

AGENDA

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Making Insurance Simple, Accessible,
and Affordable for Canadians

01 Relationship Recap

2017 – 2022



Visibility

SEO Optimized
Website Foundation



Usability

Engaging Content

02 2021 Program Summary

Work We Completed Together

Element	Item	Status
Video Production	3 New Motion Graphic Videos (EN & FR version of each)	-1 (Digitization Research - Pollara) - Live -1 (Job Loss) - Final Polish 1- (Consumer Protection) - In Progress
Local Listings Enhancements	Google Business Profile, Bing Places, & Directory-Building (Top 5)	Complete
Website Enhancements	FAQ Content Support (Research, Strategy & Web)	Complete
	"Insight Blog" Website Template Development	Complete
	Website Maintenance & Support	Ongoing
Reporting & Communication	1 Performance Report / YE Executive Presentation	In Progress

03 2021 Performance Recap

Website Traffic Overview

Website Metrics

2019 TOTAL VISITS
20,904

2020 TOTAL VISITS
28,036

2021
TOTAL VISITS
21,291

↓ **24.1% YoY**

2019 UNIQUE VISITS
17,562

2020 UNIQUE VISITS
24,168

2021
UNIQUE VISITS
18,224

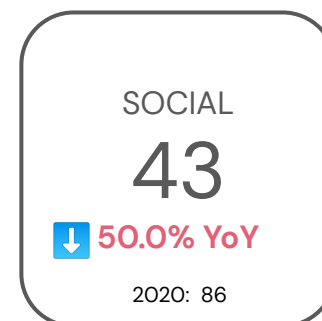
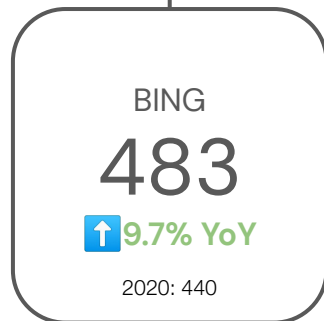
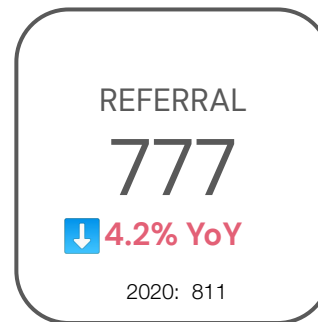
↓ **24.6% YoY**

- Insurance as a category is down 21% YoY.
- Significant spike in search during the onset of the pandemic.
- Significant changes in both search behaviour and algorithms.
- **Next step:** To revisit SEO research, strategy and implementation in 2022.

03 2021 Performance Recap

Website Traffic Sources | Top Channels

Top Sources



03 2021 Performance Recap

Website Traffic Sources | Geography & Devices

Your Top Cities

City	Visits	Avg. Session Duration
Toronto	1,731	2:51
Montreal	547	1:23
Quebec City	417	0:05
Calgary	318	0:48
Hamilton	207	1:14
Ottawa	189	0:46
Edmonton	187	0:42
Vancouver	181	0:41
Brampton	152	0:43

Next step:

Improve the search experience for the French speaking audience.

Device Usage

Device	Visits
Desktop	10,061 (55%)
Mobile	7,895 (43.15%)
Tablet	338 (1.85%)

29% YoY Decrease



Top Mobile Device
Apple iPhone



Top Tablet Device
Apple iPad

03 2021 Performance Recap

Keyword Rankings

**Keywords in
1st Position**

46

↑ 43.8%
32 (2020)

**Keywords on
Page 1**

99

↑ 17.8%
84 (2020)

**Keywords with
Improved Rankings**

70

↑ 66.7%
42 (2020)

03 2021 Performance Recap

Keywords | In First Position

**Keywords in
1st Position**

46

↑ 43.8%
32 (2020)

Keyword Search Examples

credit card insurance

credit protection insurance

disability insurance for loans

how does credit card insurance work

job loss insurance

loan disability insurance

what is credit card insurance

what is credit insurance premium

what is mortgage disability insurance

what is trip interruption insurance

03 2021 Performance Recap

Keywords | On Page 1

Keywords on
Page 1

99

↑ 17.8%
84 (2020)

Keyword Search Examples

how does credit card insurance work

how does credit insurance work

job loss mortgage insurance

loan life insurance

mortgage disability insurance

critical illness insurance

mortgage life insurance

trip interruption insurance

what is credit card insurance

what is credit protection insurance

03 2021 Performance Recap

Keywords | Improved Rankings – Top Movers

Keyword	Ranking Change	Current Position	Position in 2020
Home loan life insurance	↑53	25	78
What is critical illness insurance	↑50	45	95
Mortgage loan life insurance	↑46	19	65
Benefits of credit insurance	↑41	17	58
Trip interruption insurance	↑24	7	31
What is mortgage life insurance	↑21	2	23
Do I need critical illness insurance	↑17	63	80
Mortgage disability and critical illness insurance	↑15	2	17
Mortgage disability and critical illness	↑12	1	13
How does credit insurance work	↑12	1	13

03 2021 Performance Recap

Business Listing Performance

Google search results for "cafi".

Search results include:

- <https://www.cafi.com>: CAFII | The Canadian Association of Financial Institutions in ... Making Insurance Simple and Accessible for Canadians. Established in 1997 to provide a voice for financial institutions involved in selling insurance.
- <https://www.insurancebusinessmag.com>: CAFII: Abruptly ending out-of-country medical insurance ... May 17, 2019 — The Canadian Association of Financial Institutions in Insurance (CAFII) has issued a statement in response to the Ontario government's ...
- <https://www.investmentexecutive.com>: Manulife joins CAFII | Investment Executive Apr 16, 2018 — (Manulife) has joined the Canadian Association of Financial Institutions in Insurance (CAFII) and Wally Thompson, vice president of sales ...
- <https://www.investmentexecutive.com>: CAFII welcomes Canada Life | Investment Executive Apr 30, 2018 — (Canada Life) has joined the Canadian Association of Financial Institutions in Insurance (CAFII) and David Fair, senior vice president of ...

Business listing for The Canadian Association of Financial Institutions in Insurance (CAFII).

The Canadian Association of Financial Institutions in Insurance

Website | Directions | Save | Call

Non-profit organization in Toronto, Ontario

Address: 411 Richmond St E #200, Toronto, ON M5A 3S5

Hours: Open · Closes 5 p.m. ▼

Phone: (416) 494-9224

Province: Ontario

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[Be the first to review](#)

From The Canadian Association of Financial I...

"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](#)

03 2021 Performance Recap

Business Listing Performance

Your largest increase was with branded search views, which means more people than ever before sought you out, specifically by name.

That said, there was no improvement in terms of the individuals searching for you, progressing through to your website.

This is primarily because we're not active on Google Business Profile.

Next steps:

More images & videos uploaded, FAQs posed and answered monthly Google Posts utilized and at a minimum 5 reviews solicited.

KPI	2021 Performance	YoY
Searches		
Branded Searches (CAFI)	5,996	↑ 286% YoY
Non-Branded Searches	8,692	↓ 1.7% YoY
Total	14,688	↑ 34.4% YoY
Views		
Total	15,680	↑ 35.7% YoY
Actions		
Clicks To Website	96	↓ 12% YoY

04 2022 & Beyond

Synergistic & Simultaneous Efforts



Visibility



Usability

**Drives Traffic
& Engages**

Thank You!

OPERATIC



cafii acifa

The Canadian Association of
Financial Institutions in Insurance

L'association canadienne des
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.