

Website Best Practices

FOR WEALTH ADVISORS

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Your website is a marketing tool.

When it comes to developing websites for wealth management teams, Iconic Group is the foremost expert. We have over a decade of experience working with wealth advisors at many of the largest financial institutions in Canada, and have dedicated ourselves to researching the high net worth market in order to connect with these individuals in an organic, meaningful way.

This guide is designed to help you take advantage of your website as a marketing tool for your business. Let's get you started by reviewing some important learnings we've had over the past ten years. This data takes into account both the traffic of new website visitors (prospects) and returning website visitors (clients), and is an aggregate of approximately 100,000 visitors per year.



What we know about new website visitors - *aka, your prospects:*

In 2008, the average time that a 40-80 year old high-net-worth Canadian prospect (new visitor) spent on your website was 3:45 minutes. In 2017, the average time a new visitor spent on your website was approximately 1:25 minutes. This decrease in duration can be attributed to users becoming more and more comfortable researching and communicating online (they are the 'Google generation'). Visiting a website is now a quick task instead of a calculated effort - people are connected online every day, in and outside of their homes. Speaking of which - these stats are associated with a dramatic increase in mobile device usage (iPad, iPhone and other devices).

- Over 60% of first time visitors will search for you by name on Google (first and last) as opposed to typing in your domain or team name.
 - **TIP:** There are over 3.5 billion Google searches daily and 15% of all searches are unique and have never been searched before!
- 20% - 25% of new visitors are coming from mobile devices and tablets on average. We have seen this statistic increase 5% over the past year (2017).
- 98% of first time visitors do not engage in any call to action or contact through your website. They are merely visiting your website to obtain a first impression of you.

- That said, a prospect will typically not engage your investment advisory practice without meeting you face-to-face. Your website is the first point of contact for your new visitor and offers an opportunity to meet you online via your headshot and biography.
- It is extremely important to not overwhelm your first time visitor with too much technical information or industry jargon.

Let's review how a new prospect will navigate through your information.

Home Page: It may surprise you to learn that the average prospect will spend less than 10 seconds on your homepage. Think of it like watching the first few seconds of a television commercial: you need a hook to keep them watching to the end. Your homepage should contain impactful and insightful content (a mission statement and/or tagline) and be visually appealing in order to to keep your viewer interested.

Team Page (About Us): Prospects spend an average of 45 seconds on your team page, making it one of the most important pages of your website. **Some helpful tips:**

- Prospects often go directly to the this page because they want to meet you online before meeting you in person.
- Your biography should contain a balanced mix of the professional and the personal. Most prospects gravitate to your personal information because they assume you are an educated, experienced and informed wealth advisor.
- Your photography is very important and should reflect the personality of your practice. It must be consistent across team members and associated experts.
- It is important to include staff and extended team members on the team page.

Services Page: Most prospects do not spend more than 30 seconds on the services page of your website. It used to be common practice to create a unique subpage for each service offered - however, research has shown us that less is more. It is best to have a concise, professional service overview that will engage and entice the prospect to arrange a face-to-face consultation. The goal is to motivate the client to call you to learn more - so give them good reason to meet you in person.

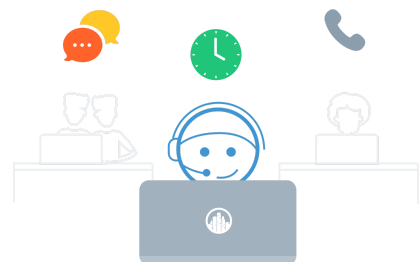
TIP: Overuse of industry jargon on this page will result in your 30 seconds average page view being cut in half. Keep it simple yet professional!

How returning visitors use your website:

Returning website visitors are attracted to your website as a result of thought leadership. These visitors are often existing clients who enjoy your communications and keep you top of mind - which is great for generating potential referrals. The return visitor has a very specific way of interacting with your website. The most visited page for them is your blog, which they are likely to by email or social media. Remember: client will only return to your website if you ask them to.

- We strongly recommend updating your website weekly, bi-weekly or monthly with articles, commentary or news. **You can increase your overall web traffic by over 100% if you have a blog and update it once per week.**
- We also recommend that you prompt your clients with an external communication (e-Newsletter) on a monthly basis as it has proven to be the most effective and least intrusive communication to your clients. **On average, we see a 30% open rate with 20% of those opens visiting the website as prompted.**
- Blogging is the best way to generate more client referrals, increase client commitment/retention, and to generate organic leads/new net new assets from Google.
- **Clients are more connected to the financial markets than they have ever been.** Through the use of tablets and smartphones, your average 40 - 80 year old client has access to stock updates and daily market news. As a result, they rarely use their advisor website as a day-to-day resource - so, give them a reason to visit your website, connect with you by email, or follow you on social media.

Your website, like any part of your business or marketing plan, should be reviewed on a regular basis in order to identify areas of improvement. Updating your content and imagery or adding features such as social media icons will always help drive web traffic. Use these tips to think about your website could be better - after all, it should be working for you.



For a free consultation and quote for web development or digital marketing services, please [contact us](#) - we're ready when you are!