mortgage



## *Mortgage Broker*

### *Organic*

1. Canstar
2. Aussie
3. Finder.com.au
4. Money Smart (ASIC)
5. Mortgage Choice

### *Paid*

1. Aussie
2. Rams
3. Select A Broker
4. Mortgage Choice

## *Mortgage*

### *Organic*

1. Money Smart
2. Your Mortgage
3. NAB
4. Mortgage Choice
5. Mortgage House

### *Paid*

1. Lendi
2. Finder.com.au
3. iselect
4. Greater Bank

## *Home Loan*

### *Organic*

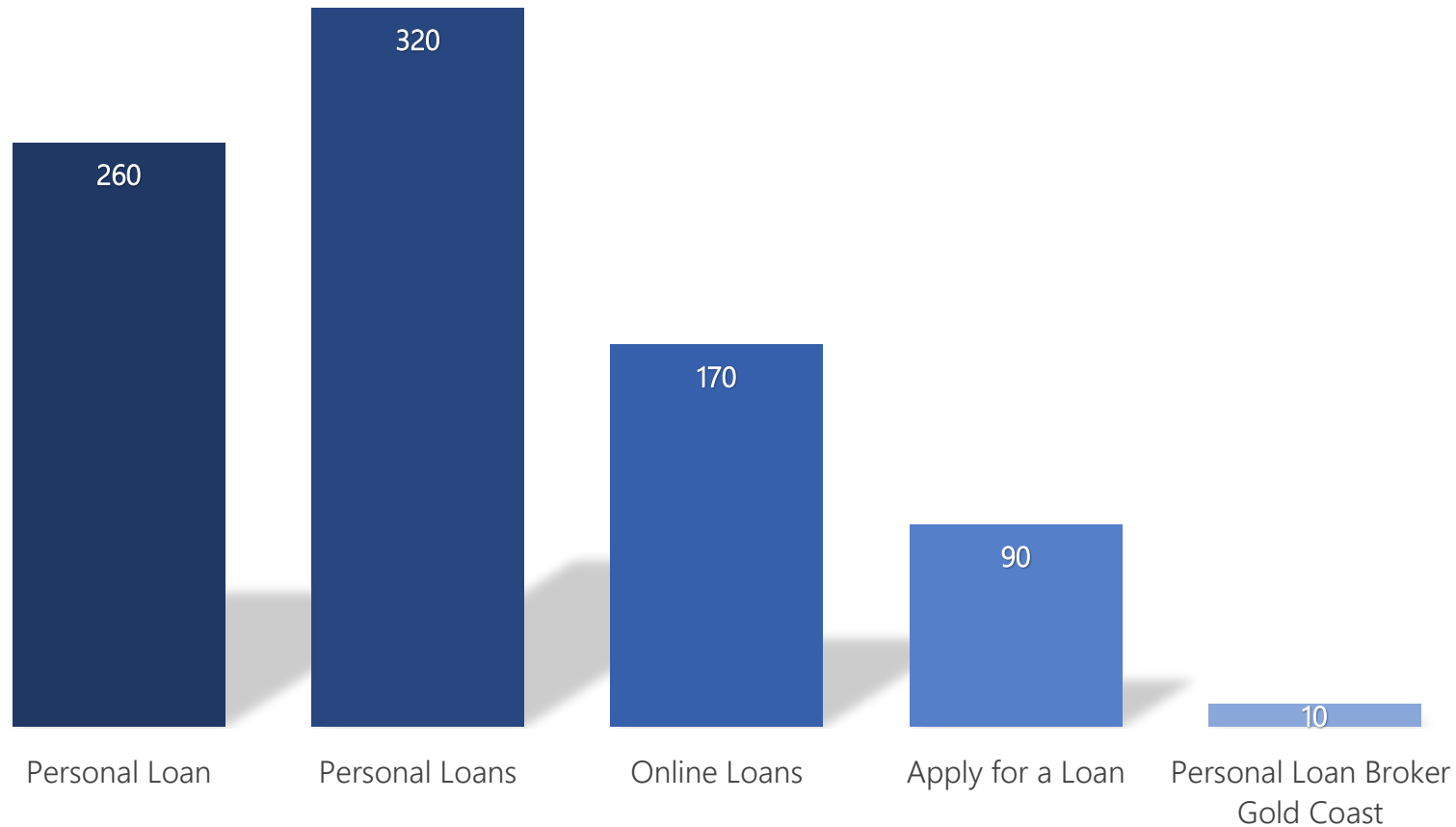
1. Rate City
2. NAB
3. Canstar
4. ING Bank
5. ANZ

### *Paid*

1. U Bank
2. Loans.com.au
3. Realestate.com.au
4. Rams
5. Bank Australia

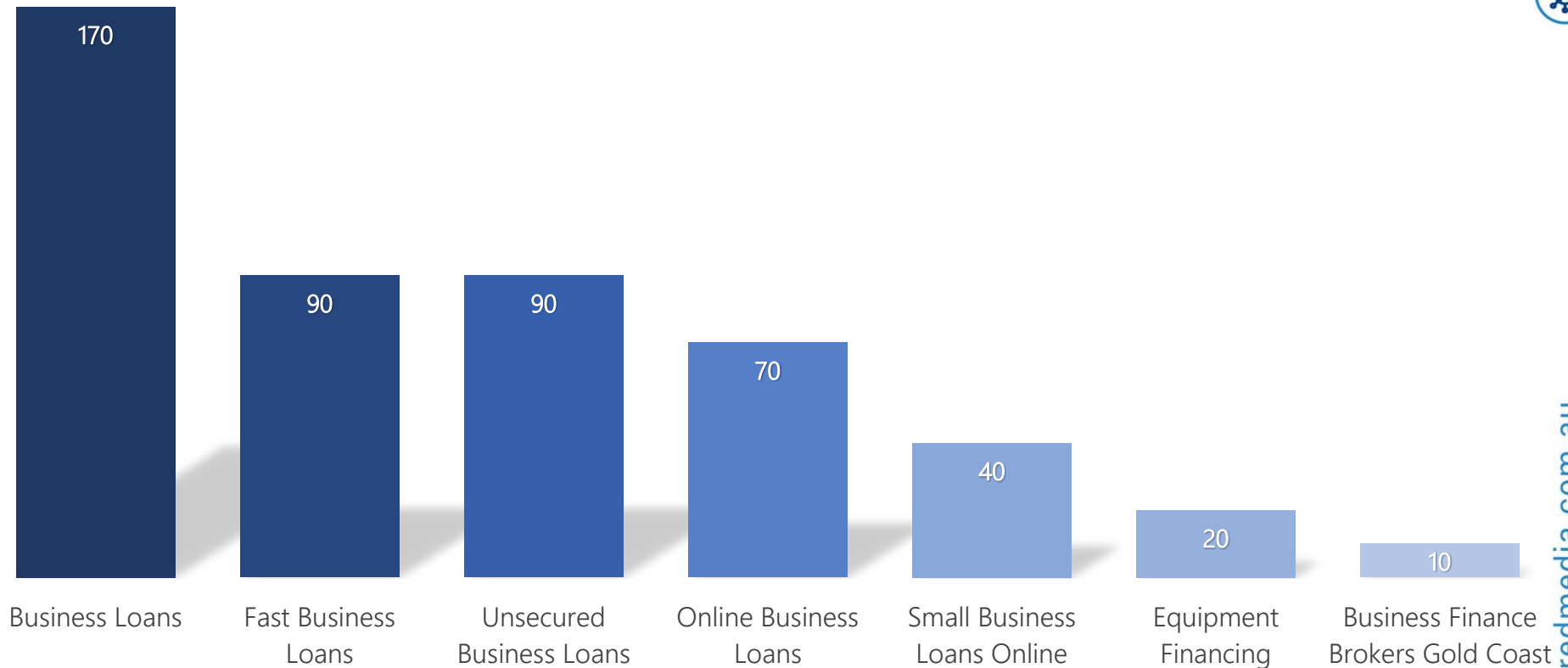
# Top Search Terms for Personal Loan

Based on average monthly searches

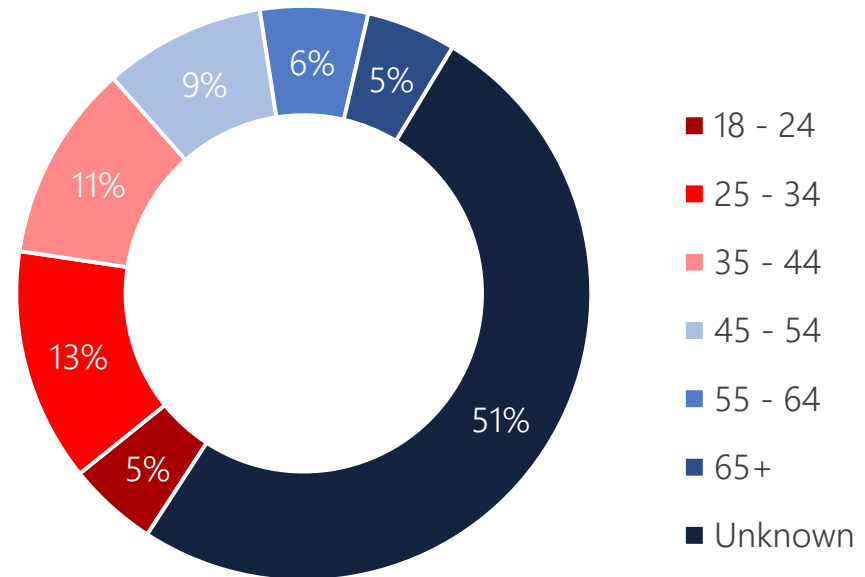
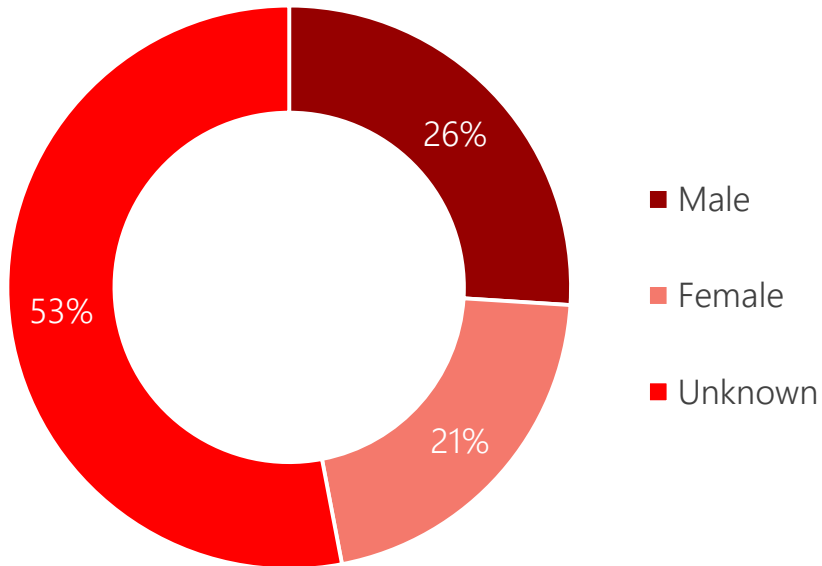


# Top Search Terms for Business Finance

Based on average monthly searches

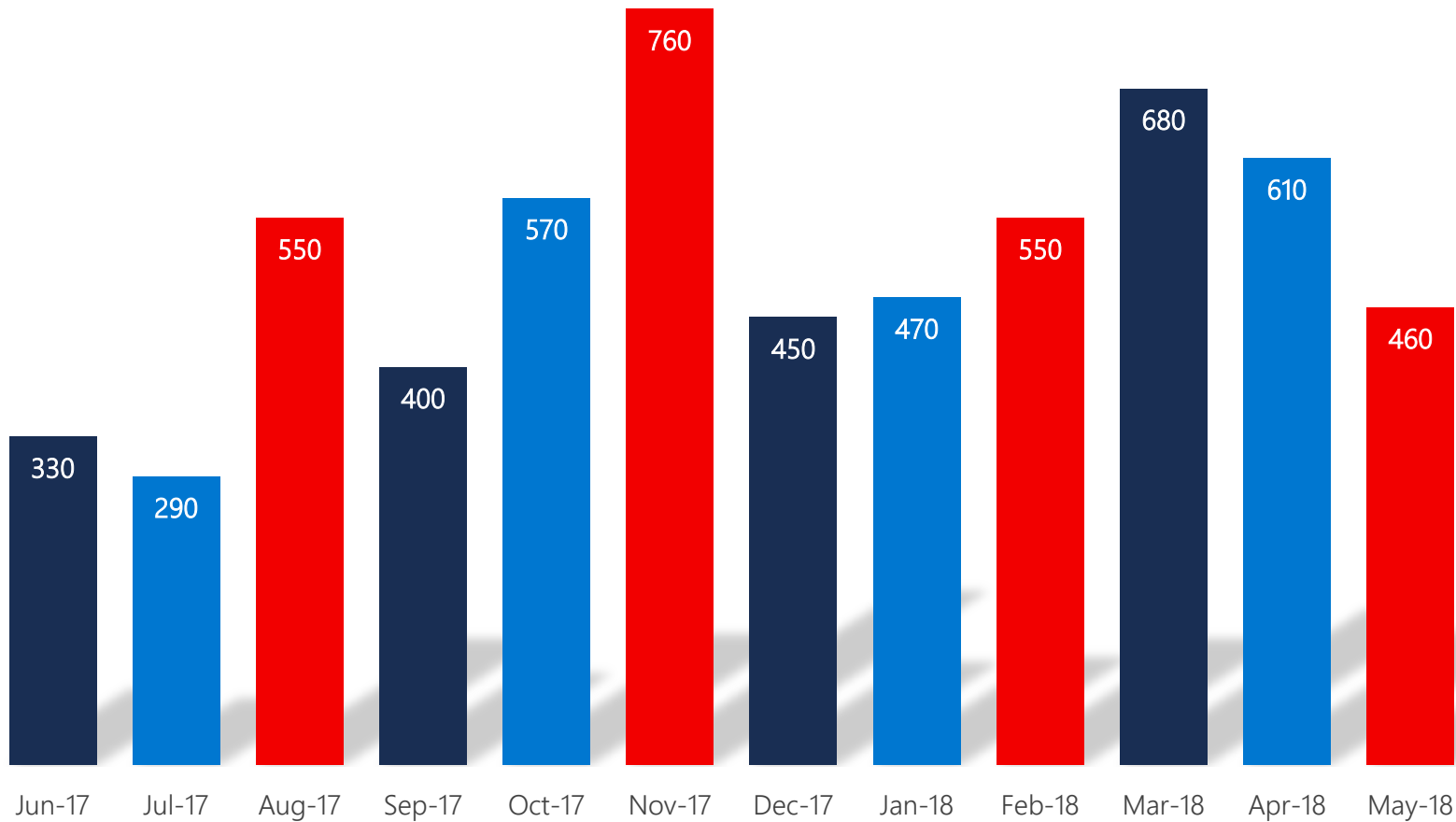


# Who is searching for Business Finance?



# Search Volume Trends for Business Finance

Based on average monthly searches



# Top 5 Companies found for Business Finance



## *Business Loans*

### *Organic*

1. CommBank
2. Canstar
3. ANZ
4. NAB
5. Westpac

### *Paid*

1. ebroker
2. Prospa
3. Get Capital
4. Moula

## *Fast Business Loan*

### *Organic*

1. Max Funding
2. Speedy Finance
3. Unsecured Finance Australia
4. Merchant Cash
5. Noble Loans

### *Paid*

1. ebroker
2. NAB
3. Spotcap
4. ANZ

## *Unsecured Business Loans*

### *Organic*

1. Max Funding
2. Speedy Finance
3. Unsecured Finance Australia
4. Merchant Cash
5. Noble Loans

### *Paid*

1. Loans One
2. Get Capital
3. ebroker
4. ondeck



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# Digital Marketing Team



**Carlos Farra**

Digital Marketing Director

His expertise is in advertising campaigns such as CPC, CPA and CPM. He has marketed companies from a range of industries including finance, tourism, hospitality, health and technology, among others. Carlos is fully certified by Google.



**Chloe Wallent**

Digital Marketing Manager

With her leadership and digital marketing expertise, Chloe was a finalist in the 'Aspiring Young Business Women' and 'Futurist' categories of the 2017 Women in Business Awards of Australia.

# Brendon Sinclair

Founder & CEO



Brendon is a business guy with a vast array of experience across a broad range of areas from marketing public companies, national brands, large retail operations and much more.

## A Rare Creature

Brendon is one of those rare creatures who can not only tell you how to do it, he's done it himself.

At the pinnacle of their popularity, Brendon was Australia's largest exporter of Ugg Boots.

He's also owned one of Australia's most popular eczema cream businesses, once selling \$250k worth of a \$50 product online in just one hour after some effective PR.

He had an ABC Radio show talking all things marketing, which comes as no surprise to us, since he loves a good tangent or two.

Brendon is a sought after public speaker at conferences, Universities and business events.





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