

Case Study - Stable Money

By Das Writing Services Private Limited

94338 22497

www.daswritingservices.com

STABLE MONEY - COMPANY PROFILE

The Bengaluru-based Financial Service start-up sought to dominate a unique position in the market - fixed deposits. While other fintech startups enabled easy stock & mutual fund investments. Stable Money positioned itself as the crowning jewel of securing high yield FDs.

As a relatively niche player in the market, Stable Money suffered from selective relevance. While FDs have been popular for the senior generation of Indians, its popularity was rare among the youth.

Stable Money collaborates with us for inbound marketing with precise and relevant content marketing. In this way, the could target both seasoned investors and amateurs seeking safe investment options.

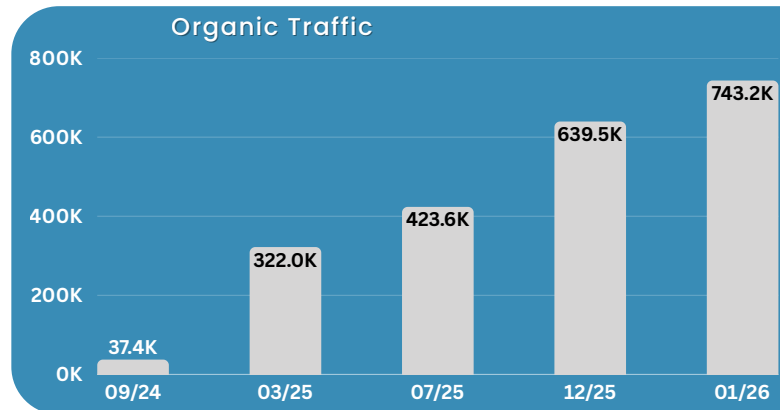
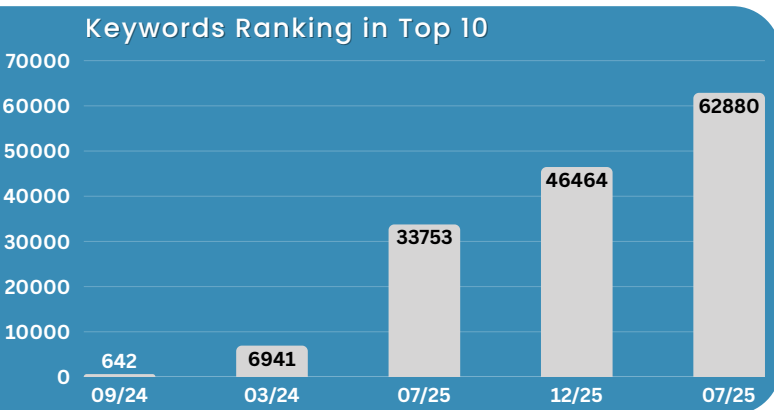
MAJOR ROADBLOCKS

1. Lack of Brand Awareness
2. Less popularity of Fixed Deposits
3. Poor website traffic

ENTERS DWS IN MAR 2023

THE RESULTS (AS ON JAN 2026)

COMPARATIVE PERFORMANCE ANALYSIS FROM SEP '24 TO JAN '26



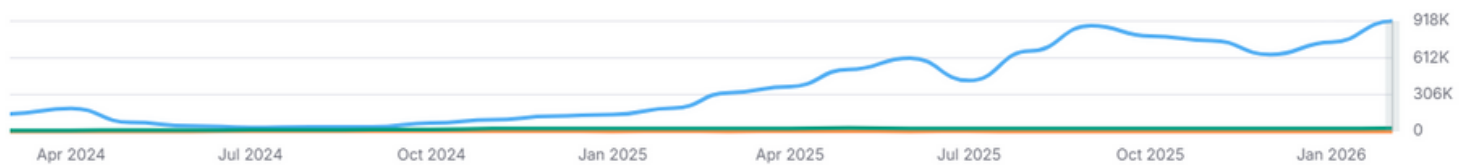
SEMRUSH RESULTS OF STABLE MONEY FROM SEP '24 TO JAN '26

1M 6M 1Y **2Y** All time

Days Months [Export](#)

Traffic

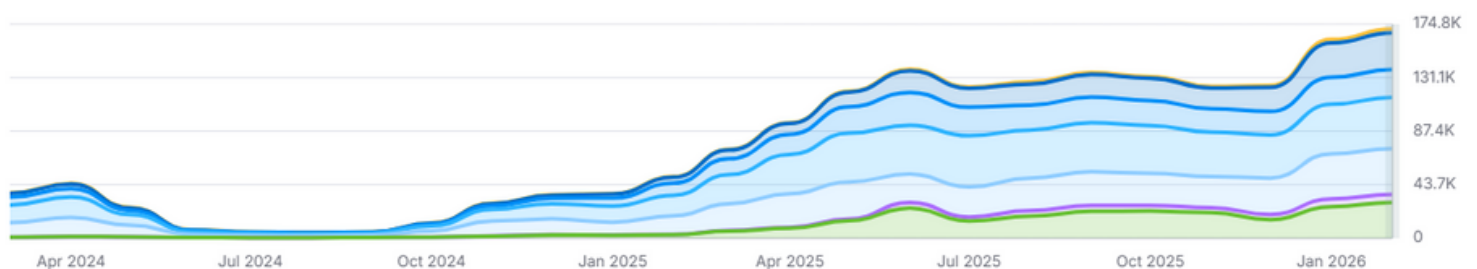
☒ Organic Traffic ☒ Paid Traffic ☒ Branded Traffic



Keywords

Organic Paid

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ AI Overviews ☒ Other SERP Features



STABLE MONEY NOW

62.8K



Keywords Ranking in
Top 10

125.4K



Keywords Ranking in
Top 50

21.7K+



Total Indexed Pages

21



Domain Authority

HOW WE DID IT IN 14 MONTHS



390+
Blogs



750+
Pages
Delivered



6
Copies
Daily



120K+
Words/
month

To highlight value propositions of FDs, we, along with Stable Money, listed down topics pertinent to investors with low-risk appetite. They included:

- *Standard Fixed Deposits*
- *Senior Citizen FDs*
- *NRI FDs*
- *Corporate FDs*
- *Floating Fixed Deposits*
- *FD Calculators*
- *TDS on FD Interest*
- *Tax Benefits on FDs*
- *₹1 Lakh Fixed Deposit*
- *₹30 Lakh Fixed Deposit*
- *Fixed Deposit Advantages*
- *Government Bonds*
- *Gold Investment Plans*
- *What are PSU Bonds*
- *Tax on Recurring Deposits*

SOLUTIONS TO THE CHALLENGES FACED



Financial Content

We developed ToFU blogs targeting amateur investors as well as precision MoFU and BoFU content targeting experienced investors who seek secure and steady appreciation of their investments. By maintaining easy readability, we achieved maximum impact across diverse user groups.



Content Pruning

Creating new content is not enough to sustain performance. We revamped existing product and landing pages simultaneously to maintain existing users while acquiring new audience regularly.



Frequently Asked Questions

We also included several Frequently Asked Questions in all of the blogs to enable the company's website to rank on Google's People Also Ask section.

WHAT WE LEARNT FROM OUR PARTNERSHIP?

Our collaboration with Stable Money highlighted key characteristics of Indian investors:

- Amid the frenzy of stock and derivative trading, people still prefer predictable returns.
- Comprehensive knowledge-sharing is key to fostering trust and engagement.
- FDs and Bonds offer greater security especially during market volatility.

Following are 15 keywords on which we have written content for Stablemoney.com. Please click on these keywords to visit its corresponding blog or webpage live on our client's website.

Sl. No.	Primary Keyword	Search Volume	 SERP* Rank	Content Type	Written On
1	Tax Saver FD	5,400	10	Webpage	11/2024
2	10 year bond yield India	8,100	5	Webpage	11/2024
3	axis bank savings account interest rate	12,100	8	Blog	12/2024
4	icici fixed deposit rates	60,500	8	Webpage	01/2025
5	bank of baroda fixed deposit interest rate	33,100	7	Webpage	01/2025
6	sbi sr citizen fd rates	6,600	7	Webpage	01/2025
7	PF withdrawal rules	33,100	9	Webpage	01/2025
8	ujjivan small finance bank fd rates	8,100	4	Webpage	02/2025
9	3 lakh fd interest in post office	6,600	2	Webpage	03/2025
10	axis credit card status	90,500	8	Webpage	04/2025
11	indian bank cif number	18,100	7	Blog	05/2025
12	SBI atm withdrawal limit	22,200	5	Webpage	06/2025
13	SBI simply click credit card	18,100	10	Webpage	07/2025
14	axis atlas credit card	27,100	10	Webpage	07/2025
15	sbi monthly income scheme calculator	8,100	4	Blog	11/2025

*These Google SERP ranks were recorded on January 2026