



**The  
Insurance Website  
Marketing Bible**

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**Everything You Need to Know  
to Market Your Insurance  
Website and Succeed Online**

**InsuranceSplash**

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# **The Insurance Website Marketing Bible**

Everything You Need To Know to Market  
Your Insurance Website and Succeed Online

By

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**InsuranceSplash, LLC**

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*This book is dedicated to all the hard-working insurance agents who are struggling today without losing faith in a successful tomorrow.*

*I wish you the best and hope this book helps.*

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# Introduction

My name is John Carroll and I created this book to make it easier for insurance agents to succeed online.



I started my career in the insurance industry over a decade ago as an agency sales and marketing consultant. I loved helping insurance agents by day but another passion kept me up late at night - building and marketing websites.

In 2010, I combined those worlds to create InsuranceSplash, an insurance website and online marketing company with one simple goal: Make it easy for insurance agents to succeed online.

My experience working directly with insurance agents helps me see something most marketers don't understand:

Visit [InsuranceSplash.com](http://InsuranceSplash.com) to learn more about our insurance website & marketing services

Agents are too damn busy.

Insurance agents have to juggle several employees, hundreds of prospects, thousands of customers, 30 carriers with 30 products and 30 underwriters, hiring, firing, training, billing, licensing, payroll, PR, HR and E&O.

So how can you expect agents to be experts in SEO?

Well that's why I wrote this book. I wanted to give insurance agents one trustworthy resource with everything they need to know to be successful online.

Each chapter explores a distinct topic and is comprised of short tasks, recommendations and ideas that are easy to digest and easy to act upon.

InsuranceSplash and I have built and managed over a thousand websites for agents across the United States and this book collects the best ideas and lessons we've learned.

I hope this book makes it easy for you to take action and get positive results that will help your agency.

# Chapter 1

## Web Design

Your website is the online face of your agency.

It's the most important part of your online marketing strategy and the first thing people see when they look you up.

In fact, a majority of the clients, prospects and others you connect with today will visit your website before ever interacting with you or your staff.

But a website is more than just an advertisement for your agency, it's a marketing tool help you attract new customers, keep existing clients, and grow your business.

Let's explore the most important elements of every successful insurance website.



## **Make The Right First Impression**

Web design is more important today than ever before. Most prospects see your site before contacting you and they don't have time to read text. They judge the quality and trustworthiness of your business on the feel they get from your site. The most beautiful website on earth won't guarantee your success but an ugly site can definitely hold you back.

- Resources & Discussion: <http://insurancewebsitebible.com/first-impression>

## **Who, What and How in 3 Seconds**

Within 3 seconds of landing on your website people should be able to tell who you are, what you do, and how to take the first step. It sounds obvious but you'd be amazed how many insurance websites don't do this. Example: WHO: Bob's Insurance. WHAT: we sell auto, home, and other personal insurance products. HOW: call us at 555-555-5555 or click here to get a quote.

- Resources & Discussion: <http://insurancewebsitebible.com/who-what-how>

## **Why Your Agency in 10 Seconds**

Within 10 seconds of landing on your homepage visitors should see a compelling reason WHY they should do business with you. Or at least why they shouldn't leave your site yet. To figure out your "why" think about what problem brings visitors to your site and why you are the best agency or website to solve it. If you

can't provide a simple and compelling reason why in under 10 seconds you probably aren't the best person to solve their problem.

- Resources & Discussion: <http://insurancewebsitebible.com/why-you>

## **Make It EASY to Get a Quote**

When someone wants a quote from your agency nothing should stand in their way. Have a big button or call to action that's impossible to miss within a second of landing on your site. People who want to research your agency, learn about insurance or get customer support will poke around if they need to. But someone who wants a quote and can't start immediately will leave in a heartbeat!

- Resources & Discussion: <http://insurancewebsitebible.com/easy-quote>

## **Get Your Navigation Right**

Your visitors spend 99.9% of their time on other websites and don't want to learn new rules for using yours. The first link in your menu should be HOME. It doesn't matter if you can get to the homepage by clicking the logo - visitors don't know that. The last link in your menu should be CONTACT because that's where people will look and you don't want anyone struggling to contact you. The rest of your menu must be well organized and setup from left to right by order of importance because that's how people read it. Every extra millisecond visitors spend in

your menu makes them less satisfied with your website.

- Resources & Discussion: <http://insurancewebsitebible.com/navigation>

## **Put Your Address in The Footer**

There's two great reasons to put your agency's address in the footer of your website on every page. First, it's a common website practice to put contact information in the footer so many people will go straight there when they want to contact you. Second, you want to send crystal-clear signals to Google about your exact address for local SEO. What better way to do that than to include your agency's name, physical address, and phone number at the bottom where it won't interfere with the layout of the page?

- Resources & Discussion: <http://insurancewebsitebible.com/footer-address>

## **Add Testimonials**

Nothing sells your agency better than a convincing testimonial from a real client. For testimonials that really sell, ask your testimonial provider questions that will address objections your prospects may have. For example, "How did you feel when you first heard about our agency?" Make testimonials more authentic by using the reviewer's picture, first and last name, hometown, products purchased or anything else that lends credibility.

- Resources & Discussion: <http://insurancewebsitebible.com/testimonials>

## **Use Images of Local Landmarks**

Have you ever watched a movie and saw a landmark you recognized? It's pretty cool, right? There's a deep connection that happens when you see something you recognize on a screen when you didn't expect it. Using local images on your website is a great way to connect with your local audience right away and remind them you're local at the same time. Your local presence is a huge advantage that needs to be leveraged.

- Resources & Discussion: <http://insurancewebsitebible.com/local-landmarks>

## **Create a Staff Directory Page**

People often want to contact one person in your agency directly instead of calling into the main line so make a page on your site with that information. The more useful your website is the more your customers will use it, the more your staff will promote it and the more Google will like it.

- Resources & Discussion: <http://insurancewebsitebible.com/staff-directory>

## **Use Carrier Logos to Build Credibility**

One of the biggest online marketing challenges facing independent agents is a lack of brand recognition. Many of your website visitors have never seen your logo before and people don't trust new companies right away. Recognizable insurance carrier logos on your site will instantly build trust by association. Many agents want to show all their carriers every chance they get

but I recommend you stick to only the recognizable ones on your homepage. A bunch of carriers people don't recognize will dilute the trust you get from the ones they know.

- Resources & Discussion: <http://insurancewebsitebible.com/carrier-logos>

## **Build Trust with Organization Emblems**

Great design, pictures of the staff, testimonials and carrier logos all build trust with new visitors to your website. It can also help to include the logos or emblems of community groups or insurance industry organizations you belong to. Recognizable logos are best but any official looking seals, emblems or logos will help.

- Resources & Discussion: <http://insurancewebsitebible.com/organization-emblems>

## **Create an Agency Photo Gallery**

The best insurance websites don't just look nice, they represent the agency and the people in it. It's important that your website tells the story of the agency and images do that better than anything else. Put an agency photo gallery on your website and fill it with pictures that make you look real. Show off your local connections, friendly service, smiling customers, professional team, etc.

- Resources & Discussion: <http://insurancewebsitebible.com/photo-gallery>

## **Get a Website You Can Update Yourself**

Does it take an act of Congress to fix a typo on your website? Can you make a new landing page to sell a new product any time you want? Is your blog easy to update? Your website is a marketing tool and needs to be a flexible enough that you can make simple changes yourself. Getting an amazing website that's also easy to use is too easy today to put up with anything less.

- Resources & Discussion: <http://insurancewebsitebible.com/easy-updates>

## **Optimize Your Map Zoom**

What does the zoom level of the map on your website say about you? More than you might think. If you service a huge area and your map only shows a few blocks around your agency it's not telling the story of the market you serve. Conversely, an agency that does mostly local business will want to zoom the map in to focus more on the targeted area you have the best chance to sell to. I don't have the answer for your agency but it deserves some conscious thought.

- Resources & Discussion: <http://insurancewebsitebible.com/map-zoom>

## **Test Your Contact Form Regularly**

You'd be surprised how many insurance agents have broken contact forms on their website and don't even know it. Test that thing every now and then. It seems hard to believe but contact forms can stop working over time if your email system changes

their security settings. They could also be getting bounced to your spam folder.

- Resources & Discussion: <http://insurancewebsitebible.com/test-forms>

## **Include a Pop-up Chatbox**

It's hard enough getting people to your website, you have to do everything possible to make some form of contact with them.

There are several online chat services you can put on your website to pop up and ask visitors if they have a question. Most systems allow your operator to be unavailable and will show an email form instead of a chat option so you don't need to commit to having someone manage the chatbox 24/7. There's even some with smartphone apps so you can chat with website visitors from the golf course!

- Resources & Discussion: <http://insurancewebsitebible.com/chatbox>

## **Link to Your Carriers' Websites**

Carrier links on your website will make it easier for clients to contact their carriers directly. It's good to encourage that because it saves you servicing time and helps clients resolve their issues sooner. And by encouraging your clients to use your site to get to the carrier's site you're keeping your agency in the loop.

- Resources & Discussion: <http://insurancewebsitebible.com/carrier-links>

## **Producer Profile Pages**

Do each of your producers have their own page on your website they can share on social media and use in their email signature? A page that will show up in Google if someone searches for him or her by name? It shouldn't be hard to make if you have a good website. Create one good page with the producer's information and then copy that page for each other employee and swap out the picture, contact info, social media links, etc.

- Resources & Discussion: <http://insurancewebsitebible.com/producer-profiles>

## **Put Service Requests Online**

Is your staff interrupted a few times a day about ID Cards or certificate requests? Try to move as many of your regular service requests as you can onto your website. Many agents like offering personal service but a lot of your clients would prefer to avoid phone conversations for stuff like this and they also like submitting requests after-hours. The more useful your website is for existing customers, the more new customers it'll bring in.

- Resources & Discussion: <http://insurancewebsitebible.com/online-service>

## **Use an Image on Every Web Page**

Just a general rule I like to follow. Whenever I land on a webpage with text only, my first reaction is to hit the back button. Stock photos work when you need them but images of your own staff and customers on your website always work best.

- Resources & Discussion: <http://insurancewebsitebible.com/use-images>

Visit [InsuranceSplash.com](http://InsuranceSplash.com) to learn more about our insurance website & marketing services

## **Make a Welcome To Our Agency Page**

Make a hidden page on your website and email a link to all new clients. Record a video message, introduce your staff, referral program, office procedures and list all the other products you sell. Include everything you want all new clients to know. It'll take some time to make, but do it well and it'll make an amazing impression on every future client. All you need to do is email each new client the link.

- Resources & Discussion: <http://insurancewebsitebible.com/welcome-page>

## Chapter 2

# Search Engine Optimization

Search Engine Optimization (SEO) is a combination of things you can do on and off your website to help your agency show up more when people look for insurance on search engines.



Contrary to what most agents assume, a well-optimized website is only a small part of the overall equation for ranking well on Google.

Google takes your entire online footprint into consideration for rankings but it's important to start with a well optimized website as the foundation to all your SEO efforts.

This chapter will explain the most important things to do to help your insurance website rank better on Google.

## **Optimize Your Google My Business Profile**

Google My Business is a Google-operated program that allows you to maintain a profile of information about your agency.

Google uses this profile to learn what your agency does and how to display your agency in the search results. Claim your profile and provide 100% accurate information. Answer every question they ask with as much detail as possible making sure to use keywords you want to rank for where it makes sense.

- Resources & Discussion: <http://insurancewebsitebible.com/google-profile>

## **Set up a Places for Bing Profile**

Don't forget about listing your agency with Google's little brother, Bing. Bing powers more than 25% of US searches and they'll also let you set up a robust profile for your agency.

Upload agency photos and answer all the questions they ask as completely as possible just like you do for Google.

- Resources & Discussion: <http://insurancewebsitebible.com/bing-profile>

## **Use the Google Keyword Planner**

If you're trying to decide what keywords to focus on in your website (page titles, page headings, etc.) take advantage of Google's Keyword Planner tool. It's within their Adwords System and it's free to use but you will need to sign up for an Adwords account. The tool allows you to type in the keywords you think people are using and it'll tell you what they're really

searching for.

- Resources & Discussion: <http://insurancewebsitebible.com/keyword-planner>

## **Optimize Your Page Titles**

A webpage's title is in the code of each page and displays in the tab of your browser when you visit the page. It's also the words that make up the blue link in Google search results and often in social media when you share a webpage. Page titles are one of the first places Google looks to determine what each of the pages on your site are about so try to include relevant keywords and make sure each page on your site has a unique title.

- Resources & Discussion: <http://insurancewebsitebible.com/page-titles>

## **Create Individual Pages for Every Product**

It needs to be crystal clear to Google which insurance products you sell otherwise you won't rank in searches for all the products you sell. And consider prospects on your website. If someone wants to buy landlord insurance but it's only a bullet point hidden somewhere they won't know you can help them. But if they find an entire page devoted to it there will be no doubt you are a good agency to contact.

- Resources & Discussion: <http://insurancewebsitebible.com/product-pages>

## **Create Quote Pages for Every Product**

There's a simple reason to have an individual quote page for every product you sell. When someone goes to Google and types

in “landlord insurance quotes” you want Google to have a page on your site to send them to. If you don’t have a page specifically for landlord insurance quotes and the competitor down the street does, which website do you think Google will want to show the shopper?

- Resources & Discussion: <http://insurancewebsitebible.com/quote-pages>

## **Write Meta Descriptions That Sell**

Meta Descriptions are the text that shows under the blue link in Google search results and are hidden in the code of every individual page on your website. They’re supposed to be a description of the page. It’s pointless to stuff keywords in there because Google doesn’t use the words in your meta description for rankings. It’s more important that your meta-descriptions be enticing to click on.

- Resources & Discussion: <http://insurancewebsitebible.com/meta-descriptions>

## **Get Mobile-Friendly**

Is your site mobile-friendly? It better be. Google doesn’t show websites that aren’t mobile-friendly in search results when people are using a mobile device so you’ll miss out on a huge amount of potential traffic. But there’s another reason mobile visits are great: mobile visitors are only a tap away from being on the phone with you. They’re also more likely to call you or drive to your agency.

- Resources & Discussion: <http://insurancewebsitebible.com/mobile-friendly>

## **Add a Driving Directions Button**

Add a button to your mobile site that people can click on to get driving directions to your agency. This can be a great help for anyone trying to find your agency and Google tracks how often people search for directions to your business on Google Maps so it's probably one of their ranking factors. The more people asking Google for driving directions to your agency the better.

- Resources & Discussion: <http://insurancewebsitebible.com/driving-directions>

## **Get the Screaming Frog SEO Tool**

This tool is overkill for most insurance agents but for SEO geeks like me it's pretty awesome. It's a free software that you can use to run scans on your website. It reads through your entire site and spits out all the different HTML elements that are important for SEO. You can see all your Page Titles, Meta Descriptions, Header tags, image alt texts, and a whole lot more. It's a good tool I use all the time but definitely not for beginners.

- Resources & Discussion: <http://insurancewebsitebible.com/screaming-frog>

## **Use Microformatted HTML For Physical Address**

Microformatted HTML sounds complicated and it can be. It's a way of adding code to your website around the address (street, state, etc.) to make it crystal clear to Google exactly what your physical address is. I honestly don't think there's much SEO benefit for most agencies. But if there's any confusion about the

official address of the agency or if you have multiple locations, this can help.

- Resources & Discussion: <http://insurancewebsitebible.com/microformatting>

## **Install Visitor Traffic Analytics**

If you're going to do any website marketing it's an absolute must that you have website tracking analytics. Google Analytics is the most popular and the best in my opinion. It's also free. And it's not as complicated as it sounds. You can even set up automatic reporting to get a few simple reports emailed to you each month. If you don't know how much traffic you get, where it comes from and what people do on your site you can waste a lot of time and money on the wrong things.

- Resources & Discussion: <http://insurancewebsitebible.com/google-analytics>

## **Setup a Google Search Console Account**

Google Search Console is a set of online tools to help website owners stay on top of some of the technical aspects of their sites. After verifying ownership of your site you can submit your website sitemap, find out about broken links on your site and several other things. Most importantly, Google Search Console will alert you anytime they spot malware on your website. If your site isn't actively managed and monitored for malware you'll probably experience a problem at some point.

- Resources & Discussion: <http://insurancewebsitebible.com/search-console>

## **Publish a Robots.txt File**

A robots.txt file goes on your website's server and grants search engine robots permission to get to parts of your website. I'm not sure Google's going to change your rankings based on having this or not but it's easy to setup and having a robots.txt file is considered good practice for SEO.

- Resources & Discussion: <http://insurancewebsitebible.com/robots-txt>

## **Publish An XML Sitemap**

An XML Sitemap is a simple file that lists the web address of every page on your website. It's intended for search engine robots to read so they know all the pages to visit on your website. Google robots don't need you to have a robots.txt file but it helps them find new pages sooner and can get more pages of your site into Google's database. Bing puts even more emphasis on sitemaps than Google.

- Resources & Discussion: <http://insurancewebsitebible.com/xml-sitemap>

## **Get Inbound Links to Your Website**

One of the factors Google weighs when ranking local insurance websites is the inbound links that point to your website.

Generally, the more links the better but stay away from the shady SEO company selling hundreds of backlinks for \$89. It doesn't work like that and could get your website penalized. The best links are from industry-related, regional, and popular sites.

- Resources & Discussion: <http://insurancewebsitebible.com/inbound-links>

Visit [InsuranceSplash.com](http://InsuranceSplash.com) to learn more about our insurance website & marketing services

## **Monitor Your Rankings**

If you're doing anything to improve your SEO it's good to monitor your rankings. Unfortunately a lot of agents do this themselves by searching Google every once in awhile and the results aren't accurate. Google personalizes search results to you and it's hard to remember which terms you ranked for 6 months ago anyway. There are a number of services you can use to keep tabs on your rankings to make sure they keep going up.

- Resources & Discussion: <http://insurancewebsitebible.com/rank-tracking>

## Chapter 3

# Business Listings

Business listings are the profiles of your agency on the websites people use to find businesses.

For example, YellowPages.com, Local.com, CitySearch.com, AngiesList.com, etc.

Online business listings are a great free way to get in front of potential customers and they also help you rank higher in the search results because the more Google sees your information online the more popular they think you are. Google will also be more confident giving your contact information to anyone looking for an insurance agent when they see it a lot online.

Online business listings are free online publicity you need to take full advantage of. Here's what you need to know.



## **Submit to All The Big Directories**

Setting up robust and consistent profiles with local business directories like yellowpages.com, local.com, and others is one of the easiest but often overlooked ways of marketing your website. Not only do robust and consistent profiles across the web help you rank higher on Google, they're also a legitimate way to drive business. We recommend insurance agents focus on the top 30-50 and make sure they're consistent, accurate, and filled out completely with good keyword usage.

- Resources & Discussion: <http://insurancewebsitebible.com/major-directories>

## **100% Complete Business Listings**

Of course it's important to get your agency's contact information correct in all your business listings. But it's also helpful to setup robust profiles with all the information each of those directory sites allow you to provide. Think of it as free advertising and take all you can get. Upload your staff photos, videos, business descriptions and add your agency to all the applicable categories you can.

- Resources & Discussion: <http://insurancewebsitebible.com/complete-listings>

## **Run a Business Listing Scan**

There are a number of free tools out there that will allow you to run a scan on your business listings to be sure they're listed accurately throughout the web. Be warned, all the free scanning

tools are designed to sell you their listing services so they don't always try too hard to get things right and may give you a more dire picture than what actually exists.

- Resources & Discussion: <http://insurancewebsitebible.com/listing-scan>

## **Add Your Website to Data Aggregators**

Data Aggregators are companies that compile and maintain databases of business contact information. They provide that info to thousands of websites, apps, GPS, and other digital products people use to find businesses. Try to submit your agency or correct any mistakes with the largest data aggregators in order to get your agency in as many places as possible with 100% accuracy.

- Resources & Discussion: <http://insurancewebsitebible.com/data-aggregators>

## **Take Advantage of Carrier Listings**

Do any of your carriers list appointed agents on their website? Make sure you take full advantage of those opportunities because they're really helpful for SEO and those listings will also generate high-quality leads. Find out which of your carriers will list you on their site and make sure they list your info completely with 100% accuracy.

- Resources & Discussion: <http://insurancewebsitebible.com/carrier-listings>

## **Optimize Your Chamber of Commerce Listing**

Does your chamber of commerce have a business directory? Have you checked to make sure your contact information is correct? Is there a link to your website? Can you add additional information and keywords? That listing on your local Chamber's website is very important for local SEO. Make sure it's correct and filled in as much as possible.

- Resources & Discussion: <http://insurancewebsitebible.com/chamber-directory>

## **Consider Signing Up For BBB.org**

The Better Business Bureau is pretty expensive to sign up for and I'm really not sure it's worth it. But getting listed on their website appears to have some good benefits for local SEO. Google might give a boost to BBB members because they tend to be more established businesses. I can't say whether it's worth the money, but we don't push it on our SEO clients so it's definitely not a necessity.

- Resources & Discussion: <http://insurancewebsitebible.com/bbb-listing>

## **Use Business Listing Finder Tools**

In theory, the more online business directory listings you have the better you'll rank on Google. It's not always easy to find new places to add your business information but there are several companies offering online tools that scan the online footprint of your competitors and give you recommendations of websites

they're listed on where you might be added to.

- Resources & Discussion: <http://insurancewebsitebible.com/citation-tools>

## **Submit to Insurance-Specific Directories**

There are several insurance-themed business directories you can add your agency information and website to. Here's the trick to tell which ones are the most important: Ask Google. Do a Google search for, "insurance agency directory" and submit your agency to the ones at the top of their results.

- Resources & Discussion: <http://insurancewebsitebible.com/insurance-directories>

## **Find Local, City & State Directories**

In addition to national business directories, there are many regional business directories that are also helpful to get your agency on. You can generate some traffic from listings on these sites but Google also sees your agency listed there and it helps your rankings. Use Google to find those directories by searching phrases like, "cityname business directory".

- Resources & Discussion: <http://insurancewebsitebible.com/local-directories>

## **Monitor and Maintain Your Listings**

Believe it or not, it's quite common for incorrect contact information about your agency to spread through the internet. Online business directories get their information from a variety of sources and if your phone number is wrong in one place it can spread everywhere else. It's a good idea to check your main

listings once a month to make sure all your contact information is 100% accurate. I've seen agents lose business for YEARS because they didn't keep an eye on this.

- Resources & Discussion: <http://insurancewebsitebible.com/monitor-listings>

## Chapter 4

# Online Reputation

Your online reputation is what people say about your agency online and how your agency looks when people are researching it on the web.



A lot of agencies think their online reputation is outside their control but that's completely wrong. In fact, your online reputation is one of the easiest things to control online and with so few agents proactive about their online reputation there's a lot of opportunity to stand out.

You can't ask Google to rank you #1 and you can't ask Facebook to show your posts to more people, but you can ask all your happy clients to write good things about you and if you make it easy for them they will. Read this chapter to learn how.

## **Consistent Professional Branding**

Everywhere people find you online they should get the same professionally branded experience because it builds trust and shows solidarity. A professional looking logo is a must. Plenty of people won't care if you made your logo on Microsoft Paint but those aren't clients to build your business around. High-value clients will be turned off if they see your agency online anywhere and it doesn't look professional.

- Resources & Discussion: <http://insurancewebsitebible.com/professional-branding>

## **Search For Your Agency and Fix Everything**

A big part of your online reputation is what shows when people look you up on Google. Go check right now. Go through the first 2 or 3 pages of results and click on every link. Is your contact information correct? Are there pages you can update with additional content, pictures, text, website links, testimonials, videos or other information? Take the time to clean up these results as best you can because according to Google they're the most important pages on the internet about your agency.

- Resources & Discussion: <http://insurancewebsitebible.com/search-results>

## **Ask Everyone For Reviews**

Getting online reviews for your agency is a numbers game just like sales. The more people you ask for reviews the more you'll get. And just like sales, the majority of people you ask will not

say yes. Don't be discouraged. It's hard for agencies to get online reviews because insurance is boring stuff. But it's also an opportunity because you can stand out from the competition with even just a few great reviews on Google. But you won't get any if you don't ask.

- Resources & Discussion: <http://insurancewebsitebible.com/ask-reviews>

## **Prevent Negative Reviews**

A lot of agents are afraid to push clients to write online reviews because they're afraid of negative reviews. It's a legit concern and there is a solution. Use a customer survey to filter out the unhappy people. Send clients a customer survey with two different outcomes. A satisfied survey score sends them to a page asking for a review with direct links to review your agency. An unsatisfied survey score shows them a feedback form so you can find out what's wrong and fix it.

- Resources & Discussion: <http://insurancewebsitebible.com/negative-reviews>

## **Review Generation Funnel**

Getting reviews is like selling life insurance because you need to ask everybody at least a few times before they'll say yes. The most likely time to get a review is right after someone becomes your client so the process of asking should be integrated into your new business processes. Use an autoresponder system to email your new clients a few times in the first week to ask them

to review you online.

- Resources & Discussion: <http://insurancewebsitebible.com/review-generation>

## **Put People on Your Agency Profiles**

Put lots of pictures of your staff members and happy clients on the agency profiles where people will be writing reviews. Make sure the last thing they see before writing about you is smiling pictures of you and your staff. A last-minute reminder that they are helping a friend. It's also a lot harder to write a bad review when they're staring at the real people in your agency.

- Resources & Discussion: <http://insurancewebsitebible.com/use-people>

## **Review Us Handouts**

The easier you make it for customers to review you online the more reviews you'll get. Create a one-page handout that explains why your agency is collecting reviews and how clients can write a review if they want to. You can also make this into a PDF to email your clients.

- Resources & Discussion: <http://insurancewebsitebible.com/review-handouts>

## **Ask For Reviews After Claims**

As a former claim adjuster I'd advise you against asking ALL clients for a post-claim review. But when you know they had a great experience it's the perfect time to ask them to go online and write a review about what happened. A bunch of testimonials about saving money are great but a glowing client describing

their great claim experience... That's review gold.

- Resources & Discussion: <http://insurancewebsitebible.com/claim-reviews>

## **Add a "Review Us on Google" Button**

Add a button to the footer of your website people can click to visit your agency's page on Google and write a review. I encourage agents to put that review button in an inconspicuous place like the footer of the site so it's easy to tell happy customers where the button is but the unhappy ones are less likely to see it.

- Resources & Discussion: <http://insurancewebsitebible.com/review-button>

## **Set up a Great Yelp Profile**

Yelp is the second most important business review site. It's traditionally for restaurants and stores but is gaining traction for insurance agency reviews. And since there aren't many insurance reviews on their site, an agency with more than 5 positive reviews will stand out! Create a robust profile to make your agency look professional and trustworthy. That'll improve the reviews people leave.

- Resources & Discussion: <http://insurancewebsitebible.com/yelp-profile>

## **Don't Write Fake Reviews**

Think you're the first business owner to think of faking reviews? Google and other review sites monitor that very closely because the integrity of their business is at stake. I know what you're wondering... How can they tell a fake review? It doesn't matter.

They're good and getting better. When it comes to Google I don't recommend doing anything you wouldn't be comfortable telling them about directly.

- Resources & Discussion: <http://insurancewebsitebible.com/fake-reviews>

## **Respond to Reviews from Clients**

Whether they're positive, negative or neutral it's always good to respond to the reviews your agency gets. When you thank positive reviewers they'll feel appreciated and will refer your agency more to others. And a considerate, well-written response to a negative review can make you look better than a bunch of 5 star reviews with no responses. A negative review isn't good but if you don't respond it looks like you don't even care.

- Resources & Discussion: <http://insurancewebsitebible.com/review-respond>

## **Setup Review Monitoring**

There are several services available that will monitor your reviews across the web and notify you as soon as a new customer makes a review. This helps you respond to reviews in a timely manner. I've seen agents get negative reviews removed if the review was given to the wrong business and they can prove it. It happens a lot more than you think so stay on top of new reviews to protect your agency's online reputation.

- Resources & Discussion: <http://insurancewebsitebible.com/review-monitoring>

## Chapter 5

# Social Media

Social media marketing is a challenge for insurance agencies.

It's true that most people aren't the least bit interested in anything related to insurance when they're using Facebook.



But if you want to sell insurance to the public you have to be wherever they are. And they're on social media!

When you compare the potential free and paid exposure social media can offer there is nothing else that even comes close. You just have to know how to do it.

This chapter will give you some great tips for making social media work in your agency.

## **Create Professional Looking Profiles**

Most shoppers don't consciously notice poor graphic design, but they always feel it. Like it or not, your prospects and clients will judge the quality of your business by the way your social media accounts look. If your logo doesn't fit the space or your cover photo looks pixelated it sends a clear message that you don't care about details and aren't serious about your business. Hire a professional to make those profiles look good or if you do it yourself, at least get an honest outsider's opinion.

- Resources & Discussion: <http://insurancewebsitebible.com/professional-profiles>

## **Optimize Your Facebook Page 100%**

Facebook is by far the most popular social network and it's also the one clients are most likely to see you on so make sure your profile is setup 100%. There are a lot of settings available for your page so go through them line by line and make sure everything is customized exactly the way you want it.

- Resources & Discussion: <http://insurancewebsitebible.com/optimize-facebook>

## **Optimize Your Personal LinkedIn Profile**

Make sure your personal LinkedIn profile includes a link to your agency website and build up your account with as much information and insurance-relevant keywords as you can. Use a professional profile picture. If you have a business page setup for the agency make sure your current employer is connected with

the business profile of your insurance agency.

- Resources & Discussion: <http://insurancewebsitebible.com/linkedin-personal>

## **Setup a LinkedIn Page for the Agency**

I'll assume you already have a LinkedIn page for yourself, but have you created a page for your agency? Like Facebook, you can setup a different type of page for your business on LinkedIn. Your page can include images, video, description, and other information about your agency and you can share links and updates as the agency just like on Facebook. Get all your staff members to link up their own profiles with the agency's. This will make your agency more visible in search results.

- Resources & Discussion: <http://insurancewebsitebible.com/linkedin-business>

## **Create a Twitter Account**

If you don't have a Twitter account yet I recommend it. It's another free opportunity to grow your online footprint and get another link to your agency website. Millions of people are on Twitter and some of those people might actually want to connect with you. If you're new to Twitter it's probably not going to be easy to generate leads but if you don't even have an account you'll never know what you're missing.

- Resources & Discussion: <http://insurancewebsitebible.com/twitter-account>

## **Setup Your Google+ Page**

Google's social network, Google+, might not be as popular as Facebook and Twitter but it's connected to Google and YouTube which are both as big as it gets. Google+ will let you share content just like Facebook so if you post something on Facebook you may as well share it on Google+ too. Why skip any opportunity to do anything with Google that's related to your agency?

- Resources & Discussion: <http://insurancewebsitebible.com/google-plus>

## **Website Links on Every Social Account**

Every social media account you setup will give you the option to add a link to your agency's website somewhere and you'd be surprised how many agents don't include the link or have it pointing to the wrong website. Don't miss out on any of those links because they help your SEO and make it easier for Google to connect the dots of your online social footprint.

- Resources & Discussion: <http://insurancewebsitebible.com/social-links>

## **Setup a Pinterest Page**

Pinterest is a social network like Facebook where people share images to make online bulletin boards. Users follow other pinners and, like Facebook, get a feed of all the new stuff other people pin to their boards. You can use it a lot like Facebook by posting images that relate to some part of your business. If

there's anything special or unique about your office take a picture of it and post it to Pinterest.

- Resources & Discussion: <http://insurancewebsitebible.com/pinterest-account>

## **Claim Your Place in Foursquare**

I'm not sure how many people still use Foursquare today but it's almost like another business directory listing you can claim.

Foursquare is also like a data aggregator because they share business location data with many other websites so be sure they have all your contact info correct.

- Resources & Discussion: <http://insurancewebsitebible.com/foursquare-account>

## **Set up an Instagram Profile**

At the time of this writing Instagram is the third most popular social network on earth and it's 100% free to set up a page for your agency. Why wouldn't you? You'll grow your agency's online footprint and create one more place for customers to find you and it's 100% free. Set up a page for the agency, add links to your website and post a bunch of pictures of your staff and office. You might even find that you like it.

- Resources & Discussion: <http://insurancewebsitebible.com/instagram-account>

## **Share Your Refer-a-Friend Page**

You know those people who follow your agency on Facebook? They are probably your most loyal customers and the most likely to refer others to your agency. Share a link to the refer-a-friend

page on your website every once in awhile. Change up the message and share your refer-a-friend page several times a year.

- Resources & Discussion: <http://insurancewebsitebible.com/refer-friend>

## **Add a Facebook Page Plugin to Your Site**

Have you ever seen those little Facebook widgets on other websites that have pictures of the fans and maybe the last post the company made on Facebook? Those are Facebook Page Plugins and you can get code to embed that on your website from Facebook for free. The best part about these is how they allow people to follow your agency Facebook page right from your website.

- Resources & Discussion: <http://insurancewebsitebible.com/facebook-box>

## **Publish Photos from Networking Events**

Take photos at the next networking event you attend and post them to Facebook and or LinkedIn. Reach out to all the people in the photos. I promise if there's a good picture of anyone in there with you they'll remember it next time they're shopping for insurance. And they can follow the picture back to your profile.

- Resources & Discussion: <http://insurancewebsitebible.com/networking-photos>

## **Put Share Buttons on Important Website Pages**

A "Share" button allows people to share a page from your website on their social media accounts with one or two clicks. The easier you make your website to share the more often it's

going to happen. If there's nothing worth sharing on your website it's not going to happen from other people often but the buttons will still make it easier for you to share your own site.

- Resources & Discussion: <http://insurancewebsitebible.com/share-buttons>

## **Share on More Social Networks**

Anything worth sharing on Facebook is also worth sharing elsewhere. Share everything you do on Facebook, Twitter, your personal and business LinkedIn pages and Google+. Share it everywhere and grow that online footprint. There are services that make it easy to post to multiple networks at once.

- Resources & Discussion: <http://insurancewebsitebible.com/share-more>

## **Participate in Local Online Groups**

Look for online groups that are oriented to people in your local community. Don't just sign up to pitch insurance and add links to your website. Join in the discussion, help other people and you'll build local connections and leads. You can also look for themed groups that you're interested in like classic car groups or women entrepreneur groups.

- Resources & Discussion: <http://insurancewebsitebible.com/local-groups>

## **Publish Photos of Community Events**

Next time you go to a local event, pull your phone out of your pocket and take a bunch of pictures and upload them to your Facebook page. Anyone who attended the event is likely to sift

through all those pictures to see if they or someone they know are included and if they see a friend they're likely to share it with them and expand your social reach.

- Resources & Discussion: <http://insurancewebsitebible.com/community-events>

## **Share Client Video Testimonials**

Nothing sells your agency better than a convincing testimonial from a real client. Too many agents worry about video quality and never get testimonials so don't worry about that. Video that looks like it came from your phone is the most authentic. Ask the testimonial-giver questions to get them to expand on their experience with your agency.

- Resources & Discussion: <http://insurancewebsitebible.com/video-testimonials>

## **Share Content That Resonates**

Whether it's happy, sad, angry or silly, the most successful content on social media resonates with the audience. They get it, they relate to it and they have an emotional reaction to it. Does an offer for free insurance quotes resonate? No. Does information about filing an insurance claim resonate? No. If you only share things on social media that someone outside your agency will genuinely care about, you'll succeed.

- Resources & Discussion: <http://insurancewebsitebible.com/resonate-content>

## Chapter 6

# Content Marketing

Content marketing is putting stuff online to help other people.

It can be blog posts, videos, pictures you took, powerpoint presentations, brochures, PDFs, or even eBooks like the one you're reading right now.



Good content can draw in new customers and prove your expertise. It can also help satisfy customers and improve your search rankings.

If you tell prospects you're a knowledgeable insurance expert there's no reason you shouldn't be able to prove it with some high-quality useful content.

The hardest part is getting started but this chapter is just what you need.

## **Publish On and Off-Site Content**

Of course you want great content on your website so people will come to it but if you only publish to your own site you'll miss out on exposure provided by more established sites. Publish content on third-party sites like Facebook, YouTube, SlideShare and any other website that will let you publish something useful with a link back to your site.

- Resources & Discussion: <http://insurancewebsitebible.com/on-off>

## **Sales/Purchasing Related Content**

All quality content will help your website but if could choose between someone on your site to learn about car safety or one there to learn how to buy the right insurance it's pretty obvious which is better. There's an easy trick to creating content for insurance shoppers. First think about every question people have during the insurance shopping process right up until they buy. Then answer those questions as thoroughly as you can in whatever format will be the most helpful to the shopper. (video, text, images, etc) Answer very specific questions or your content will be too broad to help anyone.

- Resources & Discussion: <http://insurancewebsitebible.com/purchasing-content>

## **Start Video Blogging**

I don't recommend blogging to most agents unless they're really excited about it. It's really hard writing something people will

actually want to read! With that being said, I don't know a single agent that couldn't do a video blog. Just prop up your phone and share your thoughts on whatever is important to you about insurance. People like short clips so keep it simple. I'm sure your 10 minute dissertation about stacking uninsured motorist coverage is great but if you can keep it under 90 seconds it'd be better.

- Resources & Discussion: <http://insurancewebsitebible.com/video-blogging>

## **Blog About a Staff Community Project**

Is anyone in your staff involved in any local charities or groups? Ask that staff member to explain the most recent project they're working on. Just explain who, what, where, when, how, and why in a few sentences with a picture or two and you're done. Share the post yourself and ask the organization running the project to share it with their followers on social media. If you make them look good they'll share it.

- Resources & Discussion: <http://insurancewebsitebible.com/community-project>

## **Embed Powerpoint Sales Presentations**

Slideshare is like YouTube for Powerpoint Presentations and you can use it to embed slideshows on your website. Setup an account with them and upload any Powerpoint Presentations you have the legal right to use. Then you can embed that presentation on your site so it's easy for visitors to view the slides.

- Resources & Discussion: <http://insurancewebsitebible.com/embed-presentations>

## **Office Party Photo Gallery**

Customers and prospects like seeing your agency have a good time because it makes you look authentic and likeable. Next time your office celebrates anything take a bunch of snapshots and share them on the agency blog. This is good content for social media too, but if you post pics on your website (and share a link on social media) the content will provide value for longer.

- Resources & Discussion: <http://insurancewebsitebible.com/office-party>

## **Screenshare Your Sales Presentations**

I work with many agents who want to transition their sales processes online so they can continue to offer personalized one-on-one service in a way that's more convenient for clients. There's many different options for sharing your screen with clients to deliver a presentation virtually and many of these systems will integrate with your website very well. I'm not sure if this is the future of insurance sales but it sure feels like it.

- Resources & Discussion: <http://insurancewebsitebible.com/screen-sharing>

## **Use Fiverr**

Have you heard of Fiverr? It's a cool website where people post things they'll do for \$5. It's great for having content made like videos, graphics, cartoons, logos, and stuff like that. You get what you pay for so don't expect sellers to customize things too much but if they're offering something you can use "off the

shelf” Fiverr is an incredible source of great content that’s quick and cheap.

- Resources & Discussion: <http://insurancewebsitebible.com/use-fiverr>

## **Carrier-Specific Content**

Want to rank on Google when people search for the carriers you write for? Of course you do. One solution is to create individual pages on your site about your most popular carriers. Include contact phone numbers, board members, links, history, mailing address, types of insurance they sell, videos, and anything else you can think of. You won’t rank above Progressive.com when people search for “progressive” but you could definitely outrank everyone else in town when they search for “progressive agent”.

- Resources & Discussion: <http://insurancewebsitebible.com/carrier-content>

## **Create a Local Resources Page**

Google wants the most useful websites in their search results so the more useful your website is the better. Make a page with the contact info of local first responders like police and fire, government offices, or whatever. It’ll help your clients and help your local SEO because it’s local community-related content. Don’t forget to share it on your social media pages.

- Resources & Discussion: <http://insurancewebsitebible.com/local-resources>

## **Give Out “Best in Town” Awards**

Want a great way to boost your local SEO and please your commercial clients? Make a blog post giving them your Best Carpenter In Town Award. It's your website so you can give whoever you want the prizes (give them all to your commercial clients). The winners are sure to share your page on social media and they might even link to it from their website. You could even make them a badge to put on their website linking back to yours.

- Resources & Discussion: <http://insurancewebsitebible.com/give-awards>

## **Photo Gallery of Local Event**

Next time you go to a local event, pull your phone out of your pocket and take a bunch of pictures. Of course you could upload the photos to your Facebook page but another option is to upload them to a photo gallery on your blog and then share a link to that page on social media so it drives people to your website. People love looking through pictures of an event they went to; let them do it on your website.

- Resources & Discussion: <http://insurancewebsitebible.com/event-photos>

## **Submit Your Feed to RSS Directories**

If you're actively blogging, submit your RSS feed to a few of the biggest RSS feed directories. To find the best ones do a search on google for “RSS feed directory” and submit your blog. I've submitted the InsuranceSplash blog to a few of these and it

generates around 100 visits a month so it's not a complete waste of time.

- Resources & Discussion: <http://insurancewebsitebible.com/rss-directories>

## **Make an Infographic**

An infographic is a visually appealing graphic that explains some relevant data. If you have graphic skills and some interesting data about the insurance industry it's not too hard to make your own infographic. Put an infographic on your homepage to illustrate important facts about coverage. Or publish your infographic in a blog post and share it through your regular social channels.

- Resources & Discussion: <http://insurancewebsitebible.com/make-infographic>

## **Blog About a Local Non-Profit**

Non-profit organizations are always looking for free promotion and they're proud of what they do. Write something nice about a local non-profit on your website, share it with them and sit back while they send the whole world to your website! It also strengthens your community connection and makes your agency look trustworthy by association. Keep it simple. Just explain who is in charge, what the organization has done to help the community and what they're planning to do next. And explain how people can help or get involved, non-profits always need all the help they can get.

- Resources & Discussion: <http://insurancewebsitebible.com/non-profit>

## **Publish Post-Claim Testimonials on Your Website**

Post-Claim testimonials show the value of your agency and remind people why we buy insurance. Reach out to customers with a post-claim questionnaire and then ask if you can use their responses on your website (if they're good). There's a short window of time right after a good claim that people are happy to share their experience so you need to catch them right away.

- Resources & Discussion: <http://insurancewebsitebible.com/claim-testimonials>

## **Blog About a Client's Business**

Want to make your commercial customers super-loyal and build your local SEO at the same time? Write blog posts about your commercial clients' businesses. It doesn't have to be perfect. Pull pictures off their Facebook page, copy text from their website and add their contact info. Include a call to action to contact the company and I guarantee they're going to love it. They'll share it on all their social media accounts and might even link to it on their website.

- Resources & Discussion: <http://insurancewebsitebible.com/client-promotion>

## **Review Local Networking Events**

Want to have a little fun at get some attention from a networking event you attended? Write a review of the event and post it to your blog. What food did they have? Did it taste good? Who was there? Was the venue interesting? Who gave a speech and what

did they talk about? What happened that was funny? Who did you meet and what did you talk about? Anyone who attended that event is going to love reading your review. And don't forget to add pictures.

- Resources & Discussion: <http://insurancewebsitebible.com/event-reviews>

## **Interview a Local Business Owner**

Strengthen your connection to the community by writing blog posts about local business owners. Every business owner likes promoting their business (and themselves) so it should be easy to find volunteers. Make it easy on yourself by asking everyone the same 5-10 interview questions. The best part is that the business owner will do the promoting for you and send people to your website.

- Resources & Discussion: <http://insurancewebsitebible.com/owner-interviews>

## **Write a "Things Only People in MYCITY Understand" Article**

Write a blog post titled, "22 Things Only People in MyTown Understand". It's going to take some work but I guarantee it'll be a viral hit for your entire town if you do it well. Take pictures of local landmarks, restaurants, popular people and other quirks of your town. Make it funny and relatable, share it on social media and watch the virality ensue.

- Resources & Discussion: <http://insurancewebsitebible.com/mycity-article>

## **Value Quality Over Quantity**

Creating more content to publish online is almost always a good thing. But when trying to decide between a high volume of low-quality content or a low volume of high-quality content always go with higher-quality. If you make something worth reading people will read it. You're living proof of this concept at this very moment.

- Resources & Discussion: <http://insurancewebsitebible.com/quality-first>

# Chapter 7

## Advertising

Online advertising is exactly what you think it is. Paying to put banner, text, or video ads in front of people online.

Advertising online can be intimidating because it's a bit technical but if you make it work there's no better way to spend your advertising dollars.

With social media ads you can target an extremely specific market with a unique message and offer that will appeal to them.

With search ads you can put links to your website in front of insurance shoppers and you only pay if they visit your website!

There's a lot of opportunity with online ads but go slow and learn what you're doing or you will get burned. This chapter will help.



## **Make Lots and Lots of Ads**

Almost all online advertising platforms give you the chance to create multiple ads and measure their performance against each other. The more variations you make and test the more you'll learn about what works best for the market you're going after. Every good marketer will tell you it's almost impossible to know which ad is going to win until you try it. It's often the last one you expected!

- Resources & Discussion: <http://insurancewebsitebible.com/many-ads>

## **Check Out Google Adwords**

Google Adwords are those ads you see at the top of the search results. Anyone with a website can pay to get their ads to show when people search for specific keywords like, "insurance quote". It's expensive because Google gives the top spots to whoever will pay the most and there's a lot of competition in our industry. \$10 a click sounds expensive but remember what you're getting. Google is sending insurance shoppers in your target market straight to your website at the very moment they're shopping for insurance. How else are you going to get in front of those shoppers?

- Resources & Discussion: <http://insurancewebsitebible.com/google-adwords>

## **Run Facebook Ads**

Facebook Ads are one of the best ways to get in front of the exact people you want to sell to. If you want to get in front of entrepreneurs who own a home and have a child under the age of 6 in the wealthy zip code across town? Facebook is the only place you can do that. Move slow as you learn how it works and try lots of different ads to see what works and doesn't.

- Resources & Discussion: <http://insurancewebsitebible.com/facebook-ads>

## **Run Your Google Ads on Bing Too**

Bing offers pay-per-click advertising under their search results just like Google does. They don't get as much traffic but the rates can be cheaper because there's often less competition. Older generations and less tech-savvy people tend to use Bing more so depending on your target market it might be a good fit. If you're already doing Google Adwords you can even import your entire campaign from over there.

- Resources & Discussion: <http://insurancewebsitebible.com/bing-ads>

## **Sign Up For LinkedIn Advertising**

LinkedIn Advertising is a lot like Facebook except it's more for targeting people with specific job titles or who work in certain industries. If you want to get in front of C-Level executives or HR Managers, or self-employed carpenters LinkedIn could have some good options for you.

- Resources & Discussion: <http://insurancewebsitebible.com/linkedin-ads>

Visit [InsuranceSplash.com](http://InsuranceSplash.com) to learn more about our insurance website & marketing services

## **Try YouTube Video Advertising**

Do you have any high quality video material ready to go? Consider running ads on Youtube. They have a really great advertising system and because fewer small businesses have quality video content to use for ads the competition isn't quite as steep as some of these other places and that keeps the prices down.

- Resources & Discussion: <http://insurancewebsitebible.com/youtube-ads>

## **Let Google Do the Work For You**

If you setup Google Adwords to track conversions you can put Google Artificial Intelligence to work generating leads at the lowest possible price. First track conversions with special code on the thank you page of your quote form. Then setup your campaign to optimize for conversions and Google will use their billion-dollar AI algorithms to adjust your bids in real time so you get the maximum number of leads for every dollar.

- Resources & Discussion: <http://insurancewebsitebible.com/conversion-optimization>

## **Target The Most Specific Markets You Can**

The most effective online ads use a very specific message oriented toward a very specific audience and send the traffic to a specific page for that market. Don't show a Facebook ad to everyone in California. Go after married men in 90210 aged 35-40 with a newborn child and make an ad specifically created

to appeal to those guys.

- Resources & Discussion: <http://insurancewebsitebible.com/targeted-ads>

## **Start a Remarketing Campaign**

Have you ever visited a website and then you start seeing ads for that website all over the internet? That's remarketing. You track who visits your website and pay advertising networks to show your ads to those people on other websites in the network. There are several platforms that offer remarketing but I'd stick with Google and Facebook since they have the largest networks by far.

- Resources & Discussion: <http://insurancewebsitebible.com/remarketing-ads>

## **Run Split Testing Experiments**

Split testing is when you show two different versions of a webpage to visitors to see which one performs better. Visitors don't know they're part of the experiment. It's a bit technical to setup and you need hundreds of visitors before getting actionable data but it could be good if you have high traffic volume. At any given time we're running 4-5 different split testing experiments on InsuranceSplash.com.

- Resources & Discussion: <http://insurancewebsitebible.com/split-testing>

## **Drop The Losers and Tweak The Winners**

Online advertising is not something that you can just set and forget. An ad that works today can stop working tomorrow and

Visit [InsuranceSplash.com](http://InsuranceSplash.com) to learn more about our insurance website & marketing services

online ads offer so much feedback data it's possible to continually improve your ROI over time. At least once a month look at your ad results and drop the worst-performing ads. Take the best performers and create new versions with different headlines, text, images, etc. If your advertising ROI isn't going up month after month you're doing something wrong.

- Resources & Discussion: <http://insurancewebsitebible.com/ad-optimization>

## Chapter 8

# Lead Generation

Ultimately, it's all about leads.

If you can't generate leads online then this book was a waste and you'd be better off knocking on doors or buying a lead 6 other agents also paid for.



But it ain't easy. Turning a passive website visitor into an active sales lead is a huge leap and a big challenge.

But it's possible. Agents all over the country are generating leads online at this very moment and if they can you can too.

In this chapter I'll share the best ways to capitalize on all your online marketing efforts with effective lead generation.

## **Make Custom Landing Pages**

A landing page is a page on your website specifically designed to get visitors to sign up for something or get a quote. You usually use landing pages with paid ads because you can send specific traffic right to a landing page developed for the people who would have clicked on that ad. You can make several landing pages with varied messages, images, layouts, etc. and see which one works best. Try separate landing pages for different industries, demographics, traffic sources, etc.

- Resources & Discussion: <http://insurancewebsitebible.com/landing-pages>

## **Trim Your Quote Forms**

You know that 100-question car insurance quote form on your website? Nobody ever used it, did they? It was too damn long! Of course it's better to get all the facts to give an accurate quote but if your form is too long nobody's going to fill it out. Remember that every extra question you ask will reduce the overall number of leads you'll get.

- Resources & Discussion: <http://insurancewebsitebible.com/short-quotes>

## **Add an Email Newsletter Signup Form**

Do you have an email newsletter that you send out to clients? If so you should make sure you've added a signup form on your website. Any email marketing program will give you code to put a form on your website so people can signup for your newsletter.

Make sure you explain the benefit(s) they'll get by signing up. It might help to give away something useful just for joining.

- Resources & Discussion: <http://insurancewebsitebible.com/email-newsletter>

## **Create an X-Date Lead Form**

At any given time a very small percent of people are even open to getting an insurance quote because they only shop at renewal time. So if you send 1000 people to your website and offer them a free quote you'll have no chance of generating a lead from most of those visits. An X-Date Quote Request Form asks visitors their renewal date and preferred method of contact so you can send them a quote at the most convenient time for them. Quote requests are better than x-dates for sure, but x-dates are better than nothing!

- Resources & Discussion: <http://insurancewebsitebible.com/renewal-leads>

## **Sales Pitch Videos**

Do you have a great sales pitch? It needs to be on your website! It only takes one good recording of a great pitch to sell insurance to thousands of people 24 hours a day 7 days a week. Video can't replace a face-to-face conversations but if your pitch works in person I promise it will work on your site. Don't hire a film crew; use your phone. The more authentic the video looks the more effective your pitch will be.

- Resources & Discussion: <http://insurancewebsitebible.com/pitch-videos>

## **Custom Cross Sale Quote Forms**

Quoting existing clients on another line of insurance should be as easy as possible for them, right? When encouraging existing clients to get a quote for another type of insurance don't send them to your regular quote form. Send them to a shorter quote form just for existing clients so you can just get their name and the few other details you need for the other quote. The easier it is to get a quote the more cross-sales you're going to make.

- Resources & Discussion: <http://insurancewebsitebible.com/cross-sell>

## **Custom Referral Partner Quote Forms**

If you work with an accountant, mortgage broker, car dealer, real estate agent, or any other professional that sends you leads on a regular basis make them feel special with a custom referral form just for them. Give them a custom URL with their name, put their picture on it and ask only the questions on the quote form that they usually know the answers to. You could make this page hidden so only they can find it or make it public and encourage them to send customers straight to their custom quote form on your site.

- Resources & Discussion: <http://insurancewebsitebible.com/partner-forms>

## **Host Online Webinars**

If you've used in-person seminars as a lead generation tactic in the past a great modern alternative is online webinars. Your

website makes it easy because you can offer information about your webinars and share the info through social media, email and paid ads. After the presentation, many webinar programs will also let you export a video of the webinar that you can embed onto your website. Make it available to everyone or put it behind a lead form so people have to give you their contact information to view it.

- Resources & Discussion: <http://insurancewebsitebible.com/online-webinars>

## **Run an Online Contest**

Regardless of the type of contest you run in your agency, your website can be a great resource for promoting it. Start by creating a new page or a blog post that explains the rules of the contest and share links to that page on social media. Email a link to your customers and get them in the habit of visiting your website often.

- Resources & Discussion: <http://insurancewebsitebible.com/online-contest>

## **Create a Virtual Policy Review**

Annual policy reviews generate leads from your existing book by identifying cross sale opportunities, upsells and generating referrals. Unfortunately many clients are too busy nowadays to coordinate an in-person or even a phone review. Email clients with a link to your virtual policy review on your website. Ask about life changes that could be cross sale opportunities and have

their responses be emailed straight to your producers. They'll know exactly who to contact about what. Call it a discount review or offer prizes to get a higher response rate.

- Resources & Discussion: <http://insurancewebsitebible.com/policy-reviews>

## **Online Appointment Booking**

How would you like it if prospects could visit your website and schedule their own appointment with you right on your website? There are several affordable booking systems that can integrate with your website to allow this. They sync with your calendar to know when you're free and will block you off for appointments. They can also send out reminders so your appointments won't no-show you.

- Resources & Discussion: <http://insurancewebsitebible.com/online-appointments>

## **Make a Refer a Friend Page (and Promote It)**

Put a page on your website that allows people to refer their friends to your agency and promote the heck out of it. Email it to your clients, share it on social media, show your new clients how it works and how to access it. Offer a reward for referrals but make sure you comply with your state's guidelines.

- Resources & Discussion: <http://insurancewebsitebible.com/referral-page>

## **Use a Quick Quote Form**

If you like having long quote forms that ask all the questions you need for an accurate quote on your site but don't want to scare

everyone away offer a quick quote alternative form that just asks a few basic questions. It's especially good for people on mobile devices that don't want to enter 4 VIN numbers with their thumbs.

- Resources & Discussion: <http://insurancewebsitebible.com/quick-quotes>

## **Live Quotes on Your Website**

You already know people want to shop online for insurance, but can your website provide live quotes? Your website visitors might like it. I've found that offering live quotes on insurance websites can be good but not always. It seems to work best for products that don't need to ask too many questions to generate a legit quote like life insurance. People might be willing to enter in 5 pages of information to get a quote on Progressive.com but they're not as patient on a typical insurance agency website.

- Resources & Discussion: <http://insurancewebsitebible.com/online-rater>

## **Offer High-Value Giveaway Content**

If you take the time create a really helpful resource that will help your potential clients you can offer it as a giveaway on your site and ask them enter their contact information in order to get it. This technique definitely works, but whatever you give away needs to be really good. When you give someone high-value content that clearly demonstrates your expertise they would be crazy not to become a customer.

- Resources & Discussion: <http://insurancewebsitebible.com/free-resource>

Visit [InsuranceSplash.com](http://InsuranceSplash.com) to learn more about our insurance website & marketing services

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