



Gruppo MutuiOnline Success Story

Increasing direct visits and
search traffic

Gruppo MutuiOnline relies on SimilarWeb insights for gaining back lost direct traffic to misspelled domains, and for increasing search traffic based on leading industry keywords.

Gruppo MutuiOnline S.p.A distributes financial products to individuals and families in the Italian market. The company owns various retail brands, including MutuiOnline.it, PrestitiOnline.it and Segugio.it.

Features Used

- Website Analysis > Audience Interests
- Website Analysis > Search

Gaining back lost traffic

Domain identification and acquisition

The Gruppo MutuiOnline (MOL) team understands that no one is a perfect speller. Often people intend to type in a particular URL and end up forgetting a letter or inserting an extra one. The team leverages these misspellings to increase direct traffic to the company's own sites.

Discover

The MOL team searches for misspelled versions of their company's own domains using the *Audience Interests* section in SimilarWeb PRO. For example, 18 domains that contain "Prest" are commonly visited in the same browsing session as PrestitiOnline.it – one of MOL's sites.

Decide

Having discovered the relevant misspelled domains, the team analyzes the list and decides which ones to acquire.

Deploy

Purchasing these URLs and redirecting traffic from them to the company's own domains increases direct visits to MOL's main sites – winning back traffic that was originally lost to other domains.

Domains containing the fragment "Prest":

Q Prest	
Domain (18)	Category (1)
1  prestittimo.com	Finance > Financial Management
2  offerte-prestiti.com	Finance > Financial Management
3  prestito-personale.biz	Finance > Financial Management
4  prestitutioneitalia.it	Finance > Financial Management
5  prestiti.segugio.it	Unknown
6  ottenereunprestito.it	Finance > Financial Management
7  prestisoldi.com	Business and Industry
8  prestiti-senza-busta-paga.blogspot.it	Unknown



"SimilarWeb's comprehensive data and user-friendly interface lets us make educated and quick decisions about planning the right content for winning the battle to rank on the first SERP."

- Gianluca Mileo, SEO & SEM Manager at Gruppo MutuiOnline

Results

2500%+ increase in traffic share from key industry search terms

About SimilarWeb

SimilarWeb is a digital market intelligence platform used by hundreds of thousands of businesses for global cross-device strategic insights.

[Click here to set up a live demo.](#)

Increasing search traffic

Benchmarking and keyword identification

The MOL team compares the company's search traffic against its competitors on a regular basis. Using SimilarWeb, the team can see the exact traffic share per term, and identify individual keywords and groups of keywords for which MOL is currently lacking in market share.

Discover

When researching competitors of [segugio.it](#), one of MOL's sites, the team notices that terms containing the phrase "speed test" are important traffic generators for the industry.

Decide

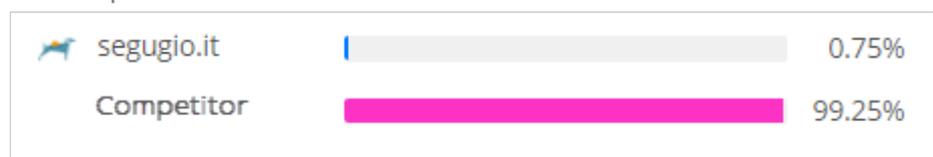
The team decides to bid on this group of keywords and optimize the content on its site to generate traffic from these terms.

Deploy

Having implemented these SEO and PPC strategies, MOL saw its share of traffic from these terms versus a competitor rise from 0.75% in September 2015 to 19.90% in November 2015.

Search traffic share for terms containing "speed test":

September 2015



November 2015

