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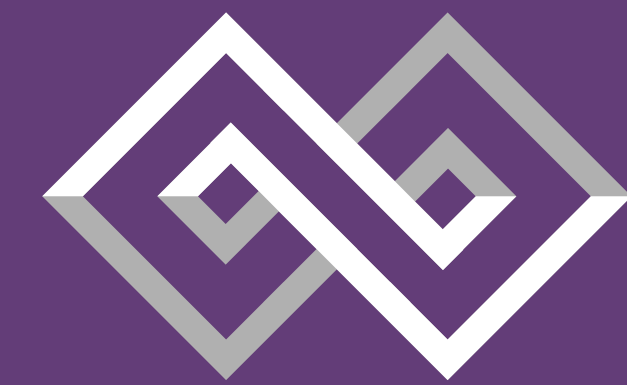
AN SEO TUNE-UP
FOR YOUR RIA WEBSITE

PRESENTED BY: MICHAEL REYNOLDS



MICHAEL REYNOLDS

- Co-founder at Zephyr
- Cellist
- Sushi connoisseur
- Tennis/pickleball player
- Star Trek nerd
- RIA owner

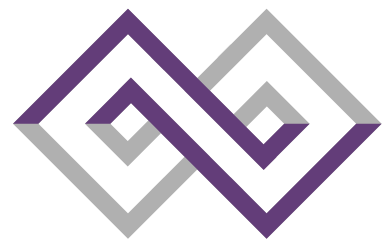
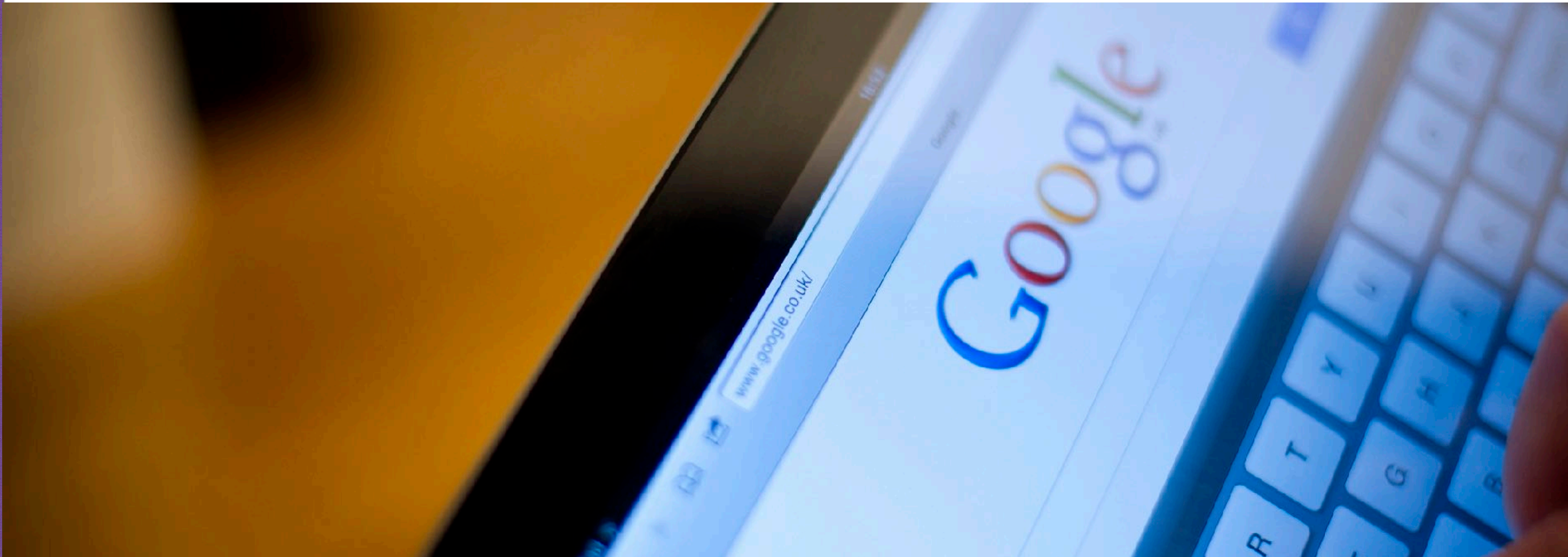


Z E P H Y R

BRITTANY NEAL

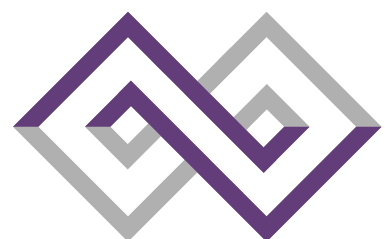
- Marketing Coordinator
- Website builder & marketer
- Human/dog mom
- Loves yoga and coffee

SEO is One of the Best Ways to Connect

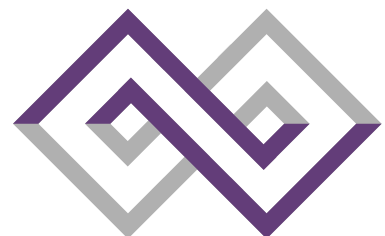
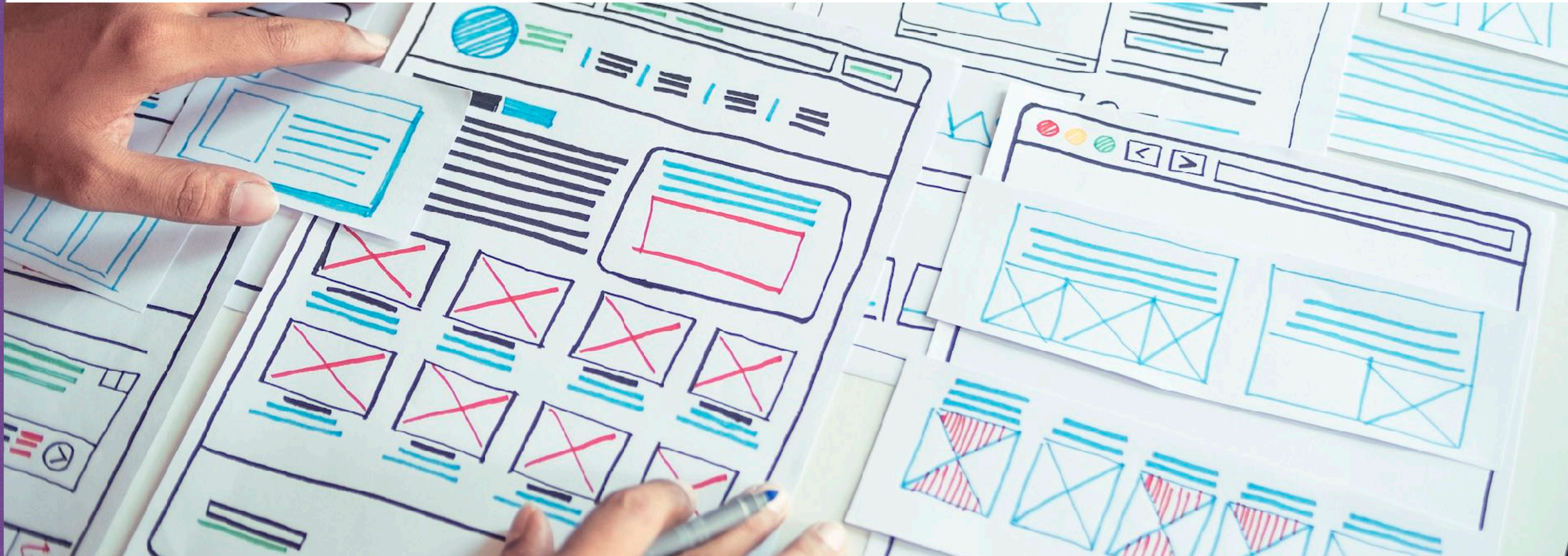


SEO Focus Areas

- Technical structure.
- Content strategy.
- Platform and speed.
- Linking strategies.
- Accessibility.
- Social signals.
- Real business information.

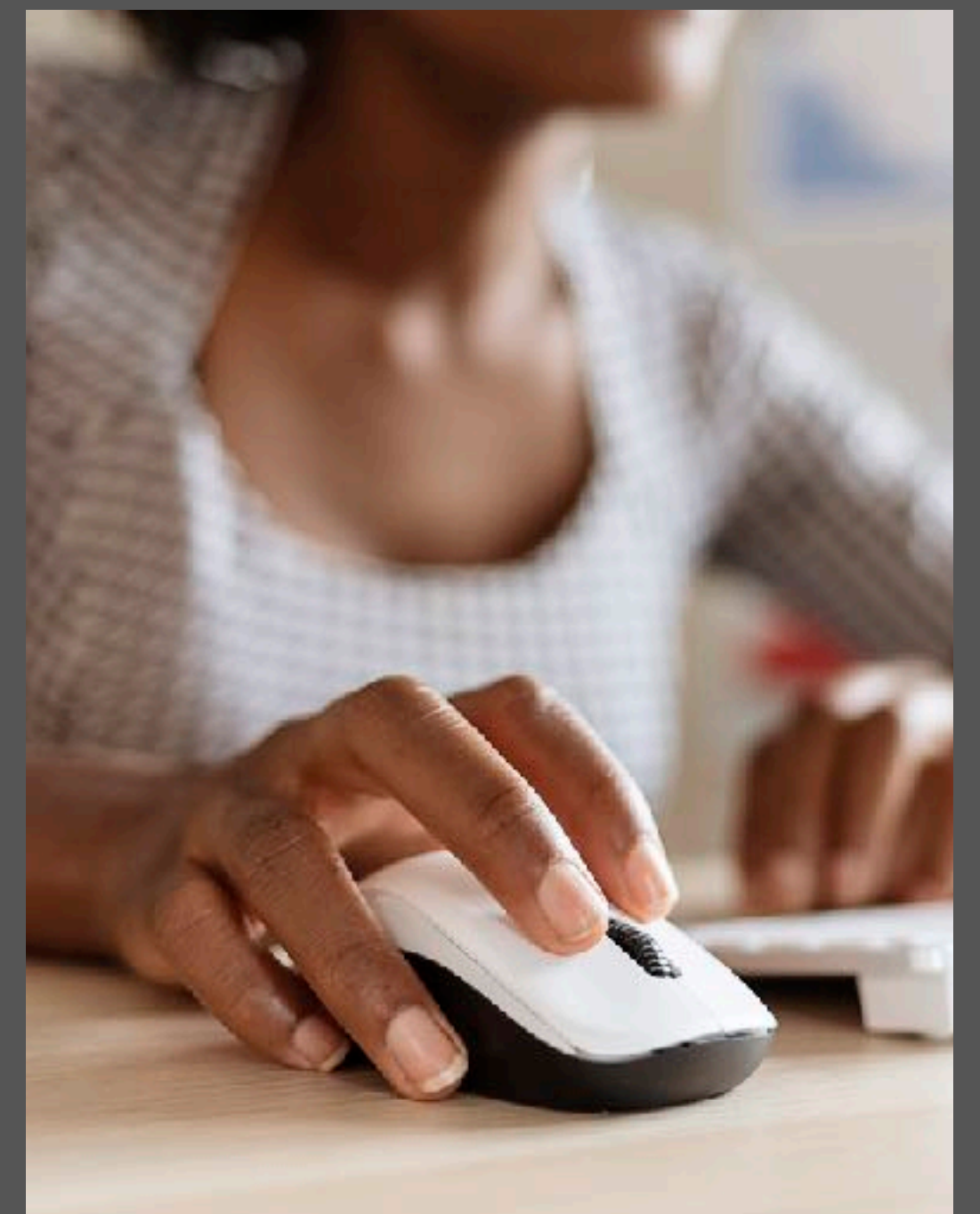


Technical Structure



Clean Markup & Schema

- Clean, “correct” code.
- Increases efficiency and readability.
- Correlated to SEO and can improve click-through.
- Avoid bloated themes or lots of add-ons.
- Mobile responsive behavior.
- Use Tag Manager to reduce overhead.
- Human-readable URLs.



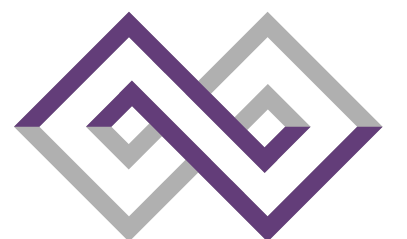


ARTISANFINANCIALPLANNING.COM

Artisan Financial Planning | Financial Planning for Professional Musicians and Their Families

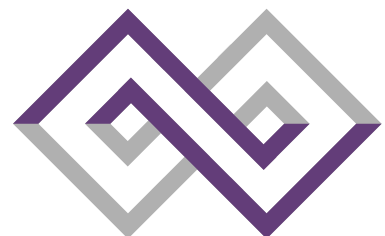
Thoughtful TITLE Tags

- Make titles relevant and informative.
- Don't overdo keywords.
- Give every page a unique title.
- Write for humans (avoid jargon).
- Manage title length.
- Don't forget home page title!

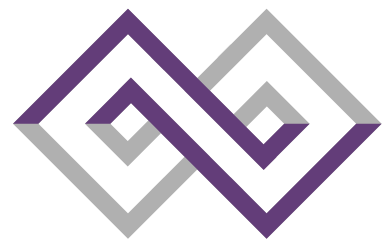


Human-readable URLs

<https://www.elevationfinancial.com/what-is-an-investment-policy-statement>

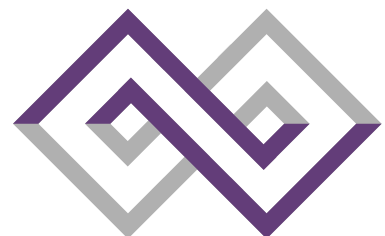


Content Strategy

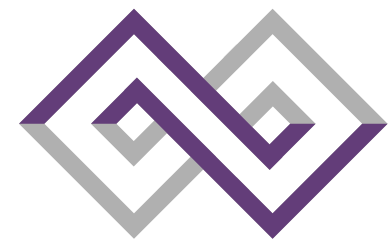
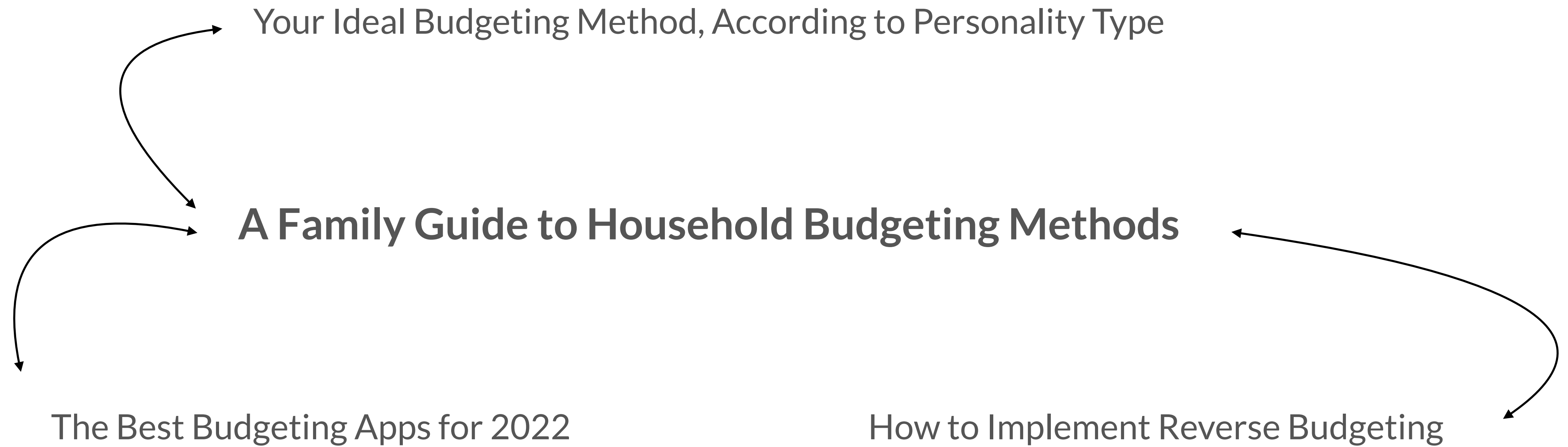


Content

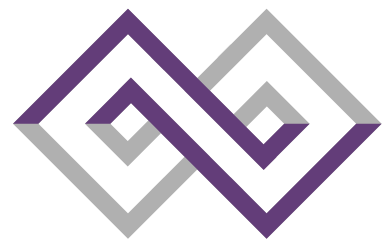
- Niching helps.
- Choose deep, specific topics.
- Use “hub and spoke” content structure.
- Use mixed media (video, images, text).
- Keyword research to define topics.



Hub and Spoke Content

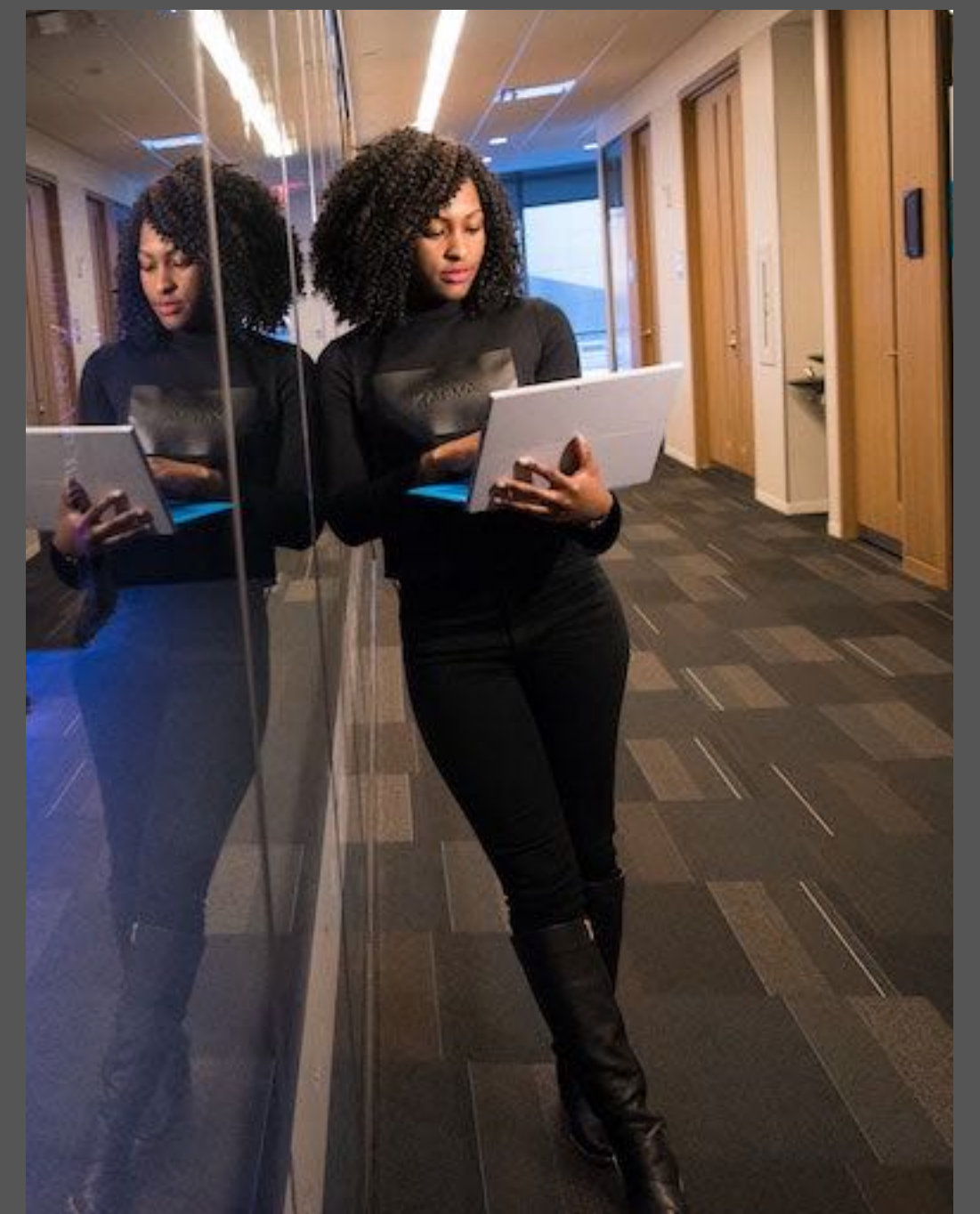
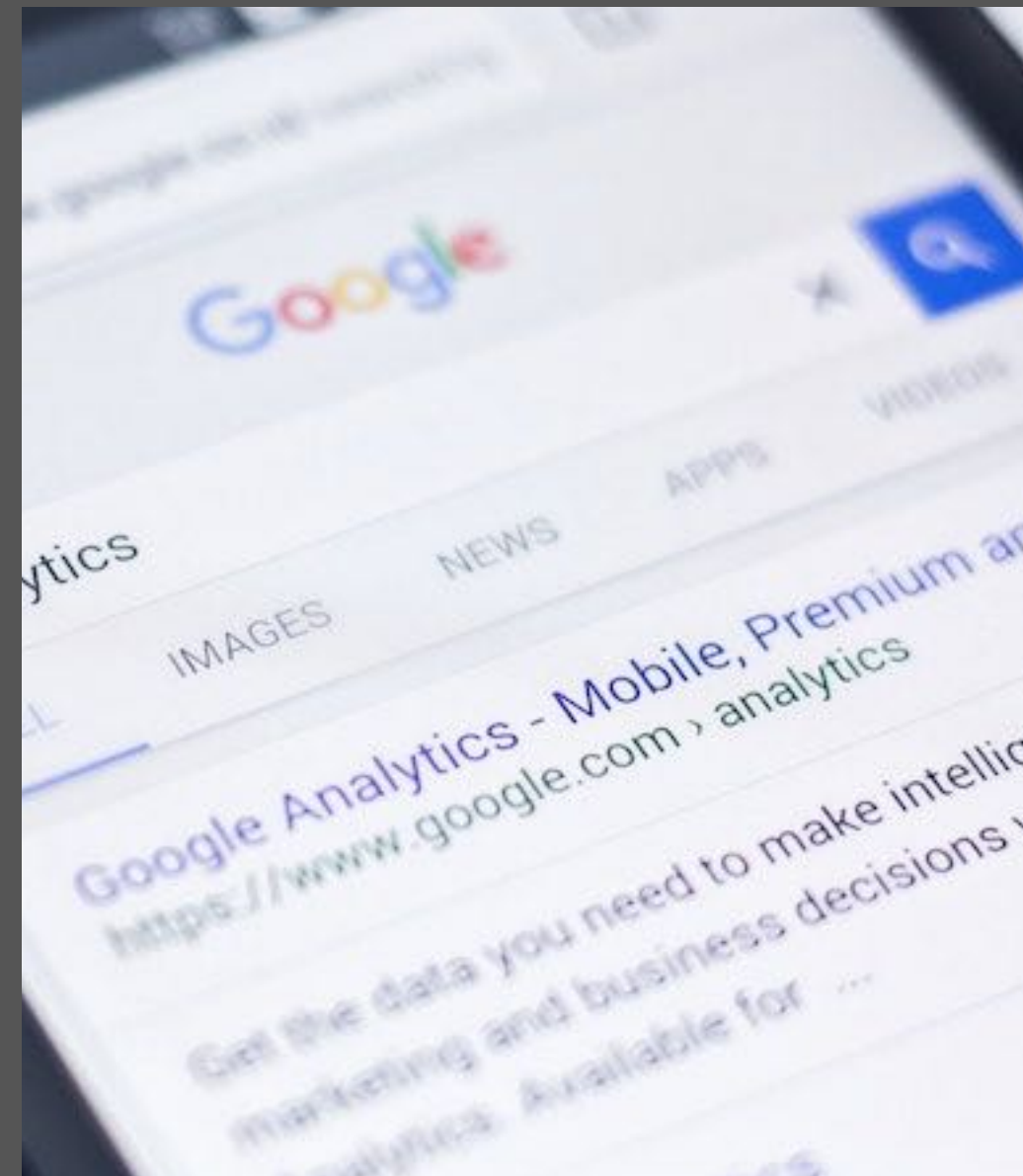
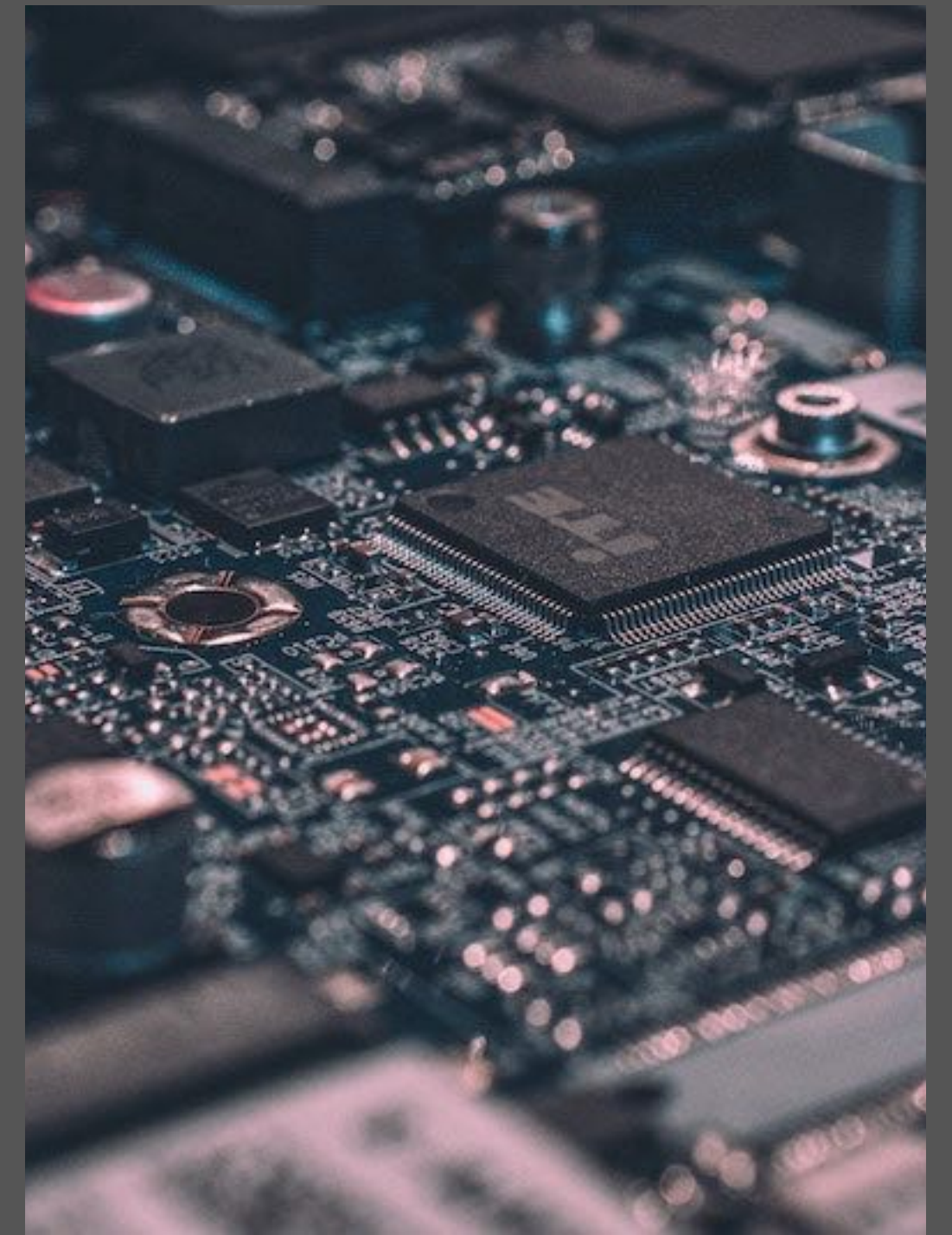


Platform and Speed

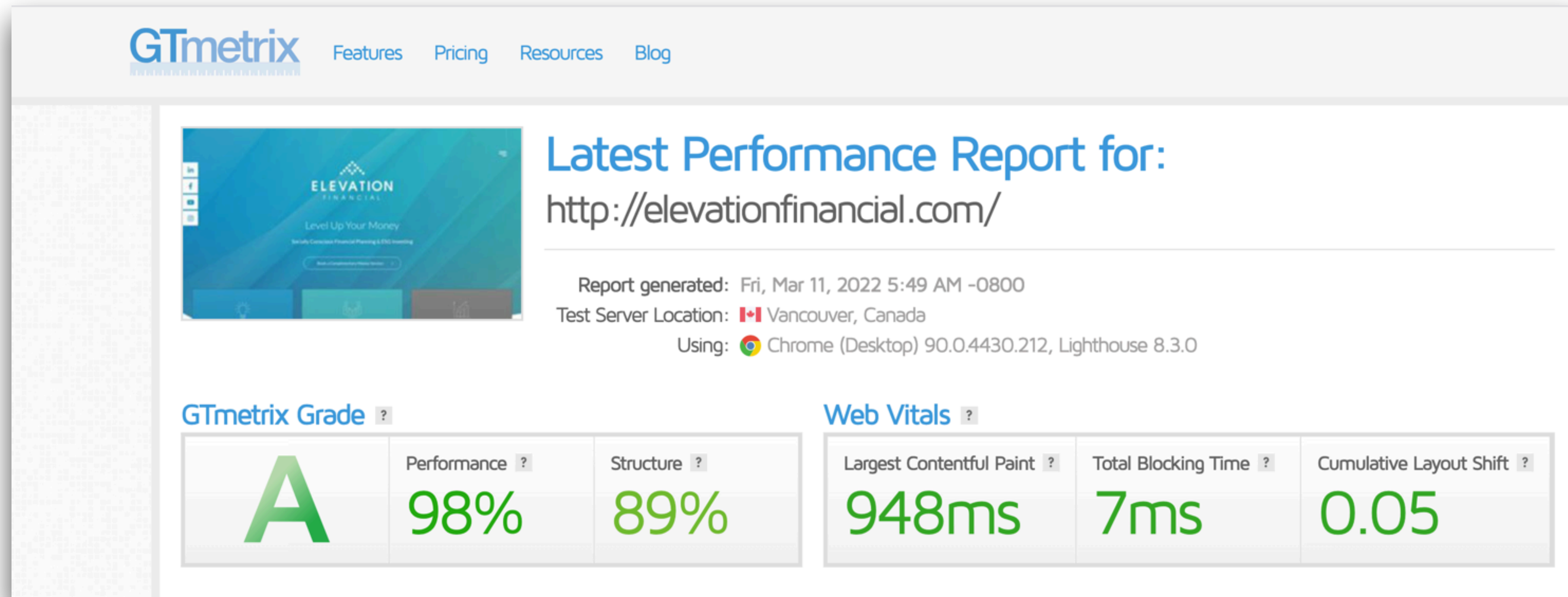


Tech Matters

- SSL on entire website.
- High-quality hosting platform.
- Compress images.
- Age of domain (consider if changing domain).



Tools for Measuring Speed

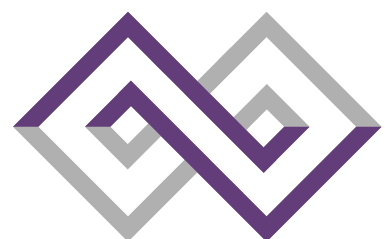


The screenshot shows the GTmetrix website interface. At the top, there is a navigation bar with the GTmetrix logo and links for Features, Pricing, Resources, and Blog. The main content area displays a performance report for the website <http://elevationfinancial.com/>. A thumbnail image of the website's homepage is shown on the left. The report includes the following details:

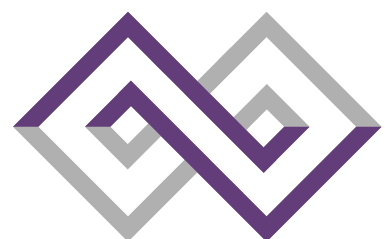
- Report generated: Fri, Mar 11, 2022 5:49 AM -0800
- Test Server Location: 🇨🇦 Vancouver, Canada
- Using: 🌐 Chrome (Desktop) 90.0.4430.212, Lighthouse 8.3.0

The report is divided into two main sections: GTmetrix Grade and Web Vitals.

GTmetrix Grade ?			Web Vitals ?		
A	Performance ?	Structure ?	Largest Contentful Paint ?	Total Blocking Time ?	Cumulative Layout Shift ?
	98%	89%	948ms	7ms	0.05



Linking Strategies





Links Matter

- Inbound links from high-authority sites.
- Thoughtful links within your own site.
- Outbound reference links also help!
- High-quality directories.
- Use contextual anchor text in links
 - Example: instead of “[click here](#) for a budgeting worksheet” try “plan your own cash flow with this [budgeting worksheet](#).”



High-quality Directories

FEE-ONLY NETWORK

About Us For Advisors

You Need a **Trusted** Financial Advisor
Not a Sales Professional
Fee-Only is the Difference

Find a Fee-Only Financial Planner. Search by Location or Name:

Enter your zip code or address here... 25 Mi. 🔍

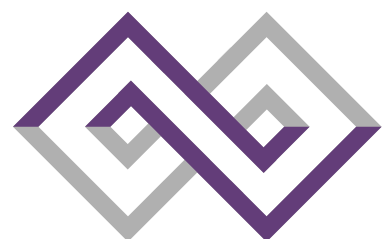
[Search By Name or Business Name](#)

wealthtender 🔍

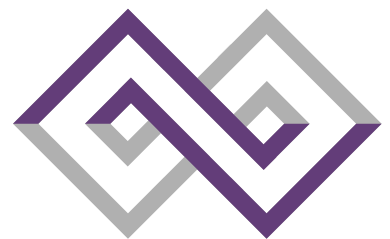
Enjoy life more with less money stress

You deserve a trusted guide who can help you reach your money goals with a personalized plan. Where would you like to begin?

- Your Wealth & Investing
- Find A Financial Advisor
- Your Career & Making Money
- Is a CFP Right For You?
- Your Life & Family
- Crush Your Debt
- Financial Coaching
- WISE Finance Search Engine



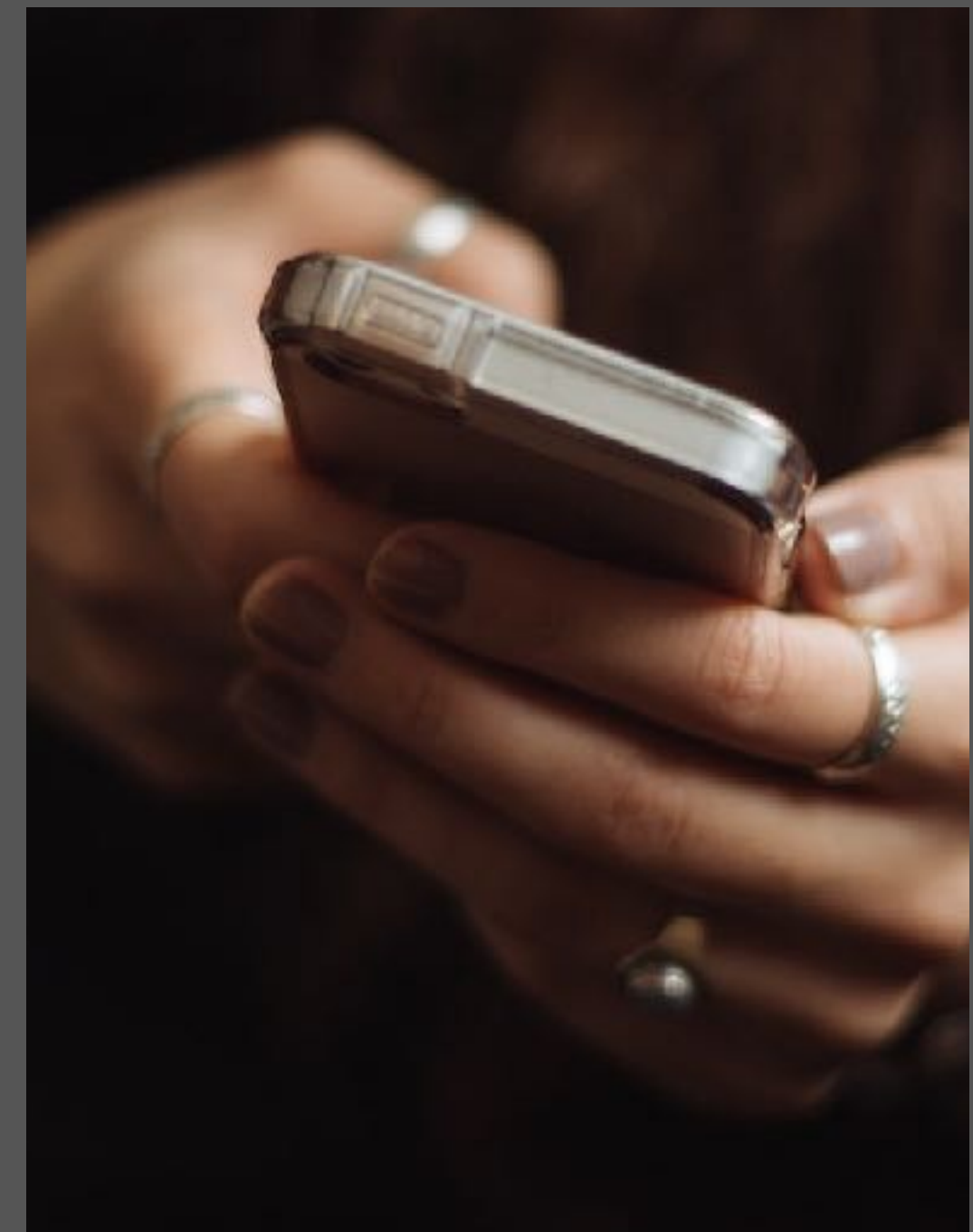
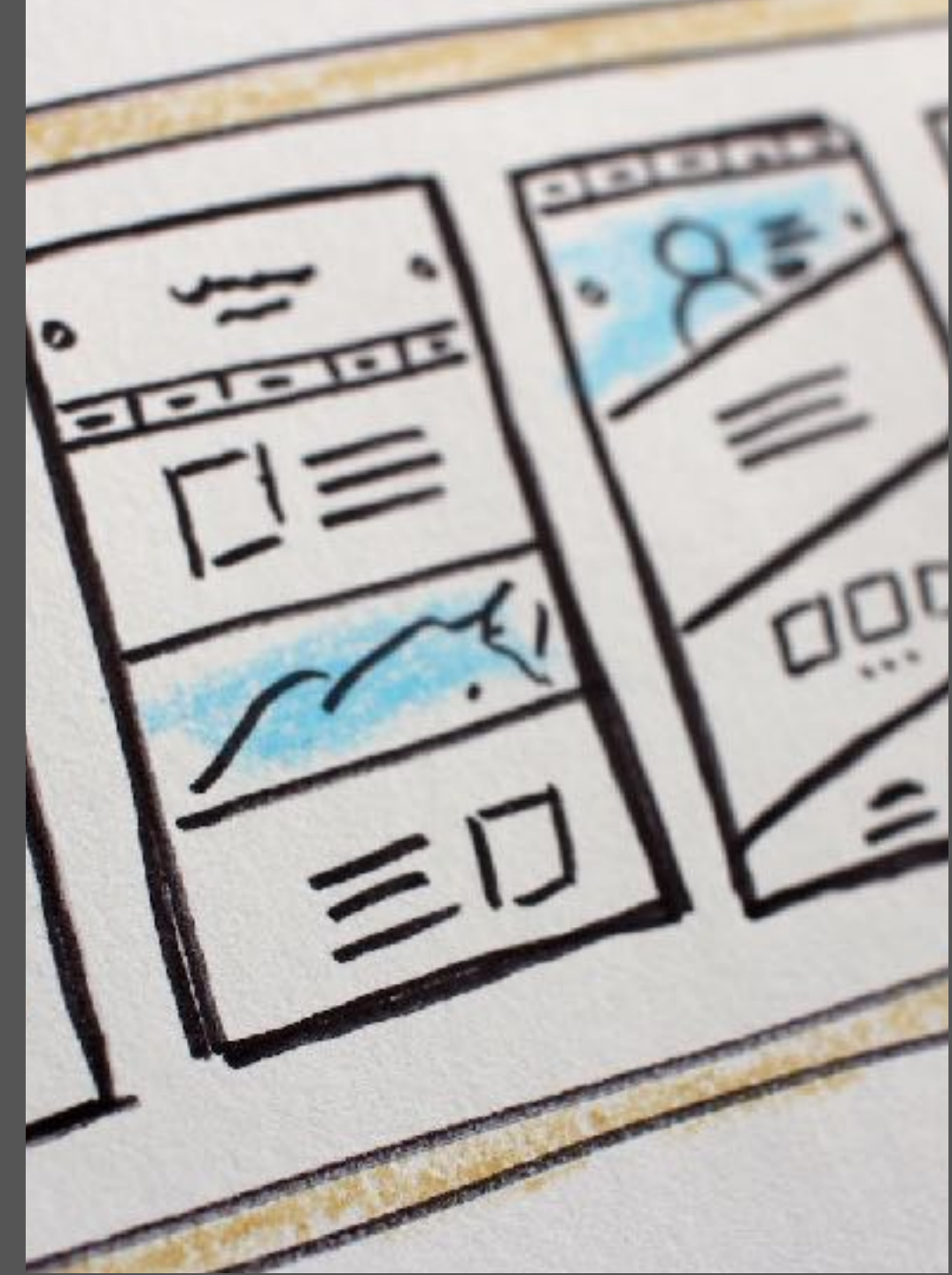
Accessibility



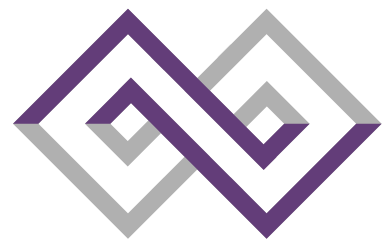
Guidelines

- ALT text for screen readers.
- Captions for audio impaired users.
- High-contrast content for readability.
- Simple formatting for easy consumption.
- Clear, simple fonts.
- Simple menu structure.
- “Plain-spoken” content for cognitive ease.
- Multiple methods of contact.

```
<div class="main">  
  <div class="header">  
    <div class="block_header">  
      <div class="logo"><a href="index.html">  
      <div class="menu">  
        <ul>  
          <li><a href="index.html">  
          <li><a href="services.html">  
          <li><a href="services.html">  
          <li><a href="portfolio.html">  
          <li><a href="contact.html">  
        </ul>  
      </div>  
    </div>  
  </div>  
</div>
```

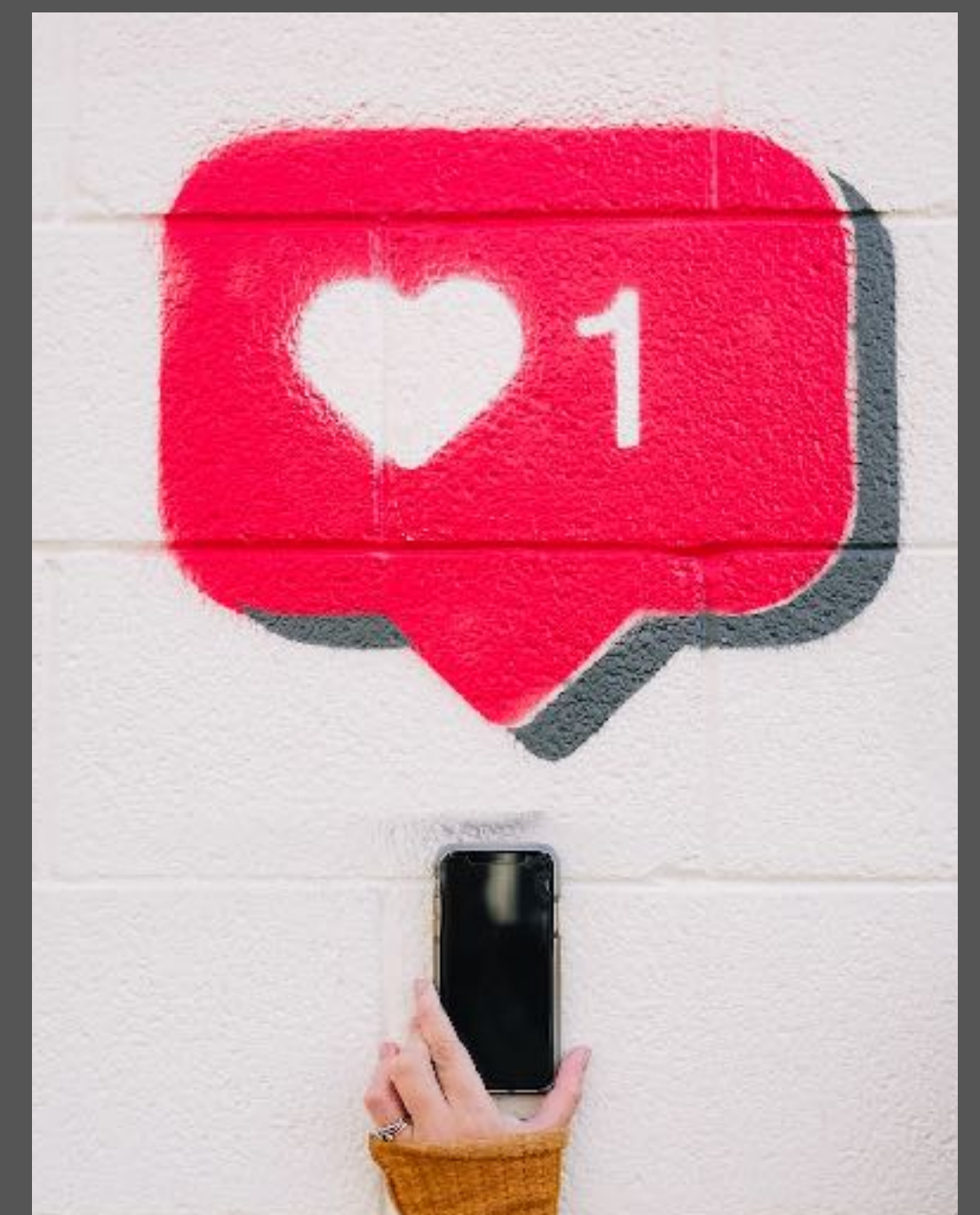


Social Signals

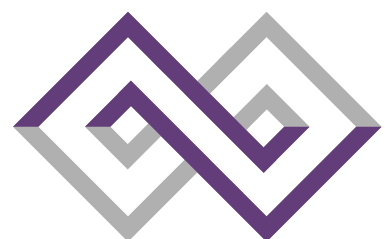
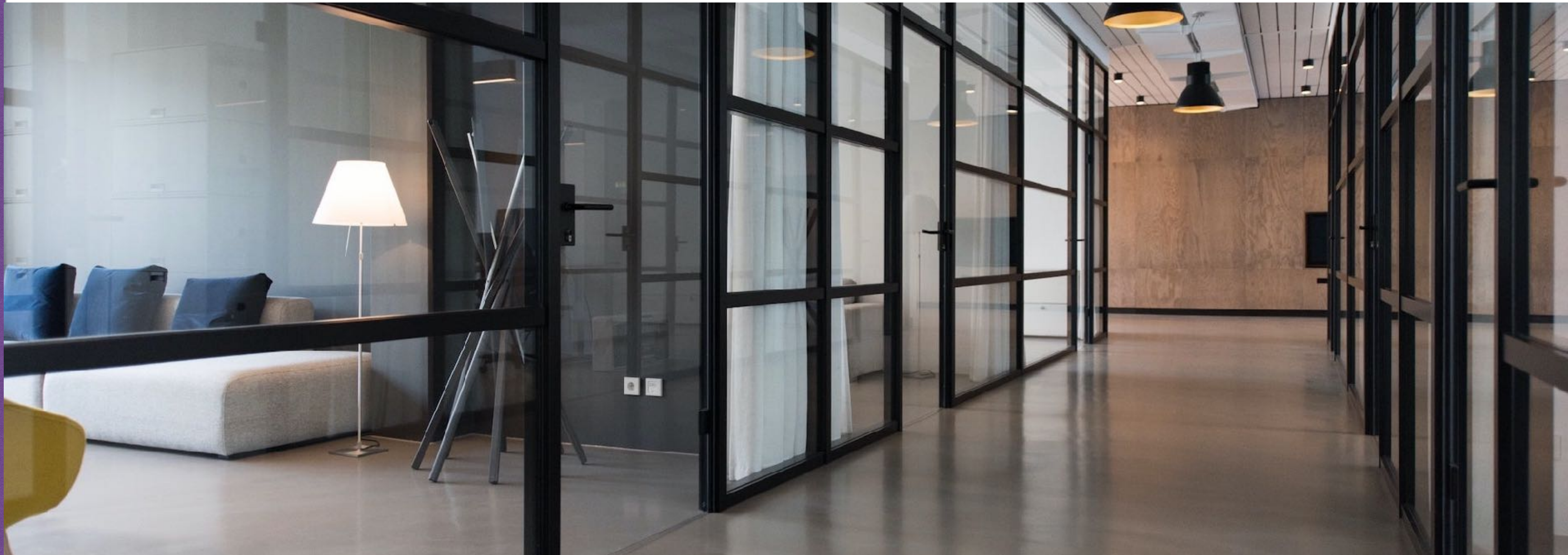


Social Signals That Matter

- Social accounts with high number of likes, followers, etc.
- Official LinkedIn company page.
- Google Business profile (mainly for local).
- Social activity (brand mentions, comments, retweets, pins, etc).
- Consistent, relevant information posted.
- Optimized profiles.

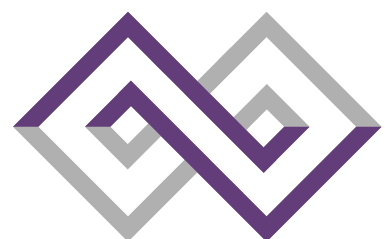


Real Business Information

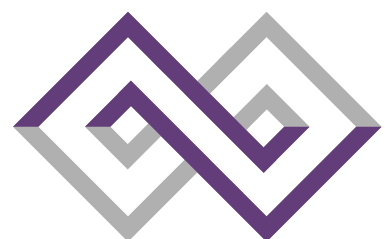


Markers of Trust

- NAP: Name, Address, Phone on every page.
- Business listings on Google Business and Facebook.
- Local keywords on site (if locally focused).
- Thoughtful “About Us” page.
- Cross-linked certifications.
- Footer: Copyright (auto-update, ADV link, Privacy Policy, etc.)



Like Investing, SEO is a Long-term Play



HAVE QUESTIONS?

Contact Michael Reynolds - michael.reynolds@zephyrcms.com

