

AGENDA

01 Website Performance

02 Organic Performance


03 2019 Program



*Insights will be highlighted using this icon



01 Website Performance

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Summary

September 1 – December 31, 2018
September 1 – December 31, 2017

Total Sessions

8,002

↑ 5,072
2017: 2,930

New Users

↑ 4,516

2018: 6,524
2017: 2,008

Page Views

↑ 8,850

2018: 17,337
2017: 8,487

Conversions

Contact Form (EN): 27
Contact Form (FR): 0

Phone Clicks: 21
Email Clicks: 8

Organic: 81.8%
Direct: 14.6%
Referral: 3.6%

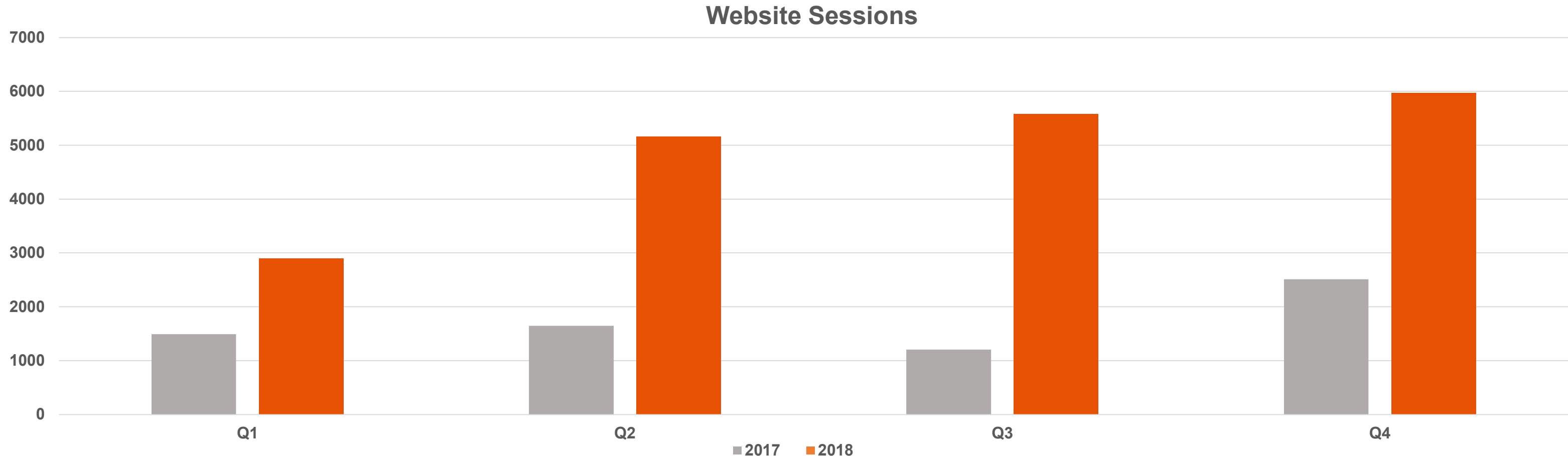
💡 Organic: Traffic from Search Engines
Direct: Traffic from users who typed in your URL exactly
Referral: Traffic that visits your website by clicking on a link (News, Social)

Annual Summary

January 1 – December 31, 2018
January 1 – December 31, 2017

Total Sessions
19,612

↑ **12,758**
2017: 6,854



New Users
↑ **10,750**
2018: 15,392
2017: 4,642

Page Views
↑ **24,180**
2018: 44,917
2017: 20,737

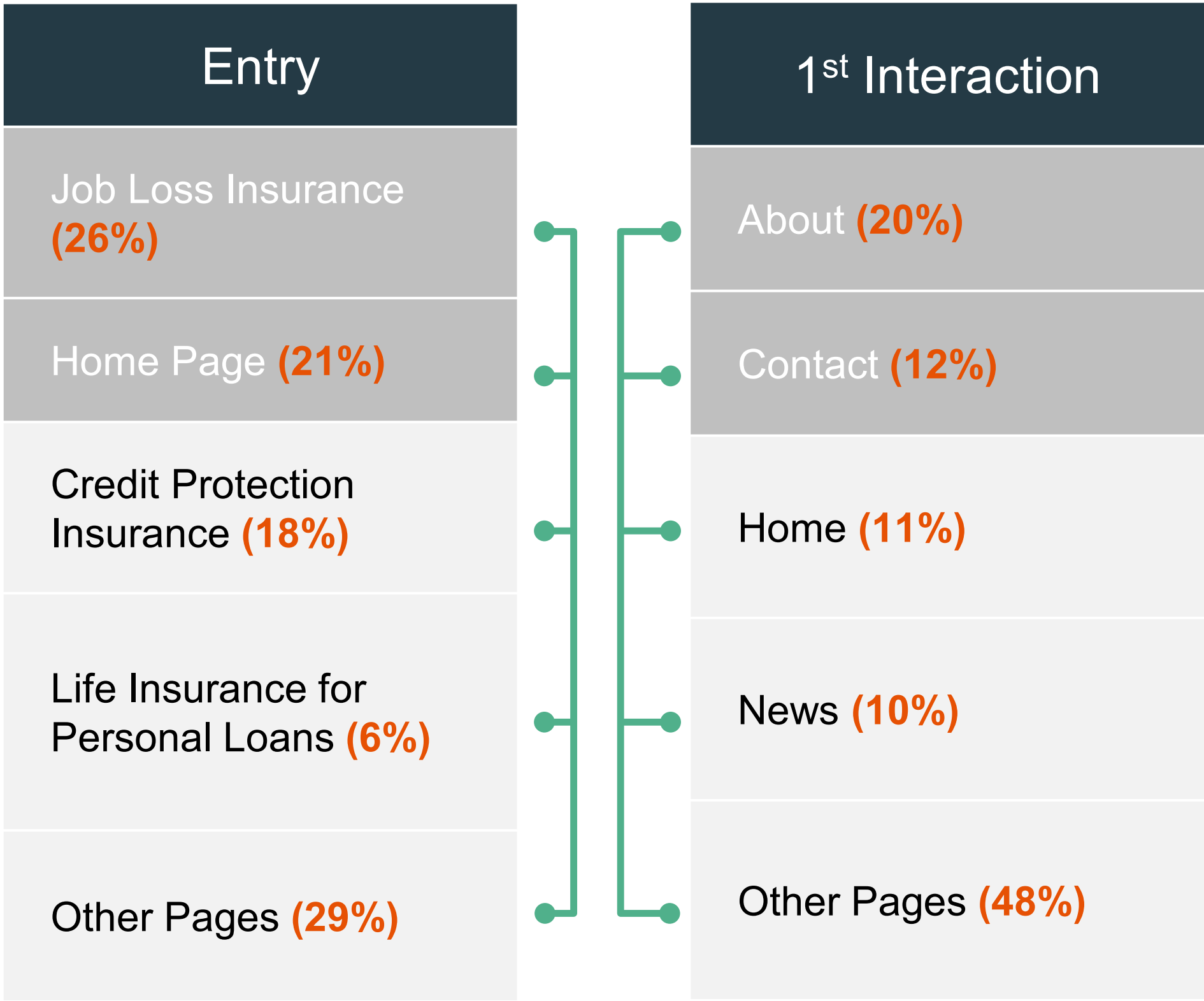
2018
Organic: 80.3%
(↑16.2%)
Direct: 15.4% (↓5.9%)
Referral: 4.1%
(↓9.7%)

Behaviour

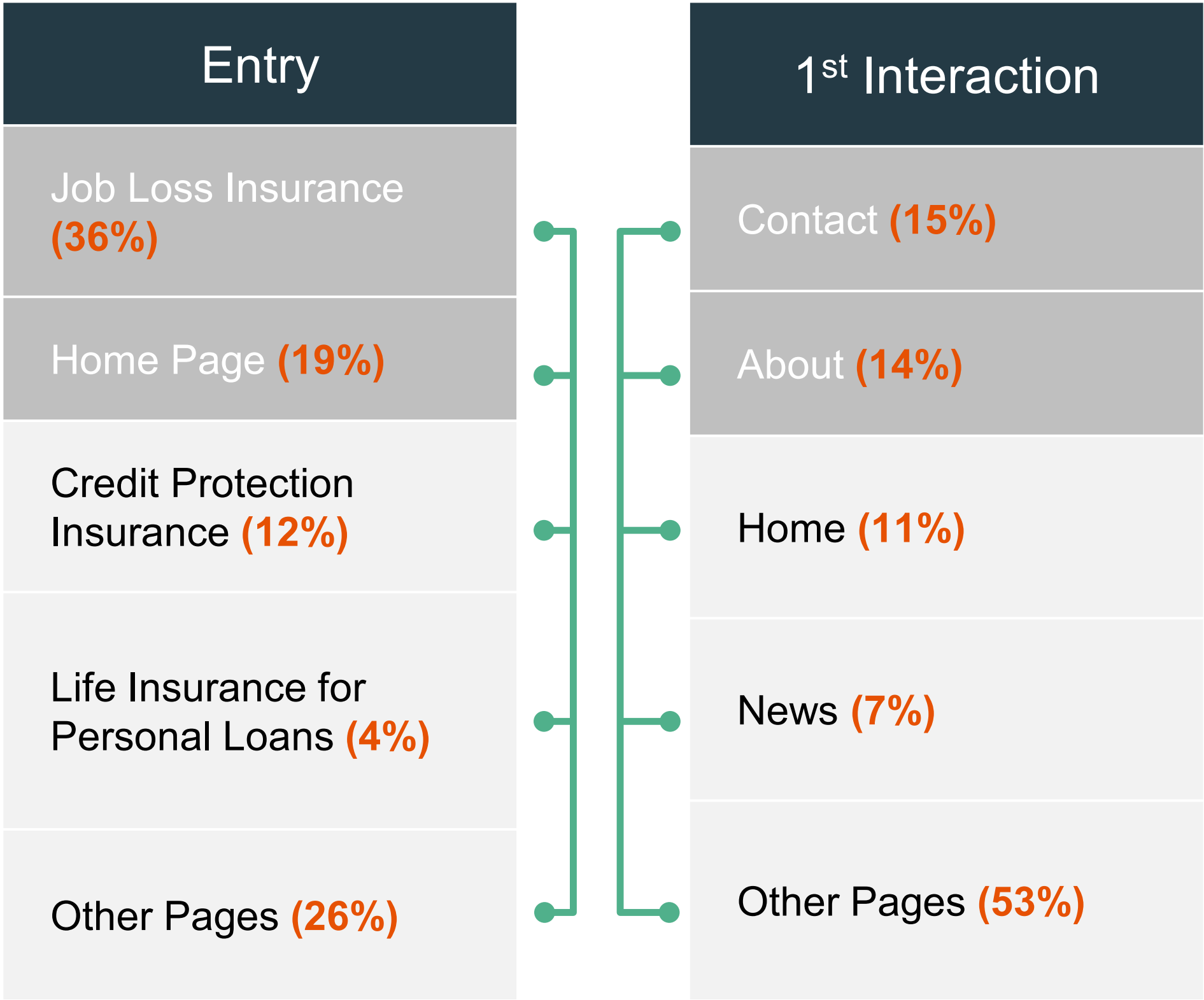
September 1 – December 31, 2018
January 1 – August 31, 2018

2017
2018
January 1 – August 31

Home Page (100%)

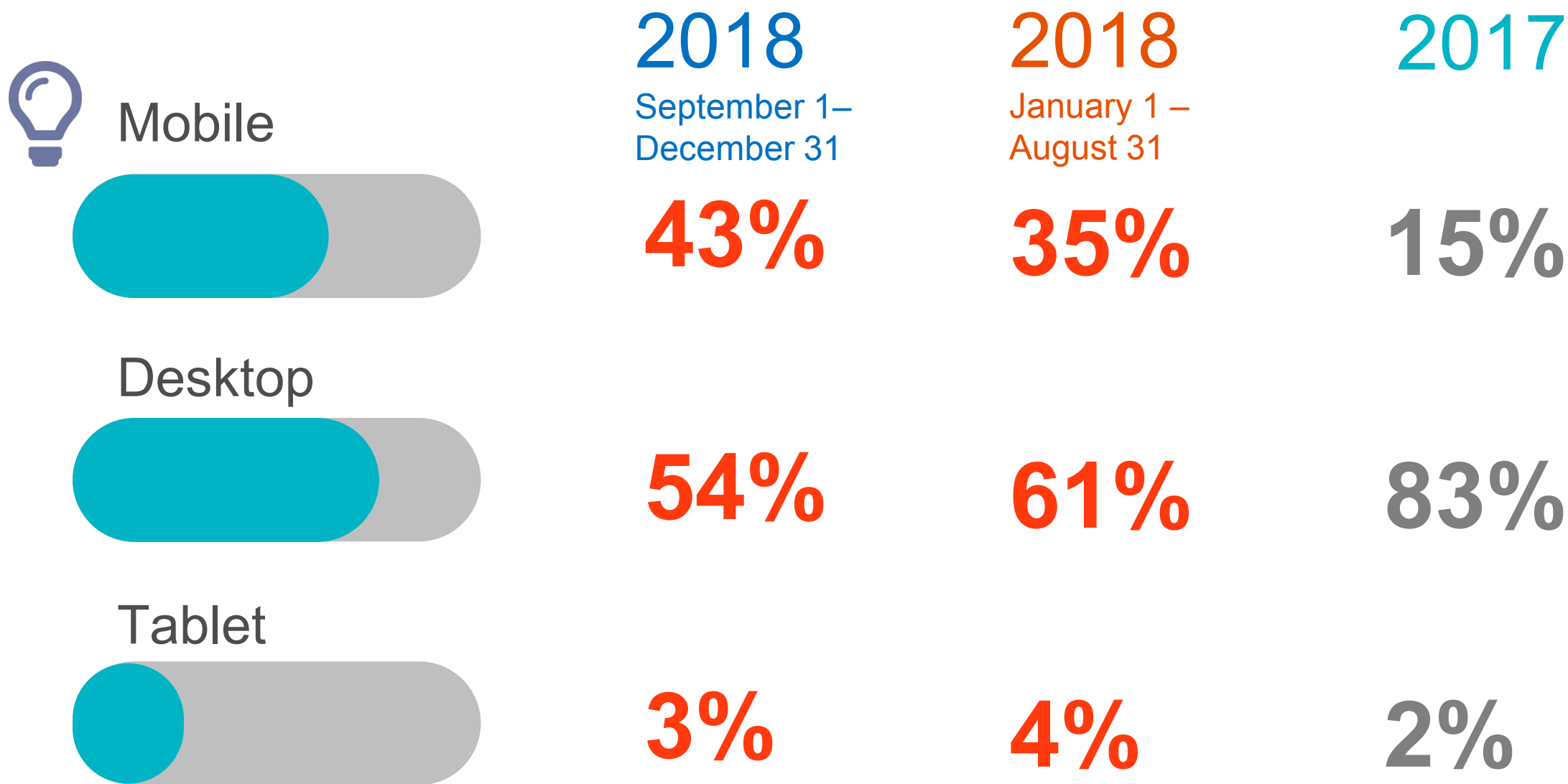


2018
September 1 – December 31



Traffic by Device

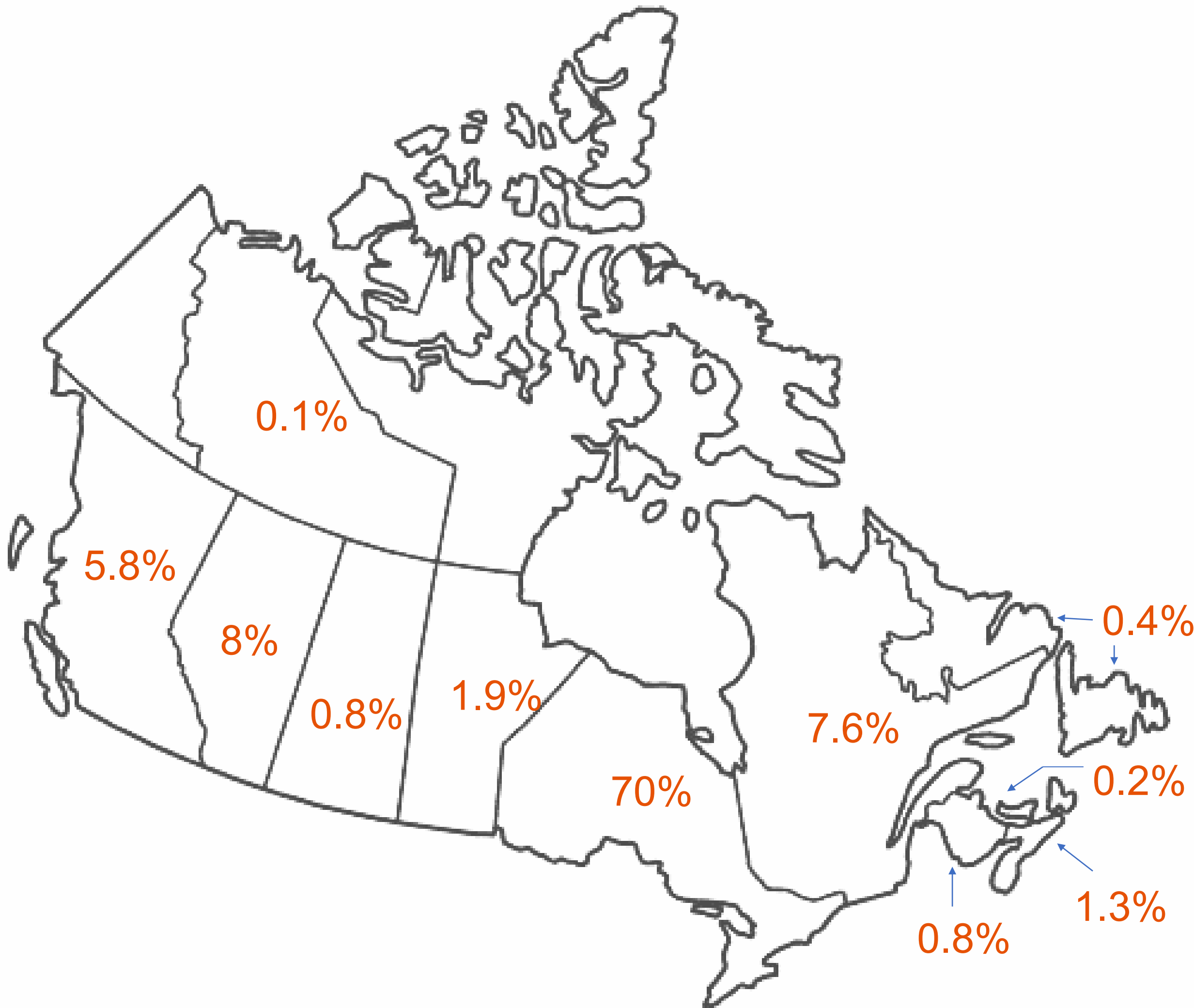
January 1 – August 31, 2018
January 1 – August 31, 2017



Google has officially started prioritizing mobile responsiveness and how users are interacting on websites

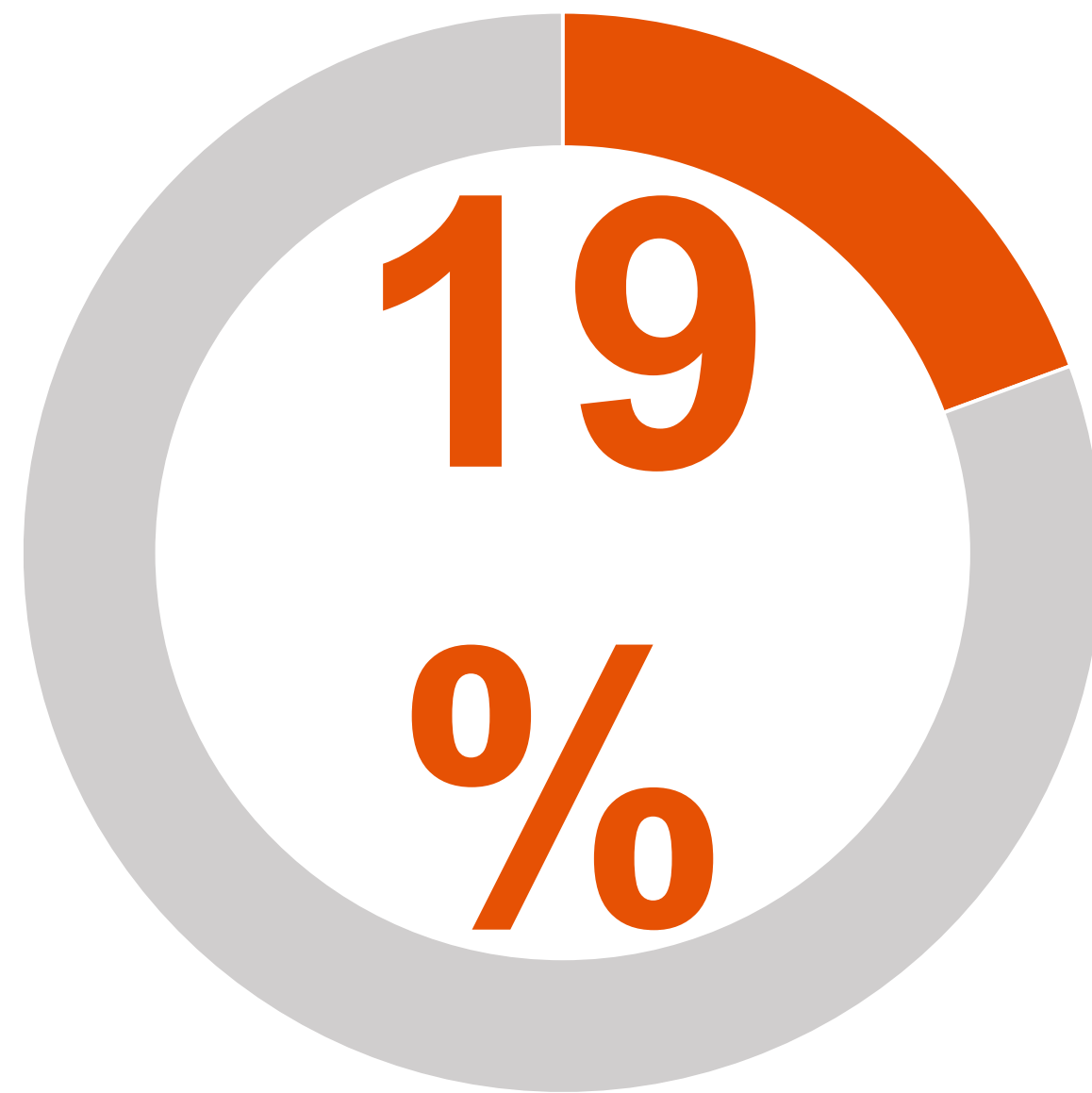
Canadian Sessions

September 1 – December 31, 2018

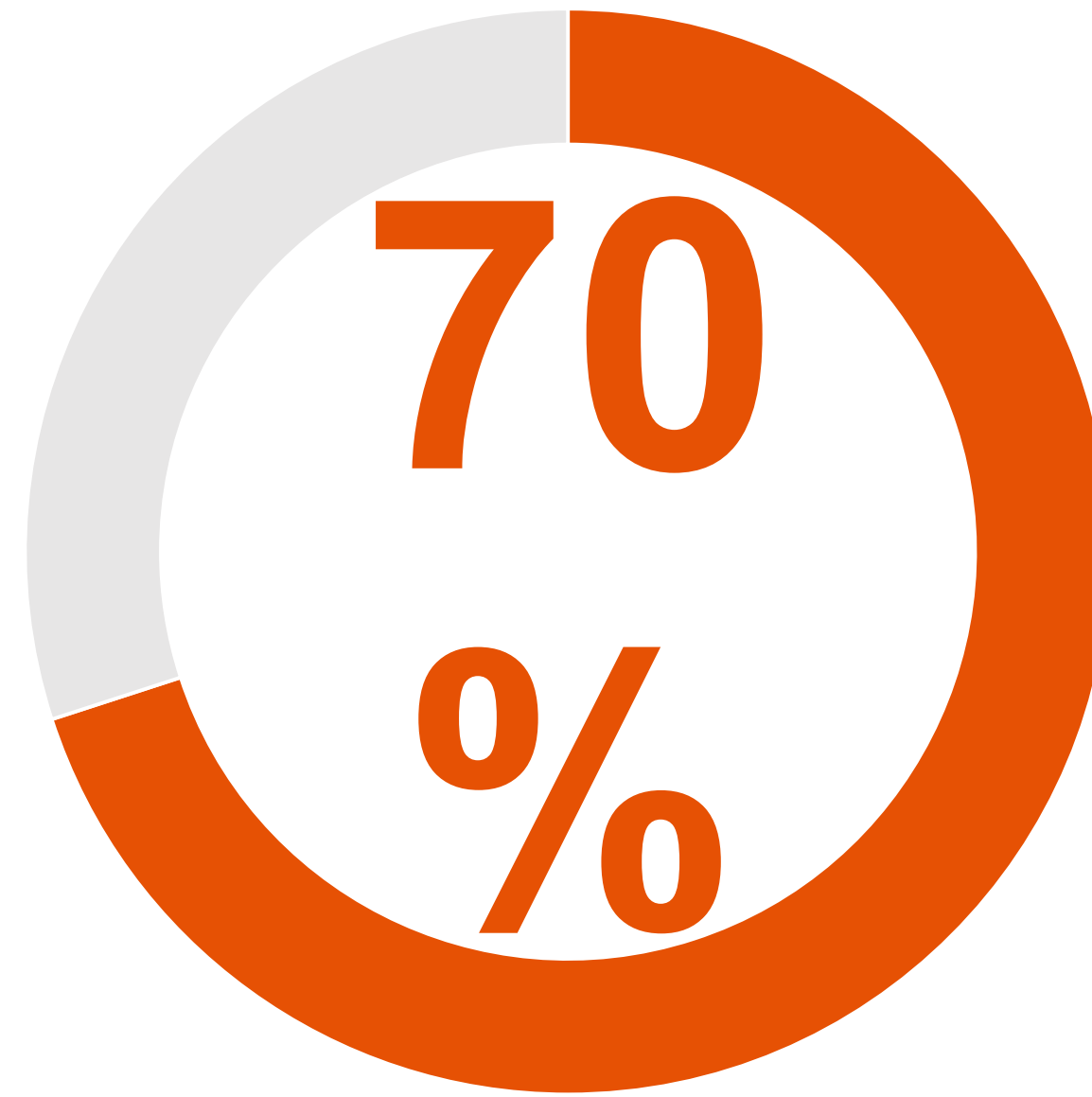


Insights

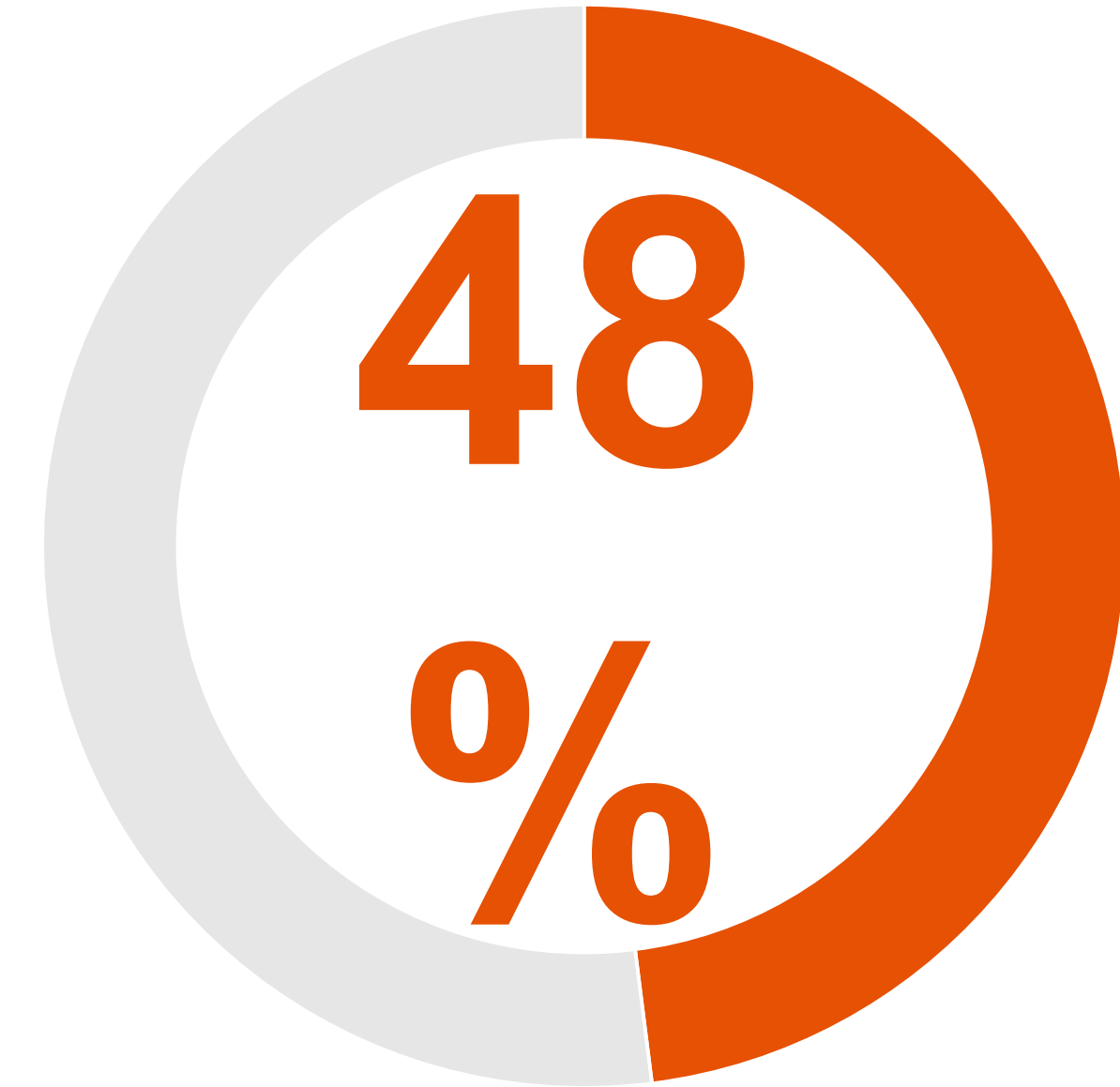
September 1 – December 31, 2018



of visitors view more than
1 product.



of all conversions occurred on a
mobile device.




of all visitors visit your
site during standard
business hours.



CAFII Releases New Pollara Travel Medical Insurance Research

LEARN MORE 

02 Organic Performance

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Keyword Rankings

December 31, 2018
September 1, 2018

 Increased Positioning



8  18 “how does credit card insurance work”

5  11 “what is credit card insurance”

15  25 “credit card insurance benefits”

29  62 “credit card insurance”

Insights

September 1 – December 31, 2018

43% of all pageviews are based on an insurance related product

27 Keywords have improved their position on Google or Bing.

11% of all organic sessions come from Toronto

Keyword: “How does Credit Card Insurance Work”

CAFII Position: 8th on Google

In First Position: Creditcards.com

Keyword: “What is Credit Card Insurance”

CAFII Position: 5th on Google

In First Position: Creditcards.com

Keyword: “Credit Card Insurance”

CAFII Position: 29th

In First Position: ratehub.ca



03 2019 Program

Summary

1) Product Awareness

3 Video Vignettes

2) Website Engagement

10 Additional Consumer Examples

3) Improve Search Result

5 Key Areas

- Travel Insurance
- Job Loss Insurance
- Mortgage Disability & Critical Illness Insurance
- Disability Insurance for Loans
- Mortgage Disability Insurance

4) Organization Voice

LinkedIn Profile Optimization & Content Posting

5) Organization Credibility

- Membership Badge
- Wikipedia Profile

6) Actionable Insights

Digital Performance Reports: Maintain Bi-Annual Reporting