



TAL Risk Academy

FAST FORWARD YOUR EDUCATION

TAL

An Introduction to Google Search

Helping Financial Advisers improve on how they appear on Google

– October 2016

Agenda

- 1. Why Google?**
- 2. SEM vs. SEO**
- 3. Role of Search Engines**
- 4. Why SEM?**
 - a) Where to start
 - b) Introducing Adwords
- 5. Why SEO?**
 - a) Google Algorithm
 - b) SEO Recommendations
- 6. Google Business**
 - a) Google Maps listing
- 7. Summary**



A little about me...

nielsen

smh.com.au
The Sydney Morning Herald

news.com.au

OPTUS yes

FOXTEL

the dubs



Bayer

TOURISM AUSTRALIA

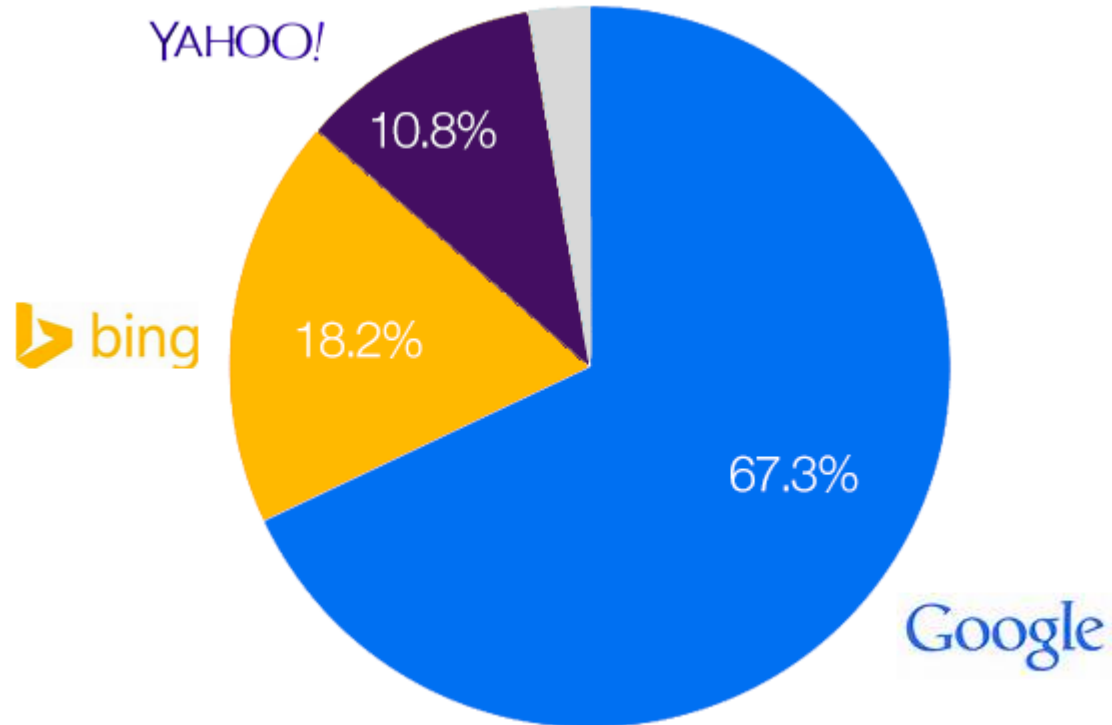


TAL
since 2014

Why Google?



- There are more searches on Google than all the other search engines combined
- Over 2/3 of all searches are on Google



What you'll take away from today

- **A better understanding of SEO**
- **A better understanding of SEM**
- **Steps to Improve SEO**
- **A better understanding of Google Business**
- **Steps to get your website listed on Google Business**



What is SEM and SEO?

SEM

VS

SEO

Search Engine Marketing

Search Engine Optimisation

The promotion of websites by increasing their visibility in search engine results pages (SERPS) through advertising

The optimisation of your website to ensure that it appears high on the list of results returned by a search engine

Paid format

Organic

Allows you to target many different keywords

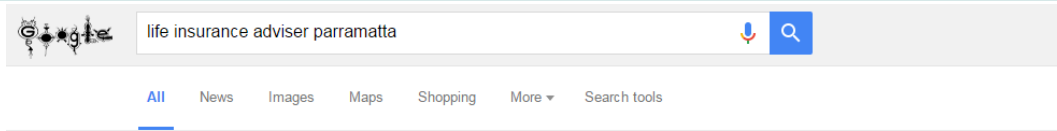
Restricts how many keywords you can organically include

Poll Question

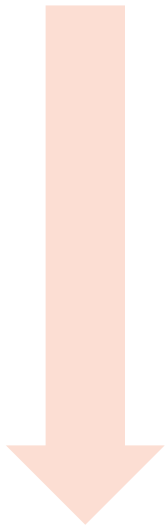
Prior to this session, have you ever heard of SEM or SEO?



Paid vs. Organic Search Results



Paid Search Results



More Paid Results at the bottom



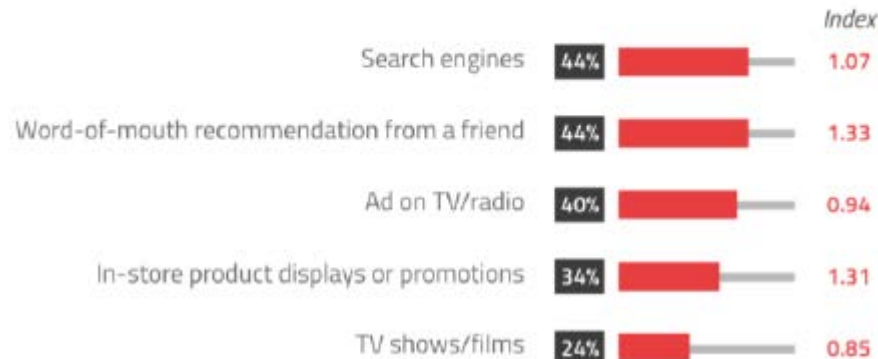
Organic Search Results

Role of Search Engines

At the very start of the purchase journey, search engines make the biggest impact. Once Australians are aware of a brand and are looking for further information, they are most likely to turn to search engines (a behaviour which increases in line with age).

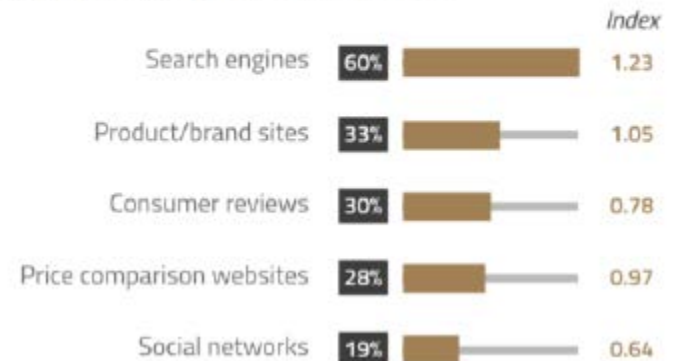
TOP 5 SOURCES OF BRAND/PRODUCT DISCOVERY

% who say they discover products via the following sources



TOP 5 ONLINE RESEARCH CHANNELS

% who say they use the following when looking for more information about a brand/product



Global Web Index, 2015

Poll Question

Does your business have an Adwords account?



Why SEM?

With paid search, you have the opportunity to drive brand exposure and awareness for key terms, and increase qualified traffic to your website.

Search engine marketing will get your website in front of potential customers who are doing research online, searching for solutions to problems you can help them with.

With SEM you don't find more customers – they find you!



Adwords - Where to start

www.google.com.au/adwords

Set a limit you are comfortable with. Your daily budget will never be exceeded, and you will only be charged if someone clicks on your link. Google will automatically optimize bidding.

You can target Australia wide, by state, by region, or by city. Tailor to your target audience to optimize on spend. Do not pay for clicks outside your target area.

Gives you the option of advertising on the display networks as well. De-select if you only want to appear on search. (More on this later)

Input and select keywords relevant to you. Optimize spend by removing unwanted keywords. Competitive bidding can be used.

Leave on auto

Google AdWords

1 About your business — 2 Your first campaign — 3 Payment

Your first campaign

A **campaign** focuses on a theme or a group of products. To create a campaign, you'll set a budget, choose your audience and write your ad. Keep in mind, you won't be charged for selecting options, and you can always make changes later.

1. Decide how much to spend

Your budget [Set your daily budget](#)

2. Choose a target audience

Locations

All countries and states/territories Australia

Let me choose...

Enter a location to target or exclude.

[Advanced search](#)

For example, a country, city, region or postcode.

[Save](#) [Cancel](#)

Networks Search Network, Display Network

Keywords [Select your keywords](#)

3. Set your bid

Bid AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

Search Network and Display Network



About 237,000,000 results (0.54 seconds)

Insuranceline Life Insurance - Get A Quote In 60 Seconds.

Ad www.insuranceline.com.au/
 Providing Access To Straightforward Life Insurance That You Can Trust.
[Obligation Free Quote](#) [Not Sure What You Need?](#)
[Request a Call](#) [Tax Free Payout](#)

Compare Life Insurance - Benefits From \$100k To \$1.5M

Ad www.choosi.com.au/Life
 Get A Life Insurance Quote For Your Chance To Win A \$500 Gift Card. T&C's Apply.
 No Medical Or Blood Tests - Single Or Joint Cover - Compare Multiple Brands
[Compare Health Insurance](#) - [Compare Income Protection](#) - [Compare Funeral Insurance](#)

Real Life Insurance - Get A Free Quote Today - realinsurance.com.au

Ad www.realinsurance.com.au/Life
 4.7 ★★★★★ rating for realinsurance.com.au
 You Could Receive A Bonus \$100 Gift Card With Real Life Insurance! T&Cs Apply
 10% Premium Refund - No Medicals Or Blood Test

TAL Life Insurance - Protect your family's future - tal.com.au

Ad www.tal.com.au/life-insurance 1800 268 733
 Partnering with you to protect what matters most in this incredible life.
 Simple Income Protection - Built by You, for You - Life Insurance Specialist

Life Insurance - Life Insurance Quotes - Allianz Australia

<https://www.allianz.com.au/life-insurance/>
 Allianz Life Insurance Awarded 5 Star CANSTAR Rating For Outstanding Value. Covers Up To \$1.5 Million. Get Your Online Life Insurance Quote Today!
[Life insurance Calculator](#) - [News](#) - [Life Cover](#) - [Term Life Insurance](#) - [Claims](#)

Compare Life Insurance - Bupa

www.bupa.com.au/life-insurance/life-insurance-comparison/
 Life insurance cover comes in many different shapes and sizes. Understanding what you're covered for and what product is the right one for you can be ...
 Cover amounts The cover amount you choose: ... **Who can apply?:** Australian Residents aged 2...
 What situations does it cover?: If illness or injury ...

Google Display Network

THE GOOGLE DISPLAY NETWORK SERVES 1 TRILLION IMPRESSIONS* EVERY MONTH...

WHERE DO THEY GO?

Ads are served across **2+ MILLION WEBSITES** which include:

PREMIUM BRANDED SITES:



Google Display Network

About.com Auto Repair

Auto Repair Troubleshooting DIY Repairs Auto Basics

Rattle Rattle Tick Tick
My car goes rattle-rattle tick-tick
By Matthew Wright, About.com Guide

See More About: [timing](#) [engine oil](#) [troubleshooting](#)

Rattles and ticks and clicks and pops - it's a secret language that only the most trained ears can decipher. That's what the pros would have you think anyway. There may be lots of possibilities when you are diagnosing a strange sound, but narrowing the field can really help.

If your car is making a rattling sound along with ticks or claps, you should see if it's coming from the front of the engine. It might help to buy a cheap stethoscope to aid the listening process. It can really help! Listen also for the sound to rise and fall with the engine RPMs.

Relevant to the user

If the rattling ticking clapping sound is coming from the very front of your engine (or the side that has the belts on it) and gets louder or faster when you rev the engine, chances are you have a loose timing chain. Not all cars have a timing chain, but lots of them do. If you catch a loose timing chain early, you can fix it before things get ugly. A broken timing chain can lead to serious engine damage, so if you suspect your timing chain is going bad, don't hesitate to get it looked at.

Auto Repair Ads
• Auto Repair Mechanic
• Auto Repair Help

Relevant to the site

\$10 OFF AN OIL CHANGE
*W/ PURCHASE OF NAPA GOLD AIR FILTER OR ENVIROSHIELD CABIN AIR FILTER
[CLICK FOR MORE DETAILS](#)

Ads
Don't Use AdWords
Um! You Speak With JumpFly! Best PPC Results. Ranked #1 Agency. [www.jumpfly.com/come-back-soon](#)

How to Start a Blog
A Step-by-Step Guide For Beginners. Read Along and Start Your Own Blog. [WebSiteSetupGuide.com](#)

Example of a Google Network Display ad

MLS ID

Price/sqft to

TechCrunch

JOURNEY OF A LIFETIME

What's Hot: [Android](#) [Apple](#) [Facebook](#) [Google](#) [Microsoft](#) [Twitter](#) [Yahoo](#) [Zynga](#)

Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product
MG Siegler 8 hours ago 26 Comments

Twitter COO [Dick Costolo](#) has just taken over as CEO of Twitter from current CEO and co-founder [Evan Williams](#). Twitter confirmed today.

In a post on the twitter, Williams writes the following:

The challenges of growing an organization so quickly are numerous. Growing big is not success, in itself. Success to us means retaining our potential as a profitable company that can retain its culture and user focus while having a positive impact on the world.

THESE ARE DISPLAY ADS

After that it PAYS YOUR BUSINESS.

Most Popular

How Facebook Can Become Bigger In Five Years Than Google Is Today

Facebook Holding Special Event This Wednesday

Knightdale Home For Sale

202 Carrington Dr.
3 Beds
2.5 Baths
1515 Sqft
New Paint
New Carpet
Refinished Hardwoods

[View Now](#)

100% FINANCING

Linda Craft & Team
REALTOR® 919-235-0007

\$133,500 202 Carrington Dr, Knightdale NC
JUST ADDED
3 br / 2 full, 1 partial ba / 1,515 sqft / \$88/sqft
Single-Family Home
Carrington Woods (27545)
Linda Craft & Team, LLC
17 photos

\$133,824 Mingocrest Dr, Knightdale NC
FORECLOSURE (Bank Owned)
3 br / 2 ba / 1,632 sqft / \$82/sqft
Single-Family Home
Timber Ridge (27545)
RealtyTrac

\$133,846 Zircom Ln, Knightdale NC
PRE-FORECLOSURE (Notice of Default)
Unspecified
Emerald Pointe (27545)
RealtyTrac

\$135,000 1024 Henchman Ct, Knightdale NC
3 br / 2 full, 1 partial ba / 1,325 sqft / \$102/sqft
Single-Family Home
(27545)
Lee 3 Team, LLC
15 photos

\$135,000 702 Southampton Dr, Knightdale NC
3 br / 2 full, 1 partial ba / 1,468 sqft / \$92/sqft
Single-Family Home
Lewis Landing (27545)
HTR East Wake LLC
25 photos

Competitive Bidding

Bidding on competitor brand terms may give you a chance to steal leads away from them

Pros:

- It's a lot cheaper than generic terms
- Rides off the back of bigger brands
- Qualified leads
- Brand awareness

Cons:

- You may start a war
- Lower CTR, if not sufficiently relevant



A screenshot of a Google search for "choosi life insurance". The search bar at the top contains the text "choosi life insurance". Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Maps", "More", and "Search tools". The search results show "About 10,600 results (0.30 seconds)". The first result is an advertisement for "Compare Life Insurance - Benefits From \$100k To \$1.5M" from www.choosi.com.au/Life. The second result is an advertisement for "Compare Life Insurance" from www.insuranceline.com.au/. The third result is an advertisement for "Compare Life Insurance - iSelect.com.au" from www.iselect.com.au/life-insurance. The fourth result is an advertisement for "Life Insurance - Get Trusted Life Insurance & Up To \$ 2M Cover" from wealth.anz.com/LifeInsurance.

Why SEO?

In addition to making content available to search engines, SEO also helps boost rankings so that content will be placed where users will more readily find it.

Also, by analysing search trends, you can predict shifts in demand, respond to changing market conditions, produce the content and provide the service that web searchers are actively seeking.



Poll Question

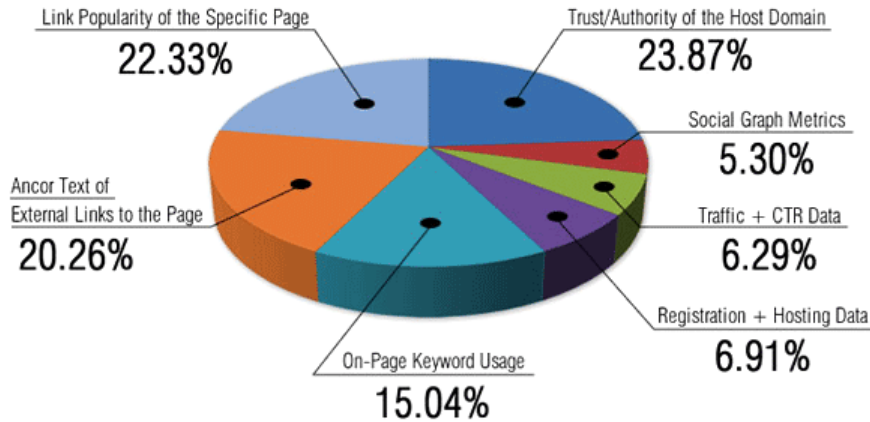
What factors do you think contribute to SEO and your website rank?



Google Algorithm demystified

Components of Google's Ranking Algorithm

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors



On Page Examples:

- Title Tag
- Meta description tag
- H1 tag
- Keywords in copy
- Length of content
- Duplicate content
- Conical tag
- Image optimization
- Content updates
- Outbound links
- Internal links
- Keywords in URL

Site Examples:

- Sitemap
- Domain trust
- Server location
- Mobile optimization
- Search console integration

Domain Examples:

- Domain registration length
- Domain history
- Country TLD extension

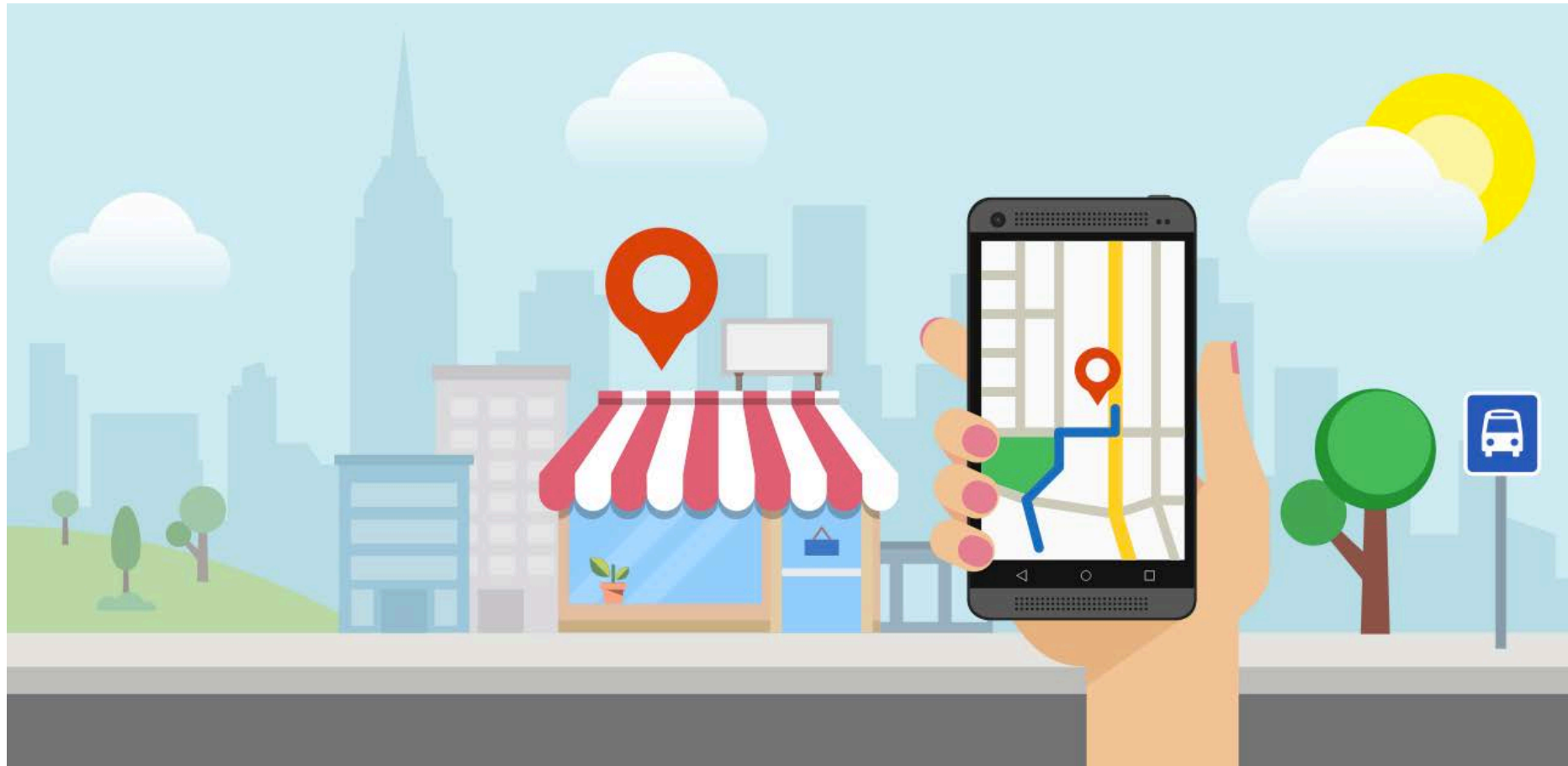
Off Page Examples:

- Number of linking domains
- Number of linking pages
- Domain authority of linking domain
- Link relevance
- Domain authority of linking pages
- Links from homepage
- Follow vs. do not follow links
- Diversity of links
- Contextual links
- Link anchor

200+ factors

Google search results for "life insurance". The search shows approximately 211,000,000 results in 0.53 seconds. The top results are advertisements for Insuranceline Life Insurance, Allianz Life Insurance, and Woolworths Life Insurance. The Insuranceline ad is the top result, followed by Allianz and Woolworths. Below these are organic search results for "1. Life Insurance - Life Insurance Quotes - Allianz Australia" and "2. Compare Life Insurance - Bupa".

Google's My Business



Poll Question

How many of you have a registered Google Business account?



Google Business

<https://www.google.com/business/> -

By registering on this site a business ensures that it's details are loaded onto Google Business when a client does a search for them or a generic 'financial adviser Sydney' search (as an example)

Your Business appears front and center

Customers see what you're all about

People find you easily

Pictures show what's unique

Happy customers do the talking for you

The screenshot shows a Google search for 'tal'. The search bar contains 'tal' and the search button is visible. Below the search bar, there are navigation tabs for All, News, Images, Maps, Videos, More, and Search tools. The search results show 'About 696,000,000 results (0.44 seconds)'. The first result is 'TAL: Home' with the URL 'https://www.tal.com.au/'. Below this, there are several links: 'Adviser Partners', 'About Us', 'Contact us', 'Life Insurance', 'Insurance Explained', and 'Our Life Story'. The second result is 'TAL Adviser' with the URL 'https://www.acceleratedprotection.com.au/'. The third result is 'TAL Life Limited - Compare The Market' with the URL 'https://www.comparethemarket.com.au/'. The fourth result is 'TAL - Wikipedia' with the URL 'https://en.wikipedia.org/wiki/TAL'. On the right side of the search results, there is a Google Business profile for 'TAL'. The profile includes a logo, a Street View image, a map showing the location in Sydney, and contact information: 'Address: 363 George St, Sydney NSW 2000', 'Phone: (02) 9448 9000', and 'Hours: Open today · 9am–5pm'. There is also a 'Popular times' bar chart showing activity levels throughout the day, and a 'Reviews' section with '2 Google reviews' and buttons to 'Write a review' and 'Add a photo'.

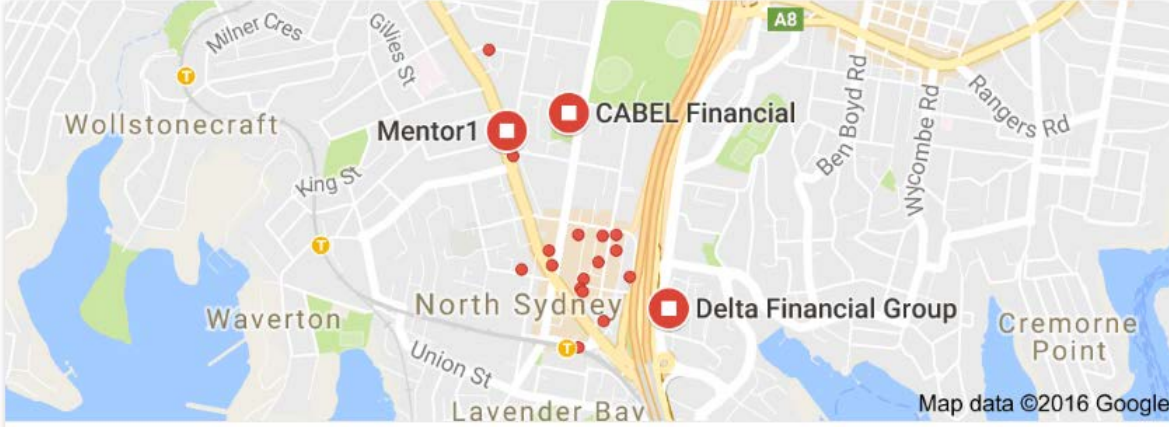


Visibility on Google Maps







Registered accounts, make you stand out against other listings.


Allows Google maps give real-time directions to your location

Ask your clients for ratings...



The screenshot shows a Google Maps view of North Sydney, Australia. Several red location pins are visible, with three highlighted by red squares. The highlighted locations are CABEL Financial, Mentor1, and Delta Financial Group. Below the map, a list of these three locations is displayed, each with its name, review count, business type, address, and hours. To the right of each listing are icons for 'WEBSITE' and 'DIRECTIONS'. At the bottom of the list is a 'More places' link.

CABEL Financial No reviews · Financial Planner 501/1 James Place · (02) 8071 0306 Open until 5:00 pm	 WEBSITE	 DIRECTIONS
Mentor1 1 review · Financial Planner 267 Pacific Hwy · 1300 765 811 Open until 5:00 pm	 WEBSITE	 DIRECTIONS
Delta Financial Group 5.0 ★★★★★ (10) · Financial Planner 7/275 Alfred St · (02) 9929 3343 Open until 5:30 pm	 WEBSITE	 DIRECTIONS

 [More places](#)

Google Business Tips

Make sure your info is right

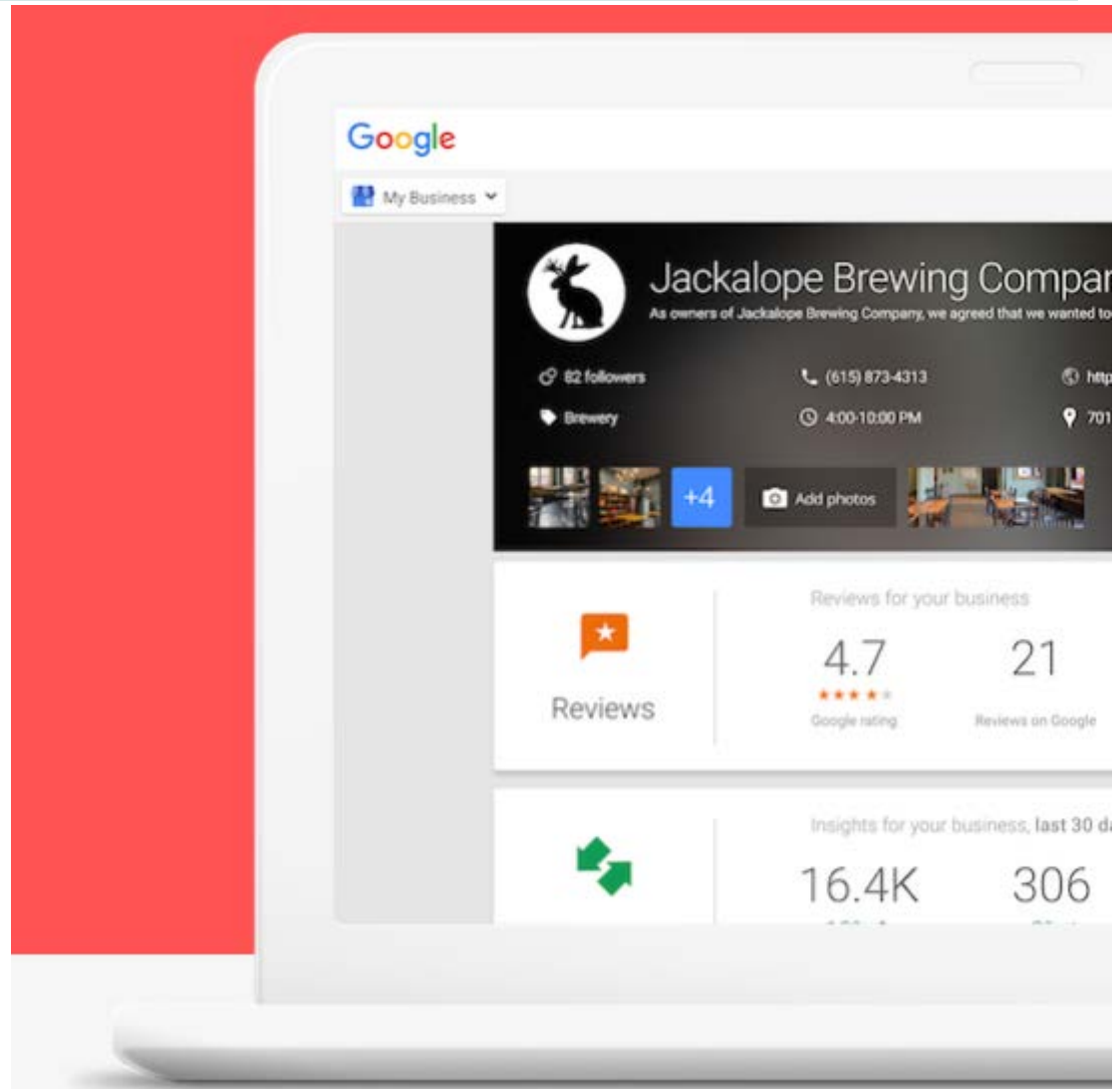
Stay on top of reviews

See what's working

Clicks and Calls

Views

Directions



Summary



To optimise Google search

- ✓ Start with a small amount on SEM as a test
- ✓ Start with the 10 SEO tips
- ✓ If you don't have time and could only do one thing. Get registered on Google business
- ✓ 30 minutes will make a big difference.
- ✓ There are agencies that can help you optimize your site

Wrapping up

Any Questions?



More available courses

Social Media for Financial Advisers

Advanced Social Media

Amplifying Your Business Online



Social Media For Financial Advisers

TAL | we are social



Advanced Social Media

TAL | we are social



Amplifying Your Business Online

TAL | we are social

Setting Up A Page

On [facebook.com](https://www.facebook.com), click in the dropdown menu in the top right hand side of your personal profile and select 'Create Page'.

Then select Local Business or Place and input your company details.



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Writing content for Facebook

Writing for Facebook is less technical than writing for LinkedIn, and uploading multimedia assets is encouraged.

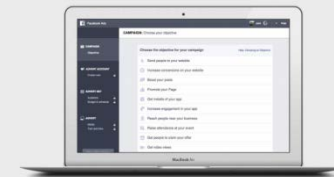
- Keep copy short and if promoting keep it less than 90 characters
- Always add copy that compliments the multimedia piece you're uploading
- Mix subjects up: personal & professional
- Use the word 'you' to involve people in your copy
- Use a call to action - a question or push to engage with the post in order to increase engagement
- Communicate passion and enthusiasm



TAL | we are social

Where to start

www.facebook.com/ads/manager



TAL | we are social

Posting Content

It's all about the quality of content, not the quantity.

Thanks to the 'share' functionality, quality content that resonates with your audience can live on and continue to spread long after posting.

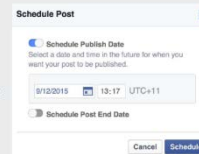


TAL | we are social

Scheduling content

To save time, all Facebook users can plan your posts in advance and schedule them to post at your desired time.

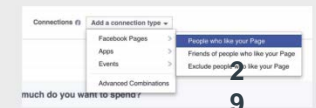
On Facebook this can be done through the Schedule Post feature found when you select the drop down menu next to 'Publish'



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Setting up your advert

If you would like to target people who like your page, select the 'Add a connection type' drop down menu.



much do you want to spend?

9

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Thank you

Good job making it through this course!



04 CLIENT MANAGEMENT

**Thank you for joining
the TAL Risk Academy.**

**FOR A FULL LISTING OF COURSES VISIT
www.acceleratedprotection.com.au/Home/Content/Risk-Academy**