



# Helping prospective clients find you online

## Quick tips for boosting your web presence

Most first impressions these days happen online, so your firm needs to be well served by your website and overall web presence. Two key assets—a strong business listing using Google My Business and the use of search engine optimization techniques on your site—will help you attract new prospects and engage clients on an ongoing basis.

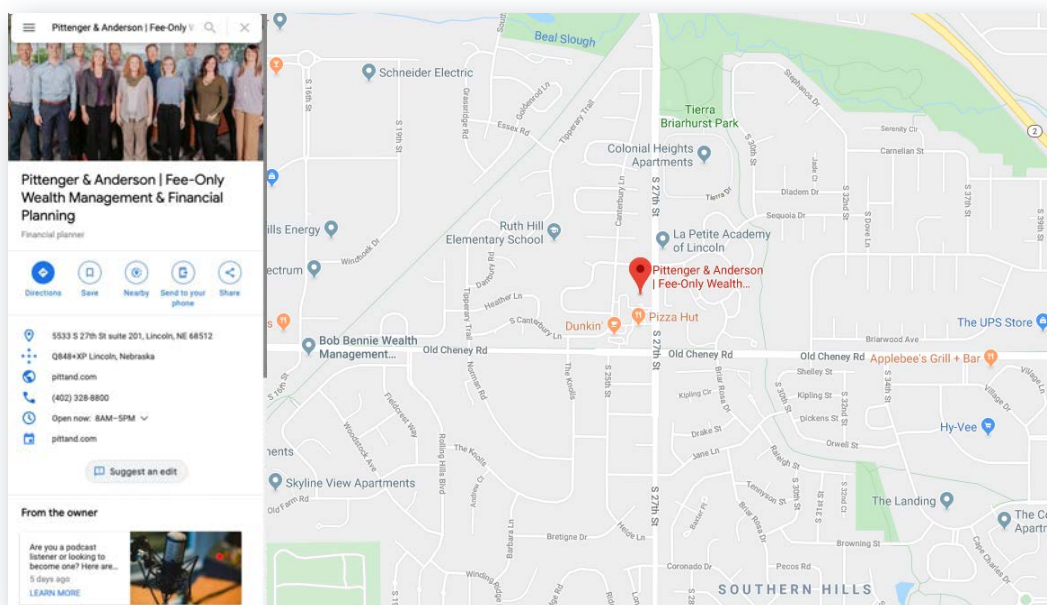
## Use Google My Business for better search performance

There's no better way to cut through the clutter of search results than with a strong "Google My Business" listing in Google Maps. Here are a few simple steps for creating an effective business listing, along with some search engine optimization (SEO) tips that are easier to handle than you might think.

### Optimize

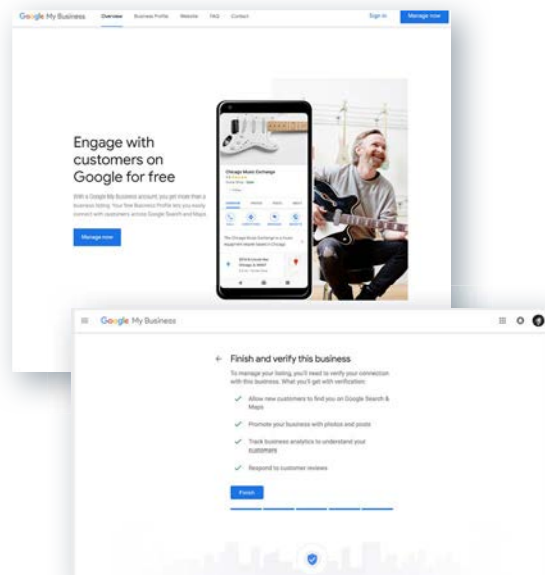
If you already have a Google My Business listing, you'll attract more prospective clients if you add useful content, including:

- How long you've been in business
- Hours of operation
- Photos and videos (see the "Optimize your visual assets" section for details)



## Haven't created a Google My Business listing yet?

- **Go to [google.com/business](https://google.com/business)**, and log in with your business account or create a new account. Then click "Manage now," and enter your business name and address.
- **Indicate where your office is located.** You can also specify your service area in terms of miles from a given location and you can hide your address if desired.
- **Choose the "Financial Consultant," "Investment Service," and "Financial Planner" business categories**—this is important, as it helps Google direct the right type of customer to your listing—and add your phone number and URL.
- **Verify:** This is how Google knows it's really you submitting the listing. You have a number of options for verifying your listing.



# Boost your presence with these SEO tips

You don't need to be an SEO expert or hire a professional to significantly improve your website's search engine performance. Follow these tips to move your site up the search rankings and make a good first impression with your prospective clients.

## Dial in your page titles

When readers do a web search for a business, their search results will often include several page titles under each website. Descriptive and informative page titles will convey that your site is well organized and full of useful content. Effective page titles will also earn your site a higher Google ranking. Best practices for page titles include:

- **Keep it concise:** Search engines typically display only the first 50-60 characters of a page title.
- **Be descriptive and personal:** Your titles should reflect the content of the pages they represent. For example, a page titled "Home" may fail to grab readers' attention and fare poorly in Google's ranking system, but a title that includes your company name and city or region will be more effective. You can use typographical elements like colons, hyphens, or vertical lines to separate chunks of text.
- **Use keywords—judiciously:** Put important keywords (e.g., financial services, retirement planning) at the beginning of your titles, so readers get the picture right away. To avoid getting caught in Google's spam filters, take a thoughtful approach to keywords. A good rule of thumb is not to use a word or similar phrase more than once in a page title.



Make sure your titles reflect the content the pages represent.

- **Personalized retirement planning in Chicago | XYZ Advisors** (instead of "Home")
- **Our Team: XYZ Advisors** (instead of "About")

### Hoover Financial Advisors | Greater Philadelphia Region

<https://hfaplanning.com> ▼

HFA is dedicated to being Chester County's best full service financial advisory firm, helping our clients set financial goals and achieve them.

#### Our team

Everyone on our team fully embraces our fundamental ...

#### Client Access

Are you an HFA client? Use the following links to access our ...

[More results from hfaplanning.com »](#)

#### Contact Us

Contact us. We know that hiring a financial advisor is a big step ...

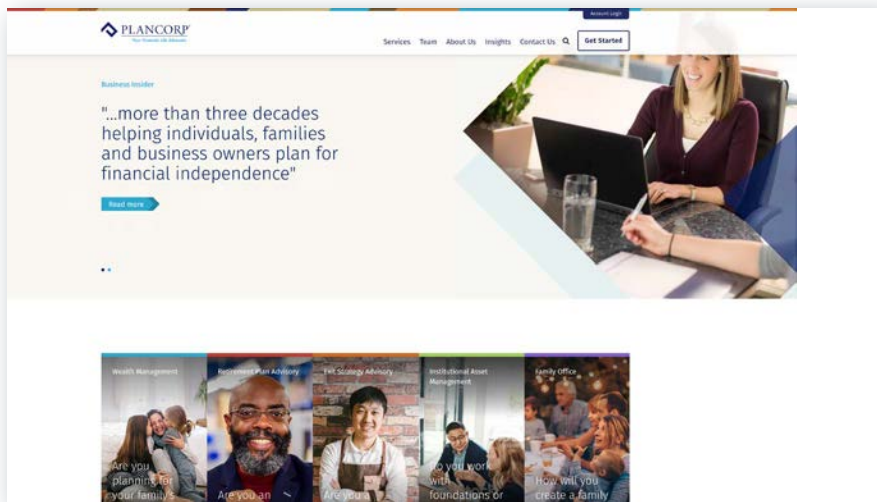
#### What we do

We start by getting to know you so we can understand the goals ...

Further reading: ["How to improve your website ranking in search results"](#)

## Optimize your visual assets

High-quality photos and graphics make a big difference for websites and Google My Business listings. The tips below will improve your search performance and keep your site working well for users regardless of browser or device.



### Google My Business photo tips

- **Cover photo:** As this is the first image that users see in your listing, choose a compelling photo that truly represents your business (logos work too).
- **Profile photo:** Professional headshots or team photos work well here, as they represent your identity when you reply to a review or post a new photo.
- **Additional photos:** The Internet is a visual medium. Upload as many photos as you need to make your listing informative and compelling.
- **Video:** Consider posting a brief and simple message for potential customers, or give viewers an inside peek at your business in action. No need to hire a pro here—a good DIY video will get the job done. For best results across different devices, make your video 30 seconds or shorter, 100MB or smaller, and at least 720p in resolution.

### Website photo tips

- **Photo attributes:** Check the file size and dimensions of every photo or graphic you publish to your site. Photos should generally be at least 720x720 pixels, in JPG or PNG format for faster page loading and better quality. Unless it's a full-screen image, photos or graphics that are more than about 300KB may be too high-resolution or too large as measured in pixel dimensions.
- **Image quality:** Whether you're taking your own photos or downloading photos from one of the many low-cost (or even free) stock photo websites, make sure your images look professional and appealing.
- **SEO-friendly file name:** Use a descriptive name for your photos instead of random numbers (for example, retirement-chart.jpg instead of IMG02785.JPG). Using real words and phrases in this way can improve your site's search engine performance.

Further reading: [“How to Optimize Images for Better Web Design & SEO”](#)

According to Google research, business listings that include photos have 35% more website click-throughs and 42% more requests for driving directions.



### FOR PHOTOS ALREADY PUBLISHED TO YOUR SITE

You can check a photo's file size and dimensions by right-clicking on the image and viewing Info or Properties; otherwise, you can download the images (right-click and save) and then check the image properties in your folder. You can resize images using Photoshop or even the basic photo editor that comes with your operating system. See “Website photo tips” for more guidance.

### DON'T FORGET YOUR ALT TEXT

Each photo should have a corresponding “alternative text” phrase that describes the image. This gives search engines useful information about your site and can also assist visually impaired visitors in navigating your site.



XYZ Advisors help clients with retirement planning.

## Focus on the mobile experience

Search engines favor websites that load fast and display properly on mobile devices, and mobile users expect the same. To optimize your site for smartphones and tablets, keep these best practices in mind.

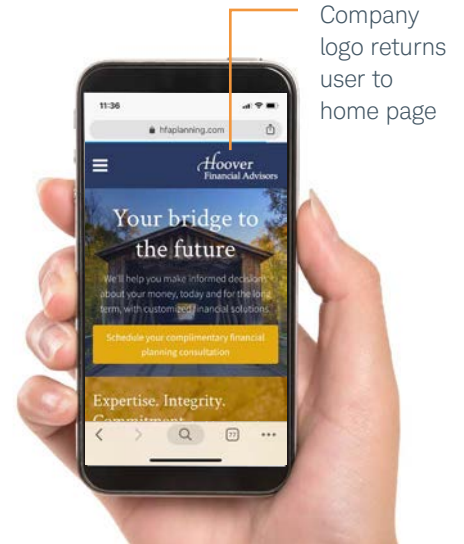
- **Optimize your whole site for mobile:** Use a responsive layout that changes based on the user's device.
- **Don't bury your calls to action:** Put your calls to action (e.g., "schedule a consultation") in a prominent spot on the page and make your users' most common tasks readily available.
- **Keep menus concise:** Mobile users don't want to hunt and peck through a long list of options.
- **Make it easy to return to the home page:** Users expect to be taken to the home page when they tap the logo at the top of any given page.
- **Offer good search capability:** Your site's search function should be easy to find on a mobile device and return relevant results.
- **Make forms efficient and easy to use on mobile devices:** With features like auto-fill and automatic field advancement, users can complete forms on your site with a minimum amount of keying and tapping.

Further reading: "[What Makes a Good Mobile Site?](#)"

## Take the next step

With Google Analytics, you can learn a lot about who's coming to your website and where they're going. Read our PDF "Data-driven website strategies" to learn how Google Analytics can help you win prospective clients.

Talk with your Schwab representative or visit [advisorservices.schwab.com](http://advisorservices.schwab.com) to find more resources to support your marketing and business development efforts.



### ALLOW EASY ACCESS TO HOME PAGE

Customer Information	
Email	Email
First name	first.last@example.com First Last
Last name	Last name
Company	Company (optional)
Address	Address
Apt, suite, etc.	Apt, suite, etc. (optional)
City	City

### MAKE FORMS EASY TO USE

Auto-fill makes forms easier on mobile devices

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