

# SEO/Proofread: Initial Impressions

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This page consists of proofreading notes taken during an early copy review of TransferOnline.com

### **General Suggestions for TOL**

- Remove passive voice where possible.
- Use descriptive link text that provides context instead of generic phrases like "click here."
- The "Transfer Agent" section could be more concise, easy to read.
- Read the Docs can be more utilized to create blog posts.
  - These could be linked to the main TOL site - improving back-linking, credibility, and SEO in the process.
- The You should know... section looked clickable, but it wasn't.
- "Professional expertise + creative technologies = customized share management solutions"

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## Todo

reword this ""Professional expertise + creative technologies""

See [Sphinx's documentation](#) for more details.

- "As a full service brick and mortar transfer agent with a comprehensive range of software solutions, we'll provide the exact stock transfer service you need at the best value." - could be more concise, easy to read.
- The placement of "24 hour access so you can view, organize, export and analyze your data," seems a bit off. Should this be more visible, perhaps higher up?
- The placement for "Free online access for Shareholders..."
- This section seems like it would be a good place to naturally place common keywords.
- The bullet points seem hard to see.
- The wording for each bullet point could be revised to be more intent drive.
- Title should be more intent driven, i.e., what would the user search?
  - searched for "crowdfunding transfer agent:"

### People also ask:

- Who are the top 5 transfer agents?
- What is the difference between a transfer agent and a fund administrator?
- What is the difference between a broker and a transfer agent?
- What is the difference between a transfer agent and a registrar?
- How do transfer agents make money?
- What is the purpose of a transfer agent?

*More than a Transfer Agent, we can direct your financial news*

- I think this headline could probably edited to contain either:
  - More **Intent Focused** terms, or
  - More **SEO Keywords**.

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*We can distribute full text press releases, media advisories, embedded photos, embedded videos and complimentary*

*tags for social bookmarking sites to...*

- Change to an active voice.
- Shorten intro.
- Change horizontal list to be vertical.
- Does everyone know what “*Social Booking Sites*” are?

The Dividend Reinvestment Program (DRIP) is offered by a corporation and it allows investors to reinvest cash dividends by purchasing additional or fractional shares on the dividend payment date.

- Should there be a heading here?
- Should a term like, “Dividend Reinvestment Program (DRIP)” be made to be bold?
- There should be more pauses.
- Maybe open up with a word that describes what the program is *doing* for the customer.
  - Change to **active voice**

Our DRIP program was developed in house by our team of technology professionals. It’s completely customizable to fit your individual company and shareholder needs and it’s a cost effective way to add value for your shareholders.

- How does customization help the company?
  - What *problems* does it solve?

*Features of the DRIP included...*

- This list could elaborate a bit more on each point.

# Call to Action Statement

If you have any questions or if you're ready to move forward with a DRIP program, please contact your account executive today.

- Be more direct.
- Use the **active voice**.

## Grammar Issues: The Dividend Reinvestment Program (DRIP)

- *Factional shares* - should this be "Fractional Shares"?
- *comprehensive and easy to read statements* - change to: "comprehensive, easy-to-read statements"
- *Single source for your all you record keeping needs* - please revise.
- Should "*The Worthless Securities Purchase Program*" be bolded?
- Should each instance of Transfer Online include the (TM) symbol?
  - (TM) improves brand recognition - catching the reader's attention right away.
  - It *may* improve SEO, too.
- Is there a website for TOL Escrow Services, LLC that should be linked to improve SEO?
  - A link to the site would improve the user's experience.
  - It would also increase trust and transparency.
  - Additionally, it may enhance our network of related content, potentially improving SEO.
- It's sort of unclear what "*The Worthless Securities Purchase Program*" is. (What *problem* does it solve?)
- Is the second paragraph supposed to be a different format from the rest?
- If **Requirements** has bullet points, then the rest of the sections should also have bullet points, even if they only have one.

If no market exists for the securities and you can't sell through a traditional broker, we have a solution to offload your zero-value securities. The purchase will be handled as a private party transaction giving you a basis for sale at year end. Better yet, you may be able to claim it as a loss\*.

- Should this explanation be higher?

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