

101 Essential SEO Strategies for Financial Services

ASSESS CURRENT SEO STATUS

- Use tools like SEMrush, Ahrefs, or Google Analytics to evaluate your website's performance and pinpoint issues.

PRIORITIZE TECHNICAL SEO

- Improve website speed.
- Ensure mobile responsiveness.
- Optimize site architecture.
- Fix crawl errors and duplicate content.

KEYWORD RESEARCH & COMPETITOR ANALYSIS

- Use Google Keyword Planner and SEMrush for keyword discovery.
- Analyze competitors' keywords, backlinks, and content gaps

EVALUATE CONTENT

- Ensure content is relevant, engaging, and optimized for target keywords.
- Regularly update and improve existing content.

BOOST E-A-T (EXPERTISE, AUTHORITATIVENESS, TRUSTWORTHINESS)

- Highlight credentials, certifications, and client testimonials.
- Produce thought leadership content to build trust.

LINK BUILDING & AUTHORITY

- Acquire high-quality backlinks from reputable sources.
- Focus on content partnerships, guest posts, and industry collaborations.

UPGRADE LOCAL SEO

- Ensure NAP (Name, Address, Phone) consistency across all platforms.
- Register with local directories like Google My Business.
- Collect and manage positive reviews for better local rankings.