

Sample Agency

**Lead Gen Revival
Report**

INSURANCE

**Insurance
Website Audit
and Scorecard**

October 2017

Today's Discussion

- ✓ Digital Savvy in Insurance
- ✓ Analysis Overview
- ✓ Findings:
 - Critical Takeaways
 - Website Health
 - Can They Find You?
 - Competitive Advantage
- ✓ Recommendations

State of Digital Sophistication in Insurance: “Untether Insurance From Kitchen Table.”

- ✓ Internet shopping:*

 - 74% of consumers obtain quotes, and
 - 25% purchase online (under-performance of websites holding this back),

- ✓ 64% prefer to buy life insurance from a professional, down from 80% 20 years ago.
- ✓ Among Millennials (18-34), the next big population wave with new ideas and demands:**
 - 84% say they would change driving behavior for lower rates.
 - Only 25% of Millennials buy home insurance from local agents (versus 50% of Boomers).
 - Twice as likely to buy online.
 - 89% believe friends' comments versus that of insurance companies.

U.S. Insurance Shopping Study, J.D. Power, 2016

** Millennials Changing Insurance, IBM, 2016

Important Terms to Understand

Terms	Definitions
Search Engine Optimization (SEO)	Tools and techniques that allow companies to affect the visibility of their website and its content in a web search engine's unpaid results.
Impression	When an individual searches for a category in which your company ranks.
Click-Through	When an individual selects your company from its search criteria.
Keywords	Words and phrases that individuals use to find information on the internet.
Domain Authority	Quantitative measure that provides context for search engines in their ratings and rankings.
Organic Search	Results from searches that appear because of their relevance to the subject being searched.
Paid Search	Targeted ads on specific search pages (the ads at the top, bottom and right of the organic search findings).

Audit Touches Every Website Component.

Website Health

- Website optimization
- Errors, Warnings, Notices

Can They Find You? (aka SEO)

- Highest ranking phrases
- Current optimization

Competitive Advantage

- Comparisons
- Most active online

Redbird Online Strength Score: Context to Overall Industry (Insurance Coming Soon).

- ✓ Quantitative measures to evaluate website health and capabilities.
- ✓ Qualitative measures that rank you compared to hundreds of website audits across multiple industries.
- ✓ Building an Insurance competency to compare you to your competitors.

Of Companies Interested in Improving, Most Rank Low in Online Capabilities.

Redbird Online Strength Score	Score Range	% Overall Clients in Range
Champion	91-100	2%
Inspired	71-90	8%
Hooked	41-70	10%
Engaged	16-40	10%
Novice	0-15	70%

Overall Findings for Your Agency

Website Health

- Not fully optimized for mobile.
- Significant errors throughout site, depressing SEO results (only 2% of pages have zero errors or warnings).

Can They Find You?

- Organic search volume extremely low for YOUR AGENCY.
- Two-thirds of searches are for terms specific to you (e.g. Agency).

Competitive Advantage

- No competitor in your area is effective at lead generation.
- Your domain authority is relatively high, a good start.
- There is opportunity!

YOUR Website Health

- ✓ Not fully optimized for mobile devices (90%+ of clients face this challenge).
- ✓ Of the 200 website pages we analyzed:
 - 4 are healthy (2%)
 - 130 have issues (65%)
- ✓ Of the 114 errors:
 - 28 pages have duplicate content (simple definition)
 - 59 pages were incorrect in the Site Map (simple definition)

YOUR Website Health (Continued)

- ✓ Of the 3,484 warnings:
 - 77 pages have duplicate H1 tags (identical page title/main headline).
 - 30 images don't have alt tags (detailed descriptions for each image).
 - 69 pages need URL restructuring.

Can They Find You (CTFY)?

Answer: Yes, but It is Hard Work.

Keyword Phrase	CTFY?	Est. Organic Clicks / Mo.
Renters Insurance	No	1,698
Home Insurance	No	885
Flood Insurance	No	857
Car Insurance	No	435
Auto Insurance	No	288
Homeowners Insurance	No	228
Life Insurance	No	136
Agency had 112 <u>total</u> organic searches in same time frame.		4,527

Can They Find You?

Highest Ranking, Highest Potential
Renters Insurance
Home Insurance
Flood Insurance

Lower Ranking, Highest Potential
Car Insurance
Auto Insurance
Homeowners Insurance
Life Insurance

Competitive Advantage: Relatively High Domain Authority a Good Foundation.

	Monthly Traffic	Domain Authority
Competitor 1	253	4
Competitor 2	167	14
Your Agency	112	20
Competitor 3	47	13

Overall Website Health Primary Contributor to a Low Online Strength Score.

Website Health (35% weight)		
Web page health	10	Novice
Mobile	5	Novice
Errors	15	Engaged
Warnings	20	Engaged
Average Score	12.5	Novice
Can They Find You? (50% weight)		
Organic ranking	15	Novice
Paid ranking	15	Novice
Lead generation	25	Engaged
Average Score	18.33	Engaged
Competitive Advantage (15% weight)		
Domain authority	20	Engaged
Average Score	20.00	Engaged

Redbird Online
Strength Score

16.54

Engaged

Recommendations

- ✓ Bring clarity and quality to your online presence:
 - What is its purpose and focus (e.g. lead generation, customer service, etc.)
 - Commit to an active content strategy to drive SEO.
 - Ensure website optimized for all devices: phone, tablet, laptop, etc.
 - Reduce errors and increase security through regular website management and monitoring.
- ✓ Short-term opportunities:
 - Optimize/edit current website content to improve organic SEO:
 - Test paid advertising in strategic search categories.

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