

adviser  
portals

Website Guide /

# SEO - Search Engine Optimisation

Learn how to better optimise your Adviser Portals website  
following Google's best practices



# Are You Promoting Your Website?

As an Adviser Portals customer, you will already have a modern, mobile-friendly and feature rich website to help showcase your financial advice business online. The next step is to promote and market your site to try and get the most exposure, attention and reach possible.

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Like any marketing whether this be online or off, there are many different techniques and methods at your disposal. However, not all marketing strategies work for all companies all of the time; so it is usually worth experimenting with the various channels to see what works best for you and your company. This may be social media, networking events, paid advertising, blogging, email campaigns, SEO or a combination.

For the purpose of this guide, we are going to focus on SEO (Search Engine Optimisation) best practices as set out by Google.

There are 2 main forms of Search Engine Optimisation:

- 1/ On Page** - improvements you make on the website itself
- 2/ Off Page** - promoting your website across the internet.

Let's look at each in a little bit more detail.

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**DISCLAIMER - ADVISER PORTALS DO NOT OFFER SEO SERVICES AND THIS IS MEANT AS AN INFORMATIVE GUIDE ONLY. IF YOU NEED FURTHER ADVICE ON THE SUBJECT OF SEO THEN YOU SHOULD SEEK THE ADVICE OF A RELEVANT PROFESSIONAL.**

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# On Page

On Page SEO is any work you carry out on your website to try and optimise your pages for search engines such as Google.

Your Adviser Portals site is built using semantic, modern coding technologies and methods to ensure you have a great platform to start with; however, there are other things you can do to try and improve your search visibility using the tools you have available in the built in Content Management System.

To manage on page SEO, log in to your site with the 'siteadmin' details received in your 'Welcome Email'.



Improvements you make on the website itself using the built in content management system.

## Page Titles

The page title is one of the most important On Page SEO factors, as this is what Google uses to determine what the page is about. This is usually what is shown on the search engine results page (SERP).

Each page title on your site should be unique, relevant, concise and contain keywords.

## Meta Descriptions

The meta description itself does not actually carry any SEO value as such. The importance of the meta description is to maximise click through rate (CTR) from the SERPs.

To achieve this they should also be unique, relevant, concise and contain keywords that accurately describe to your target audience the nature of the content on the page.

## Content

Your Adviser Portals website is already packed full of informative financial based content and tools which is invaluable to your current and prospective clients. To help try and set you even further apart from your competitors you may consider adding regular, unique and quality content and pages to your site. This could be achieved by maintaining a topical weekly or monthly blog for example.

## Friendly URLs

Every page on your site has a unique URL; for example [www.yoursite.com/page-name](http://www.yoursite.com/page-name). You want your URLs to be keyword rich, as short as possible and readable by humans. When you create pages using the built in content management system, this is handled automatically.

## Sitemap

Sitemaps are files that contain a list of all the pages on your site. They help tell Google where to look for your content and thus helps them index your site. ***Adviser Portals does this for you once your site is live on your domain, so you do not need to worry about this.***



# Off Page

Off Page SEO is all about trying to promote your website across the internet, gaining exposure via social media and link building for example. When done properly and ethically, both can result in an increase in referral and organic search traffic.

Unfortunately there is not a quick fix when it comes to Off Page SEO, it usually involves a considerable amount of work on a regular basis if you want to see real long term results.



Here are a few things that you can do to try and improve Off Page SEO

## Backlinks

Backlinks are links from other websites to your own; these act like a 'vote'. The more links you have to your site, the higher Google is likely to rank you in theory. In recent times, Google tend to look more for quality over quantity so it is worth trying to build your online link profile from relevant authoritative industry related resources.

## Social Media

Social media is more prevalent than ever and that's not going to change any time soon. Embracing popular services such as Facebook, Twitter and LinkedIn may help you connect

with potential customers and engage them in your services.

## Google My Business

Signing up for a free Google My Business account can help your business information show up in Google Search, Maps and Google+. This only takes a few minutes to do and further compliments your website.

## Email Campaigns

Sending out regular topical email campaigns to your existing client bank can keep your services fresh in their mind. Just make sure they actually want to receive these as spam can

negatively impact your business and reputation.

## Word of Mouth

In the modern digital world, word of mouth may seem a little old fashioned, but make sure you tell all of your friends, family and acquaintances about your website and services as this is still one of the most effective ways to get referrals.

## Paid Advertising

There are various paid advertising options online, Google runs perhaps the most popular. Google's AdWords allows you to pay for targeted ads which will be displayed at the top or sides within relevant search results.



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Like any advertising and marketing campaigns, there is no guarantee of a positive return of interest (ROI) on the time and money invested. Search Engine Optimisation can be very competitive for any given search term, especially in the financial sector.

After all you are competing with a lot of similar business who are effectively going after the same clients as you are.

It is important to note, that your site content should be created for

humans and not search engines. This should be as informative as possible, containing the relevant keywords that your target audience are searching for. Any link building exercises should be ethical and organic with a real focus on quality over quantity.

**THIS GUIDE IS BASED ON THE BEST PRACTICE OUTLINES AS SET BY GOOGLE. FOLLOWING THIS GUIDE DOES NOT GUARANTEE ANY HIGHER RANKING IN THE SEARCH RESULTS. IF YOU NEED ANY FURTHER GUIDANCE ON THE SUBJECT OF SEO THEN YOU SHOULD SEEK ADVICE FROM THE RELEVANT PROFESSIONAL. ADVISER PORTALS DOES NOT PROVIDE ANY SEO SERVICES.**

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