

It's Time to *Unzip*

Wealthtender Helps Advisors Who *Niche* Get Noticed

Case Study: Ryan Firth

Niche: Cryptocurrency Investors

Ryan is the founder of Mercer Street, an RIA based in Houston, Texas with a specialization serving cryptocurrency investors.

Your Wealthtender benefits include being quoted and featured in articles and guides to build authority, strengthen SEO, and attract your ideal clients just as they're preparing to take action.¹

On June 1st, Wealthtender published a Q&A with Ryan titled: *Looking for a Financial Advisor Cryptocurrency Specialist?*

June 2021: Ryan gains immediate SEO benefits with a relevant, high quality link to his website.

August 2021: Google Search Console reports 2,610 impressions and 61 clicks to the article.

September 2021: Readers visiting the page ask questions; Ryan answers, building his authority. Impressions jump to 3,920 with 331 clicks.

October 2021: Ryan receives an appointment request and additional reader questions. Impressions reach 8,300 with 568 clicks (as of October 23, 2021).²

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Financial Planning
Looking for a Financial Advisor Cryptocurrency Specialist?

- Financial Advisors Specializing in Cryptocurrency -

Three Questions with Ryan Firth
We asked Houston-based financial advisor and cryptocurrency specialist [Ryan Firth](#) to answer three questions we often hear from cryptocurrency investors.

Q: What do you suggest investors consider if they are brand new to investing in cryptocurrencies?

Ryan: Do your research and due diligence before jumping in: learn the basics of blockchain and cryptocurrencies. Start slowly (don't invest more than you're comfortable losing) and buy small amounts over time (the concept of dollar cost averaging). Cryptocurrencies can have very wide price swings compared to publicly traded stocks, so brace yourself for volatility.

Q: What questions should crypto investors ask a financial advisor?

Ryan: What is your view on cryptocurrencies? Do you think cryptocurrencies should be a part of my portfolio? If so, what percentage? If not, why do you think I shouldn't invest in cryptocurrencies yourself? Do you invest in cryptocurrencies yourself? If so, which one(s)? How do you decide which projects to invest in? How long have you been following this space? How do you keep abreast of what's happening in the cryptosphere?

Get to Know Ryan:

RYAN FIRTH
Mercer Street Company
Bellaire, Texas
Think of us as your personal financial Sherpa on your life's journey.

- AREAS OF FOCUS
- Alternative Investments
 - Financial Life Planning
 - International and Cross-border Planning
 - Owning a Business
 - Taxes

Book Intro Call with Ryan

Have Questions About Cryptocurrencies & NFTs?

Get answers from the Wealthtender network of financial professionals and educators.

Ask your question

Submit Your Question

¹ Benefits available to Growth & Elite Plan Subscribers

² Google Search Console data is provided for illustrative purposes only; Traffic results to articles will vary considerably based on keyword volume and competition, along with numerous other factors.