

| Search Engine Optimization



A Basic Introduction

What Exactly is Search Engine Optimization?

- Simply put, it is the process of getting traffic from the “free,” “organic,” or “natural” search results on search engines like Google
- All major search engines such as Google, Bing and Yahoo have organic search results, where web pages are ranked based on what the search engine considers most relevant to users
- In other words, when a potential client does a search for ‘financial advisor’ in Google, it is desirable for YOUR website to appear at the top of the search results for that search term

Components of a Google Search Page

- Paid search listings (using Google Adwords)
- Explanatory content or definition (like a Wikipedia definition)
- Google local listings (usually accompanied by a map)
- News items from major media
- Organic (unpaid) listings

Paid Search Listings - Google Adwords

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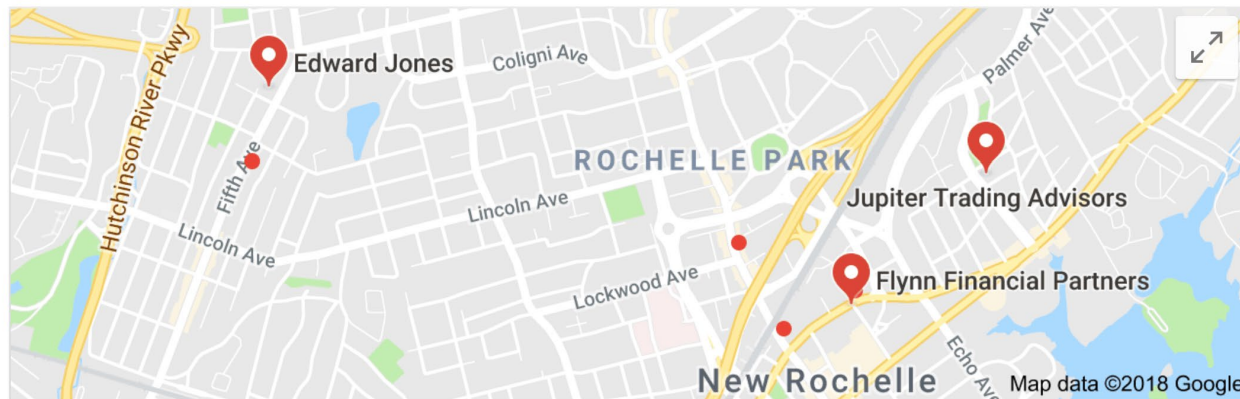
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Financial adviser



Occupation

A financial adviser is a professional who suggests and renders financial services to clients based on their financial situation. In many countries financial advisers have to complete specific training and hold a license to provide advice. [Wikipedia](#)

Median pay (annual): 89,160 USD (2015)

Median pay (hourly): 42.86 USD (2015)

Entry level education: Bachelor's degree

Projected 10-year growth: 30% (2014)

Number of jobs: 249,400 (2014)

Similar professions: [Real Estate Broker](#), [Financial Analyst](#), [MORE](#)

People also search for: [Financial planner](#), [Broker](#), [Accountant](#), [Tax advisor](#), [Business consultant](#)

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Google Adwords

- Buying ads via Google Adwords is the only GUARANTEED way to be sure that your company will always appear at the top of the search engines
- Google Adwords works on a bid system – how much you have to pay to get top ranking depends on the other companies advertising on the same search term
- Advertisers are only charged when a user clicks on their ad
- Different search terms have different costs-per-click
- Broad search terms are generally more expensive than specific terms
- Be sure to **watch our webinar on Google Adwords** for more information

Explanatory Content

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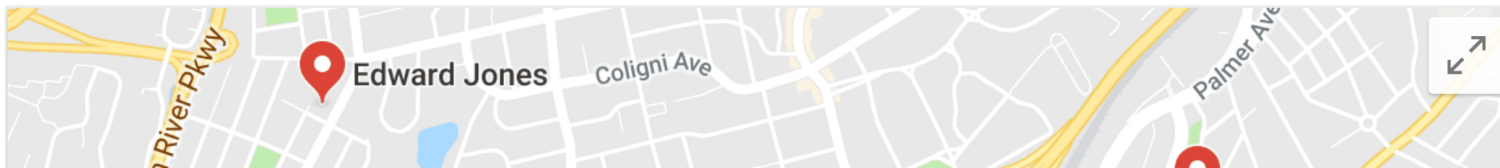
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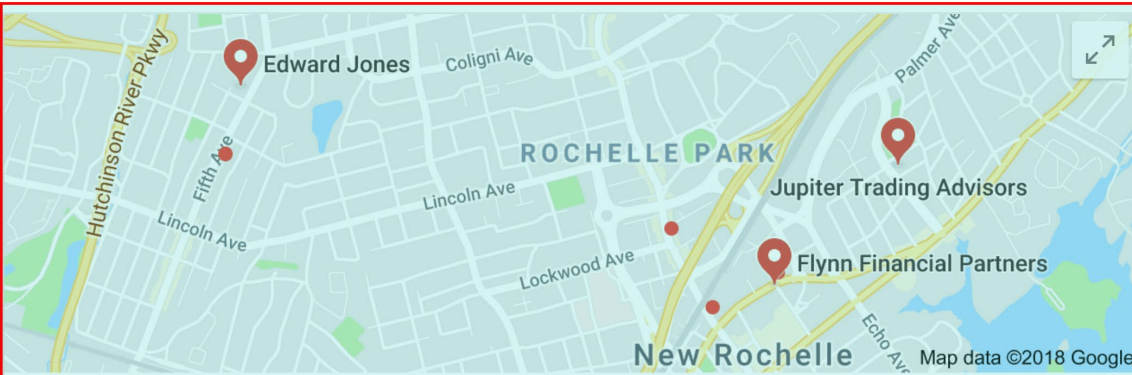
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Local Listings – Google My Business



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Feedback

Google My Business

- Google My Business (formerly Google Local) is a free online platform to tell people in your local geographic area about your business
- Since most Financial Advisors draw clients from their local area, it is a great way to increase search engine ranking
- It only takes a few minutes to complete
- For instructions on how to create your Google My Business listing, [click here](#) or email our support team at **support@advisorproducts.com**

News Articles

What Do Financial Advisors Do? | Investopedia

<https://www.investopedia.com/articles/personal.../what-do-financial-advisers-do.asp> ▼

Jan 8, 2018 - You may wonder what a **financial advisor** does with your money and how this professional decides on the best investments and course of ...

What Is a Financial Advisor and How to Choose One - NerdWallet

<https://www.nerdwallet.com/blog/investing/how-to-choose-a-financial-advisor/> ▼

May 23, 2018 - **Financial advisors** help people decide how to manage their money and reach their financial goals. But financial planning isn't one-size-fits-all, ...

Six Mistakes People Make When Hiring A Financial Advisor - Forbes

<https://www.forbes.com/.../feeonlyplanner/.../six-mistakes-people-make-when-hiring-a...> ▼

Jan 29, 2018 - It's easy to make the 6 key mistakes when trying to find your **financial advisor**. Here's a list of things to avoid as you search for your perfect ...

Financial Advisor - Career Rankings, Salary, Reviews and Advice | US ...

<https://money.usnews.com/careers/best-jobs/financial-advisor> ▼

★★★★★ Rating: 6.8/10 - Review by U.S. News Best Jobs

Find out more about the average **financial advisor** salary and learn where the best-paying metropolitan areas are for a **financial advisor** across the country.

Organic or Unpaid Listings

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Organic Listings

- Optimizing your website to rank higher in the organic search listings (commonly referred to as SEO) should be an ongoing effort
- Many people hire professional consultants to perform SEO, while others attempt to do it themselves
- There really are no secret formulas for success
- It takes an understanding of how your prospects use search engines combined with a lot of continuous work

Top Factors That Determine Your Ranking

1. Website construction
2. Website content
3. Social media signals
4. In-Bound links

Website Construction

- Proper URL structure
- Descriptive navigation
- Responsive design
- Properly optimized elements
- Use of sitemaps
- Ongoing Content added regularly
- Good news! Advisor Products sites are programmatically structured to be optimized for Google

Why Content is King

- Google constantly crawls the web in search of new or updated web sites
- Updating your content with valuable information increases your chance of Google ranking your site higher
- Frequently added content (like blogs or articles) allows you to optimize them with keywords
- Fresh content helps you develop long-term loyalty, and helps convert website visitors into clients

Rules for Creating Good Website Content

- Make a list of ten keywords you feel users will use to find your site
- Create enticing page headlines that use keywords naturally
- Embed keywords into page text as often as possible, as long as they make sense thematically and grammatically
- Use short paragraphs, callouts, bold text, bullets, quotes and so on
- Feature an enticing call to action on each page
- Update home page content frequently for best results

Social Media Signals

- Google uses social media signals or people's feedback to your website into their search algorithm – this includes shares, likes and follows on social media
- Creating pages for your business on social media sites such as Facebook, Instagram, Twitter, LinkedIn and YouTube is now mandatory if you want to increase your Google listings
- Publishing content regularly to your social media sites will improve your Google ranking

In-Bound Links

- One of the prime things that Google uses to determine your site rankings is the quality and quantity of sites that have links to your website
- Links to your site from reputable, heavily trafficked sites like LinkedIn, Facebook, YouTube, Twitter and Constant Contact help Google see your site as more relevant – that means all of your social media posts should have a link back to your website!
- Links to your site from your broker dealer, other financial products firms, and even local firms are also important
- Another way to get links to your site is via public relations – an article about your firm in the New York Times can be a big boon for your rankings

Summary

- We hope you have enjoyed this presentation on Search Engine Optimization
- If you would like more detailed information on this and other marketing solutions, please see our full **webinar series**
- For a FREE consultation with one of SEO specialists, please email **sales@advisorproducts.com**