

FIVE SEO STRATEGIES THAT PRODUCE REAL RESULTS

Our client increased organic traffic by 94%

Investors are turning to the Web to search for and choose financial advisors. With proper search engine optimization (SEO) enhancements, you can **capture this traffic to build your field’s lead pipeline**. This creates a solid foundation for digital discoverability, which you can further enhance with paid search and digital advertising.

CREATING REAL RESULTS FOR WEALTH FIRMS

Broadridge implemented SEO strategies for a major U.S. wealth firm from October 2019 through February 2020, creating a **noticeable increase in quality traffic** for its field:

IMPROVED VISIBILITY



Our client’s organic search advisor-branded keyword clicks **increased 30%** year over year.

INCREASED ORGANIC TRAFFIC



Organic traffic **increased 94%** year over year.

MORE CAPTURED LEADS



Contact Me Events (i.e., email and phone button clicks) **increased 245%** year over year.

THE BROADRIDGE SEO APPROACH

Broadridge implements these SEO strategies to drive more traffic to financial professionals’ websites:



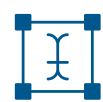
1. Build with modern web architecture

Your site needs a solid foundation to achieve discoverability. The Broadridge website platform uses technical best practices for SEO, including fast loading pages, HTTPS for security and more.



2. Ensure web pages are found by Google

It’s imperative that the search giant and other engines can index your web pages. Broadridge best practices include XML sitemaps, crawlable navigation and proper HTTPS status codes.



3. Optimize web content

Drive more traffic with optimized content that includes keywords with business intent. Broadridge optimizes content with metadata, headings, page copy, schema mark-up and more.



4. Optimize websites for social media search

Social media platforms help discoverability – if webpages are appropriately tagged. Broadridge incorporates open graph (OG) and Twitter tags, so pages shared on social platforms get found.



5. Stay on top

SEO is an ongoing feat. Broadridge consistently updates its best practices to keep up with the ever-changing algorithmic shifts by Google and others to ensure client pages are easily found.

CAPTURE THE TRAFFIC. GROW YOUR BUSINESS.

Partner with Broadridge, the expert in financial marketing. Our powerful Website ManagerSM platform combines the latest digital best practices with a streamlined compliance review and easy site management, empowering advisors and other financial professionals to build and manage a website that drives qualified traffic and converts more prospects.

Learn more at broadridge.com/advisor-wealth-solutions