

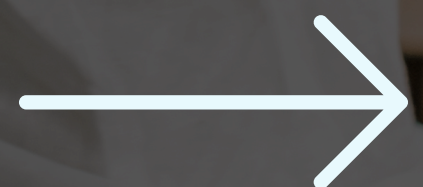


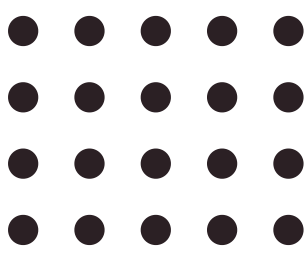
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THE AI ADVANTAGE

Millions of Americans are Searching for “Financial Advisor”

As an RIA, scaling client acquisition, enhancing engagement, and optimizing operations are key to staying competitive in today’s market.





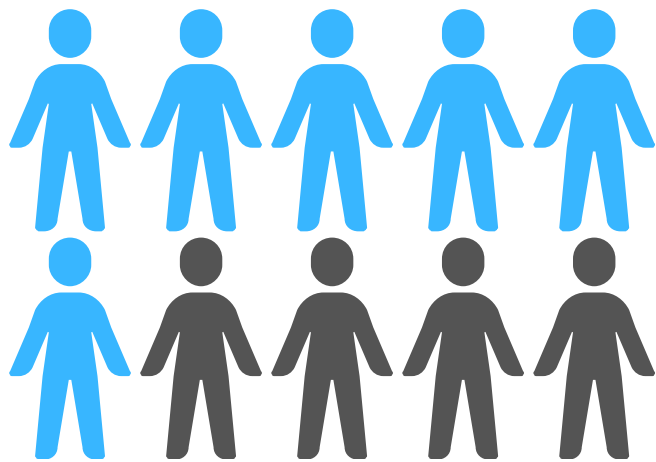
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93%

93 percent of online experience begins with search engines like Google

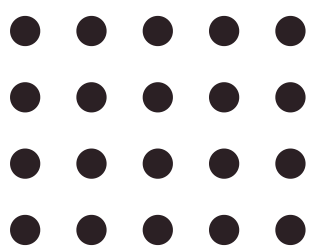
81%

81 percent of users now do their research online before a major purchase.

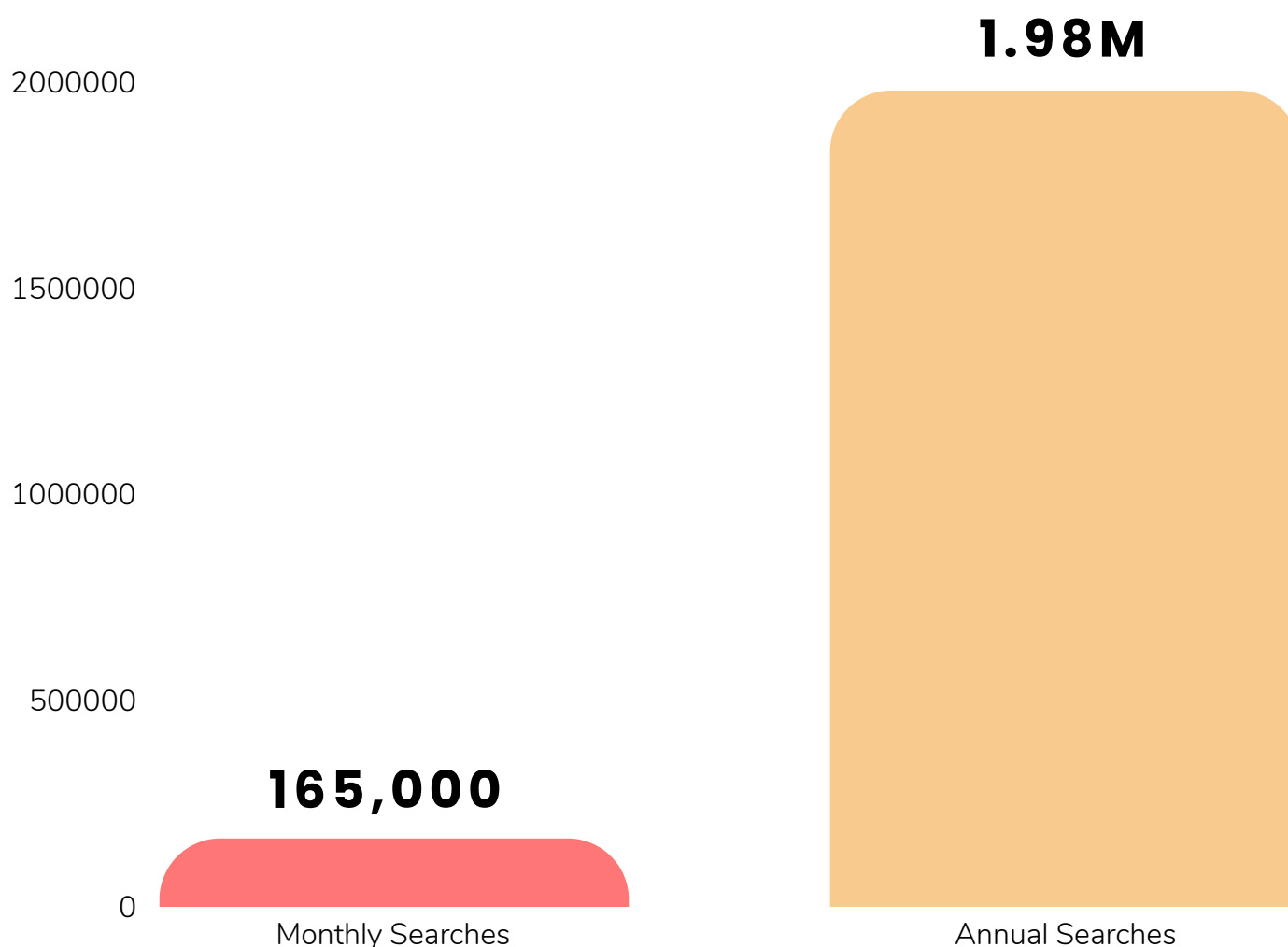



**6 OUT
OF 10**

Younger generations are increasingly seeking financial advice. According to a Schwab survey, 61% of both millennials and Gen X feel they would benefit from financial advice

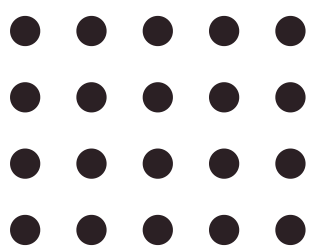


According to SEMrush data, the keyword "financial advisor" alone gets approximately 165,000 monthly searches on Google in the United States.



financial advisor 

Source: <https://www.seoreseller.com/financial-advisors/>



financial planner



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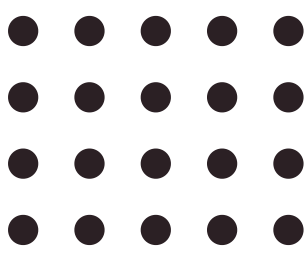
Related Search Terms

- Related terms like "financial planner," "wealth management," and "investment advice" also receive significant search volume, potentially adding hundreds of thousands more monthly searches.
- Long-tail keywords and location-specific searches (e.g., "financial advisor near me") further increase the total search volume.

Source: <https://www.seoreseller.com/financial-advisors/>

financial advisor near me









financial advisor

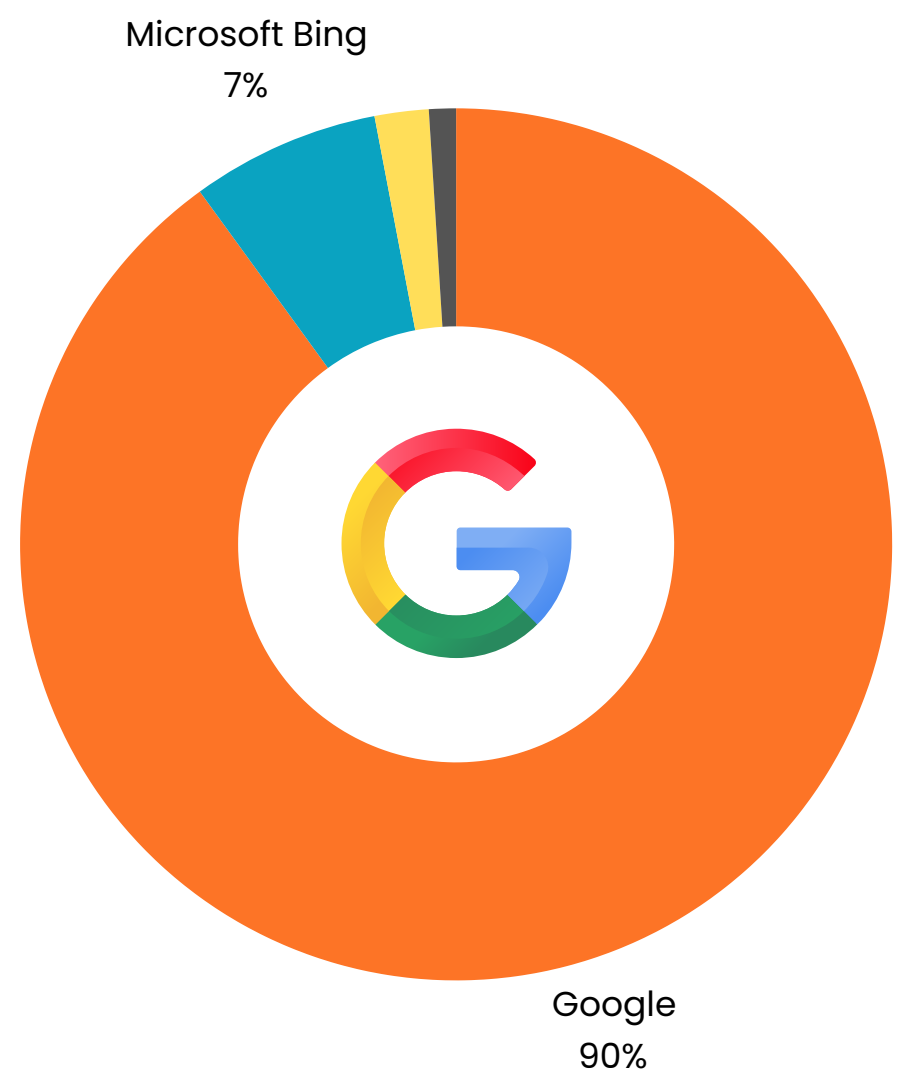


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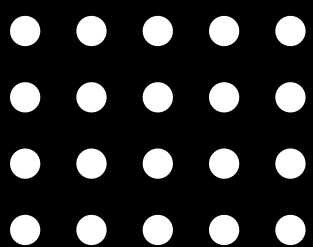
Search Engine Benchmarking

AS THE DOMINANT SEARCH ENGINE, GOOGLE LIKELY HANDLES THE VAST MAJORITY OF THESE SEARCHES. WITH A MARKET SHARE OF AROUND 90% IN THE US, IT'S REASONABLE TO ESTIMATE THAT GOOGLE PROCESSES ABOUT 90% OF FINANCIAL ADVISORY SERVICE SEARCHES

-  Google
-  Microsoft Bing
-  Yahoo
-  Duck Duck Go & Privacy-Focused Search



Source: <https://www.seoreseller.com/financial-advisors/>



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