



# Extreme Makeover: Website Edition



# Introduction

We love what we do here at FMG Suite and watching a client's website go from ordinary to extraordinary is one of the best feelings. It shows that our hard work has paid off and seeing an advisor proud of their new digital presence is what drives us to do our best work every day.

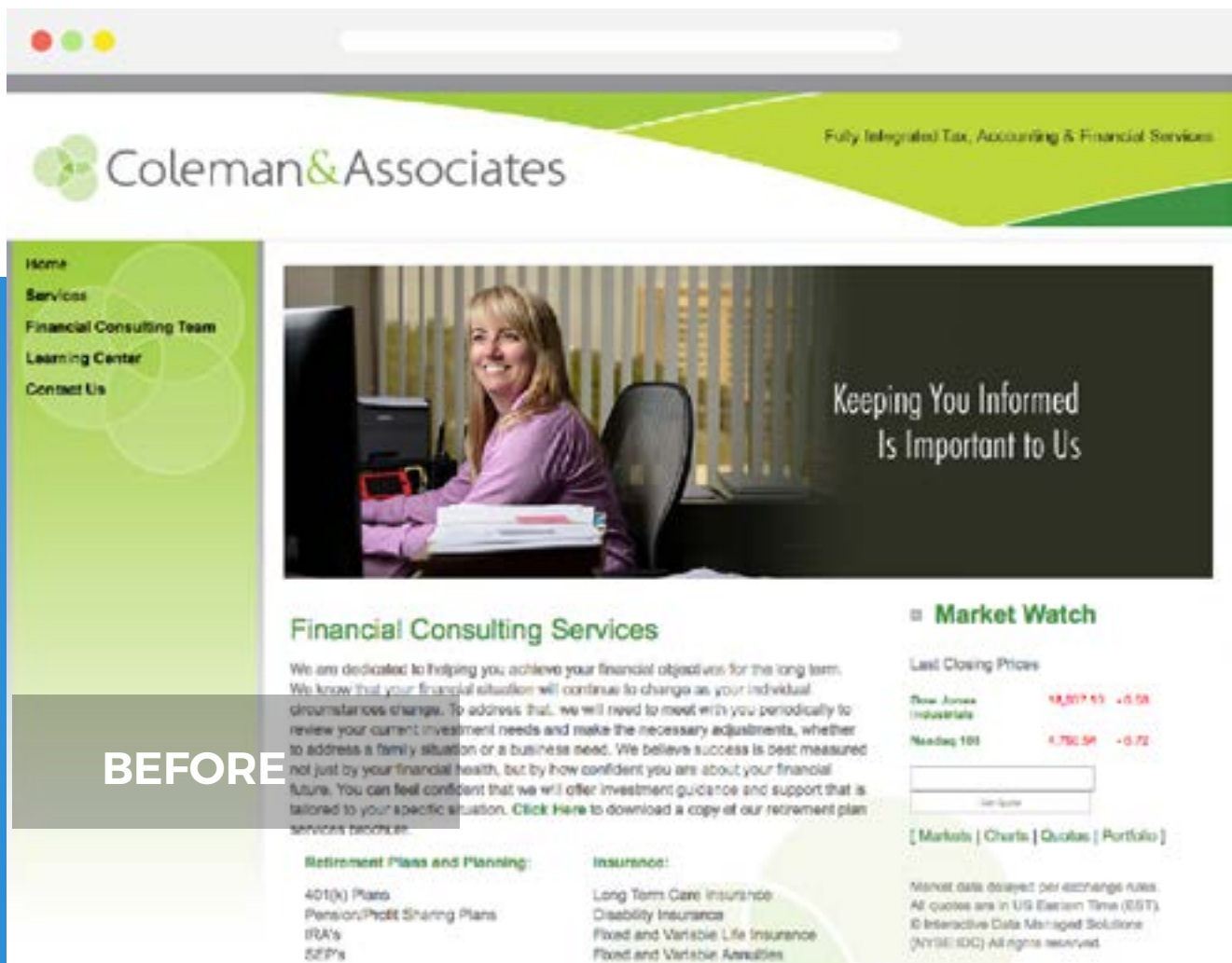
In this whitepaper, we want to highlight five of our favorite sites and what makes each of their transformations so amazing. We will go over a few current design trends and how the FMG Suite team builds websites that subscribe to these trends. And lastly, we will direct you to where you can build a website just like the advisors highlighted here.



01

# Coleman & Associates

Coleman & Associates built one of our Exclusive websites and as you can see, their previous website needed updating. It was very modular, something that designers are getting away from, and had a lot of text on the homepage with no places to direct a visitor. The image on the top was nice because it was of one of their team members, but it could use a little TLC.

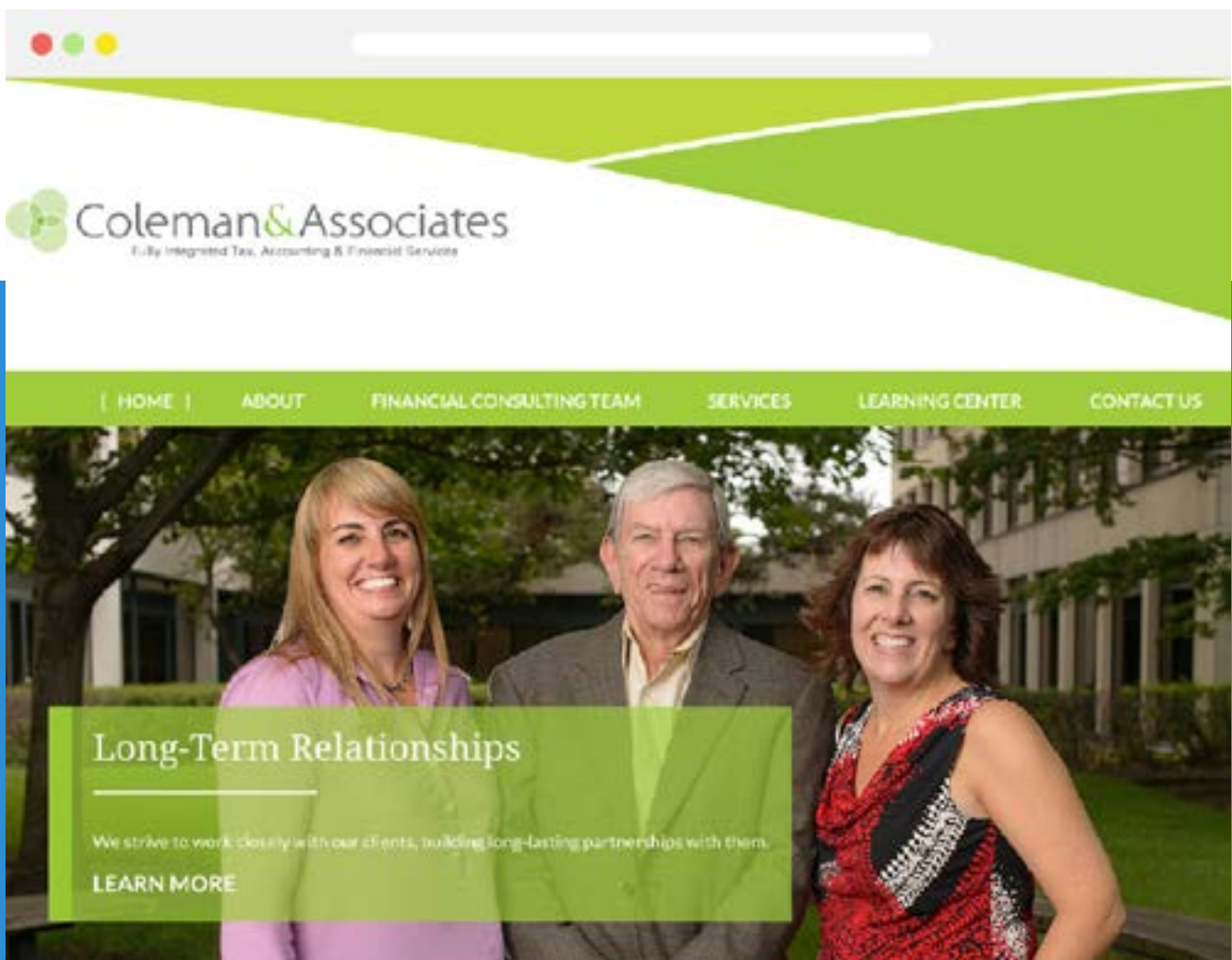




With the new site, [Coleman & Associates](#) was able to stick with their same look, but transform their firm into a new and improved brand. They still used the personalized imagery, but added updated pictures to freshen up the site. The theme they chose is straight to the point, yet still clean and beautiful.

Some design trends that the Coleman & Associates website now includes:

- A simplified navigation
- Personalized imagery
- Rotators that link to other parts of the site
- Colors and a logo that aligns with the firm's brand



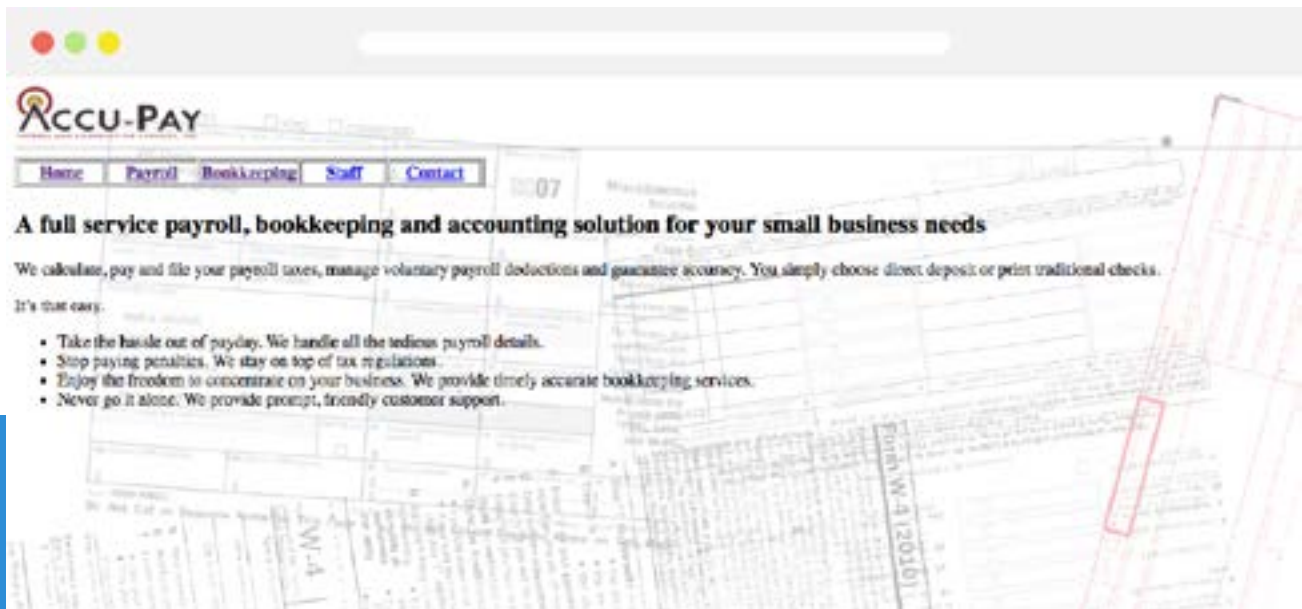




02

## Gregory Wilt, CPA

Greg's site is a great example of how our Express sites can be just the change an advisor needs. Our Classic sites are quick and easy to build, but they still offer a strong digital presence with minimal downtime.



The background of Greg's previous site is self-explanatory, but it may not be the most visually appealing. The white and black background made the text hard to read. On Greg's previous site, he only had content for his Payroll and Bookkeeping services. Now, he has much more content through the FMG Suite library.



[Greg's site](#) is a great example of an Express site that was up and running right away. He now has access to the full FMG Suite content library, including the videos highlighted on his home page. He also has pages of written content that explains his firm and services. The colors of the site align with HD Vest, his broker-dealer, and he even has a headshot on his home page.

Some design trends that Greg Wilt's website now includes:

- A cohesive color scheme
- Regularly updated content
- A professional headshot
- Easily readable content from FMG Suite, Greg's team, and HD Vest



03

# Wealth Protection Strategies

The Wealth Protection Strategies team has always known the importance of a strong digital presence, and it was time to update their website. Their previous website was full of colors that weren't quite aligned with their brand and lots of content with nowhere to put it. Their tagline, "Helping Create Your Legacy," was great but not tied to anything on the site.





On the new [Wealth Protection Strategies](#) website, Jagruti and the team chose personalized imagery and the big, full-width rotator makes an instant impact. Now, the colors align with the WPS logo and it is easy for visitors to find the information they are looking for. The links on the homepage direct to the rest of the site and the navigation is clean and easy-to-read.

Some design trends that the Wealth Protection Strategies site now includes:

- A simplified navigation and custom content
- Personalized and localized imagery
- Full-width, high-quality images
- Refreshed content through the FMG Suite content library
- A client login portal







04

# NetVEST Financial

NetVEST Financial is an independent firm located in Scottsdale, Arizona and it was crucial for them to update their website. To attract the clients the firm wanted to work with, they needed a professionally-designed website, and that is what our Exclusive process gave them!

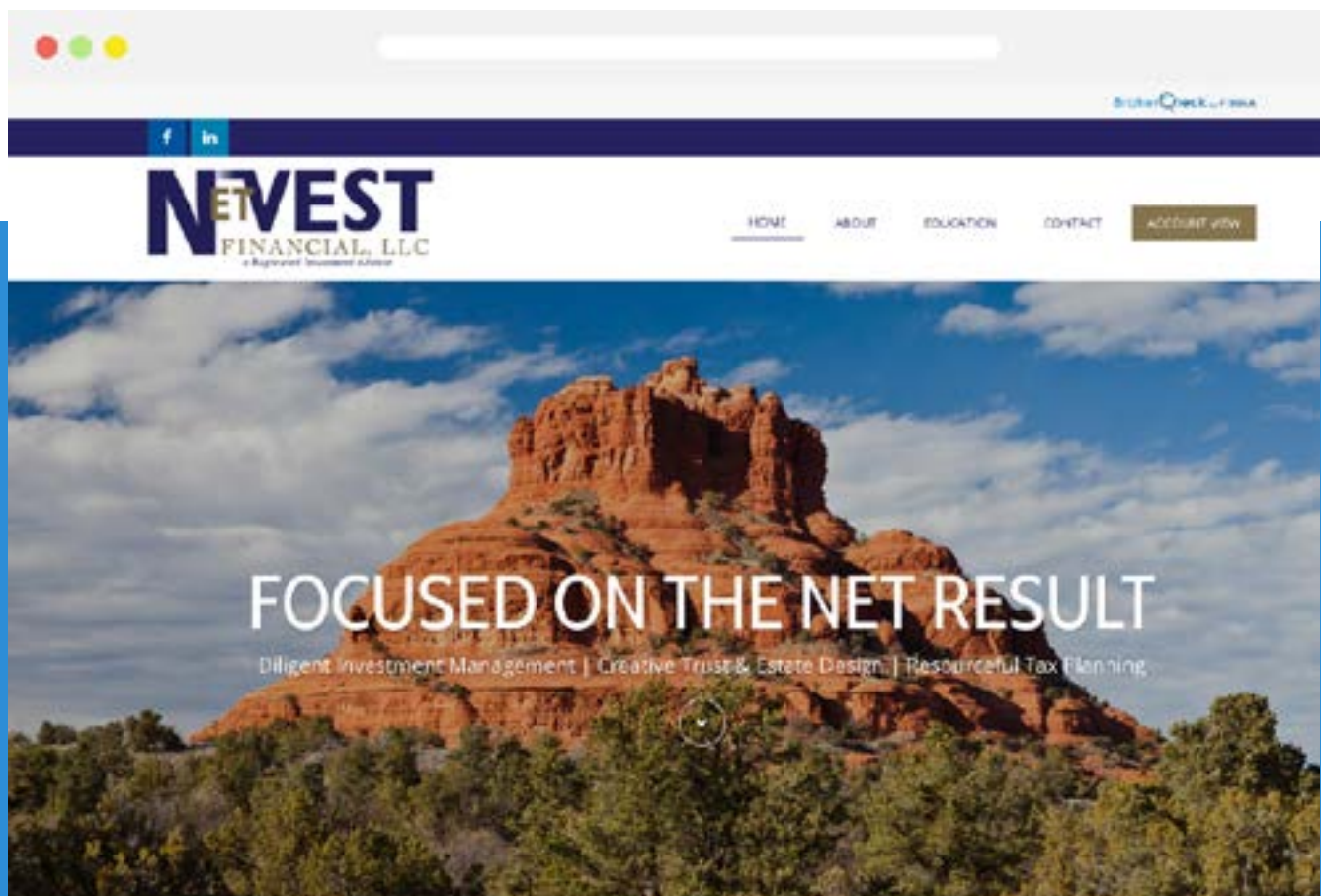




Now, NetVEST Financial has a [site](#) that is updated, professional, and caters to their target market. They have a tab labeled “Education” to show that they want to educate both clients and prospects. They also have quite a few custom pages that go into detail about their firm and service, much more than their previous site did. The full-width images of Arizona are localized and attract the attention of website visitors right away.

Some design trends that the NetVEST Financial site now includes:

- Custom content written by the team expressing their Unique Value Proposition
- Video with further information on their homepage
- A cleaned up navigation bar at the top of the site
- Colors that align with their brand (no more gold!)

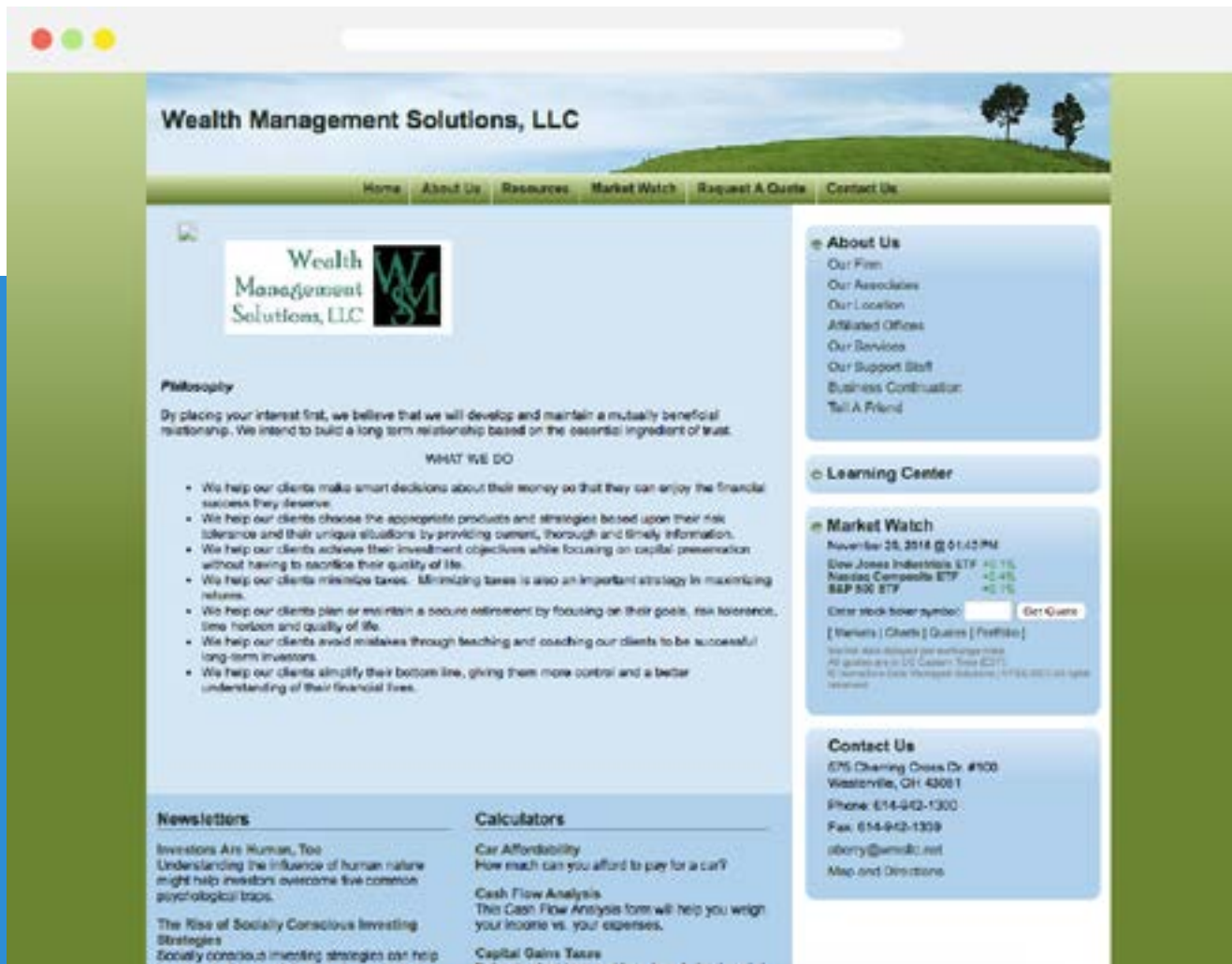




05

# Wealth Management Solutions

Before joining FMG Suite, Wealth Management Solutions had a logo, some content, and a brochure website. The colors weren't aligned with their brand, they had little to no imagery, and the content could have been organized in a clearer manner.



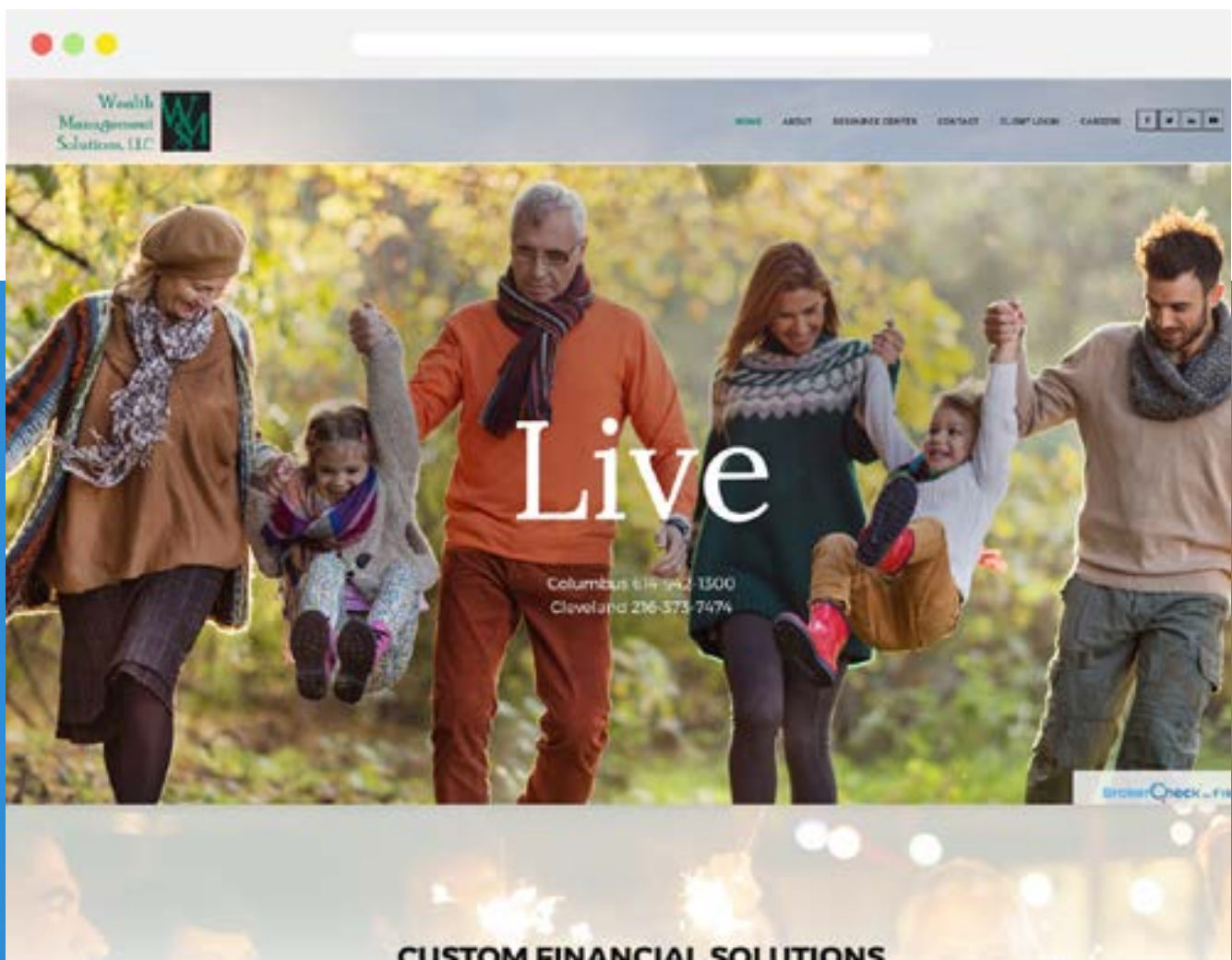




On Wealth Management Solutions' [new site](#), they have beautiful imagery that rotates through to show their client base, some geographical landmarks, and more. They still have some custom content on their homepage, but it is much more organized and links to other areas on the site. Their homepage also has boxes that link to FMG Suite's Resource Library.

Some design trends that the Wealth Management Solutions site now includes:

- **High-quality images**
- **A homepage that serves as a portal to the rest of the site**
- **A simplified navigation**
- **A custom summary**







# Your Website Options

Our [Express websites](#) are perfect for the financial advisor that wants to get a website up and running as soon as possible to serve as their marketing hub. The [website themes](#) are all professionally-designed and mobile-responsive, but can also launch in a matter of days.

Our [Concierge websites](#) are the best of both worlds, as they provide financial advisors with a design professional, but are also completed within a month. As part of the setup, you'll work one-on-one with a "Concierge," a Website Specialist who will oversee the design of your homepage. We'll migrate content from your old website, add images and new design elements to your home page, and incorporate any ideas you may have during the build.

Our [Exclusive websites](#) are top-of-the-line and provide financial advisors with the highest level of service possible. You will work with an experienced Customer Success Coordinator to get your website just right and have access to our limited-edition [Exclusive Website Themes](#). Beyond helping with the build, we'll also optimize your website, which includes setting up Google Analytics, doing a quick Search Engine Optimization, and a handful of other optimizations to help save you time. Along with compliance submission, we hold your hand through the entire process from start to finish.



# Who is FMG Suite?

At FMG Suite, our business is centered around one simple premise: we love marketing so you don't have to.

We believe financial professionals deserve to focus on what they love. They love helping their clients. We love marketing.

We combine remarkable content and elegant technology in an inspired marketing suite.

Experience our digital marketing suite by visiting:  
[www.fmgsuite.com](http://www.fmgsuite.com)



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