

The Importance of Being Local





Who is ITC?

- Technology vendor to insurance industry
- Since 1983
- Websites, marketing, rating and management
- 7,000+ agencies; 225+ carriers





Finding You The Sweetest Rates

Contact Us



Home



Auto

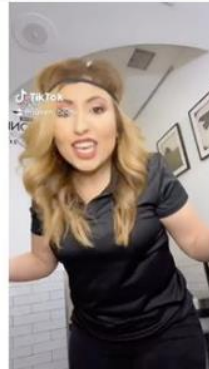


Commercial

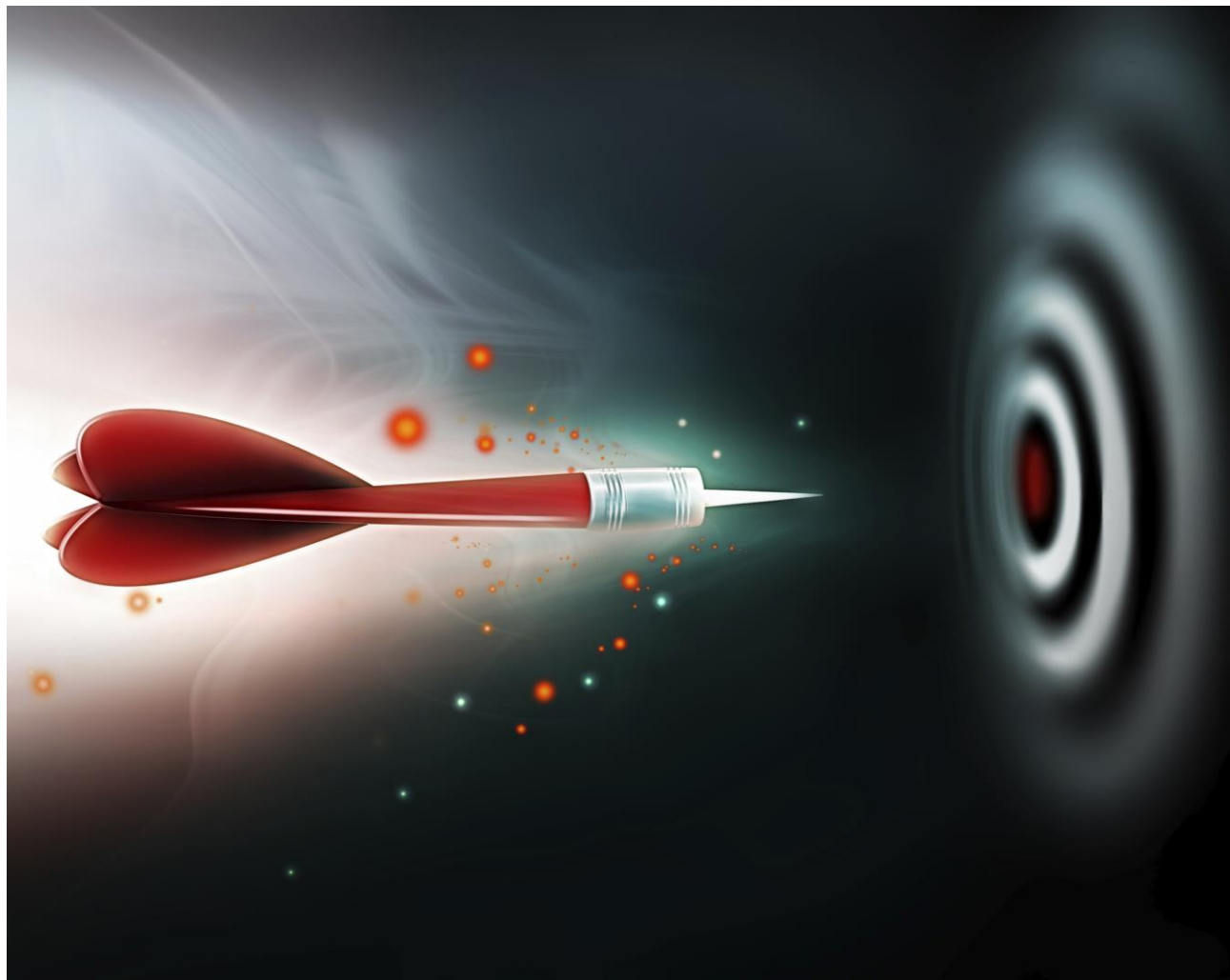


Life

Home, Auto & Business Insurance - El Paso



Marketing is an
investment in your
business.







How do you generate leads?





Your Biggest Differentiator

Hint: It's not service.







80% of all shoppers use a digital channel at some point in the insurance buying process.



Local Marketing



A marketing strategy that targets consumers within a certain radius of the physical location of your business.

(Source: Hubspot)







46% of Google
searches are looking
for local information.





88% of users doing a
local search visit or call
within a day.





DO NOT
BLOCK
INTERSECTION
FINES TO
\$500

Broadway

SPEED
LIMIT
30

Successful SEO is not about
tricking Google. It's about
partnering with Google to provide
the best search results for users.

Phil Frost

Four horizontal, wavy lines in teal, orange, light blue, and light green sweep across the bottom of the slide.

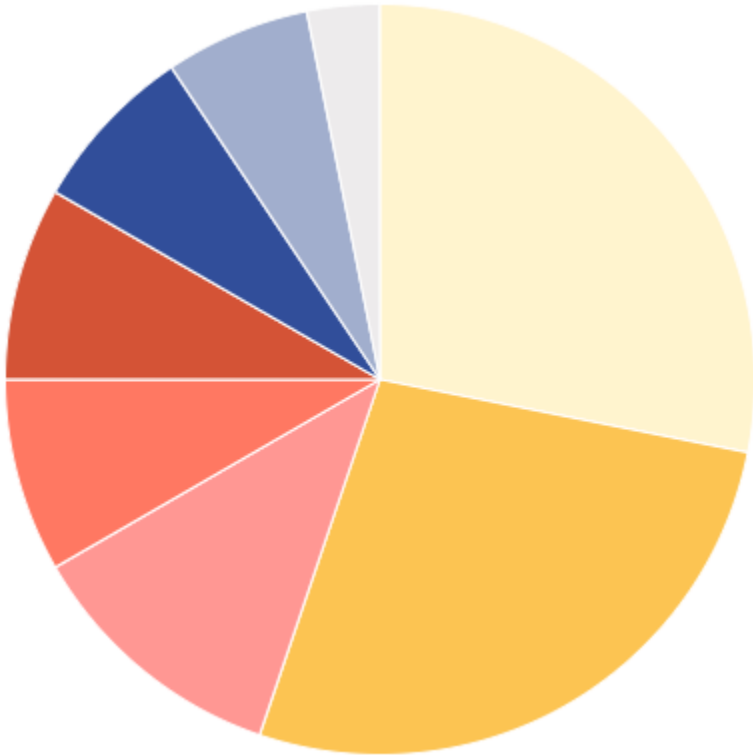


Today it's not about 'get the traffic.' It's about 'get the targeted and relevant traffic.'

Adam Audette



Localized Organic Ranking Factors



Source: Local Search Ranking Factors Study 2018, Moz.com

1. **Link Signals: 27.94%** (inbound anchor text, linking domain authority, etc)
2. **On-Page Signals: 26.03%** (NAP, keywords in titles, domain authority, etc)
3. **Behavioral Signals: 11.5%** (click-through rate, mobile clicks to call, etc)
4. **Google My Business Signals: 8.85%** (proximity, categories, keyword in business title, etc)
5. **Citation Signals: 8.41%** (NAP consistency, citation volume, etc)
6. **Personalization: 7.32%**
7. **Review Signals: 6.47%** (review quantity, review diversity, etc)
8. **Social Signals: 3.47%** (Google engagement, Facebook engagement, etc)



The Three-Legged Stool

1. Insurance agency website
2. Google My Business
3. Third party websites



Hub of Everything





- Good design
- Clear CTA
- Forms for lead capture
- Mobile friendly
- User friendly

78% of traffic to
insurance agency
websites comes from
mobile devices.





Google My Business



- Free listing
- Must have physical office or someone who serves the area
- Critical to local search

The screenshot shows a Google Business Profile for "ECI Agency Inc." in Piedmont, Oklahoma. The profile includes a group photo of the staff, a map showing the location at 325 Piedmont Rd N, and various business details. Red lines with numbers 1 through 7 point to specific features: 1 points to the group photo, 2 points to the 5.0 star rating and 130 Google reviews, 3 points to the business category "Insurance agency", 4 points to the address, hours, and phone number, 5 points to the "Know this place?" section, 6 points to the "Questions & answers" section, and 7 points to the "Reviews from the web" section.

ECI Agency Inc.

Website Directions Save

5.0 ★★★★★ 130 Google reviews

Insurance agency in Piedmont, Oklahoma

Address: 325 Piedmont Rd N, Piedmont, OK 73078

Hours: Closes soon: 5PM · Opens 8AM Thu

Phone: (405) 373-2977

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers
[See all questions \(1\)](#) [Ask a question](#)

Reviews from the web
5/5 Facebook · 22 votes

1. Photos
2. Reviews
3. Categories
4. NAP
5. Know this place?
6. Questions & answers
7. Reviews from the web

2. Reviews showcase


8. Description

Google posts!


Reviews — 2

Write a review


Add a photo



"The **staff** at ECI are some of the most helpful **people**!"



"Great **prices** and Cara always gives me premium **service** while being very polite"




"Even the **employees**, such as Megan Reavis, are extremely happy to work there"


[View all Google reviews](#)

From ECI Agency Inc.

"We are ECI Agency, Inc., specializing in Oklahoma City insurance including home, auto, liability, motorcycle, life, health, farm and business & commercial insurance in Oklahoma City, Edmond, Yukon and Piedmont and surrounding areas in Oklahoma. We...[More](#) — 8



ECI Agency Inc.
on Google




Protect Yourself From Cupid's Arrow This Valentine's Day.
Don't be stung by Cupid's...


4 mins ago

[Learn more](#)

Google Posts



[View all](#)



ITC





Local Content: Website



- Contact information
- Homepage
- Local landing page(s)
- Reviews
- Blog posts

Local Content: Reviews

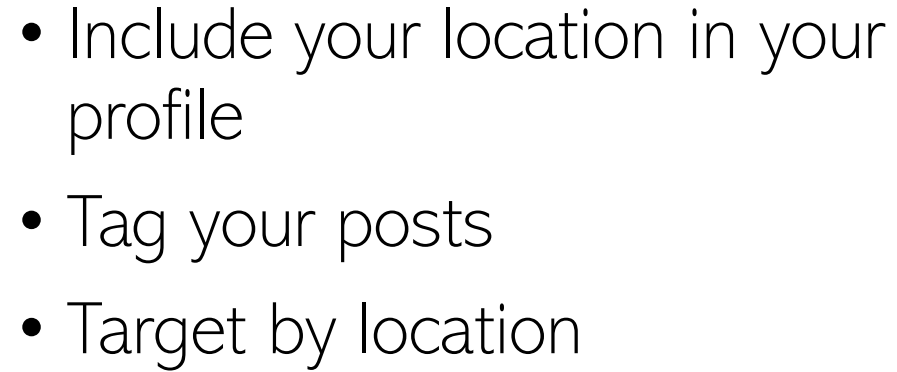
- 2nd most important
- Ask
- Monitor
- Respond



Local Content: Blogging

- Who says it has to always be about insurance?
- Be local and useful





- Include your location in your profile
- Tag your posts
- Target by location



Remember

- Marketing is an investment.
- Being local is your biggest differentiator.
- Your insurance agency website is the hub of everything and should be designed to maximize that.
- Google My Business is critical to online local marketing so get a profile.
- Local content drives that online local traffic.





Doing nothing changes nothing.

Becky Schroeder
Chief Marketing Officer, ITC
[@beckylschroeder](#)