AGENDA

*Insights will be highlighted using this icon

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

02 GOAL

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

02 VISION

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

03 Website Performance

Summary

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

Entry	1st Interaction
Job Loss Insurance (26%)	About (20%)
Home Page (21%)	Contact (12%)
Credit Protection Insurance (18%)	Home (11%)
Life Insurance for Personal Loans (6%)	News (10%)
Other Pages (29%)	Other Pages (48%)

Traffic by Device

	2018	2017
Mobile	35%	15%
Desktop	61%	83%
Tablet	4%	2%
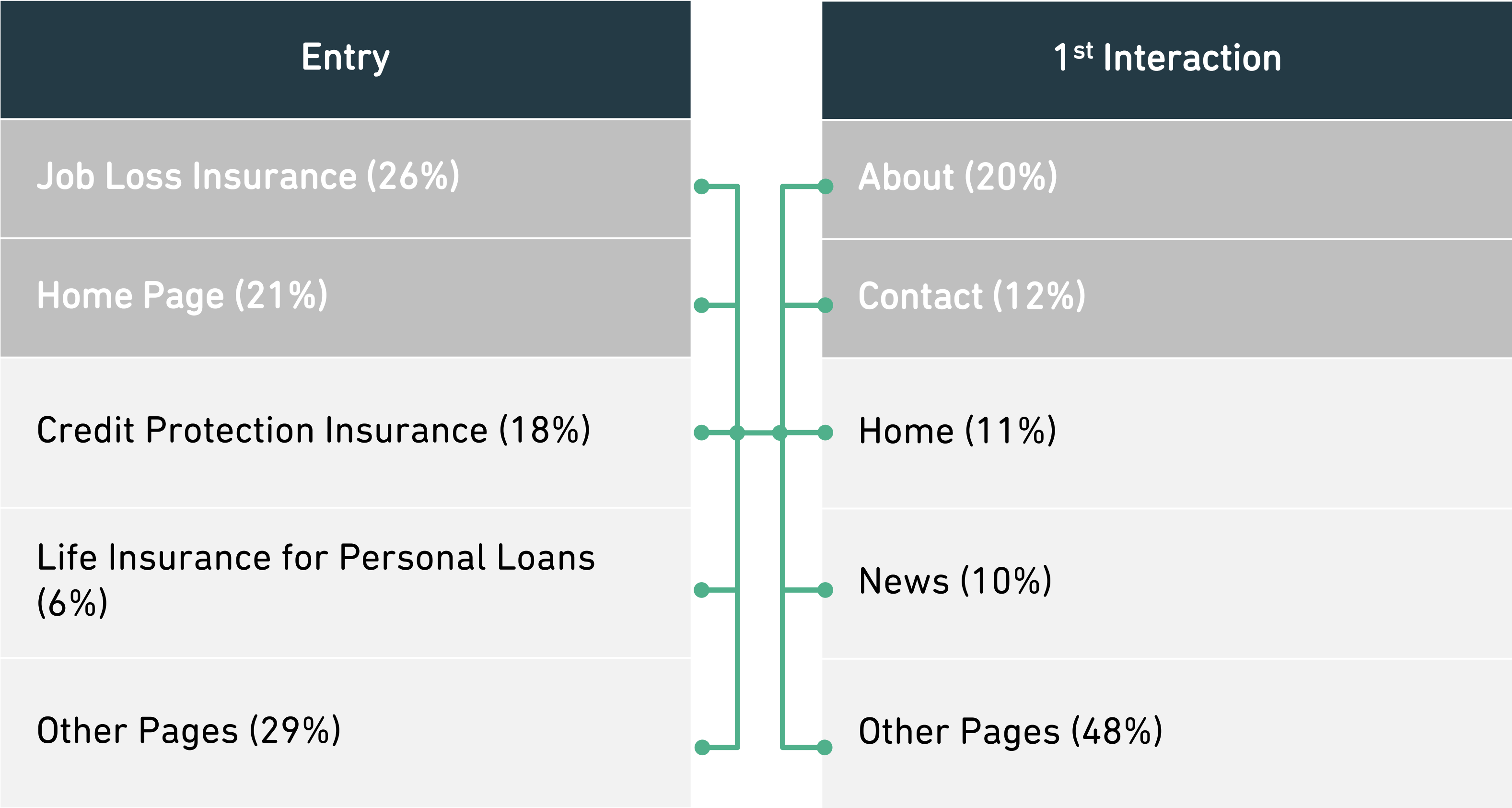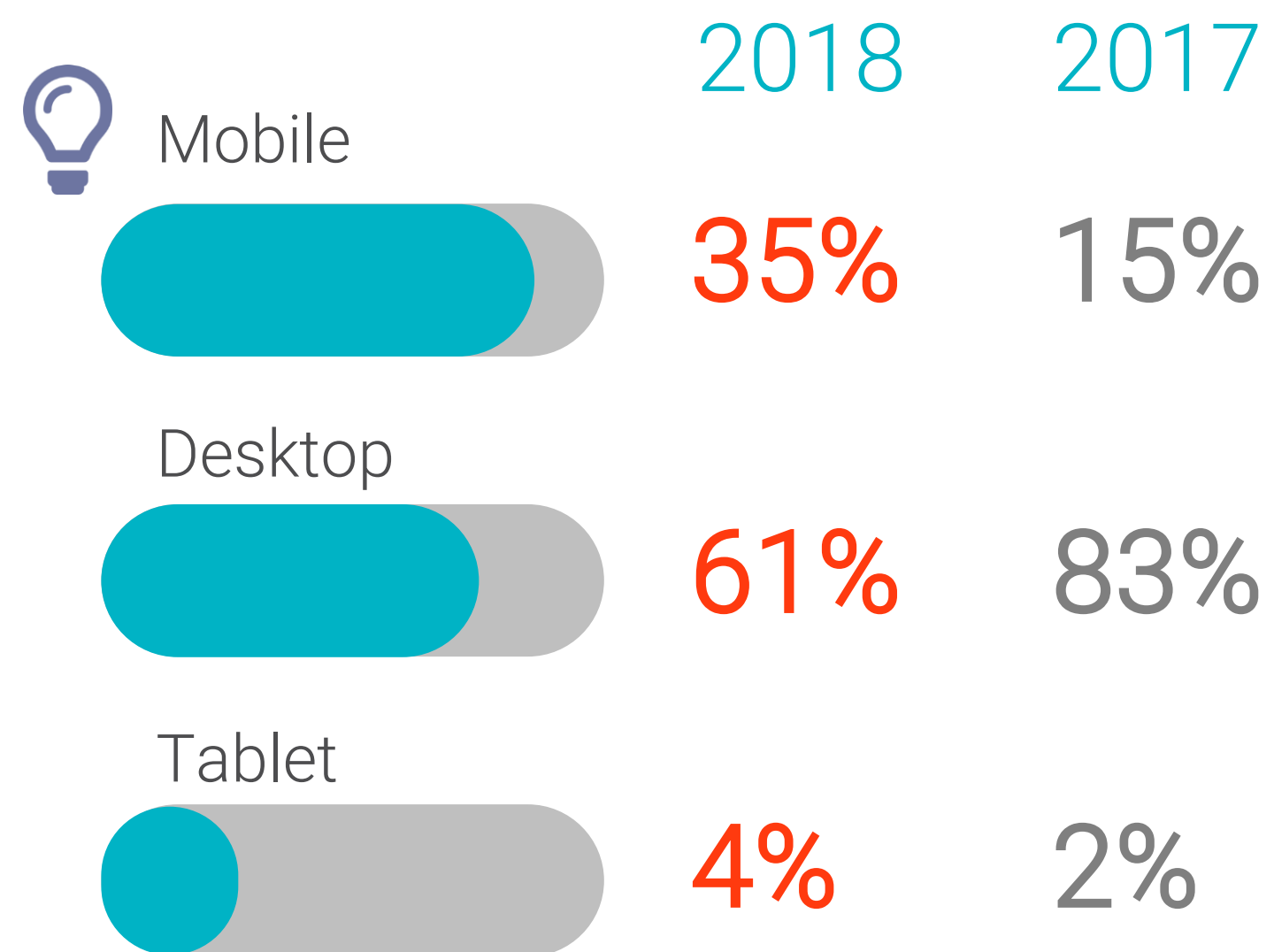
Google has officially started prioritizing mobile pages for rankings in search.

Insights & Next Steps

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

89 Tracked Keywords

First Position 15 ▲ 4

First Page 28 ▲ 8

Second Page 34 ▲ 8
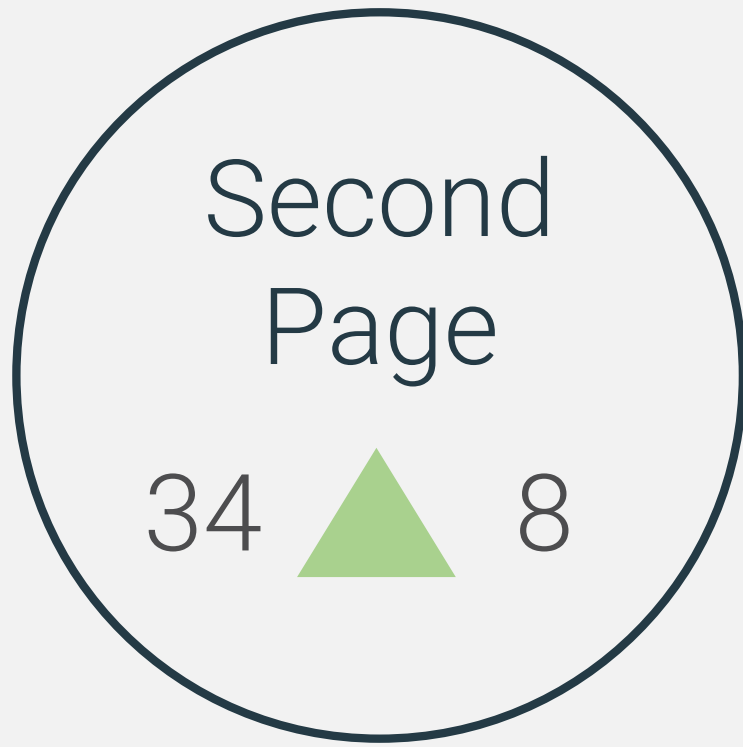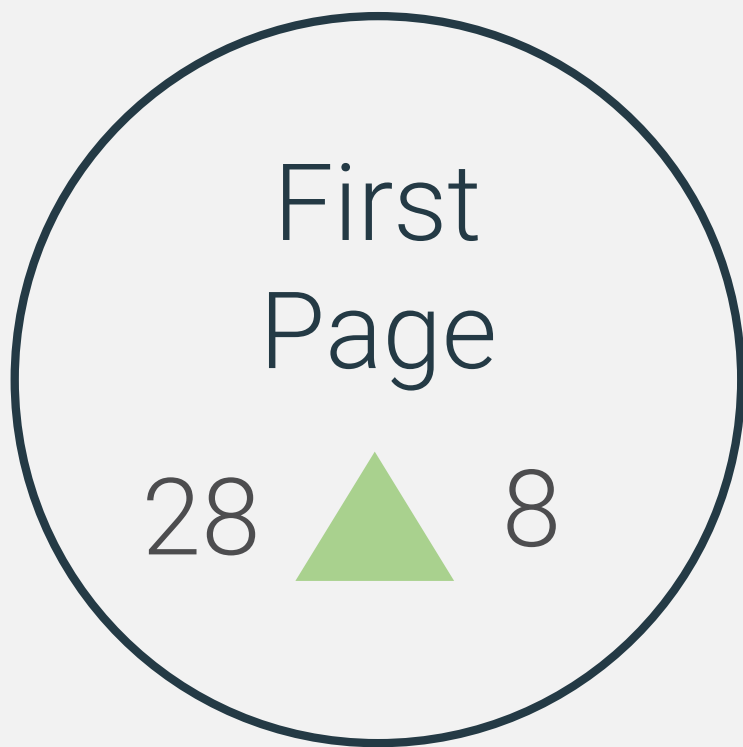
6 ▲ 13 "job loss insurance for mortgage"

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
432

Maps
2,815

Search
2,846

Direct
907

Discovery
1,939

Actions
56

Directions 2   Calls 1

Website Visits
53
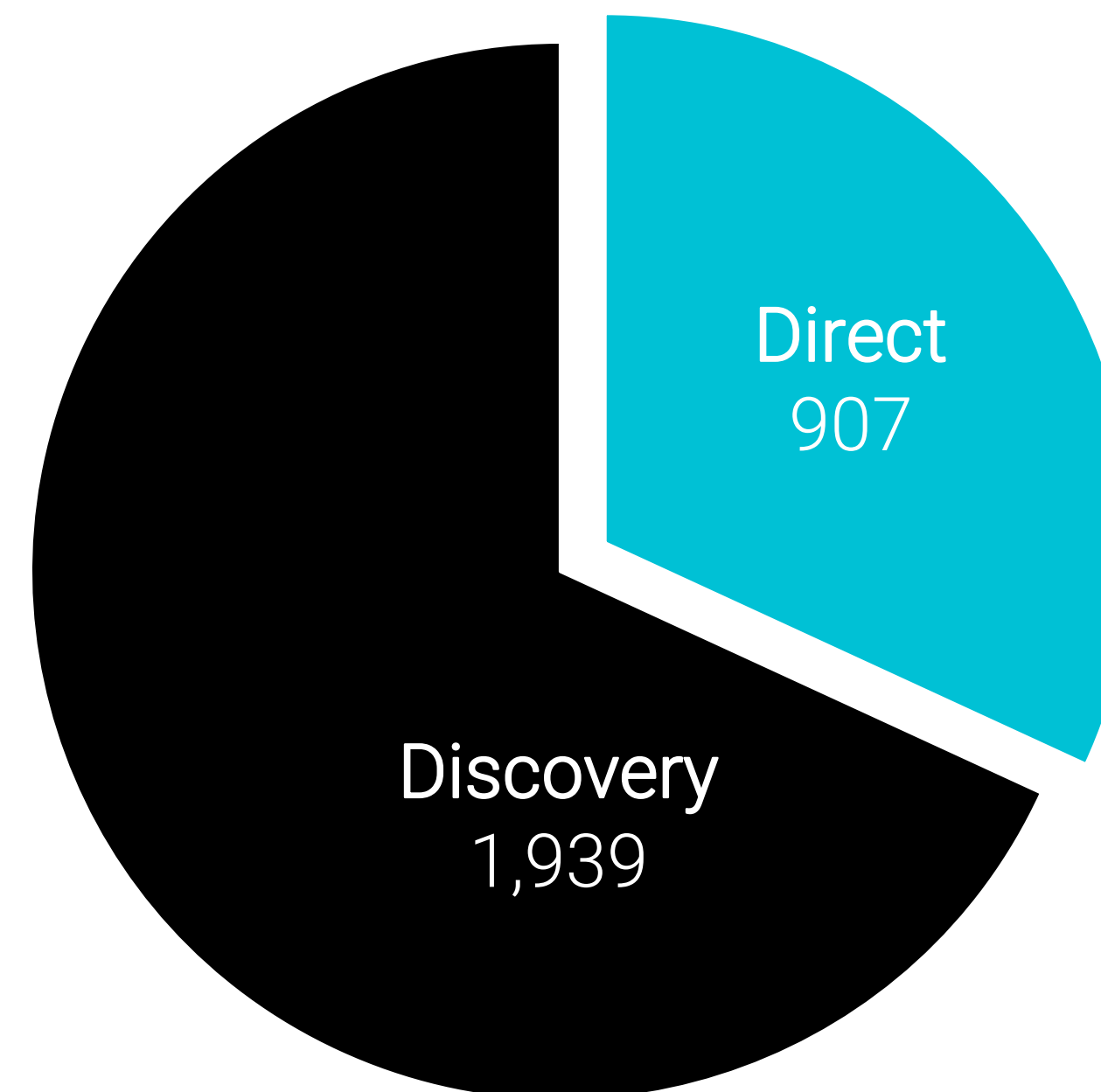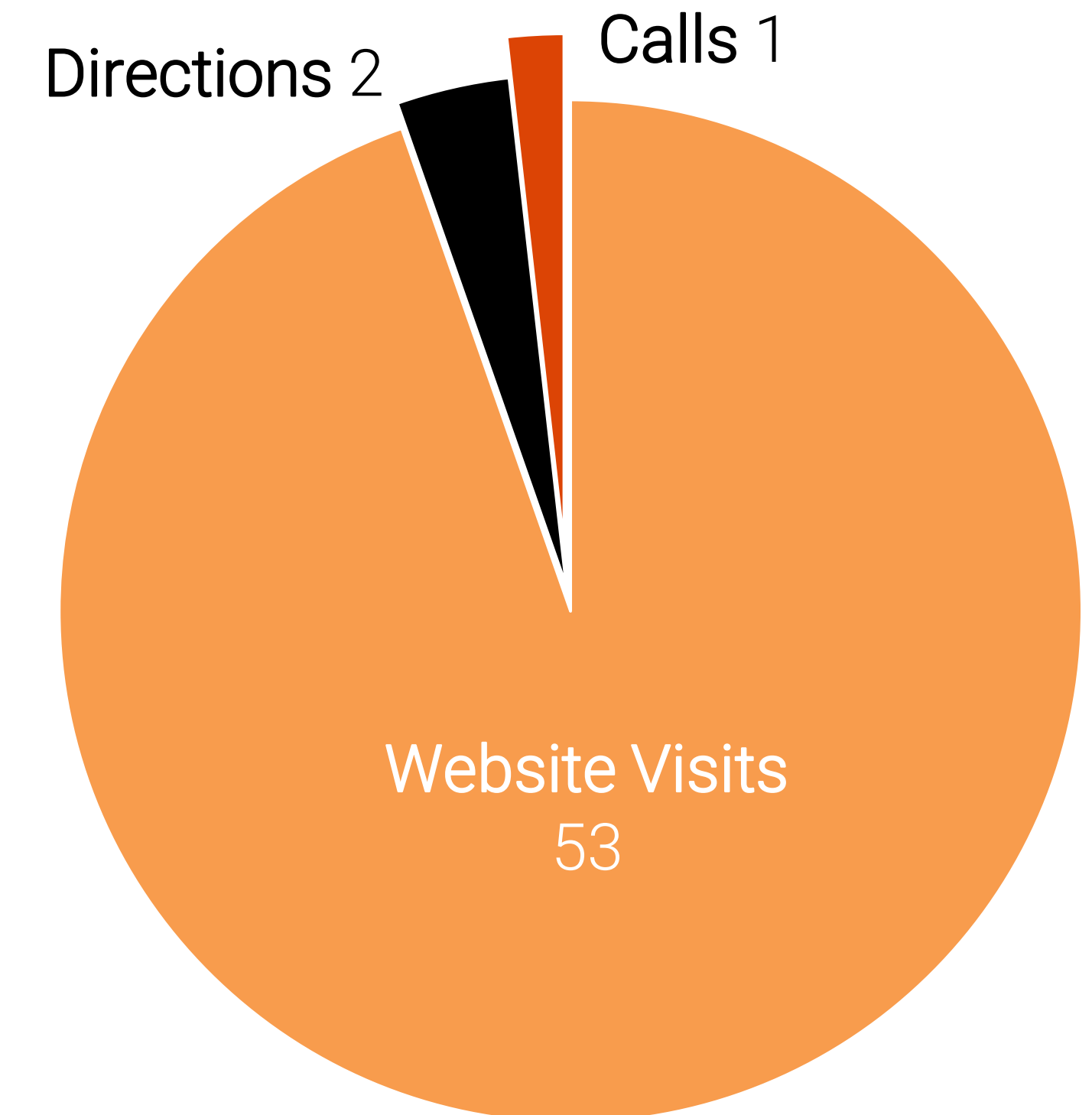
We Placed CAFII's Business Information on the Top 100 Directories

Insights & Next Steps

INSIGHTS

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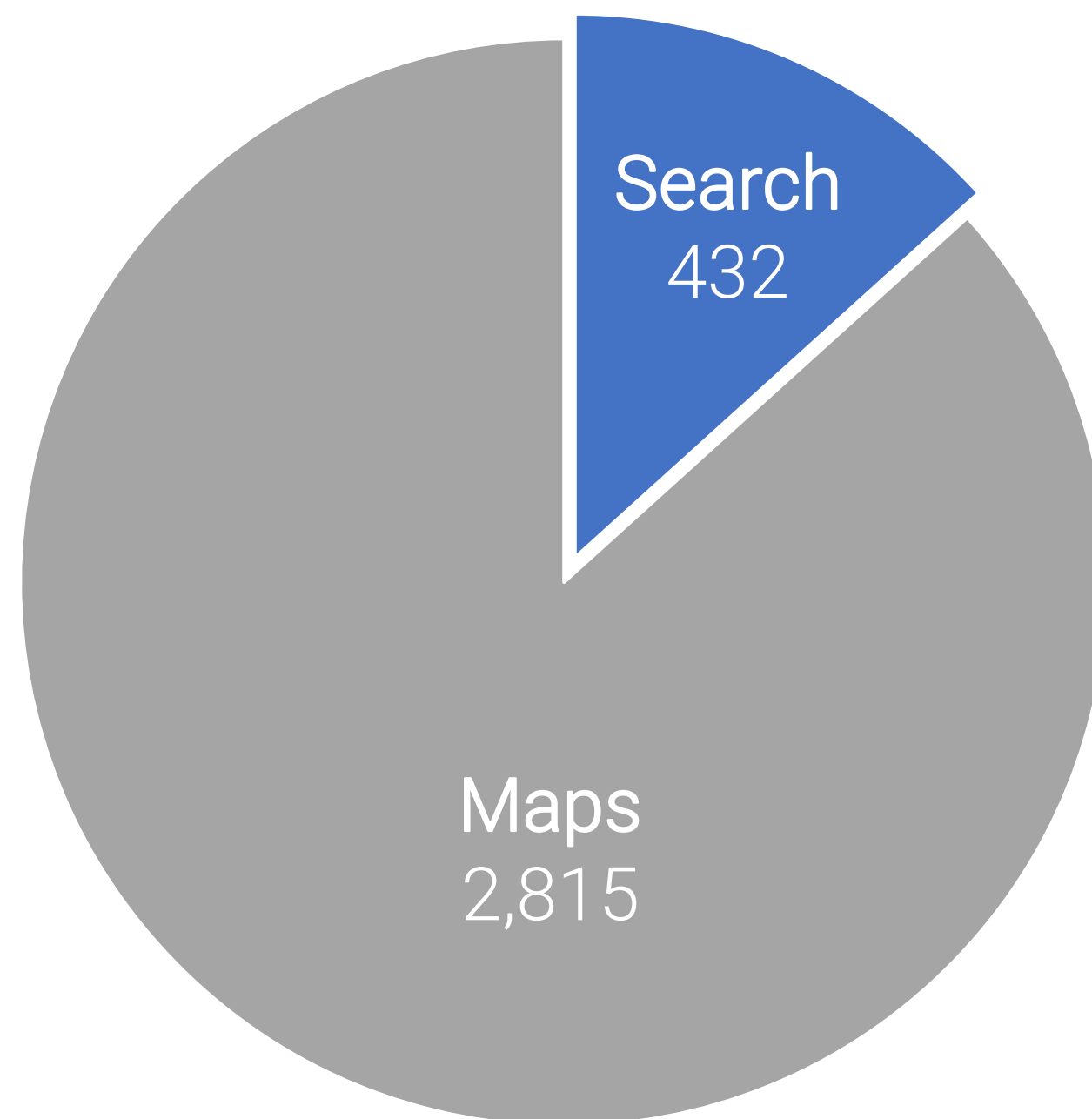- **32%** of users will navigate to the about or contact page once they have landed on the website.
- **68%** of Google My Business Search visibility was discovery.

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

Insurance Product Videos

Insurance Product Videos

YouTube

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