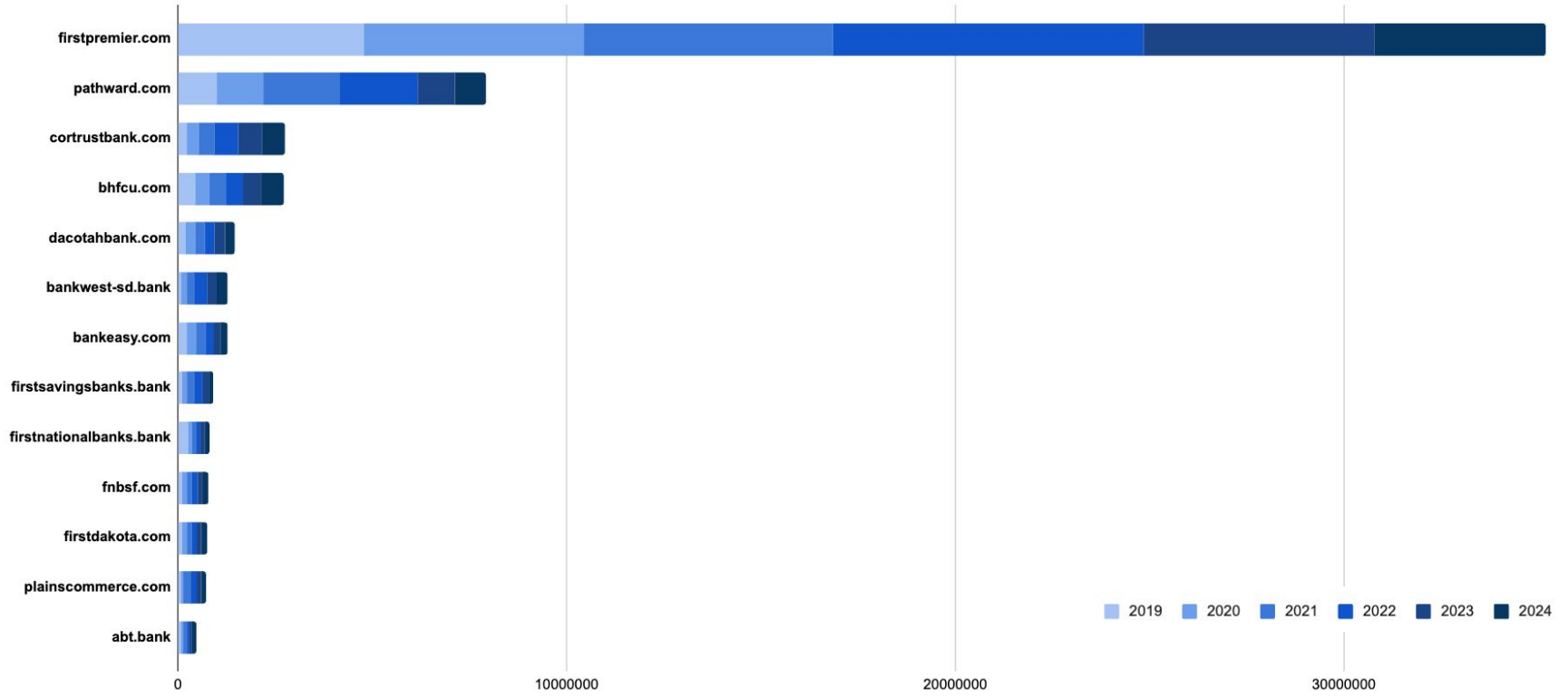


# Which South Dakota-based bank leads online discoverability & intent?



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

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

## banks in sioux falls



1	fnbsf.com
2	thelocalbest.com
3	siouxfallschamber.com
4	snbsd.com
5	firstdakota.com
6	abt.bank
7	baneeasy.com
8	yelp.com
9	firstinterstatebank.com
10	sunrisebanks.com
11	frontierbank.com
12	firstwestern.bank
13	heritagebankna.com
14	cornerstone.bank
15	firstinterstatebank.com

## banks in rapid city



bhcbank.com
firstinterstatebank.com
bankwest-sd.bank
yelp.com
usbank.com
pioneerbankandtrust.com
security1stbank.com
bhfcu.com
highmarkfcu.com
dacotahbank.com
bankwest-sd.bank
plainscommerce.com
dakotastar.org
firstinterstatebank.com
usbank.com

## banks in aberdeen



firstinterstatebank.com
plainscommerce.com
abt.bank
dacotahbank.com
cortrustbank.com
usbank.com
wellsfargo.com
yelp.com
dacotahbank.com
firstinterstatebank.com
usbank.com
abt.bank
bbb.org
greatplainsbank.com
yellowpages.com

## banks in pierre



bankwest-sd.bank
abt.bank
pierre.org
bankwest-sd.bank
firstnationalbanks.bank
firstdakota.com
abt.bank
wellsfargo.com
ffb-sd.com
yelp.com
bhfcu.com
ffb-sd.com
pierre.org
firstnationalbanks.bank
bmo.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