

cafii acifa

The Canadian Association of
Financial Institutions in Insurance

L'association canadienne des
institutions financières en assurance

AGENDA

- 01** 2020 Program Summary
- 02** 2020 Website Performance
- 03** 2020 Business Listing Performance
- 04** Glossary of Key Terms



Making Insurance Simple, Accessible,
and Affordable for Canadians

2020 Program Summary



2020 Program Summary

Project Status

Element	Item	Status
Video Production	Disability CPI & Critical Illness CPI motion graphic	Complete
	TBD motion graphic	Will be executed in 2021
FAQ's & Vignettes	FAQ page clean up - Add New FAQ's - EN + FR - Rewording of Q&A - EN + FR - Reordering of Q&A - EN + FR	Complete
	5 new vignettes added to both the FAQ and insurance product sections of the website	Complete
SEO Update	Update/enhancement of: - Title Tags, Meta Descriptions, Headers - Image Alt Tags - Schema Data - Site Speed Enhancements - Correction of Broken Links & 404 errors	Complete

2020 Website Performance



2020 Website Performance

Traffic Overview

Website Metrics

TOTAL VISITS

28,036

↑ 34.12% YoY

2019: 20,904

UNIQUE VISITS

24,168

↑ 37.62% YoY

2019: 17,562

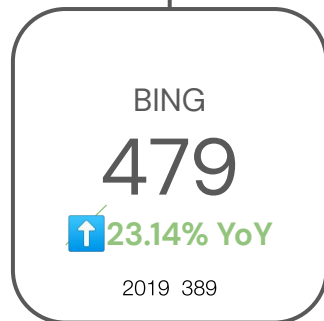
2020 Website Performance

Traffic Overview (28,036)

Sources



*Not the responsibility of Operatic



2020 Website Performance

Where Your Traffic Comes From

Your Top Cities

City	Visits	Avg. Session Duration
Toronto	3,430	3:15
Montreal	1,061	0:57
Calgary	661	1:02
Edmonton	454	0:35
Hamilton	414	3:54
New York	374	1:17
Vancouver	341	0:51
Ottawa	335	1:05
Mississauga	284	0:58

Device Usage

Device	Visits
Desktop	14,683 (52%)
Mobile	12,509 (45%)
Tablet	847 (3%)

*18% YoY Increase



Top Mobile Device
Apple iPhone
(46.18% of Visitors)



Top Tablet Device
Apple iPad
(3.05% of Visitors)

2020 Website Performance

How You're Ranking For The Keywords/Phrases People Are Using...

**Keywords in
1st Position**

32

↑ 113%
15 (2019)

**Keywords on
Page 1**

84

↑ 171%
31 (2019)

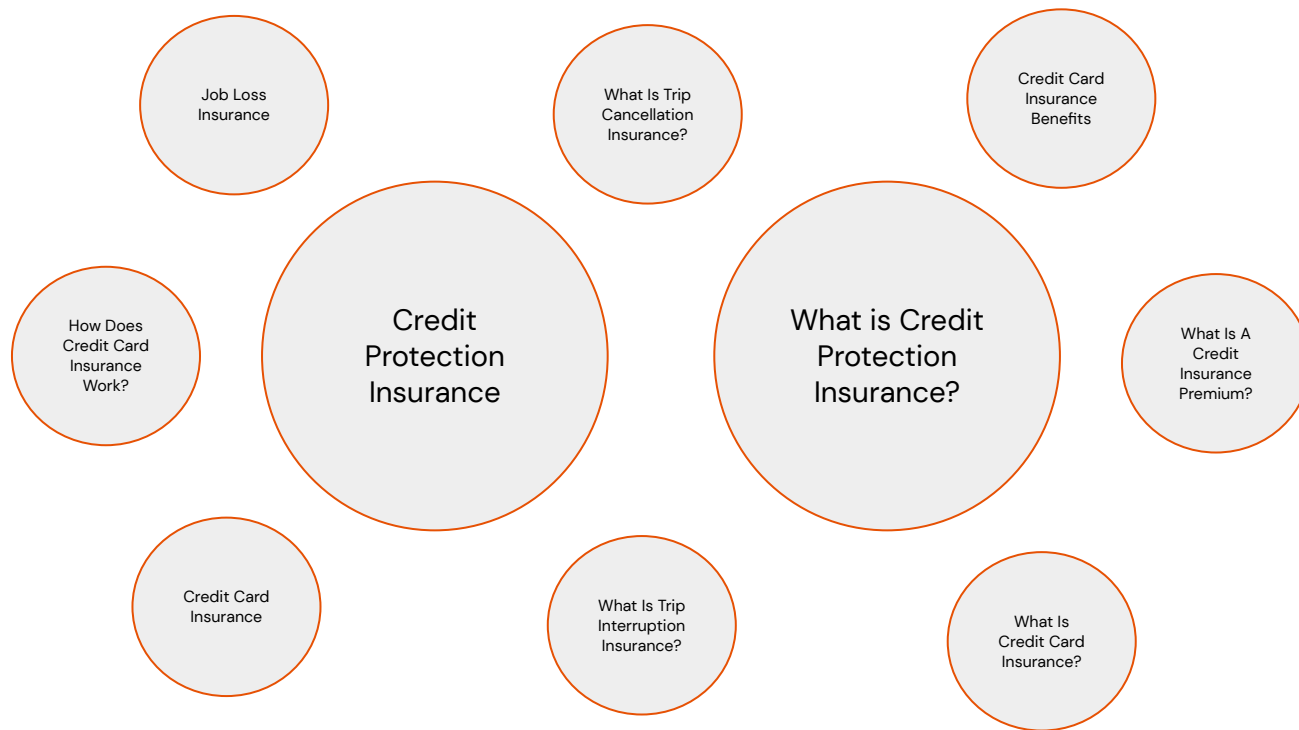
**Keywords with
Improved Rankings**

42

↑ 1,300%
3 (2019)

2020 Website Performance

Keyword/Phrase Rankings – Examples Of Top Position



2020 Website Performance

Keyword/Phrase Rankings – Examples Of Increase

Keyword	Ranking Change	Current Position	Position in 2019
What is trip interruption insurance	 52	5	57
What does mortgage insurance cover	 40	31	71
Credit card insurance benefits	 18	11	29
What is credit card insurance	 17	2	19
Travel cancellation insurance	 14	17	31
What is trip cancellation insurance	 10	2	12
Disability mortgage insurance	 9	19	28
Trip interruption insurance	 7	3	10
How does mortgage insurance work	 7	60	67
Benefits of credit insurance	 5	23	28

2020 Website Performance

Top entry points – the pages on your website that people find / go to most often...

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

- 8,913 Page Views (+29% YoY | 6,895)
- Time on page is 2:11 (+17s YoY | 1:52)
- 273 visitors went to “contact” page next
- 138 visitors went to “about” page next
- 109 visitors went to “insurance” page next
- 105 visitors went to “home” page next

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

- 4,673 Page Views (+24% YoY | 867)
- Time on page: 3:18 (+16s YoY | 2:51)
- 28 visitors went to “home” page next
- 26 visitors went to “contact” page next
- 20 visitors went to “news” page next
- 17 visitors went to “about” page next

Business Listing Performance

The screenshot shows the Google Maps business listing for CAFII. The listing includes the following information:

- Name:** CAFII | The Canadian Association of Financial Institutions in ...
- Description:** Making Insurance Simple and Accessible for Canadians. Established in 1997 to provide a voice for financial institutions involved in selling insurance.
- Address:** 411 Richmond St E #200, Toronto, ON M5A 3S5
- Hours:** Open (Closes 5 p.m.)
- Phone:** (416) 494-9224
- Province:** Ontario

The listing also features a "Videos" section with three video thumbnails:

- Video 1:** CAFII | The Canadian Association of Financial Institutions in ... (1:09)
- Video 2:** CAFII - Travel Medical Insurance Consumer Research (2:00)
- Video 3:** CAFII: Mortgage Life Insurance (1:23)

Below the videos, there are sections for "Questions & answers", "Reviews", and "From The Canadian Association of Financial Institutions in Insurance".

Business Listing Performance

2020 vs. 2019

In 2020, your business listing **improved** in both searches and views. That means more people have:

- found you when searching for the CAFII branded terms.
- found you when searching for non-branded terms which are relevant you.

That said, we would like to see more visitors click on your listing and then continue through to your website.

Your business listing was viewed more than **10,000** times last year, but less than 1% of those individuals took action.

Element	2020 Performance	Compared to 2019 Performance
Searches		
Branded Searches (CAFII)	2,091	↑ 16.3% YoY
Non-Branded Searches	8,839	↑ 72.5% YoY
Total	10,930	↑ 57.9% YoY
Views		
Total	11,555	↑ 29% YoY
Actions		
Clicks To Website	109	↓ 28.8% YoY
Clicks For Driving Directions	5	↓ 58.3 YoY
Clicks To Place Phone Call	9	↑ 200% YoY
Total	123	↓ 26.8% YoY

Thank You!

OPERATIC



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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.