



Like many categories, individuals often begin their search for a financial advisor on-line. How readily can your clients and prospects find your firm when they conduct an on-line search by firm name or via a generic search term such as “Financial Advisor?” Is your firm achieving page one search engine rankings on a consistent basis? More often than your competitors? These are critical questions to be asked in the quest to improve the visibility of your firm’s website. For those interested in shoring up their search engine performance, perhaps the best place to start is with an “Advisor Visibility Audit” to diagnose how well your firm is optimizing its on-line presence. A visibility audit consists of a thorough diagnostic analysis of your websites on-page and off-page SEO readiness and results in recommended actions to be taken to improve your performance in these critical areas. Action plans will typically incorporate a range of SEO tactics including building keyword density, expanding the use of anchor text, improving site URL structures and title tags, increasing the number and relevancy of inbound links, registering your site with key business directories and optimizing those listings.

In addition to SEO, two of the most critical actions that a firm can take to boost website visibility are to increase the number of indexable pages and inbound links. Having a blog integrated into your website, posting content and commentary and leveraging the message reach and link building potential of social networking both play key roles in driving performance in these areas. For firms interested in further enhancing visibility and generating an increased number of leads, consider layering on a search engine marketing program (pay-per-click advertising) to supplement your SEO efforts. Bear in mind that search engine algorithms are complex and ever changing. Thus, improving your firm’s performance in this important area may require the assistance of skilled consultants steeped in search engine optimization. In our experience, however the value delivered is typically well in excess of the fees paid to insure that clients and prospects will be able to find your website. If you’re interested in a complimentary “Advisor Visibility Audit” to assess whether or not your firm is optimizing its on-line presence contact Cliff Campeau, Partner at Evolutionize, LLC at [cliffc@evolutionizemypractice.com](mailto:cliffc@evolutionizemypractice.com) or [... Read More](#)