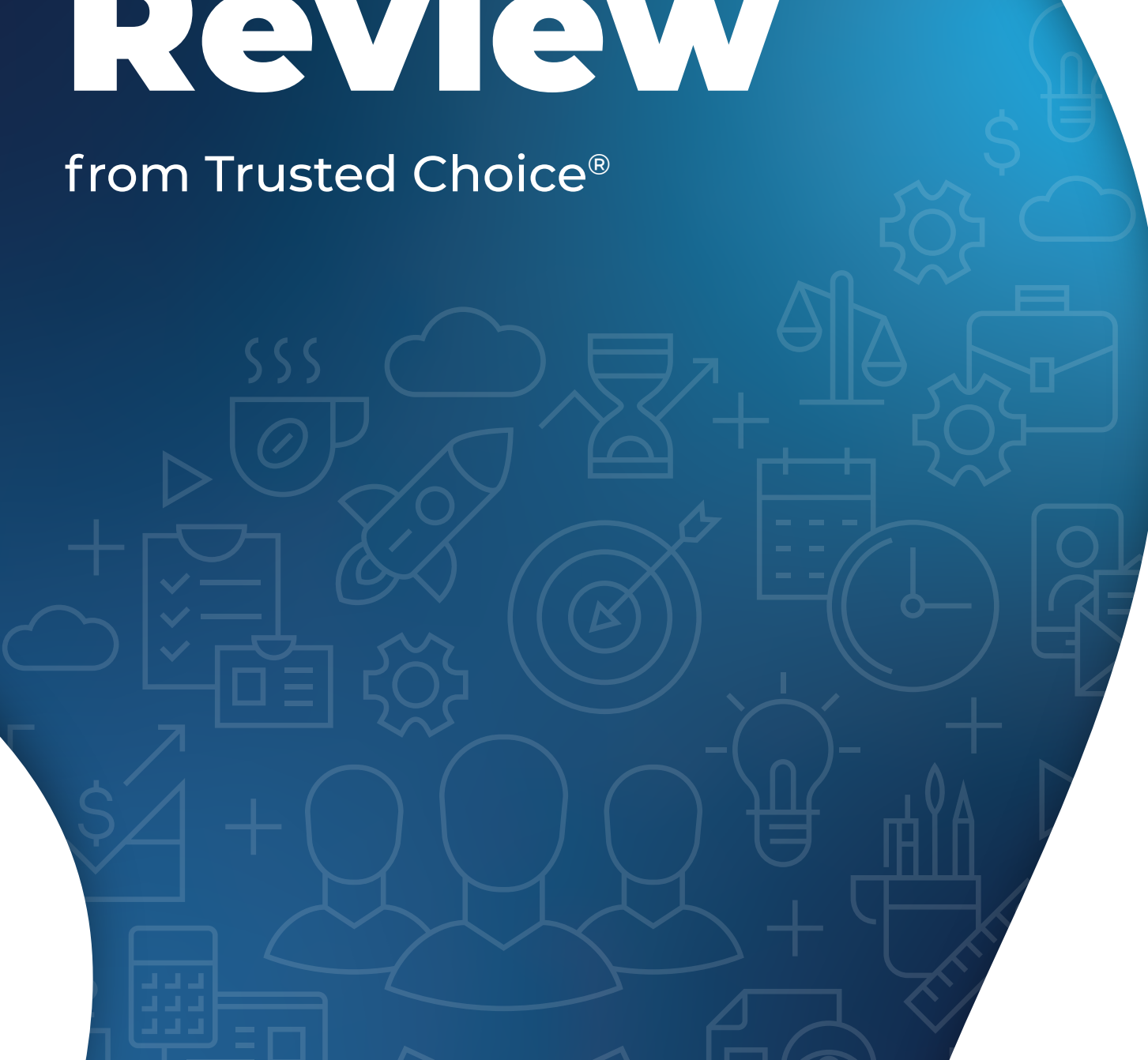# Digital Review

from Trusted Choice®

Thank you for requesting a Digital Review from Trusted Choice.

A company's digital presence plays a key role in building their brand and reaching a wide audience. Ensuring your website is easy to find and simplifying the insurance buying process are critical elements of the sales process as more consumers choose to shop online.

This report is broken up into three sections.

Section 1: SEO Analysis
Your website was analyzed based on features such as search engine data, website structure, site performance, mobile accessibility, and many more. Following the steps outlined here can improve your search engine rankings making it easier for consumers to reach your site.

Section 2: Style and User Experience Review
A Trusted Choice staff person has visited your site to look at things like page layout, site flow, information accessibility and aesthetics. The feedback provided has the goal of either keeping users on your site longer or making key info (such as insurance types offered or how to request a quote) easier to find. You will also find some suggestions for additions to your site that may help improve customer service. Please keep in mind, this feedback is somewhat subjective and it is up to you to decide which changes to implement.

Section 3: Social Media Review (if applicable)
If any social media profiles for your agency were identified, they have been reviewed as well. We review to make sure profiles are completed, agency and contact info is available and that you are engaging with followers.

This report can be handed off to your website provider and they will know exactly what changes need to be made.

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

-Trusted Choice

59

Review of ████████████████

Introduction

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

The score is graded on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on dozens of criteria, including search engine data, website structure, site performance and more.

A score lower than 40 means that there are a lot of areas to improve. A score above 70 tells you that your website is probably well optimized.

Your web developer should be able to easily make many of these changes.

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Passed

To Improve

Errors

Informational

Very hard to solve

Hard to solve

Easy to solve

High impact

Medium impact

Low impact

Content

Title Tag

Length: 13 character(s) (103 pixels)

> HTML title tags appear in browser tabs, bookmarks and in search results.
>
> It looks like your title tag is a little outside the ideal length. Since they are one of the most important on-page SEO elements you should make your title tags between 20 and 70 characters including spaces (200 - 569 pixels). Make sure each page has a unique title and use your most important keywords. For internal pages start your title tags with your most important keyword(s).

Meta Description

was founded in 1883 on the premise that families and businesses deserve a trusted partner to advise them on the risks they face. Together with individuals, organizations and communities, we look ahead to help protect the people, places and things they love. We are Fee Insurance Group. Proud to move forward, together.

Length: 318 character(s) (1864 pixels)

> Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.
>
> Keep it short and to the point; the ideal meta description should contain between 70 and 160 characters - spaces included (600 - 940 pixels).
>
> Ensure that each of your web pages have a unique, straightforward meta description that contains most important keywords. These keywords are especially important because they appear in bold when they match the user's search query (See the Google Preview below).
>
> Check your Google Search Console (Search Appearance > HTML Improvements) for any warning messages to identify meta descriptions that are too long/short or duplicated across more than one page.

Desktop Version

███████████████████
██████████

was founded in 1883 on the premise that families and businesses deserve a trusted partner to advise them on the risks they face. Together with individuals, ...

Mobile Version

▶ ███████████████
██████████

was founded in 1883 on the premise that families and businesses deserve a trusted partner to advise them on the risks they ...
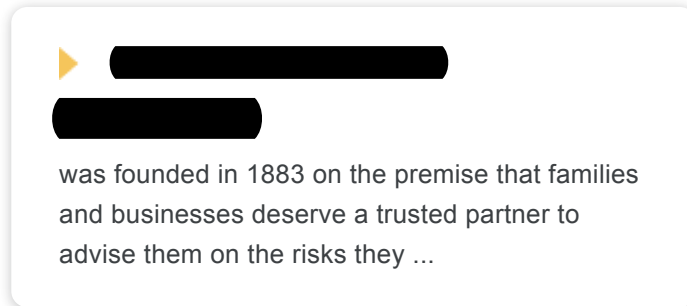
This is a representation of what your title tag and meta description will look like in Google search results for both mobile and desktop users. Searchers on mobile devices will also see your site's favicon displayed next to the page's URL or domain.

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.

Check your title tag and meta description to make sure they are clear, concise, within the suggested character limit and that they convey the right message to encourage the viewer to click through to your site.

Headings

	<H1>	<H2>	<H3>	<H4>	<H5>
	7	4	15	0	0

<H1>	Who We Are
<H1>	What's New at Fee
<H1>	Stay Up To Date With Our Blog
<H1>	What Our Clients Say
<H1>	What We Do

and **21** more.

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.

Content Analysis

Wesley Towers Retirement Community `2`   Employee Benefits `4`
████████████ `5`   Personal Insurance `4`   Connect Contact `2`
risk management `7`   Business Insurance `4`   Team History `3`
████████ `8`   Quote Blog Join `2`   businesses deserve `2`
benefits `6`   Contact `3`   Fee helped `2`   insurance `19`   care `3`
business `8`   risks `5`   help protect `2`   high-tech world `2`

This data represents the words and phrases that your page appears to be optimized around. We use what's called "natural language processing" (NLP), which is a form of artificial intelligence that allows computers to read human language, to do this analysis.

The numbers next to each word or phrase represents how often we detected them and their variants on the page.

Are these the keywords you want to target for your page? If so, great! Track your site's rankings in Google search results using WooRank's Keyword Tool.

If these keywords aren't relevant to your page, consider updating your content to optimize it for your target keywords.

Alt Attribute

We found **33** images on this web page.

1 ALT attributes are missing.

https://images.squarespace-cdn.com/content/v1/5b9bb6d7266c07c8e6e6...

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 you're missing alternative text for 1 images on feeinsurance.com. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page.

Try to keep your alternative text to a simple, one-sentence description of what's in the image.

In-Page Links

We found a total of 67 link(s) including 2 link(s) to files

- Internal Links (88%)
- External Links: Follow (12%)
- External Links: NoFollow (0%)

Anchor	Type	Follow
FEE Banner Social-.jpg	External Links	Follow
We would like to wish…	External Links	Follow
We had a great time l…	External Links	Follow
We would like to than…	External Links	Follow
Thank you to the well…	External Links	Follow

and **62** more.

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.

Check your site's internal linking using Site Crawl.

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.

Web Feeds

We found 1 web feed URL(s) on this web page.

URL	Format
██████████████████████	RSS

> A Web feed essentially enables visitors to receive information from your site without having to manually visit your website themselves. This allows you to consistently engage with your users, even when they are elsewhere.
>
> Web Feeds can be used across a network of websites for product alerts, news, blog updates and more. Users can choose to subscribe to your content and receive notifications. Most multimedia content available on the web can be easily and efficiently distributed to your users using feeds.
>
> The content would be delivered to the user in either RSS, ATOM, or JSON format. The aggregation of a web feed is the act of making a collection of web feeds available on one page.
>
> Adding a web feed depends on the CMS you're using. Check with your CMS for specific instructions. You can also check this tutorial on creating RSS feeds for your website. Once it's added, start advertising it on your pages.

Indexing

URL Resolve

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

All versions of your page point to the same URL.

URL	Resolved URL
██████████████	██████████████
██████████████	██████████████
██████████████	██████████████
██████████████	██████████████

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 ████████████████████████ the same site.

Robots.txt

✔ We found your robots.txt here:
h████████████████████████

✔ The reviewed page is allowed, so search engines are able to find it.

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.

See the pages you've disallowed with your robots.txt file with Site Crawl.

✅ XML Sitemap ⬛⬛⬛⬛⬛⬛⬛⬛⬛⬛⬛⬛

◎ ◎ ◎   ⚙ ⚙ ⚙

> [XML sitemaps](#) contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.
>
> Be 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 sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also use your robots.txt file [to point search engine crawlers to the location of your sitemap.](#)

✅ Sitemaps Validity

◎ ◎ ◎   ⚙ ⚙ ⚙

We found 1 sitemap(s) listing 227 URL(s).
- ✅ All sitemaps are within the file size limit
- ✅ All sitemaps are within the URL count limit
- ✅ All sitemaps have a valid structure
- ✅ All sitemaps are accessible
- ✅ The sitemaps in your robots.txt file use a valid URL format
- ✅ No sitemap provided is empty.

> Great! Your sitemaps seem to be valid
>
> To learn more about what a valid sitemap should look like check out our guide about [XML Sitemaps](#) or submit it through [Google Search Console](#).

◑ 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](#).
>
> Check the On-Page section of [Site Crawl](#) to identify any duplicate content issues.

Canonical Tags

We found a canonical URL on your page

███████████████████████████ - defined in the HTML source

A canonical tag, also called "rel canonical" is an HTML tag that tells search engines that the enclosed URL is the original, definitive version of the page. Practically speaking, it tells Google which page you want to appear in search results. Search engines see different URLs as different pages, even if they are serving the same purpose. Having multiple versions of a page might cause you to suffer issues with duplicate content.

Implementing a canonical tag can be done though the <link> tag in the <head> or through HTTP headers.

To learn more about best practices and how to implement your canonicals correctly, check out our complete canonical tag guide. Also, head to WooRank's Site Crawl to discover any duplicate content issues on your site.

Robots Tags

We did not find any robots meta tags in your website.

The robots meta tag gives you control over the content search engines are able to index and display to users. Discover all of the ways you can use robots meta tags here.
Although not necessary to have on each page, it is highly recommended to include robots tags so you can control how your content is delivered.

You can implement your robots tag either as an HTML tag in the head element of your page, or by using an X-Robots-Tag in the HTTP Header response.
You can use both approaches to specify instructions to one particular search engine, or any other search engine visiting and crawling your site.

Hreflang Tags

No hreflang tags were found on this page

The hreflang tag is an HTML tag that tells search engines which languages and (optionally) countries a page's content is relevant for. Hreflang tags also tell search engines where to find the relevant content in alternate languages.

If your website targets users all around the world, using hreflang tags will help make sure the right content is being served to the right users.
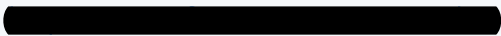
The value of the hreflang attribute identifies the language (in ISO 639-1 format) and optionally a region in ISO 3166-1 Alpha 2 format of an alternate URL.

Use WooRank's Site Crawl to perform a thorough check on hreflang validity across a website.

Broken links

We found 1 broken links on this web page

URL	Status	Code
████████████████████	404	Not Found

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

We've found 1 broken links on feeinsurance.com that need to be fixed. You should take the time to find any broken links on your page to fix or remove them. In the future, keep on the lookout and be proactive about removing dead links.

Check potentially thousands of links using WooRank's Site Crawl.

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.

Discovered Pages   87

We've discovered 87 pages on feeinsurance.com.

Discovered pages do not impact your ranking but this is very handy information to have to make sure that your site's pages are being indexed correctly.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture and poor internal linking. Or you've unknowingly prevented bots and search engines from crawling and 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 the number shown here doesn't sound right, we recommend to use WooRank's Site Crawl analysis to find out why.

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

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**
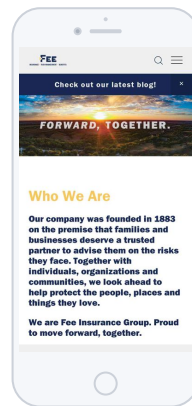
> This is how your website appears when displayed on different mobile devices.
>
> With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

Tap Targets

In the table below, find the **tap targets** that are too small, their **size** in pixels and the **overlapping target** that is too close to be easily clicked.

Tap Target	Size	Overlapping Target
<a href="/life-insurance">	26x22	<a href="/valuables">
<a href="/life-insurance">	26x22	<a href="/health-insurance">
<a href="/blog">	32x22	<a href="pay-now">

and **3** more.

Your page's link and buttons are not optimized. Either they are too small and/or too close together to be easily clicked, or you haven't set your mobile viewport meta tag.

The average fingertip area is 48 pixels in width and height, so your Tap targets should be spaced enough for the average user to click something on your site without accidentally clicking a nearby link. The minimum required space between tap targets is 8 pixels on each side.

Use Google's Lighthouse tool to get a detailed look at all of your tap targets that are too small and too close together.

If sizing isn't an issue, check that you have set your mobile viewport meta tag, which defines where your content appears. If it's not set, your tap targets could overlap each other and become difficult and frustrating to use for your mobile users. Check out our Mobile Viewport Meta Tag guide for help.

Plugins

Perfect, no plugin content 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.

At least 60% of your page's font size is 12 pixels or greater.

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 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.

AMP We didn't find AMP on your page.

> AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.
>
> Check your AMP markup with the AMP validator.

Structured Data

WebSite **1**   Organization **1**   LocalBusiness **1**

Issues **2 Errors**

✘ Type Organization expects a property name.

✘ Type Organization expects a property url.

We detected Schema.org items on your webpage, but there are some errors. Test your structured data using the Rich Results Testing Tool.

Schema.org is a set of vocabularies used to add meaning to the information on a webpage in a way that is readable by machines (Google).

These vocabularies include attributes for entities, relationships between entities and actions.

Schema.org markup can be added to a page using many different encodings, including RDFa, Microdata and JSON-LD.

Learn more in Google's intro to structured data.Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich user experiences.

◎ ◎ ◎   ⚙ ⚙ ⚙

✖

██████████
████████

was founded in 1883 on the premise that fami...

Tag

og:type	website
og:image	http://static1.squarespace.com/static/5b9bb6d7266c07c8e6 e66d3a/t/5c0e8da3898583fde71a7c1b/1544457636867/Fee_I cons-09.png?format=1500w
og:url	████████████████████
og:title	██████████
og:descript...	was founded in 1883 on the premise that families and businesses deserve a trusted partner to advise them on the risks they face. Together with individuals, organizations and communities, we look ahead to help protect the people, places and things they love. We are Fee Insurance Group. Proud to move

and **3** more.

We detected open graph tags on your webpage, but there are some errors that should be fixed.

Facebook developed the Open Graph protocol to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

Check out Facebook's Guide to Sharing for Webmasters to learn how to add Open Graph tags.

Use the Sharing Debugger to check what information appears when shared on Facebook and the Twitter Cards Validator to do the same for Twitter.

Twitter Card ❌ Missing 'twitter:site'

Tag	
twitter:title	▇▇▇▇▇▇▇▇▇
twitter:image	http://static1.squarespace.com/static/5b9bb6d7266c07c8e6e66d3a/t/5c0e8da3898583fde71a7c1b/1544457636867/Fee_Icons-09.png?format=1500w
twitter:url	▇▇▇▇▇▇▇▇▇
twitter:card	summary
twitter:des...	was founded in 1883 on the premise that families and businesses deserve a trusted partner to advise them on the risks they face. Together with individuals, organizations and communities, we look ahead to help protect the people, places and things they love. We are Fee Insurance Group. Proud to move

We detected Twitter Card tags on your webpage, but there are some errors that should be fixed.

Twitter Cards are designed to give users a rich media experience whenever a tweet contains links to a site's content. Twitter has various card types that can show content previews, play videos and increase traffic to your website.

Check out Twitter's Guide to learn how to add Twitter Cards.

Use the validator to check what information will appear when something is shared on Twitter.

Microformats We didn't detect any microformat items on your webpage

Designed for humans first and machines second, microformats use code (HTML/XHTML tags) originally intended for other purposes to add context to the content on a webpage. This helps machines (like Google!) to understand certain information (contact information, geographic coordinates, calendar events, etc.) intended for humans.

Security 🔒

⬤ **Email Privacy**   Good, no 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.

❌ **DMARC**   The DMARC record for feeinsurance.com is missing.

◎ ◎ ◎   ⚙ ⚙ ⚙

> Domain-based Message Authentication, Reporting, and Conformance (DMARC) is an email authentication method. When DMARC is published for a domain, it controls what happens if and when a message fails authentication tests. It is used to prevent malicious email practices like spoofing or phishing that could put your business as risk.
>
> DMARC uses DNS to publish information on how an email from a domain should be handled (e.g. do nothing, quarantine the message, or reject the message).
>
> Once you setup your DMARC record, use DMARC lookup tool to check it for errors.

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

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security. In 2014, Google™ announced that HTTPS would become part of their ranking algorithm and since your website is not HTTPS, it will likely rank below your HTTPS competitors. When moving to HTTPS, 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 a Security Token Service (STS) 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 version of the website in Google & Bing Search Console/Webmaster Tools

Mixed Content   We didn't find any mixed content on this web page.

Great, your website is secure and does not contain mixed content types.

Mixed content occurs when a URL is loaded over a secure HTTPS protocol, but other resources on the page (such as images, videos, stylesheets, scripts, etc.) are loaded over an insecure HTTP connection.

Modern browsers may block this content, or may display warnings to the user that this page contains insecure resources which causes them not to view your page.

Check out these techniques to prevent mixed content on your site.

Performance

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 minification helps a website, read our guide to minification.

Asset Compression   You could reduce 78% (6.4 KiB) by compressing the asset(s) listed below.

URL	Reduction size
██████████████████████████	6.4 KiB

> Fast websites make happy visitors. It is very important to lower the load time of your web pages as much as possible for a better user experience. Compressing assets like images, javascript and CSS files will save bandwidth which results in a better page load time.
>
> To learn more on how to enable compression for your assets, or consult our guide on compression.

Asset Cacheability   Perfect, all your assets are cached.

> Great! We didn't find uncached assets on your web page.
> Enabling caching for your website makes your site load faster for repeat visitors.
>
> To learn more on how to make your website faster, check out these tips to decrease page load time.

⊗ Image Optimization

This page has not passed all 5 checks

◎ ◎ ◎   ⚙ ⚙ ⚙

- ✔ All offscreen images have been deferred
- ✘ Some images are not efficiently encoded
- ✘ Some images are not using next-gen formatting
- ✘ Some images are not properly sized
- ✘ Some images do not have explicit dimensions

This page appears to have failed for one or more of the 5 checks for image optimization.

Optimizing your images can yield the greatest performance improvements and impress your website visitors. Lighthouse helps to identify issues that could frustrate users when the page loads, like images without dimensions. By not specifying an image's width and height, you could be causing a layout shift on your page.

Website visitors will benefit from properly sized images and efficiently encoded images. If there are any images that load offscreen or are hidden in the page, it would be better to defer those images to speed up your load time.

Finally, it's important to serve next-gen image formats, which have better compression and quality than their older JPEG and PNG counterparts. The images will load faster, consume less data and provide an overall better user experience.

◉ Layout Shift Elements

The table below shows the DOM elements that contribute the most to the CLS of the page.
Your total CLS score is 0.064.

Element	CLS contribution
Slide | Forward Together AN IMAGE OF A SUNRISE OV... *<div class="Site-inner Site-inner--index" data-controller="HeaderOverlay" id="yui_3_17_2_1_1637013882538_264" dat...*	0.094

Cumulative Layout Shift (CLS) is used to measure the user-friendliness of a page. Specifically, it measures how much the content on a page moves around as the page loads.

CLS is measured any time an element that's visible in the viewport changes its position on the screen between two frames as the page loads. So, if a button moves from the left to the right, or if it moves two or three lines down, a CLS is recorded. This is bad user experience, as your visitors can get frustrated when they try to click something and it moves positions.

Each shifted element on your page contributes to your CLS score. To learn more about how CLS is calculated and some of the common causes, check out our Cumulative Layout Shift guide.

LCP Element

This is the Largest Contentful Paint element within the viewport:

Our company was founded in 1883 on the premise that families and busi...
<h3 style="white-space:pre-wrap;">

Largest Contentful Paint (LCP) is the amount of time it takes a page to render the largest image or text block visible in the viewport of a user's browser. It measures how long users have to wait to see the most important content on the page.

When measuring and tracking LCP, the clock starts as soon as the user's browser requests the URL from the server. Scoring LCP works by recording how long that image or text block element on the page takes to load and render once the user requests the page from their browser.

A fast LCP score helps reassure the user that the page is useful. Read more about how LCP works and why it matters in our Largest Contentful Paint guide.

Accessibility

Contrast

The table below shows the text elements that don't have sufficient color contrast between the text and the background.

Element	Ratio	Preview
Who We Are *<h1 style="white-space:pre-wrap;">*	1.58:1 (3:1 expected)	Aa
What Our Clients Say *<h1 style="text-align: center; white-space: pre-wrap;">*	1.58:1 (3:1 expected)	Aa
Commercial Offerings *<strong>*	3.65:1 (4.5:1 expected)	Aa

and **5** more.

Some of the text elements on your page do not have sufficient color contrast against the background, which can make it hard for your website visitors to read your content.

If a page has a low contrast ratio (when a text element's brightness is too close to the background brightness, like light gray text on a white background) it will slow down reading speed and reduce reading comprehension.

Your ideal color contrast should be at least 4.5:1 for small text, or 3:1 for large text (18 pt, or 14 pt and bolded).

Elements found to have a 1:1 ratio are considered "incomplete" and require a manual review.

Use the color contrast checker to determine the contrast ratio of two colors.

Navigation

This page has not passed all 5 checks
- ✔ "id" attributes on active, focusable elements are unique
- ✔ No element has a "tabindex" value greater than 0
- ✔ The page contains a heading, skip link, or landmark region
- ✘ Heading elements are not in a sequentially-descending order

The following checks are not relevant for this page
- ◦ "accesskey" values are unique

It seems your webpage is missing important navigation features.

Navigation and accessibility are key aspects of user experience. Your users should be able to interact with and navigate your page's content no matter their web browser or disability they may have.

To make sure your website is as easily navigable as possible, we check for five accessibility metrics. Not every check will be relevant for every web page. To learn more about what it is we check for and why these elements help your visitors have the best experience, check our Navigation Guide.

Technologies

‹›

⦿ Server IP   198.49.23.144

> 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

▣ Font Awesome	G Google Ads Conversion Tracking
▲ Google Adwords Tracking	▮ Google Analytics	ℱ Google Font API
‹› Google Hosted Libraries	◆ Google Remarketing Tag
◆ Google Tag Manager	◔ jQuery	L Lightbox	◑ Microsoft 365
◢ Modernizr	⦿ Squarespace	⬰ Stimulus	↑ Typekit	▶ YouTube

> 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.

✅ Analytics

◎ ◎ ◎   ⚙ ⚙ ⚙

G Google Ads Conversion Tracking	▲ Google Adwords Tracking
▮ 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.

Branding

URL

████████████████

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 represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is consistent with your brand to help improve visibility.

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.

Domain 🌐

Domain Registration   Created 22 years ago

Expires in 3 years

> Your domain, f███████████ is the human-readable address of your website on the Internet.
>
> Domain age and registration won't impact a website's rankings, but it's important to keep your registration up to date to prevent someone else from buying it.

Domain Availability

Domains	Status	
██████████	██████████	✓
██████████	██████████	✓
██████████	██████████	✓
██████████	██████████	✓
████████	Available. Register it now!	✓

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

Typo Availability

Domains	Status	
███████████	███████████	✓
█████████	██████████	✓
███████████	███████████	✓
██████████	██████████	✓
██████████	███████████	✓

and **2** more.

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

Backlinks

Backlinks Score   Fair

⊚ ⊚ ⊚   ⚙ ⚙ ⚙

> 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.
>
> Use these WooRank guides to audit your links, evaluate their quality, build new links and reclaim old links.

Backlinks Counter   453

⊚ ⊚ ⊚   ⚙ ⚙ ⚙

> We've detected 453 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.
>
> Check out our guide on how to build links for SEO. If your backlink counter is high, keep an eye on the quality of the links coming your way.

Referring Domains   93

> This number tells you the number of domains linking back to your site. If you have lots of backlinks but a low backlink score, having a lot of links from low-quality social media or blogging platforms could be the cause.

Traffic

Traffic Estimations   Low

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

Traffic Rank   3,330,343th most visited website in **the World**

Local rank too low to be calculated.

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to feeinsurance.com, although it is not 100 percent accurate.

Reviewing the most visited websites by country can give you valuable insights.

Styling and User Experience Review

Below are a few tips and suggested additions to enhance your website's organization, appearance and the overall user experience:

Section 1: Site Layout and Aesthetics

The "Site Layouts and Aesthetics" section on the next page focuses on user experience aspects that are often neglected on an agency's website. It sheds light on some crucial design elements that should be included, such as clear calls-to-action, easy navigation, and mobile responsiveness, design, simplicity, and more to enhance the overall user experience and boost traffic.

Section 2: Site Additions

The "Site Additions" section on the next page is a valuable resource to learn how to optimize your agency's website. It identifies several critical user experience features that are currently lacking from the site and offers practical advice on how to implement them. Whether you're looking to enhance your website's functionality or improve its overall usability, this section provides actionable insights that can help take your online presence to the next level.

<u>Styling and User Experience Review</u>

Below are a few tips and suggested additions to enhance your websites organization, appearance and the overall user experience:

<u>Section 1 – Site Layout and Aesthetics</u>

Suggested Site Adjustments

Overall, your site was easy to navigate. We recommend the below changes to the layout of your site to improve user experience.

- Consider creating a menu bar that remains static when scrolling. This creates better navigation for visitors.
    a. We recommend moving the headings at the bottom (Commercial Offerings, Personal Coverage, Industries, Solutions, and About Us) to this menu bar at the top of the homepage.
- Consider including your insurance types as a menu tab option. This will also help with navigation for visitors on your site.
- Currently, your Facebook and Instagram social media accounts are linked on your homepage. Consider including a link to your LinkedIn page alongside these two.
- Consider adding a "Request a Quote" form to your site's homepage and each insurance type's landing page.

Aesthetic Feedback

Overall, your site was very visually appealing. Vibrant imagery is key to keeping visitors engaged and on your site.

Request A Quote

Add a "request a quote" button or form to your website. This will prompt visitors to engage with your agency and provide background info so you can fine tune your response while also entering themselves into the sales pipeline. The easy access this feature provides is a proven lead boosting tool.

Carriers

Make sure any carrier logos you have displayed link to the carrier website. This helps consumers know who will ultimately be providing coverage and gives the carriers a boost in web traffic (which they like).

Tip: Make sure these links are set to open in another window or tab so you are not losing site visitors

Meeting Scheduler

Consider integrating a meeting scheduler into your website (and email!). This allows visitors to schedule a meeting with your agency at a time convenient to them. Calendly is a popular service that can be integrated, but find which service works best for your agency. (You can also have each producer create a Calendly account, link their calendars, and include their corresponding Calendly link on their team member profile.)

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 during your usual business hours. This live access is a great way to retain leads before they fall off due to confusion or frustration.
The good thing about a chat feature is a single team member can handle several chats simultaneously.

Trusted Choice®

Social Media Review

Social Media Overview

	Facebook	Instagram	Twitter	LinkedIn
Profile Picture				
Cover Picture				
About Us/ Bio				
Post Type				
Post Length				
Post Frequency				
Engagement				
Following List				
Request Quote				

Google Business Listing: ● Found   ● Not Found

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Social Media Detailed Analysis

Facebook Analysis:

Overall, all your social media channels are very impressive! Continue posting once or twice a week to drive visitors to your page and build interaction. Asking questions is usually a good way to do help make visitors active on your page.

Instagram Analysis:

Your Instagram looks good as well! Consider following people and businesses local to your area. This will help increase your following and drive more active visitors.

Twitter Analysis:

N/A

LinkedIn Analysis:

Your LinkedIn looks great as well, continue posting weekly to help generate a larger network on the platform and increase the agency's visibility.

Google My Business Analysis:

If not found:

A Google Business listing for your agency was not found. We would highly recommend completing your Google My Business listing. Filling this out ensures customers are finding accurate info about your agency and this can greatly help with your SEO, especially if you have positive online reviews and a strong rating.

Visit https://www.google.com/business/ to get started and be sure to view our resources on How to Get Google Reviews.

Additional Tips and Guidance

Some addition things to keep in mind as you make changes to your social media presence. Be sure to download the Trusted Choice Agency Social Media Guide as well for detailed info about posts, content, and strategy for each of the big social media platforms.

- Trusted Choice has a Content to Share library full of great things that are ready to use. For the strongest impact, mix posting things from the library with posts about your business, its employees, and it's local impact. Combined this will help give your agency more of a face and make it easier for people to connect while also providing them with relevant and useful info.

- Schedule your posts in advance. Use our Content Calendar (or create your own) to keep on top of regular social posts. There are several programs that allow you to schedule posts in advance so you can just carve out a little time each week and be done!

- A great way to get follows and grow your social media is to follow others. Be sure to follow people and businesses in your local community that you may want to engage with or that are following you.

- Make time each week to engage with followers and respond to any comments or activity on your page(s).

- Find your voice. All companies approach social media differently. Decide what tone you want in your social media and stick with it. You can be professional, casual or even humorous. This can be different from the tone of your business communications on other platforms and channels.

- Don't forget to promote your social media channels. You certainly want to link to them from your homepage, but be sure to include them in your emails, newsletters, or any other way you communicate with customers.

- Monitor account growth. Make time once a quarter to see how your social media following is growing.

Channel Recommendations

	Facebook	Instagram	Twitter	LinkedIn
Overview	Facebook has the largest reach among all social media channels. Users report using Facebook primarily to connect with friends and family so your content should be informative but informal and friendly. Excellent audience targeting is available through Facebook.	Instagram has the most usage among younger customers. Unlike most other social platforms, Instagram is highly visual and relies on entertaining images and short videos.	Twitter is often a one stop shop for news of all kinds: politics, pop culture, and niche interest groups. Most content trends and best practices apply here but timing and relevancy will be extra important.	LinkedIn is a great place to reach business owners and professionals who influence insurance decisions at their company. You may choose to share from your personal profile, company page, or in relevant industry groups.
Demographics (% of Americans using the platform)	46% of ages 65+ 75% of ages 18 to 45 use Facebook. Usage among 20-30 and 30+ is similar. While teens use Facebook less than adults, Facebook still reaches 113.3 million teens compared to 52.9 million on Instagram.	75% of ages 18-24 57% of ages 25-29 47% of ages 30 -49 23% of ages 50-6	44% of ages 18 – 24 80% of people under 50 globally Twitter skews slightly male: 62% Most US Twitter users live in cities.	27% ages 26-35 34% ages 36-45 37% ages 46-55 29% ages 56+ Urban: 30% Suburban: 27% Rural: 13%
Recommended Audiences	**Focus: Personal Lines** Millennials and adult Gen Z customers reaching life milestones like growing a career, renting a first apartment, buying a first home, or starting a family. Baby boomers transitioning to retirement. They may be downsizing or relocating, enjoying grandchildren, or picking up new hobbies (travel, recreational vehicles, etc.).	**Focus: Personal Lines** Millennials and adult Gen Z customers reaching life milestones like growing a career, renting a first apartment, buying a first home, or starting a family. Older Millennials and Gen X customers with more established families, growing careers, and/or small businesses.	**Focus: Personal & Business Lines** Millennials and adult Gen Z customers reaching life milestones like growing a career, renting a first apartment, buying a first home, or starting a family. Using the right hashtags and finding the right people, you may be able to target small business owners.	**Focus: Business Lines** Millennials and Gen X small business owners any stage of business growth: -Just starting. -Expanding locations, products, sales, or number of employees. -Employee growth and retention.
Content Types	Single photos Multi-photo albums Video Stories Link to websites or blogs	In-feed photos IGTV series Stories Reels	Text Tweets (links options) Image Tweets Video Tweets Retweets Stories	Text (links optional) Images Video Stories LinkedIn company page Industry groups
Posting Schedule	1-2 posts per week	1-2 posts per week	5-7 times per week	1 time per week