

# MARKETING MADE

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## SEO Tips to Help You Outrank Your Competition

As you know, Search Engine Optimization is the process of improving the quality and quantity of website traffic to your website from search engines like Google. When done properly, it can be an effective way to drive traffic, and ultimately, new business to your site.

Derek Schwartz is our resident SEO Specialist, and he's given us a few ideas of what he can do to help you use the internet as a tool to attract and not chase. First and foremost, Derek can help ensure that when people in your area search for terms related to the services you provide, they find you instead of the competition.

If you are advertising your business online, it is imperative that you appear on the first page for the keywords that are most valuable to your business. For example, you would want your firm to rank toward the top of the list for terms like 'financial advisor', 'retirement planning', or 'retirement income'.

According to recent research, "websites on the first search engine results page receive almost 95% of web traffic, leaving only 5% for remaining search results pages." This is why it is essential that your firm ranks toward the top of the list for keywords related to your services.

## Reputation Management

Derek can also help you with Reputation Management. This is particularly helpful in the event of something negative appearing on the first page of the Google search results for inquiries containing your name or the name of your business. Through Reputation Management, we can keep negative articles pushed below the first page, making it less likely that anyone will see it.

## Google Ads Campaigns

Finally, although this is outside of the realm of SEO, it does tie into your discoverability within search engine results pages: PPC Management through Google AdWords. Creating Google Ads Campaigns for your business based on your most valuable keywords can help ensure you are on the top of the page for any search that is valuable to you.

By getting you to the top of the page for the keywords that are most relevant to your business, we can increase the number of leads you get, which in turn will help to grow your business.



### About Derek Schwartz, SEO Specialist

Derek is a Navy Veteran who graduated from Florida Atlantic University in Boca Raton, Florida with a double major in Multimedia Journalism and Sociology. Before joining Advisors' Academy, Derek worked for an eCommerce company as their Marketing Coordinator—where he handled much of the marketing duties. His experience includes working at a national marketing agency as an Account Executive where he helped different businesses develop a solid marketing strategy. At Advisors' Academy, Derek is in charge of researching the best ways to maximize our reach and generate leads for our advisors via SEO and paid ads management.



## Have You Ever Thought About Writing A Book? Now You Can, with Our Turnkey Published Author Program!

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- A professionally ghostwritten book with compelling content that pre-sells your brand to your prospects.
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This program can be very beneficial in the long run, helping to establish you as an authority in your immediate area and rise above the competition. If you’d like to be involved with the Published Author Program, please contact Erika Wilson at [ewilson@advisorsacademy.com](mailto:ewilson@advisorsacademy.com) and she will reach out to you to discuss the details!



## MegaHit Advisor

# Richard Burt

Senior Vice President of McAdams Group, LLC  
Cordova, Tennessee



Each month, we like to feature an advisor that's been doing great work in the field. This month, our Megahit is Richard Burt, Senior Vice President of McAdams Group, LLC located in Cordova, Tennessee.

Richard has been with Advisors' Academy for nearly a decade, and over that time he has shown consistent improvement. His mission has always been to help clients avoid common retirement mistakes, such as overpaying on taxes and having insufficient asset allocations. Recently, he has been utilizing his skills to not only increase his production, but continue to

excel in his use of the Sales process when meeting with prospects and clients.

Primary Coach Rick Bates had this to say:

*"Richard has been with Advisor's Academy for a while and yet he is still willing to put in the effort to sharpen his sales skills. He is also taking on the tall task of adding his Series 65 license to further increase his business success. His willingness to improve shows in his production."*

Well done, Richard! You're an example of what it means to strive to be just a little better each and every day, and we're thankful you're part of the AA family!