



# SEO **FUNDAMENTALS** FOR FINANCIAL ADVISORS

# SEO

## FUNDAMENTALS

### FOR FINANCIAL ADVISORS

#### INTRODUCTION

We know most people dread the word “SEO” and avoid it like the plague, but once you grasp the basics, the rest is not complicated at all. To put it (very) simply; SEO is a combination of tactics and strategies used to obtain a higher placement (rank) on search engines like Google, Bing, etc. We’ll keep this as simple as possible throughout the whitepaper to avoid confusion and frustration, focusing on several key areas. Here’s how we will demystify SEO:

1. Site Optimization
2. Content
3. Social Channels

# Table of Contents

## **Introduction**

## **Site Optimization**

Mobile Optimization

Site Navigation

Website Speed

## **Content**

Keywords

Correct Content

Keeping Viewers Hooked

Designing for Mobile

## **Social Channels**

Social Channels

Social Profiles

Planning Ahead

---

# SITE OPTIMIZATION



## SITE OPTIMIZATION

Don't let "Optimization" turn you off, it's just a fancy digital marketing word for having everything set up properly. This could be your website, your pay-per-click campaigns, or even your email newsletters. For the purpose of this whitepaper, we'll be talking about website optimization.

### A) MOBILE OPTIMIZATION

It's the year 2017, and pretty much everybody has a smartphone. So there's no excuse for having a site that's not mobile-responsive. A responsive site will look good and be viewed consistently across all types of devices like tablets, phones, desktop PCs and more. According to McKinsey, "Google says 61% of users are unlikely to return to a mobile site they had trouble accessing and 40% visit a competitor's site instead." That's not something we'd want to happen now, is it?

In short, your website may be dead to mobile users in terms of search visibility without some level of optimization on the mobile end of the spectrum. Needless to say, having your website properly and quickly load up on mobile devices will be acknowledged by Google's algorithms and help you get a higher ranking.

### B) SITE NAVIGATION

This should be pretty straight-forward; make it easy for visitors to find what they're looking for, and Google will reward you. This could be achieved by grouping similar content together and placing the links to these groups in a simple, easy to figure out navigation bar. For example, if you have resources available on your site, such as whitepapers, blog articles and videos, you could categorize these pieces accordingly and place them under a "resources" tab on your navigation bar. Remember, the goal is to allow visitors get to where they're going in as few clicks as possible.

### C) WEBSITE SPEED

Load speed matters, more than you'd like. The quicker your website is, the more "points" you'll get from search engines, which affect your website ranking. There are quite a few things that would cause your website to slow

down, but we'll focus on one specific cause that doesn't require looping in a developer to fix: visuals! The larger your images, videos, clip art, etc. are, the longer it'll take to load on someone's screen. You have no choice but to either go with smaller images, or compress the ones you want to use. There are many tools available for free that'll compress your visuals, for free. Oh and here's a pro tip: Focus on above-the-fold part first (the top part of the page viewable without scrolling down) and let visitors spend a few seconds there while the rest of the website loads.

---

# CONTENT



# CONTENT

Some of you might remember from our previous whitepapers, the 4 steps to creating remarkable content are:

1. Developing a keyword strategy
2. Stand-out titles and topics
3. Content optimization
4. Sharing content

This time, we'll dig a little deeper and explore the deep-dive tactics of SEO through content:

1. Keywords
2. Correct Content
3. Keeping Viewers Hooked
4. Designing for Mobile

You've probably heard how important content is over a million times and everywhere you look, but that's only because content marketing is a considerable contributor to your overall marketing strategy. In regards to SEO, you cannot have one without the other.

## A) KEYWORDS

Keywords should be a critical component of your content creation efforts aimed at SEO optimization. The 4 things to consider when fine-tuning your keyword strategy are:

1. Write according to your audience's intent.
2. Create long content (1000+ words) as these tend to perform better in search engine results.
3. Include CTAs (calls-to-action) and keep the readers engaged through directing them to other pages on your site.
4. Refrain from using jargon unless you're targeting B2B customers. Use your audience's language.

## B) CORRECT CONTENT

The right content is important to attract your audience and generate traffic to your website. But what about correct content? That is equally important. We'll share 3 tips on how to make sure your content is correct:

1. Link to good, reputable sources. Consider linking the statistics in your content to LIMRA instead of Wikipedia!
2. Make sure your facts are actually fact-checked. There are a ton of made-up numbers on the internet, and believe it or not; Google knows.
3. Proofread. Then have someone else proofread.

The trick here is to prove to search engines like Google that you know what you're talking about. Another benefit is that the outbound links (citations, references) are always good for SEO.

## C) KEEPING VIEWERS HOOKED

The benefit of good user experience is immense. If someone stumbles upon your content and clicks "back" a second later, Google realizes this and pushes your page further down since it "doesn't seem to be that helpful". So what should you be doing to keep people on your page(s) longer?

1. Keep the first few sentences really short.
2. Include visuals - text-only gets boring pretty quickly for most people.
3. Use headings to separate content into meaningful chunks so that Google's algorithm understands it better.

---

## CONTENT

### D) DESIGNING FOR MOBILE

You **HAVE TO** engage mobile users for great SEO results. To do that, you need to write for mobile. Here are a few tips we believe you'll find interesting:

1. Consider the fact that people tend to view content in an F-shaped pattern: top, left to right, down, left to right, and then down further. Try to place strategic statements and/or CTAs in these sections.
2. Images are viewed more than text is, so; include a few!
3. Keep titles and headlines as short as possible.
4. Use paragraphs. The shorter they are, the better.



---

## SOCIAL CHANNELS



## SOCIAL CHANNELS

Let's start off with what exactly we mean by "social channels". Your activity and your following on social media (e.g. Facebook, Twitter, Youtube, etc.) help your search engine rankings - either directly or indirectly.

To be more specific, it no longer matters to Google how many "likes" your Facebook page has, but it still does show up in the results.

We'll discuss several areas where you could help boost your own rankings:

1. Social Channels
2. Social Profiles
3. Planning Ahead

Nobody can deny the impact social media has on a business, but it's even more powerful when linked to SEO efforts. Let's dive right in and see how you can reap the benefits of a well-managed social media presence:

### A) SOCIAL CHANNELS

First things first; for your social media efforts to help your SEO, you need to have good content, as we discussed in the previous lesson. Once you post that good, high quality content on your Facebook page for example, here's what's going to happen:

1. Encourage external links: Your content will be the reward that viewers will get to through your social channels. If your content is original, and you use hashtags and mentions (#, @) you will attract external links, ultimately increasing your reputation on social media. And what is that good for? You guessed it; SEO.
2. Have you noticed that Google has been featuring social media links in search results recently? Popular updates (e.g. posts, tweets) can get you temporary visibility on page 1. As long as you keep optimizing your keywords and content for SEO, you have a pretty good chance to be regularly featured in related search results.

### B) SOCIAL PROFILES

When it comes to social media, the word "profile" has a rather broad meaning. It can cover company pages, your personal pages, your followers, reviews on sites like Yelp and more. Here are a couple things to pay attention to:

1. Although the number of people following you doesn't influence your rank directly, it still has a slight impact as Google views it as an indicator of the authority you command. Increasing your following is a long and slow process, but if you're consistently putting up good posts (and content), you'll eventually get there.
2. Interacting with your followers also helps you rank higher as it tells Google that you are actively contributing to your community and provide value, even if you're only responding to questions or comments.
3. Regularly updating your page(s) ensures you and your assets do not look outdated so the audience has a higher chance of getting in touch with you one way or another. Which is always a positive in the eyes of Google.
4. Showing that you interact with other local businesses (e.g. meetings, conferences, etc.) is a great way of telling Google that you are a major local player, and Google takes that into account when presenting the search results in your territory.

### C) PLANNING AHEAD

We can't think of an audience that's better at planning than financial advisors, so this should be pretty simple for you. But again, a couple SEO things people tend to neglect:

1. Remember, Google is not the only search engine out there. Bing is steadily gaining market share, and Yahoo! is still relevant. These companies have different algorithms, and not all the ranking criteria are the same. It'd be wise not to put all your eggs in one basket, but you already know that :)
2. Try to put up good content, consistently. While Google doesn't take the number of "likes" you have on Facebook, that doesn't mean it won't in the future. Work towards building that community!

---

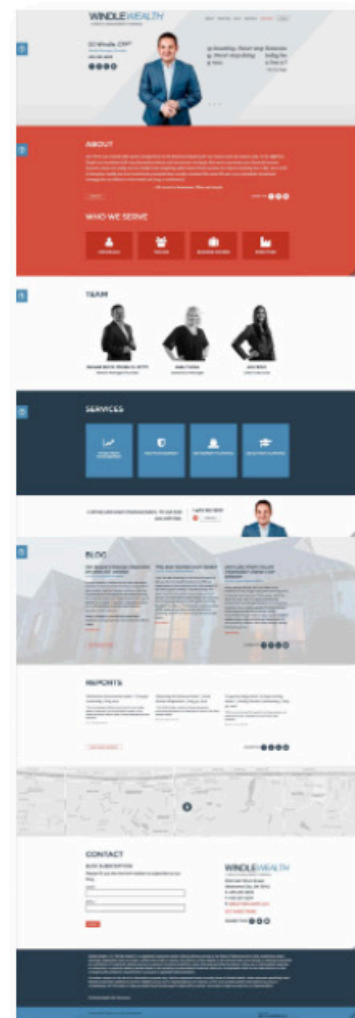
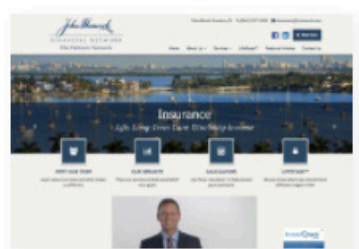
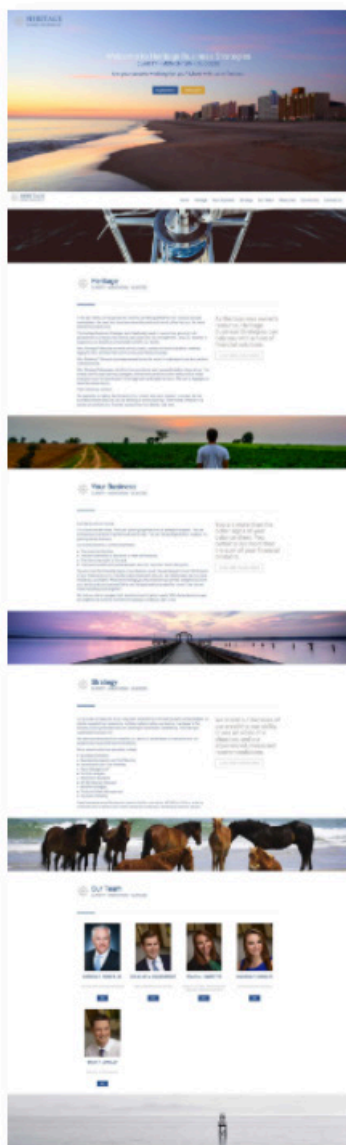
## SOCIAL CHANNELS

3. It's a complicated relationship between SEO and social media; it begins with having a strong presence on social channels and ends with greater visibility across the board (search engines). Juggling the two is both a science and an art, but it certainly revolves around giving your community a quality experience

SEO management can seem like a daunting task at first, and understandably so. Yet once you have a good grasp on the basics, the rest will be easy. Hopefully you'll start implementing the changes and tactics discussed in this whitepaper, and those that do will start seeing results eventually. Just don't expect a miracle to happen overnight, SEO requires dedication and time.

Before you go, make sure you schedule a demo with one of our web experts!

You'll be amazed to see what you're missing out on!



[Book your demo](#)



© 2017 AdvisorWebsites.com™  
All rights reserved.