



THE SEO CHECKLIST FOR FINANCIAL ADVISORS

- ❑ Create and verify your Google My Business page
- ❑ Add 5 photos to Google My Business listing
- ❑ Create and verify your Bing Places listing
- ❑ Create and verify your Yahoo listing
- ❑ Add your business to Apple Maps
- ❑ Claim and optimize your Facebook Business Page
- ❑ Verify Acxiom business listing information

Your Do It Yourself (DIY) Search Engine Optimization (SEO) Checklist

Search engine optimization (SEO) is the practice of increasing your website's traffic by helping people find your site online. We'll accomplish this by getting your site to come up higher in search results for a given set of keywords in your location.

Because Google views financial planning as a local service, it uses local search engine optimization "clues" to return the most relevant local financial advisors for a local search. These clues include:

1. Whether your business address, hours, and phone number are listed and verified
2. How recently your website has been updated
3. Whether your business is featured on Google and Apple maps

By making sure your website is optimized for local search, you can get more traffic to your website when people search for a financial advisor in your area. If you want someone to do these steps for you, our SEO Package (\$875) is designed to help prospects find you online by registering your business with search engines and completing the steps below.

But many financial advisors want to do their SEO work on their own to save money. Here are the most important actions you can take on your own to get more traffic to your website today!

6 Steps to Improve Your Website's SEO Today

Claim Your Google My Business Page

By claiming your Google My Business Page, you'll appear on the right hand side of search results for your firm, along with your logo, photos, business hours, phone number, and more. In their never ending quest to own as much of the Internet as possible, Google incentivizes businesses to register with Google My Business by giving preferential SEO treatment to firms who have claimed their page.

To claim your Google My Business Page, go to www.google.com/business. Click "Start Now" and sign into your Google account or create a free account if you don't already use Google. Once you sign in, you'll see a map with a search bar on the upper left of your screen. Enter your business name to find your business on the map. If your business is not listed on the map, enter your business name to create a new listing. Follow the prompts to verify your business listing with Google. Once you've verified your business, add your logo, your headshot, photos of your office and team, then make sure the website, phone number, and business hours are correct.



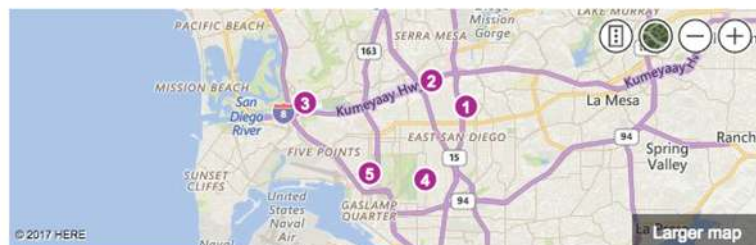
Claim Your Bing Listing











Similar to your Google My Business page, creating a Bing Places for Business page helps you show up when users search for a financial advisor using Bing as a search engine. But beyond that, it gives additional credibility for your firm when Google cross-references all information available on the Internet to double check their listings.

To claim your Bing listing, go to www.bingplaces.com. If you're already listed with Google, chances are that you will show up on Bing. Search for your business then click to claim your listing. Double check the information listed and add photos, information about the services you provide, and your website, business hours, and phone number. Finally, verify your listing via phone or mail using Bing's PIN service.

Local results for financial advisor san diego

Bing Local



- | | |
|---|--|
| 1 Edward Jones - Financial Advisor:
David S Tam
★★★★★ 4 Yelp reviews
4134 Adams Ave Ste 104, San Diego · (619) 521-1343 |  Website
 Directions |
| 2 Pure Financial Advisors, Inc.
★★★★★ 7 Yelp reviews
3131 Camino Del Rio N Ste 1550, San Diego · (619) 814-4100 |  Website
 Directions |
| 3 Edward Jones - Financial Advisor: Sean
M Manatt
★★★★★ 1 Yelp review
5375 Napa St Ste 108, San Diego · (619) 497-0019 |  Website
 Directions |
| 4 Edward Jones - Financial Advisor:
Casey A Caliva
★★★★★ 1 Yelp review
2222 Fern St, San Diego · (619) 516-2744 |  Website
 Directions |
| 5 Edward Jones - Financial Advisor:
Hayley Phillips
2550 5th Ave Ste 65, San Diego · (619) 235-4219 |  Website
 Directions |

Claim Your Apple Maps Listing

Apple maps is important because all iPhones and iPads have the app built in, so the 43% of people with iPhones often use Apple maps as their go-to search mechanism. Showing up on Apple maps allows searchers to get your phone number and get directions to your office from their phone.

Add or update your business information with Apple Maps by going to mapsconnect.apple.com, then sign in using your Apple ID. If you don't have an Apple ID, you will need to create one for free. Find your business using the search tool then click to claim your business. You will need to verify that you're the business owner. Then, update your business information including phone number and Apple will call you with a PIN to verify your phone number. Confirm the type of business, then add your business hours and social media accounts and you're all set.



Create Your Facebook Business Page

Facebook is the second most visited page on the Internet, just behind Google. It makes sense then, to affect our Google search results, that Facebook will play a role. Google likes businesses that have properly claimed and built their Facebook Business Pages.

To set up your Facebook Business Page, you'll need to be logged into Facebook as yourself through your personal profile. If you don't have a personal Facebook profile, you'll want to create one so you can access your business page in the future. Then, go to www.facebook.com/pages/create and click on "Local Business or Place" then follow the prompts to add your firm's information and photos.

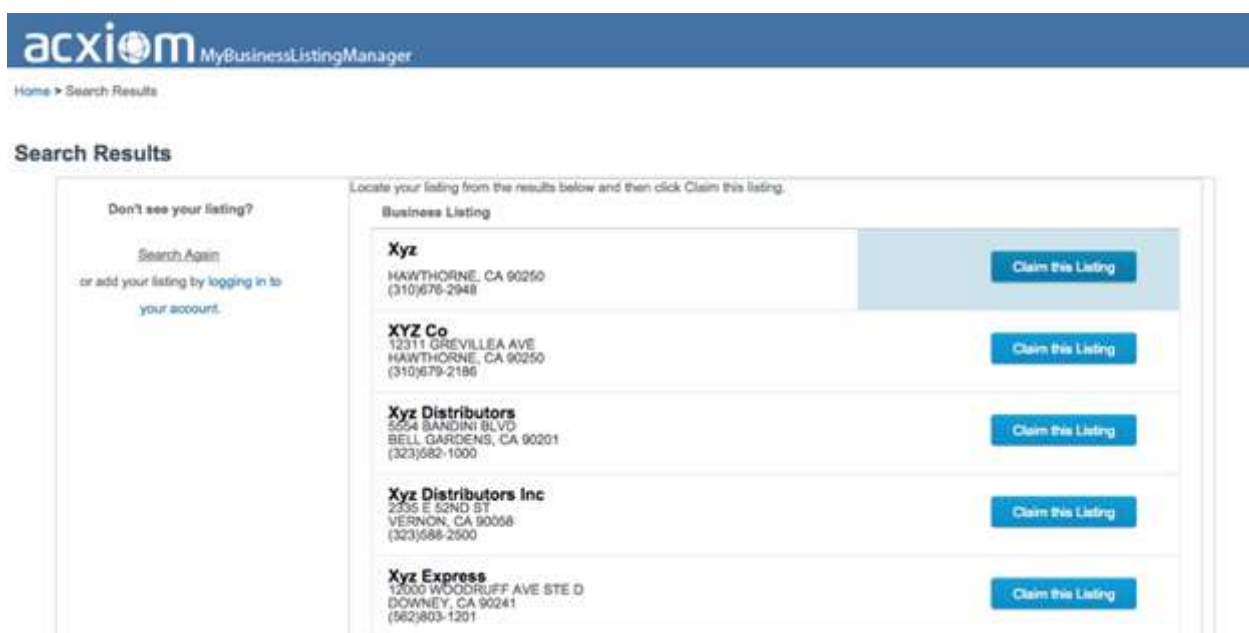
Don't forget to get your Facebook Business Page approved by compliance once it's complete. For more information on how to set up your business page, check out my blog post here: www.indigomarketingagency.com/facebookpage.



Update Your Acxiom Listing

Acxiom is one of the largest business directory agencies that Google relies on to verify businesses. While users don't actually use Acxiom to search for local businesses, it's important to have an up-to-date listing with the agency.

To claim your Acxiom listing, go to mybusinesslistingmanager.myacxiom.com and enter your phone number or business name under "Claim My Business Listing." You'll need to create an account then follow the prompts to claim your business and update your information. You'll need your Federal Tax License, DBA License, or State Business License to add a new business listing. Once you've completed the process, it can take up to four weeks for your results to appear.



Update Your Homepage Copy

This aspect of search engine optimization is actually perfectly straightforward. In this step, we'll want to tell Google what your website is about. Google looks to your home page for this information. That's why the most important website update you can make to improve your local SEO is to optimize your home page for local search.

What are search engines looking for on your homepage? The name of your city and state as well as the services you provide. For this reason, you'll want to add the words that you want to appear for to your home page:

- Financial Advisor in San Diego, California
- Retirement Planning in Roswell, Georgia
- Financial Planning for Business Owners in Newark, New Jersey

Once you've done that, consider adding your business services and the names of neighborhoods you serve to your site headings to tell Google more about what you do and the locations you serve:

- Retirement Planning for Residents of Rancho Santa Fe California
- 401(k) Consulting for Business Owners in Encinitas, California
- Social Security Consulting in Rancho Bernardo, California

What Else Can You Do?

The steps listed above are important to improve your website in the eyes of Google and can typically be completed on your own. But if you are tech-savvy and want to do more to help your site get more traffic, here are some important additional steps you can take. You may need to enlist the help of your web designer to complete some of these steps:

- Add Title Tags and Meta Descriptions
- Connect Google Search Console and Submit Sitemaps
- Integrate Google Maps to Your Site
- Add at Least 20 Citations
- Include Schema Markup on Your Pages

Need Help?

Would you like to complete all of the above steps but don't have the time or technical expertise to accomplish them on your own? Our SEO Package is designed to tackle all of the steps listed above and more for a low one-time fee. Save \$100 on our SEO Package today at indigomarketingagency.com/seo

To learn more, register for our SEO Webinar here: indigomarketingagency.com/seowebinar

Not sure if you need SEO help? Get your free SEO Audit Report here: indigomarketingagency.com/seoreport