

SEO fundamentals guide

Turn Search Traffic Into Lasting Local Relationships

Search engines connect questions with answers.

When people in your community face big financial milestones, they open a search browser long before visiting a local branch. A strong search presence ensures your financial institution shows up right when potential accountholders look for expert help online. By building clear, supportive web content, you make it easy for neighbors to discover your services and choose you as their financial partner.

Combining smart search principles with ready-to-use resources in the Jack Henry Marketing Center™ helps your financial institution turn everyday web searches into meaningful accounts.

1. put accountholder questions first

Start every webpage by addressing a real human need.

People rarely search for generic product categories. They search for specific answers to life events, like buying a home or managing small business cash flow.

- Frame titles around common goals, such as “Financing Your First Home” instead of standard product names.
- Speak naturally and avoid heavy corporate jargon.
- Focus on guiding readers toward a smart decision rather than pitching features.



2. deliver real value across every page

Build informative content that earns community trust.

Search engines rank pages that give clear, accurate, and helpful answers. You can support local consumers through three core formats:

- **Educational Articles:** Offer timely advice on fraud protection, home buying steps, and seasonal savings habits.
- **Service Pages:** Detail everyday account options, loan rates, and local branch conveniences.
- **Helpful FAQs:** Provide straightforward answers regarding application steps and eligibility requirements.

Give every page a distinct focus so search engines understand your site structure without seeing repetitive text.

3. keep layouts clear and easy to read

Format pages so readers quickly find what they need.

Most people scan web pages on mobile devices while juggling busy schedules. Use clear section headers, brief paragraphs, and bullet points to break up detailed information. Highlighting key takeaways right away helps readers find answers immediately and keeps them engaged on your site longer.



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4. fine-tune behind-the-scenes page details

Adjust core webpage settings to help search engines index your content.

A few basic tweaks make a massive difference in search rankings and accessibility:

- **Page Titles:** Write descriptive, unique titles under 60 characters so search engines display them cleanly.
- **Summary Snippets:** Write quick 155-character descriptions that invite searchers to click through.
- **Visual Media:** Shrink image file sizes for faster page load times and add alt text for screen readers.
- **Helpful Links:** Add internal links to connect related guides across your website logically.

5. keep branch information consistent online

Help local consumers find your physical locations effortlessly.

Local searchers often look for nearby branch hours, phone numbers, and physical addresses. Ensure your financial institution details match identically across every online directory. Keeping your Google Business Profile updated with current hours and holiday schedules ensures neighboring searchers get accurate details every time.



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6. track what works and keep improving

Review basic website numbers to guide future updates

Search optimization is an ongoing habit rather than a one-time task. Keep an eye on simple performance measures:

- **Search Visitors:** Count how many people find your site naturally through search engines.
- **Popular Content:** Learn which financial guide topics attract the highest interest.
- **Common Keywords:** See the exact phrases consumers type when searching for financial help.
- **Completed Actions:** Track how many site visits turn into online applications or branch visits.

Free platforms like Google Search Console and Google Analytics provide direct insight into what your community researches online.

pre-publish checklist

Run through these final steps before publishing new web content:

- ✓ Defined a single target audience and topic
- ✓ Addressed a real financial question or goal
- ✓ Formatted a short, descriptive page title
- ✓ Written a concise summary snippet for search results
- ✓ Organized text with descriptive section headers
- ✓ Stated the core answer in the opening paragraph
- ✓ Compressed graphic files and added descriptive alt text
- ✓ Linked readers to relevant secondary resources on your site

- ✓ Tested page appearance on mobile screens and desktop computers
- ✓ Verified address and contact details for accuracy
- ✓ Added one clear next step or call-to-action
- ✓ Confirmed alignment with current banking policies and offers

be there when your community looks for answers

[Explore](#) ready-made marketing campaigns in the Jack Henry Marketing Center to start reaching more local accountholders today.

For more information about Jack Henry, visit jackhenry.com.