



Digital Marketing Strategies

Hdfc Bank SEO Statistics

Hdfc Bank website



English ▾

SEARCH



HOME FINANCE

PROPERTY AND
REAL ESTATE

LIVING AND
LIFESTYLE

NON HOUSING
LOANS AND MORE

AT HOME WITH
HDFC

SUSTAINABILITY AT
HDFC



CALL US



Latest Post

Sustainability at HDFC

Why is a Sustainable
Lifestyle the Way to Go?




Sustainability at HDFC

A Beginner's Guide to a
Happy Eco-Friendly



Hdfc Bank website has a Domain authority of 74

Authority Score 

 **74**

Semrush Domain Rank

7K ↑

Domain Authority is a search engine ranking score that gives a measure of how successful a site is when it comes to search engine results. It was created by software development company Moz, and gives an overview of likely search engine performance.

Hdfc Bank Backlink profile

Follow vs Nofollow

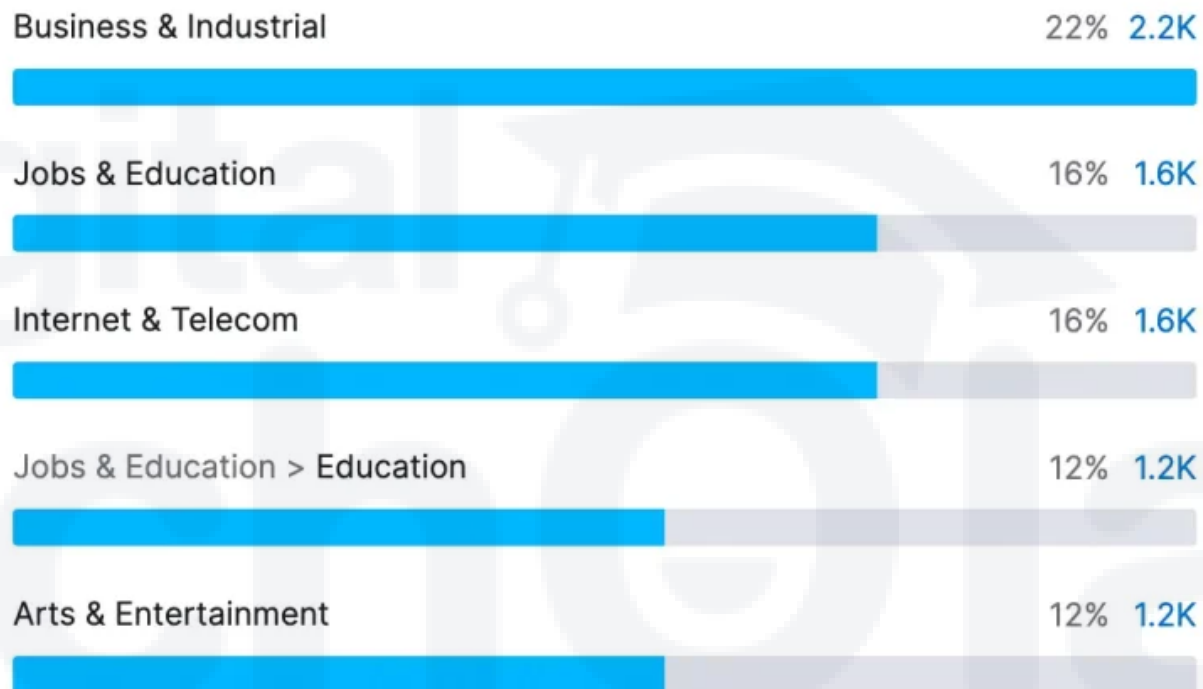


● Follow links	9.95M
● Nofollow links	9.97M

A backlink profile is the quantity, anchors and quality of links pointing to your website.

Hdfc Bank Backlink Referring Domains

Categories of Referring Domains



[View full report](#)

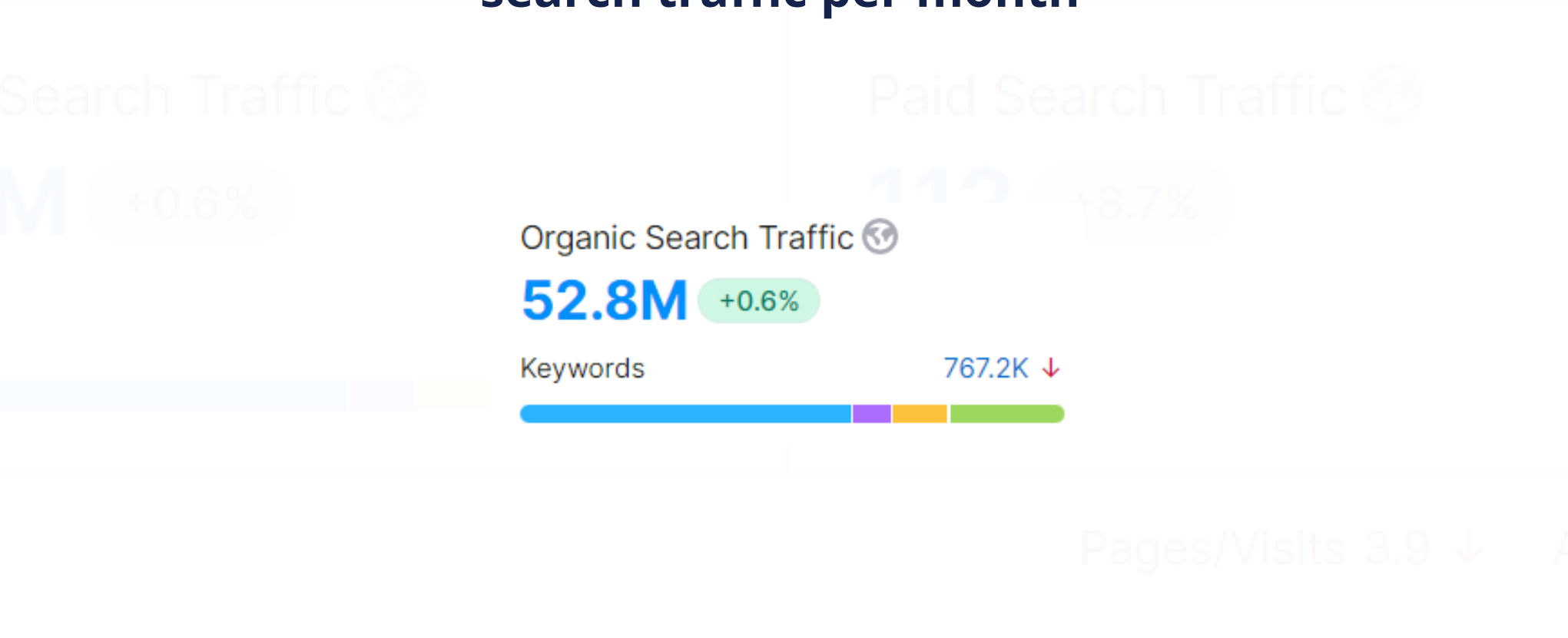
Hdfc Bank Backlink Types

Backlink Types



Backlink of HDFC are From of 90% Text and 7% images

Hdfc Bank has 52.8 M worth of organic search traffic per month



Organic traffic is those visitors that land on your website from unpaid sources, aka essentially free traffic. Organic sources here include search engines like Google, Yahoo, or Bing.

Hdfc Bank has 8.5M Paid search traffic and Backlinks of 106.2M

Paid Search Traffic 🌐	Backlinks 🌐
112 +8.7%	19.9M
Keywords 8 ↑	Referring Domains
Pages/Visits 3.9 ↓ Avg. Visit Duration 07:25 ↑ Bounce rate 0.3 ↑	

Paid search traffic is attributed from visitors clicking on a link in an advertisement or sponsored listing that a business has paid for in order to appear at the top of search results.

Hdfc Bank Top Organic Keywords

Top Organic Keywords 107,702

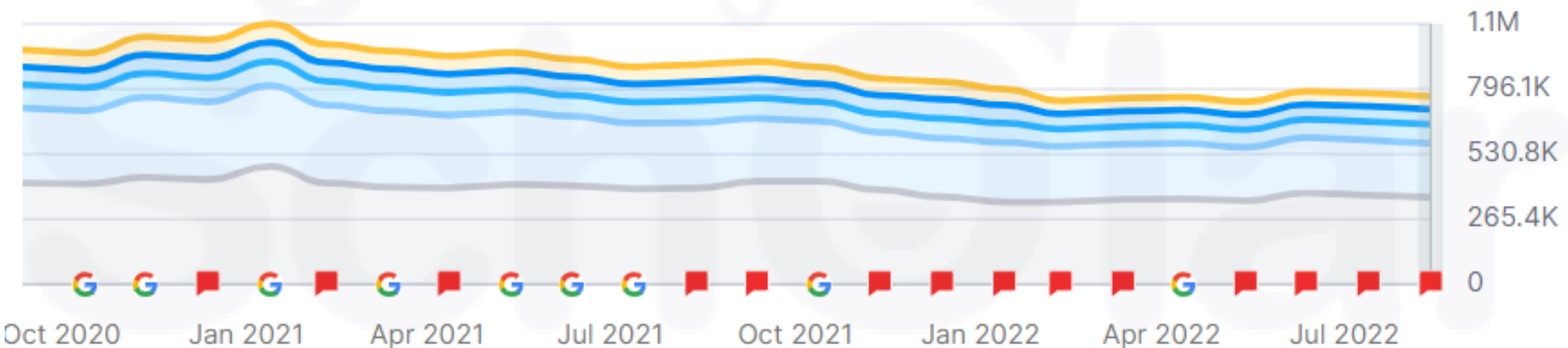
Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...	≡
hdfc netbanking >>	I	1	110,000	3.95	20.63	
hdfc net banking >>	I T	1	49,500	3.95	9.28	
hdfc >>	N	1	40,500	2.16	7.59	
hdfc bank >>	N	1	22,200	2.53	4.16	
hdfc netbanking l... >>	I T	1	22,200	0.00	4.16	

An organic keyword is a keyword used by a person to find your website without clicking on an ad

Hdfc Bank Top Organic Keywords

Organic Keywords 767,164

☒ Top 3
 ☒ 4-10
 ☒ 11-20
 ☒ 21-50
 ☐ 51-100



Hdfc Bank Organic Traffic

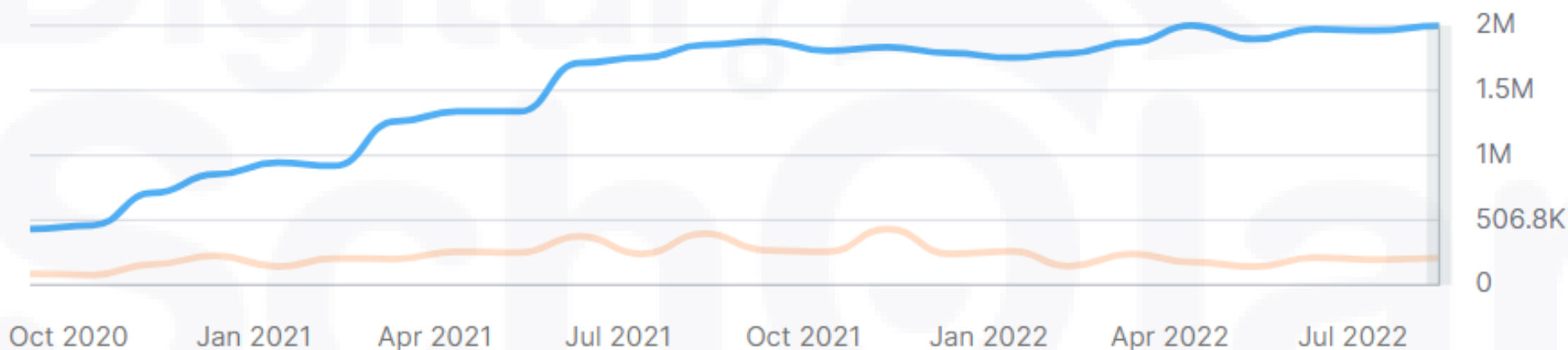


Hdfc Bank Top Organic Traffic

Organic Traffic 2,023,193/month



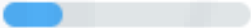



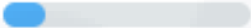

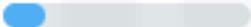

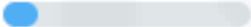
1M 6M 1Y 2Y All time

☒ Organic Traffic ☒ Paid Traffic | ☐ Notes ▾



Hdfc Bank Top Organic Competitors

Main Organic Competitors 16,082

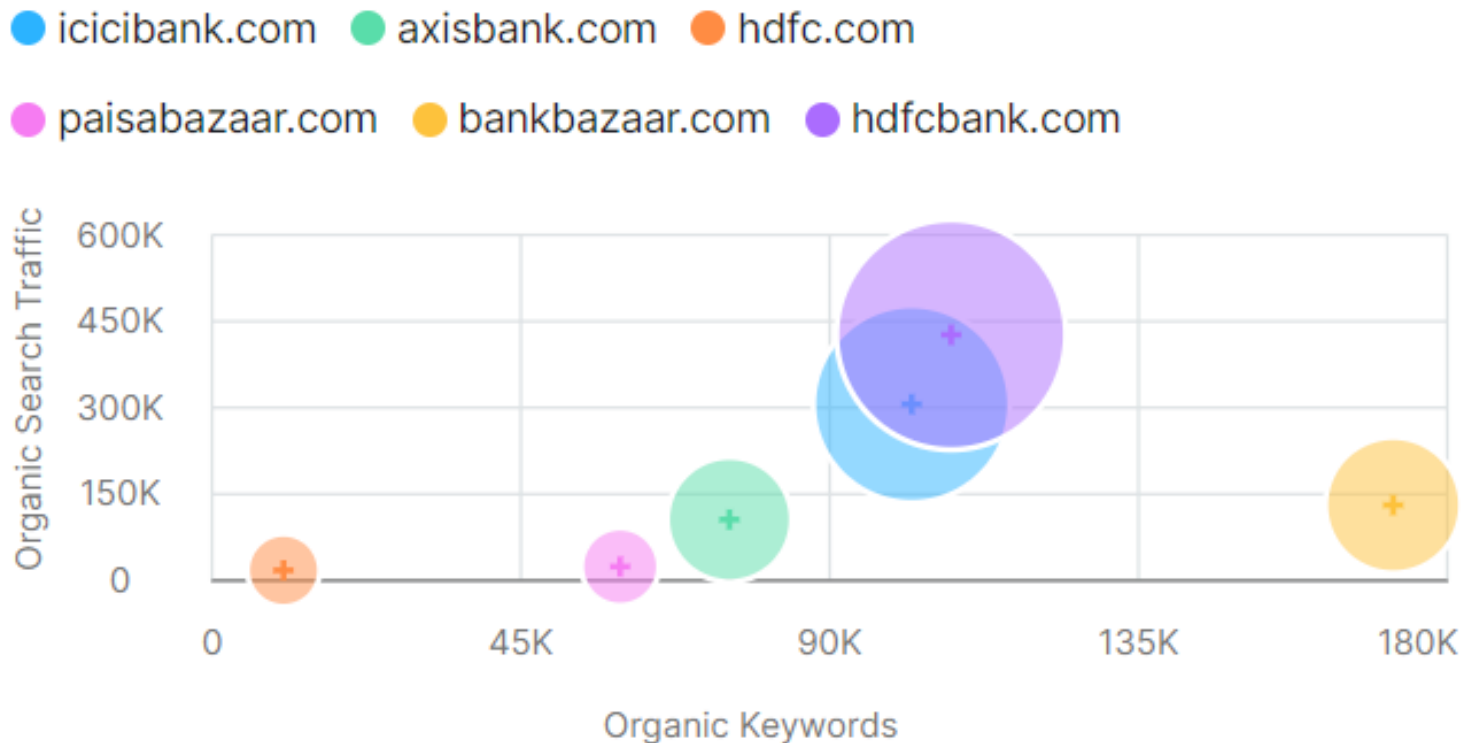
Competitor	Com. Level 	Com. Keywords	SE Keywords
icicibank.com 		2,923	101,943
axisbank.com 		2,190	75,395
hdfc.com 		671	10,423
paisabazaar.com 		1,544	59,467
bankbazaar.com 		2,706	172,113

An organic competitor is a website you're competing against for position on keywords, be it for one or many

Competitive Positioning Map

Organic Keywords

Competitive Positioning Map



A competitive positioning map is a visual positioning tool that compares brands, products or services.

Hdfc Bank Google ads Strategies

Keyword Variations

199 Total volume: **3.1K**

Keywords	Volume	KD %
https://www.hdfcbank.com/netbanking	2.4K	82 ●
https://www.hdfcbank.com/login	320	81 ●
https://www.hdfcbank.com/credit-card	90	77 ●
https://www.hdfcbank.com/credit-card/track	70	n/a ●
https://www.hdfcbank.com/personal/customer-centre	50	n/a ●

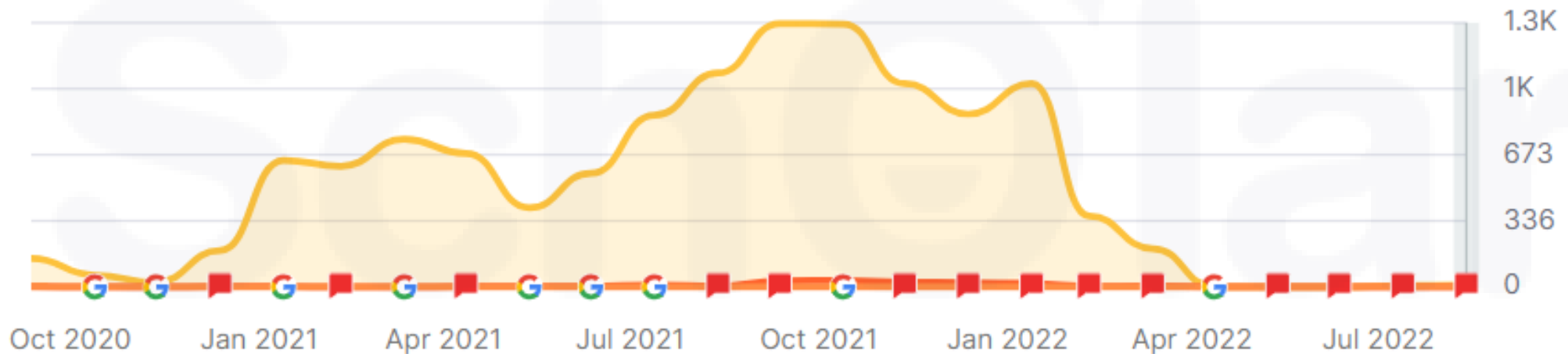
[View all 199 keywords](#)

HDFC does not do much for its Google ads. Here is a list of their keyword variations.

Hdfc Bank Paid Keywords

Paid Keywords 8

✓ Top 3 ✓ 4-9 ✓ 9+



Hdfc Bank Facebook Marketing Strategies



The screenshot displays the HDFC Bank Facebook profile. The header includes the bank's logo, name, and a 'Learn more' button. Below the header, navigation tabs for Home, About, Photos, Videos, and More are visible. The 'About' section is expanded, showing a welcome message, bank details, and engagement statistics. A post from September 11th promotes 'Vigil Aunty', a WhatsApp-based fraud advisory service, with a link and a promotional image.

HDFC Bank ✓
@HDFC.bank · Financial service

[Learn more](#)
bit.ly

Home About Photos Videos More ▾

About [See all](#)

Welcome to HDFC Bank's official Facebook page! Join us to learn about our products, exciting offers & latest happenings in the banking & finance indus... [See more](#)

HDFC Bank was incorporated in August 1994. As of March 31, 2017, the Bank had a nationwide distribution network of 4,715 branches and 12,260 ATM's in 2,657 cities/towns.

2,839,402 people like this

2,930,323 people follow this

38,530 people checked in here

<http://www.hdfcbank.com/>

Financial service

HDFC Bank ✓
11 September at 12:56 · 🌐

Trust Vigil Aunty to give you the right advice related to frauds.

To Stay Safe and Stay Vigil from financial frauds, send 'Hi Vigil Aunty' on her WhatsApp number - 7290030000 or click here - <https://wa.link/qkpc27>

[#StayVigil](#) [#FreedomFromFrauds](#) [#SecureBanking](#) [#VigilAunty](#) [#Details](#) [#Password](#) [#Secure](#) [#Learn](#) [#Educate](#) [#Safety](#) [#Frauds](#) [#PersonalDetails](#)

VIGIL AUNTY

WHEN HE SAYS YOU CAN
TRUST HIM COMPLETELY

Hdfc Bank Instagram Marketing Strategies



hdfcbank ✓

Message

Follow

...

1,229 posts

297K followers

5 following

HDFC Bank

Financial service

The official Instagram account of India's No. 1 Bank. Follow us to experience a world of superior services, products & more.

hdfcbank.com/personal/pay/bill-payments/hdfc-bank-mobilebanking-app

Followed by iamdaga_ and _samarsingh_

297,976 followers

Instagram Engagement Rate



@hdfcbank

0.22%

Interactions per Post



Average Engagement

717 likes

20 comments

Hdfc Bank Instagram engagement rate is 0.22%

THANK YOU