

# Elevating Your FI's Website

## The Crucial Role of SEO, Site Elements, and Tags

By [Crystal Steinbach](#) on December 14, 2023



**Ever wondered what goes into making a financial institution's website not just good but exceptional?**

Well, let's talk about laying a solid foundation – one that's as crucial online as it is in the financial world.

Imagine your website as the cornerstone of your financial institution's digital presence – a place where consumers meet your services, explore offerings, and maybe even decide to trust you with their hard-earned cash (can you say deposits?). Now, how do you ensure that this virtual front door not only looks inviting but also performs frictionlessly?



### #1 SEO

First up, SEO (Search Engine Optimization) is your website's secret sauce for getting noticed in the crowded online space. It's all about fine-tuning your content and structure so that when someone searches high-intent key phrases like "best banks near me," your site pops up right at the top.

Think relevant keywords, user-friendly URLs, and content that both humans and search engines adore. I often say: Optimize SEO for people first; robots second!



### #2 Site Elements

Next, we've got site elements. These are the various components or features that collectively make up a website's interface and functionality. Think navigation menus, branch location finders, integrated account login functionality, images and videos. These elements contribute to the overall user experience and interactivity of a website.

Yet, if not optimized properly, these site elements can slow down your site, leaving visitors tapping their feet. Not to mention, Google prefers sites that load quickly as they tend to offer better user satisfaction, leading to better rankings in search results.



### #3 Tags

Ah, tags – a term that sounds techy but wields incredible power. Tags can track specific user behaviors, site conversions, and make your marketing strategies click (pun intended).

From Google Tag Manager to those pixels and scripts embedded in your site, they ensure you know what's working, what isn't, and how to fine-tune your online presence accordingly. Tags play a pivotal role in marketing reporting and optimization by providing crucial data and insights into user behavior, website performance, and the effectiveness of marketing efforts.

**Here's the bottom line:** A strong foundation is key to performance, both in the banking world and on the web. Just as a financial institution's stability relies on more than just asset quality, your website's stability hinges on these critical components – SEO for visibility, site elements for performance, and tags for insights.

So, whether you're a marketing guru or a tech enthusiast, remember; optimizing these elements isn't just about a pretty website, it's about creating a virtual branch that attracts, engages, and retains your audience. After all, in today's digital age, a financial institution's website isn't just a brochure – it's your most visited branch.

