

SEARCH ENGINE OPTIMIZATION

# Your ideal clients are already searching Google and asking AI.

## Are they finding you?

**\$2,000** / month

- NO SETUP FEE
- NO CONTRACT
- FOUNDATION WORK IN MONTH 1

SEO and AEO strategies focus on getting you to show up when the right person is looking, whether that's with Google, local map results, or AI tools like ChatGPT. We handle the technical work so you focus on clients, not search rankings.

### FOUNDATION WORK

## We Build Your SEO & AEO Foundation

Everything that needs to happen before SEO & AEO can actually work.

<ul style="list-style-type: none"><li>• <b>Full Technical SEO Audit</b> Every reason Google isn't ranking your site, broken links, slow pages, indexing errors. We find them and fix them.</li></ul>	<ul style="list-style-type: none"><li>• <b>Keyword Research</b> The exact phrases your ideal clients type when searching for an advisor, by location, niche, and service.</li></ul>
<ul style="list-style-type: none"><li>• <b>Backlink Audit</b> Spammy or low-quality links actively hurt your rankings. We find them and clean them up.</li></ul>	<ul style="list-style-type: none"><li>• <b>Google Business Profile Setup</b> The profile that appears when someone Googles "financial advisor near me." We build it so you show up in local map results.</li></ul>
<ul style="list-style-type: none"><li>• <b>Core Web Vitals Audit</b> Google grades your site on speed and stability. We see where you score and make improvements that directly affect your ranking.</li></ul>	<ul style="list-style-type: none"><li>• <b>Website Copy Optimization</b> The words Google reads to decide what you rank for. We rewrite title tags, meta descriptions, and homepage copy to target the right terms.</li></ul>
<ul style="list-style-type: none"><li>• <b>Google Search Console &amp; Maps Integration</b> Connects your site to Google's own tools so we can track your visibility and catch ranking issues early.</li></ul>	<ul style="list-style-type: none"><li>• <b>Schema Markup Optimization</b> Hidden code that tells Google who you are, where you serve clients, and why you're credible. Unlocks richer, more prominent search results.</li></ul>

- **Sitemap Submission**

Tells Google exactly how your site is structured so every page gets found and indexed.

- **Baseline SEO Report**

A clear snapshot of where you stand before we begin. Every month forward you can see the exact trajectory.

ONGOING OPTIMIZATION

## We Keep You Growing Every Month

Ongoing optimization so your rankings compound, not stall.

- **Keyword Rankings Analysis**

Are you climbing or slipping? We track your target keywords monthly and adjust strategy accordingly.

- **Google Analytics Review**

Who's visiting, how they found you, what they do when they arrive. We turn data into decisions.

- **Backlink Profile Monitoring**

We watch for new links pointing to your site and flag anything that could hurt your rankings.

- **Google Posts Management**

Fresh posts on your GBP signal to Google you're active and authoritative in your market.

- **GBP Reviews Response**

We manage your Google Review responses so your profile looks engaged and professionally run.

- **Monthly Website Assessment**

New technical issues, broken pages, or fresh opportunities—we check every month and act on what we find.

- **Rankings Monitoring**

A monthly snapshot of your keyword positions so you always know exactly where you stand.

- **Monthly Account Manager Call**

A live touchpoint every month to review progress, cover what's next, and stay aligned with your firm.

## Why Most Advisor Sites Never Rank on Google or Show Up in AI Search. And How We Fix It.



Most advisor websites were built to look good, not to rank. They have no keyword strategy, no technical foundation, and no ongoing optimization for search engines or AI tools. Your competitors' sites aren't beating yours because they're better. They're beating yours because someone is actually working on them.

OUR APPROACH

# One system. SEO + AEO. Compounding every month.

## 01

### FIX THE FOUNDATION

We audit every technical issue holding your site back. Speed, structure, indexing, and local signals. Nothing compounds until the foundation is right.

## 02

### BUILD THE RIGHT SIGNALS

Google ranks sites it trusts. We layer in the technical, content, and authority signals that tell Google you're the right result for your niche and your market.

## 03

### COMPOUND EVERY MONTH

Rankings build over time. Clients typically see real movement between months 3 and 6, with continued growth from there. We report on it every single month.

REAL RESULTS

## What SEO actually delivers for advisors.



**0 → 87**

Keywords ranking by month 3, starting from zero.

**\$5M**

Client booked directly from website via organic search.

168% website traffic increase year-over-year.



**2-4 calls/yr**  
→ **18 calls**

In 4 weeks after SEO launch.

**\$3.5M**

Lead generated through Google search via website intake form.

Organic search driving consistent inbound pipeline.

WANT MORE THAN SEO?

## SEO & AEO compound faster with ongoing content.

Our Growth Tier Total Marketing Package includes this ongoing SEO, monthly content creation, lead generation, and more—everything working together as one integrated system.

GROWTH TIER

**\$3,000** /month

\$5,000 setup