



The BLU Group - Advertising & Marketing Launches Redesigned Website for Advisors Management Group

The custom website strengthens AMG's digital presence through intuitive navigation, educational content, local SEO and clear paths to connect.

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Tony Roberts, CEO of The BLU Group

& Marketing is proud to announce the launch of a [redesigned website for Advisors Management Group](#), a fee-only fiduciary financial advisory firm serving individuals, families, and businesses nationwide from offices in La Crosse, Eau Claire, and Green Bay, Wisconsin.

The new website was strategically developed to strengthen Advisors Management Group's digital presence while providing visitors with a more intuitive, informative, and user-focused online experience. Working closely with the AMG team, The BLU Group created a fully custom design and updated website copy that reflect the firm's professionalism, credibility, and client-first approach.

A Purpose-Driven Website Experience

From the beginning, the project focused on creating a website that would serve as both an educational resource and a lead generation platform. Each page was thoughtfully planned to align with AMG's brand standards, clearly communicate its services, and make it easier for visitors to find information relevant to their financial needs.

The redesigned website features a modern visual style, improved site structure, and streamlined navigation. Visitors can more easily explore AMG's services, access related resources, and take meaningful next steps, such as scheduling a consultation.

Strategically placed calls to action and internal links create a more seamless experience throughout the website, helping visitors move naturally between related services, educational

content, and contact opportunities.

“Our goal was to create a website that clearly communicates who Advisors Management Group is, what sets the firm apart, and how it can help individuals, families, and businesses navigate important financial decisions,” said [Tony Roberts, CEO of The BLU Group](#). “By combining a custom design with educational content, intuitive navigation, and a comprehensive SEO strategy, we created a stronger digital foundation that can support AMG’s continued growth while making it easier for prospective clients to find the information they need.”

Clearer, More Educational Financial Content

To improve usability and help visitors better understand AMG’s services, each service page now includes frequently asked questions that address common concerns and explain financial terminology in clear, approachable language.

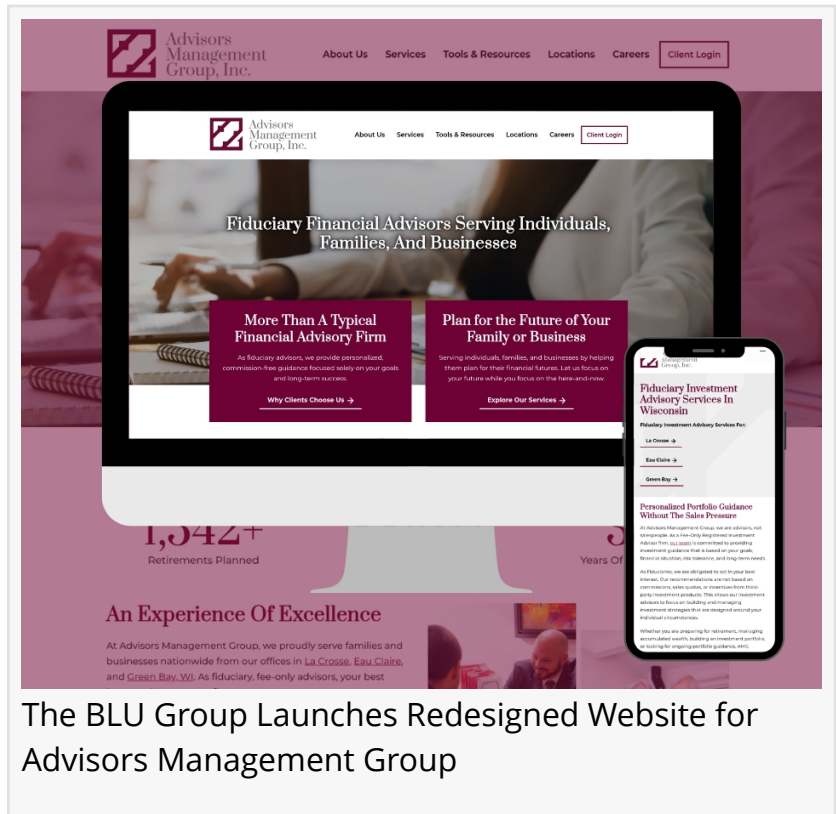
The updated content also places greater emphasis on what distinguishes Advisors Management Group as a fee-only fiduciary. The website explains the firm’s responsibility to act in its clients’ best interests and highlights its commitment to providing guidance that is not influenced by commissions, product sales, or sales quotas.

Expanded Local SEO Strategy

As part of the redesign, The BLU Group developed dedicated service pages for each of AMG’s Wisconsin office locations. This expanded location-specific content supports [local search engine optimization](#) and helps prospective clients in La Crosse, Eau Claire, Green Bay, and surrounding communities find financial services relevant to their area.

At the same time, the broader website reflects AMG’s ability to serve clients nationwide. Additional SEO improvements were implemented throughout the website to support greater visibility in targeted markets and contribute to long-term lead generation efforts.

The redesigned website gives Advisors Management Group a stronger digital foundation while making it easier for prospective clients to understand the firm’s services, values, and approach to



financial guidance.

About The BLU Group Advertising & Marketing

The BLU Group is a full-service marketing agency based in La Crosse, Wisconsin. Specializing in branding, advertising, website design, search engine optimization, and digital marketing, The BLU Group partners with local and national clients to develop strategic creative solutions that support their business goals.

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