

IMMS Storefront SEO

SEO (Search Engine Optimization) is an expensive, labor-intensive, and highly-skilled activity that must be done right the first time. Doing it incorrectly could cost your Agency precious time and money.

Close to 90% of insurance buyers start out on search engines like Google, Yahoo and Bing...

They are looking for you!

Without getting too technical, it depends on some very important factors:

1. **The online popularity of your Agency's Web site (off-site optimization)** – This is a combination of the quality of inbound links to the optimized Web site and relevancy of the inbound links to the content of the site and sub pages of our Agency's Web site.
2. **The content of individual pages and freshness of that content (on-site optimization)** – Each page must address one topic or product only, creating silos of common themes.
3. **Research and understanding of your target audience** – The average user does not know insurance industry jargon. For example, a general contractor looking for Liability insurance, will probably look for "Contractor's insurance," rather than "Construction Liability insurance."
4. **Optimize pages for popular and region-specific keywords only** – Regional jargon can vary. For example, in New York, many people call insurance for their cars "Car insurance," while in California, it is almost always "Auto insurance."
5. **The ability to make your visitors complete the desired action (the end goal)** – Now that you have the captive visitor, what do you want him/her to do? Call you? E-mail you? Fill out a form? Make it simple, clear, and easy to contact you. And then make sure you respond immediately or the prospect will move on to the competition.

The obstacles, however, are formidable. Here are some common challenges our Members are seeing:

1. **Cost** of the SEO effort
2. Lack of in-house management **skills** to keep the content fresh
3. Lack of knowledge to hold the outsourced SEO Expert **accountable**
4. Inadequate **time** to dedicate to this effort

If you are an IMMS Gold, Group 500, or VIP Member, we will create a simple and effective optimized storefront for your agency, and drive traffic to your Web site and your telephone. And we track the results for you, so you can measure the efficiency. That's right, we create optimized pages for three popular programs/products that your Agency provides, and then we drive the prospect to call or contact you.

Disclaimer

Although every effort will be made to make your Agency's Storefront appear at the top of organic search results on the leading search engines, there are no guarantees, implied or otherwise. The Storefront SEO program is a value-added service to IMMS Gold, Group 500, and VIP Members and is provided as-is, at no extra charge to qualifying Members. Members may opt out of the service at any time.

We strongly advise participating Members to continue any other Web marketing and SEO efforts that are underway. The Storefront SEO program is designed to augment your online marketing efforts, not replace them.

We reserve the right to refuse service to anyone, and may change the terms of the service provided at any time, but will provide adequate notice.

Frequently Asked Questions

Q. My agency qualifies. When will my Agency Storefront be ready?

A. Members who specifically request the service will be first in line. The initial round of Storefront creation was completed in mid-April, 2010.

Q. Will I be able to approve the content of the Storefront?

A. Yes, we will release a link to the primary contact on file for review.

Q. What will it cost me?

A. If you are a Silver Member, you will need to upgrade. Storefront SEO is included with all other membership tiers.

Q. What type of reporting will I have?

A. We will be tracking click-through traffic to your Web site and individual elements of the Storefront. The reports will be provided on request.

Q. Can I make changes to the content?

A. Yes, you may request changes at any time, by requesting specific changes via e-mail.

Q. How many of my Agency's products/programs will be optimized?

A. Maximum of three. We will choose the most lucrative for your region/demographic. You may make changes to the content of these pages, but cannot add or replace any of the three. You may turn off any or all of the 3 optimized products/programs.

Q. What about my current Web site?

A. Your Web site is not related to our efforts, nor will we make any changes or suggest any changes to your Web site as part of the Storefront SEO service. We encourage you to continue your own Web site efforts.

Q. Can I see a sample, and where will my Agency Storefront be located?

A. Yes. The storefronts will be located off INSOMIS Corp domains, IMMS.com, Group500.com. [Here is a sample.](#)

Copyright Information

Every effort is made to create original content for the Storefront SEO program. Every Storefront will be different, but will follow a common theme that has been developed by INSOMIS Corp and its partners. We may re-use and copy small parts of the Agency's marketing material (obtained from the Agency's Web site).

Want to see other ways we create revenue for your Agency?

Check out

<http://www.imms.com/VIP>

The processes used in the creation of Storefronts are proprietary and subject to copyright and trademark regulation. INSOMIS Corp is the owner of each storefront and reserves the right to edit content, procedure, look and feel, or any other design elements at any time without permission from participating Members.