



SEO for Community Banks: 12 CRITICAL TIPS TO OPTIMIZE YOUR PROGRAM



Emerging from the pandemic, having a solid SEO foundation makes sense regardless of your organization's risk tolerance in relation to revenue targets. Ongoing trends show pent up demand for local banking services. Now is the time to lay the digital foundation regardless of your long-term strategy.

THE LAUNCHING PAD

Primary Universal Law: Your content strategy must prioritize content your customers want, first.



TECHNICAL SEO

6-Steps to optimizing all back-end settings on your site. This allows Google to easily index and rank your site:

□ STEP 1

Ensure all duplicate (or nearly duplicate) pages have a **Canonical Tag** pointing to the specified original content

You should also ensure that Canonical Tags are placed on any other sites that repost your content

□ STEP 2

Ensure shareable all content has the proper Open Graph Tags so that you can control how it displays on social media sites

□ STEP 3

Create a Robot.txt file that indicates any pages you don't want Google to crawl and index

□ STEP 4

Create clean URL structure that organizes your site in a logical, hierarchical structure that is intuitive to users

□ STEP 5

Implement HTTPS across your site so that customers know your site is secure

Remember to redirect all HTTP pages to HTTPS versions

□ STEP 6

Always, always, always optimize for mobile



ON-PAGE SEO

4-Steps to optimizing content on an individual page in order to improve that page's ranking:

□ STEP 1

Focus on well-researched keywords that drill down to what your target audience needs, wants, and **search intent**

Ideally, have 1 central keyword, and then related keywords that help form more specific long-tail keywords

□ STEP 2

Ensure title tags include an easily recognizable title and related keyword(s) in the front of the title where searchers (and search engines) can see them

□ STEP 3

Ensure your URL includes the keyword you want that particular page to rank for

□ STEP 4

Within your page content, include the **keyword in your headers** (do not keyword stuff, but by including your keyword in the header, crawlers have indicators of what you are trying to rank for)



OFF-PAGE SEO

2-Steps to optimizing all your efforts outside your site. This boosts your site's authority and trust factors:

□ STEP 1

Create an external link-building strategy focused on building linking partnerships with other relevant companies in your market

□ STEP 2

Build your link equity by having a variety of backlinks from other relevant and authoritative sites