

OneFamily Adviser

First impressions How websites can drive more business

These days your first impression happens online.



That's why having a website, which is clear, interactive and SEO friendly is important to engage customers.

Your website is the window to reach new audiences and provide a sales channel for existing customers



Your site will help you tell people about your products and skills, share relevant news and generate contacts.



71%

of those aged
55 to 75

are
using the
internet for
general surfing
and browsing



The basics

If you don't have a website set up yet, don't worry it's very easy to do so. Several domain names are free and offer design templates to help you get started (you can try www.names.co.uk or www.land1.co.uk).



If you would like something more sophisticated then you may need help from a marketing agency to create your website and purchase your domain.

Your website will tell a lot about you, so make sure you include some of the important stuff customers will want to know like:

About you

Exactly that! Tell your customers who you are and a little bit about your background, so they can familiarise themselves and put a face to the name. Include your photo - customers like to engage with real people and not just a screen.

What you can offer (including testimonials)

This is your chance to show off and tell your audience what you can offer them, you could also

include quotes from existing clients. These are powerful marketing tools and may help reassure potential customers. However, be sure that you have required permission to use client testimonials.

Who you have worked with

Include a page with all of the companies you have worked with. For example you could add the OneFamily logo and a short description about what you have sold and how you have helped your clients, through your advice and our products. You could even link to our online calculators to give them even more information.

Contact details and enquiry form

Make sure your contact details are easy to access and customers have a way to get in touch with you.

Support material and engaging tools

Providing content and tools, such as online calculators will ensure they engage with your website.

Short videos

You could create a short video, introducing customers to the services you offer, the areas you specialise in and the benefits of talking to an adviser when making important financial decisions.

FAQ's

This gives the customer a chance to look at the commonly asked questions when looking for financial advice. This will show you're focused on the customer and will put some of their worries to rest.

Top tips

Be consistent throughout your website

Follow conventional design rules, you don't want to put people off with bright colours or inconsistent fonts.

Collect client information

You can use your website to collect contact details, like their email addresses. Motivate people to register their details and incentivise their decision by offering free articles, newsletters, guides, and useful information.

Keep compliant

Make sure your website is clear, fair, not misleading, and complies with legislation. Be sure to display the benefits and risk of products to adhere to Financial Conduct Authority (FCA) guidelines.

Imagery and video that is easy on the eye

Use imagery or videos that can help clients understand a tricky topic.

Avoid special effects

Try not to use anything too distracting or that flies across the screen, as it can be off-putting.

Use Google analytics

This will help you to gain insight to your customers journey around website.

SEO explained

When people begin their search online, they usually start with a search engine such as Google, Yahoo or MSN.

This is where Search Engine Optimisation (SEO) comes in. SEO consists of all the factors on a website page that influence search engine ranking (how high you appear on someone's search results page). In order for people to find you, it's important to include words and phrases relevant on your webpage that your clients are searching for.



A simple 1-2-3 SEO guide

1. Keywords and content

- Write great content, which is concise and useful for customers.
- Make sure you use keywords and phrases in your content, titles and URLs. For example, 'Equity Release', 'Lifetime Mortgage' 'Retirement Income' and 'Over 50's Life Cover'. But please remember to not overload the content with keywords, otherwise you risk a penalty for 'keyword stuffing'.
- We also suggest you sign up for a Google Webmaster Tools account as this has lots of useful tools for monitoring search traffic.

2. Sharing is caring

- Make it easy for people to share your content.
- Link pages to other websites, blogs and landing pages.
- Create sharing buttons to your social media accounts.
- Write content people find useful, because people like to share useful information.

3. Practise makes perfect

- Check your ranking on a regular basis, you can search 'free search engine ranking report' for free software to help you find and monitor your website rankings.

Google Analytics

Once your website is up and running, you can then see who is visiting your website, what pages they click on and if they convert to sales.

The Google owned analytics tool is used to measure who's visiting your website and how often. Using Google Analytics will help you:

- Create detailed statistics about who is visiting your website, where they come from and the journey they made to your page

- Measure the conversion rate from visits to sales or meetings
- Understand how your website is being used by your visitors

This tool can help you to understand what pages are visited the most and what people are doing on your website. For instance, if a certain page is getting more

hits than others, you can evaluate what may be the key factors to this and how you can encourage more interaction with other pages.

To start using Google Analytics or to find out more, Google provide various tools and guides to get you started and answer your questions on their website

www.google.com/analytics

In summary

Create your website

- Give it a clean, professional look to make a good first impression.
- Fill it with useful information and content.
- Make sure people know how to get in touch with you.

Promote your site

- Make sure you can be found in search engines by creating SEO-friendly content, focused on relevant search terms.

Analyse your site

- Use Google Analytics to review and refine your customer journey.