

# BUILDING YOUR **DIGITAL FOOTPRINT**

## STEP-BY-STEP GUIDE TO BOOSTING YOUR SEO AND CREDIBILITY

1

### WEBSITE

- ☐ 1. **Secure website domain**
- ☐ 2. **Choose website provider**
  - You may choose any website provider
  - For your convenience, LPL has third-party relationships with [FMG Suite](#), [Broadridge](#), & [AdvisorWebsites](#) offering discounted pricing for advisors with compliance integration
- ☐ 3. **Drive traffic to website**
  - Promote website address and/or QR code on stationery, email signature, & marketing materials

2

### SOCIAL MEDIA

- ☐ 1. **Read & understand the [Social Patrol Guide](#)**
- ☐ 2. **Complete Social Media Onboarding Form in ClientWorks**
- ☐ 3. **Complete Social Media Training in ClientWorks**
- ☐ 4. **Build social media profiles**
  - LinkedIn, Facebook Business, Twitter
  - Implement best practices for LinkedIn ([IAS](#) or [IS](#)) and Facebook Business ([IAS](#) or [IS](#)) pages
- ☐ 5. **Connect to Social Patrol for real-time surveillance (\$85/yr for all 3 platforms)**
- ☐ 6. **Connect to a content generation platform to stay top-of-mind**
  - [Gainfully](#), [FMG Suite](#)
  - Weave in personalized posts to increase engagement (day in the life posts, attended events, [videos!](#))

3

### GOOGLE BUSINESS

- ☐ 1. **Read & understand the [Google Business Profile Overview](#)**
- ☐ 2. **Connect to Google via Gmail account**
- ☐ 3. **Build Google Business Page**
  - Each registered location can have its own page
- ☐ 4. **Submit profile screenshot for approval in Advertising Review Tool (ART)**
- ☐ 5. **Promote link on website & email signature**
- ☐ 6. **Repurpose reviews as testimonials following testimonials guidelines in step 4.**

4

### TESTIMONIALS

- ☐ 1. **Read & understand the [Testimonial Overview](#)**
- ☐ 2. **Determine best clients to ask**
  - Example email draft [here](#)
- ☐ 3. **Send [questionnaire](#) as inspiration for client feedback**
- ☐ 4. **Submit written testimonial & video recording (if applicable) with proof of consent into the Advisor Profile Tool**
- ☐ 5. **House on website & promote**
  - Build testimonials page on website to house all approved written/video testimonials
  - Note:** *Video is a powerful tool to build trust and credibility. Seeing/hearing your clients share positive things about working with you will leave a lasting impact.*



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