

Search Engine Optimization Services

Increase Local Search Engine Rankings by Implementing Organic Search (SEO) Best Practices

Every day, there are more than 91 million Google searches according to the Search Engine Journal, and 89% of consumers start their buying process with a search engine according to Biznology. Being found on search engines is essential for all businesses – including financial institutions – wanting to attract and serve an online audience. Search engine optimization (SEO) requires industry expertise, best practices, effective use of relevant keywords and phrases, and ongoing monitoring and analysis.

When your financial institution partners with the Web Solutions group at ProfitStars®, you gain array of Digital Marketing Services, including Search Engine Optimization Services. This means you can tap into proven services that will attract and convert more website visitors into accountholders.

These innovative SEO services are designed to increase your institution's local search engine rankings by implementing organic search best practices. They begin with a comprehensive SEO audit that identifies the opportunities and challenges inherent in a website's ability to rank organically. Custom SEO plans are developed and incorporate ranking goals, geographically specific keyword research, website architecture recommendations, and content optimization. You also gain custom meta titles and descriptions for all website pages.

In addition, SEO services can include the optimization and management of Google My Business listings, as well as the inclusion of schema markup on relevant pages.

There is no license fee or long-term contract required to access and use this SEO service. The base service can also be augmented with:

- **Paid Google AdWords campaigns** – These campaigns can be strategized, set up, and managed to drive immediate, qualified traffic to your website from high-value search terms.
- **Ongoing SEO support** – To continue the momentum from initial SEO services and address new webpages and webpage changes, this option includes ongoing meta tagging, page content recommendations, and ranking/recommendation reports.

Further options to enhance your website and proactively support specific business goals for your digital branch include:

- **Financial Literacy Content** – Educational content that empowers your accountholders to make more informed, more effective financial decisions.
- **Website Copywriting** – Custom content can be written to support branding and messaging, while also enhancing your SEO goals.
- **Social Campaign Services** – Engage more effectively and efficiently with social channel audiences through custom social campaign strategies and tactical execution.

As website technology and the online banking channel evolve, attracting and engaging visitors has become significantly more complex. Websites that don't meet today's consumer expectations can't optimize the opportunities to strengthen existing relationships, attract new relationships, and increase the revenue generated by the most cost-effective banking channel. Search Engine Optimization Services and other proven Digital Marketing Services from Web Solutions maximize your online presence, enhance your brand, and set your institution apart from your competition.