

# Systems & SEO

Tools for Being Found, Looking Good, and Growing Faster



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# Local Search Dominance & the Power of Online Presence

The Digital Best Practices That Help You Be Found, Look Good, and Grow Faster in the Age of AI.

# 5 Steps to Own Your Local Market

Local search visibility is the direct result of your SEO strategy — if you aren't optimizing, you don't exist to local customers

01

## Post Content Weekly

Keep your audience engaged and show search engines you're active

02

## Track with Analytics

Monitor your traffic to see what's working and where to pivot

03

## Optimize Google Profile

Ensure your "digital storefront" is complete and accurate

04

## Build Reputation

Manage reviews and citations to establish authority in your area

05

## Master On-Page SEO

Use targeted keywords and metadata to help Google categorize your site

**BEST PRACTICE #1**

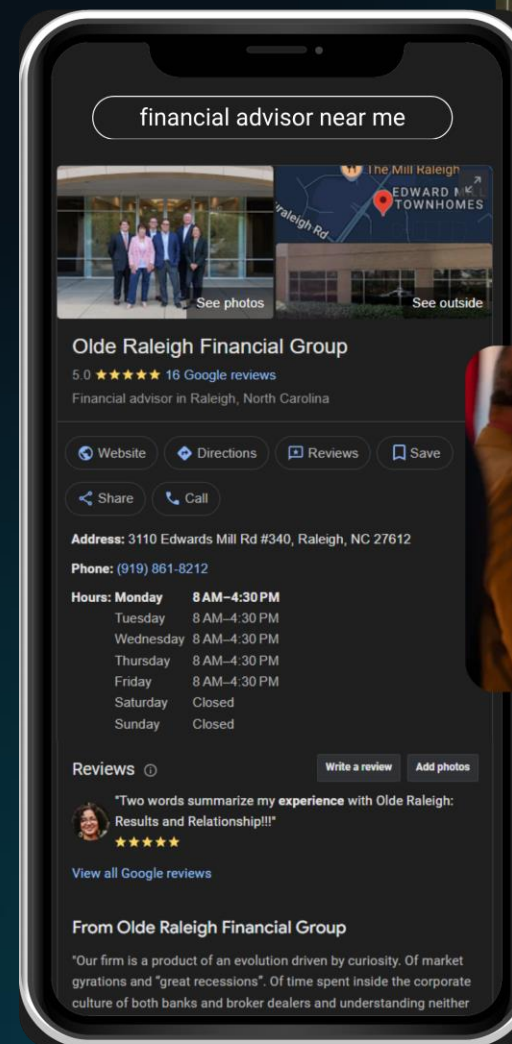
# The Content Engine

- Post at least one relevant piece of content weekly
- Demonstrate why they need a financial advisor, not just information
- Always cite your sources for credibility
- Use internal links to keep readers engaged and on your site longer
- Clear CTA
- Include compelling cover images-be careful with googled images

**BEST PRACTICE #2**

# Optimize Your Google Business Profile

- **NAP Consistency:** Ensure your Name, Address, and Phone number are identical across all platforms including your website, social media, directories, and Google Business Profile.
- **Quality Photos:** Upload high-resolution images of your business, products, services, and team. Fresh, professional photos increase engagement and build customer trust.
- **Accurate Business Hours:** Keep your operating hours up-to-date, including special holiday hours. Customers rely on this information to plan their visits.



## BEST PRACTICE #3

# Google Analytics

## 1. Where is most of my traffic coming from?

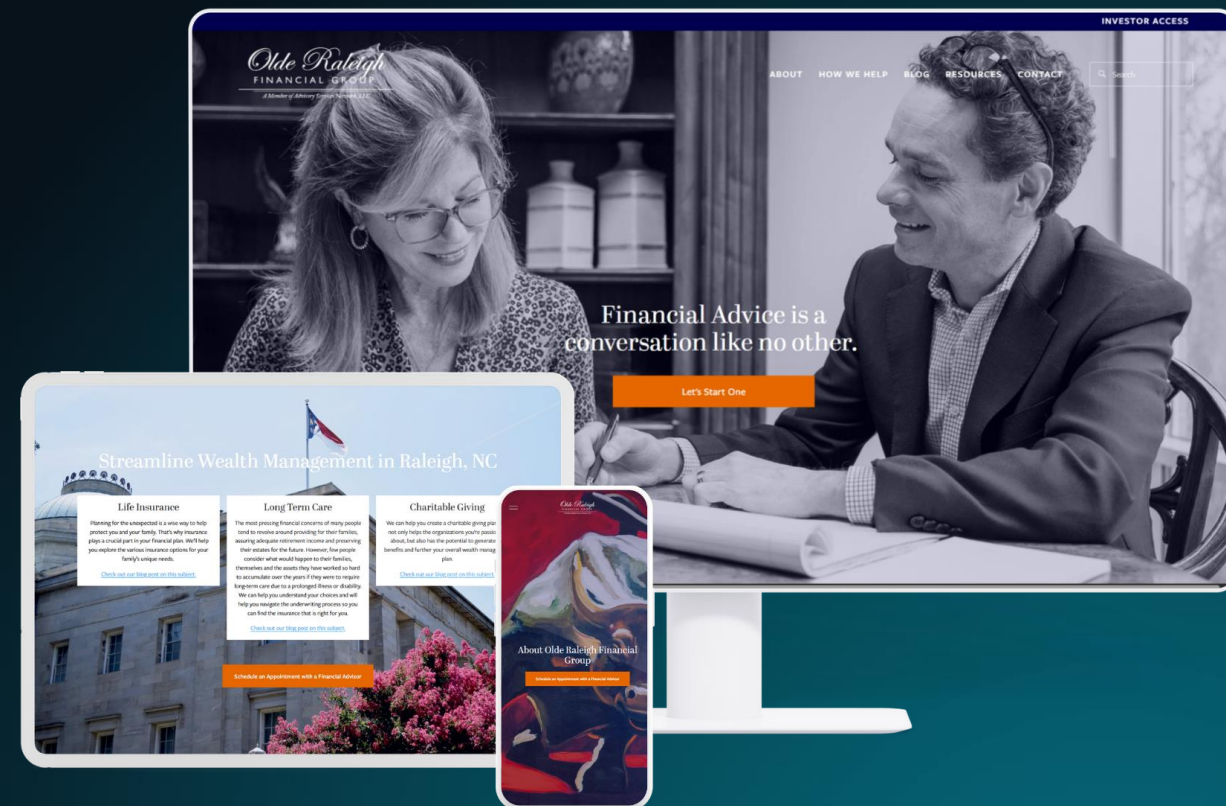
- Organic traffic-google, Bing, Yahoo
  - Organic Search results are key indicator of effective SEO
  - Referrals-visits site through links (affiliates, charity events, community foundations you sponsor)
  - Email-email blasts
  - Direct Traffic-enter website address in search
- **Which Pages get the most attention?**
    - Engagement and Landing Page
    - If a page is performing well, double down
    - If it's underperforming-adjust headline or layout



**BEST PRACTICE #4**

# Keywords, Metadata and On-Page SEO

- **Optimize H1 Tags:** Use one clear, keyword-rich H1 per page that accurately describes the content and includes your primary target keyword.
- **Metadata Best Practices:** Write unique meta descriptions for each page. Include primary keywords and a clear call-to-action within 155 characters.
- **Title Optimization:** Craft compelling title tags under 60 characters that include target keywords and accurately represent page content.




**BEST PRACTICE #5**

# Reputation & Trust

- **Encourage Reviews:** Actively request customer feedback and showcase authentic testimonials to build social proof.
- **Showcase Credentials:** Display certifications, awards, and community involvement to establish authority and trust.



## Daily Success Routine

# Pulling it All Together

1. Review your analytics dashboard
2. Review or improve one page on your site
3. Respond to one inquiry or review
4. Capture one client question for content
5. Just 15-30 minutes daily compounds into dominance

*This simple daily routine transforms your practice over time.*



Daily Success Routine

# Pulling it All Together

*This simple daily routine transforms your practice over time.*

**Education**

**Attention**

**Conversations**

**New  
Clients!**

# Questions?

Please **raise your hand** and wait for the microphone to be brought to you **before** asking your question.





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“FORCE MULTIPLIERS”