

Subject: CAFII - Membership Badge

EOC Members:

As Co-Executive Directors, we are pleased to recommend a new and effective vehicle through which member companies can help elevate our Association's profile and cachet, while at the same time driving more traffic to our consumer-focused CAFII website by enhancing its competitive credibility and improving its display rankings when individuals search for information on insurance, particularly the products and services offered by our members.

RankHigher, our website and Search Engine Optimization advisory firm, has provided compelling evidence that one of the most effective ways for an organization to improve its internet search results is by having its website/organization "validated" by other, credible organizations.

The new and effective vehicle we are proposing would involve CAFII members discreetly placing a "membership badge" on a section of their corporate websites. Search engines look favourably on such links between websites, and this simple gesture will be of great help in building positive momentum for our Association.

The process would involve having your web-team upload the badge attached to this email to your site, using the instructions provided below. The goal is to allow the CAFII badge to be seamlessly integrated into your website, without intruding on your primary insurance product pages. As such, RankHigher recommends that the CAFII membership badge be placed on one of the following page types:

1. Creditor-insurance page(s)
2. General resources page(s)
3. Helpful links page(s)
4. FAQ page

We will be putting this recommendation on the agenda for discussion at the September 25/18 Executive Operations Committee meeting; and are providing this information, along with the associated instructions, as background information prior to that discussion.

Warm Regards,



Keith Martin
Co-Executive Director



Brendan Wycks
Co-Executive Director



INSTRUCTIONS FOR BADGE UPLOAD FOR WEB-TEAM:

Please have your web-team upload the badge to your site, using the following code:

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Note: where the src in the img tag (/images/cafii_badge.png) is replaced with the path to the image on the corresponding site.