

THE ULTIMATE SEO GUIDE FOR MORTGAGE BROKERS



INTRODUCTION

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In today's digital landscape, being easily found on search engines is essential. For mortgage brokers, effective Search Engine Optimisation (SEO) can be the key to attracting more clients. This guide provides a detailed approach to mastering SEO for mortgage brokers.



1.

UNDERSTANDING YOUR AUDIENCE:

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THE FOUNDATION OF SEO

1.1. Identifying Client Needs and Search Intent

The first step in SEO is understanding what potential clients are searching for online. Use tools like AnswerThePublic and Google Trends to identify the questions and concerns that are most relevant to homebuyers and property investors.

Example Searches:

- “What is the best mortgage for first-time buyers?”
- “How will economic changes affect mortgage rates?”
- “Is now a good time to remortgage?”

1.2. Developing a Content Strategy

Creating content that directly addresses these questions establishes you as a reliable source of information in the mortgage market. Beyond basic blog posts, consider offering detailed guides, videos, and infographics that make complex topics easier to understand.

PR Tip:

Working with respected media outlets can enhance your visibility and credibility.

2.

ADVANCED TECHNICAL SEO:

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LAYING THE GROUNDWORK

2.1. Enhancing Website Performance

- **Mobile Optimisation:** With over half of web traffic coming from mobile devices, ensure your website is fully responsive. Use Google's Mobile-Friendly Test to check and improve as needed.
- **SSL Certificate:** A secure website (<https://>) is essential. Google favours secure sites in its rankings, and it reassures your clients that their data is protected.
- **Site Speed:** A slow site can deter users. Use tools like Google PageSpeed Insights and GTmetrix to identify and address any issues.

2.2. Optimising Site Structure

- **Use of Headers:** Properly structured headers (H1, H2, H3) are important for both user experience and SEO. Ensure your key content is easy to navigate.
- **Alt Text for Images:** Every image on your site should have descriptive alt text. This improves accessibility and helps search engines index your images, contributing to overall SEO.

SEO Tip:

Use structured data (Schema.org markup) to enhance your listings in search results, enabling features like rich snippets and knowledge graphs, which can significantly increase click-through rates.

3.

PRECISION IN KEYWORD STRATEGY

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3.1. In-Depth Keyword Research

Go beyond basic keyword research. Use advanced tools like SEMrush, Ahrefs, and Moz to find high-value keywords that not only attract traffic but also convert visitors into clients. Focus on specific, longer phrases that capture user intent, such as “best fixed-rate mortgage for first-time buyers in your city.”

3.2. Seamless Keyword Integration

Incorporate keywords naturally throughout your site. Overuse can harm your rankings, so aim for a keyword density of around 1-2%. Ensure keywords are included in:

- Meta titles and descriptions
- Headers and subheaders
- Body text and image alt text

Advanced Strategy:

Use related terms—those linked to your primary keywords—to help search engines understand the context of your content, improving its relevance and ranking potential.

4.

DOMINATING LOCAL SEO

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4.1. Optimising for Local Searches

As a mortgage broker, your success often depends on local clients. Keep your Google My Business listing accurate and up-to-date, and encourage satisfied clients to leave reviews. A strong local presence is crucial.

Example Listings:

- **Business Name:** “Smith & Co Mortgage Brokers”
- **Address:** “123 High Street, Your City, Your Region, Postal Code”
- **Reviews:** Encourage clients to share their positive experiences on Google.

4.2. Directory Listings and Citations

Ensure your business is listed in reputable directories and local Chamber of Commerce websites. Consistent citations across these platforms improve your local SEO and credibility.

SEO Tip:

Use local keywords, such as “mortgage broker in your city” or “first-time buyer mortgages in your region,” to further boost your local search rankings.

5.

CONTENT MARKETING

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5.1. Blogging with Authority

Regular, high-quality blog content is essential for a successful SEO strategy. Focus on creating content that answers your audience's most pressing questions and reflects the latest trends in the mortgage market.

Mortgage Broker Insight:

Address current events affecting mortgages, such as changes in interest rates or new government schemes. This positions you as an informed leader who understands the market.

5.2. Using Video and Interactive Content

Video content is highly engaging and can significantly improve your site's SEO. Create short videos explaining mortgage basics, or host webinars on topics like "Navigating the Mortgage Process." Interactive content, such as mortgage calculators, can also attract and retain visitors. You can add calculators to your website through Mortgage Quote.

PR Strategy:

Work with local influencers or respected voices in the financial sector to produce content. This can expand your reach and add credibility to your brand.

6.

STRATEGIC LINK BUILDING AND PR

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6.1. Building High-Quality Backlinks

Focus on quality over quantity. Aim to secure backlinks from authoritative websites, including financial blogs, news sites, and industry-specific publications.

PR Insight:

Issue press releases around significant business milestones or insightful research reports. Distribute them through respected PR channels to attract media coverage and valuable backlinks.

6.2. Ethical Link Building

Avoid any black-hat SEO techniques such as link farms or paid links. Google's algorithms are increasingly sophisticated, and unethical practices can lead to severe penalties, including complete de-indexing from search results.

Advanced Tactic:

Use broken link building by finding broken links on relevant websites and suggesting your content as a replacement. This not only improves your SEO but also supports the site owner by enhancing their user experience.

7.

MAXIMISING CONVERSION RATES

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7.1. Crafting Effective Calls to Action

Your website should be a conversion tool. Ensure every page has clear, compelling calls to action (CTAs) that encourage visitors to get in touch, request a quote, or schedule a consultation.

Example CTAs:

- “Find Out If You Qualify for a Mortgage—Contact Us Today”
- “Download Our Free Mortgage Guide for First-Time Buyers”
- “Speak to a Specialist: Call Now for Expert Mortgage Advice”

7.2. Enhancing User Experience (UX)

A user-friendly website design is essential. Navigation should be intuitive, forms easy to fill out, and contact options highly visible.

SEO Tip:

Use A/B testing to experiment with different CTAs, page layouts, and content formats to find what works best. Regularly refine your approach based on data-driven insights.

8.

COMPLIANCE AND BEST PRACTICES

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8.1. Adhering to Regulatory Guidelines

In the mortgage industry, all marketing and content efforts must comply with relevant regulations. Ensure that you work with your compliance team to ensure compliance.

8.2. Ethical Marketing Practices

Always prioritise the client's best interests in your marketing efforts. Ethical marketing not only helps you comply with regulations but also enhances your reputation and fosters long-term client relationships.

ANSWER THE QUESTIONS YOUR AUDIENCE ASKS

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What are your audience currently asking Google?
Use answerthepublic.com to find out.

Here are some examples

- Will mortgage payments go up?
- Will mortgage payments be cheaper?
- Are mortgages available now?
- Which mortgage lenders lend the most?
- How mortgages are calculated?
- Who mortgages mobile homes?
- Where are mortgages registered?
- Which mortgages lend for renovations?
- Why are mortgages declined?
- Will mortgages be harder to get?



TWELVE TOP TIPS TO SEO

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1. Ensure that your website is optimised for mobile. You can test whether it is or not, using Google's free tool <https://search.google.com/test/mobile-friendly>
2. Have a SSL Security Certificate on your website so the URL shows **https://** not **http://**
3. Ensure that you use Heading & paragraph tags so the search engine's can read your site correctly.
4. Include titles and descriptions on web pages.
5. Ensure images have the appropriate titles, tags and descriptions for accessibility and so Google know what they are.
6. Tip: If you have a Wordpress site, you can download and use a seo plugin such as Yoast SEO which will help you add the correct tags, titles and descriptions.
7. Don't put important text inside images! Google can't read it.
8. Ensure that you do not repeat the keywords that you are looking to rank for too often – Google specify that keywords should be no more than 5% of your total content.
9. Don't put files onto a website that could slow it down. Slow websites result in bad user experiences and Google are not fond of those sites.
10. Encourage others to share and use your beautifully crafted content. Google loves social validation through shares and links from other trusted people or sites. It shows them you are trustworthy.
11. Ensure your website has a sitemap.
12. Avoid companies or link farms where you are promised a number of links to your website. This is unethical and will get you completely banned from.

CALLS TO ACTION

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In order to turn web traffic into leads, your website needs to have effective call to actions. Without them you will be missing opportunities. Sometimes a mobile number doesn't always cut it.

- 1.** Do you have crystal clear actions that you want a visitor to make on your site?
- 2.** Are call to actions clearly presented on each web page?
- 3.** Can user tap on call to actions on mobile?



IMPORTANT NOTE

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A final Note

- We work in a highly regulated industry.
- Ensure that any content that you produce for consumers complies with FCA regulations.
- Before conducting any new marketing activities, you should consult compliance, or more specifically your regional compliance manager to ensure that you are not putting you or your customers at risk.



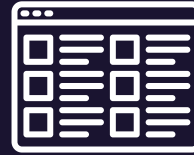
SUMMARY

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TACTIC 1:

Create valuable content – Answer the questions your audience are asking.



TACTIC 2:

Get listed on web directories.



TACTIC 3:

Get the technical basics right – Google's search console can help.



TACTIC 4:

Ensure your website has the appropriate call to actions to turn visitors into leads.



TACTIC 5:

Ensure your content and ads comply with financial promotion regulations – consult compliance, specifically your Regional Compliance Manager.

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Achieving top-tier SEO performance requires more than just technical knowledge; it demands a deep understanding of your audience, a strategic approach to content, and a commitment to ethical practices. By following this comprehensive guide, mortgage brokers can significantly improve their online visibility, attract more qualified leads, and grow their businesses sustainably in a competitive market.

SEO
SEARCH ENGINE OPTIMIZATION



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