tbr The Brokerage Resource
Insurance Marketing Organization

websites **good** and **bad**

SITE CHECKLIST

✓ TELL VISITORS WHAT YOU DO
✓ EASY NAVIGATION
✓ RESPONSIVE DESIGN
✓ SEARCH ENGINE OPTIMIZATION
✓ CLEAR, CONCISE, INFORMATIVE
✓ RELEVANT IMAGES
✓ ACTIVE LINKS
✓ WORKING SOCIAL MEDIA ICONS
✓ CONTACT INFORMATION
✓ SECURE SITE (https)
✓ QUICK LOAD TIME
✓ ABOUT US PAGE WITH PICS

Tell visitors what you do and how you can help them. If they come to your site and have no idea what services you provide, they're going to go to the next site in their Google search. Be clear and concise. And in order for visitors to find you, your web developer must have search engine optimization (SEO) including header tags (H1) in place. Otherwsie, your prospects will never find you or read about you.

Examples of what to do on a website

User-friendly navigation menus. Nothing is worse than going to a site and finding the menus don't have what you expect them to. Make it easy for your visitors to find what they're looking for.

Provide useful information with less fluff and include relevant images. Pictures of cars on your wesbite when you offer Senior Healthcare Solutions will give visitors the impression that you sell auto insurance.

Responsive design. That means your site is mobile and tablet friendly. Nothing is worse than going to a website that looks like it's from 1987. Be current with your design and layout. Otherwise? Take the site down, it's doing you a great disservice.

Active links are crucial! No one wants to hit the dreaded 404 page because a page has been removed or had its name changed.

Social media icons and contact information should be visible and quickly accessible. If a visitor can't find your contact information quickly, they become frustrated. And if your social icons don't link to your social profiles, what is the point of having them?

A secure sight. Why is it important? Because most sites are encrypted these days, and if your clients are going to be visiting your site and giving you personal information, they want to know your site is secure.

Quick load times are imperative. If your site takes too long to load, visitors will bounce (leave).

'About' page with profile pictures. We're in a fast-paced world of scrolling and visuals. Visitors want to know more about you and what you look like. Let them know who you are and why they should work with you.