

Making Insurance Simple, Accessible,
and Affordable for Canadians

WATCH VIDEO 

AGENDA

01 Before & After

02 Goal & Vision

03 Website Performance

04 Organic Performance

05 Thought Starters & Discussion



*Insights will be highlighted using this icon

Making Insurance Simple and Accessible for Canadians

[About CAFII](#)

[Membership](#)

[Creditor Insurance](#)

[Regulatory](#)

[News & Media](#)

[Resources](#)

Text Size: A A A |  Print Page

CAFII

News & Media

- Quebec-The Autorité des marchés financiers (AMF) Releases Final Report on Internet Insurance
- Canadian Council of Insurance Regulators (CCIR) - Highlights of Spring Meeting, March 26 2015
- Office of the Superintendent of Financial Institutions (OSFI) - Appointments of Assistant Superintendents

[More](#)



Making Insurance Simple and Accessible for Canadians

About Us

CAFII was established in 1997 to provide a voice for financial institutions involved in selling insurance through a variety of distribution methods.

[Click Here to Find Out More](#)

Public Consultations

CAFII represents the leading edge of insurance distribution in Canada and intends to remain at the forefront of all key legislative and regulatory developments.

[Click here to view Submissions](#)

Creditor Insurance

Coverage on a consumer loan or credit card balance that provides relief in the event of an adverse event (death, disability, job loss or critical illness).

[Click Here to Find Out More](#)

About CAFII

[CAFII Mission](#)
[CAFII Mandate](#)
[Association Objectives](#)
[Association Activities](#)
[Association Structure and Governance](#)
[Key Positions](#)

Membership

[Membership Categories and Benefits](#)
[Voting Members](#)
[Associates](#)

Creditor Insurance

[FAQs](#)

Regulatory

[Regulatory Submissions](#)

News & Media

[Resources](#)
[Helpful Links](#)

01 BEFORE

Regulator Focused Content

Not Mobile Friendly

Not User Friendly

No Product Information

No Consumer Examples

No Video



01 AFTER

Consumer Focused Content

Mobile Friendly

User Friendly

Product Information

Consumer Examples

Video

CAFII | The Canadian Association of Financial Institutions in Insurance ...

<https://www.cafii.com/>

Making Insurance Simple and Accessible for Canadians. Established in 1997 to provide a voice for financial institutions involved in selling insurance.

About CAFII

The Canadian Association of Financial Institutions in ...

CAFII Mandate

CAFII Mandate. List of Members. Regular Members · Associate ...

CAFII Mission

CAFII Mission. List of Members. Voting Members · Associate ...

[More results from cafii.com »](#)

What is Insurance?

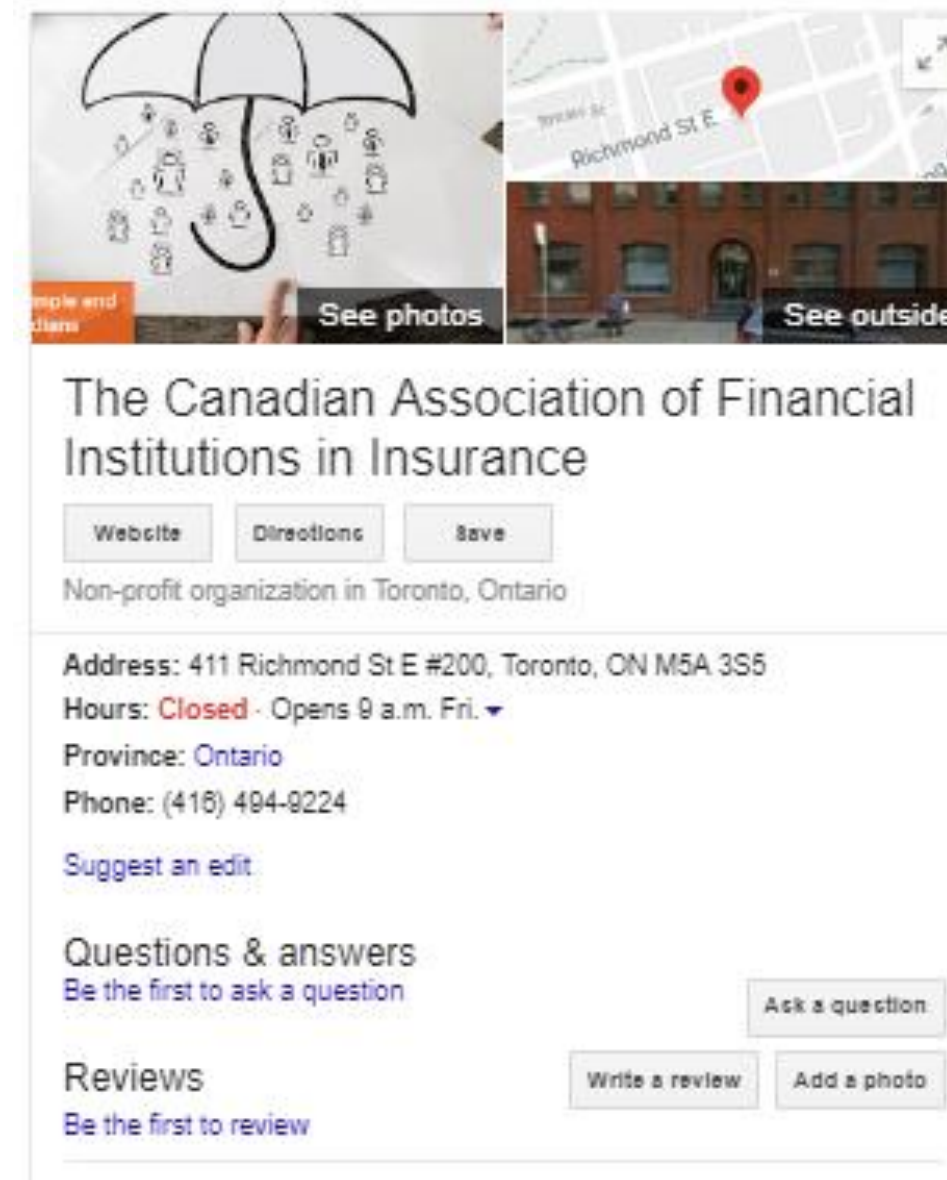
This type of insurance is used to pay out a mortgage or or loan ...

Contact Us

Contact us if you have a question about the association and our ...

Membership Categories and ...

Membership Categories and Benefits. About CAFII. CAFII ...

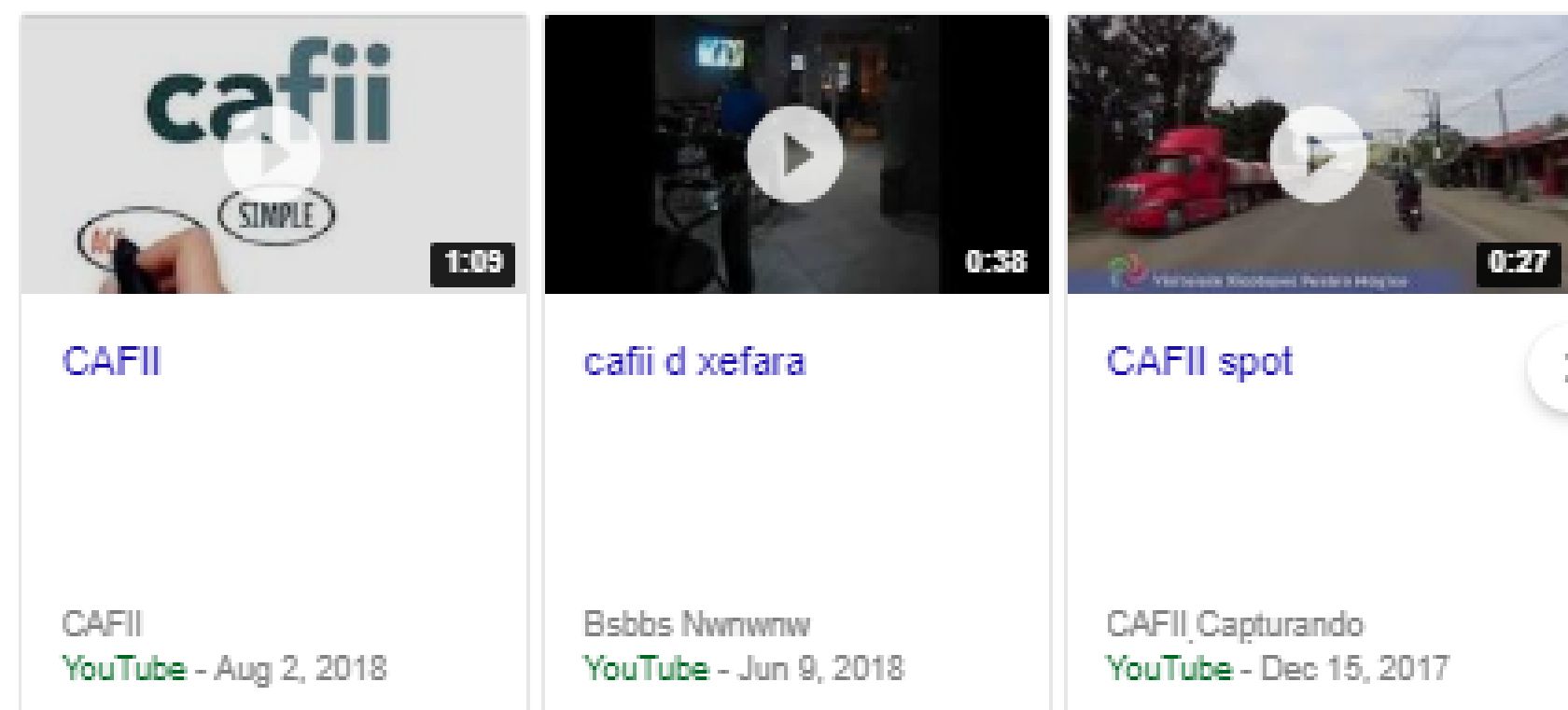


CNW | New Website Aims to Make Insurance Information Simple and ...

<https://www.newswire.ca/.../new-website-aims-to-make-insurance-information-simple-...>

Jun 26, 2018 - Created by the Canadian Association of Financial Institutions in Insurance (CAFII), the website explains how more than a dozen types of ...

Videos



02 GOAL

Become a **credible** online resource for relevant, accurate information on **creditor group insurance** within Canada.



02 VISION

Become the online authority for relevant, accurate information on **creditor group insurance products** within Canada.




cafii acifa

The Canadian Association of
Financial Institutions in Insurance

L'association canadienne des
institutions financières en assurance

03 Website Performance

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Summary

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

Total Sessions

11,610

↑ 195.87%
2017: 3,924

New Users

↑ 236%
2018: 8,868
2017: 2,634

Page Views

↑ 125%
2018: 27,580
2017: 12,250

Conversions

Contact Form (EN): 28
Contact Form (FR): 4

Phone Clicks: 22
Email Clicks: 9

Organic: 85%
Direct: 15%

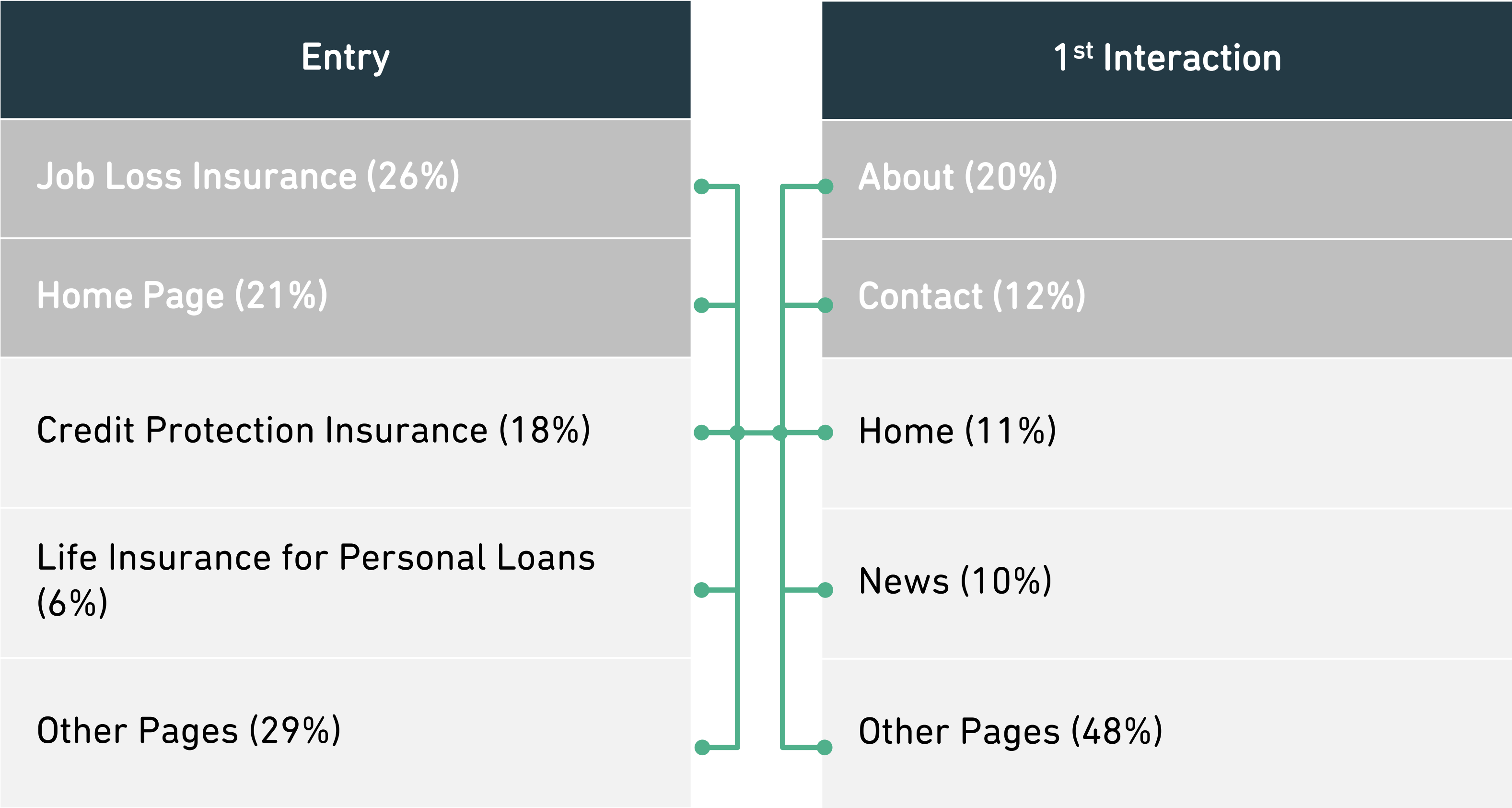
Behaviour

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

2017

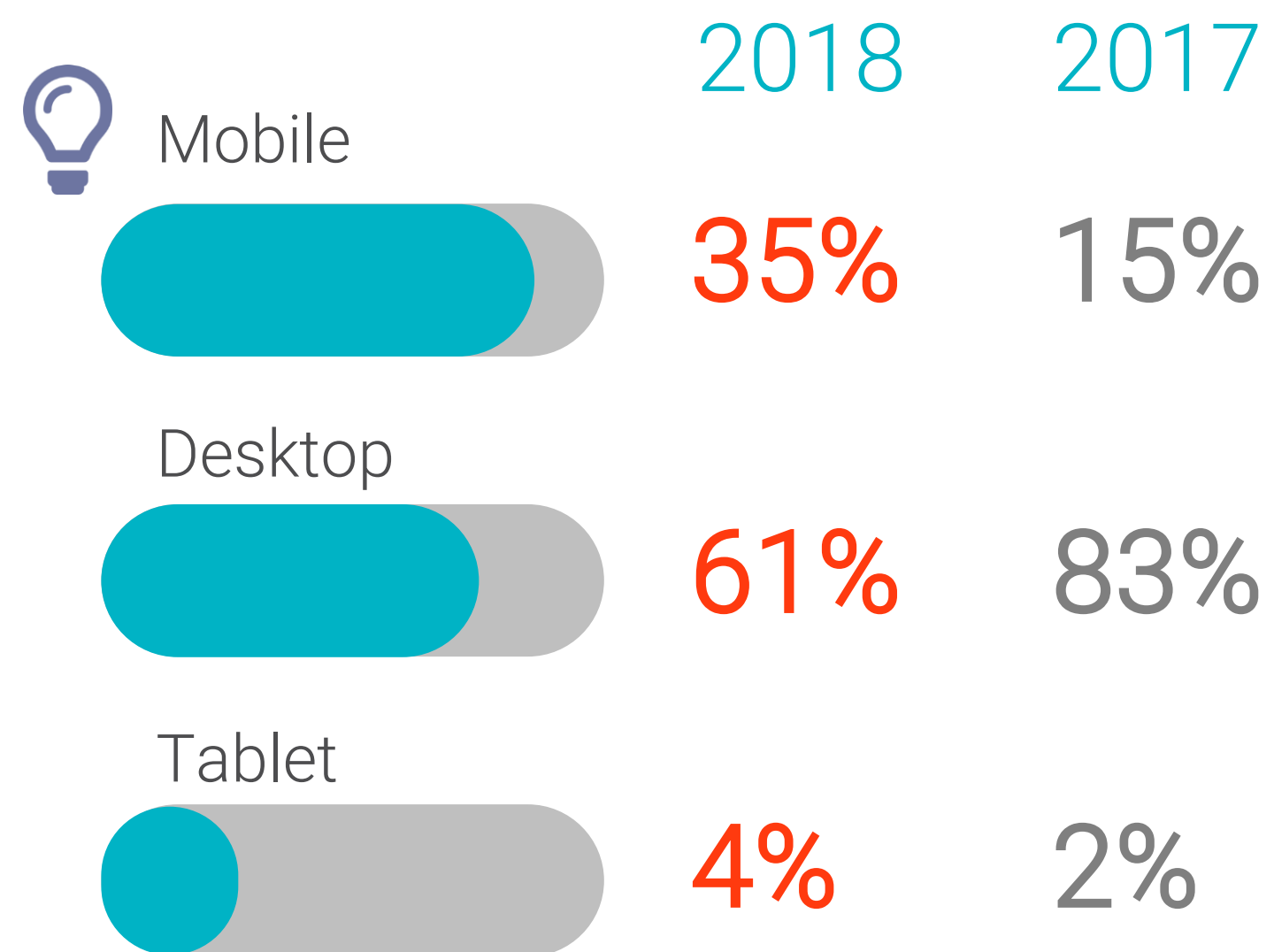
Home Page (100%)

2018



Traffic by Device

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



Google has officially started prioritizing mobile pages for rankings in search.

Insights & Next Steps

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

INSIGHTS

- Website content was updated to focus on consumer education.
- **79%** of website visitors now enter from an insurance product page.
- Brand introduction video is now ranking for branded searches.

NEXT STEPS


- Expand FAQ content
- Improve user experience by adding video to product pages.
- Add Wikipedia entry to enhance credibility.



CAFII Releases New Pollara Travel Medical Insurance Research

LEARN MORE 

04 Organic Performance

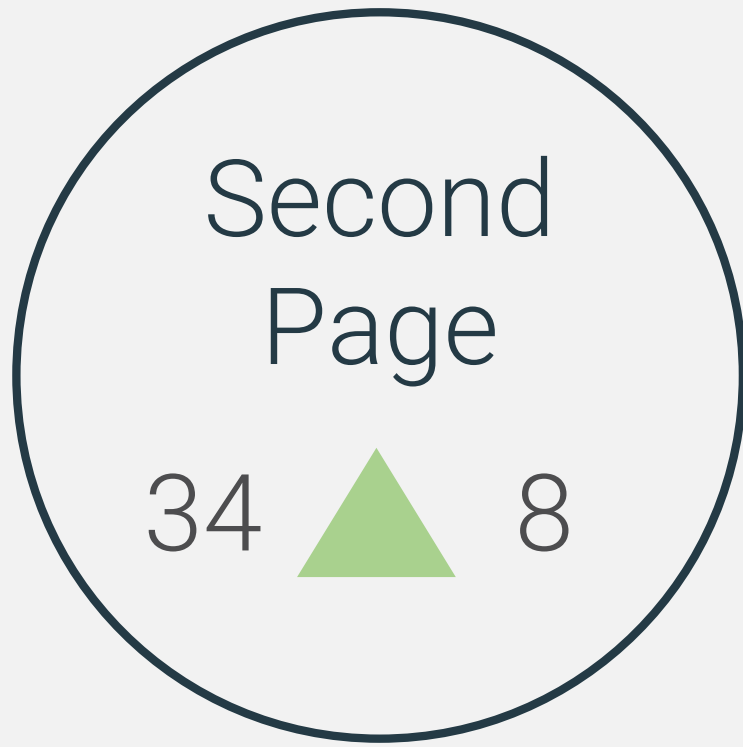
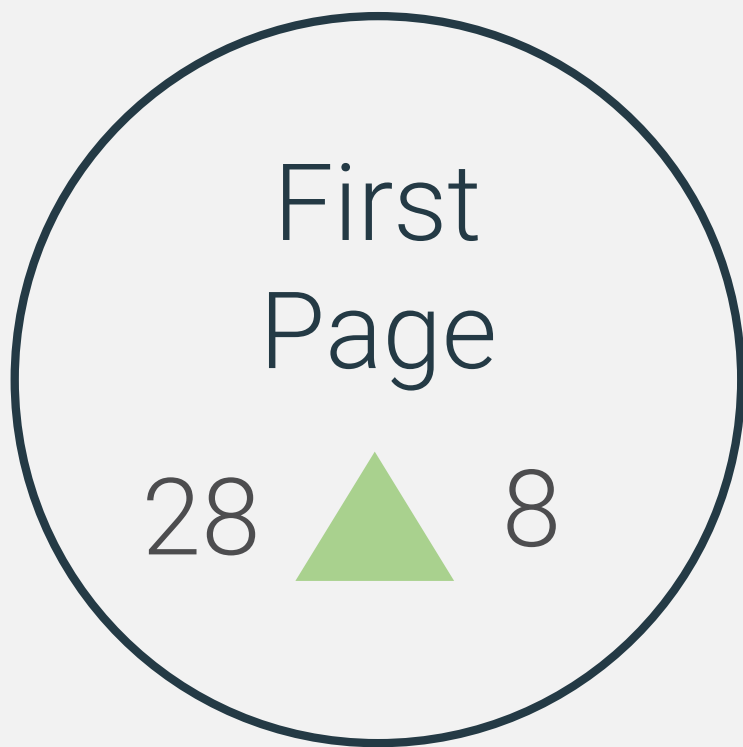
Keyword Rankings	12
Google My Business	13
 Insights & Next Steps	14

Keyword Rankings

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

89

Tracked
Keywords



6 ▲ 13 “job loss insurance for mortgage”

7 ▲ 21 “what is credit insurance premium”

8 ▲ 4 “mortgage disability insurance”

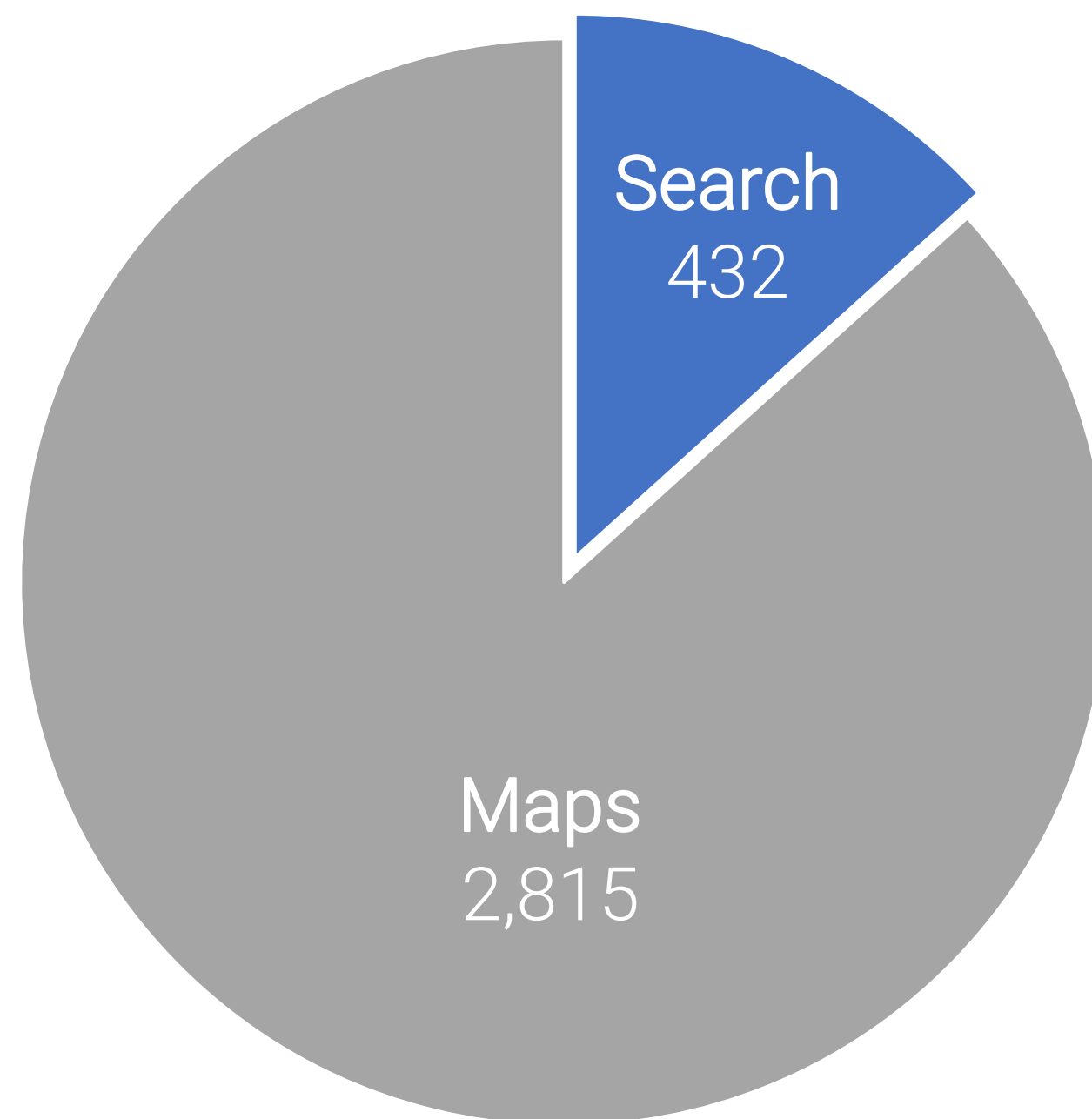
14 ▲ 37 “is credit card insurance worth it”

Google My Business

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

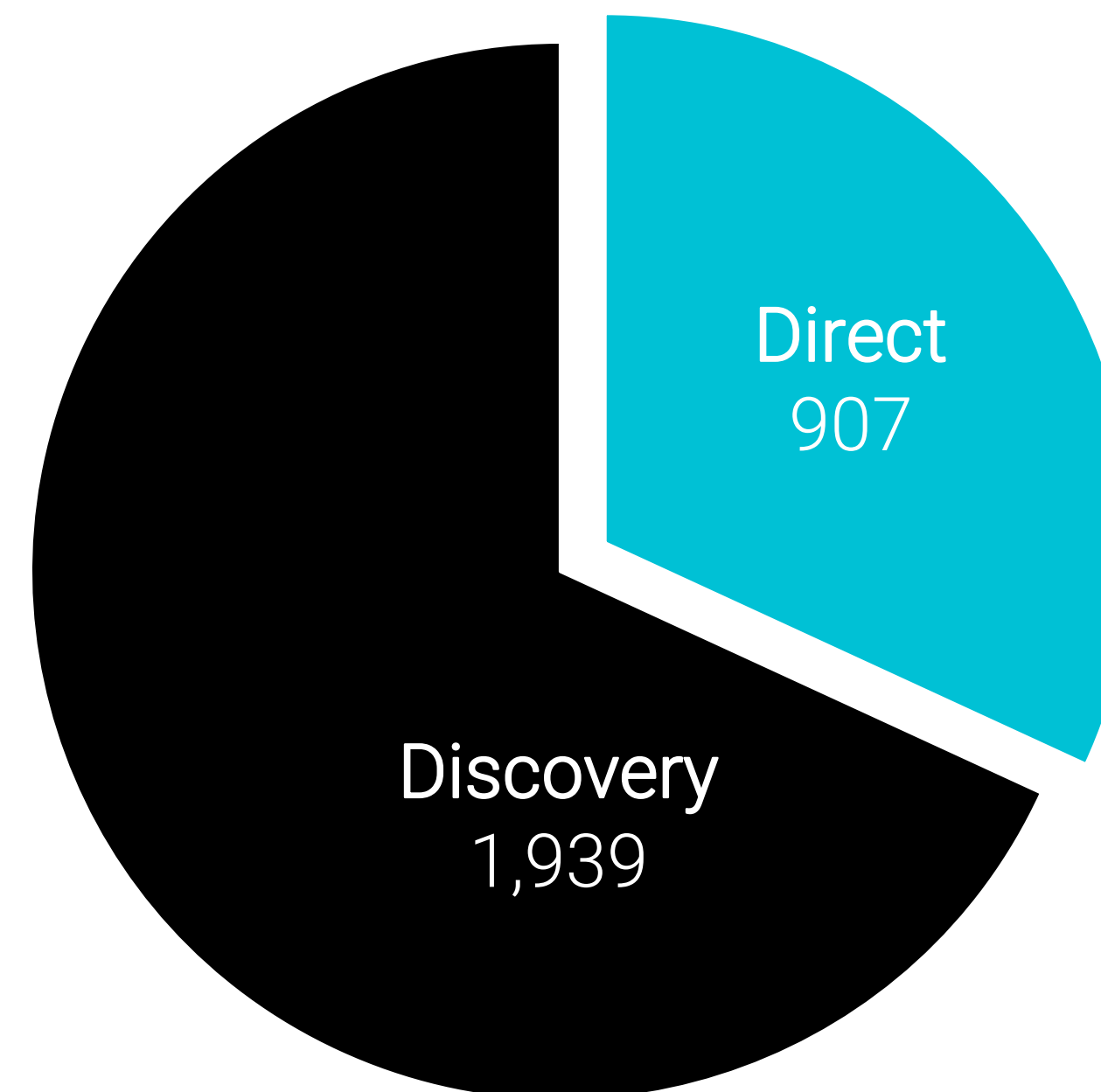
Impressions

3,427



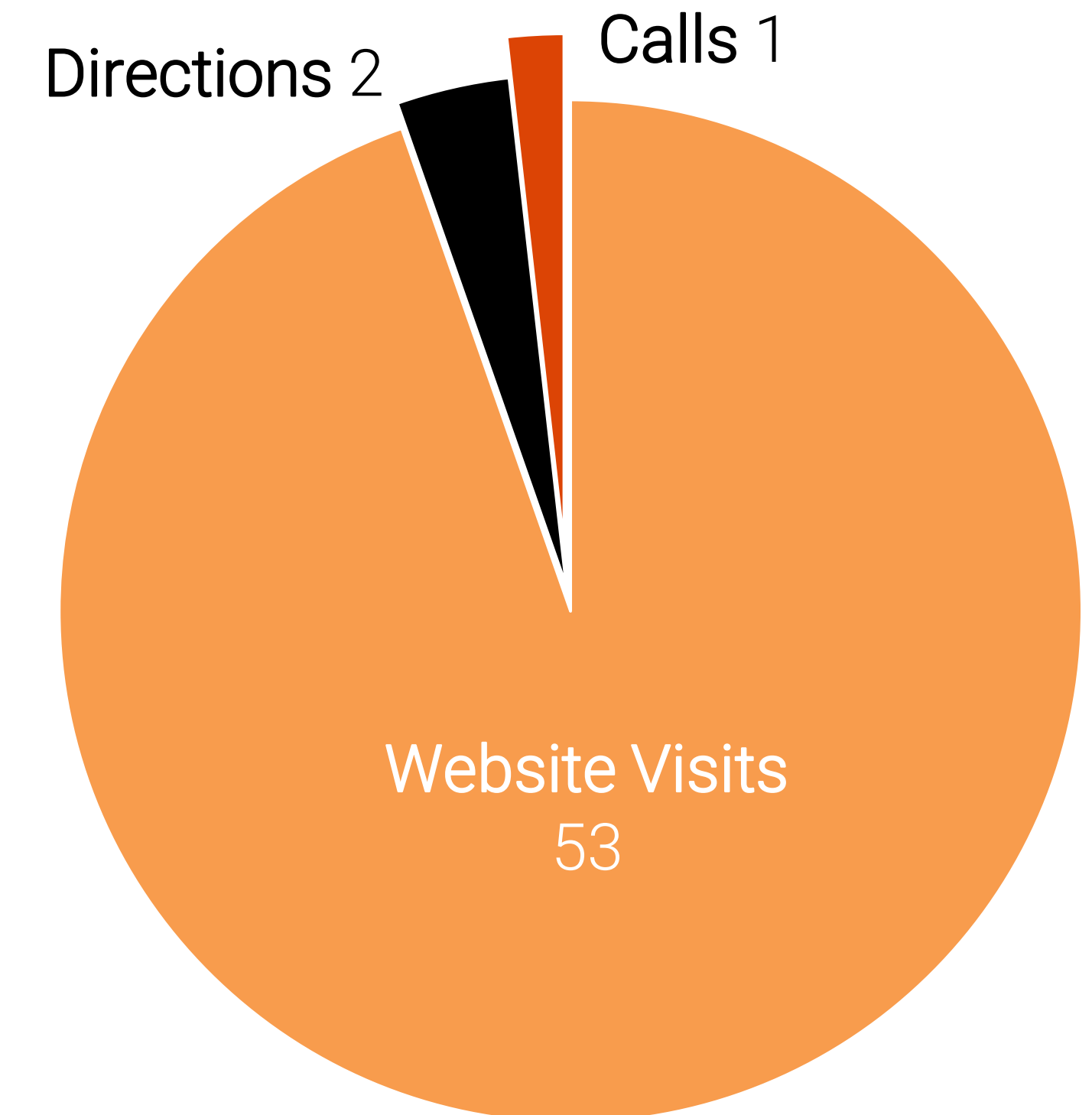
Search

2,846



Actions

56



We Placed CAFII's Business Information on the Top 100 Directories

Insights & Next Steps

January 1 – August 31, 2018

January 1 – August 31, 2017

INSIGHTS

- **79%** of users enter the website from an insurance product information page.
- **32%** of users will navigate to the about or contact page once they have landed on the website.
- **68%** of Google My Business Search visibility was discovery.

NEXT STEPS

- Expand FAQ content
- Expand consumer examples
- Place CAFII introduction video on about CAFII page & contact page.



05 Thought Starters & Discussion

Insurance Product Videos



creditor group insurance|



The Pitfalls of Creditor Insurance

GPFG INC. • 191 views • 4 years ago

The pitfalls of creditor insurance.

Insurance Product Videos



1. Travel Insurance
2. Creditor Group Insurance
3. Job Loss Insurance
4. Mortgage Disability & Critical Illness Insurance
5. Life Insurance for Personal Loans
6. Disability Insurance for Loans
7. Credit Protection Insurance
8. Mortgage Disability Insurance
9. Payment Protection Insurance for Loans
10. Credit Card Insurance
11. Mortgage Life Insurance
12. Mortgage Critical Illness Insurance
13. Trip Cancellation & Interruption Insurance
14. Critical Illness Insurance for Loans
15. Travel Medical Insurance
16. Other Insurance

Membership Badge



Goal

1. Enhance CAFII Website Performance

Example Pages for Placement

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