

A Trusted Choice Website Program

Powerful, Purpose-Built, Conversion-Centered Websites To Help Your Agency Grow



Program Overview

Independent Insurance Agents & Brokers of America (IIABA) members are eligible to participate in this comprehensive digital marketing program to meet the on-demand expectations of the modern insurance consumer. The program provides a highly optimized website with customizable content, and a dedicated digital marketing support team to provide solutions and counsel in best practices.

- > Choose from three mobile-responsive, Google-friendly website templates that are designed to convert
- > Take advantage of user training, documentation, and ongoing member services support

Easy, customizable, optimized, responsive, and secure — and no coding necessary

Invest your time wisely by using your new website to grow your business leads. Your site includes a high-converting, mobile-responsive design that follows best practices.

Easily update content

> Make updates or add new pages, photos, customer reviews, and content as your business evolves. Each template includes an optional blog page.

Customize your site for your specific business

> Tailor content to your location via an About Us page, image gallery, local promotion upload tool, and more! Custom-select a primary and secondary color to match your brand and personalize your agent bio.

Search Engine Optimized

> Our Google-friendly websites are built around on-page SEO best practices.

Mobile Responsive

 Responsive design accommodates the latest devices and browsers so your site looks great on every device screen.

Secure

> An SSL certificate lets your customers know their data is protected and your site is trustworthy.





Drive efficiency, effectiveness, and business with a customized, conversion-focused website template

Mobile-Responsive Design

We make sure your website looks great on every screen by ensuring its responsive design accommodates the latest devices and browsers.

Each website template comes with a built-in contact form to help you collect the lead information that is important to your business.

© Easy Lead Tracking

Your unique tracking phone number helps you track incoming leads to determine if your website is generating the best possible return.

High-Converting Layouts

Our gallery of templates features are designed to drive conversion rates.

Search Engine Optimized

Design SSL Encrypted

இ Blog Page Ready

Website Pricing

> Cost of site — \$450 (one-time).

> Maintenance and hosting fee — \$59/month

Includes member service support, hosting, maintenance, on-site updates, and security patches needed over the life of the website. Members may request assistance with the following types of website changes as part of their monthly service support: contact info, website text/copy edits, and image updates.



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