



# Why Insurance Agents Need Websites

For more information on website development please contact  
Agent Pipeline at 800-962-4693 or visit us online at  
[www.agentpipeline.com](http://www.agentpipeline.com)

## Why You Need a Website

We are living in the digital age and individuals immediately look to their smart phone or computer to research people, businesses and more information. According to a study conducted by Pew Research Center, 71% of Medicare Beneficiaries look at health related information online and 77% shop online.

What does this mean for insurance agents? A website is a tremendous way to become visible to your clients, create an online persona establishing credibility, and generating your own leads. This doesn't have to be an expensive task— anyone can do it! In fact, there are many platforms that offer templates where you simply “fill in the blanks” with the information you wish to provide.

Although, if you are interested in more than merely “branding” and looking for a true means of lead generation, you may have to take it a step further with optimizing your website.

Don't worry! It's not as overwhelming as it seems. You have several inexpensive and simple ways of creating and developing your agency's website.

## Get Your Domain Name

The first thing you must do before anything else is purchase a domain name. A domain name is the name you want to give your website. For example, the domain name of Agent Pipeline's website is “agentpipeline.com”. To acquire a domain name, you must pay an annual fee to a registrar for the right to use that name. Getting a name does not get you a website, however. Think of this as registering your business name as a location online. A very common registrar of domain names is [GoDaddy.com](http://GoDaddy.com) and [Tierra.net](http://Tierra.net). They are also considered the most credible. That is not to say you do not have other options. Check out our additional resources for more information.

Now comes the big question, what if you cannot get the domain name of your choice? Or one that is associated with your existing brand? You have several options. You can look for a more generic name available for purchase, add a few more words/descriptors of your business, or try to connect with the current domain owner to purchase the one you most interested in.

Keep in mind, domain names can be any length up to 67 characters. However, this increases your risk for typos/mistakes when clients are attempting to visit your site.

## Choose Your Web Host

A web host does exactly what the name indicates, it “hosts” your website, essentially giving your domain name an actual “home” page. Things to keep in mind when looking for a web host is the amount of space you will need and your budget.

You will need to ask yourself these questions before committing to a web host:

- Do you plan on using pictures on all of your page?
- Will your website have video clips that will need to be uploaded?
- Do you plan on creating a blog with regular updates? (i.e., daily, weekly, or monthly?)
- Have you considered offering landing pages to your downline agents?
- What will your budget be?

You can begin your search for a web host that will meet your needs based on the above and by determining how much space you will need. Most web hosts provide 5MB of space for a small cost. If you do not use a considerable amount of multimedia, your website could have over 150 pages and not hit the limit.

More in-depth knowledge on selecting the right web host for you can be found by visiting [The Site Wizard](#). You can also check out a listing of some of the [most affordable web hosts](#) available.

## Designing Your Website

Once you have settled your domain name and web host, the next step is to design the website! WordPress has great templates to assist you with designing your webpages. You can download and assign the template to your site then follow the prompts to add verbiage and graphics. [WordPress](#) also has “plugins,” which are applications created to help you with different functions on your website. For example, a social media plugin will allow your visitors to share your blog posts on their social media pages.

Other free content management software, much like WordPress is Joomla!. When using [Joomla!](#), your website will be limited on how it is structured. WordPress gives you freedom to add forms, pages and much more. There are also several resources online if you are interested in [learning HTML coding](#) or [free HTML programming editors](#).

## Increasing Traffic on Your Website for Online Marketing

There are multiple approaches used to effectively increase website traffic. Many small business owners look to skilled marketers or third party marketing companies to assist with this process. In-depth testing for users, content marketing, social media marketing, and search engine optimization are common methods used to increase your website's traffic.

### What Tests Should I Run on My Website?

When designing websites and venturing to use them for lead generation, we fail to realize these are specifically for our clients. We forget who the audience is. Habitually, we design our website based on our idea of "professional" or what we think looks appealing. However, our definition of appealing could be the exact opposite of what our clients find attractive. Identify your client; the average age, gender, personality, etc. is the key factor in establishing the presentation of your website. It's also important to look at colors associated with moods and age brackets for additional allure.

Another significant praxis used in the marketing world is to look at your website's usability. What is usability? It's your clients ability to navigate successfully throughout your website and find exactly what they are looking for. Now ask yourself:

- Is my menu easy to navigate?
- Is my font size, type or color difficult to read?
- Is my call to action (what I want my clients to do) easy to understand?

Testing these items provide you an opportunity to correct any obstacle in the way of your website providing a lead or a sale. Testing out colors, themes, placement of pictures, placement of menus are also part of the challenge.

It's imperative to continue testing, tracking for a minimum of 3 weeks. There have been no studies shown that accurate results have been determined in a period less than 3 weeks in regards to usability testing. Bottom line: keep changing it until it works!

An additional method used to be supplementary is incorporating content marketing. Content marketing and SEO is a proven successful way to generate leads on your website. It's also very cost-effective because you create it!

According to many marketing experts, the most successful form of content marketing is blogging. It's a great way to target your audience and write specific entries on topics that are relevant to them. What types of topics? Consider your audience once again and contemplate what they would be most interested in: current events, tips on retirement, or assisting them understand the insurance vocabulary that sometimes causes confusion. Promoting your content on social media also generates more clicks on your website and creates even more visibility and credibility for your agency.

In addition, search engine optimization (SEO) can easily be done and at an affordable rate. You can also complete the optimization of blog posts on your own using some plugins created by marketing firms. If you don't feel comfortable using the plugins and giving it a go on your own, you can also reach out to strategic marketing groups that specialize in the optimization of your website. A great way to find affordable companies or individuals interested in doing short-term freelance work is by visiting [Upwork.com](http://Upwork.com).

Here are a few more ways to increase your engagement and website traffic, all of which are simple and affordable:

- Upload videos to YouTube
- Produce a podcast through iTunes
- Create a Facebook page and update it daily
- Tweet all of your blog posts when you publish them
- Join a collaborative Pinterest board to tap into your target audience
- Comment on other blogs
- Follow all of your followers back
- Reply to any and all of the comments you receive
- Invite agents in other product lines to guest blog about their products
- Add more photos everywhere

Developing websites and bringing traffic to your website can fit in anyone's budget and will definitely help agents cut costs in other areas. For more information on development and additional marketing strategies, please reach out to your Regional Sales Team Member. You can visit our [Directory of Staff](#) or contact us toll free at 800-962-4693.

## Additional Resources

- [How to Choose a Domain Name](#)
- [How to Register Your Domain Name](#)
- [Precautions to Take When Buying a Domain Name](#)
- [What To Do With Your Domain Name](#)
- [How to Choose a Web Host](#)
- [Web Host Recommendations](#) (Q&A from The Site Wizard)



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