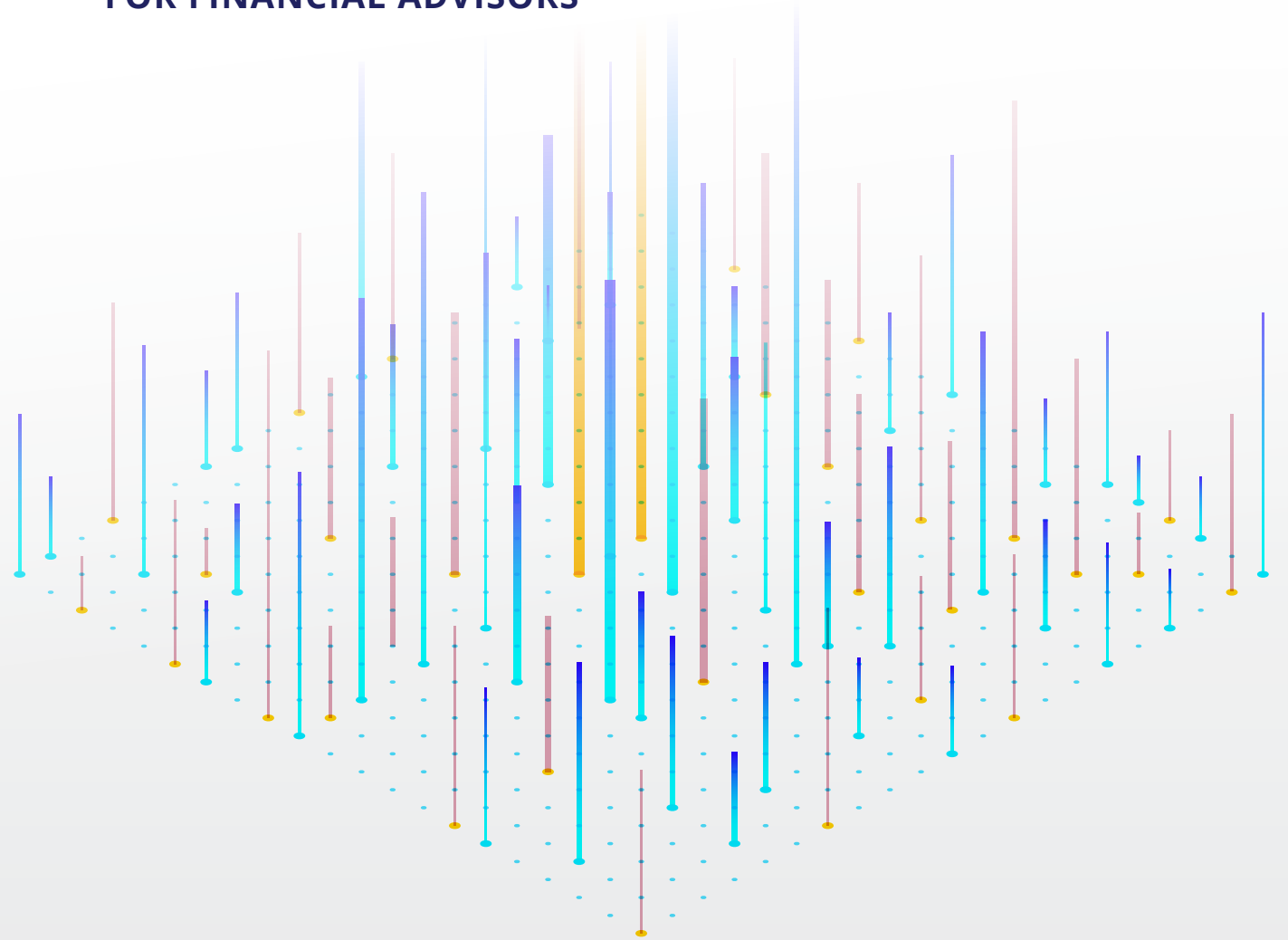




Illuminated Advisors

# SEO CHECKLIST

FOR FINANCIAL ADVISORS





# SEO CHECKLIST

## FOR FINANCIAL ADVISORS



### TRAFFIC REPORTING

*Google Analytics, Google Search Console, Google Tag Manager, and Bing Webmaster Tools are all tied to my site.*

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These tools all bring great diagnostic and analytic data to you and will help you along the way.



### TECHNICAL STRUCTURE

*XML Sitemap present, Robots.txt file present, Domain, and redirects are set up properly.*

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An **XML sitemap** is a table of contents for your website. The sitemap file is the modern way of “submitting” your pages to the search engines.

**Robots.txt** - This file provides instructions to the search engines on what pages or parts of the site to not index. By default, the search engines will look at all the content they can find.

**Domain and redirect** - if you have multiple domains and you are forwarding them to you main make sure that they are redirecting as 301 not 302 as that will suggest duplicate sites on Search Engines. Additionally, ensure that your www site address is mapping, not mirroring, to your non-www address.



### MOBILE RESPONSIVE, SITE SPEED

*Desktop and Mobile site speed are important for your bounce rate and session duration.*

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Minimizing the amount of javascript and shrinking large files on your site can help reduce your site load time. It is important also, that your site is mobile responsive and that it looks just as good on a mobile device as it does on a desktop or laptop.



### BLOG PRESENT

*Having an RSS feed-based blog present on your site is important for SEO because it helps with a number of things that are important ranking factors.*

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When you have a blog that's updated regularly with blog posts that are high quality and on topics relevant to your audience, it can make a huge difference to how your overall website performs in the search engines.

## **SSL CERTIFICATE**

*Having an HTTPS versus an HTTP site is the new standard.*

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While there is only a minor boost in SEO for having an SSL certificate, there is data that suggests that it makes users more confident in your brand.

## **META & OPEN GRAPH DATA**

*Title, keyword, description, featured image - Every page and post in your site needs to have a Meta Title, focus keyword(s), Meta Description, and a featured image.*

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Ensuring that this data is also available for Open Graph Protocol is critical especially if you are sharing your content on social media platforms.

## **IMAGE ALT TEXT**

*Every image in your site should have alt text that is relevant to the content it is supporting.*

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Alt tags help screen-reading tools describe images to visually impaired readers and allow search engines to better crawl and rank your website.

## **PROPER USE OF H TAGS, KEYWORDS IN THE BODY TEXT**

*There would only ever be one H1 tag per page. The use of h2 - h6 tags should be used hierarchically to provide visitors with a visual representation of the importance of the text.*

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Using keywords in body text, subheadings, and the H1 tag text can help with search rankings. Do not use your focus keyword more than 6 times per page or post.

## **OUTBOUND & INTERNAL LINKS**

*Adding at least one outbound link per page or post to another website is good practice.*

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Additionally, adding one or two internal links to other pages or posts on your site is helpful to increase page depth and session duration.

## **SOCIAL MEDIA ACCOUNTS LINKED FROM YOUR WEBSITE**

*Having a Facebook, Twitter, and LinkedIn Company Page that you post consistently to is important for both on Page and off Page SEO.*

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Ensure that there are areas in your site where users can click through to your social platforms. Most people put their links in the top menu or the footer so that they exist on every page.



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**There are many more factors that contribute to good SEO and we would be happy to provide a complimentary SEO analysis of your website.**

*Please schedule a discovery call with a member of our team and you will receive your FREE copy of your website SEO analysis.*

**SCHEDULE A DISCOVERY CALL**