



Industry Trends & Dynasty Guidance

Q3 2024

Industry Trends & Dynasty Guidance



Simplified SEO



WHAT IS SEO?

Search Engine Optimization (SEO) is the practice of enhancing a website to increase its visibility in search engine results pages (SERPs).

The goal is not just to rank highly – it is to get the right content to show up in searches from your desired audience.

WHY DOES IT MATTER?

It's one of the few marketing channels in which the results compound with time.

People often don't look beyond the first page of search engine results; sometimes they don't search past the first two listings!

Organic Search accounts for 53% of all website traffic*.

*Source: [Blogging Wizard](#)

COMPONENTS OF SEO

On-Page	Technical	Off-Page
<ul style="list-style-type: none">Content strategyWrite blog posts, articles,Create guides, video contentKeyword ResearchMeta Tags (Titles & Descriptions)	<ul style="list-style-type: none">Site MapSite SpeedURL StructureMobile-Friendliness	<ul style="list-style-type: none">Local SEOBacklinksReview ManagementSocial MediaForums & Community EngagementInfluencer Collaborations

2024 UPDATES

AI has become a Major Disruptor to SEO

- ChatGPT launched, making it easier to create content.
- The internet flooded with commodity content, lacking a unique POV.
- Focus on quality over quantity.
- Enhance content with human perspectives – people see experiences, opinions, and advice.

Google's Generative AI (Search Generative Experience of SGE) launched in May 2023.

- Google's Generative AI Answers now appearing at the top of search results.
- Aim to be a source that GSE utilizes.

YouTube is a powerful search platform and engagement tool.

- YouTube is the second largest search engine, with over 2.5 billion logged-in users per month and over 1 billion hours of video watched on the platform each day (Source: [Search Engine Journal](#)).
- Video accelerates the "know, like and trust" factor when it comes to connecting with your audience.

HOW TO CAPITALIZE ON SEO

Website Content

Quality is going to drive people to your site. Review your website and assess whether you are describing solutions that meet your target audiences' needs. Optimize On-page Elements: Improve titles, meta descriptions, headers and content to include target keywords.

Website Conversions

Quality content will drive the right people to your site, but that only makes a difference if you give them an easy way to follow up with you. Make sure your site has a clear call-to-action and contact us/lead-generation form.

Website Functionality

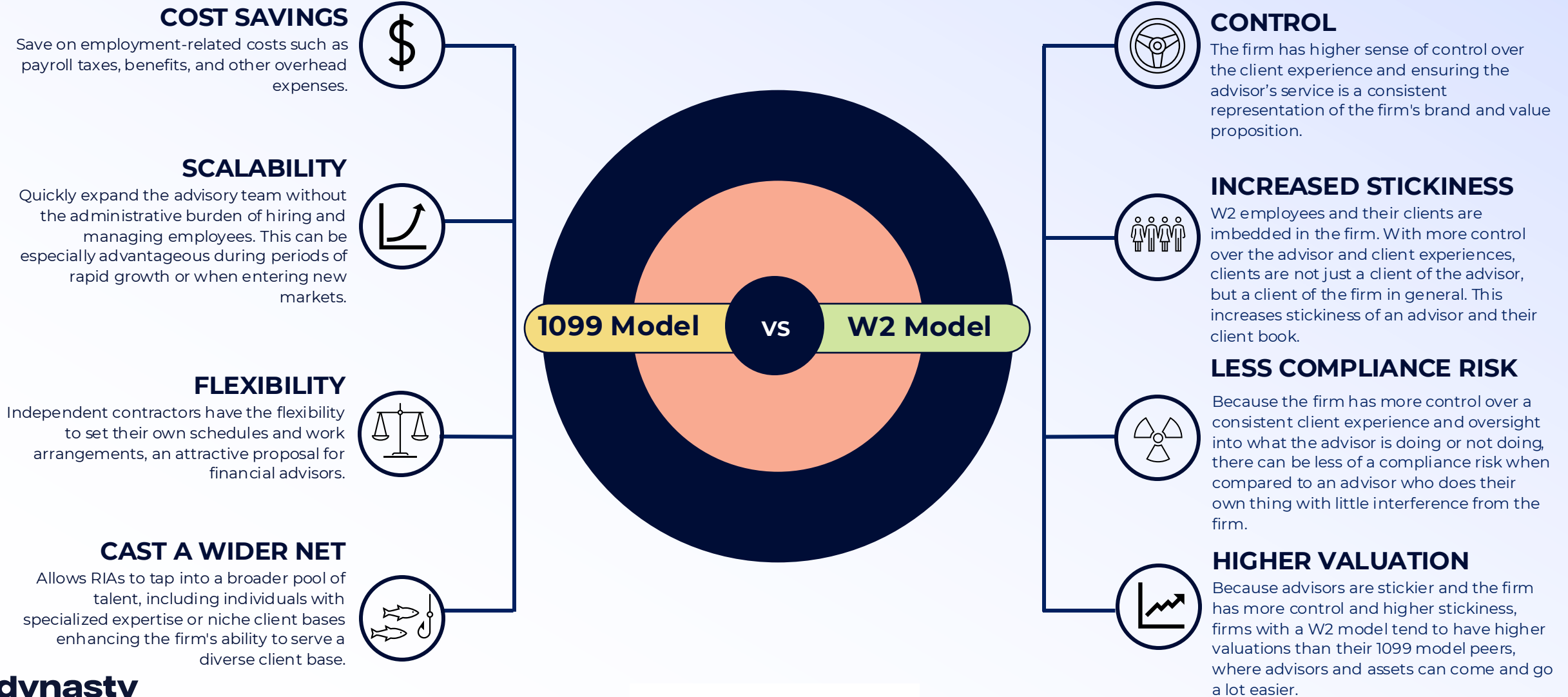
Make sure your site is working optimally for readers to easily consume and navigate your site and its content on all devices (desktop, mobile, and tablet). Improve site speeds to enhance the user experience.

Google My Business

If you don't have an existing one, be sure to set it up. Dynasty Marketing Services can assist you. If you have one, review the information for accuracy and start to optimize with social media and integrate more customer reviews

1099 vs. W2 Model

Factors RIAs Should Consider



Building an Effective Pitchbook

In the fast-growing RIA space, an effective pitchbook can help your firm to clearly articulate its unique value, setting it apart from competitors. It's an essential tool for engaging potential recruits, partners, and M&A prospects.

Key Components of a Successful Pitchbook			
Dynamic, Living, Document <ul style="list-style-type: none"> Regularly update your pitchbook to reflect meaningful changes such as AUM growth, new accolades, M&A activity, management changes, and firm milestones. This ensures it remains relevant and impactful. 	Tailor It to the Firm's Target Audience: <ul style="list-style-type: none"> Transitioning Advisors: Emphasize succession planning, continuity, and exit strategies. Young Advisors: Highlight growth potential, technology stack, and opportunities for advancement. Clients: Define how your services and firm structure benefit their financial goals. 	Present the Firm's Value Proposition: <ul style="list-style-type: none"> Clearly showcase your competitive edge: Articulate your firm's culture, the benefits of joining, growth opportunities, and compensation structures. Highlight specific services that differentiate you from other RIAs. 	Tell the Firm's Story: <ul style="list-style-type: none"> Frame your firm's journey in a compelling narrative: Core Values & Vision: Articulate what the firm stands for and its long-term goals. Milestones & Market Position: Include key achievements, market share data, and executive bios to enhance credibility. Services & Niche Expertise: Detail service offerings, with a focus on unique competencies or niche areas that set the firm apart.

A pitchbook is a powerful recruiting and deal-making tool. It needs to be current, customized, and comprehensive. It should be used to communicate the firm's identity, values, and unique benefits to advisors and clients alike. If you would like help crafting your firm's pitchbook or if you would like to have your pitchbook reviewed, please reach out to the Dynasty M&A and Relationship Management teams.

Promoter Agreement Considerations

Interested in entering into a promoter agreement with a potential referral source? Here are some things to consider¹.

Key Considerations

STEP 1

Determine Eligibility

- Confirm that any potential promoters are not subject to any SEC disqualifying events.
- Understand licensing requirements.

STEP 2

Agree to Terms

- Revenue Share OR
- Fixed Introductory Fee

STEP 3

Memorialize Terms

- Use Dynasty's template agreement as a starting point.

STEP 4

Finalize Disclosures

- Clear and prominent disclosures versus required disclosures.

STEP 5

Update ADV

- Update relevant Parts of ADV.

Determine Eligibility



Ineligible Person

According to the marketing rule, someone who is subject to a disqualifying SEC action or who is subject to a disqualifying event.



Disqualifying SEC Action

An SEC opinion or order barring, suspending, or prohibiting the person from acting in any capacity under the Federal securities laws.



Disqualifying SEC Event

A particular event occurring 10 years prior to the disseminating of an endorsement or testimonial that includes certain felony or misdemeanor convictions, and certain orders, judgments, or decrees entered by designated entities.



De Minimis Amount

\$1,000 or less, maximum amount of compensation that can be provided to ineligible persons within the last 12 months.



Agree to Terms

Referral Fee
Joint Client Services
Cross-Selling Agreements
Fee Splitting

Memorialize Terms

1. Refer to Dynasty's template agreement.
2. Include revenue share specifics.
3. Include "break-up" language.
4. Each party to review with an attorney.

Finalize Disclosures

The 5 Required Disclosures For An RIA Promoter Providing a Testimonial or Endorsement

Must be disclosed "clearly and prominently"

1. If the testimonial was given by a current client, or that the endorsement was given by a person other than a current client.
2. If cash or non-cash compensation was provided for the testimonial or endorsement.
3. A brief statement of any material conflicts of interest on the part of the promoter resulting from the advisor's relationship with such promoter.

Additional required disclosures

4. The material terms of any compensation arrangement, including a description of the compensation provided or to be provided, directly or indirectly, to the promoter for the testimonial or endorsement.
5. A description of any material conflicts of interest on the part of the promoter resulting from the advisor's relationship with such promoter and/or any compensation arrangement.

Update ADV

ADV revisions are required. Please reach out to your Relationship Manager or the Dynasty Compliance Department for guidance on required updates.



Source: [Kitces: Paid Solicitation Under the SEC Marketing Rule](#)

Important Disclosures

Dynasty Financial Partners is a U.S. registered trademark of Dynasty Financial Partners, LLC ("Dynasty"). Dynasty is a brand name, and functions through Dynasty's wholly owned subsidiary, Dynasty Wealth Management, LLC, ("DWM") a registered investment adviser with the Securities and Exchange Commission, when providing investment services. Any reference to the terms "registered investment adviser" or "registered" does not imply that Dynasty or any person associated with Dynasty has achieved a certain level of skill or training. A copy of DWM's current written disclosure statement discussing our advisory services and fees is available for your review upon request.

The information contained herein is for informational purposes only and should not be construed as an attempt to sell or solicit any products or services of DWM or any investment strategy, nor should it be construed as legal, accounting, tax or other professional advice. This material is proprietary and may not be reproduced, transferred, modified or distributed in any form without prior written permission from Dynasty. Dynasty reserves the right, at any time and without notice, to amend, or cease publication of the information contained herein.

Certain of the information contained herein has been obtained from third-party sources and has not been independently verified. It is made available on an "as is" basis without warranty. Any strategies or investment programs described in this presentation are provided for educational purposes only and are not necessarily indicative of securities offered for sale or private placement offerings available to any investor. The views expressed in the referenced materials are subject to change based on market and other conditions. This document contains certain statements that may be deemed forward-looking statements. Please note that any such statements are not guarantees of any future performance; actual results or developments may differ materially from those projected. Any projections, market outlooks, or estimates are based upon certain assumptions and should not be construed as indicative of actual events that will occur.

Dynasty Securities Disclosure

Dynasty's wholly owned subsidiary Dynasty Securities LLC ("Dynasty Securities") is a U.S. registered broker-dealer and member FINRA/SIPC. The products or services referenced herein may be available through other broker-dealers, or bank and non-bank affiliates of major investment firms that Dynasty through its affiliate Dynasty Securities has entered into revenue sharing arrangements with. Dynasty Securities may receive fees in relation to Dynasty Select platform transactions, however, it does not hold customer securities or customer funds.