



SEO FOR INSURANCE AGENCY WEBSITES

By Michelle Longo, Forge3 Digital Marketing Specialist

The discussion around SEO for insurance agency websites can get quite complex, but it doesn't have to be a complicated process for your agency. If you're looking for some easy ways to incorporate SEO into your digital marketing strategy, we've got some tips for you.

SEARCH ENGINES AND SEO

Google sees around 86% of all searches. For this reason, most SEO efforts focus on Google's standards, which include more than 200 different factors. Some of these relate directly to your website, but others are completely out of your control. While you can't do much about how long you've been in business, the amount of time your

domain has been active, or the volume of competition in your area, there are a few steps you can take to improve your site's SEO.

One of the most important things to remember when it comes to SEO is that there's no on/off switch. It's not as simple as "having SEO" on your website. Rather, it's an ongoing process that takes consistency and patience. We like to use the analogy of going to the gym. You don't expect to lose 10 pounds or get fit after one workout session. But if you stick with it and continue putting in the effort, your work will pay off. SEO experts say it can take anywhere from six to 12 months to start seeing positive results.

THINK LOCALLY

Google and other search engines tend to prioritize local results above all else, in large part because the majority of searches are done on mobile devices. When someone is looking for home insurance, they don't want to see results for an agency located 1,000 miles away from them. By letting Google know where you're located and the area you serve, then using that information to your advantage, you're more likely to show up in search results.

THREE FOCUS AREAS TO IMPROVE SEO

There are three main areas to focus on if you want to improve your SEO. These are:

- ▲ Site structure and core content
- ▲ Ongoing location-based content
- ▲ Credibility indicators

Site Structure and Core Content

Using keywords in your content is an important part of SEO strategy. Think of keywords as what people will type into a search engine to find your content. You may use single words or short phrases, also called long-tail keywords, but make sure they aren't too broad. For example, using the keyword "insurance" probably won't yield many results, but "home insurance in Bethlehem, PA" or "multifamily housing insurance" are more likely to attract the right visitors to your site.

Ongoing Location-Based Content

Adding new content to your website is an important piece of the SEO puzzle. First, more information showcases your expertise. Consistently adding content to your site keeps the search engine indexing mechanisms returning to your site, which keeps you relevant and showing up in searches.

But adding new content alone isn't enough. The more you can refer to your location, the better results you'll see. It may seem like constantly adding your location to all pages is redundant, but remember to keep the rest of the title different. For example, you might write one blog called "Top 5 Home Insurance Questions in Bethlehem, PA" and then another called "Common Home Insurance Concerns in Bethlehem, PA."

Credibility Indicators

There are a number of credibility indicators that Google looks at, which you can focus on including reviews, backlinks, social media activity, domain name registration length, years in business, and others. The more you can prove yourself as an expert and show that others agree, the better off you'll be. Make collecting 5-star reviews on your Google My Business listing a priority. Ask referral partners, local chambers of commerce, and other relevant websites to link back to your content. Increase your social media presence and engagement. And when it comes time to renew your domain name, do so for a few years ahead rather than just one year at a time to show your intention to stick around.

Start off on the Right Foot

Before you can really get started with SEO, you need a solid foundation. All the SEO efforts in the world won't help if your website doesn't have the functionality you need. Our ActiveAgency website platform is full of innovative and proven sales tools, but more than that, it's got SEO built right in. This includes over 200 pages of SEO-focused content, location-specific page titles and descriptions, location pages with schema, and more. ▲



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Or contact Zack Yurch at 484-734-0005 or zack.yurch@forge3.com.