



The Canadian Association of  
Financial Institutions in Insurance

L'association canadienne des  
institutions financières en assurance

# AGENDA

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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 <ul style="list-style-type: none"><li>- Add New FAQ's - EN + FR</li><li>- Rewording of Q&amp;A - EN + FR</li><li>- Reordering of Q&amp;A - EN + FR</li></ul>	Complete
	5 new vignettes added to both the FAQ and insurance product sections of the website	Complete
SEO Update	Update/enhancement of: <ul style="list-style-type: none"><li>- Title Tags, Meta Descriptions, Headers</li><li>- Image Alt Tags</li><li>- Schema Data</li><li>- Site Speed Enhancements</li><li>- Correction of Broken Links &amp; 404 errors</li></ul>	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

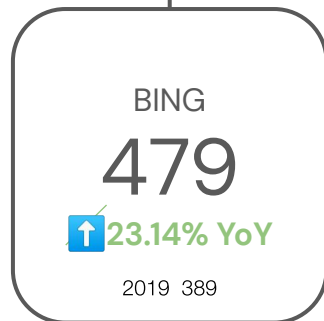
# 2020 Website Performance

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**

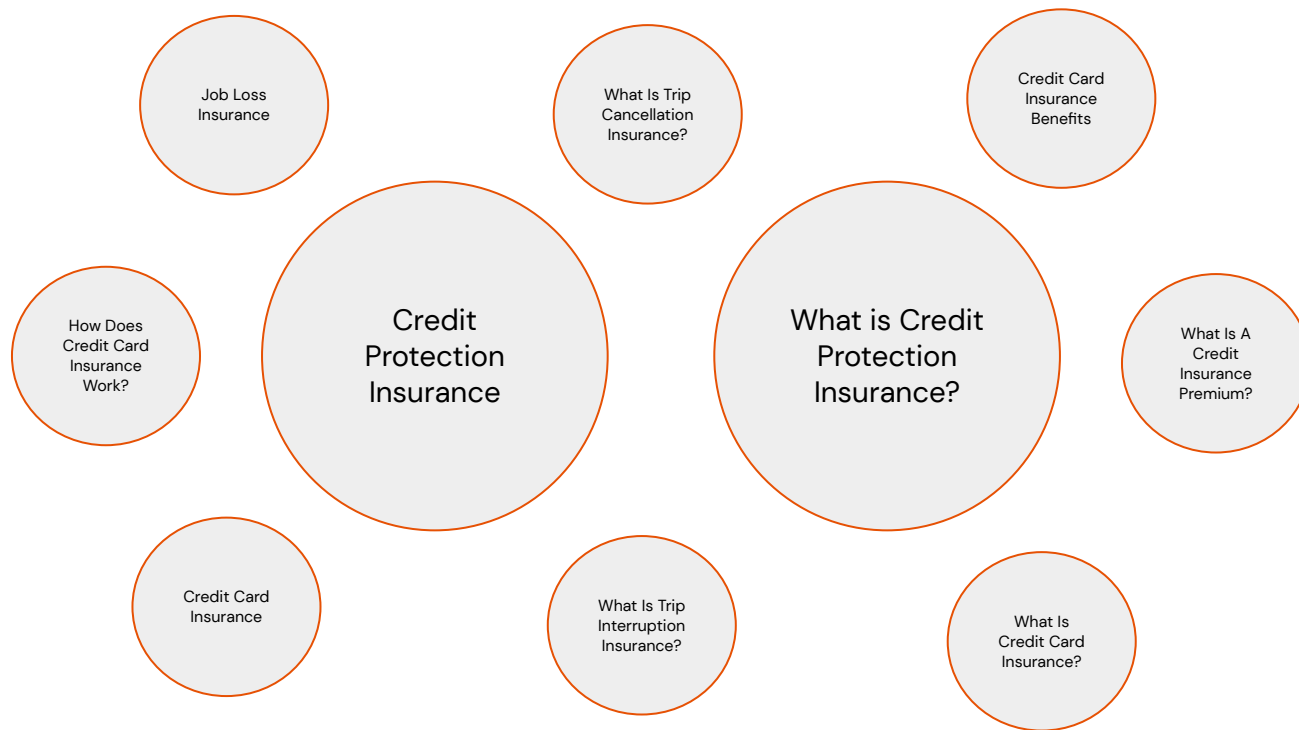
42

↑ 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 displays the Google search results for 'cafii'. At the top, the search bar shows 'cafii' with a microphone icon. Below the search bar, navigation tabs include 'All', 'Maps', 'Videos', 'Images', 'News', and 'More'. The search results show 'About 181,000 results (0.40 seconds)'. The first result is 'CAFII | The Canadian Association of Financial Institutions in ...' with a snippet: 'Making Insurance Simple and Accessible for Canadians. Established in 1997 to provide a voice for financial institutions involved in selling insurance.' Below this, there are links to 'About CAFII', 'Sitemap', 'News & Research', 'Contact Us', 'CAFII Welcomes Canada Life ...', and 'Travel Medical Insurance'. The 'Videos' section shows three video thumbnails: 'CAFII | The Canadian Association of Financial Institutions in ...', 'CAFII - Travel Medical Insurance Consumer Research', and 'CAFII: Mortgage Life Insurance'. On the right, the business listing for 'The Canadian Association of Financial Institutions in Insurance' is shown, including the address '411 Richmond St E #200, Toronto, ON M5A 3S5', phone number '(416) 494-9224', and province 'Ontario'. There are also links for 'Website', 'Directions', and 'Save'. The 'Questions & answers' section is empty, and the 'Reviews' section is also empty. The bottom of the listing includes a description: 'The Canadian Association of Financial Institutions in Insurance (CAFII) is a not-for-profit association dedicated to the development of an open and flexible insurance marketplace. CAFII was established in 1997 to provide a voice for financial... More'.

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

# Thank You!

OPERATIC





# cafii acifa

The Canadian Association of  
Financial Institutions in Insurance

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institutions financières en assurance

## Glossary of Key Terms



Making Insurance Simple, Accessible,  
and Affordable for Canadians

# 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.