

STRENGTHEN YOUR BANK SITE'S SEO

A STEP BY STEP GUIDE

It's easy for banks to treat SEO as an afterthought. Especially if your bank is dealing with mobile integrations, website compliance issues and the rest of digital marketing. But building a strong SEO practice means building a strong foundation for all of your bank's other digital marketing. Thoma Thoma has a streamlined process for helping your bank build SEO strategies to yield high performance results to translate your digital efforts into new business.

Here's how our process works. Within each year, we perform four campaigns. Each campaign takes three months and is built on the following structure:

- 1 START WITH AN ASSESSMENT**
 - Assess your bank's current keyword rankings
 - Build a keyword list by most valuable search terms
 - Perform a site audit to weed out search capability issues
 - Run initial UX (User Experience) report

- 2 CRANK UP GOOGLE ANALYTICS TO FULL POTENTIAL**
 - Install Google Analytics
 - Review past traffic trends
 - Set goals in analytics to measure strategy's success

- 3 PREP FOR CONTENT DEVELOPMENT**
 - Assess all current site content and sitemap
 - Set all necessary site redirects to kill broken pages
 - Build content calendar based on keywords, financial trends and industry insights

- 4 CHECK THE BANK'S OFF-SITE SEO**
 - Check and update all local listings
 - Perform a Google Knowledge Graph audit

- 5 RUN AN ON-SITE SEO CHECKLIST**
 - Update each current page's metadata to keyword strategy
 - Tag all images and videos with relevant keywords
 - Develop timeline for updating the entire site

- 6 START CREATING CONTENT**
 - Publish 1-3 blog posts per month on relevant, timely financial topics
 - Start establishing your bank as an online thought leader
 - Optimize metadata for all new content prior to publishing

- 7 REPORT AND STRATEGIZE**
 - Deliver monthly reports with performance metrics and next steps
 - Deliver more in-depth reports each quarter to measure activity against goals
 - Meet face-to-face quarterly to discuss performance, solve issues and strategize

If you're interested in learning more about Thoma's SEO practice, give us a call at 501-664-5672 or email our Senior Digital Strategist Ashley Steele at ashley@thomathoma.com. Let us show you how we can optimize your bank's site to gain new business.



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