



SEO Quick Wins for Financial Advisers

SEO stands for Search Engine Optimisation. SEO is the process of improving your website to increase its visibility for relevant searches. The better visibility your pages have in search results, the more likely you are to attract attention and gain prospective and existing customers to your business.

The science behind SEO is relatively simple, it's matching the information on your web pages to the searches people are performing into the likes of Google or Bing. For example, if you search "Equity Release Leeds" in Google, the top 3 results come up as:



8 Top Tips for SEO Improvements

Time - Invest time in your Social Media channels with regular content that links customers back to your website.

Page speed - Run Google's PageSpeed Insights tool to see how your site currently stands, it will give you suggestions on how to improve the speed.

Content is king - Have relevant content, using your selected keywords ("Equity Release, your location, Financial Adviser, Later Life Lending") and updating your site regularly. List your company on Google My Business, this gives potential customers key information about you.

Link to other websites with relevant content - Although you may think this is not a good idea, link building remains a fundamental part of smart SEO as it helps the user making your site more valuable.

Have web analytics in place - Once you have set your SEO goals, you need to track what is working well and what isn't. Software such as Google

Analytics and Google Search Engine will help you do so and work accordingly.

Unique and relevant meta descriptions - The meta description is the first section of text the user sees when Google displays your page so making sure this is relevant and to the point is vital.

Keywords in images - When users look for a certain image they type in keywords on their search bar therefore you should be using the correct and appropriate keywords in your image names and accompanying text.

Be consistent with content - Creating and publishing unique content consistently will improve your rankings and gives it the 'fresh factor' which as a result affects the search engine rankings for that specific page of content.

Advise Wise Tip

Make sure pages on your website have page titles and descriptions (Meta Tags) that are relevant to the page content and include keywords that customers may search for.

 ADVISE WISE

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