


Control your domain name

- Registered in your name in an account that you control
- This allows you to change web site hosts, email hosts, control your "Who Is" information, be alerted as to any technical problems, assure renewals are handled properly, etc. You don't want your domain name held hostage by a service provider.
- www.godaddy.com - \$9.99 per year domain registrations.




Register and use multiple domain names

- Prevents competitor or "scam" site from using an affiliated name.
- Facilitates branding products.
- You can point multiple domain names at the same site.
- Can also have mirror sites that literally mirror your main site, but at a different url. Problem is updating multiple sites.




Design your web page for search technologies

- Search engines look for relevance with the keywords or search terms used.
- Relevance is based on the use and frequency of the term in the web page and determined by increasingly complex algorithms.
- Search engines penalize sites that try to manipulate display rankings.




Search technologies are copy dependent

- Avoid FRAMES.
 - If your web page prints in several sub pages, it uses frames.
- Excessive Flash, video or opening animations on your home page that do not have search characteristics can make your site harder to find.
- Text represented graphically is invisible to search engines, i.e. a logo graphic.




Optimize your site for search engine results

- Develop your web page with your keywords – words used as search terms - in mind.
- A web page includes a number of "invisible" characteristics that impact search results.
 - Page title; page description; descriptions of graphics; link names – these reinforce keywords;
- Use search keywords words in page copy.
 - If potential clients will be searching for the manager by name, that name should be on the home page.




When “invisible” copy shows up...






`<meta name="description" content="Founded in 1989, Anchor Capital Advisors LLC provides professional investment counseling services to charitable organizations, corporate and union pension or profit-sharing accounts, endowment funds, and individual or corporate taxable accounts."/>`



KEYWORDS and search relevance


- Keyword in
 - URL
 - Domain name
 - Header
 - Title tag
 - Description meta tag
 - Keyword metatag
 - Body
- Keyword density in body text
- Individual keyword density
- Keyword in H1, H2, H3
- Keyword font size
- Keyword proximity (for 2+ keywords)
- Keyword phrase order



KEYWORDS and search relevance

- Keyword prominence (how early in page/tag)
- Keyword in alt text
- Keyword in links to site pages (anchor text)

Over optimization penalty (OOP) - Penalty for over-compliance with well-established, accepted web optimization practices. Too high keyword repetition (keyword stuffing) may get you the OOP. Meta-tag stuffing.



What keywords are other advisers using?

- Internet Explorer 7 - Page / View Source
- Firefox - View / Page Source


`<meta name="keywords" content="market timing, mutual fund, fund timing, 401k, financial advice, index funds, ira, no load, no-load, portfolio, retirement, rydex, fund advice, index fund, investment, mutual fund timing, profunds, timing, trading tools, best mutual funds, indicator, investing, money management, roth ira, rydex nova, rydex urxa, s&p 500, sector timing, technical analysis, invest, timer, 401k rollover, investment newsletter, mutual funds, online investing, pro funds, retirement planning, asset allocation, equity fund, financial advisor, stock market crash, stock newsletter, vanguard, investing tools, bear market, bull market, distribution"`




Keyword research made easy - Google Trends




- Google Trends analyzes a portion of Google web searches to compute how many searches have been done for the terms you enter, relative to the total number of searches done on Google over time.



Google Trends report






Optimize your web site for local search

- Put local terms in your page titles
Not "Home page" – instead Kansas City Investment Advisory Firm
- Put local terms in your anchor text
Not Investment Management – instead Los Angeles Investment Manager
- Put local terms in your H1 and H2 tags
- Put local terms in your body copy


Kevin Middleton, Investor's Circle



Optimize your site for your audience

- Who are your ideal clients?
- What information are they looking for?
- What determines their decision to use a financial adviser?
- Is your copy well written? Does it reflect why the individual chooses an investment firm?
- Does the site set your firm apart from other money managers?


Kevin Middleton, Investor's Circle



Functionality and your website

- Is the site easy to navigate?
- Is contact information readily available?
- How can your web site make client servicing easier?
- Does the site look professional?

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Keep it simple.

- Clear navigation is essential.
- Can your visitors find the information they are looking for quickly?
- Is your message presented clearly and persuasively?


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4 levels of navigation




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Visitor has to work to find information





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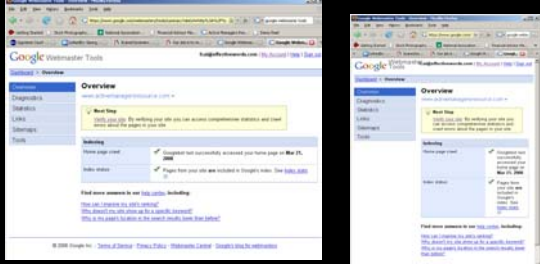



Web site design ideas.

- Don't waste your real estate. If you are designing a new site, make it stretch.

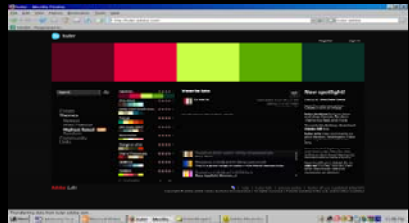




“Stretched” sites adjust to monitor, resizing





Pick a color palette and stick with it



- www.kuler.adobe.com

Add music and audio




- www.musicbakery.com - Royalty free music downloads
- www.audioacrobat.com Podcasting and video Free 30 day trial

Video on Your Site

- Adding video to your site or a blog increases the amount of time that visitors spend on your site.
- The more time they spend, the 'stickier' your site appears
- 'Sticky' sites enjoy higher search engine rankings.




The easiest way to put video on your site:

- Embed code from a video that you post on YouTube, Google Video or other video-sharing site.
- The video is served by video sharing site, so you save bandwidth on your server.



Add motion

- Animation, a video clip, Powerpoint, rollover message, etc.
- www.animationfactory.com

Capture visitor email addresses

- The free offer.
 - White paper
 - Reprints on interesting topics
 - Newsletter
 - e-zine – email newsletter
 - Trial offer
- **Must provide value.**




Repetition is essential in marketing

- *Most people (and businesses) have to receive a minimum of **seven** marketing pieces from a company before they will even consider buying.*
- Use emails to achieve repetition economically.



Why use repetition?

- Not interested in what you are selling TODAY.
- Trust. Trust is built by receiving regular and consistent marketing messages over time.
- Mood. Your product or service may not be their top concern at the moment.
- Wrong action trigger is used.
- No money.
- Too busy to think about it right now.
- For one reason or another, your marketing piece never reached them.



Link only to good sites

- Links can and do go bad, resulting in site demotion.
- Check the Google status of sites you link to periodically.
 - .gov sites seem to be the highest status
 - .edu sites seem to be given a high status
 - .org sites seem to be given a high status
 - .com sites excel in encompassing all the spam/crud sites, resulting in the need for the highest scrutiny/action by search engines.



Use a Favicon



<http://www.html-kit.com/favicon/>




<http://www.html-kit.com/favicon/>



Favicon from Pies

We've Got Your Favorite Emotions!
Get them FREE! Get them NOW!

How to create a favicon:
1. Upload your image (16x16 pixels)
2. Choose a color
3. Click "Generate Favicon"




Submit your site to the search engines

- Google, Yahoo, Microsoft, AOL, Ask, Local.com and TrueLocal build local search directories. Make sure you are listed.
- Judy's Book, Craig's List, and Insider Pages are sites building directories with user generated reviews. Get in those as well and manage your online reputation.




Check your listing on INFO USA


- INFO USA – www.infousa.com
- InfoUSA compiles lists for direct mail and telemarketing.
- Provides a great deal of the directory listing information for many of the smaller search directories.
- infoUSA data powers 85% of online directory searches and 90% of in-car navigation



Post a site map to your site...this may not be what you think.




```
<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi="http://www.sitemaps.org/schemas/sitemap/0.9" http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.activemanagerresource.com/</loc>
    <priority>0.5</priority>
    <lastmod>2008-03-11T22:37:25+00:00</lastmod>
    <changefreq>daily</changefreq>
  </url>
  <url>
    <loc>http://www.activemanagerresource.com/index.htm</loc>
    <priority>0.5</priority>
    <lastmod>2008-03-11T22:37:25+00:00</lastmod>
    <changefreq>daily</changefreq>
  </url>
</urlset>
```




Simple way to add a site map to your site

- Site maps speed up the process of having Google index your site
- **XML Sitemap Generator**
<http://www.xml-sitemaps.com>
- Use **Google Webmaster Tools** to upload to your site and index



Use search advertising



- Use "long-tail" keywords (3 and 4 word phrases very, very specific to what you are selling).
- Very specific searches are more likely to convert to sales.
- More geared toward the type of research customers typically do prior to making a buying decision.
- Easier to rank well than more generic single keyword.



Search ad basics

- Research keywords related to the products or services your business sells.
 - Google Zeitgeist <http://www.google.com/intl/en/press/zeitgeist2007/>
 - Yahoo Overture <http://www.vretoolbar.com/keywords/>
- Typical ad – Headline, Body, your URL
- Multiple ads allow you to test and see which message produces results.
- Decide the maximum amount you want to pay each time your ad is clicked.

AdWords, Yahoo Search, and Other Uses for a Website



Google Starter Edition

- Select keywords – No limit
 - Set monthly budget - two bidding options:
 - Set your own maximum click price yourself, or let the AdWords Budget Optimizer set your bids to try and find you the most clicks possible within your budget.
- Select geographic target
- After one month, analyze results
 - What keywords produced leads?
 - How much did a click cost?

AdWords, Yahoo Search, and Other Uses for a Website



Google Standard AdWords

Advantages over Starter Edition

- Create campaigns for multiple products or businesses, each with many sets of keywords and ads.
- Use text or image ads, plus (in many areas) advanced formats like video, audio and print ads.
- Advanced reporting - Create custom reports.
- Target customers in many locations at once.
- Advanced cost control - Choose from many bidding options: keyword-specific bidding, content bidding, ad position preference.
- Advanced features like conversion tracking, the AdWords traffic estimator, and helpful variations and statistics from the keyword tool.
- Placement targeting - Place your ads on the specific websites that appeal to your customers.

AdWords, Yahoo Search, and Other Uses for a Website



Yahoo search advertising

- Can have multiple ad groups, ads, keywords and bids.
- Geographic targeting, including the ability to block traffic from international locations.
- **Standard match** restricts display of ads to more precise searches that explicitly match to your keywords as well as common misspellings.
- **Advanced** matches search queries with your keywords, titles and descriptions, and web content.
- **Excluded** words capability to block keywords that don't apply.
- Forecasting tool to assist in setting bids.
- Set daily spending limit.
- Detailed performance and financial reports.

AdWords, Yahoo Search, and Other Uses for a Website



Flexibility rules search advertising

- Low entry cost.
- Targeted.
- Exceptional flexibility to test and refine.
- Ability to revise, expand, monitor or terminate on a daily basis.
- Ability to limit overall costs.
- Financial industry appears slow to utilize, offering a window of opportunity.

AdWords, Yahoo Search, and Other Uses for a Website



Other uses for a web site

- If you don't want these pages to show up in a web search, coded them off limits for the web bots/spiders.
- Downloadable brochures, specialized files.
- Images for emails.
- Your photograph at a print resolution.
- Downloadable client forms.
- Employee scheduling.
- Disaster plans.

AdWords, Yahoo Search, and Other Uses for a Website



Google fun stuff

- ▶ **99 Google Ranking Factors Checklist**
<http://www.yaughns-1-pageja.com/internet/google-ranking-factors.htm>
There are over 100 SEO factors that Google uses to rank pages in the Google search results.
- ▶ **gVisit**
<http://www.gvisit.com>
Where are the people who visit your website coming from? you can find out using a Google Maps "mashup" - a marriage of a visual map overlaid with a data set such as your website's log files.
- ▶ **Search Engine Preparedness Tool**
<http://www.web-inspect.com/search-engine-preparation.php>
Is your site ready for prime time search engine inspection? Simply enter its URL and a keyword or phrase into this complimentary tool and you will find out.
- ▶ **Domain Popularity Check**
<http://www.linkvendor.com/seo-tools/domain-popularity.html>
The strength of your backlinks (sites linking to you) is a key component of your Google ranking.
- ▶ **Google Rank Position**
<http://www.prsearch.net>
If you manually check your site's position on Google, you must do so one keyword or phrase at a time, which can be quite time-consuming.
- ▶ **Google Agetshare Calculator**
<http://blog.outlet-court.com/ageshare/>
The Google Agetshare Calculator shows you what age group mentions any given keyword or phrase the most, according to Google search results.

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