



Tips and Tricks for Writing Web Content Like a Pro

(Plus, 3 Free Templates to Help Advisors!)



Another carefully prepared whitepaper from the marketing experts at FMG Suite.



Foreword

If there's one thing we see advisors get stuck on, it's writing their website content. Whether you enjoy writing or despise the task, creating a powerful and effective message (that is also SEO-friendly and compliance-approved) can prove difficult. But writing your website content doesn't have to be impossible. Whether you're about to launch your first website or are revamping your fifth, follow our tips and tricks for making your website content engage and delight clients and prospects.

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01

Why Having Custom Content Matters

In a sea of virtually unlimited content, standing out is essential. Consumers are bombarded with advertisements, competing messages, and articles all day, every day. The number varies, but some researchers claim that we are exposed to 5,000 advertisements a day (not counting social media posts, blogs, or other content strategies).

So what does all this mean for your website?

This means that you need to ramp up your website with custom written content tailored to your brand. By closely examining your website content and answering the big questions—who you are and what your firm stands for—you'll soon build a standout brand that sets you apart from your competitors.

In addition to enhancing your brand, having custom content on your website has a number of other benefits, including:

- Improved SEO¹
- Increased website traffic²
- More personalized marketing
- A developed brand story

Putting in the time to create custom website content may require some upfront commitment, but it will be worth it in the long run. Let's look at some advisors who are taking full advantage of their brand storytelling and have harnessed custom content to its full potential.

You don't have to embark on your content journey alone! If you don't consider yourself a writer or don't enjoy the process, enlist the help of a professional copywriter. At FMG Suite, our [copywriting service](#) will help you define your brand and communicate your unique values.

¹ <https://www.webpagefx.com/blog/marketing/seo-basics-content-matters/>

² <http://www.wordstream.com/blog/ws/2014/08/14/increase-traffic-to-my-website>



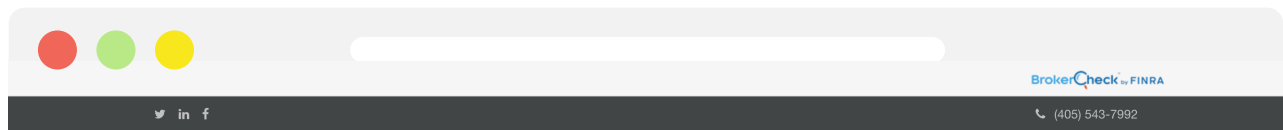
02

Three Content Case Studies

Writing website content is easier said than done, and you're probably wondering where to start. Here, we'll highlight three of our favorite advisor websites on FMG Suite's platform and how they use content to express their value proposition.

Tungsten Wealth Management

Jeff and Shawn of Tungsten Wealth Management knew the messaging they wanted to go with from the very start. We love their [What's In A Name page](#), where they highlight the meaning behind their firm's name. This is a great example of how building your website content around a name or idea can build the foundation for a strong brand story.



TUNGSTEN
WEALTH MANAGEMENT

- Home
- About
- Working Together
- Our App
- Resources
- Account View
- Contact

WHAT'S IN A NAME?

Tungsten is one of the most unique metals found on planet earth. It's used for its high melting point, resilience and — most importantly — its ability to absorb vast amounts of energy and transform that energy into light. For this reason, after experimenting with thousands of other options, Thomas Edison chose tungsten as the very best option to use as his filament in inventing the light bulb.

We think this is a great metaphor for how we choose to interact with clients. We believe you are the keeper of your financial story and we are here to give that story light, clarity, and purpose. We believe in process over product, proactively addressing your needs and acting with integrity, trust, and respect in a true fiduciary manner.

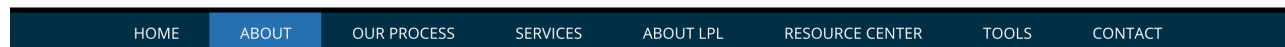
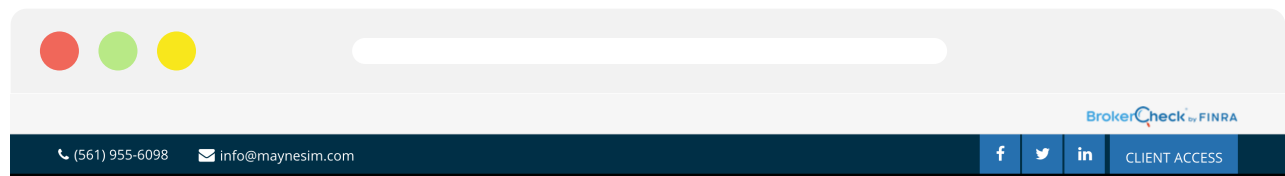




Maynes Investment Management

Mike Maynes is a financial advisor in Boca Raton. While building his [Exclusive website](#), he wanted to emphasize the importance of community.

Because the majority of his clients reside in the Boca Raton area, he wanted clients to relate to his website content. On his page, [A Firm for You](#), he identifies something that is important to his area—the hatching of sea turtles—and relates it to financial planning. Not only is this a creative metaphor to explain what Mike does, but it also adds a unique touch with which the community of Boca Raton will identify.



A Firm For You

If you live in South Florida, you know the importance of the sea turtle nesting and their trek to the ocean. Although strong when they are older, it takes determination, planning, and persistence for a hatchling to grow into a healthy adult.



The same can be said for financial planning: we all start as small hatchlings with little savings but with the right resources, patience, and proactivity, an investment fund can grow and sustain itself for years. At Maynes Investment Management, we seek to serve as your light and get you to the ocean and beyond.

With integrity as our ally, we strive to provide clients the best possible experience using a combination of financial planning and asset allocation techniques to help pursue their financial goals. We earn trust one contact at a time, in a professional, collaborative, and positive environment and seek to provide the most personal service available, thus earning a reputation for excellence in our industry. For each of our clients, we strive to help create financial stability and provide financial independence. Contact us today to get started.

Download Our Free App

We've built a handy mobile app that allows you to easily stay in touch with us on-the-go wherever you are. Ask us questions, send and receive secure messages, request an appointment, get directions to our office, receive helpful notifications, and more.



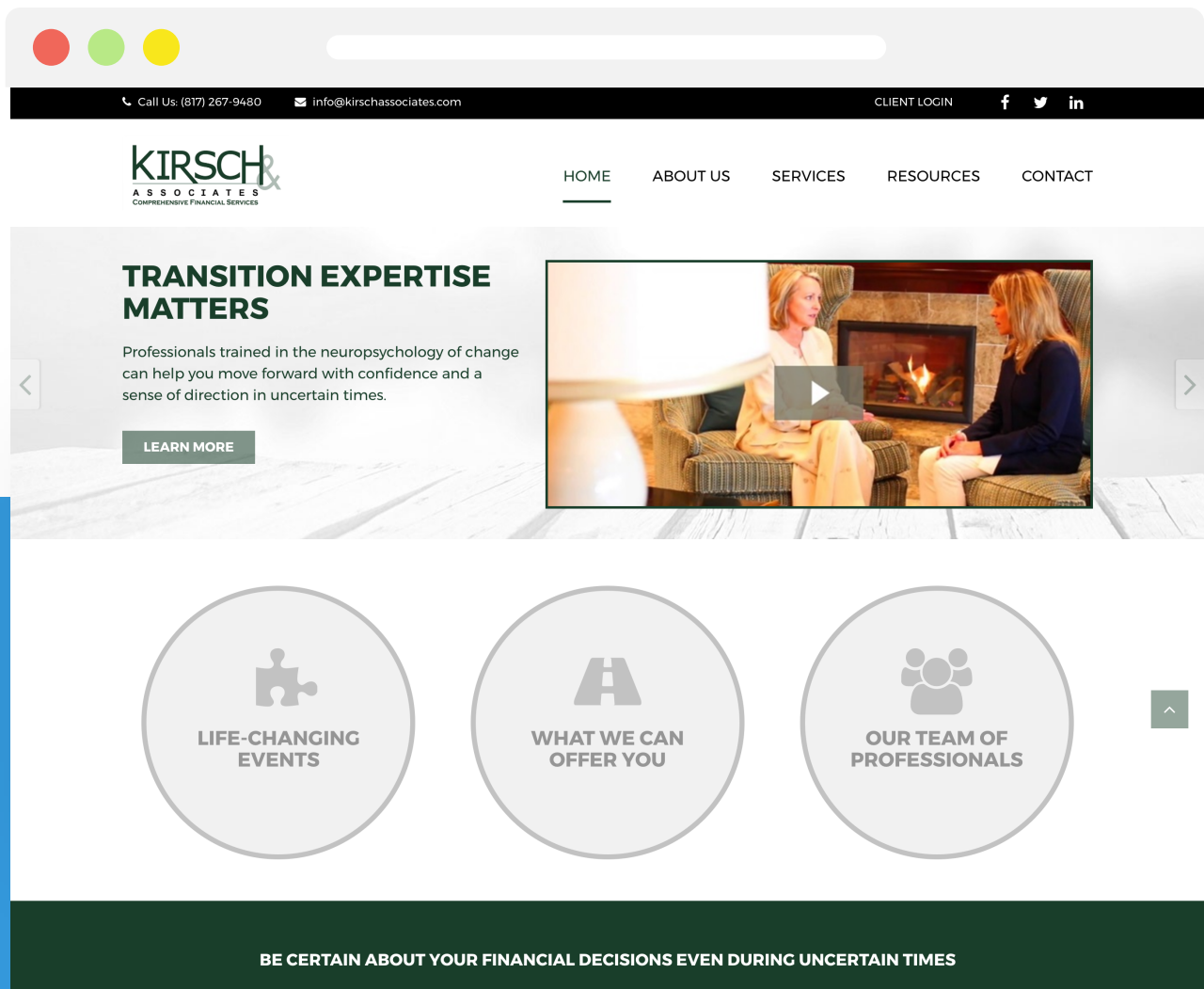
Have A Question?

Name



Kirsch & Associates

Joy Kirch’s whole website is dedicated to the niche market she serves—individuals in transition. This includes widows, divorcees, and those preparing for retirement. Through custom content, Joy explains what transitional financial planning is and how it can help these markets. There are few ways she would have been able to express the intrinsic value of her firm with generic or templated content.



These three websites show some ways to get started with your content. Whether you’re branching off your firm’s name, want to identify with your community of clients, or want to highlight your niche market, custom content will really set your website apart. Now, let’s look at some tips to get you started on your own content.



03

Five Simple Tips Before Getting Started

Now comes the fun part—writing! Before we jump into crafting bios, homepages, and mission statements, let's look at some tips that can help simplify the process.

1 Craft Killer Headlines

Writing for the web is unlike writing long-form content like books or newspapers because on the Internet, our attention spans last seconds. When thinking about your content, consider what your website viewer would want to know in the first 8 to 10 seconds on your site. These topics will be your headlines.

Headlines draw the eye and express your important services and ideas concisely.

2 Be Short, Sweet, and to the Point

Similar to writing great headlines, web content should be broken up into short sentences and paragraphs. Unlike writing longer pieces, you want to start with your most important ideas and keep your information clear and concise.

3 Use Actionable Language

At the end of the day, you want your website visitors to take action. Whether that means scheduling an appointment or signing up for your newsletter, make it easy for visitors to know what you want them to do. One way to do this is to end your pages with a contact button or your phone number. Our websites also feature handy widgets that prompt engagement, like our “Have a Question?” or “Sign Up For Our Newsletter” options.



4 Incorporate Keywords

We all know the importance (and complexities) of SEO and one way tailored content aids in that process is through keyword optimization. While we don't suggest keyword stuffing just to do it, careful consideration of keywords and how they tie into your content is beneficial. Some examples of keywords to include may be:

- Your geographical area and prominent cities where your clients live
- Key services
- Qualifications and experience
- Strategies on which you focus (like retirement income planning, college funding, or Millennial investing)

5 Speak to the Client

A good exercise to go through when writing your website content is to ask a few questions about who you are writing to. How old are they? What are their main concerns? What are they looking for in an advisor? These are just a few to get started.

In terms of language, you will likely write in the second person (you, your, etc.), with various mentions of hypothetical "clients." This approach makes the content more personalized and readers feel like you are speaking directly to them.

Our [professional copywriters](#) implement these five tips to help them write content for advisors and you can use them as a starting point, too. Next, let's examine some templates for your bio, homepage, and mission statement.



04

Writing Your Website Bio

A bio is an essential element of your website and social media profiles. It helps establish legitimacy, and allows prospects and clients to learn more about you. Let's go through the steps it takes to write a well-crafted website bio:

Explain your passion for your industry

- What most excites you about your job?
- How did you get started in the industry?
- Why do you continue to do what you do everyday?

Highlight your qualifications and experience

- How many years have you been in the industry?
- What credentials or designations do you hold?
- How do your qualifications meet your clients' needs?

End on a personal note

- What are your hobbies and interests?
- Where do you reside?
- Do you volunteer with any charities or organizations?

Below is an example you can use and substitute with your own information:

[First and Last Name] is [Title] at [Firm Name] with more than [number of years] years of experience. [He/She] specializes in [list specialties and job duties].

[First Name] first entered the financial services industry in [year], working with [Company Name] as a [Position Title]. [Repeat if necessary to list up to three significant positions.]

[First Name] holds FINRA Series # securities registrations through [broker/dealer name]. [He/She] also received [list any degrees or certifications].

[First Name] resides in [City, State]. Outside of the office, [he/she] enjoys [list hobbies and interests].



05

Writing Your Homepage

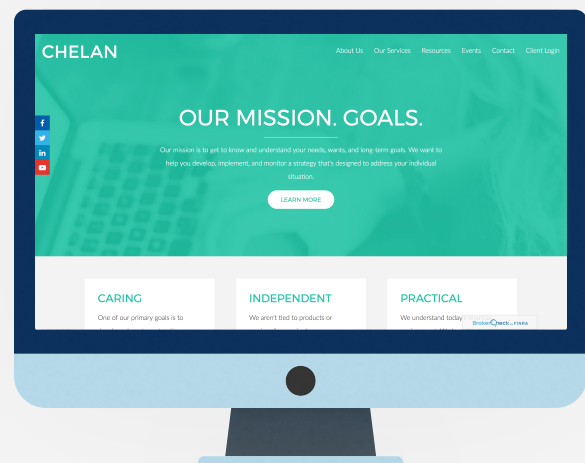
Depending on the style of your homepage, you will have different copy requirements, but some things stay the same. Here are some steps to follow when writing your homepage:

1

Think of the two or three main ideas you want to emphasize and start with those. You may want to highlight your team, services, and mission statement, for example.

2

Make it easy for visitors to find what they are looking for by creating stylized, clickable boxes and links. Here is an example of one of our Exclusive themes, [Chelan](#). Notice how it has “Learn More” buttons on the top and boxes that link to content on the bottom. Think of your homepage as the portal to the rest of your site – it will serve as your landing page and direct people to the meat of your content.





3

Add in some keywords, such as your geographical location, services, and other prominent information. And don't forget to close your homepage with your contact information or a contact form.

Below is a template you can tweak to match your homepage:

Comprehensive Planning and Wealth Management

At [Firm Name], we understand how overwhelming it can be to navigate the world of financial planning and investing. Without trusted guidance and easy-to-understand advice, it's hard to feel confident in your financial future. We seek to address this concern by serving as a trusted resource.

We are an independent financial services firm assisting clients in all stages of life, from starting their careers to building a family to transitioning into retirement. Wherever they are in life, we can help them create a roadmap designed to connect today's reality with tomorrow's dreams. Our top priority is to serve our clients first, last, and always. We believe our clients appreciate the value we offer and our personalized attention.

Based in [City, State] we work with clients in [list a few cities/counties/states]. We invite you to contact us today to learn more about how we can help you pursue your goals.



06

Writing Your Mission Statement

Well-written mission statements identify who you are, what you do, and why you're different in one or two concise sentences. Your mission statement should be unique to you and express value to your customers, employees, and other professionals.

Below are some tips to crafting a great mission statement:

- ✓ Avoid buzzwords or empty phrases that may sound nice but don't convey anything
- ✓ Cover the goals of your business from a client perspective, from a future employee perspective, and from an owner/partner
- ✓ Be clear, specific, and make it memorable.

Below are mission statements from three of the world's largest brands. Let's look at what makes each one a great example.



"Our mission is to be our customers' favorite place and way to eat and drink. We're dedicated to being a great place for our people to work; to being a strong, positive presence in your community; and to delivering the quality, service, cleanliness and value our customers have come to expect from the Golden Arches - a symbol that's trusted around the world."

We like that this mission statement is specific (we know what they offer when reading it) and it goes beyond just food production.



“Dedicated to making a better world through diverse businesses that today span advanced technology, semiconductors, skyscraper and plant construction, petrochemicals, fashion, medicine, finance, hotels, and more.”

Samsung’s mission statement is also very specific and shows the breadth of their knowledge (even if it is a little wordy).



“The Mission of the Walt Disney Company is to be one of the world’s leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.”

This is an excellent mission statement to model after because it is clear, shows a plan for both today and in the future, and addresses the span of their network of brands and how the company differentiates itself.

Now, it’s your turn! Here’s a template to get you started:

The services we provide help our company accomplish [goal] by providing [adjective] and [adjective] services and products that makes [your client profile, such as retirees, business owners, etc.] feel [emotion] so they can [activity] .

Broken down, this mission statement introduces the goals of your company, your audience, and what you do to help your audience so they can focus on things that matter to them. Our mission statement at FMG Suite follows a similar structure:

At FMG Suite, our business is centered around one simple premise: we love marketing so you don’t have to. We know that you are busy meeting with clients and may not have time to roll out the sophisticated marketing strategies you would like. Everything we do and create is designed to help you accomplish more through your marketing for less time and money.



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 know that you are busy meeting with clients and may not have time to roll out the sophisticated marketing strategies you would like. This is why we have created lead-generating websites and integrated digital marketing tools to boost your financial advisory practice.

Our team is a group of experts who combine decades of financial marketing experience to pioneer a unique marketing approach for financial advisors. Everything we do and create is designed to help you accomplish more through your marketing for less time and money.

Experience our digital marketing suite by visiting www.fmgsuite.com

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.



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