

# PRACTICAL SEO

\* Vol. 3 \*

[icba.org/mrc](https://icba.org/mrc) | ICBA Guidebook Series

Creating  
Search-Friendly Content



## Practical SEO Overview



## Welcome to our SEO guidebook series tailored for community banks.

We've worked with marketing experts and long-established search specialists to develop custom guidance to help community banks succeed in our specialized industry.

Our biggest goal was to fine-tune the most important parts of a basic program that allows you to implement the most crucial tactics first and start seeing gains fast.

We understand that SEO can seem complex, especially if you're not a tech expert. Don't worry - we've designed this guidebook series to be easy to understand and implement, even for those with no prior SEO experience.

The series is organized into short guidebooks that allow you to use as needed and at your own pace.

The goal is to help you improve your community bank's online visibility without overwhelming you with technical jargon or long processes.

We'll even show you how to set up some simple tracking reports that allow you to show the results of your work.

And through it all, you'll learn that search engine optimization is simply an iterative process that you or multiple teammates can work through together.



# \* Creating Search-Friendly Content for your Bank

Ever heard “content is king online”? It’s truer than ever in today’s always-connected world. Whether at a desk, in a car, or on a phone, we’re constantly accessing information from all over the globe.

Search engines, especially Google, crave original, helpful content. You might be surprised how much adding quality content to your pages can boost your search visibility.

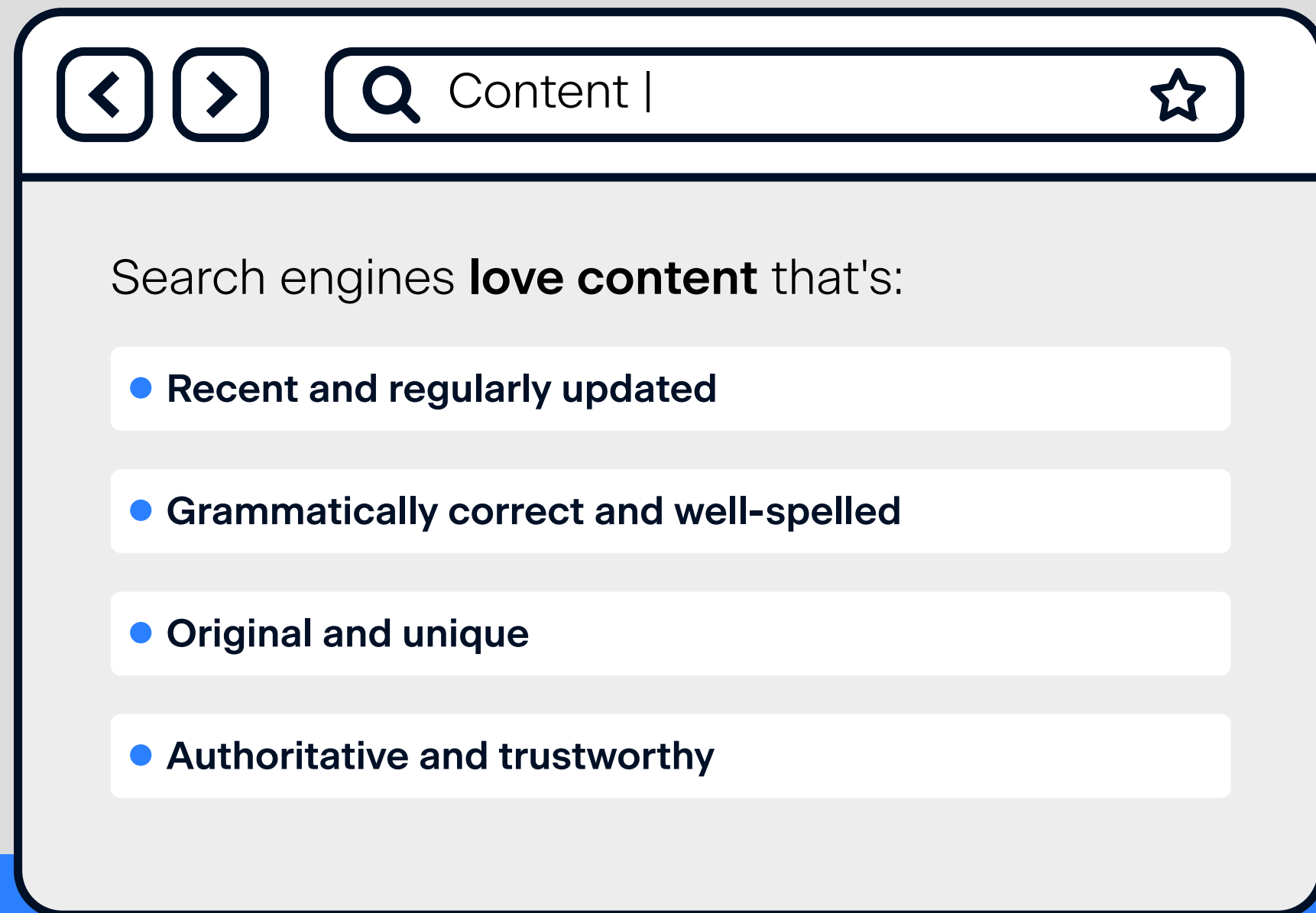
This guidebook will show you how to use your bank’s authoritative voice to become the go-to local expert on banking services.



## What You’ll Learn in this Guide:

- Assess and improve your current website content
- Understand what search engines value in that content
- Use effective local and seasonal elements
- Turn your existing resources into content opportunities
- Ensure your content meets quality and originality standards





Did you know Google might skip over poorly written content entirely?

They also use E-E-A-T guidelines to evaluate sites.

E - Experience

E - Expertise

A - Authoritativeness

T - Trustworthiness

# Quick Content Guide:

## Assess Your Current Content

Start by reviewing your website pages. Are they helpful and explanatory? Do they use text, images, and video with appropriate tags? (**For more on tags, check back to Guidebook #3.**)

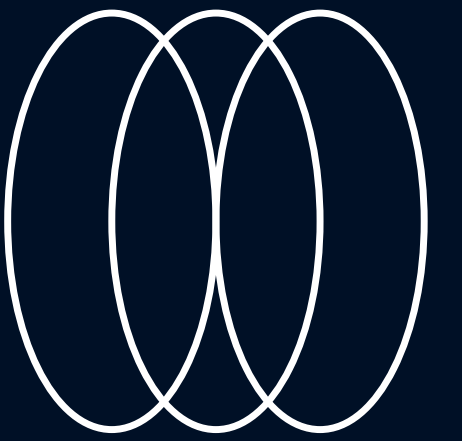
Put yourself in your customers' shoes. Which pages could do a better job explaining your services?

## Understand Search Engine Preferences

Did you know Google might skip over poorly written content entirely? They also use E-E-A-T guidelines to evaluate sites.

As a community bank, you're uniquely positioned to excel in these areas. Highlight your years of local service (Experience), showcase your staff's expertise in local financial matters (Expertise), mention your involvement in community financial education (Authoritativeness), and prominently display your FDIC insurance and other information (Trustworthiness).

Don't forget to mention awards, media coverage, and third-party recognition. They all boost your credibility.





# Quick Content Guide: Incorporate Local and Seasonal Elements

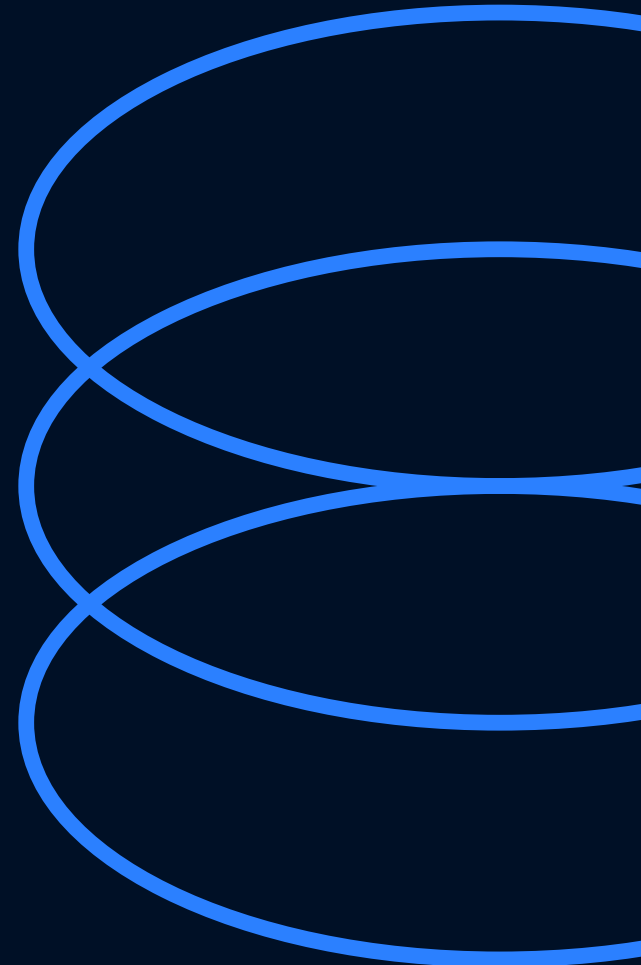
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Now, let's make your content uniquely local and timely. Repurpose your promotional media for your website. Reference local events, landmarks, and community initiatives. Blogs are perfect for this.

**Remember:**

Even if readership is low, search engines are taking note and boosting your local credentials.

Don't just stick to general seasonal topics – embrace what makes your community's seasons unique.



When seeking a loan, compare interest rates from various lenders. Our community bank offers competitive rates, helping you save over time. Explore your options today!



Before applying for a loan at our community bank, evaluate your budget. Ensure your monthly payments fit within your financial plan for greater stability.

Selecting the right loan term is crucial. While lower monthly payments are tempting, consider the total cost. Our bank provides flexible terms to balance affordability and savings.

# Quick Content Guide:

## Enhance Your Online Tools with Content



Your website likely has great tools like interest rate or loan calculators. These are golden opportunities for additional content. Add explanatory text and financial advice around these tools. While you use them daily, most people only need them occasionally. This added information showcases your expertise and improves search visibility.



### Ensure Quality and Originality

If you're using other sources, only borrow concepts, not exact wording – even if you have permission. You won't be penalized for reprints, but you won't be rewarded either.

Watch out for spelling and grammar errors. They can hurt your search rankings. Use grammar checking tools and a colleague's sharp eye to ensure your writing conveys exactly what you intend.

## Creating Search-Friendly Content

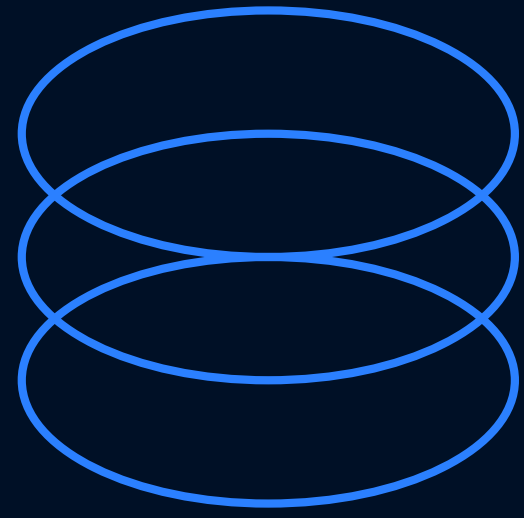
# \* Checklist \*

Check for grammatical errors and fix them.

Add a local or seasonal reference where appropriate.

If the page contains a calculator or tool, add explanatory content around it.

Ensure all information is up-to-date and accurate.



# Make It Real:

Great job! Your content is now more meaningful to both consumers and search engines.

Repeat this process across your website, then create a schedule for regular reviews. This will help you capitalize on new products, services, and changing local conditions, keeping your bank at the forefront of local search results.







For the complete Practical SEO Guidebook Series,  
or to learn more about how to help your  
community bank flourish, visit:

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