

# Website Toolkit for Brokers



“

Three handy techniques for a better performing website and search engine presence.”

# First point of contact

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Your website is the first point of contact for many of your customers. Potential clients are twice as likely to visit your website before visiting your physical location.\*

Therefore, it's important to make sure that your website is as perfect a representation of your business as it can be.

## Ask yourself these questions:

- Is your website a good reflection of your company?
- Is it informative and useful?
- Does it contain content that users are searching for?
- Is your website mobile responsive?
- Is the information on Google accurate for your website?
- Have you made the most of what is at your fingertips?

We outline three areas which will give your website the best chance to **attract**, **engage** and **convert** your customers.





# 1 Make use of our Calculators & Videos

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We have created a range of informational videos and functional calculators for your clients to help them understand their financial choices.

We have made these videos and calculators available for you to use on your website.

To make use of these, simply follow these steps:

- Go to <https://www.zurichlife.ie/broker-centre/calculators/>
- Choose your video/calculator
- Grab the relevant 'embed' code
- Place the embed code in the text editor of the CMS of your website or;
- Ask your web developer to do the above step for you.

Irish Pension  
Calculator



Budget  
Calculator



Life Cover  
Calculator



Life Quote  
Calculator



How does a pension work?



How do funds work?



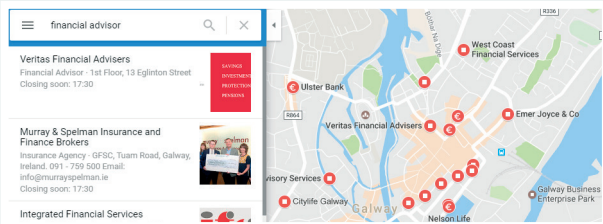


## 2 Increase your local presence on Google

Local searches lead **50%** of mobile visitors to visit stores within one day and **76%** of local searches result in a phone call.\*\*

If your company has a 'bricks and mortar' premises, you will already have a Google profile through Google My Business.

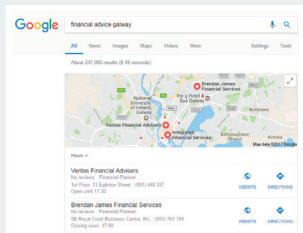
- But have you claimed ownership of your profile?
- Have you checked your profile for accuracy?
- Have you optimised it for increased search presence?



If you haven't, you're not alone. 56% of local retailers still haven't claimed their Google My Business listing.\*\*\*

Claiming your profile can ensure your business listing is accurate and it cannot be edited without your approval.

Optimising your Google My Business profile will give you better presence for local searches on Google Search and Google Maps.



You can gain insight into how visible your listing is and you can even see the most popular directions customers have taken to reach you.



## 3 Give your customers what they are looking for

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Where you rank in Google is not down to how much you spend on AdWords or how many visits your site gets, because fundamentally their algorithm's purpose is providing the most relevant content.

Relevancy should be important to your business to appeal to your customer base. Therefore, you can increase your search engine visibility by creating content from doing smart keyword research.

*For example: Using the tools below, we found that an average of 10 people per month search on Google.ie, for the phrase 'critical illness insurance is it worth it?' Creating content on your website for this topic could result in visibility for that keyword phrase.*

### The tools



**Google AdWords Keyword Tool** is a tool within the Google AdWords advertising platform. You will need an account (which is free) to research what users are searching for on Google. You can focus your research by country, region and even city.

**Moz Keyword Explorer** is another research tool that allows you two free searches a day (five if you create a free account). It allows you to filter by question to take your research to a more granular level.

# Checklist



## How effective is your website?

Complete this checklist to find out how you can enhance the performance of your website:

### Calculators & Videos

- Go to <https://www.zurichlife.ie/broker-centre/calculators/> to check out what calculators and Videos we have to offer. ☐
- Grab the relevant 'embed' code and insert into your website. ☐

### Increase your local search presence

- Claim your Google My Business listing ☐
- Check the information in your Google My Business profile is accurate ☐
- Optimise your Google My Business profile:
  - » Add a description using search friendly phrases ☐
  - » Edit categories ☐
  - » Add images and logos ☐
  - » Manage and respond to reviews ☐
  - » Respond to user generated feedback ☐
  - » Add a 360-degree virtual tour of your premises ☐

### Give your customers what they are looking for

- Use Google AdWords Keyword Tool to find what users are searching for ☐
  - » Remember to localise
- Use Moz Keyword Explorer to find what users are searching for ☐
  - » You can filter keywords by question for more in-depth research

### Other handy tips

- Ensure your website is mobile responsive ☐
- Ensure you have permission to use all the images on your website ☐
  - » Image copyright infringement can be costly
- Find website usage data by installing Google Analytics. It's free ☐
  - » You can find out how many people are visiting your website
  - » What your most popular content is
  - » Even the demographics and interests of your users.

\* iProspect - Real Branding Implications of Digital Media

\*\* Think with Google - Understanding Consumers' Local Search Behavior

\*\*\* Brandmuscle - State of Local Marketing

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