

# AGENDA

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Making Insurance Simple, Accessible,  
and Affordable for Canadians



The Canadian Association of  
Financial Institutions in Insurance

L'association canadienne des  
institutions financières en assurance

## 2019 Program Summary



CAFII Releases New Pollara Travel  
Medical Insurance Research

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# 2019 Program Summary

## Project Status

Element	Item	Status
Video Production	Mortgage Life Insurance Video	Complete
	Pollara Research Video #1	Complete
	Pollara Research Video #2	Complete
Consumer Examples	11 English + 11 French Insurance Vignettes	Complete
	11 Images Sourced	Complete
Page Optimization	Travel Insurance, Job Loss Insurance, Mortgage Disability Insurance & Critical Illness Insurance, Disability Insurance for Loans, Mortgage Disability Insurance	Complete
Google / Wikipedia Entry	Google Knowledge Panel Verification	Complete



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## 2019 Website Performance

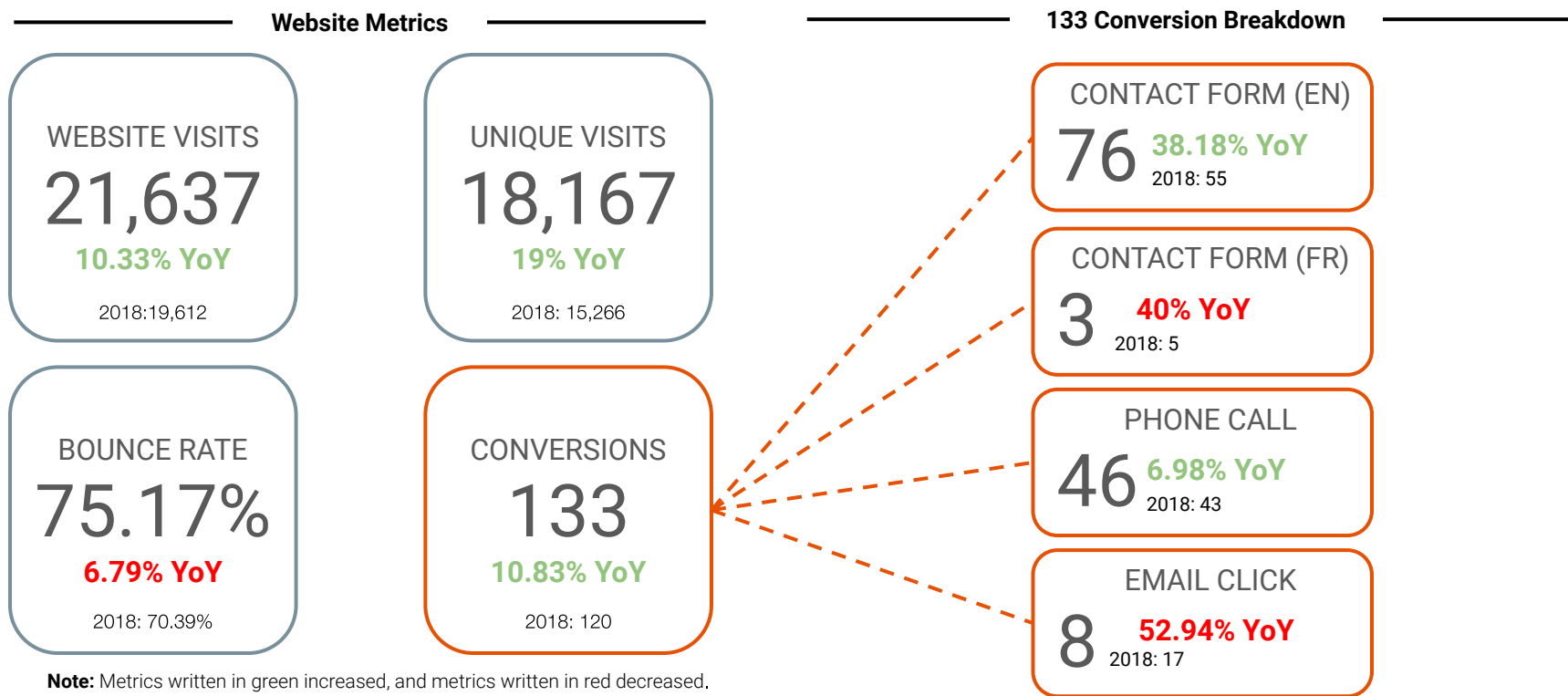


CAFII Releases New Pollara Travel  
Medical Insurance Research

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# 2019 Website Performance

## Overview



# 2019 Website Performance

## Traffic Overview

### Sources



\*Not the responsibility of RankHigher

### Total Traffic

21,570

**Note:** Metrics written in green increased, and metrics written in red decreased.

# 2019 Website Performance

Where Your Traffic Is Coming From By City & Device

Your Top Cities

City	Visits	Bounce Rate	Avg. Session Duration	Goals
Toronto	3,387	49.51%	4:00	17
Montreal	717	67.64%	1:17	3
Calgary	538	79.55%	1:01	9
Ashburn	340	96.47%	0:09	1
New York	307	76.22%	1:01	4
Edmonton	279	79.57%	0:51	3
Vancouver	243	76.95%	1:16	2
Baden	222	24.32%	6:10	0
Ottawa	217	71.43%	1:23	1
Chicago	205	67.80%	1:40	4

Device Usage

Device	Visits	Bounce Rate	Goals
Desktop	12,490 (58%)	69.14%	54
Mobile (Up 14% YoY)	8,313 (38%)	84.53%	78
Tablet	834 (4%)	72.06%	1



Top Mobile Device  
**Apple iPhone**  
(44% of Visitors)



Top Tablet Device  
**Apple iPad**  
(4.8% of Visitors)

# 2019 Website Performance

How you're ranking for the keywords/phrases people are using...

**Keywords in  
1st Position**

53

430%  
10 (2018)

**Keywords on  
Page 1**

105

303%  
(26) 2018

**Keywords with  
Improved Rankings**

24

4%  
(23) 2018

**Includes:** Google Desktop, Google Mobile, Bing Desktop, Bing Mobile

**Note:** Metrics written in green increased.



# 2019 Website Performance

Examples of how people are searching / finding your website...

## Keyword Search

Credit Protection  
Insurance

15

650% YoY

2018: 2

Job Loss  
Insurance

14

133.33% YoY

2018: 6

Job Loss  
Insurance Coverage

7

100% YoY

2018: 0

Who Sells  
Job Loss Insurance

7

100% YoY

2018: 0

Job Insurance

7

16.67% YoY

2018: 6

Job Loss  
Insurance Canada

7

75% YoY

2018: 4

Credit Card  
Insurance

6

100% YoY

2018: 3

Insurance To Cover  
Job Loss

4

100% YoY

2018: 0

**Note:** Metrics written in green increased.

# 2019 Website Performance

## Keyword/Phrase Rankings - Top Increases

Keyword	Ranking Change	Current Position	Position in 2018
Mortgage loan life insurance	72	8	80
Mortgage life insurance vs. life insurance	60	23	83
Trip interruption insurance	55	5	60
Car loan life insurance	43	10	53
What is mortgage life insurance	41	3	44
Loan life insurance	36	5	41
Home loan insurance	35	49	84
What is critical illness insurance	32	60	92
How does mortgage life insurance work	31	5	36
What is trip interruption insurance	31	5	36

**Includes:** Google Desktop, Google Mobile, Bing Desktop, Bing Mobile

**Note:** Metrics written in green increased.

# 2019 Website Performance

The pages on your website that people find / go to the most often...

## #1 Landing / Entry Page **Job Loss Insurance**

- 6,895 Page Views
- Time on page is 1:52
- 84% visitors leave after viewing this page
- 268 visitors went to "contact" page next
- 101 visitors went to "about" page next
- 87 visitors went to "insurance" page next
- 51 visitors went to "faq" page next

**67 conversions**

## #2 Landing / Entry Page **Credit Protection Insurance**

- 3,806 Page Views
- Time on page: 2:51
- 89% visitors leave after viewing this page
- 96 visitors went to "faq" page next
- 37 visitors went to "home" page next
- 33 visitors went to "contact" page next
- 32 visitors went to "news" page next

**5 conversions**

# 2019 Website Performance

The pages on your website that are driving the most action...

## Job Loss Insurance

67

Conversions

5,235

Sessions

## Payment Protection Insurance for Loans

18

Conversions

685

Sessions

## Life Insurance For Personal Loans

7

Conversions

1,317

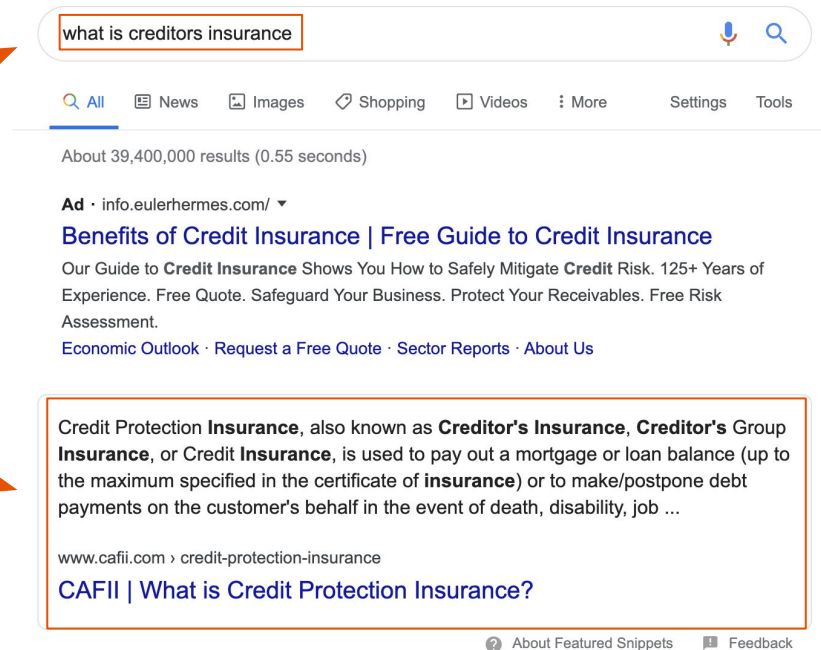
Sessions

# 2019 Website Performance

## Featured Snippets

When someone **searches** for 'what is creditors insurance', this is the result.

This is an example of a **featured snippet**.



The image is a screenshot of a Google search interface. At the top, the search bar contains the text "what is creditors insurance". Below the search bar, there are navigation links: "All", "News", "Images", "Shopping", "Videos", "More", "Settings", and "Tools". The search results show "About 39,400,000 results (0.55 seconds)". The first result is an advertisement from "info.eulerhermes.com/" titled "Benefits of Credit Insurance | Free Guide to Credit Insurance". Below the ad, there is a featured snippet box with an orange border. The snippet text reads: "Credit Protection **Insurance**, also known as **Creditor's Insurance**, **Creditor's Group Insurance**, or **Credit Insurance**, is used to pay out a mortgage or loan balance (up to the maximum specified in the certificate of **insurance**) or to make/postpone debt payments on the customer's behalf in the event of death, disability, job ...". Below the snippet, the URL "www.cafii.com > credit-protection-insurance" is shown, followed by the link "CAFII | What is Credit Protection Insurance?". At the bottom right of the page, there are links for "About Featured Snippets" and "Feedback".

what is creditors insurance

All News Images Shopping Videos More Settings Tools

About 39,400,000 results (0.55 seconds)

Ad · info.eulerhermes.com/ ▼

**Benefits of Credit Insurance | Free Guide to Credit Insurance**

Our Guide to **Credit Insurance** Shows You How to Safely Mitigate **Credit Risk**. 125+ Years of Experience. Free Quote. Safeguard Your Business. Protect Your Receivables. Free Risk Assessment.

[Economic Outlook](#) · [Request a Free Quote](#) · [Sector Reports](#) · [About Us](#)

Credit Protection **Insurance**, also known as **Creditor's Insurance**, **Creditor's Group Insurance**, or **Credit Insurance**, is used to pay out a mortgage or loan balance (up to the maximum specified in the certificate of **insurance**) or to make/postpone debt payments on the customer's behalf in the event of death, disability, job ...

www.cafii.com > credit-protection-insurance

**CAFII | What is Credit Protection Insurance?**

About Featured Snippets Feedback

# 2019 Website Performance

## Featured Snippets

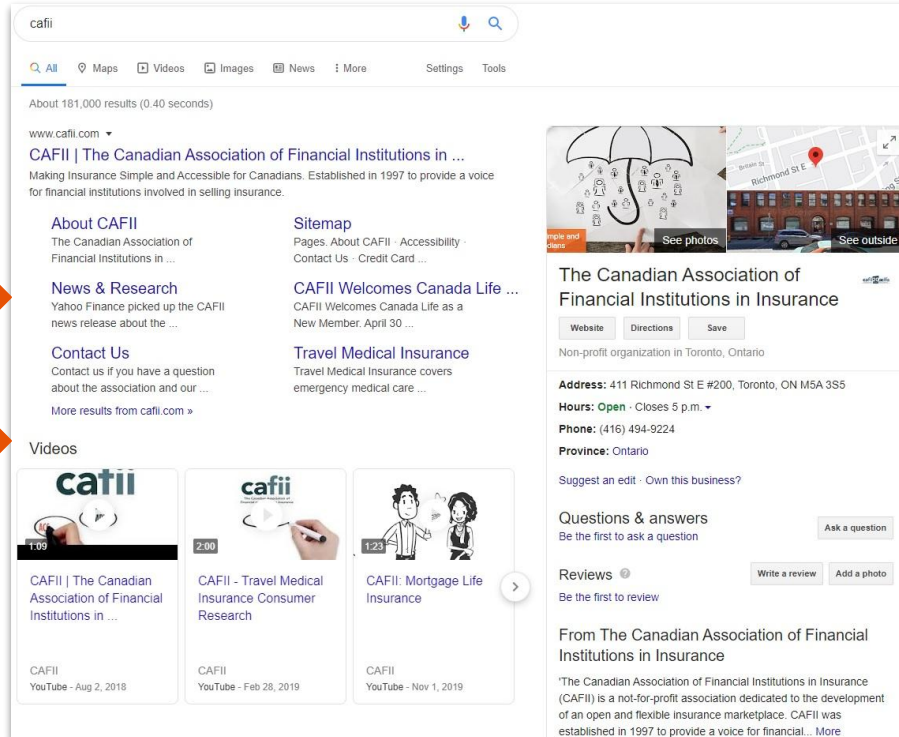
Because we've optimized your website, your website content is pulled into the featured snippet, for each of these important **15** keyword searches.

This means you are now being seen as the authority in your space by Google, and therefore by the target audience searching for this information.

Keywords In Google Featured Snippet
What is creditor's insurance
Mortgage disability insurance
Disability mortgage insurance
Job loss insurance for a mortgage
Credit card insurance benefits
How does credit card insurance work
What is credit card insurance
What is a credit insurance premium
What is creditor's insurance
Disability mortgage insurance
Mortgage job loss insurance
Credit card insurance benefits
How does credit card insurance work
What is credit card insurance
What is a credit card insurance premium

# 2019 Website Performance

When someone searches for your association directly they see...



## Legend

1. We optimized 6 site links underneath home page.
2. We optimized 3 CAFII YouTube videos.
3. We optimized the CAFII knowledge panel.

# cafii acifa

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## Business Listing Performance

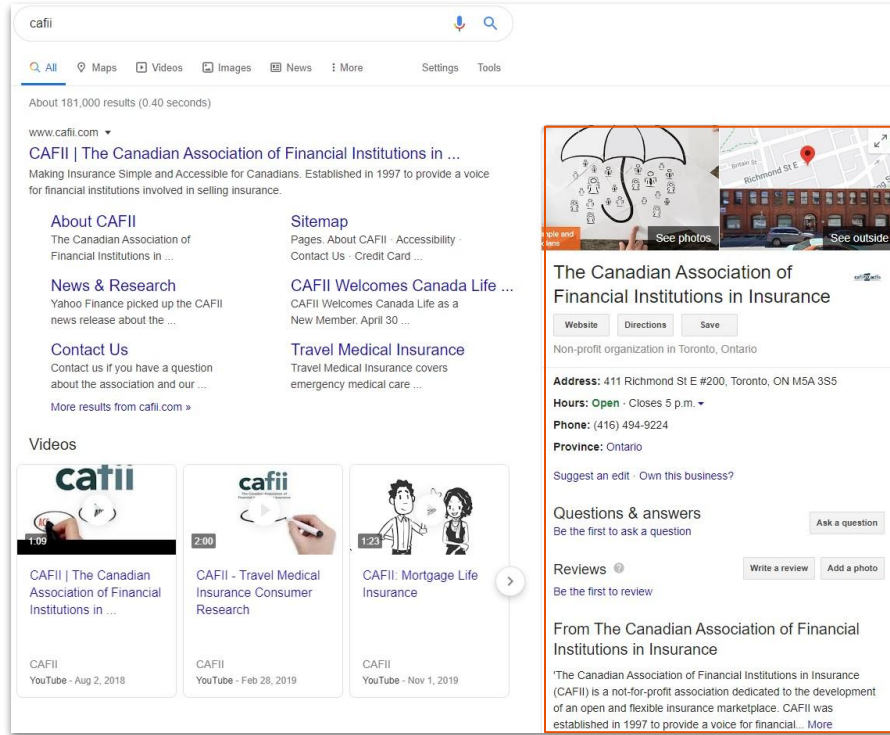


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# Business Listing Performance

## What is Google My Business



This is an example of a **business listing**.

# Business Listing Performance

2019 vs. 2018

Since 2018, your business listing has **improved** in searches, views and actions. That means more people have:

- Searched for CAFII branded terms, as well as non-branded terms.
- Searched (branded or non-branded) within 'maps' and your business listing appeared.
- Clicked on your listing to go to the website, to get driving directions, and to place a phone call.

## So what?

This means more than **11,000** users have interacted with your associations business listing compared to last year!

**Note:** Metrics written in green increased.

Element	2019 Performance	Compared to 2018 Performance
<b>Searches</b>		
Branded Searches (CAFII)	1,798	<b>1,223 YoY</b>
Non-Branded Searches	5,125	<b>4,139 YoY</b>
<b>Total</b>	<b>6,923</b>	<b>5,362 YoY</b>
<b>Views</b>		
<b>Total</b>	<b>1,398</b>	<b>1,129 YoY</b>
<b>Actions</b>		
Clicks To Website	153	<b>118 YoY</b>
Clicks For Driving Directions	12	<b>10 YoY</b>
Clicks To Place Phone Call	3	<b>2 YoY</b>
<b>Total</b>	<b>168</b>	<b>130 YoY</b>

# cafii acifa

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## Next Steps



Making Insurance Simple, Accessible,  
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# Next Steps

## Our Recommendations

### Let's improve the bounce rate of your website!

We've already planned more videos for 2020 which will assist with your bounce rate.

In addition, we're working in the background to improve elements of your site affected by the most recent Google Algorithm updates (October and January).

### Let's improve the experience on your business listing!

Now that many 11,000 more people are going to your Google My Business, we should be incorporating some enhanced experience elements such as:

- **Videos.** We can upload all the videos we have done (and the new ones) for \$1,000.
- **Images.** We should take professional photos at your events, edit and upload them.
  - Let us know and we will scope this out for your next event (~\$750)

# cafii acifa

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## Glossary of Key Terms



Making Insurance Simple, Accessible,  
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# Glossary

## Website - Key Terms

### **Website Visits**

The overall number of visits to your website within a given period.  
A single person can visit a website multiple times.

### **Unique Visits**

The number of unique people who visited your website within a given period (ie: last quarter).

### **Bounce Rate**

The percentage of individuals that instantly leave a website without taking any action.

### **Conversions**

The completion of a specific action on a website deemed to be important to a business' success. (ie: Visitor fills out a contact form, clicks to make a phone call or clicks to write an email).

### **Contact Form (submission)**

A website visitor who fills out a form on your website.

### **Phone Call**

A website visitor who places a phone call from your website.

### **Email Click**

A website visitor who clicks to email from your website.

### **Direct Website Visits**

The visits that came to your website from someone typing in your website URL into a browser, or through browser bookmarks.

### **Organic Website Visits**

The number of visits that came to a website through a search engine (not including paid advertisements).

### **Referral Website Visits**

The visits that came to a website by clicking on a link placed on a different website.

# Glossary

## Google My Business - Key Terms

### **Branded Searches**

Visitors who find your listing searching for your business name or address.

### **Non-Branded Searches**

Visitors who find your listing searching for a category, product or service without using your brand in their search query.

### **Map Views**

Users who view your listing on Google Maps.

### **Search Views**

Users who view your listing on a Google Search Engine Results Page.

### **Clicks To Website**

When a visitor finds you on Google My Business and clicks through to your website.

### **Clicks For Driving Directions**

When a visitor finds you on Google My Business and clicks to find driving directions.

### **Clicks To Place Phone Call**

When a visitor finds you on Google My Business and clicks to place a phone call.