



# An 'ON-SITE' SEO Checklist For Advisors

## Under The Hood (Technology)

- **Tableless CSS Design:** Use this (*latest*) design method for your website. It uses "absolute positioning" + CSS (*style sheets*) to ensure a consistent experience cross browser platforms, mobile devices and tablets. Sites build on tables and frames often look different (*even within browsers*). In fact, more website viewers now use Firefox more than IE. [view stats](#)
- **Content Management:** Use a platform that is easy to use and automatically archives each version of a page when you make a change.
- **No Flash:** Apple has sold over [120 million iOS Devices](#) (iPads, iPhones, iPod touches) and none of them can view Flash on your website. [JavaScript](#) and [AJAX](#) coding can replicate many of the movement transitions of Flash. Use them instead.

## SEO (ON SITE - Search Engine Optimization)

These came straight from the source. The [Google SEO Guide](#).

### SEO Basics

- **Create unique, accurate page titles**
  - Company Name & Page Titles should show up in browser title and tab.
  - Use relevant keywords in page titles, but don't spam.
  - Titles should be links. (*seo trick*)
- **Make use of the "description" meta tag**
  - Each page should have a relevant description in the code that contains keywords. [learn how](#)

### Improving Site Structure

- **Improve the structure of your URLs**
  - Readable with keywords --> <http://www.example.com/services/financial-planning-chicago.html>
    - Provide one version of a Domain or URL per website. Use a 301 Redirect for this. This means if you have 3 domains at godaddy they should all resolve too... [www.preferredomain.com](http://www.preferredomain.com). [learn more](#)
    - Your site should contain a *dynamic sitemap* to be submitted to Google, Yahoo, & Bing. This way the search engines are informed every time you create a new page or blog post.
- **Make your site easier to navigate**
  - Organize your content in relevant categories. [example.com/about/](http://example.com/about/) should contain all the pages "about" your firm. [example.com/services/](http://example.com/services/) should contain all the pages about your "services".

## Optimizing Content

- **Offer quality content and services**

1. Use this [free keyword tool](#) to help create a list of relevant keywords to work into your content. *Give yourself a chance!* So instead of using 'financial planner', try 'fee only advisor in Chicago'.

2. Develop content from your clients' and prospects' perspective. Focus on the features and benefits that appeal to them. Or hire a good industry copywriter.

- **Write better anchor text**

*Anchor text <a> is the code that is generated when you create a link in your website.*

Think about the pages or credible sites you can link the relevant keywords in your website to.

Think about adding relevant keywords to your link *'hover over' descriptions* .

- **Optimize your use of images**

Add relevant keywords to your *image filenames.jpg* and your *'hover over' descriptions* .

- **Use heading tags appropriately**

*Heading tags <h> is the code that is generated when you create headers and sub-headers within a website page. A good way to separate content within a page. (Start with an outline)*

Use keywords in these headers.

## Dealing with Crawlers

- **Make effective use of robots.txt**

Use this special text file, in the root of your website, to tell search engines of any folders or files you *do not* wish to be indexed by search engine spiders. EXAMPLE: A whitepaper or newsletter PDF that users have to complete a form to get or subscribe to the newsletter.

- **Be aware of rel="nofollow" for links**

*This is a special piece of code you can add to links and pages within your website so Google will not index them. Usually not applicable for advisor sites. EXAMPLE: If you allowed public comments to your blog, you might not want any user links (or keywords) associated with your website.*

## Promotions and Analysis

- **Promote your website in the right ways**

MIAGD will be creating a separate checklist for SEM (**OFF SITE- Search Engine Marketing**)

- **Make use of free webmaster tools**

Use Google Analytics to review your website stats. Schedule a monthly PDF report to be emailed to you.