



Chat Summary and FAQs

Did You Know Webinar: January 2025

Ideas shared by webinar attendees:

What are your website goals?

46% of respondents utilize their Website primarily for lead generation. Meanwhile, 30% focus on brand building, often integrating this with lead generation objectives. The remaining 24% belong to the customer service/other category, with goals such as enhancing customer support, facilitating prospect due diligence, showcasing easy-to-view events, establishing credibility, offering educational content, and supporting referral processes.

Example FAQ pages shared in the webinar:

- SDT Planning FAQ: <https://www.sdtplanning.com/faq>
- Eric Mangold FAQs: <https://www.emangold.com/faqs>
- Peabody Wealth Advisors FAQ: <https://peabodywealthadvisors.com/faq>

Q&A

Optimization

Do we receive analytics on the Website?

You will need to set up a Google Analytics account to help you understand where your website visitors are coming from and which pages are the most popular. Integrating Google Analytics with your FMG website ensures you capture valuable data for better insights into your site's performance. Here are the [steps to setting it up](#).

What does FMG do in terms of SEO?

FMG toolkit automatically builds in known SEO best practices into every site, and our copywriters are all SEO certified. We help optimize your SEO by delivering:

- SEO Metadata sections for every page
- a sitemap.xml
- clean URLs
- 301 redirects
- structured data
- automatic tagging
- built-in mobile optimization
- a clean HTML markup
- Ability to install your Google Analytics and Google Tag Manager into the dashboard
- Key-word based content library
- Blog Studio (premium)
- Local Listings (premium)

In a nutshell, we've built into the platform many ways to optimize your site for SEO that work in the backend. There are also tools to analyze your unique terms more in-depth to customize your strategy. For more details, visit our [Knowledge Base](#).

FMG Websites and Web Features / Services

Where can I find the new website landing pages (hubpages)?

You can find the new Hub Pages by navigating to Website > Pages. In your FMG admin, go to the "Website" section and select "Pages." If you would like additional information on our new Hub Pages please [find more information here](#).

Are the new Hub pages only available to Premium website users?

Yes, Hub pages are a part of a premium website suite product.

How do you access your local listing in FMG?

Local Listing tools make it easy to claim and edit your listings on Google, Facebook, Bing, and more. Our advanced features will ensure your business features are accurate, show the right information to consumers, and drive leads to your business no matter where they search. This is included for Premium Websites.

Automations

How can we use automated marketing to help with Website traffic driving/optimization/getting found?

Social Foundations is an automation that provides a steady stream of educational content to your social media feeds. While not automated, we

also recommend creating blog content to share via social media networks to drive traffic back to your website.

Can I schedule the Weekly Insight for the year?

Yes, this is one of the available automated marketing campaigns for users with Marketing Suite Premium. Here is more information on the [Weekly Market Insight Newsletter](#), and here is additional information for [turning on your automations](#).

Marketing Guide

How do we get the FMG 2025 Marketing Guide?

Here's a link to the [FMG 2025 Marketing Guide](#). If you missed the Did You Know webinar in December 2024, here's the [replay and resources](#) you may be interested in checking out.

Content Strategy

How long/how many words does the blog need to be in order to be effective?

We recommend blog posts should generally be between 600 and 700 words. This length strikes a balance between providing valuable information and maintaining reader engagement. However, the ideal length can vary depending on the topic and purpose. [More information on blogging](#)

Where do I find the monthly calendar?

The calendar is emailed from service@fmgsuite.com. Here is a link to the [February 2025 content calendar](#).

Future Rollouts

When is the Instagram integration rolling out?

For Broker-Dealers that have approved the platform, it will be rolling out in Q1 2025.

Do It For Me

Does the Do It For Me program evaluate Google Analytics?

No, the Do It For Me program does not log into third-party tools, like Google Analytics.

MyRepChat

Is it cheaper to go through you or my b/d for MyRepChat?

Most broker-dealers offer MyRepChat at a discounted rate or at no cost at all. Contact your firm to check rates and see if MyRepChat is an approved texting vendor, or email us at info@myrepchat.com to understand your options.

Is MyRepChat the only compliant texting integration with FMG?

Yes - MyRepChat was acquired by FMG in 2023, making them part of the FMG family. You can link your FMG content library with MyRepChat to easily share FMG content to your clients via text. There are other integrations between the two tools coming soon!

Did You Know Webinars

Where can I find a recording of this in the future?

We send a replay and additional resources after the webinar, typically within two business days (sent from marketing@fmgsulte.com). You can also find

our entire Did You Know playlist on FMG's YouTube page: [FMG's 'Did You Know?' Webinar Playlist on YouTube](#).

Links FMG Shared During the Webinar:

- How to articles:
 - [FMG Knowledge Base](#) - Main page
 - [New hub pages](#)
 - [Lead generation landing pages](#)
 - [Email deliverability](#)
 - [Maintaining a low spam complaint rate](#)
 - [Setting up Google Analytics](#)
 - [Local Listings](#)
 - [Form Triggered Emails](#)
- Did You Know replays:
 - [FMG's 'Did You Know?' Webinar Playlist on YouTube](#)
 - [December's 'Did You Know?' Webinar](#)
- FMG's mobile app
 - Download here: [Apple](#) or [Google](#)
 - [Here's more information](#)
- MyRepChat (Compliant Texting Tool)
 - [Here's more information](#)
- If you would like to learn the basics of your tools:
[Schedule a meeting with our service team](#)
- Following FMG on LinkedIn:
 - [FMG LinkedIn](#)
 - [Elise's LinkedIn](#)
- Additional links:
 - [February 10-Minute Marketing Calendar](#)