



Generating Traffic to Your Website & Your NIBA Membership

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NIBA 2010 Chicago Conference

About gate39media

- gate39media creates web sites, online applications and marketing materials for IBs, CTAs, FCMs, and others in the futures and financial industry
- We provide web solutions from 1-man GIBs to FCMs
- Thank you to all of the clients, supporters, and friends here at the NIBA Conference and viewing online today
- We proudly support the NIBA and serve as an Advisory Board Member

How does someone
find your website?

It's All About the Links

- Building links to a website is often overlooked, but is generally cost-effective and powerful ways to generate traffic to your website
- Links not only send clients to your site but is **good for search engine optimization (SEO)**.
- It is believed that up to 50% of the Google formula for search rankings are links to your site.

**Six sources for
improving online
visibility**

- **Search engines**
- **Directories and Databases**
- **Publications**
- **Press Releases**
- **Social Media**
- **Advertising**

Search Engines

- Register your website with Google and Bing
- Use the Webmaster tools on Google and Bing—extra steps to make sure your website is properly indexed and provides great tools for measuring growth
- Use search engine-friendly code and best practices on your website. Pages should have clear hierarchy of content, cross-links across pages from text, and regularly updated

- Directories and Databases are popular with Internet searches
- General directories such as DMOZ.org, Business.com, Yahoo.com, etc.
- Local business directories: Google Local, Bing Local, YellowPages.com
- Non-profit organizations: Chamber of Commerce, Volunteer Groups, Local Organizations

Directories and Databases

- Industry directories: Your FCMs website, CME Broker Directory, The NIBA IB/CTA Directory, various broker directories
- For CTAs: Managed Futures database sites such as Barclay Hedge, AutumnGold, IASG, etc.

- Publish articles, commentary, etc on news or investment related websites
- Be sure to include a link back to your website!
- Many blogs and online magazines have large audiences, and also high search engine rankings. These will benefit you in terms of generating real traffic to your website and improving SEO rankings

- Share the latest news about your brokerage or CTA with the world
- Announce new programs, products, performance results, outstanding recognition, public appearances (TV, Radio, Online, Print), etc
- Include link in your press release to your web site
- Use press release services such as PR Newswire, industry sites such as theniba.com, and futuresmag.com (Futures Magazine)—send to local press, local business magazines

Social Media: Some truth, some hype—don't let it distract, but don't ignore it.

Social Media: LinkedIn

- People perform online searches on the individuals they come into contact with, particularly in a professional environment
- LinkedIn ranks highly in Google so often a search on your name (or name + company name) will often display your profile with link to your website
- Recommendations from clients and contacts
- Displays possible connections to prospects

- Valuable for SEO rankings—Twitter sites are highly ranked in Google and Bing—increasing visibility
- Tweets are not just chat, but often links back to your site (news, commentary, PR)
- Display Tweets on your website to build your following
- People can follow your Tweets and Re-Tweet to others
- Tweets are mobile accessible

Social Media: Others

- Facebook
 - Build Fan pages for Facebook users to follow
- YouTube
 - Share video, create your own channel, build followers, embed the video on your web site
- SlideShare
 - Upload presentations to SlideShare for public access and searchability, display on your LinkedIn profile and on your site

Advertising

- Pay to generate traffic to your website and create exposure
- Banner advertising
- Pay-per-click (Google AdWords, Microsoft AdNetwork includes Bing, Yahoo! and Facebook)
- Possible cost effective outlets include local online newspapers, community sites, and non-profit organizations

Measure Your Efforts

- Hard to determine success without any metrics
- Use Web Statistics programs such as Google Analytics to measure traffic, and track where it came from
- Monitor sources of traffic, which sources are growing, effectiveness of your efforts

- Since quiet launch in July 2010, site has become the most popular feature
- Ranks well in Google, good for SEO
- Free listing with your membership including link to your site
- NIBA listing, logo adds credibility to your business
- Expanded features coming in 2011

NIBA Benefits: Press Releases

- Members can submit press releases to be posted to the NIBA website (including supporting FCMs, Service Providers, etc)
- Press releases include links to your website
- Articles on NIBA website are often indexed by Google
- Press releases links are sent in the NIBA email newsletter, and tweeted on the NIBA Twitter page

Education: NIBA Journal

- NIBA Journal features articles and information relevant to your business
- Articles are written and submitted by professionals at FCMs, service providers, exchanges, and your peer brokers and CTAs
- Updates on NIBA Washington activity
- Back articles now available online
- Videos and expanded content being added
- Most popular broker feature on the website

More NIBA Benefits

- Join the NIBA group on LinkedIn and participate in conversation with fellow brokers
- Display the NIBA logo on your website to show your affiliation with the industry's only independent organization
- 2011—continued expansion of the website and new benefits for you to take advantage of

Supporting the Independent Broker and CTA Community

- NIBA is the ONLY independent resource for IBs and CTAs
- The NIBA represents the IBs and CTAs in Washington DC and Chicago. Representation that is even more important given the current regulatory environment
- The NIBA is dedicated to helping IBs and CTAs grow their business through the website and conferences such as this one

Thank You

- On behalf of the NIBA, thank you for supporting the organization that supports you. Let us know what you would like to see from the NIBA in 2011.

To join the NIBA: www.theniba.com

Email: membership@theniba.com

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gate39media creates web sites, online applications and marketing materials for IBs, FCMs, CTAs, the exchanges, and others in the financial industry.

Design, marketing, advanced technology capabilities, and an understanding of the Futures business make gate39media one of the few agencies qualified to service your business.

gate39media is the official marketing agency for the **National Introducing Brokers Association (NIBA)** and **CTA EXPO**.

Contact gate39media to discuss how we can help build your business. Visit www.gate39media.com