



Financial Professional Websites: Domain (URL) Guidance

Financial Professional Domain (URL) Guidance Overview

Standard practice is that the domain / preferred website URL for financial professionals is either a variation of an approved DBA name and/or the individual FPs name. Example:

- www.johnsmith.com
- www.smithfinancialgroup.com

What to avoid when selecting a domain name:

- Domains acquired *directly* by financial professionals cannot contain any reference to the company name (Equitable, Equitable Advisors, Equitable Financial, etc.)
 - If you would like to use a domain containing any variety of the word 'Equitable' within it, please reach out to our approved partner FMG's domain team via service@fmgsuite.com and they will work with you to acquire and host the domain on your behalf.
- Your domain cannot contain any promissory language and/or product or services names.
- Your domain cannot appear to be an unapproved DBA.

Once you have landed on your preferred domain name, FPs should ensure their preferred domain does not conflict with any of the guidance above *prior* to purchasing your domain. If you have questions around whether your domain would be approved, then we recommend reaching out to the Advertising and Compliance team so they can review and provide a definitive answer for you.

Do I need to purchase my own domain or can FMG do it for me?

If you're working with FMG to build a website within Equitable Advisors Marketing Suite they can help you with acquiring a domain and managing it on your behalf. However, it is still the financial professional's responsibility to confirm that their chosen domain name meets all guidelines and is approved for use prior to the website going live.

- The cost of one domain is included in your monthly website maintenance fees
- Additional domains can be acquired / managed on your behalf by FMG for an another \$25/annually

If you would prefer to acquire and manage your domain name directly, you can do so at the vendor of your choice, so long as your domain name has been approved for use and meets the guidelines listed above.

****IMPORTANT for DBAs:** Once your new website is live on Marketing Suite, be sure to go back into PinPoint to update your DBA Submission Form with your new website information.