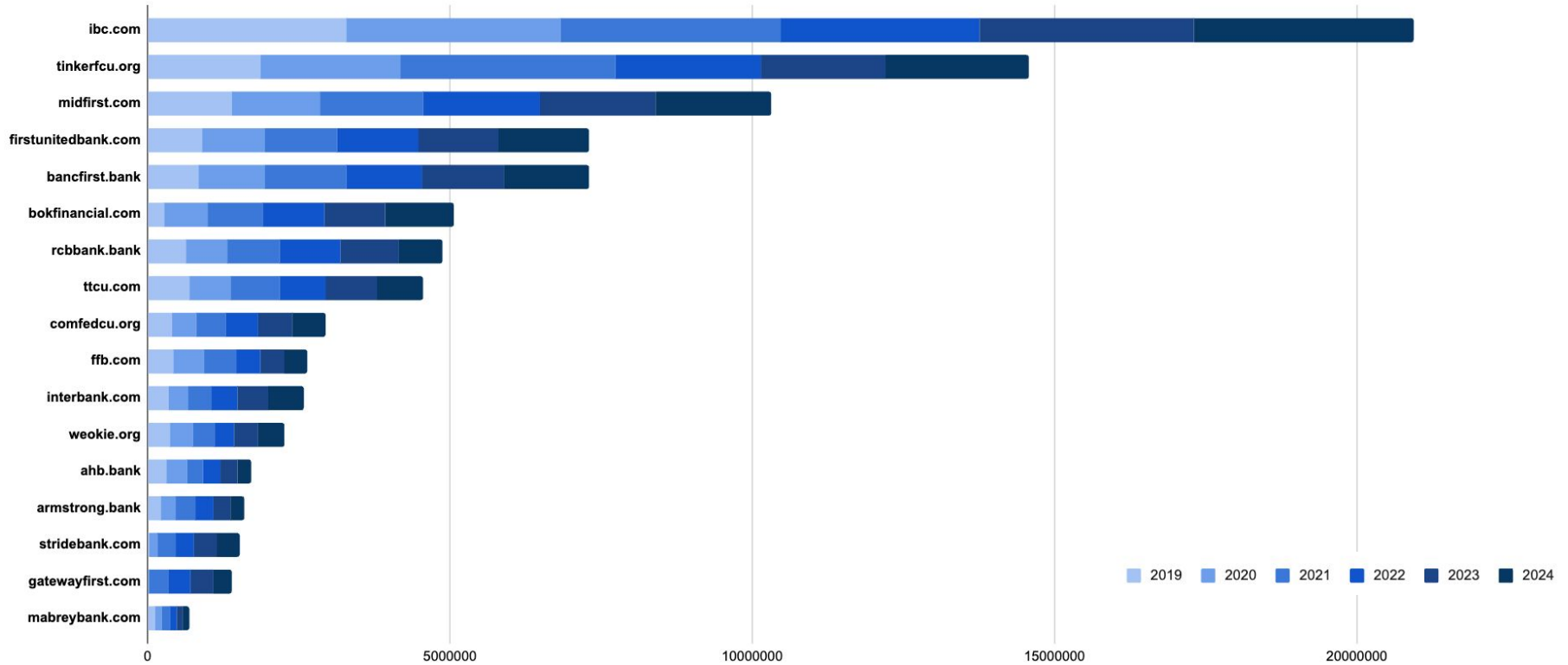


# Which Oklahoma-based bank leads online discoverability & intent?



Source: Google Data, Estimated Annual Organic Search Traffic, Jan 2019 - Dec 2024

# Which banks have the most valuable digital real estate in Oklahoma?

## banks in oklahoma city



- 1 bankofoklahoma.com
- 2 bancfirst.bank
- 3 yelp.com
- 4 bankofamerica.com
- 5 midfirst.com
- 6 myfirstliberty.com
- 7 oklahoma.gov
- 8 quailcreek.bank
- 9 armstrong.bank
- 10 bokfinancial.com
- 11 banksovereign.com
- 12 bancfirst.bank
- 13 bankofamerica.com
- 14 fsboc.com
- 15 bokfinancial.com

## banks in tulsa



- vast.bank
- bankofoklahoma.com
- yelp.com
- centralbank.net
- bokfinancial.com
- sbtulsa.bank
- bankofamerica.com
- midfirst.com
- bankofoklahoma.com
- umb.com
- firstokfcu.org
- firstoklahomabank.com
- commercebank.com
- triadbank.com
- equitybank.com

## banks in norman



- bankofoklahoma.com
- bankofamerica.com
- armstrong.bank
- firstunitedbank.com
- myfirstliberty.com
- yelp.com
- midfirst.com
- arvest.com
- visionbank.bank
- firstcitizens.com
- rcbbank.bank
- ibc.com
- prosperitybankusa.com
- bankofamerica.com
- bancfirst.bank

## banks in stillwater



- simmonsbank.com
- midfirst.com
- bancfirst.bank
- rcbbank.bank
- gpbankok.com
- okcommunitycu.com
- arvest.com
- yelp.com
- ibc.com
- thebankna.bank
- bancfirst.bank
- bluesky.bank
- stillwaterchamber.org
- yellowpages.com
- yelp.com

# Make it count

## Search

Paid Search  
SEO  
Shopping  
Amazon & Retail

## Social

Meta  
LinkedIn  
TikTok  
YouTube  
Pinterest  
Snap  
Reddit  
X (Twitter)

## Programmatic

Streaming / CTV  
Digital OOH  
Audio / Podcast  
Native Content  
Display

## Data

Planning & Engineering  
Conversion Rate (CRO)  
Data Aggregation  
Live Dashboards

## Messaging

Ad Creative  
Creator (UGC)  
Short-form Video (SFVV)  
Message Journey & Testing