

Advisor's Guide to **Understanding Keyword Optimization**

Keyword **Intent**

Informational keywords

- Searchers looking for an answer to a specific question or general information

Navigational keywords

- Searchers intending to find a specific site or page, they know the company or product and want to find

Commercial keywords

- Searchers looking to investigate brands or services, they want to know more about a particular product or service



Keyword Placement

Informational Use your blog to answer common questions

Navigational Optimize on your home page & about page

Commercial Optimize on your service pages

- Pick 1 primary & 1 secondary keyword per page
- Use them multiple times on your page
 - Page title
 - Headline titles
 - Throughout website copy

Keyword **I**deas

Informational

- Why work with a financial advisor?
- Can a financial advisor help with my 401k?

Navigational

- Company Name
- Advisor Name

Commercial Keywords

- 401k advisor [city]
- financial advisor [city]
- financial planning [city]
- retirement planning [city]
- retirement plan advisor [city]



How We Can Help

401(k) Marketing is the modern marketing agency for the retirement plan industry. We are proud to support our clients through custom engagements, content marketing campaigns, sales material innovations, thought-leadership consulting, interactive workshops and speaking events.

Our mission is to empower the retirement plan industry with high-quality marketing, ultimately inspiring Americans to become financially prepared for their future.



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