

# One Dozen Must-Haves For A Website That Gets Results For You

By Shirley Hanson

Seth Godin in *The Big Red Fez: How To Make Any Web Site Better* separates the "engineer's version" of what happens on online (people have plenty of time) from the "marketer's version."

To be clear, ours is the "marketer's version."

It goes like this: People are busy and impatient and "eager to click on something right now." If they don't find what they want, they will leave within seconds. This version is, Godin says, "The one backed up with all the data."

A productive website is more than good looks and clever design. You need to stop first-time visitors in their tracks to prevent them from clicking on the back button within seconds to exit from your site. As you will see, we give you a system to make your website attractive (and profitable) both to new visitors and to the people who already know you such as clients, prospects now on your list, and Centers of Influence.

Here's our checklist of a Dozen Most Wanted Components for your successful website . . .

## What Goes Into Your Website Can Make You And Your Financial Advisory Practice Unforgettable

**Must Have #1 - I am clear about my website's primary purpose.** And my website is tightly organized around that purpose (including design, navigation, and links). I can add secondary purposes, but I am careful not to confuse website visitors by bombarding them with possibilities or sending them hither and yon.

**Must Have #2 - My website focuses, first and foremost, on Very Important People (not on me and my colleagues)** – on my top clients, ideal prospects, and/or key Centers of Influence.

**Must Have #3- I have seeded my content broadly and deeply with my differentiation.** It's more than a clever tagline. It displays all facets of why I am in a Category of One and how I can help to reduce the pain of my audience(s) and assist them in achieving their desired goals.

**Must Have #4 - My homepage radiates marketing magnetism for my chosen audience(s).** It's not a recital of a vague mission statement. Instead, it zooms in on exactly how I can make my clients' and prospects' lives better.

**Must Have #5 - I have created Case Studies (crafted to pass Compliance's review)** for my website so that these stories become lodged in my site visitors' minds. They know without doubt the key problems I am expert in resolving – and for whom, how I go about helping my clients put their worries behind them, and exactly how their lives became easier and happier.

**Must Have #6 - I have built a site that is search engine friendly.** Every page (and the source code behind the page) works with every other page to add weight to my search engine rankings.

*Now that you have a website chock full of your Most Wanted Components . . .*

## **Here's How Your Website Can Work For You**

**Must Have #7 - On every page I call my website visitors to action.** In no uncertain terms I let them know what I would like them to do next. It could be to download a checklist, report, or White Paper. It could be to contact me for a "Wealth Review" or a "Second Opinion." Or it could recommend that they check out my "Case Studies" or prompt them to discover more about my financial planning process for making a difference in the lives of people just like them.

**Must Have #8 - My clients receive kid-glove treatment.** I train them to log in to their accounts through the website. That could mean, as it does for an advisor client, 30 or 40 visitors a day. While they are passing through, I am reinforcing what I do for them and solidifying our relationship.

*Why is this vital?* A recent Cerulli study found that 44% of wealthy households had changed their primary financial adviser over the past 12 months.

**Must Have #9 - I have many reasons to invite prospects to my website.** I can ask them for feedback and point them to the resources that will be valuable for them. I can let them know that they can sign up for my complimentary report or useful checklists, receive a Second Opinion, or ask for the book, perhaps one about Social Security, that I am giving away. As I add resources, I can announce them to prospects and point them to the new resources on my site.

**Must Have #10 - I publish a personal newsletter at least quarterly (monthly, if possible).** I announce it by email to clients, prospects, and Centers of Influence and send them to the website to read it. (I may also send my newsletter to key individuals by mail.)

**Must Have #11 - I consciously encourage referrals from clients.** One way I do this is to point them to the case studies on my website so that they can see exactly how I can help people in challenging situations.

**Must Have #12 - I give Centers of Influence special invitations.** I introduce them to the resources that would be helpful to their clients (or perhaps themselves). I encourage them to make known to their clients the resources that are available. Also, I take the opportunity to ask Centers of Influence if they would like print copies of relevant reports and checklists to help their clients with the specific issues and challenges addressed in the reports.

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