



A Playbook for Success for the Fee-Only Professional

At least 5 billion searches per day	At least 60,000 queries each second for advisers, attorneys and CPAs	86% of investors spend > 1 hr researching online	43% of investors under age 45, with \$500K, look for an adviser online	86% of analysts use Google for professional due diligence
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Individuals Are Seeking Honest Fee-Only Advice

Over 90% of Individuals Search The Internet for Independent Advice

Competition is Incredibly Intense and Expected to Increase for Many Years



CFPs..... 93,000
SEC RIA Firms.....14,500
CPAs.....650,000
Attorneys.....1,300,000

As a professional, it is crucial to incorporate Google Business & Google Search into your marketing and web strategy. This integration should be approached thoughtfully to bolster your professional reputation without any adverse effects.

This tailored guide is designed to be a resource for leveraging Google Business & Google Search to efficiently engage with your target audience and expand your client base.

LET'S GET STARTED..



THE PLAYBOOK

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Create Great First Impressions

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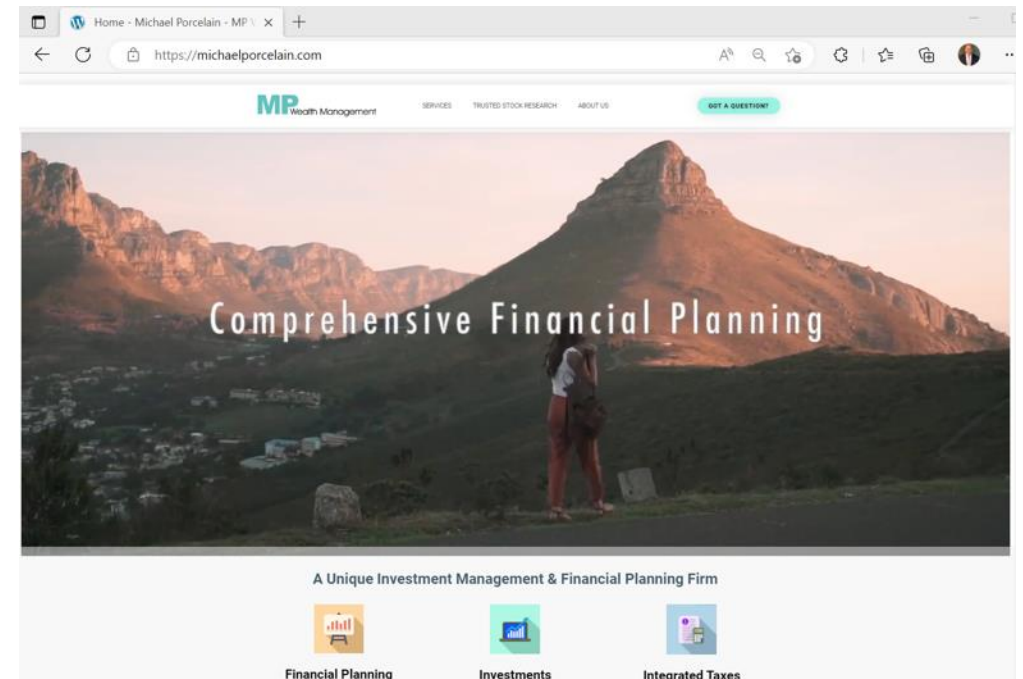
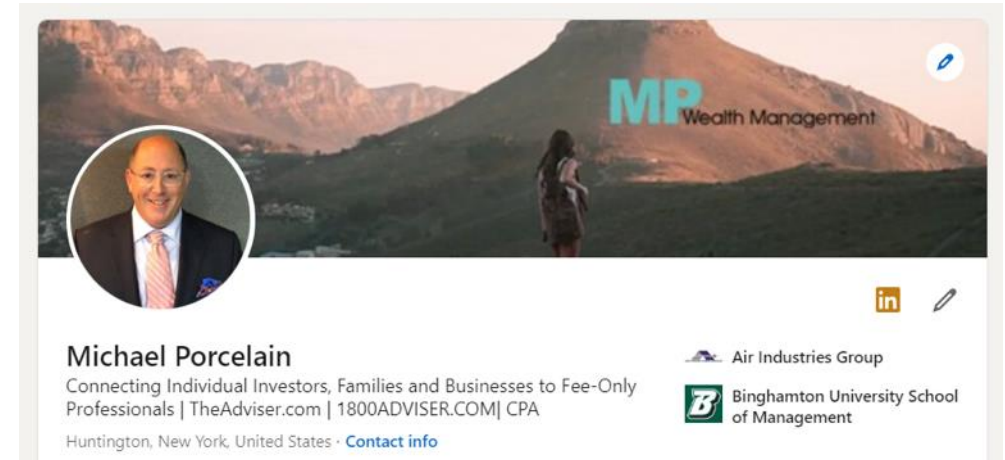
Modernize Your Google Listing

Revitalize your Google listing to reflect your professional image. Update your business information, including contact details, hours of operation, and services offered. Use high-quality images and compelling descriptions to stand out from competitors. Embrace modern design elements and ensure consistency with your brand identity across all platforms.

There is a direct correlation between the number of photos in your Google Business Listing and visibility in search on Google Maps.



Example of Cohesive Branding Experience



Create Great First Impressions

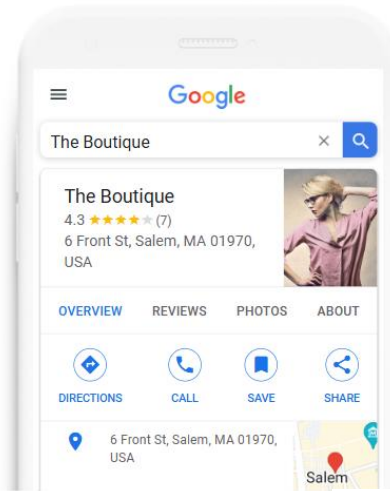
Create & Edit Your Google My Business Profile

Using <https://business.google.com/create>, create and/or log in to your Google My Business account, navigate to the "Info" tab, and click on the section you want to edit. Make the necessary changes, such as updating your business hours, adding new photos, or modifying your contact information, and click "Apply" to save your edits instantly.

Google may require you to verify your business so follow their verification process carefully.



Example Google Business Profile



Find and manage your business

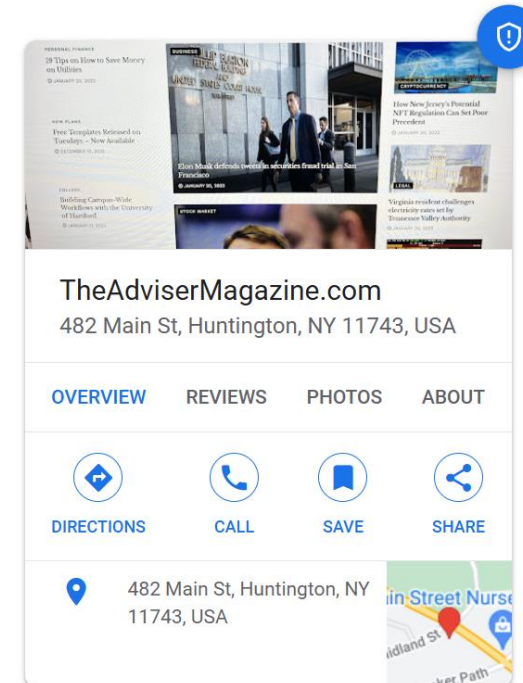
Type your business name



Can't find your business?

[Add your business to Google](#)

Enter your firm's name





Play the Long Game

Play the Long Game

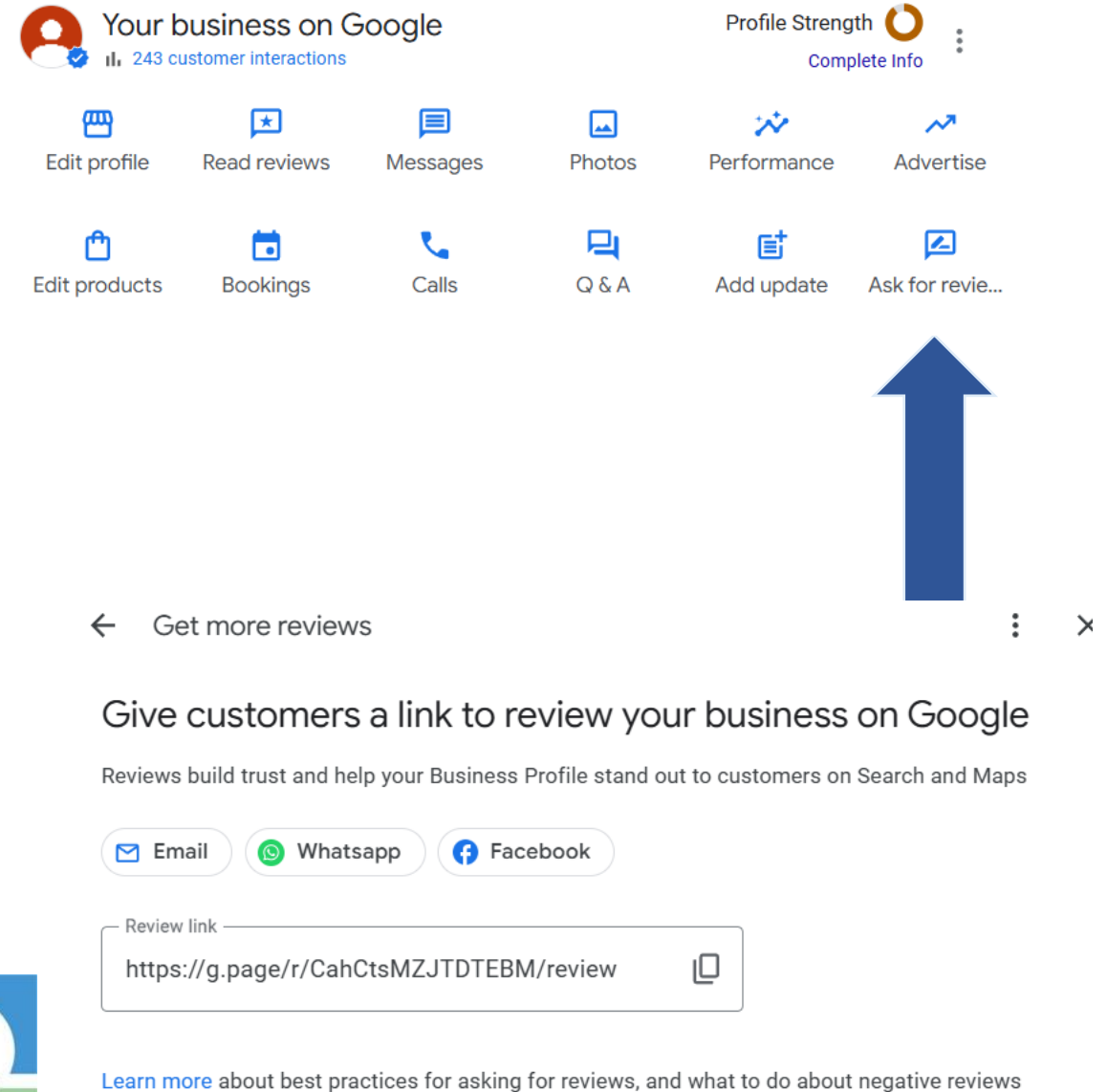
Ask Customers for Reviews

Google allows virtually anyone to leave reviews about your business and these reviews impact Google's search algorithm. Professionals must exercise caution to avoid any implication of compensation or inducement for positive reviews. Encourage **ALL** clients to share honest feedback, without any expectation of reward or incentive. Address negative reviews promptly.

The SEC and professional organizations have nuanced rules about testimonials or asking for reviews. It is best to consult with an experienced marketing firm to remain compliant.



Customer Reviews Should Not Be Edited



The screenshot shows the Google Business Profile interface. At the top, it says "Your business on Google" with a profile icon and "243 customer interactions". To the right, there is a "Profile Strength" indicator and a "Complete Info" link. Below this, there are several action buttons: "Edit profile", "Read reviews", "Messages", "Photos", "Performance", "Advertise", "Edit products", "Bookings", "Calls", "Q & A", "Add update", and "Ask for review...". A large blue arrow points upwards towards the "Ask for review..." button. Below the main interface, there is a section titled "Get more reviews" with a left arrow and a right arrow. Underneath, it says "Give customers a link to review your business on Google" and "Reviews build trust and help your Business Profile stand out to customers on Search and Maps". There are three social sharing buttons: "Email", "Whatsapp", and "Facebook". Below these is a "Review link" field containing the URL "https://g.page/r/CahCtsMZJTDTEBM/review" and a copy icon. At the bottom, there is a link that says "Learn more about best practices for asking for reviews, and what to do about negative reviews".

Play the Long Game

High Rankings on Google Search Take Time

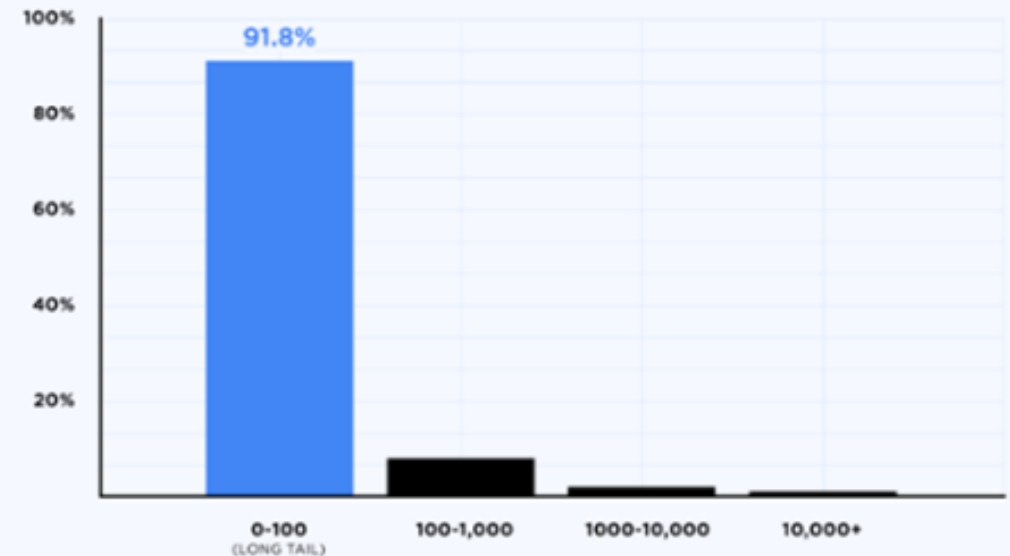
Achieving high rankings on Google can vary based on various factors such as website content, backlink profiles, technical optimization, and the effectiveness of SEO strategies. A well-optimized website with valuable content can take several months or even a year or more to rank high. Consistent and strategic efforts pay off over the long term and often yield higher ROI than paid search.

If you want to buy Google Key Words, consider using a long tail keywords which are longer phrases that users are likely to search for. They are more targeted and less expensive.



Profile of LinkedIn Users

91.8% of Google Searches Are Long Tail Keywords



Examples of better keywords

- **Financial adviser in CA that is experienced in retirement panning**
- **Tax attorney with estate experience in Oklahoma**
- **Attorney in NY that specializes in family law**

Source: Statista Feb 2023.



Engage for Success

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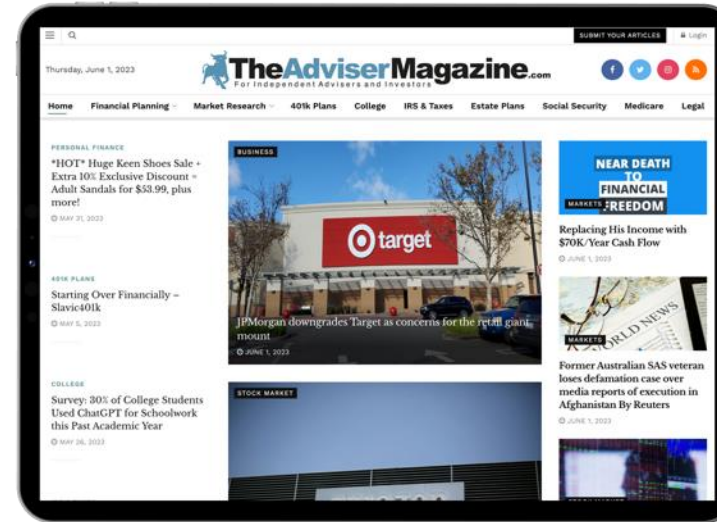
Post Insights Using Third Party Content

Featuring content from trusted online publications like TheAdviserMagazine.com, WSJ, and Bloomberg.com on your website offers numerous benefits. It boosts credibility by aligning your brand with respected sources, provides valuable insights to visitors, and enhances SEO through quality backlinks and relevant content. Lastly, featuring updated content can improve your Google search ranking and make you a trusted source.

Stale information on a website can deter visitors and harm your credibility, as it fails to provide up-to-date and relevant content that meets the needs and expectations of users.

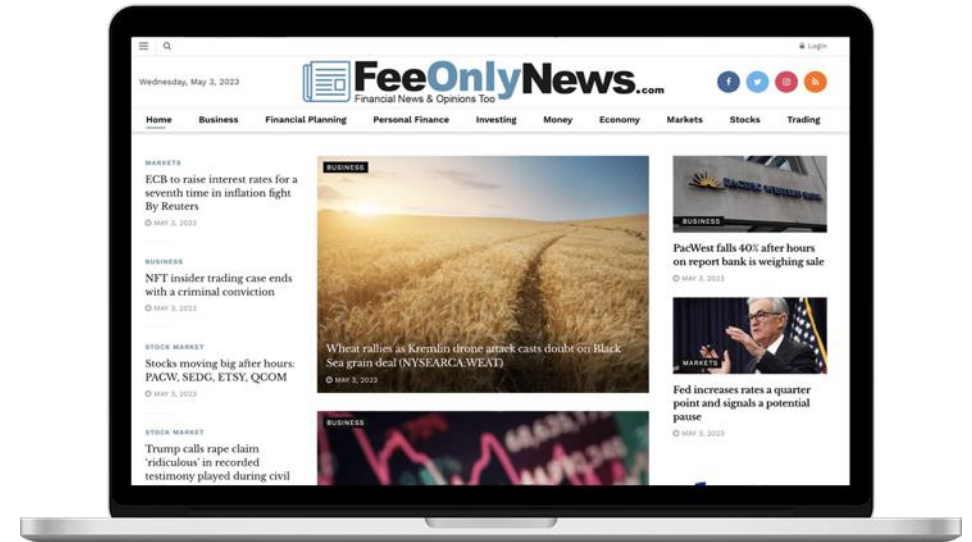


Example of Reputable Publications THE WALL STREET JOURNAL.



Bloomberg

Kiplinger



Engage for Success

Include Backlinks on your site.

Backlinking to trusted sites like 401kPlanAdviser.com and RetirementPlanAdviser.com establishes your website as a valuable resource, even for visitors not yet ready to engage directly. It enhances your credibility by providing authoritative references and positions your site as a go-to destination for reliable information in your industry. Backlinks can foster positive relationships within your industry and potentially leading to reciprocal linking opportunities boosting your Google search rankings.

Consider partnering with a specialized marketing firm to help you acquire backlinks for your website, thereby increasing traffic and enhancing your online presence.



Examples of Reputable Backlinks



Medicare.gov



Social Security





Comply with the Rules

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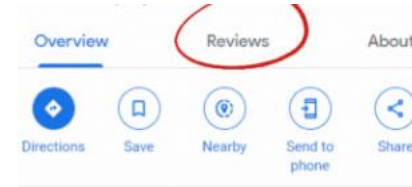
Monitor and Flag Inappropriate Reviews

Regularly monitor your Google reviews to identify any that violate Google's policies. If you come across a review that contains spam, fake content, or personal information, you can flag it for removal. First, reach out the reviewer to correct any misunderstanding or communication. If that is not successful, you can flag the review to Google who will review the review to determine if it violates their policies.

Exercise common sense when requesting Google review negative feedback.



How to Request Google Review a Post



What's wrong with this review?

- This review is not relevant to this place
- Conflict of interest
- Offensive or sexually explicit
- Privacy concern
- Legal issue



How to delete google reviews posted by others?

1. Sign in to your Google Business account.
2. Open Google maps and search for your business name.
3. Click on the "Reviews" tab on Google's review page.
4. Locate the review you want to remove.
5. Click on the three-dot menu in the top right corner of the review.
6. Select the Report Review option.
7. Follow the prompt "What's wrong with this review?".
8. Report the review to Google.

Thank you!

The review has been reported. If we need further clarification, we might follow-up with you via email.

Comply with the Rules

Do not buy Google Reviews

While new SEC rules and regulations permit the use of testimonials and endorsements in marketing, bar associations often enforce stricter regulations. Buying reviews may not only violate legal standards but also compromise the integrity of your business reputation.

Google has effective tools to monitor reviews, enabling swift detection of fake ones. Engaging in such practices may lead to automatic termination of your business profile and removal of your website from Google's search engine results.



Examples of Violations of Google Policies

- Offering incentives or compensation in exchange for reviews.
- Posting fake reviews or using review-generating services.
- Soliciting reviews from individuals with a conflict of interest.
- Posting offensive, inappropriate, or irrelevant content in reviews.
- Reviewing a business multiple times from the same account.
- Using fake accounts to manipulate review scores.
- Reviewing a business you haven't personally experienced with.
- Posting reviews that contain personal attacks or discriminatory language.
- Attempting to manipulate or deceive customers by creating fake positive reviews.
- Reviewing competitors' businesses to undermine their reputation.

SUMMARY

Create Great First Impressions

Play the Long Game

Engage for Success

Comply with the Rules



Your Google strategy should be part of your integrated Fee-Only branding and marketing efforts.

Consider partnering with a marketing and design agency that possesses industry expertise to propel your growth.





Are You Ready to Grow?

Visit FeeOnlyMarketing.com
and Schedule a Free Consultation

This Social Media Guide Is Provided With Compliments
from [FeeOnly Marketing.com](https://FeeOnlyMarketing.com)