

# 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 increasing visibility in web search engines.

## 3. No Visible Contact Information

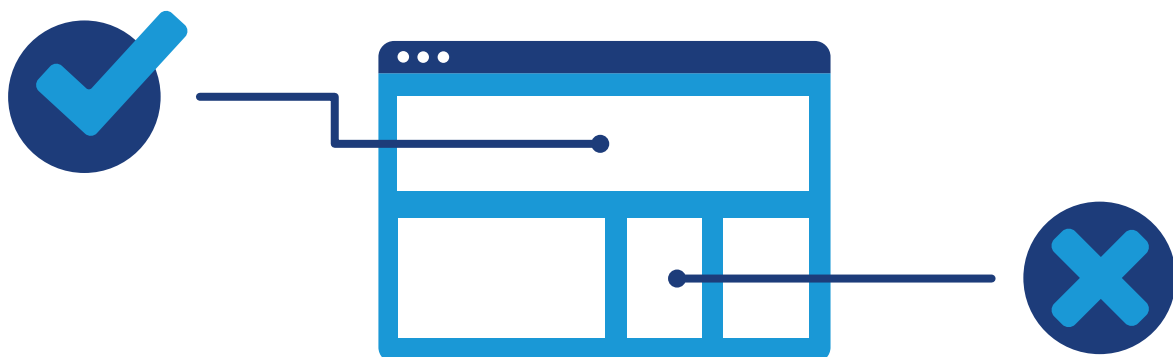
Listing contact information visibly is extremely important. Visitors need to be able to easily identify and contact your agency. Contact is the first step in closing a deal.

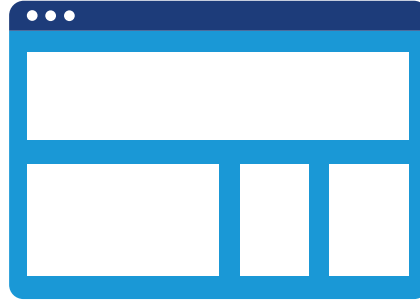
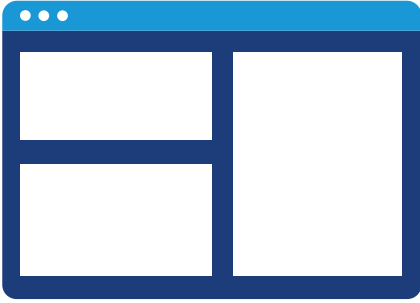
## 4. No Analytics Tool

An analytics tool is essential in tracking and reporting on website traffic. This helps your agency identify what works and doesn't 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.



# 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.



For more information, contact us at [trusted.choice@iiaba.net](mailto:trusted.choice@iiaba.net), or visit [trustedchoice.com/agents](http://trustedchoice.com/agents)