

Stretching Marketing Dollars in Hard Economic Times



Virginia Bankers Association
The Connect | Protect Experience
Williamsburg, Virginia
March 14, 2023

DIGI CONVO



The General Theme

DOING MORE



WITH LESS



Workshop Agenda

Objective

Provide you (or your web person) an actionable list of low-hanging, non-technical opportunities to enhance your site & boost traffic significantly.

1. Intro

2. Glossary & Basics of Digital Marketing

3. Tips: On-Page SEO

4. Opportunity: A High-Impact Site Enhancement

5. Overview: Analytics for Informed Decisions

Your Mindset + Our Goal



Right Now



I'm overwhelmed and under-budgeted.

Yes, I get the importance of digital marketing. But I've no idea where to start.

So to avoid wasting time and resources, we'll continue focusing our efforts elsewhere.



In an Hour



This stuff isn't so scary. I'm intrigued enough to spend a few hours enhancing our website.

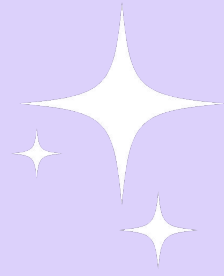


In 3-4 Months



I'm a hero because those few easy tweaks have given our bank a huge boost in qualified traffic!





Digital Marketing

SEM

Search Engine Marketing:
BOTH Organic AND Paid Traffic
from search engines

SEO

Search Engine Optimization:
ONLY Organic Traffic
from search engines

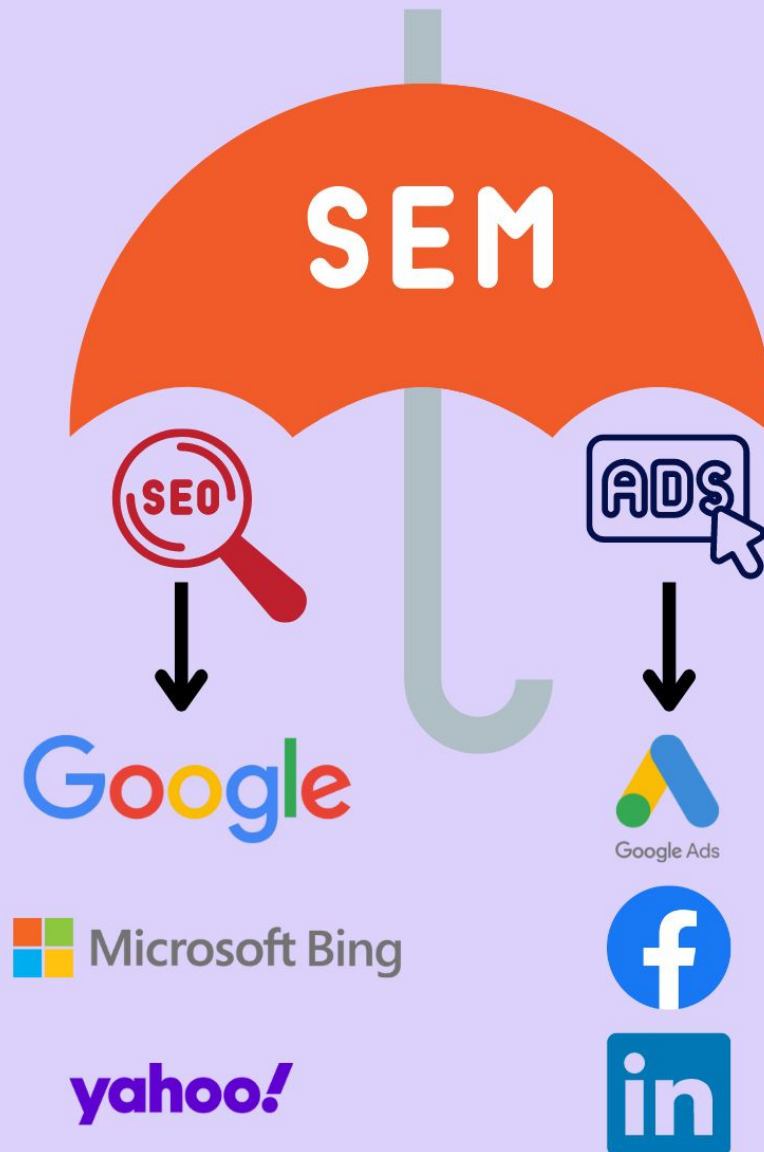
Paid Ads

Display, PPC, Social Ads, etc.

Organic Traffic

Non-paid traffic to your site
from search engines

The Big Pieces & How They Fit



Benefits of Organic Website Traffic

Improves Search Rankings



Generates High-Quality Leads



Attracts Relevant & Segmented Audiences



Sustainable & Cost-Effective in the Long-Run



Boosts Brand Awareness



Higher ROI



The Overall Factors



Hyperlocal Marketing

- Hyper-focus on a specific audience segment in a very localized area
- Delivery of the right message to the right people at the right time via messages tailored to their needs and interests
- Allows you to reach potential customers at different touch points throughout their day

Hyperlocal Search Ranking Factors

Google Business



Backlinking



Reviews



Behavioral Metrics



On-Page SEO



Personalization (User Location)



Citations



Negatives



Hyperlocal Website Checklist



Basics: Home, About, Contact, FAQ

Reviews/Testimonials

Unique Page for Each Branch Location

Unique Titles & Meta Descriptions
for Each Page

Unique Page for Each Product & Service

Social Media & Local Business Links

Branch Location Checklist



Business name, address, phone number, & hours for each location



Access to Google Business Profile, Google Search Console, & other relevant platforms



Google Business Profile (GBP) optimized landing page URLs for all branch locations

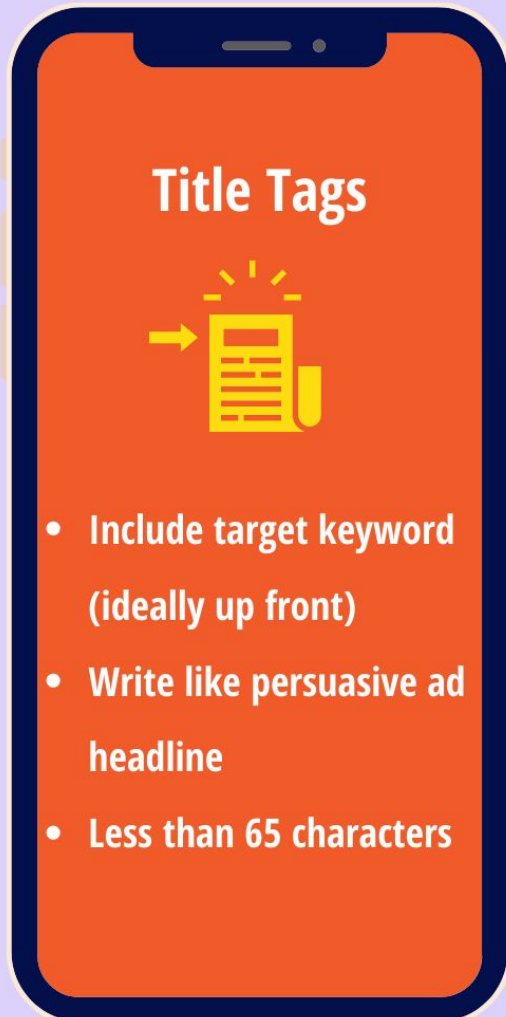


List of all relevant social media profiles for the bank and its branch locations




Titles & Meta Descriptions

Essentially ad copy that shows up in the organic search results, allowing you rank higher for your target keywords. It's your best chance to convince users to click on your listing instead of your competitor's.



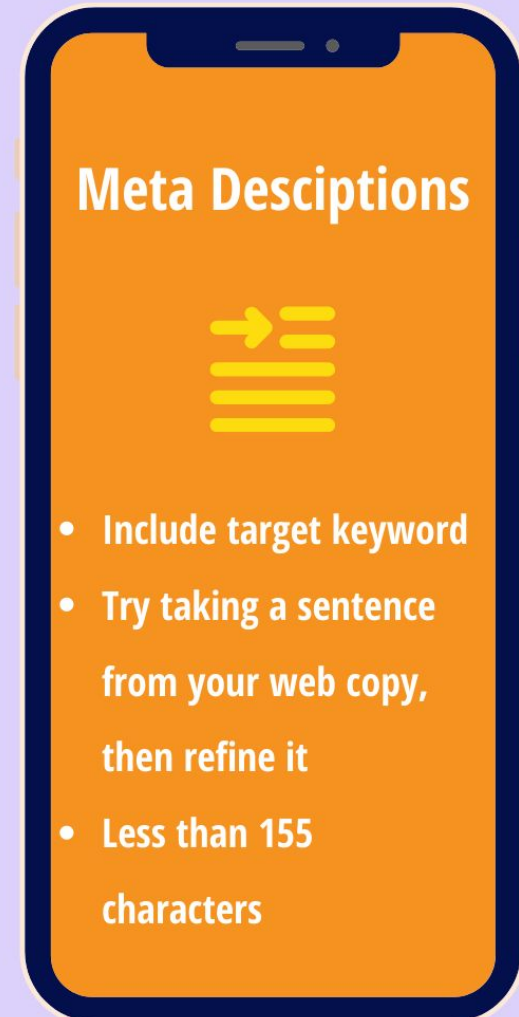
Title Tags




- Include target keyword (ideally up front)
- Write like persuasive ad headline
- Less than 65 characters



Best Practices

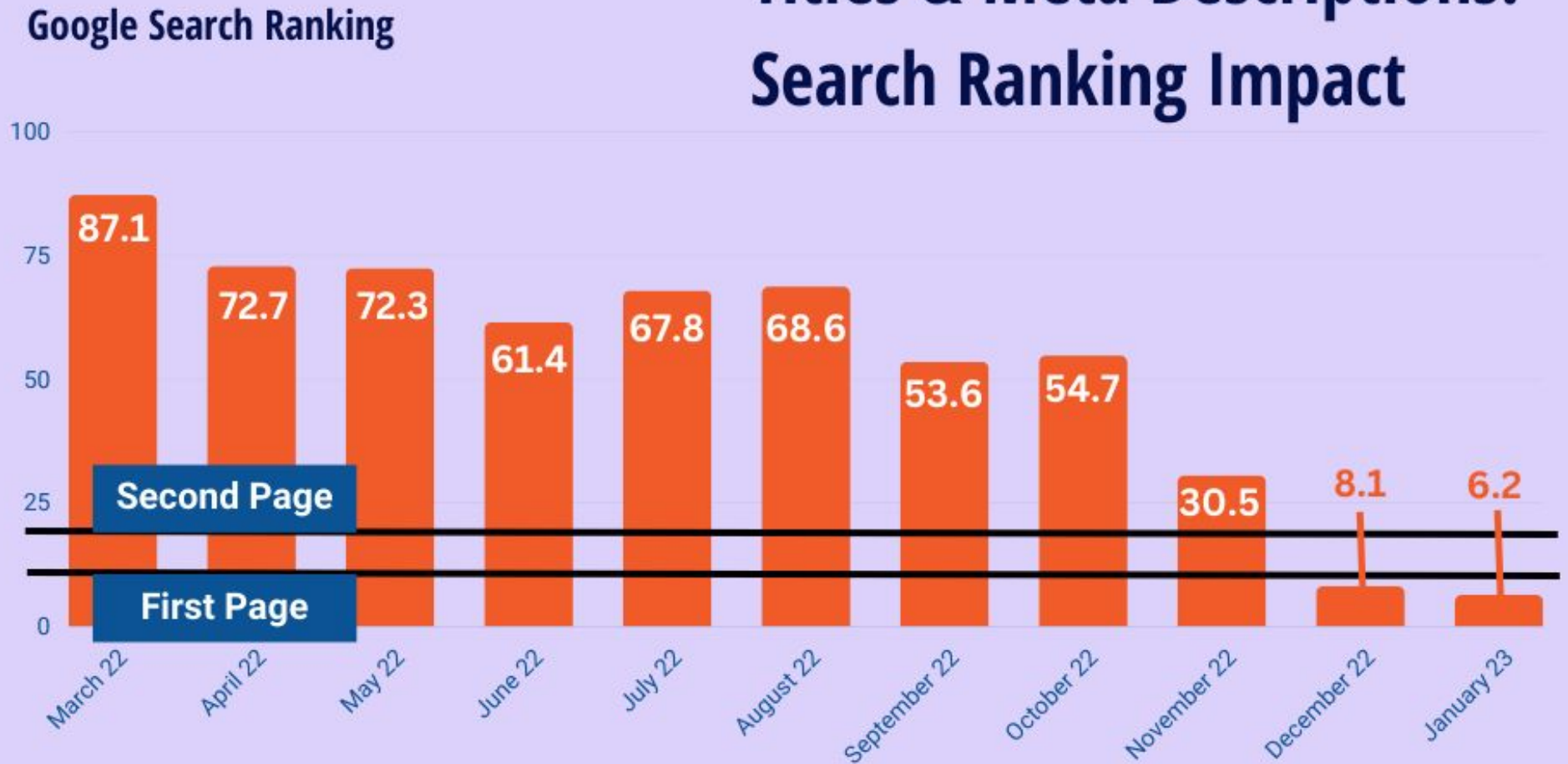


Meta Descriptions



- Include target keyword
- Try taking a sentence from your web copy, then refine it
- Less than 155 characters

Titles & Meta Descriptions: Search Ranking Impact



Updates were made in November. The impact was dramatic and immediate. Within just one month we reached the first page of Google.

Headings, URLs, Images

Best Practices

Headings



- Short and concise
- Include your target keyword

URLS



- Include your target keyword
- But do not force keywords
- Write for humans, not search engines

Images



- Size properly so page speed does not suffer
- Add alt-text: helps search engines understand the image
- Name with relevant keyword

Site Speed: Why it's Critical

Your website must load quickly and efficiently in order to perform well in search engine rankings.

Other Benefits



Better User Experience



Increased Time Spent on Site






Increased Conversions

Easily Test Your Site Speed



Core Web Vitals

<https://pagespeed.web.dev/>

FACTOR	KEY QUESTION	GOOD	NEEDS IMPROVEMENT	POOR
Loading	How long for largest content piece to appear?	< 2.5 secs		> 4.0 secs
Interactivity	When user interacts, how long for site to respond?	< 100 ms		> 300 ms
Visual Stability	Do elements move on screen while loading?	< 0.1 ms		> 2.5 ms

New Google Analytics 4: What You Need to Know



Quick Fact:
40% Virginia Community Banks have not yet upgraded to GA4



Big Shift in Type of Metrics Tracked



Previous Version GOING AWAY July 2023



Old Data to be Deleted by End of 2023

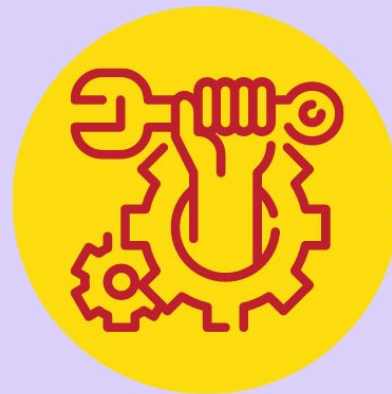


Find Out What's on Your Site Without Asking IT



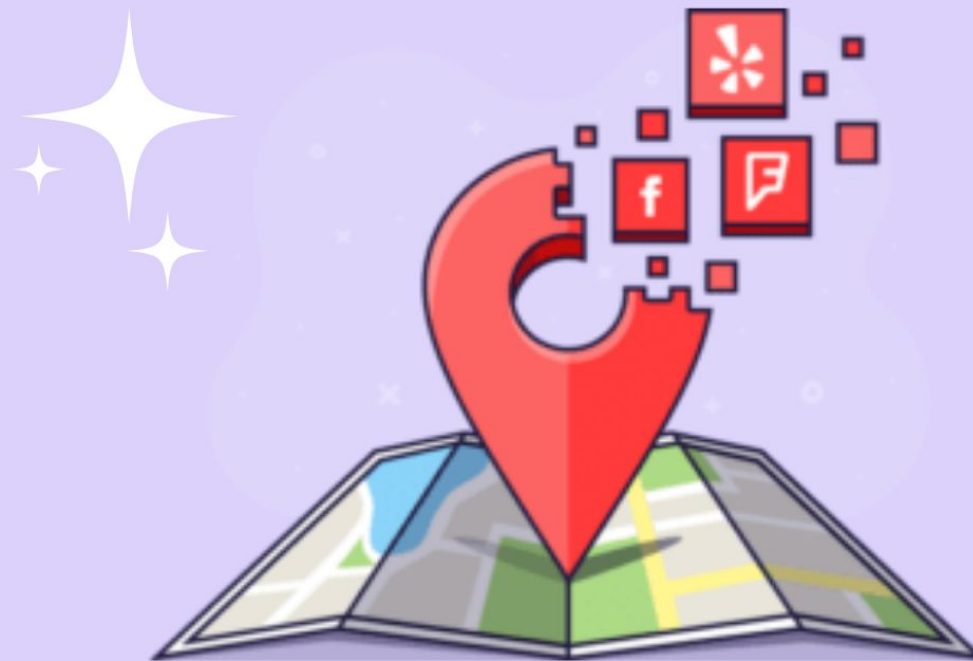
built With

<https://builtwith.com/>



Purpose of Local Citations:

1. To be visible on the platforms that your consumer base uses so that they can find accurate information about your company and connect with it
2. To ensure that search engines like Google find a broad and accurate representation of your business around the web on quality platforms, increasing your chances of ranking well in the local SERPs for important terms



What is Local List Management?

The process of claiming and managing your bank's listings on local directories and search engines. The more accurate your listings, the more likely a customer will find you.



Benefits of Local List Management

Visibility in Search Engine Results Pages (SERPs)



Improved Google Search Engine Results



Greater Social Media Engagement



More Efficient Customer Service



More Engaging Listing



Local List Management: How it Works

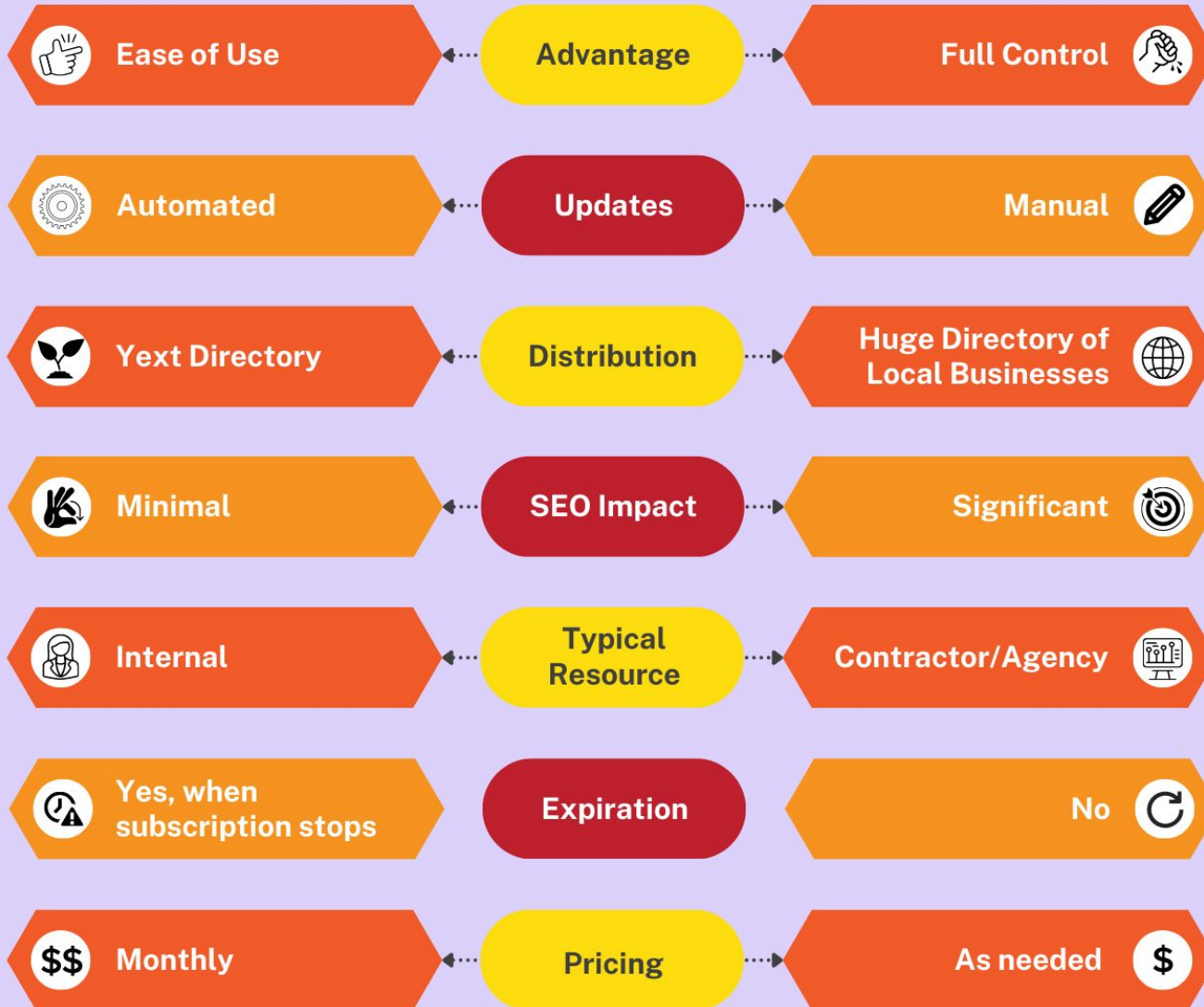




VS

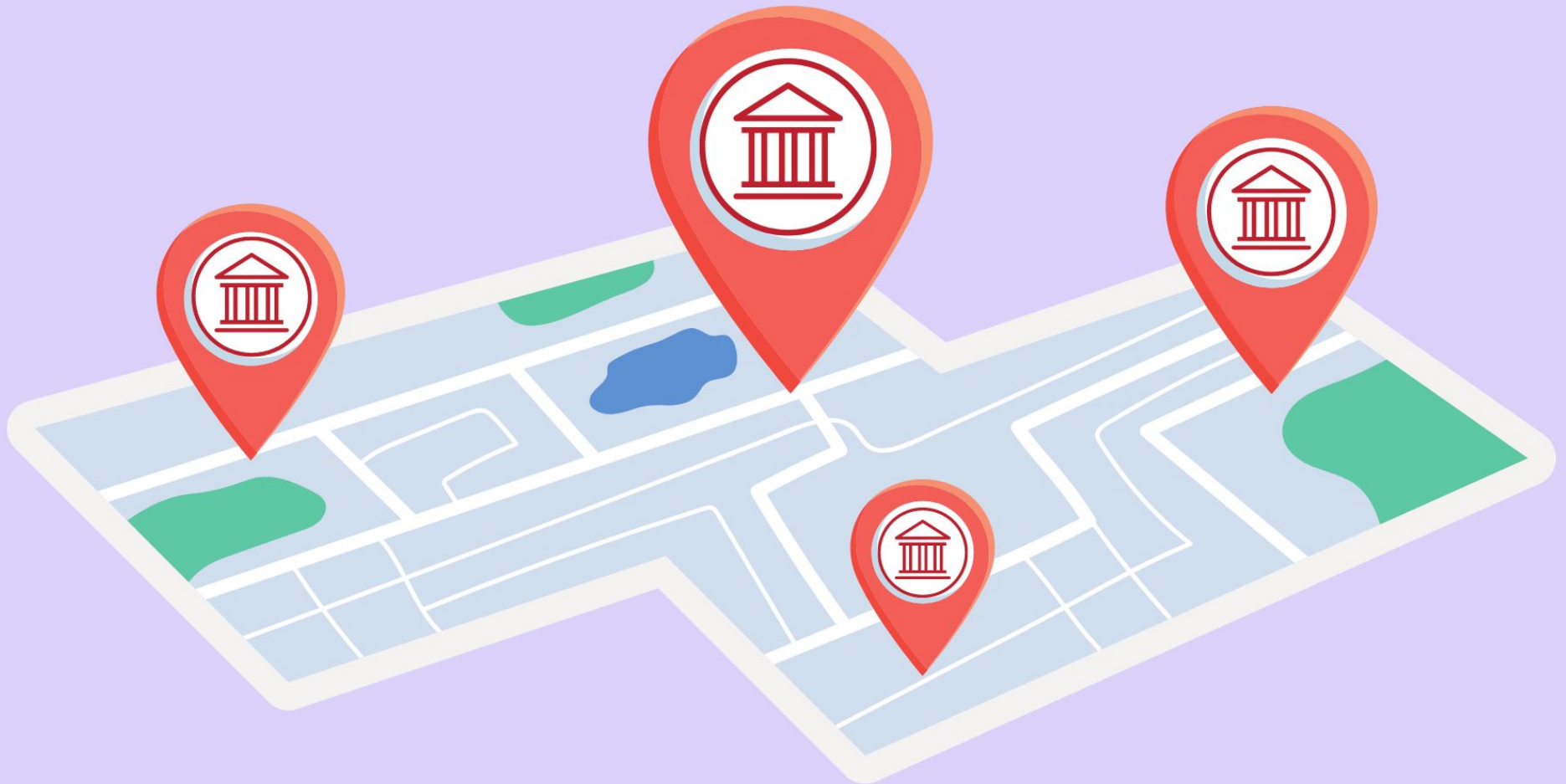


SEMRUSH



Dedicated Location Pages for Each Branch

This tactic is a huge opportunity to drive significant high-value traffic to both your website and local branches.

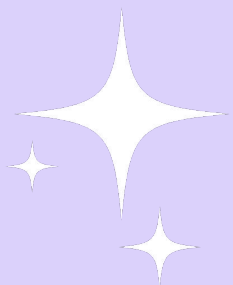


Wireframe/Mock-Up

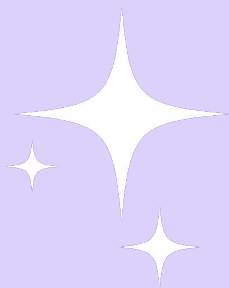
Only takes a few simple elements



Website Header & Navigation			
Town Location - Branch Specific			
Address & Phone Numbers	Lobby Hours	Images - Branch Specific	
Embedded Google Map	Drive Through Hours	Services	
Product Upsell or Customer Resource	Product Upsell or Customer Resource	Product Upsell or Customer Resource	
About Section - Branch Specific			
Website Footer			



Sample Branch Location Page



[ONLINE BANKING](#)

Personal
Business
Insurance / Investments
Auto Dealer Division
Resources
About Us

CARSON

Address / Phone

17208 Halligan Park Road
Carson, VA 23830-3208

Phone: 434-246-5211

Toll-Free: 1-800-619-5211

DIRECTIONS

Hours

Lobby: Closed
Drive Through: Closed

Lobby

Sunday	Closed
Monday	9:00am - 5:00pm
Tuesday	9:00am - 5:00pm
Wednesday	9:00am - 5:00pm
Thursday	9:00am - 5:00pm
Friday	9:00am - 5:00pm
Saturday	Closed

Drive Through

Sunday	Closed
Monday	9:00am - 5:00pm
Tuesday	9:00am - 5:00pm
Wednesday	9:00am - 5:00pm
Thursday	9:00am - 5:00pm
Friday	9:00am - 5:00pm
Saturday	Closed

Ready for new wheels?

CAR LOANS

CONTACT US

Products

CREDIT CARD

With a BSV Visa or MasterCard, you can enjoy the convenience of paying for everyday purchases.

REFINANCING

Shorten your mortgage term or take advantage of lower interest rates by refinancing.

PERSONAL LOAN

Tap into the equity in your home with a Home Equity Line from BSV.

About BSV

BSV is a locally owned, full-service commercial bank. The bank attributes its success to high quality customer service, a progressive atmosphere, and a commitment to the communities and the people it serves.

Our Commitment to Accessibility

The Bank of Southside Virginia is fully committed to facilitating the accessibility and usability of its websites for all people with disabilities. As part of this commitment, we are continually improving our website to make it as accessible as possible and remove any barriers for our users. If at any time you have specific questions or concerns about the accessibility of any particular web page owned by The Bank of Southside Virginia, please contact us at info@bsvnet.com. If you do encounter an accessibility issue, please be sure to specify the web page in your email, and we will make all reasonable efforts to make that page accessible to you. In addition, if you need any other assistance, please call 434-246-5211.

The Bank of Southside Virginia
17208 Halligan Park Rd
Carson, Virginia 23830
434.246.5211

Privacy Policy

Website Disclosure

NMLS Registrations

About BSV

Careers

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Impact of Branch Location Pages on Google Search Rankings



From ZERO to 55+ local search terms ranking on Google first page

BANKS VIRGINIA

- virginia banks
- virginia bank
- bank of virginia
- bank in virginia
- bank virginia
- bank of va

LOANS VIRGINIA

- loans in virginia
- loan in virginia
- loans virginia
- bank loans
- virginia loans
- virginia loan
- apply for a loan virginia

NEAR ME

- bank open near me
- banks open on sat near me
- banks open saturday near me
- cash points near me
- bank of virginia near me

PERSONAL LOANS

- online personal loans in virginia
- personal loans in virginia
- personal loans virginia
- virginia personal loans
- virginia personal loan
- personal loan in virginia
- personal loan in va
- personal loans in va

CHECKING/SAVINGS/ CREDIT CARDS

- personal checking virginia
- open a checking account virginia
- checking accounts southern virginia
- savings account southern virginia
- open business savings account virginia
- apply for credit card virginia
- credit cards virginia

BANKS IN {LOCATION}

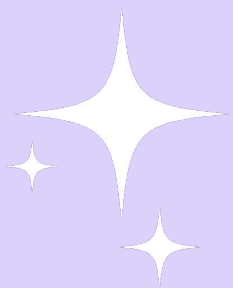
- banks in {location 1}
- the bank {location 1} va
- banks in {location 2} va
- banks in {location 3} va
- banks in {location 4} va
- banks in {location 5} va
- banks in {location 6} va

OTHER SERVICES

- business lines of credit {location 1}
- digital banking {location 1}
- personal checking {location 1}
- business certificate of deposit {location 1}
- business savings {location 1}
- certificates of deposit {location 1}
- home equity homes {location 1}
- the bank in {location 2}
- vehicle loans {location 5}

(Measured 12 months post-launch of
location pages in August 2021)

Use Data to Make Informed Decisions



Helpful Metrics Tracking Tools



- Basic Metrics Like Site Traffic
- Informed Campaign Decisions



- Track Organic SEO
- Site Optimization Opportunities



SEMRUSH

- Keyword Research
- User Behavior

HubSpot

- Detailed Reporting
- Automated Campaign Management

Time to Stretch at Your Local Bank!

Thanks!



Questions?

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