

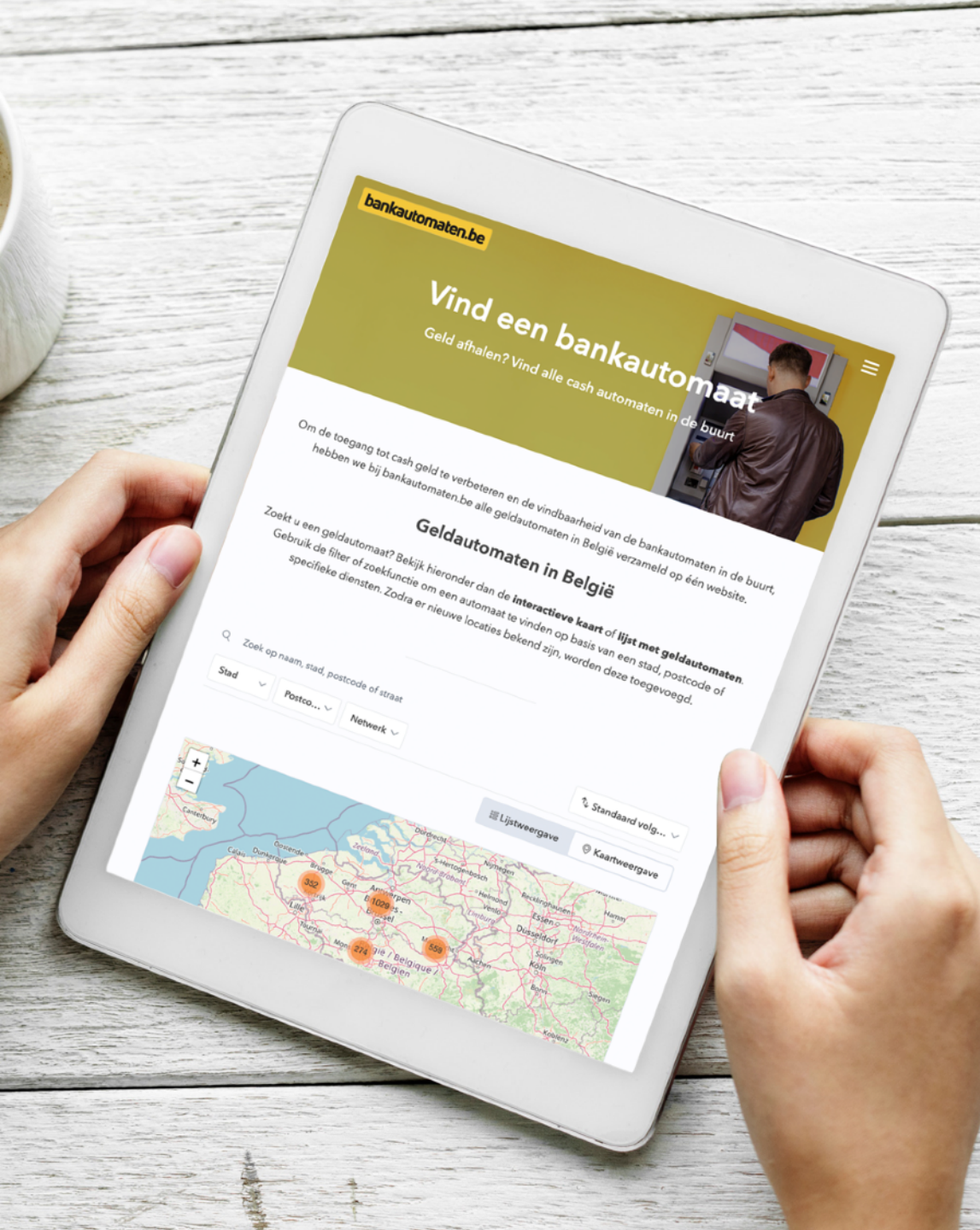
[bankautomaten.be](https://bankautomaten.be)

[distributeursdebillets.be](https://distributeursdebillets.be)

## The first website in Belgium with all ATMs in one place.

Our website takes the hassle out of finding ATMs.  
Discover ATMs near you with just a few clicks.





# Index

Introduction.....	03
Our Mission.....	04
Our Platform Numbers.....	05
Our Visitors Numbers.....	06
Case Study I.....	07
Interest Over Time.....	08
Case Study II.....	09
Case Study III.....	10
Challenges people face when trying to find an ATM....	11
ATMs disappear and how it effects the news.....	12
Why People Use Our Platform.....	13
User-Friendly Search Function.....	14
Comprehensive ATM detail page.....	15
Slogan.....	16
Contact Us.....	17

# Introduction



Finding an ATM in Belgium has never been easier. With our websites, you can discover ATMs near you with just a few clicks.

– Kristof Herpelinckx, founder

Dear visitors,

Our research shows that **finding an ATM in Belgium can be a challenge**, as many of them are disappearing and search engines like Google often fail to find them.

In fact, there is not one website that provides a comprehensive overview of all ATMs of the different banks in Belgium.

That's where bankautomaten.be & distributeursdebillets.be comes in! With our website, you can **easily find the nearest ATM with just a few clicks**. No more searching through multiple bank websites or relying on incomplete information in Google.

Our website provides a comprehensive guide to every ATM in Belgium, all in one convenient location.

It's time to take the hassle out of finding ATMs and ensure that everyone in Belgium has access to the cash they need, when they need it.





## Our Mission

Our mission is to make it easy for people in Belgium to find an ATM whenever they need one. With the disappearance of many cash machines, we know that this can be a challenge. That's why our website provides a comprehensive guide to every ATM in Belgium, all in one convenient platform. We believe that everyone should have access to cash when they need it, without the stress of searching for a nearby ATM. We are committed to providing an up-to-date and accurate resource for all Belgians and tourists who rely on ATMs for their banking needs.

## Contact

digileaps.be | kristof@digileaps.be | +32 (0) 478 995 867

# Our Platform Numbers

11

Belgium Banks

+2200

Unique ATMs



+690

Local Cities

+30k

People search for an ATM in google.be

bankautomaten.be

## Vind een bankautomaat

Geld afhalen? Vind alle cash automaten in de buurt

Om de toegang tot cash geld te verbeteren en de vindbaarheid van de bankautomaten in de buurt, hebben we bij bankautomaten.be alle geldautomaten in België verzameld op één website.

### Geldautomaten in België

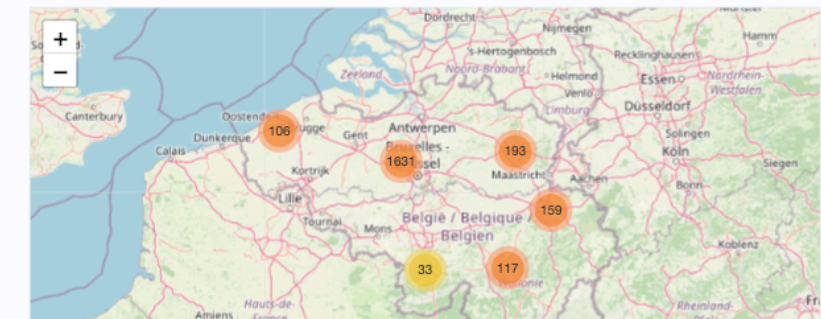
Zoekt u een geldautomaat? Bekijk hieronder dan de **interactieve kaart** of **lijst met geldautomaten**.

Gebruik de filter of zoekfunctie om een automaat te vinden op basis van een stad, postcode of specifieke diensten. Zodra er nieuwe locaties bekend zijn, worden deze toegevoegd.

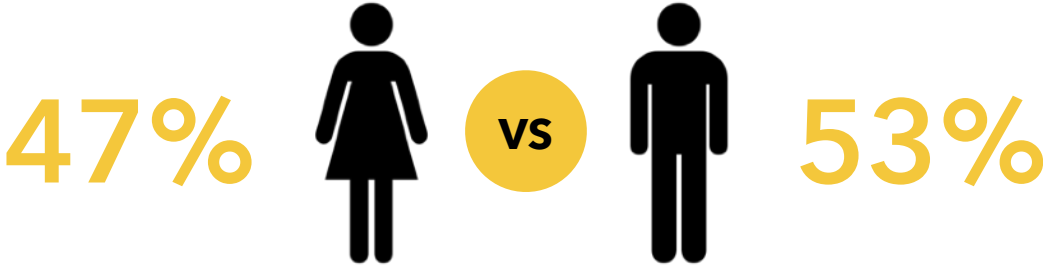
Zoek op naam, stad, postcode of straat

Stad Postco... Netwerk

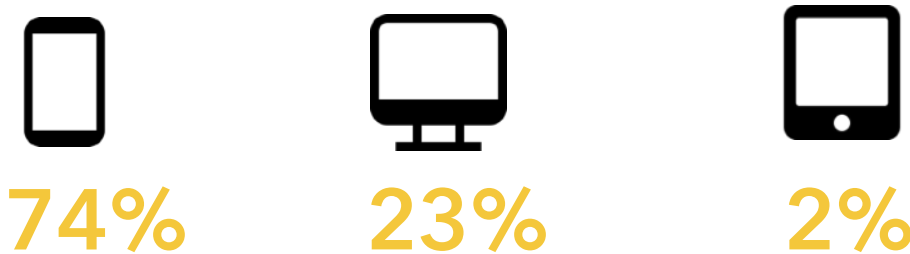
Lijstweergave Kaartweergave



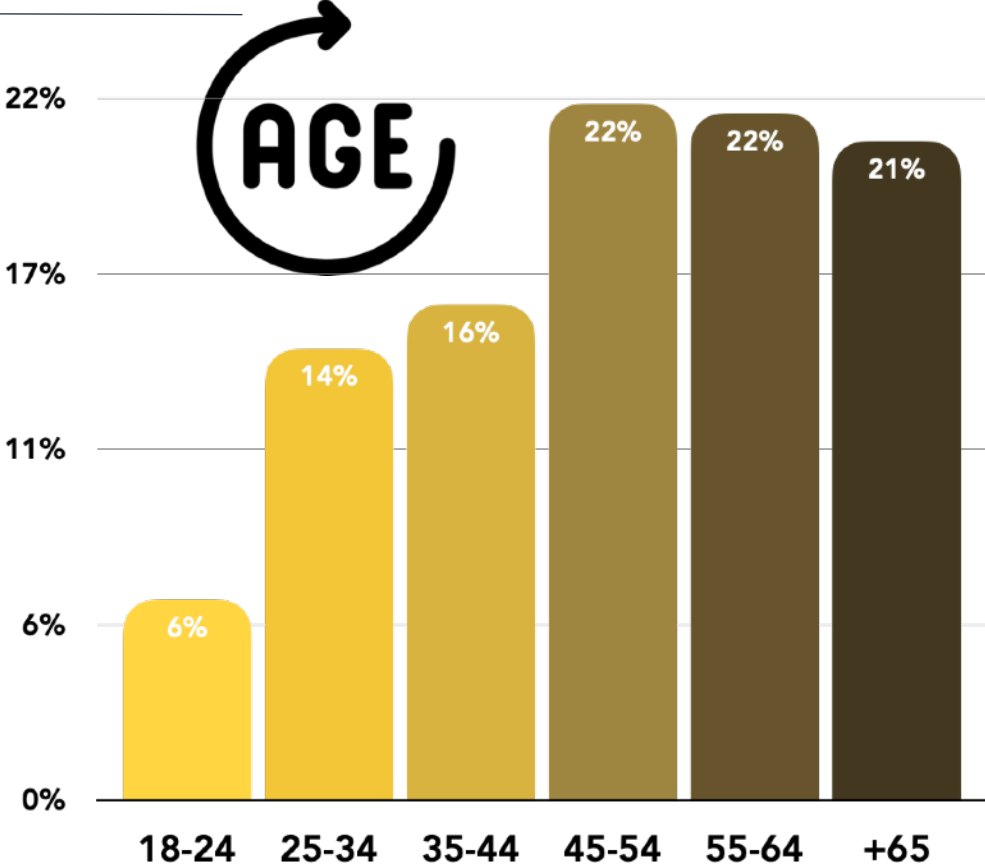
# Our Visitors Numbers



53% of our users are male



74% of our users use a mobile phone



63% of our users are over 45 years old



## Case Study I

Contrary to the popular belief that the world is moving towards a cashless society, the number of people searching for ATMs nearby has significantly increased in recent years. A study of Google search data reveals that in November 2017, an average of **260 people per month** searched for the keyword "ATM nearby". Fast forward to November 2022, and that number has increased to a whopping **6,600 people per month**.

This remarkable increase of over **2,400%** in just **five years** shows that people still rely heavily on cash in their daily lives, despite the closure of many bank-owned ATMs. This rise in demand for ATMs nearby is especially noteworthy given that banks are closing more and more machines in an effort to move towards a cashless society.

One possible explanation for this trend is that people are turning to alternative sources of cash, such as independent ATMs or cash-back options at retailers. Another possibility is that people are simply becoming more aware of the importance of having access to cash in case of emergencies.

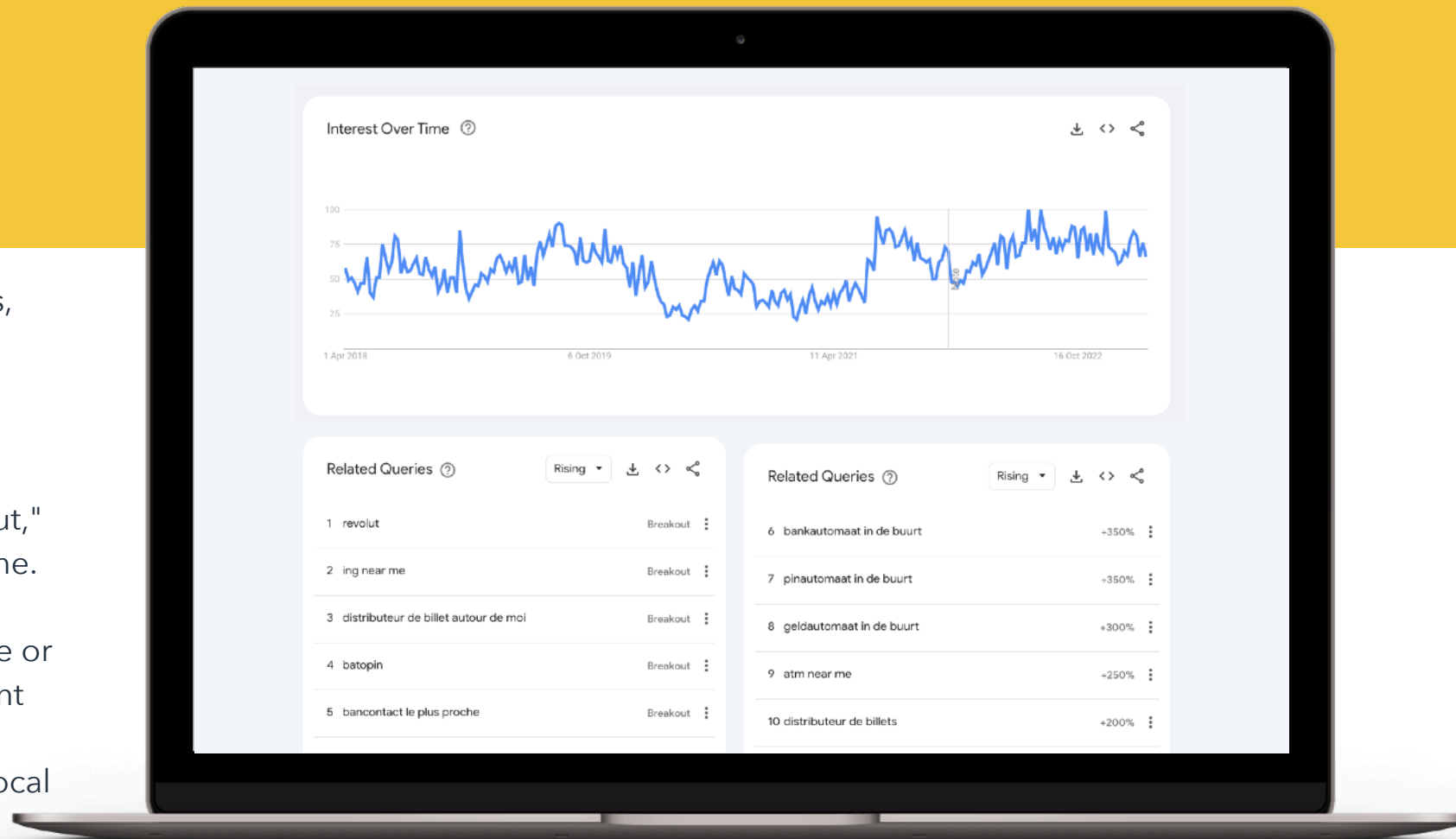
Regardless of the reason, it is clear that the demand for ATMs is not declining as quickly as many had predicted. As such, banks and other financial institutions would do well to continue providing access to cash, both through traditional ATMs and alternative means, to meet the needs of their customers.



# Interest Over Time

Upon examining the trend of interest over time for the topic of "ATM," it becomes evident that the peak of its popularity was observed in July and December 2022.

An analysis of the top ten related queries, with the greatest increase in search frequency, reveals that seven keywords relate to locating an ATM in proximity. Furthermore, two of the aforementioned keywords have been flagged as "Breakout," due to a significant surge in search volume. This trend is likely attributable to these keywords being relatively novel, with little or no prior search history. Hence, it is evident that people have not previously encountered such difficulty in finding a local ATM.



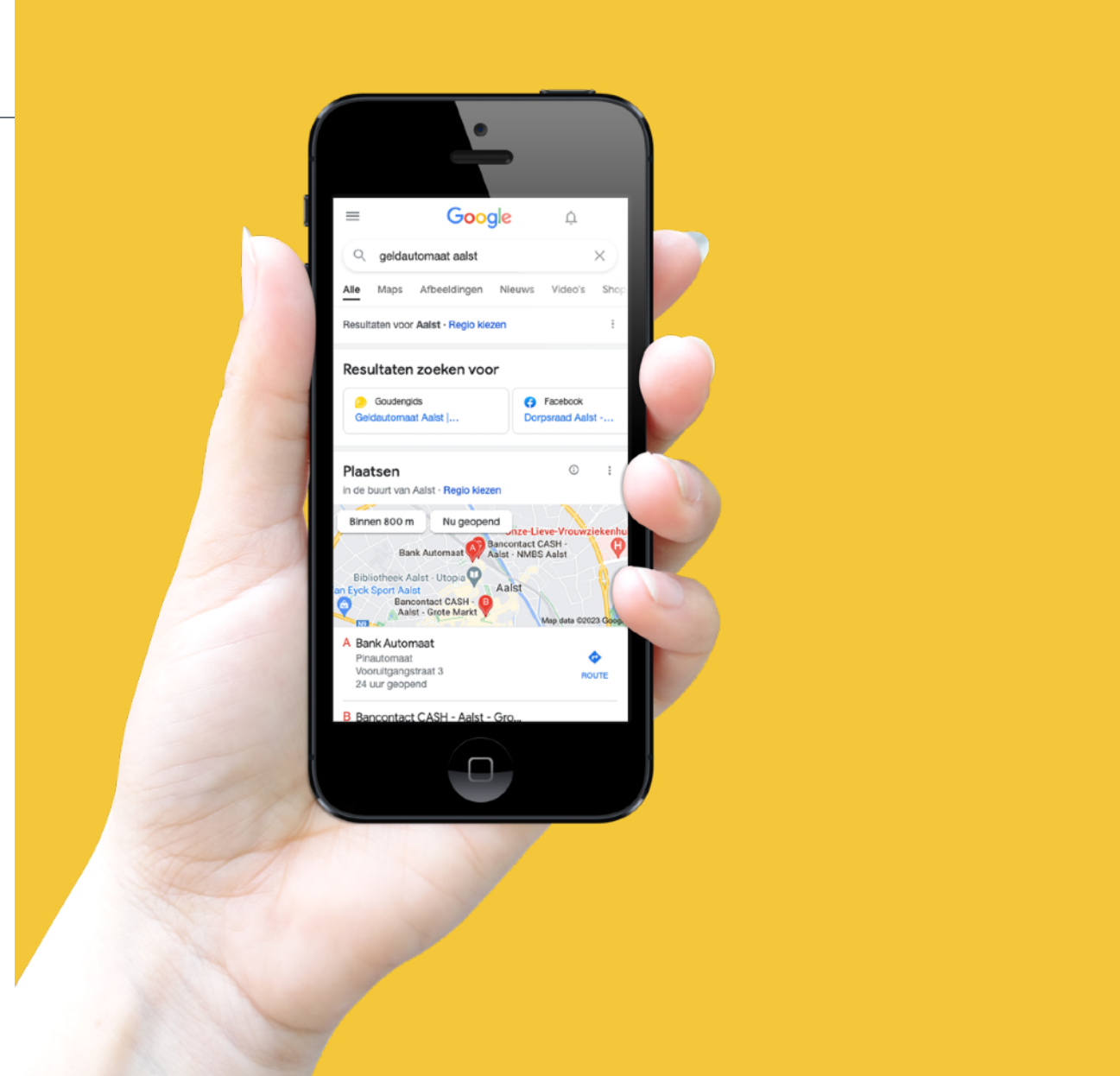


# Case Study II

Our team conducted research on the findability of ATMs in Belgium and discovered several challenges. Firstly, we found that search engines like Google almost never index ATM pages as they are often hidden behind a search form, making it difficult for users to find them through organic search. Additionally, some ATM locators don't even have real accessible ATM locations pages, instead relying on dynamic URLs that are difficult to index. This lack of visibility has a serious impact on the ability of users to find nearby ATMs in traditional search results and on Google Maps.

Further, we found that there is not one website that provides a comprehensive overview of all ATMs of the different banks in Belgium. This means that users often have to visit multiple websites or rely on incomplete information to find the nearest ATM.

To address these challenges, we developed a one-of-a-kind website that provides a comprehensive guide to every ATM in Belgium, all in one convenient location.



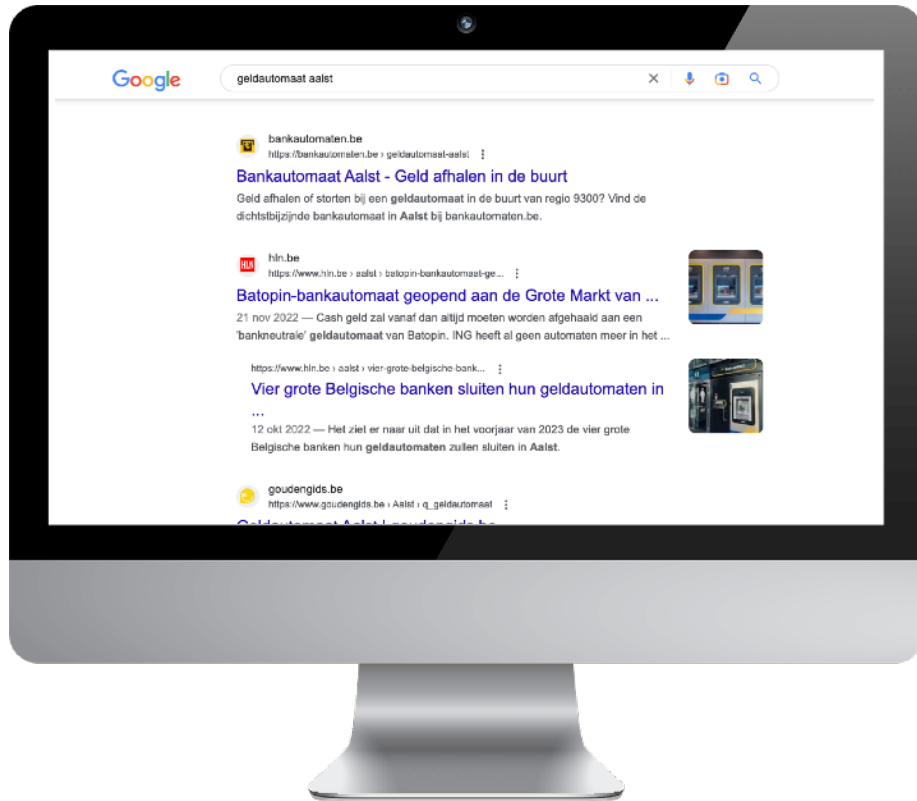


## Case Study III

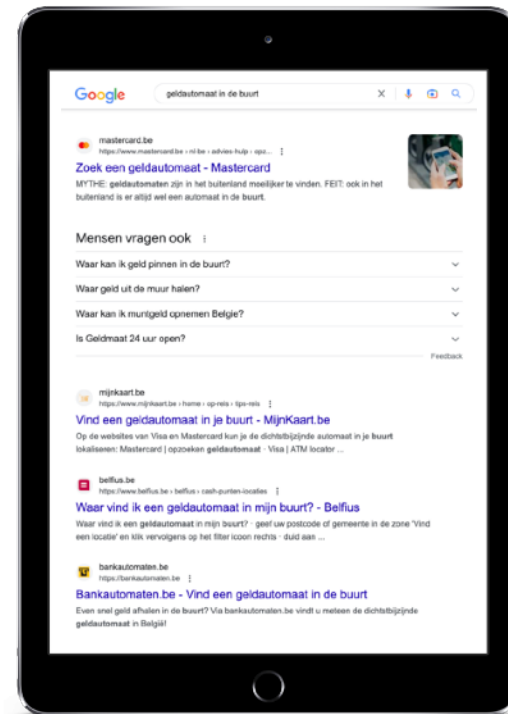
Our research revealed a startling fact: out of the **11 bank websites examined, 4 of them had their ATMs perpetually on a beach holiday**, basking in the sun and eluding the prying eyes of users, as they were **missing from Google search results**. This alarming phenomenon occurred either due to the absence of a dedicated physical detail page or the deliberate concealment of the page behind a search form.

Network	Official website	ATM's found on the website	ATM pages found in Google
CASH-Punten	<a href="#">Visit Website</a>	284	0
Argenta	<a href="#">Visit Website</a>	342	395
Beobank	<a href="#">Visit Website</a>	113	278
Bpost Bank	<a href="#">Visit Website</a>	293	0
Creilan	<a href="#">Visit Website</a>	237	397
Axa Bank	<a href="#">Visit Website</a>	220	545
Europabank	<a href="#">Visit Website</a>	13	48
Bnp Paribas Fortis	<a href="#">Visit Website</a>	112	0
Fintro	<a href="#">Visit Website</a>	64	0
Kbc	<a href="#">Visit Website</a>	376	463
Belfius	<a href="#">Visit Website</a>	384	731

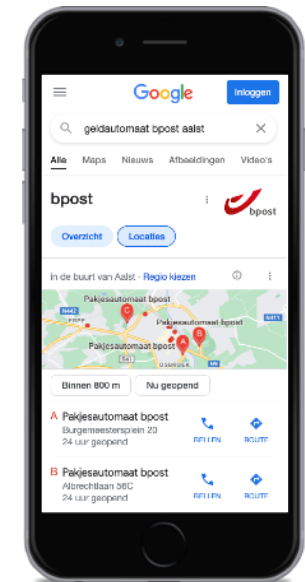
# Challenges people face when trying to find an ATM



[bankautomaten.be](https://www.bankautomaten.be) holds the top position for the search query "geldautomaat Aalst." It is among the few websites that feature a dedicated page listing all ATMs located in the city of Aalst.

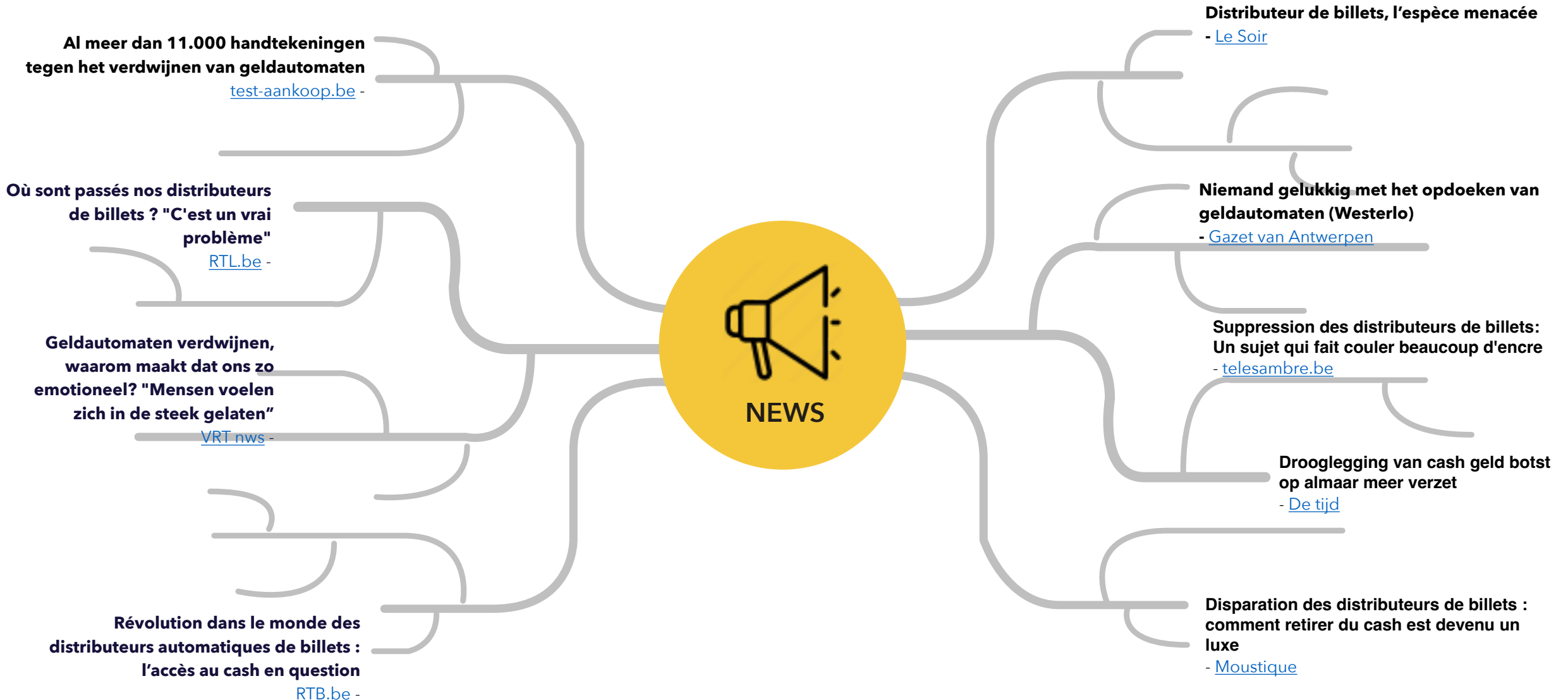


If you search for "geldautomaat in de buurt" on Google, you will find [mastercard.be](https://www.mastercard.be)'s directory of ATMs. It is unclear why the locator is in English and does not list all available ATMs. Additionally, the information provided about the ATMs is limited.



Many banks have an ATM locator that is hidden behind a form, making it inaccessible to Google. As an example, a search for "geldautomaat Bpost Aalst" on Google yields no details about the Bpost ATM in Aalst. This represents poor service to existing clients.

# ATMs disappear and how it effects the news





# Why People Use Our Platform



## **Comprehensive Coverage**

All ATMs in Belgium are covered, providing users with easy access to a large network of cash dispensers.



## **User-Friendly**

The website has an easy-to-navigate interface, making it a convenient and reliable resource for finding ATMs in Belgium.



## **Local Visibility**

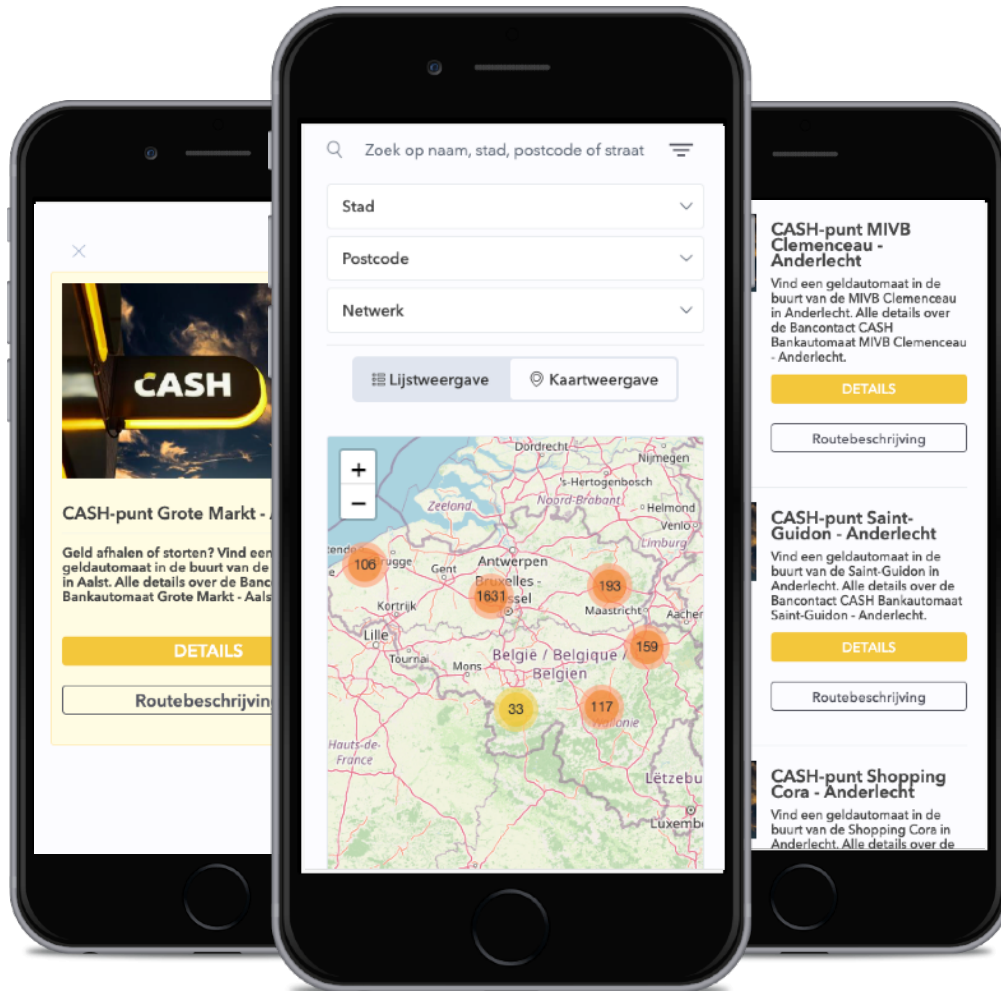
Bankautomaten.be is optimised for local searches in Google, so users can quickly find ATMs near them.



## **Comprehensive Data**

Opening hours, directions, and photos of each ATM are provided, making it easy for users to find the nearest one.

# User-Friendly Search Function



## LIST VIEW

View all ATMs in a list format for easy browsing and selection.

## MAP VIEW

See all ATMs located on a map for visual reference and easier navigation.

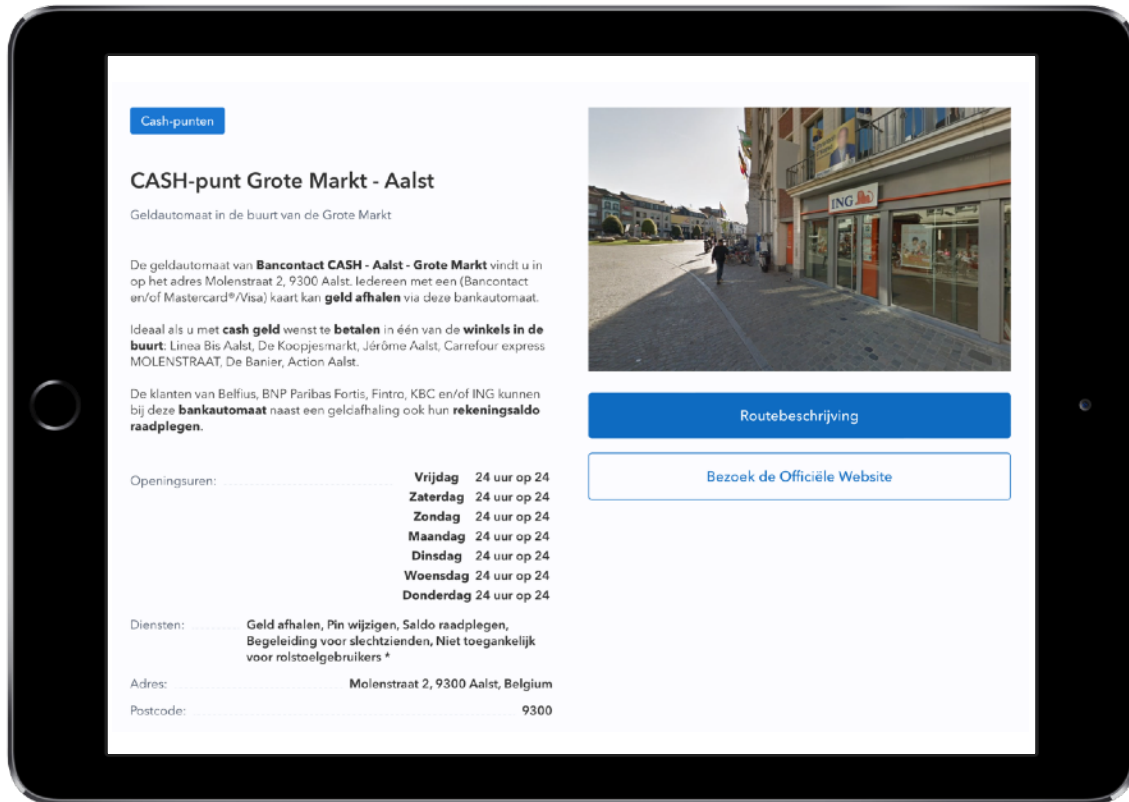
## SEARCH BAR

Use the search bar to search for ATMs based on their name, city, postal code, or street address.

## FILTERS

Apply filters to narrow down your search results based on specific criteria such as city, postal code, or bank network.

# Comprehensive ATM detail page



## DIRECTIONS

A link to driving directions using Google Maps.

## EXTERNAL LINK

A link to the official detail page of the ATM for more up-to-date information.

## OPENING HOURS

The ATM's opening hours.

## ADDRESS

The full address of the ATM that can be copied.

## SERVICES

An overview of the services available at the ATM.

## STREETVIEW PICTURE

An outside picture of the ATM to improve findability.

## MAP

A map showing the location of the ATM.

**Find your cash, fast and easy!**  
**Visit our website today**

**[bankautomaten.be](https://bankautomaten.be)**

**[distributeursdebillets.be](https://distributeursdebillets.be)**



**bankautomaten.be**

**distributeursdebillets.be**

## **QUESTIONS?**

**Please contact us**

DIGILEAPS

Kristof Herpelinckx

+32 (0)478 99 56 67

[kristof@digileaps.be](mailto:kristof@digileaps.be)

