

Top 5 Tips for Creating an Effective Website Landing Page for Insurance Agents

By Steve Anderson

While many agency insurance website owners boast about having great rankings on search engine results pages or how many visitors their site receives, conversion rates tell the real story when it comes to measuring the success of a site. How do you get people to provide you with their contact information and become a real lead not just a tire kicker?

When online visitors respond to a call to action – a request for them to do something – by entering their email address, registering to receive your newsletter or filling out a contact form, these visitors are converted from casual website viewers into viable leads for the agency.

Here are the top 5 ways to boost the conversion rates of your landing page:

1) Clear out the clutter

An effective website landing page needs to be clean and free from visual clutter, otherwise you run the risk of your visitors becoming distracted. Limit the choices your visitors have on your landing page – remove any elements that are not directly related to an action you want your visitor to take. By eliminating other distractions you don't provide your visitor with an excuse to go elsewhere.



2) Create a clear call-to-action

Tell your visitor exactly what you want them to do next.

Write short, solution-focused copy that will entice visitors to fill out your lead generation form, download your free ebook, call your 1-800 number or become a fan on your agency Facebook page. When you tell your site visitors exactly what you want them to do next and how that action will benefit them, they are more likely to take just that action.

3) Be trustworthy

A trustworthy landing page includes your agency name and contact information. List any professional accreditations, awards or memberships your agency has, and make sure all the links work. Also ensure your copy is impeccable – spelling and grammatical errors will make people question your credibility and can be real conversion-killers.

4) List a phone number

Many Internet users turn to the Web for information but remain reluctant to provide personal contact info by filling out online forms. By prominently listing a phone number (preferably a toll-free one if you are not local) you'll provide a conversion opportunity for customers who prefer to talk to a real live person over email contact.

5) Talk directly to your visitors

Use plain, conversational language on your landing page, speaking directly to your visitors about the benefits they will gain by taking action immediately. Avoid using the words "I" and "we," which site visitors often interpret as being self-serving on the part of the website owner.

By implementing these 5 tips on your agency website landing page, you can look forward to achieving higher conversion rates, turning your site visitors into viable leads and then into long-term clients.

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