

# BE FINDABLE

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DEMYSTIFY SEO AND ESTABLISH YOUR SOCIAL PRESENCE WITH THESE UNIVERSAL PRACTICES

## What's Included?

- Let's Get Social
- Search Engine Optimization
- Social Profile Optimization
- How Hearsay Helps
- Industry-Specific Tips

## Course Materials:

PDF Tipsheet (3 pages)

**Estimated Time:** 20 minutes

## PROGRAM OVERVIEW

In this guide, you will learn how to create complete, professional profiles on social media so clients and prospects can find you. Boost your online presence with SEO tips and learn how to grow your main social networks by optimizing your profiles.

## LET'S GET SOCIAL

*Universal best practices for establishing your social presence*

We live in a new reality where a growing number of customers refuse to do business with reps who are not easily FINDABLE and REACHABLE through social media, mobile, and the web. Why? Your customers are digital and their demands are based both on CONVENIENCE and on the fact that they cannot validate the TRUSTWORTHINESS of reps who lack an online footprint.

## BEST PRACTICES FOR ESTABLISHING YOUR SOCIAL PRESENCE

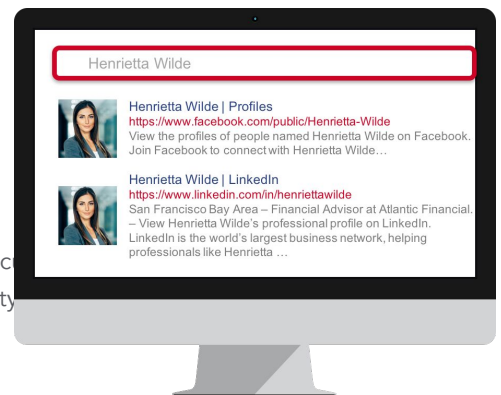
- Be Findable: Use keywords to increase your findability on the web
- Profile Sections: Fill out your profile sections completely
- Photos: Upload a professional headshot and cover photo
- Username: Use the same name and try to claim the same handle on all sites
- Updates: Keep your profile and contact information up to date

## SEARCH ENGINE OPTIMIZATION

*Demystifying SEO and staying top of mind*

What is SEO?

Search engine optimization is the process of maximizing the number of visitors to a particular website that appears high on the list of results returned by a search engine. SEO relates to the visibility of a website (paid, natural, organic, earned). This is especially important for traffic and conversions.



## SEO TIPS AND TRICKS

**Quality Content:** Text, images, and video; quality content goes beyond your basic contact information

**Dynamic Content:** Make sure you have a website that allows you to post content; share news articles and differentiate your content (long form vs. short form)

**Relevant Keywords:** Optimize your site for the web and search engines by using relevant keywords and keeping information current

**Mobile Optimization:** Your website should quickly load on mobile devices and be fully responsive

**Local Knowledge:** Tailor your website to showcase local knowledge and your brand beyond your generic corporate site; advisors and agents are local experts and have niches

## SOCIAL PROFILE OPTIMIZATION

*How to make effective social profiles*

- Fill out all your profile sections; there's nothing worse than a partially-filled, unattended social account
- Choose a custom URL or username that's easy to remember and helps boost SEO of your brand
- Keep your profile photo and username consistent across all social platforms
- Connect with peers, influencers, clients, and centers of influence (COIs)



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## HOW HEARSAY HELPS

### CONNECT ALL SOCIAL MEDIA ACCOUNTS TO ONE DASHBOARD

If you haven't done so already, you can connect your Facebook, LinkedIn, Twitter, and Instagram accounts easily on your home page by clicking "Connect Accounts." If you choose to remove or add another social media account, you can do so quickly and easily.

### POST COMPLIANT, BRANDED CONTENT FOR YOUR ORGANIZATION

Post pre-approved content to all your networks from one workflow. Once a post is approved, it will appear in the Post Library for you to publish or schedule to any and all connected accounts.

### USE TAGS TO ORGANIZE YOUR CONTENT BY FOCUS

Tag content that is specifically focused around a subject or area of interest for your organization. To filter your content library, check the box next to whatever topic you'd like to post about.

### SAVE TIME BY SCHEDULING OUT YOUR CONTENT

Prepping your social media plan for the week can be done quickly using our scheduling tool. When you go to post or request approval for a post, you can choose to schedule it in advance.

View all scheduled posts in the calendar by going to Content -> Calendar.

### CREATE SEASONAL AND THEMED PROMOTION CAMPAIGNS

Your organization's admins can bundle combinations of content together to release individually at timed intervals as a fluid campaign. With our Dynamic Campaigns, you can subscribe to a campaign once and relevant content will continually publish to your social profiles as your organization adds fresh content to the Campaign.

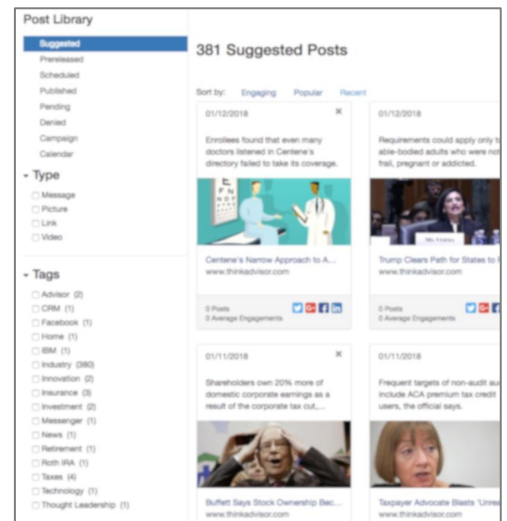
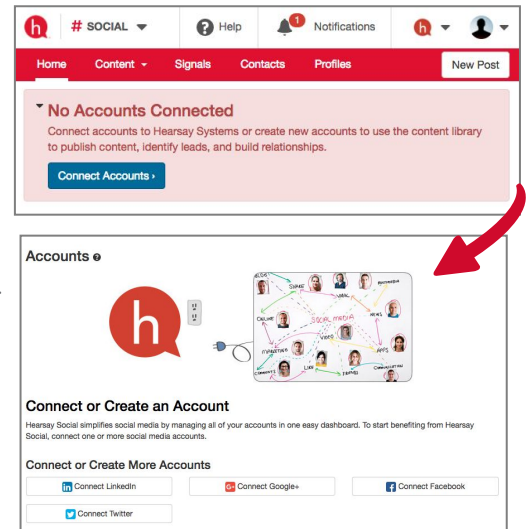
### INTERACT, REACH OUT, ANALYZE, AND POST ALL IN ONE PLACE

Like, comment, and share on all of your social accounts from one streamlined platform.

Reach out to connections across all networks easily. Find and connect with prospects before and after meetings.

Use analytics to up your social media game. Analyze the metrics on all of your connected accounts to see how you can improve our social media usage.

Post at optimal times. Use this information to determine the best ways and times to connect with your audience.



## INDUSTRY-SPECIFIC TIPS

### Use Popular Keywords

[Wordstream](#) gives you a free ranking of the top keywords by industry. Refer to it for popular insurance and financial services keywords.

*Example Insurance Keywords: insurance, car insurance quotes, life insurance, home insurance, affordable insurance*

*Example Financial Services Keywords: finance, investing, DFS, loans, insurance, mortgage, FSA, life insurance*

### Facebook Page Name

Include your full name followed by "Insurance Agent" or something similar. If you are a financial advisor, include "Financial Advisor" or your certification. Putting it in your page name will make it easier for prospects to find you via search engines since they will most likely be searching for phrases like "insurance agent" and "financial advisor."

*Example Insurance Agent Page Name: Henrietta Wilde, Insurance Agent for State Farm*

*Example Financial Advisor Page Name: Henrietta Wilde, CFP Financial Advisor*

### Twitter Bio Tips

With a limit of 160 characters, the Twitter bio might not seem very important when it comes to building out your profile. The fact is, when users search, Twitter will not only pull tweets with those keywords but also Twitter bios that include them. Include popular industry keywords, as well as the @ for organizations that you're affiliated with, such as your alma mater or causes you volunteer for.

Not only does it give you a chance to share some personal information about yourself and make you more authentic, but when prospects with shared interests search for these mentions, you'll appear in their results. It might even create an opportunity for you to connect on some commonalities.

*Example: Financial advisor @AtlanticFinancial, @BerkeleyHaas alum, and @SFACC volunteer. Love helping clients with their mortgages and investments, hiking, and reading!*

*Example: Insurance agent for @AtlanticInsurance, @BerkeleyHaas alum, and @SFACC volunteer. Love finding the best insurance quotes for clients, reading, and hiking!*

### Brand Strengthening

**Articulate the values you represent.** This builds trust and attracts the customers that will value your services. The clearer you are with your values, the more trust you will build with your network.

**Alignment with the corporate brand.** This is especially important in terms of colors/branding if you're a career/captive agent. Independent agents are typically not subject to the same guidelines since they sell multiple insurance products.

**Consistent brand experience spanning offline and online channels.** Providing a "WOW" experience helps with retention of clients and increases share of wallet. Let the client "experience your brand."

**Spend time perfecting your "About Us"/Bio/Long Description sections.** This is often most frequently visited. Think about your service proposition and what makes it unique or different.

### THREE THINGS TO DO TODAY

1. Revamp your Summary and Experience sections on your LinkedIn profile to include more keywords
2. Make sure your photos and all information in your social media profiles is up to date.
3. If you don't have a Facebook Business Page for your business, set one up and experiment with content!

### FURTHER READING

1. [The Time You \(and your clients\) Spend on Social Media](#)
2. [5 SEO Tips](#)
3. [The Best Times to Post to Social Media](#)



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