



DISCOVERY

Be where your clients and prospects
search for insurance

Create a robust mobile-friendly website

- Website
- Mobile-friendly
- Easy to navigate
- Digital review from Trusted Choice

Content strategy

- About us page
- Hours of operation
- Agency location
- Staff listing: photos, direct email and phone numbers, areas of expertise
- Community service affiliations
- Trusted Choice® logo and pledge of performance
- Blog or FAQ area to address common questions
- Articles on specializations
- Staff contributed content
- Guest content
- Content from Trusted Choice
- Testimonials and reviews

Improve SEO

- Include content specialization/location
- Use keywords
- Complete “Find an Agent” profiles with carriers and Trusted Choice

Build a social media presence

- Create complete profiles
- Follow and engage business clients
- Share new or relevant website content
- Share posts of staff/community engagement
- Look to Trusted Choice for consumer content
- Host a video series
- Promote posts and advertise in social—it’s affordable