8-Point Checklist for Financial Advisor Websites

1) **Headline** at the top of the page "above the fold" letting your viewers instantly know what you do and who you serve
   a. Must be powerful and stop visitors dead in their tracks
   b. It needs to solve a problem or state a problem that your ideal visitor is dealing with in their life
   c. This is the first thing that people read when they come to your site and it will be the deciding factor if they stay or leave, so make this count.
   d. Remember that your site should NOT be about you, it should be about your visitor and always be answering what is in it for them.

2) **USP –** your Unique Selling Proposition MUST be on your home page somewhere. What sets you apart? What pain do you cure for your clients?

3) Interesting and relevant content using the following **PAS** system:
   a. State the **Problem**
   b. **Agitate** the problem and ask your viewers what their life will be like if they do and do not fix this problem
   c. **Solve** the problem

4) You must have an **"About**" page or section that is easy to find so visitors can learn more about you or your company

5) You must have an **"Contact"** us page or area to make it easy for visitors to contact you, find out where your office is, and how to ask you questions

6) You need a **professional picture** of you, your business partner(s), or your firm on the site. At the end of the day in the financial services world, people do business with people, not companies, logos, or brands.

7) An incredibly **clear Call to Action –** never leave the visitor having to guess what you want them to do on your site.
   a. The call to action needs to answer "What's in it for me?" for the visitor
   b. List and spell out Benefits (don't just list features)

8) You must have **a seamless way to get your visitor's information**, usually some automatic system that will give them something in return for contact information. It can be a free e-book, report, video, software, etc.
   a. It must be powerful information
   b. It must be relevant and tie in with your Headline/Problem that you solve
   c. This is your chance to let them know you are an expert at solving the problem that they have. Don't skimp on the free gift/widget/report/etc

How well does your website match up with this Checklist?

Learn more about the perfect Financial Advisor Website at:
http://www.AdvisorInternetMarketing.com