

Search Engine Optimization.

Get Your Website Noticed

These days it may seem like getting your credit union's website to rank high with the search engines is like a popularity contest. Don't worry, it's not high school all over again! To get your website noticed, all it needs is the right keywords, key phrases and a few other strategic tweaks. That's what search engine optimization (SEO) is all about.

SEO is an Internet marketing strategy that uses onsite, offsite and off-line tactics to help drive visitors to your credit union's website. The better the SEO, the higher your site will rank when a potential member goes surfing online for a new financial institution or specific product or service.

How We Can Help

Even though this isn't a popularity contest, it can see like a private club where you need to know the secret handshake to get results. CU Solutions Group knows the ins and outs of SEO for credit union websites and can help you with:

- **Keywords** – We can help you research and develop the best keywords for your website.
- **Link structure** – Having the right links to and from your site can make all the difference.
- **Content structure** – Search engines look for specific content on a site to determine where it ranks.
- **Navigational structure** – The right site architecture enables search engines and visitors to find you.
- **Technical issues** – There are "behind the scene" measures you can take to improve your rankings.
- **Website analytics** – Results are measured in keywords, traffic source, rankings, clicks, pageviews and more. We can monitor these measurements and use them to help improve your SEO, keeping in mind that it's usually not the quantity of traffic that matters, but rather the quality of traffic.
- **Website usability** – The more user-friendly your website is, the more likely visitors will stay on it.
- **Social media** – Building a stronger online community creates a stronger ranking. We've got useful tips so you can get the most out of your posts, tweets and more.

SEO Menu

Not every credit union needs the same level of assistance when it comes to SEO, which is why CU Solutions Group is here to work with you by doing a one-time audit, implementation of recommendations, staff training and even monthly or quarterly analytic reviews.

We want your credit union to have the most popular, highest ranking website possible. Contact your CU Solutions Group business consultant at 800.262.6285, info@cusolutionsgroup.com, or visit www.cusolutionsgroup.com for more information.

