

CAFI: Summary of Now Completed 2023 Website Enhancements

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Hello CAFI Board member, EOC member, and Committee/Working Group member,

First of all, Happy New Year to each of you!

This is an update on the CAFI website. CAFI has now completed all website enhancements slated for 2023 with its external supplier.

On the CAFI homepage is an English and French version of a new video on the claims process for credit protection insurance:

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

[ACIFA](#)

If you wish to see other CAFI videos, on the right and left of the video are arrows. Click on one of these to move forward or backward to other videos.

Another major deliverable this year is to modify the English and French homepage so that you can see the different components of the website by scrolling down. Previously, the home page was static, and you would need to click on a link or tab to see another section of the website. That was best practices when the website was constructed seven years ago, but subsequently users expect to just scroll down to see features. You can see this new approach by going to the CAFI homepage and just scrolling down.

An example of this from a leading technology company is Apple's home page:

[Apple \(Canada\)](#)

The CAFI events section has been completely modified to make it cleaner and easier to navigate, and each event now has its own unique URL. You can see the events section overall in English and French here:

[Events \(cafi.com\)](#)

[Événements \(cafi.com\)](#)

In order to add content to the website and in particular to enrich the French side, each webinar or event has a summary write-up posted on the website and these are all translated and posted on the French section in French as well.

[CAFII's Webinar Travel Trends and Travel Insurance Developments in 2023 with Katia Umutohiwase, Helen Cosburn, and Sheila Burns](#)

[Webinaire de l'ACIFA: Tendances en matière de voyage et développements relatifs à l'assurance voyage en 2023, présenté par Katia Umutohiwase, Helen Cosburn et Sheila Burns \(cafii.com\)](#)

In the backend, CAFII has continued to invest in improvements to search engine optimization.

We have also continued to invest in our LinkedIn page, which now has multiple postings:

<https://www.linkedin.com/company/canadian-association-of-financial-institutions-in-insurance/?viewAsMember=true>

We have also invested in the Google Business Profile page—this is the summary about CAFII you see on the right hand side after a Google search for “CAFII.”

Together these enhancements will continue us down the road of constantly enhancing our website and online information sources, and adding valuable content, to make the website and other online resources a source of important financial literacy information on credit protection insurance and travel insurance.

In 2024 we will continue down the road of continually enhancing the website and adding relevant content.

Thank you,

--Keith

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Executive Director / Directeur général

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