



# An 'OFF-SITE' SEM Checklist For Advisors

## OFF SITE - Search Engine Marketing (SEM)

**Link Building** - Boost your organic search engine ranking. One of the factors Google uses to determine your site's Search Engine Ranking Position (SERP) is the amount of "inbound links" from other popular sites. In fact, popular search engines now base their ranking positions on ~25% on-page (*your website SEO tactics*) and ~75% off-page (*other popular websites that link to you*).

### Keyword Research

Begin by generating a "keyword" report using [WordTracker](#). This report will contain 100s of the most popular Keyword phrases that people search for when looking for a *financial advisor* in your area. Tune-in to your specific segment and focus on 5-7 keywords or keyword phrases. Select the keywords that provide the optimal balance of generating hits, without getting lost in the crowd. These important keywords can then be infused within your website and off-site profiles.

### Online Location Marketing - *Put your business on the map!*

Google has recently become much more localized. Do a search for 'financial consultant' and you'll notice a few local competitors listed as map links. These are being pulled in from several different sites. Create local profiles for your business including the ever popular [Google Places](#). Other listings might include [Yahoo!](#), [Bing](#), Yelp, Citysearch, MapQuest, Superpages, Yellowbook, Whitepages, MerchantCircle, Local.com, MagicYellow, TeleNav, GetFave, Topix, ShowMeLocal, YellowBot, and more.

### Social Media - *Facebook = 500M members, Twitter = 175M members, LinkedIn = 100M members.*

- **LinkedIn** – [Create your company LinkedIn page](#), pull in your blog feed (if you have one), link your profile to your website.
- **Twitter** – Create your company twitter page. Customize with logo. Pull your latest tweets into your website (optional).
- **Facebook** - [Create your company Facebook page](#) w/ welcome page encouraging people to "like" your site, pull in your blog feed (if you have one), link your profile to your website.
- **Others** - Eons.com (for babyboomers), SocialTurns.com (Financial industry), MySpace (Young Adults), Meetup.com (Organize offline meetings).

**Easy Management:** Setup [HootSuite](#) to make it easy to manage these accounts.

**Compliance Archiving:** Setup your social networking accounts to be archived using [backupify](#), [socialware](#), or [arkovi](#).

### Directory Listings - *Use highly ranked directory sites as 'stepping stones' to your site!*

Create as submit your unique company profile to [25+ directory listings](#). IMPORTANT: These additional online assets should link back to your main site to boost search engine credibility.

## Industry Directories

Submit your company profile to industry directories, including [wealthmanagementexchange.com](http://wealthmanagementexchange.com), [financialadvisorpages.com](http://financialadvisorpages.com), & [advisoryfirms.com](http://advisoryfirms.com)

## Videos - *Did you know that Google owns YouTube? Think about it.....*

Google also indexes video results based on localized keyword searches. Gain exposure with this opportunity by creating [your own company YouTube Channel](#). Start by (a) creating a simple PowerPoint presentation for your company offerings, (b) [convert it into a video](#), (c) [post it to your YouTube Channel](#) and (d) embed it on your website. This video can also be used for other off-site marketing.

## PR Sites - *How news gets picked up!*

Create and submit a press-release to [5 PR websites](#). This is how info get's picked up at [Google Finance](#) & [Yahoo Finance](#).

## Adwords - *Pay-per-click keyword marketing to your local area!*

The only way to ensure you will show up at the top of Google is by paying for it. I strongly recommend that advisors start with at least a \$50/month budget to [learn the ropes](#) of this powerful medium. It might just be all you need!

## Review and Monitor

- **Google Analytics** - Review your [Google Analytics](#) monthly.
- **Google Alerts** - Monitor your web presence with [daily email alerts](#).

## Video Resource

I found a great video series on [lynda.com](http://lynda.com) that every Advisor should watch.

[Watch this Social Media Marketing Video Series](#)

But wait..... here's [a free 7 day trial!](#)