Nationwide®
is on your side

Trusted Choice®
INDEPENDENT INSURANCE AGENTS

Your Digital Review from Nationwide® and Trusted Choice®

Nationwide® can help you navigate our evolving industry

We've partnered with Trusted Choice to offer "Big I" members such as you a personalized analysis of your online presence.

As you review your results, remember that digital adoption continues to accelerate in the industry. Our Nationwide Agency Forward® Survey found [1]:

48% of consumers have used a self-service website

37% have used mobile apps for services and claims

36% have used online mobile tools for insurance quotes and to compare policies and prices

Your Digital Review is divided into three sections:

1. Search Performance

Your agency's website was analyzed for aspects such as search engine data, website structure, site performance and mobile accessibility. Following the suggested steps can make it easier for consumers to find your site.

2. User Experience

A Trusted Choice analyst has visited your site to review page layout, site flow, information accessibility and aesthetics. Their feedback is designed to keep users on your site longer or to make key information, such as the types of insurance you offer or how to request a quote, easier to find. You'll also find suggestions to help improve customer service.

3. Social Media

If your agency is active on social media, we've reviewed your presence there as well. We check to make sure your profiles are complete, that your agency contact information is available and that you are engaging with followers.

Count on us for support on your digital journey

If you have a website provider, share your digital review with them. From automated underwriting and leading quoting and binding tools to mobile apps for self-service and digital marketing support, Nationwide® is committed to delivering the technology you need to help your business grow.

Please feel free to contact us at **Trusted.Choice@iiaba.net** if you have additional questions after reviewing this report.

Click to learn more about Nationwide resources:

Agency Forward

Sales and Marketing Resources

Digital solutions to support you and your clients

---

[1] From 2021 Agency Forward survey

Trusted Choice®
INDEPENDENT INSURANCE AGENTS

59

Your website score

Review of ██████████████

Generated on 2018-08-17

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information. (madeleine.stern@iiaba.net or 703.706.5402)

Table of Contents

Iconography

✔ Pass   ◎ ◎ ◎ High impact

❗ Moderate   ◎ ◎ ◎ Medium impact

✖ Fail   ◎ ◎ ◎ Low impact

● FYI   ⚙ ⚙ ⚙ Very hard to solve

                         ⚙ ⚙ ⚙ Hard to solve

                         ⚙ ⚙ ⚙ Easy to solve

✅ **Title Tag**

◎ ◎ ◎   ⚙ ⚙ ⚙

Auto, Home, Renters, Umbrella & Business Insurance | Westchester
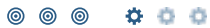
Length: 64 character(s)

> Your HTML title tag appears in browser tabs, bookmarks and in search result pages.
>
> Make your title tags clear, concise (50-60 characters) and include your most important keywords.

✅ **Meta Description**

◎ ◎ ◎   ⚙ ⚙ ⚙

Since 1978, ███████████ has helped families and businesses in Sleepy Hollow, Tarrytown & across Westchester get the insurance that's right for them.

Length: 150 character(s)

> Great, your meta description contains between 70 and 320 characters (spaces included).
>
> A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate. They allow you to influence how your web pages are described and displayed in search results.
>
> Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).
>
> Check your Google Search Console account (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, for example, they are too short/long, or duplicated across more than one page.

◉ **Google Preview**

> **Auto, Home, Renters, Umbrella & Business Insurance | Westchester**
> ████████████████████████ has helped families and businesses in ██████ ████████████████████████ get the insurance that's right for them.

> This is a representation of what your Title Tag and Meta Description will look like in Google search results.
>
> Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Headings

	<H1>	<H2>	<H3>	<H4>	<H5>
	0	2	0	0	0

<H2>	It's our policy to treat you like family
<H2>	It's our policy to treat you like family

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

Keyword Cloud

laura rey iannarelli 3   defensive driving courses 2   commercial general liability 2
personal articles floater 2   paid family leave 2   commercial umbrella policy 2
commercial auto insurance 2   sleepy hollow 3   rey insurance 2
professional liability 2   business insurance 3   personal insurance 2
determine exactly 2   financial planning 2   mobile app 3   umbrella policy 4
auto insurance 4   pet insurance 2   restaurant insurance 2   travel insurance 2

The Keyword Cloud provides an insight into how relevant a topic or keyword is to the content on your page.

It's important to do keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Alt Attribute

We found **31** images on this web page.

1 ALT attributes are empty or missing.

https://www.reyinsurance.com/wp-content/uploads/2018/04/button-1.png

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

Discovered Pages

1,153

We've discovered 1,153 pages in Google's index for reyinsurance.com.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.

If you use parameters in your URL like session IDs or sorting and filtering, use the rel="canonical" tag tag to tell search engines which version of those pages is the original.

In-Page Links

We found a total of 62 link(s) including 0 link(s) to files

- External Links: NoFollow (0%)
- External Links: Follow (28.1%)
- Internal Links (71.9%)

Anchor	Type	Follow
No Anchor Text	External Links	Follow
No Anchor Text	External Links	Follow
Google	External Links	Follow
linkedin	External Links	Follow
Facebook	External Links	Follow
No Anchor Text	External Links	Follow

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the Nofollow attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Broken links

No broken links were found on this web page

Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

WWW Resolve

✅

◎ ◎ ◎   ⚙ ⚙ ⚙

Great, a redirect is in place to redirect traffic from your non-preferred domain.

Search engines see ███████████████████████ as different websites. This means they could see a large amount of duplicate content, which they don't like.

Fortunately your website redirects www███████████████████ to the same site.

Robots.txt

✅   ██████████████████████

◎ ◎ ◎   ⚙ ⚙ ⚙

A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.

XML Sitemap

❌

◎ ◎ ◎   ⚙ ⚙ ⚙

No sitemap found in your robots.txt.

We checked the robots.txt file for reyinsurance.com but couldn't find an XML sitemap. Specifying your XML sitemaps in your robots.txt file ensures that search engines and other crawlers find and access it easily each time they access your website.

Learn more about adding your XML sitemap to your robots.txt file here.

If you haven't created a sitemap yet, we recommend you generate one for your site and submit it through both Google Search Console and Bing Webmaster Tools. Usually, your XML sitemap would be found at reyinsurance.com/sitemap.

Make sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes.

URL Parameters

◉

Good, the URLs look clean.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the rel="canonical" tag.

Use the URL Parameters Tool in Google Search Console to tell Google how your URL parameters affect page content and how to to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

Underscores in the URLs

Great, you are not using underscores (these_are_underscores) in your URLs.

Great, you aren't using underscores (these_are_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees www.example.com/green_dress as www.example.com/greendress. The bots will have a hard time determining this URL's relevance to a keyword.

Blocking Factors

✓ **Flash:** No

✓ **Frames:** No

Great, you aren't using Flash or frames on your site.

While it often looks nicer, Flash content can't be properly indexed by search engines. Maximize your SEO efforts by avoiding Flash.

Search engines also have problems with frames because they can't crawl or index the content within them. Avoid them if you can and use a NoFrames tag when you can't.

Domain Registration

✓ Created 19 years ago

✓ Expires in 2 years

Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Blog

We found a Blog on this website.

Starting a blog is a great way to engage with your audience and increase your online visibility by attracting qualified traffic from new sources.

Use our tips to optimize your blog to build links and improve performance.

Related Websites

URL	Pages	Backlinks	Score
usa-corporate.com	2k	2k	63.6
indep-insurance.com	14	32	67.7
godaispa.com	-	-	72.5
brisa-apts.com	-	-	61.3

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to learn more about your competitors' web marketing strategies.
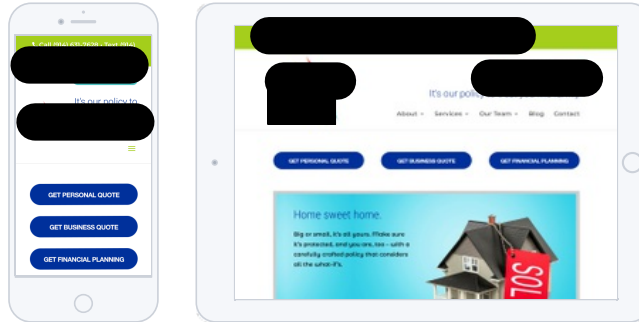
Mobile

Mobile Friendliness

Good

This web page is super optimized for Mobile Visitors

Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

Mobile Rendering

80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

Touchscreen Readiness

Make the most important buttons/links large enough to be tapped easily.

Touchscreen readiness is an important aspect of your site's mobile friendliness. Your tap targets should be at least a 48 pixels in height and width with at least 32 pixels of extra space on all sides. You can further improve your User Interface by adding size and density buckets to accommodate varying device sizes and screen densities.

Mobile Compatibility

Perfect, no embedded objects detected.

Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

Font Size Legibility

Perfect, this web page's text is legible on mobile devices.

You can find additional font recommendations for mobile devices in Google's typography guidelines for Android.

Mobile Viewport

✓ Great, a configured viewport is present.

✓ The content fits within the specified viewport size.

> Great, the viewport is well configured.
>
> Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:
> - Avoid setting large absolute CSS widths for page elements.
> - If necessary, CSS media queries can be used to apply different styling depending on screen size.
> - Ideally, serve responsively-sized images.

Mobile Speed

Slow
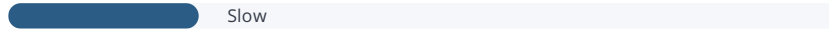
✗ Optimize images

✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content

✗ Leverage browser caching

✗ Minify CSS

✗ Minify JavaScript

> Like with desktop, the time it takes a mobile page to load is an important part of mobile search engine results page ranks. Your mobile/responsive website must deliver and render the "above the fold" content in under one second.
>
> Unfortunately, the mobile page speed for reyinsurance.com is Slow.
>
> Since mobile device CPUs are less powerful than desktop CPUs, speed tips that reduce CPU consumption (for instance JavaScript Parse time) need to be addressed first.
>
> See Google's PageSpeed Insights Rules for more information on how to improve each of the elements in this section.

Mobile Frameworks

No mobile frameworks have been detected.

> Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

Usability 👆

◉ URL

reyinsurance.com

Length: 12 character(s)

> Keep your URLs short and clean and avoid long domain names when possible.
>
> A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).
>
> Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google.
>
> Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

◉ Favicon

🌟 Great, your website has a favicon.

> Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is consistent with your brand.
>
> Here is a way one company used a special favicon to improve user experience.

✔ Custom 404 Page

◎ ◎ ◉   ⚙ ⚙ ⚙

Great, your website has a custom 404 error page.

Your server responded with the HTTP status code: 404

> Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

✔ Asset Minification

◎ ◎ ◉   ⚙ ⚙ ⚙

Perfect, all your assets are minified.

> Great! We didn't find unminified assets on your web page.
>
> To learn more on how to enable minification for your assets you can check out these 10 tips to improve page load time or consult Google's PageSpeed Insights guide on minification.

✔ Asset Compression

◎ ◎ ◉   ⚙ ⚙ ⚙

Perfect, all your assets are compressed.

> Great! We didn't find uncompressed assets on your web page.
>
> To learn more on how to enable compression for your assets you can check out these 10 tips to improve page load time or consult Google's PageSpeed Insights guide on compression.

❌ Asset Cacheability

We found a total of 1 uncached asset(s) listed below.

URL	Freshness lifetime
/wp-content/themes/Divi/core/admin/fonts/modules.ttf	Expiration not specified

Fast websites make happy visitors. Caching assets such as images, javascript and CSS files allows a browser to keep these files in local storage so it doesn't have to download them every time it requests a page on your website. This will lower the bandwidth used and improve the page load time.

To learn more on how to enable caching for your assets you can check out these 10 tips to improve page load time or consult Google's PageSpeed Insights guide on browser caching.

✅ Language

Declared: *English*

Detected: *English*

Great, your declared language matches the language detected on the page.

Make sure your declared language is the same as the language detected by Google.

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

✅ Structured Data Markup

microformats h-entry   jsonld WebSite   jsonld SearchAction

Structured Data Markup is used to generate Rich Snippets in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Get the most out of Google's rich snippets for content types such as: Reviews, People, Products, Businesses and Organizations, Recipes, Events, Videos and Music. If your website covers one of these topics, then we suggest that you annotate it with Schema.org using microdata.

◉ Domain Availability

Domains	Status	
reyinsurance.net	Available. Register it now!	✓
reyinsurance.org	Available. Register it now!	✓
reyinsurance.info	Available. Register it now!	✓
reyinsurance.biz	Available. Register it now!	✓
reyinsurance.eu	Available. Register it now!	✓

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains	Status	
reyinzurance.com	Available. Register it now!	✓
reyinsurancs.com	Available. Register it now!	✓
retinsurance.com	This domain is booked	🔒
reynsurance.com	Available. Register it now!	✓
reynisurance.com	Available. Register it now!	✓
reyinsurancr.com	Available. Register it now!	✓

Register the various typos of your domain to protect your brand from cybersquatters.

Email Privacy

Warning! At least one email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Trust Indicators

Trust

68%

This feature shows how trustworthy your domain is based on data provided by The Web of Trust (WOT). This group rates millions of websites based on the experience of millions of users together with information from a number of trusted sources, including phishing and malware blacklists.

Technologies ‹›

Server IP

34.227.153.140

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use DNSstuff for comprehensive reports on your server.

Technologies

- *F* Google Font API
- jQuery
- jQuery Migrate
- Nginx
- Revslider
- Twitter Emoji (Twemoji)
- WordPress
- Yoast SEO

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Speed Tips

Warning: your website's speed should be improved.

✓ Perfect, your website doesn't use nested tables.

✗ Too bad, your website is using inline styles.

✗ Too bad, your website has too many CSS files (more than 4).

✗ Too bad, your website has too many JavaScript files (more than 7).

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings. By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

See Google's PageSpeed Insights Rules for more information on how to improve each of the elements in this section.

Analytics

📈 Google Analytics

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Popular Analytics Tools Include: Google Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

Doctype

HTML5

> The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in.
>
> Declaring a doctype helps web browsers to render content correctly.

Encoding

Great, language/character encoding is specified: utf8

> Specifying language/character encoding can prevent problems with the rendering of special characters.

SSL Secure

Great, your website is SSL secured (HTTPS).

✓ Your website's URLs redirect to HTTPS pages.

✓ Your website is configured with HSTS.

✓ The SSL certificate expires in 3 months.

✓ The certificate issuer is Let's Encrypt.

> Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.
>
> While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:
> - Use a serious issuer to purchase your SSL certificate
> - Redirect all of your HTTP pages to the HTTPS version of your website
> - Use HTTP Strict Transport Security (HSTS) in your headers
> - Renew your SSL certificate every year, before it expires
> - Make sure that all of your content (CSS, etc.) is linked to HTTPS
> - Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
> - Register the HTTPS website in Google & Bing Search Console/Webmaster Tools

Backlinks

Backlinks Score

Good

◎ ◎ ◎   ✿ ✿ ✿

> The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Backlinks Counter

994

◎ ◎ ◎   ✿ ✿ ✿

> We've detected 994 backlinks pointing to your site.
>
> Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.
>
> Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

Referring Domains

143

> The number of domains your backlinks are coming from.

Social

👍

❌ **Social Media Engagement**

◎ ◎ ◎ ⚙ ⚙ ⚙

Your homepage has not been widely shared on social networks.

🅕 **Facebook Shares**	11
💬 **Facebook Comments**	0
👍 **Facebook Likes**	0
🅟 **Pinterest Shares**	0

> The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. However, it looks like reyinsurance.com has not been widely shared on social media.
>
> Create social media profiles associated with reyinsurance.com on Facebook, Pinterest, LinkedIn, Google+ and other sites that are of interest to your customers.
>
> Learn how to engage your social media audiences and create a consistent fan base. You can also use your website to increase your popularity on social platforms.
>
> Check these helpful tools for managing your social media campaign.
>
> Note: This data is based on engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook. It does not include people who like or share your branded social media pages.

❌ **Facebook Page**

◎ ◎ ◎ ⚙ ⚙ ⚙

Not found

Add your Facebook Page or create one

> We were unable to find a Facebook page for ▮▮▮▮▮▮▮▮▮▮
>
> Facebook is a vital channel for any business' digital marketing. 72% of consumers and almost every Millennial expects your to have a presence on Facebook.
>
> Use Facebook Insights to measure and track your audience's engagement with your posts to get the most out of your social media efforts. Link your Facebook profile with reyinsurance.com and add a CTA to really maximize your social media marketing efforts.

Twitter Account

The Twitter™ Account **@ReyInsurance** is booked and it is linked to your website.

Name

████████
████████

Followers
12,178

Tweets
28,579

Location
Sleepy Hollow, NY

Created
9 years ago

> Great, your Twitter account is linked to reyinsurance.com. Linking your Twitter account to your website helps prevent brandjacking and can help make your social media marketing more effective. Here are a few tips to help create a Twitter promotion plan. Use Twitter Dashboard and Analytics to track and optimize your Twitter feed.

Google+ Page

URL
https://plus.google.com/104205610546285241057
Change Account

Name
The Rey Insurance Agency Inc

Add your Google+ profile or create one

> This is the Google+ page for reyinsurance.com. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider managing your profile with Google My Business (formerly Google Places).

Crunchbase Entry

Not found

> Crunchbase is a platform used by millions, offering public information about businesses and individuals. While reyinsurance.com does not appear to be listed on crunchbase.com, you can add it by creating a profile at crunchbase.com.

Local

Local Directories

Add your Foursquare page or create one

Add your Yelp page or create one

> This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your Google My Business page may have more visitors than your website!
>
> It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country (USA, UK and Canada.) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

Visitors

❌ Traffic Estimations

Very Low

◎ ◎ ◎

> This shows your estimated traffic for reyinsurance.com compared to any competitors you have chosen. We use Alexa for this information.

Adwords Traffic

0%

> This is an estimation of the traffic that is being bought through AdWords vs. unpaid Organic Traffic.
>
> This data is provided by SEMRush.

Report

Attached is a technical analysis report of your website performed by our objective reviewing system. Your site is measured by an overall score- a score below 40 indicating the website needs improvement, and a score above 70 demonstrating an overall exceptional website. Your site received a score of **59**. Although your site is good, never cease to keep improving. Keep in mind that these ideas are only suggestions yet maintaining a current and competitive website allows agencies to stay a top-choice in the industry.

SEO & Search Engine Crawling

While your SEO is currently great, there are a few other back-end aspects of your website that could use a little attention.

To start, make sure that you are using HTML title tags that are a good length. Currently, our system is showing that your HTML title tags are a little longer than the ideal length. Try to keep all HTML title tags on your website between 50 and 60 characters.

Additionally, make sure you are properly utilizing meta descriptions for your website on search engines. Ideally, Meta descriptions should be between 70 and 230 characters. Also, make sure to make the meta description for each page unique, as this will affect the visibility of your webpages on Google when users put in search queries.

To make your website easier to find by crawlers from search engines (*i.e.* Google), consider using keywords consistently throughout your site. Consistent keywords help crawlers index your site and link its relevancy to user inquiries based on webpage key words.

Also consider utilizing a XML sitemap. Upon analysis, an XML sitemap could not be found on your website. Utilizing an XML site map will help search engines to crawl to specific web pages on your website and make them more accessible to search engine users. Additionally, make sure that your site map has a valid structure. If you decide to use a site map, make sure to submit it to the Google Search Console and Bing Webmasters Tool for review.

Mobile

Over all, the mobile version of the website is set up great. However, we have a few recommendations to improve it. To begin, make sure that your mobile site is set up to render a responsive version on the most popular mobile devices. Also, it seems that the touchscreen touch targets you have (buttons, link clicks, etc.) are small. Tap targets should be at least 48 pixels in height and width with additional 32 pixels of extra space around all sides. Also, consider checking the website's speed to see if there are any actions you can take to speed up its load time on mobile devices. See Google's Page Speed Insights Rules for more information on the subject.

Additionally, no responsive framework or AMP could be found on your website. Please check your settings to see if they are in use.

Usability

Asset Cacheability: Caching assets like images, JavaScript files, and CSS files allows a web browser to keep the files in local storage. This way, the files don't have to be re-downloaded every time a page requests the information to be displayed. This helps lower bandwidth used, improve page load time, and improve overall website speed. *Consult Google's PageSpeed guide on browser caching to learn more about caching assets.*

Web speed & Promotion

While your website does not include nested tables, consider not using inline styles and minimizing the CSS files and JavaScript files on the website to increase web speed. *See report for more details.*
To promote your agency more and expand your digital presence, utilize the CrunchBase platform. Utilizing the CrunchBase allows you to list your agency on a public information and business platform, which makes it easier for individuals to find you and contact you. Visit the CrunchBase website to register.

In addition to your current website, below are a few tips to enhance the website, organization, personalization, and overall appearance of ▮▮▮▮▮▮▮▮website:

Organization/Design

1. Add more visual material (pictures, videos, etc.) to the home page. Check out the Trusted Choice® Agent Resource Website for content-to-share and made-for-you materials!
2. Remove scrolling carriers from the homepage:
a. Create a page dedicated to carriers.
b. List company logos and link to the respective websites.
3. Consider combining certain tabs- for example: place the team under "About Us".

Goal: To create an organized, aesthetic and user-friendly website.

Social Media

The website currently has all their social media platforms connected. To step up your social media and user engagement, try adding a live feed on your website homepage from your Twitter or Facebook account.

Also, to increase your content output, consider utilizing some of the Trusted Choice® Content-to-Share material. All the content is free to use with your membership and includes a library of pictures, videos, and digital campaigns that you can run across multiple social media platforms. Download directly from the website! Also, refer to the social media report for more tips and tricks to improve your social reach.

Goal: Build grow social media engagement and viewer interaction.

Multimedia

Increase multimedia material to surge visitor engagement. For example, a live newsfeed, linked to one of your most active social pages (i.e. Twitter or Facebook) or a video (see Trusted Choice® Agent). *You can also utilize the Trusted Choice Content-To-Share videos as additional multimedia material (see above).*

Goal: Create engagement and increase time spent on the page.

Blog

Here are a few tips to optimize your blog:

1. Incorporate your agency's blog with your social media efforts to create a strong digital platform with both agency image and SEO-enhancing benefits.

2. Ensure to update the blog on a **regular-basis** with relevant and **timely** material to create an efficient and engaging tool.

3. Build effective links.

4. Utilize SEO within your posts.

Goal: To increase engagement and SEO.

Search Option

Consider adding a search box to the website. Ensure the tool applies to the entire website and is user-friendly for efficiency and effectiveness.

Goal: Create a user-friendly and navigable page.

Chat Feature

If your agency has the manpower, consider adding a live chat button, allowing visitors to reach out a representative at your agency for website or general assistance at any point in time (or during your usual business hours). This will enhance the customer experience and allow potential clients immediate access to your agents and clarification. This is no substitute for a live phone call; yet a quick way to keep in touch and amplify the customer service experience.

Goal: Create a superior experience for the visitor and enhance customer service.

Trusted Choice® Independent Agent

The following video would be an excellent addition to the website: Trusted Choice® offers an agency customizable, "Why Use a Trusted Choice Independent Agent…" video, which details the **benefits of using an independent agent**. Contact us if you are interested in receiving a customized version of the video (no cost for members).

Lastly, please link the Trusted Choice® logo to the "Pledge of Performance" on your website to display your dedication to the brand and excellence.

Here are a few additional resources to improve website content:

Smart Site Safety- An article written by Virginia Bates that is chock full of website E&O tips.
Is your website doing more harm than good? A webinar provided to Big "I" Members focusing on website content. Feel free to click the link and take a listen.
Website Do's & Don'ts Flyer- The flyer provides a number of items to look at when reviewing your agency's website. The second page of the flyer includes the names of a number of Insurance Agency E&O Auditors who not only contributed to the document but have also made themselves available to perform website reviews (for a fee).

Trusted Choice® Social Media Review

AGENCY: ███████████

CHANNEL:
Facebook
Twitter
Instagram
LinkedIn
YouTube

Profile Image

The profile image is an agency's first impression and visually represents your page throughout Facebook.
The profile image appears in:

- the news feed of your followers,
- posts on your page's timeline,
- replies in comments and
- comments & posts made on other pages.

Profile Image: Agency Logo	
Strengths	Opportunities
- Picture is easy to read; it's not too small, big or pixelized. - Good color scheme for logo.	- Consider abbreviating the logo to the first letter of every name used in company name. *i.e.*: ███████████

Cover Image

The cover image is the most prominent and eye-catching image of an agency's page. However, the cover image appears only on the agency's Facebook page.

Cover Image: Picture of the Staff	
Strengths	Opportunities
- Image is very clear and professional. - Image puts a face to the agency and makes your agency more personable.	- Consider taking the logo out of the bottom right hand corner of the picture. - The logo is already present in the profile picture and there is no need to have it again in the cover image. - Logo gets cut off when viewing the Facebook page on a mobile device.

About Section

The 'About" section is one of the first places people visit for information when scanning your page. It should be updated regularly to help followers stay informed.

Opportunities

- o **Mission** – share your agency's mission for the surrounding community and overall business. Make the mission relatable, transparent, and authentic in the way it relates to your products.
- o **Additional contact info** – link all social media channels to help users connect with your agency across all platforms, as well as a hyperlink to your agency's website. In addition, make sure to put all forms of contact for users to reach you in your contact section.
- o **Story** – briefly share your agency's success story from founding to present day.
- o **Milestones and awards (if applicable)** – share your agency's success with any major accomplishments, awards or certifications. This helps the company to establish credibility with followers and page visitors.

✏️ Content

Quality content can help an agency boost sales, engage with current and prospective customers and build brand awareness. Content should be brief, informative, engaging, conversational and offer value to followers.

Post Copy

- Include copy with every post, including video, gif, and picture posts. Including copy will help explain any link or video that is attached to the post.
- Use copy to intrigue and entice followers to explore your page. Make your copy unique and witty so that viewers will want to engage (engagement such as likes, comments or shares) and view more of what you've posted.
  - Make sure that all copy can be easily understood by the average person. The copy should not include difficult terms or concepts that someone would have to walk away from/read something else besides your content to gain understanding.
  - Use copy to offer additional information and context.
  - Also use copy to explain how consumers can apply or consume more product based informational content.
- Edit copy for spelling and grammatical errors before posting.
- Limit marketing hype **(Soft sell vs. Hard sell)**
  - Limit call to actions that promote users to call the agency.
    - Focus call to actions on exploring/engaging content.
    - Avoid giving the impression of a sales pitch.

Post Length

- Keep posts brief
  - Limit posts to no more than 140 – 280 characters (The length of a Twitter tweet).
  - Use more copy when necessary

Type of Content

- Consider creating and sharing original content from an agency blog
- Focus on topics including:
  - insurance tips and education,
  - emergency and disaster preparedness
  - agency news and updates,
  - community involvement
  - company milestones and achievements and
  - national holidays and observances
- Continue to leverage content from multiple carrier partners

Balance

- Balance the types of media shared to Facebook:
  - articles
  - images

          o   infographics
          o   videos
          o   polls
          o   user generated content – memes, gifs, etc.
- Diverse formats of content offer more variety for users
- Continue to include media or visuals with every post

Frequency

Timing is the second most important aspect of social media after good content. When and how often an agency posts affects how successful your page is long-term.

Posts Per Week
- Post frequently and consistently
- Prioritize quality over quantity of posts
- Aim for at least 2-3 posts per week
  - Gradually increase

Time of Day
- Facebook users are most engaged between 1pm – 4pm

Note: See 'Social Media Time Guide' attachment

Advanced Scheduled Posts
- Schedule posts 1- 2 weeks in advance
  - Create and schedule posts for the entire week
- Consider using free scheduling tools

Note: See 'Resources' below for free scheduling tools

Avatar Image

The profile image is an agency's first impression and visually represents your page.
Your Twitter profile picture appears next to every tweet you send as well as on your Twitter page.

Profile Image: Company Logo with Name of Company	
Strengths	Opportunities
• Picture is easy to read; it's not too small, big or pixelized. Good color scheme for logo.	• Consider abbreviating the logo to the first letter of every name used in company name. *i.e.*:█████████████

***Examples in Action:* N/A**

Cover Image

The cover image is the most prominent and eye-catching image of an agency's page. However, the cover image appears only on the agency's Twitter page.

Cover Image: Group Picture Outdoors of the Staff	
Strengths	Opportunities
• Paints the agency in a positive light. • Makes the agency look very warm, friendly and compassionate.	• Picture is a little pixelized and hard to view. - Consider shrinking the picture so that it is easier to see. - Twitter cover image dimensions should be 1500 px **X** 500 px.

***Examples in Action*: N/A**

Twitter Bio

The Twitter 'Bio" is where people look for a quick glimpse of information about your company. The Bio must be accurate, exciting, informative and offer a call to action in only 160 characters.

Opportunities

- Consider hash tagging services in the bio:
  - #insurance #auto, #business, #home, #boat, etc.

Content

Quality content can help an agency boost sales, engage with current and prospective customers and build brand awareness. Content should be brief, informative, engaging, conversational and offer value to followers.

Post Copy

- Post in conversational/friendly tone
  - Utilize hashtags
- Post content that users can engage with
  - Ask questions
  - Do polls
  - Hashtag campaigns
- Make sure all links in tweet are functional
- Engage audience with conversational content
  - Invite and pose questions
  - Initiate dialogue with followers and other organizations
  - Join in or comment on timely conversations taking place that are relevant to your agency, products and customers.
- Copy and edit before posting
- Include copy with retweeted posts

Post Length

- Posts must be punchy, but informative
  - Only allowed 280 characters
- Make sure posts remain clear and understandable when shortened

Type of Content

- Consider "Cross Promoting" content rather than "Cross Posting"
    - See Comments
- Retweet related posts from credible sources you follow
  - Retweet information and content from various carrier partners
- Research and post about trending insurance topics and hashtags
  - Refer to US trends located on left side bar of Twitter page
  - Connect current trending topics to insurance

Balance

- Include a visual or media with every post
- Balance images with other types of content including:
  - videos
  - infographics
  - Twitter polls
  - memes
  - GIFs

Frequency

Twitter is a more time sensitive social network. When and how often an agency posts affects how successful your page is long-term.

Posts Per Week

- A consistent presence is important.
- Post frequently and consistently– (multiple tweets throughout the day).
- Post daily on weekdays
- Identify when your audience is most engaged on Twitter.
    - Generally, Twitter users are most engaged between 1pm – 3pm
- Start with 1-2 tweets per day and gradually increase if needed.
- Consider allocation a block of time during the day to post and actively engage in conversation on Twitter.

Profile Picture

The profile image is an agency's first impression attention grabber of your page.
Instagram is a photo-sharing app, so it's more than important that your agency's profile photo to excite fellow users to want to see more.

Profile Image: Company Logo	
Strengths	Opportunities
• Picture is easy to read; it's not too small, big or pixelized. • Good color scheme for logo.	• Consider abbreviating the logo to the first letter of every name used in company name. ○ ▬▬▬▬▬▬▬▬▬

About Us

The Instagram 'Bio" is your opportunity to describe what your agency does. The Bio must be accurate, exciting, informative and offer a call to action in only 150 characters.

   ○ Consider using hashtags in your bio when you are doing any type of events or promotions to help your page trend and bring more traffic (i.e. #petoftheweek).

Opportunities

- Consider using same bio information from Twitter.
- Consider making agency website link clickable rather than a link to an article.
  - Generates traffic directly to the agency's website rather than to content not consistent with Instagram content

Content

Quality content can help an agency boost sales, engage with current and prospective customers and build brand awareness. Images and videos should be fun but offer insight into your business. Post copy should creatively go into detail about the images you post.

Photos

- Effective use of user generated content
- Focus content on lifestyle topics including:
  - company culture
  - local pastimes/interests
  - agency product niche
  - national holidays and observances
  - partner organizations

- Aim to find/use high-quality real images rather than staged/stock images
- Rely on imagery to tell company story
    - Use copy to tell unique stories about photos
- Balance fun photos with insurance focused photos
- Experiment with Instagram stories and live video features
- Integrate the agency's Instagram strategy with Facebook as the two have creative cross-site features to make content more engaging
- Use filters to add life and dramatics to photos

Post Copy

- Good conversational and fun tone
- Use relevant hashtags in post copy
    - Good work using same hashtags consistently and encourage followers to join in using those same hashtags when posting
    - Continue to get creative with hashtags
    - Research trending and relevant hashtags to use for your posts

Frequency

Instagram is a less time sensitive social network. When and how often an agency posts affects how successful your page is long-term.

Posts Per Week

- Maintain frequency and consistency in posting
- Aim for 1-2 posts per week minimum and gradually increase
    - Avoid over posting

Time of Day

- Instagram timelines do not appear in chronological order, making posting times less urgent
    - However, Instagram users are generally most engaged between 5pm –6pm.

Profile Image

The profile image is an agency's first impression and visually represents your page.

Profile Image: Company Logo Against Brick Building Wall	
Strengths	Opportunities
• The profile picture does help brand your agency, as it has your agency's logo.	• Consider using a regular picture of the logo instead of a picture of the logo on something (in this case it was on a brick wall outside). ○ It will make the profile image easier to see and you can zoom in closer to it.

Cover Image

The cover image is the most prominent and eye-catching image on your agency's YouTube homepage. However, the cover image appears **only** on the homepage.

Cover Image: N/A	
Strengths	Opportunities

• N/A	• Consider adding a cover image to the homepage of your YouTube account.
	    ○ Most YouTube channels take the time to make creative and eye-catching cover photos.
	    ○ The cover photo helps to give your YouTube homepage originality and a creative aspect.

## About Section

The "About" section is where people look for a quick glimpse of information about your company. Make sure you are utilizing the about description and links sections to give more information about your agency and link contact and social media pages.

Opportunities

- Link additional social media accounts so that people can access more of your content from your channel home page.
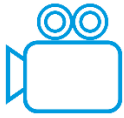
Content

Quality video content can help an agency boost brand awareness and engage with current and prospective customers. Video content should be brief, informative, fun and easily understandable for an average everyday person.

Video

- Make sure videos are brief but informative
- Make sure videos are fun and unique
- Make videos engaging and relatable:
    - Make videos that have emotion and will elicit a reaction from viewers.
    - Create videos that engage viewers and end with an action, such as them asking a question in the comments section or visiting your website for follow up information on what they viewed.
    - Make sure you've thoroughly planned out your video ideas and test run them before using them as a finished product.
- Create a story board before filming and editing your videos
- Utilize the description section on YouTube videos to give information about your video or to include links to additional information that you think is necessary or supports the video.
- Utilize the key word section to include keywords that can help populate your video when someone does a YouTube video search.

Video Length

- Videos should be short, sweet and to the point.
- Aim to keep your videos between 1-3 minutes.

Types of Videos

- Balance videos with the following types of content:
    - Informational videos
    - Best practice videos
    - Tips and tricks
    - Short advertisements
    - Agency mission video/ intro video
    - Product spotlight videos

Profile Picture

The profile image is an agency's first impression and visually represents your page.

Your LinkedIn profile picture appears along with every company post and is your visual presence on your LinkedIn profile.

Profile Image: Company Logo	
Strengths	Opportunities
- Picture is easy to read; it's not too small, big or pixelized. - Good color scheme for logo.	- Consider abbreviating the logo to the first letter of every name used in company name. ██████████ █████████ █

Examples in Action: N/A

Cover Image

The cover image is the most prominent and eye-catching image of an agency's page. However, the cover image appears only on the agency's LinkedIn page.

Cover Image: Group Picture Outdoors of the Staff	
Strengths	Opportunities
- Paints the agency in a positive light. - Makes the agency look very warm, friendly and compassionate.	- Picture is a little pixelized and hard to view. - Consider shrinking the picture so that it is easier to see. - LinkedIn banner image dimensions should be 1400 px **X** 425 px.

Examples in Action: N/A

About Us

LinkedIn's 'About Us' is an agency's opportunity to share what the company is all about. people look for a quick glimpse of information about your company. Like all social media bios, this section must be accurate, exciting, informative and offer a call to action.

Content/Updates

Quality LinkedIn content is a means to engage with the agency's like-minded business audience. Content can offer in-depth insight into the insurance industry and offer business value for your consumers and industry peers.

Post Copy
- Include copy with every post
- Continue to use friendly and conversational tone to develop the agency's LinkedIn voice.
- Use hashtags when possible

Post Length
- Keep posts brief
  - Limit posts to between 140 – 280 characters (length of a Twitter tweet).

Type of Content
- Consider cross promoting content with Facebook
  - Consider sharing LinkedIn articles created by agency leadership to other social media pages, including Facebook
- Identify the best topics to share with your LinkedIn community
- Focus on business topics including:
  - company insights
  - industry insights
  - commercial insurance tips and education,
  - professional development
  - emergency and disaster preparedness for businesses
  - hiring updates

Balance
- Balance the types of media used including:
  - images
  - infographics
  - videos
  - polls
- On LinkedIn, images and photos statistically perform **best.**

Resources

Here are a few resources to help in building a quality social media presence.

Carrier

Carrier partner blogs are great sources for interesting articles, infographics, recent studies and timely news. Sharing content from your carriers is also a great way to market agency partnerships.

- MetLife
- Nationwide
- Markel Corporation
- Progressive

Industry

- IA Magazine
- Property Casualty 360
- Insurance information Institute

Trusted Choice

Trusted Choices offers a host of social media content from articles, infographics and one pagers for members. Check regularly for new resources and information

- Find content on our Member Resources website
- Visit Trusted Choice social media pages:
    - Facebook
    - Twitter
    - Google+
    - Instagram

Free Tool and Resources

Scheduling

- Hootsuite
- Buffer

Stock images

- Stocksnap.io
- Upsplash
- Pixabay
- Pexals

Graphic Design

- Canva

Comments

Social media is about discovering and consuming innovative ideas and information socially. A social media review helps assess where your agency falls on the social media spectrum and guides the agency in improving its presence and reach.
█████████████████████ has an opportunity to hone its approach to social media and expand its digital footprint by delivering fun and useful content.

Refine Social Strategy
█████████████████████ has a solid starting social media plan. Revisit the agency's social media strategy to refine and add to its toolbox and improve its overall social media marketing with a focus on original content.

Consider the following questions to reexamine and sharpen a few key areas of the agency's social media strategy:

- *What are your social media goals?*
    - Revisit the agency's social media goals to align with overall business goals.
    - List the agency's top three business goals and evaluate how social media can impact those goals.
    - Generally social media helps businesses:
        - Increasing brand awareness and reach
        - Improving consumer engagement and relationships
        - Generating business leads and traffic
        - Entering a new market or attracting a new audience
        - Publicity
        - Research and market learning
        - And more
    - Outline clear, actionable and measurable strategies to reach social media goals. Become familiar with how Facebook's features work and build strategies around those features to reach overall goals.
    - Finally, determine indicators of success on social media. Success could be defined as:
        - Average number of engagement (likes, shares, comments)
        - Amount of traffic directed to agency website,
        - Number of new referrals,
        - Positive reviews from current clients or
        - New page followers
    - Continue to evaluate social media performance to identify strengths and opportunities for improvement. Use each channels insights tool to measure performance track key metrics and inform the agency on how best to optimize its social media presence. Facebook insights in particular provide information on:
        - Number of followers,
        - engagement,
        - traffic
        - demographics and
        - sentiment.
    - Platform metrics are not designed to measure an agency's specific business goals, such as leads/ referrals. Based on specific goals, determine if developing in-house measurement methods is needed.
- *What message do you want to communicate?*
    - Develop three key messages that are most important for the agency to share on social media. Insurance covers a wide range of subjects, so be specific.

- o Categorize the agency's key messages for creating content. Content should fall into one of the three categories, which can be built on products and services, niche services, company culture or even philanthropy and community involvement.
- o Each category should provide value for followers. Messages should help followers:
  - ▪ prepare for something,
  - ▪ learn something,
  - ▪ prevent something, or
  - ▪ use something within their day-to-day lives that may directly or indirectly relate to insurance.

- *What are the most appropriate social media channels for each message*
  - o Social media platforms are vastly different, each with their own purpose and features. The agency's message, content and approach to users should fit each platform's use.
  - o For example, the most effective use of these platforms for businesses are:
    - ▪ *Facebook*: To establish your business as an authority through interesting content and informational posts
    - ▪ *Twitter*: To share breaking/timely news and quick updates, promotes new products, content, or brand contests, and collect instant feedback from your audience.
    - ▪ *LinkedIn*: To connect with potential prospects, scout competition and share jobs, company news, and professional content.
    - ▪ *Instagram*: engage audience through photo and video sharing
    - ▪ *Youtube*: video sharing service to watch, like, share, comment and upload own videos
    - ▪ *Google+*: Search engine optimization
    - ▪ *Yelp*: To connect directly to consumers reviewing the businesses and improve the customer experience
  - o List the features and primary use of each social media channel your agency uses or is considering Match messaging with the most appropriate channels based on their features and use.
  - o Some social media channels may be more effective for communicating certain messages than others.
- *What is the most effective way to communicate your messages?*
  - o Aim to provide an experience, promote interaction and personally connect with social media user through content. The most common types of social media content are:
    - ▪ Blogs
    - ▪ Articles
    - ▪ Photos
    - ▪ Video
    - ▪ Infographics and
    - ▪ User-generated content (memes, GIF's)
  - o After building an audience and mastering basic content creation, experiment with more creative approaches to content such as:
    - ▪ Livestreams
    - ▪ Polls/surveys/calculators
    - ▪ Data visuals and
    - ▪ Interactive microsites
  - o Be sure the resources and manpower are available.
  - o **KISS** - Keep It Simple Silly. Simple content is often the most effective.
- *Does your agency have a unique or niche product, audience or subject matter?*

- Identify the agency's niche by evaluating the agency's products, services, consumers and communities. Identify a lifestyle area, local interest or specialized product unique to the agency's audience.
- Research, develop, and share content specific to that niche.
- Content topics are not required to directly connect to insurance. Share lifestyle topics relevant to your audience that can relate back insurance.

Cross Promoting vs Cross Posting

Cross-posting is the act of posting the same message across multiple social media channels for a single piece of content, while *cross-promotion* tailors your message to the tone of each of your networks.

Facebook, Twitter, LinkedIn, and even Google+ users communicate and consume content differently. While cross-posting saves time, cross-promotion allows you to better connect with users.

Here are a few cross-promotion best practices:

1. Post different headlines and images
   a. Use different headlines that attract users specific to each platform
2. Only share content that is relevant to that social network
   a. Not all content should be published to every social media channel. Post content where it is most relevant to the users of that platform
3. Use features and items create posts specific to that network
   a. Each platform as specific posting features that users recognize when online. Utilize each platform's posting features when useful.
4. Stagger social media posts
   a. Post content to each social media channel at various times. Even if using the same content, post the content on different days or hours of the same day
5. Use clear call to actions
   a. Call for users to act after viewing your post. Use active verbs such as sign up, like, follow, or share to encourage users to engage your post on each channel.

Content Development

Approach social media content development with the intent to entertain and educate your audience while promoting your business. Always consider what value your content delivers to your audience. Content should help followers

- prepare,
- learn,
- prevent or manage risks, or
- apply to their day-to-day lives

Developing and building out blog content allows you to control your own message and establish yourself as a credible source on insurance and other topics of choice. Consider creating an agency blog and posting that content to your social media. As social media users click and visit your website from social media, they are more likely to explore more of the website, promoting increased traffic and opportunities for leads and new clients.

Creating original content:

- Generates Leads
  - Lead generation is the number one priority for 75% to 80% of marketers and should be a priority for your agency as well. Original content allows the agency to stamp images, logos, and links with your brand as well as tailored Call to Action (CTAs).
- Grants Ownership
  - A balance of curated content is healthy for social media pages. It's also important establish and maintain ownership of your own content.
- Drives Traffic
  - Original content is great for driving traffic to your agency website. Google algorithms recognize and value original content and thus are more likely to boost your content in search results when consumers are searching for products your agency offers.
- Aligns with the Brand
  - Creating content allows you to align it with your agency brand and voice. What you write, design, record and share will all reflect the agency's culture, values and purpose to social media users.
- Builds Authority and Thought Leadership
  - By creating your own content, images, infographics and posts you are becoming a thought leader that others want to follow. This makes your brand aspirational and highly desirable to customers.

Social Media Visuals
"When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later."

Visuals provide users an entertaining and engaging experience on social media, and statistically increase retention of information.

Developing LinkedIn Presence

An agency's LinkedIn presence relies on its intended use. Does the agency intend to use an individual agent to deliver its messages, or is emphasizing the agency brand itself more important? The agency's current LinkedIn page is structured as a business page, allowing it all the valuable features of a business page.

Personal LinkedIn pages allow the individual to establish personal/professional relationships with LinkedIn users. If an agency takes this route, it allows the agency to put a face to its brand to develop relationships that could beneficial. A fan favorite feature of personal pages is the ability to write and share LinkedIn articles, which is a feature not available to business pages.

LinkedIn business pages offer job posting, information and presentation sharing, and the ability to post updates like Facebook and Google+. Updates are essentially your businesses way of interacting with current followers and engaging new ones.

Implementing a strategy using both pages could allow the agency to emphasize and promote its brand through the company itself as well as through a more grassroots and personal approach. However, consider establishing a business page as the official page of the agency.

Know your LinkedIn audience. Because LinkedIn is a professional networking social media platform, LinkedIn followers look for content and engage with content differently from other social media channels. LinkedIn is used to connect with potential prospects, scout competition

and share jobs, company news, and professional content. Study your LinkedIn audience by analyzing engagement and demographics.

Market Carrier Partnerships
Share content from carrier partners. Carriers produce blogs, articles, photos, infographics and more that your agency can leverage for more value on social media. Draw from multiple carrier partners to add content variety.

Balance the amount of content shared from carriers with your own content. Lean more toward creating your own content rather that sharing from partners or other sites to build and establish credibility. A healthy ratio of curated to original content should be 40/60.

Take Advantage of the Trusted Choice Brand
As a Trusted Choice member, you have direct access to a host of Trusted Choice resources. Be sure to leverage the Trusted Choice brand and content resources offered to boost your social media presence.

Top 10 Website Mistakes

1. No Social Presence

Listing Facebook, Twitter, Google + and LinkedIn pages are essential in increasing SEO efforts, growing website traffic and establishing an online presence.

2. Poor SEO

Search Engine Optimization (SEO) is vital for creating website traffic through increacing visibility in web search engines.

3. No Visible Contact Information

Listing contact information visibly is extremely important. Visitors need to be able to easily identify and contact your agency. Contact is the first step in closing a deal.

4. No Analytics Tool

An analytics tool is essential in tracking and reporting on website traffic. This helps your agency identify what works and doesnt in marketing techniques and other website initiatives.

5. No Blog

A personal and regularly-updated blog is extremely beneficial to SEO efforts. An active blog builds an online audience and increases website visits.
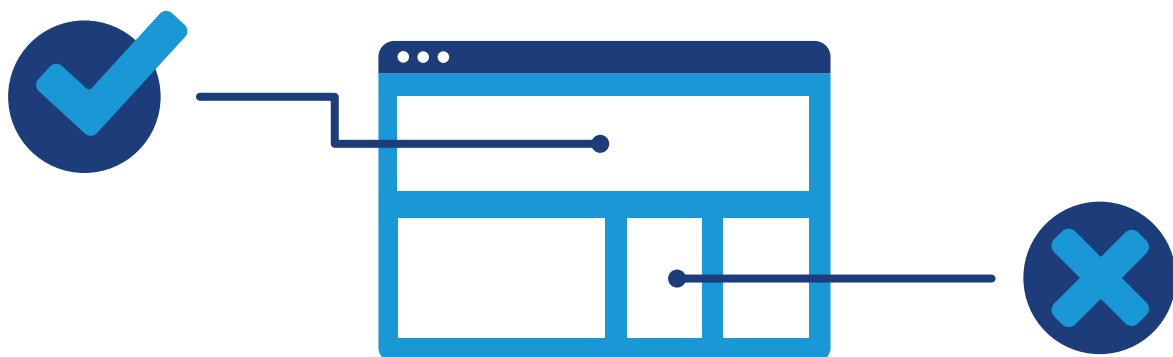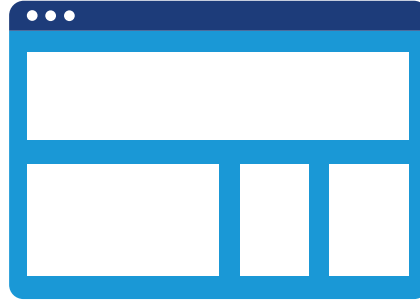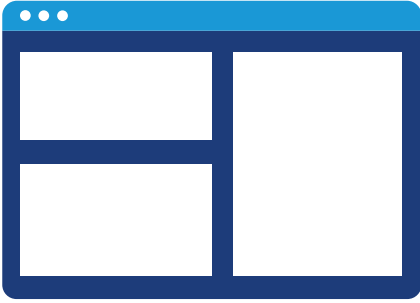
6. No "About Us"

Allowing visitors to familiarize with the agency and its staff is important for establishing trust in future clients. An "About Us" or "Meet the Team" section increases website personalization and credibility.

7. Lack of a Clear Call-to-Action

A call-to-action (CTA) tells visitors: who, how, and why. Validating potential client's motives will directly increase closing rates. A quote generating tool is an excellent CTA.

8. Broken Links

Broken links negatively effect SEO and give the website an overall poor image.

9. No Mobile Website

Creating a website that is mobile responsive is essential in today's technologically-fueled marketing environment.

10. No Agency Reviews or Testimonials

Reviews build agency credibility and give future clients the assurance they need to pursue a relationship with your agency.

Trusted Choice®
INDEPENDENT INSURANCE AGENTS

For more information, contact us at trusted.choice@iiaba.net, or visit trustedchoice.com/agents

Top 10 Social Media Mistakes

1. Too Many Social Media Channels

You can't possibly be everywhere all at once. Choose the social media channels that best fit your agency. That may mean only one or it could mean 5 channels. You decide, and don't overdo it.

2. Incomplete Profiles

Social media communities don't know who you are until you tell them. Leaving the profile section blank is an open door for visitors to leave your page and never return. This is your time to shine. It's the perfect place share all the magnificence that is your business.

3. No Visual Presence

If followers can't see your business through your page or if what they do see doesn't excite them, you've lost before even starting. Profile pictures and cover images are the litmus tests of social media. If those elements aren't enticing, the content that follows probably is isn't either.

4. No Social Media Strategy

When there's no plan for social media content, it shows. Create a strong strategy addressing the businesses approach, tone, audience goals and means of measuring success on social media.

5. Using a Personal Account Instead of Business Account

In some cases, its acceptable to mix personal and business. Not on social media. Separate your personal and business profiles to prevent accidental blunders that make the business's page look unprofessional.
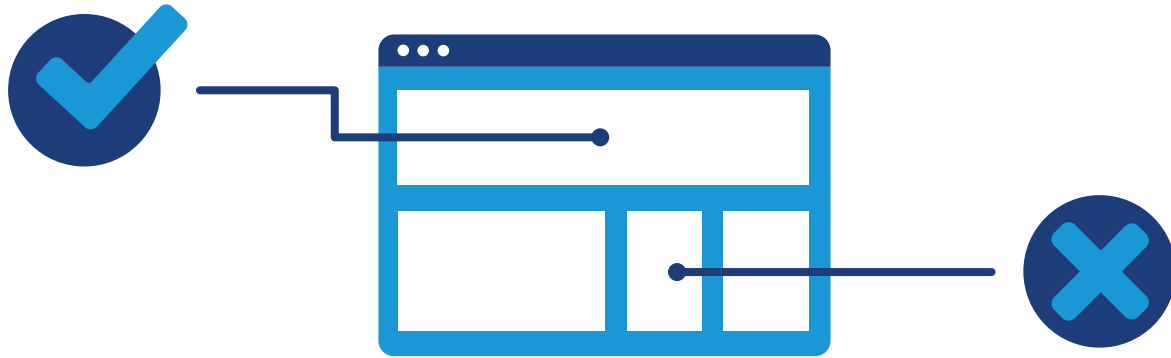
6. Dry Brand Personality

Dryness isn't fun. Your mouth is left parched, gasping for a refreshing drink to quench the thirst. The same holds true on social media. A dull and dry brand personality dehydrates and bores social media users, and speaks volumes about your company culture.

7. Ignoring Comments and Requests

It's simple customer service. Ignoring comments, positive or negative, tells people you don't care about their voices. Use comments as an opportunity to interact with followers and address issues.

8. Sharing Too Much

As social as social media is, there is still a such thing as posting too much. Avoid bombarding followers with content.

9. Not Sharing Enough

Social media is just that – social. It's a platform even the introverts and homebodies enjoy, which means you can spread your message to them and the millions of other people who make purchasing decisions based on social media. Take advantage.

10. Sales Pitching

The grim reaper of social media mistakes is the sales pitch. Social media users are only interesting learning about products and services if they got online for that purpose. Even then, users prefer to hear first-hand experiences from friends, family and clients. A businesses job is to give them something to talk about through content, service and reviews.

Trusted Choice®
INDEPENDENT INSURANCE AGENTS

Other Website Tips

1. Design
Overcrowded sites with too much text, graphics and/or a jarring color scheme create a poor user-experience.

2. Organization
Make sure all information is organized logically into the appropriate tabs on the website for a user-friendly and easily navigable site.

3. Multimedia
Include video, social feeds, etc. for an interactive and engaging website.

4. Search Button
Make sure information is easy to filter and find on the website.

5. Representative Chat
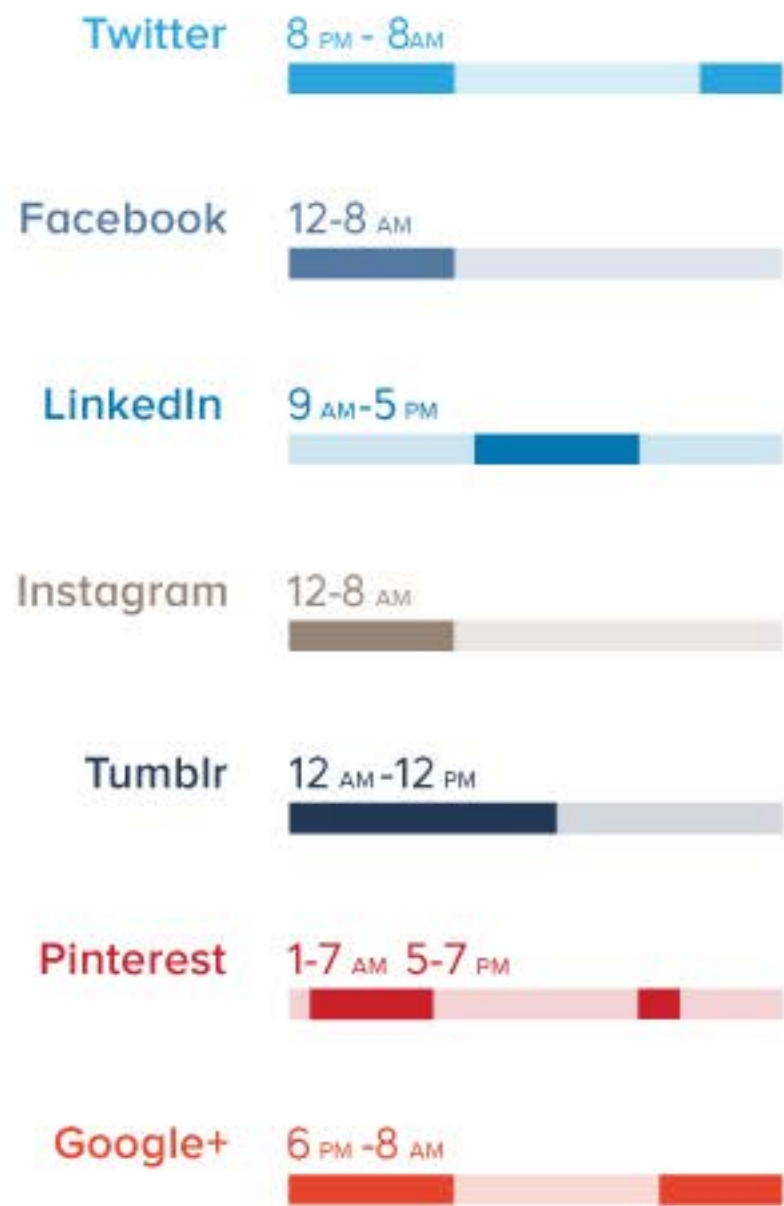Immediate access to agents creates an excellent customer service experience.

6. Quote Tool
Including a tool which creates a quote based on user-populated information is a great call-to-action for visitors to continue business with your agency.

Posting Dead Zones
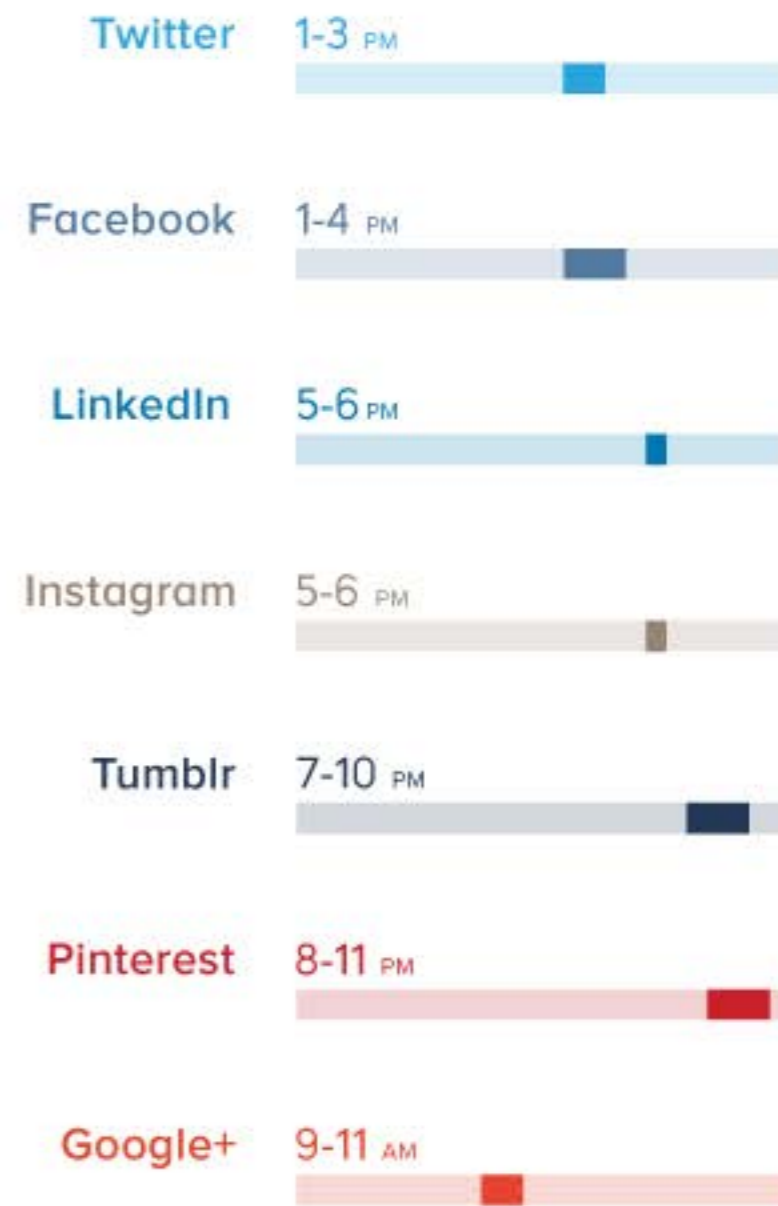
Literally the worst times to post on social media.

Twitter	8 PM - 8 AM
Facebook	12-8 AM
LinkedIn	9 AM-5 PM
Instagram	12-8 AM
Tumblr	12 AM-12 PM
Pinterest	1-7 AM 5-7 PM
Google+	6 PM -8 AM

Timing Is Everything

Post smarter right meow.

Twitter	1-3 PM
Facebook	1-4 PM
LinkedIn	5-6 PM
Instagram	5-6 PM
Tumblr	7-10 PM
Pinterest	8-11 PM
Google+	9-11 AM

2018 Trusted Choice®
Marketing Reimbursement Program (MRP)
Guidelines

In order to deliver the brand experience to your customers consistent with Trusted Choice, Trusted Choice will reimburse a portion of expenses incurred **in 2018** by Trusted Choice agencies in cobranding advertising and marketing materials; and in creating or updating a digital presence to include the Trusted Choice logo. This is not meant to replace your agency's brand, but to complement it by including the **Trusted Choice** branding in your marketing efforts. **Reimbursement will only be made for use of the Trusted Choice logo** (not the IIABA association logo, which looks very similar). All reimbursements will be made per the tiered schedule below.

There are four guiding principles of the Marketing Reimbursement Plan:

- Allows for any activity involving the Trusted Choice logo in external messaging with consumer impact for new members and first time MRP users; and for an updated digital presence for all members who have not been reimbursed for a digital upgrade in 2016 or 2017.
  The application must provide reasonable documentation that an expense was incurred and paid.
- The nature of the expense is reasonably correlated to the external messaging and promotes the Trusted Choice brand to consumers.
- **The MRP will not reimburse ongoing expenses like website hosting/maintenance, directory listings, subscriptions to marketing services, expenses for yellow pages**
- **ads, or other phone book type advertising.**

Tiered Reimbursement Schedule

There are 2 levels of reimbursement provided by the MRP in 2018:

Tier 1: Available for new members and first time MRP users only.
The MRP will reimburse up to $750 for use of the Trusted Choice logo on any consumer-focused items. All eligible agency locations will be reimbursed at 50% of the invoice amount, up to $750 maximum reimbursement per member location. This includes, but is not limited to, Freedom Campaign ad materials, promotional items, original advertising (non-Freedom campaign ads), signage, or collateral items like business cards or stationery.

For Freedom Campaign ad materials and customizations email Trusted.Choice@iiaba.net. Freedom Campaign ad materials can be customized free of charge by Trusted Choice and returned to you ready for your vendor.

Tier 2: Available to all agency locations who were not reimbursed for a digital upgrade in 2016 or 2017.
All eligible agency locations will be able to be reimbursed up to $500 for a digital upgrade using a web developer/vendor. This will include updates to an agency's website, social media, or mobile app. These must be updated in conjunction with the website and social media checkups that are offered by

Trusted Choice. The checkup is required, and suggestions will be made to the agency for website improvements. Website updates are required to include the Trusted Choice logo, in addition to the website checkup performed by Trusted Choice. Social media and mobile app updates need to include the Trusted Choice logo, in addition to the social media checkup. All Reimbursements will be made at 50% of the invoice amount, for expenses incurred specific to the update. **Invoices for website hosting/maintenance are not acceptable for reimbursement.**

New members or first time users of the MRP can be reimbursed up to $1250 if they take advantage of both tiers 1 and 2. All agency member locations who were not reimbursed for a website upgrade in 2016 or 2017 can be reimbursed up to $500 for the tier 2 digital update as a one-time reimbursement. All funds reimbursed are on a first come first served basis. **Trusted Choice reserves the right to deny any request for reimbursement that uses the Trusted Choice logo in a manner that is not consistent with the Trusted Choice Brand Style Guide or the guidelines of the MRP. Only the Trusted Choice logo is eligible for reimbursement from the MRP.**

To apply for reimbursement, a Trusted Choice Agency must submit to Trusted Choice:

- the completed reimbursement application form (on the next page of this document or at
    https://cobrand.iiaba.net/money/marketing-reimbursement-program-guidelines) the approved design
- proof/sample/picture of each of the materials to be reimbursed (in color if possible). For digital (tier 2) reimbursement no proof is necessary, but please include agency's web address in the space on the form. invoice(s) **or** receipt(s) showing proof of payment
-

All invoices must be dated in 2018. Applications can be submitted on the website at https://cobrand.iiaba.net/money, mailed to the address on the form, or emailed to Trusted.Choice@iiaba.net.

Applications are considered in the order they are received. Allow a minimum of 8 to 10 weeks for processing, but be aware that it may take longer depending on volume of applications received at any given time.

If you are unsure about an item or use of the logo, want to get pre-approval of an item or proof prior to printing, or need to check if your agency (or branch locations) is eligible for tier 1 reimbursement, email us at Trusted.Choice@iiaba.net or call 800.221.7917.

2018 Trusted Choice®
Marketing Reimbursement Program (MRP) Application

PLEASE REVIEW THE GUIDELINES FOR REIMBURSEMENT, INCLUDING THE CHANGES FOR 2018 and COMPLETE ALL OF THE INFORMATION REQUESTED BELOW. TRUSTED CHOICE® WILL NOT CONSIDER ANY REIMBURSEMENT REQUEST WITHOUT ALL REQUIRED INFORMATION AND MATERIALS.

RETURN:

• THIS FORM, WITH ALL INFORMATION REQUESTED
• APPROVED DESIGN PROOFS FROM THE VENDOR or SAMPLE/PICTURE OF ITEMS COPY OF INVOICE or
• RECEIPT SHOWING PROOF OF PAYMENT (must be dated in 2018)

DATE: _____

AGENCY NAME: _____
(Please print clearly the exact name that should appear on the check, as it appears in Trusted Choice®)

MAILING ADDRESS: _____

CITY: _____   STATE: _____   ZIP: _____

CONTACT: _____

PHONE: _____

EMAIL: _____

TOTAL AMOUNT SPENT: REIMBURSEMENT _____

AMOUNT SOUGHT: _____

FOR TIER 2 DIGITAL REIMBURSEMENT PLEASE PROVIDE APPLICABLE WEB or SOCIAL MEDIA ADDRESS:

Additional Comments: _____

Send in this completed form and all required supporting materials to:

Trusted Choice®, Inc.
Attention: MRP
127 South Peyton Street
Alexandria, VA 22314

OR BY EMAIL TO:
Trusted.Choice@iiaba.net

Applications are processed in the order received. Allow a minimum of 8 to 10 weeks for processing, but be aware that it may take longer depending on volume of applications received at any given time.

We accept applications for reimbursement through February 2019, provided invoices are dated in 2018 – and if funds allocated to the MRP have not been exhausted.