

Maximize Your Agency's “About Us” Page

WHY?

- The About Us page gets more traffic than you may think
- For an industry like insurance where a high level of trust is important, the About Us page is a key part of the evaluation and decision making process
- Users may click on the About Us page to better understand who they will be working with before filling out a lead form or calling in
- If a customer has never heard of your agency before they may simply want some reassurance that your company is legitimate
- It has a positive impact on conversion rates

HOW?

- Make sure your About Us page can be easily found
- Use photos of your team and/or store location(s) to add authenticity – someone may be visiting your About Us page to find a specific agent
- Showcase your credibility and expertise.
 - Things to consider sharing: Number of years in business, prominent customers, agency size, annual revenue, number of locations, any awards received, industry memberships and of course what insurance types you specialize in
- Communicate your agency's primary value proposition
 - A sound value proposition will provide a clear, credible and exclusive answer to the question “Why should someone buy from you vs a competitor?”
- Use this page as a lead capturing tool. Consider adding a lead form directly to this page.

