

BEST PRACTICES MANUAL FOR WEBSITES

The following practices help to keep visitors on your website.

Attractive Design A professional design conveys to visitors that the agency is reliable and trustworthy. A well thought out and attractive design can show visitors what you have to offer as well as what kind of agency they could be working with. It also helps your agency to stand out when compared to other sites that looks like they are thrown together.

Clear Navigation Have a visible and consistent navigation menu to make it easier for visitors to peruse your site and find what they are looking for. Don't constantly change the navigation on every page as this can cause visitors to get lost on your website and become frustrated.

Contact Information Display contact information in an easy to find place. The most common place to display your agency contact information is in the top right. This placement is easy to see and stays consistent throughout your website. This way no matter where the visitor is on the website they can quickly see your phone number and call you on the spot.

Calls To Action Prominent calls to action such as a Get A Quote or Contact Us button quickly engages visitors so that they can easily take action. This helps to break down a full page of text, so that customers are not confused about what to do next.

Engage Visitors Attract visitors' eyes with movement like a slideshow or rollover graphics. These are ways to make the website more fun for visitors to peruse. Since you're taking care to have these additional details in your site it also helps to show that you would put that same amount of care in your services to them. Not only that, but a slideshow is an additional way to display your services and set a good feeling about your agency.

Content Fill the website with useful information for visitors so that they can see how knowledgeable you are, which also encourages them to stay on your website. Keep content fresh since outdated content can convey the wrong message to visitors of your website. Also, fresh content would help with your search engine optimization since search engines like to see that you are adding new content on your website.

Resources Give visitors a reason to come back to your website by offering additional resources, for instance, Calculators, News Center, Free Reports and Insurance Glossary.