The First Impression Checklist
For Insurance Agency Websites

	Yes	No
Is your phone number easily findable within 1 second of landing on any page of your site?		
Is your "Get a Quote" button easily findable within 1 second of landing on any page of your site?		
Is your agency name, address and phone number included somewhere on every page of your site?		
Upon visiting your homepage, is it clear which lines of insurance you sell? All of them?		
Does your site's design make you look like a modern agency?		
Does the site look professionally designed? (or like you did it yourself?)		
Does your site's design make you look like a successful business?		
Does your site's design make you look easy to do business with?		
Does your site work appropriately on Apple devices? (Not too much Flash)		
Is your homepage primarily visual without too much text? (no one reads multiple paragraphs on a homepage)		
Is your site's navigation dead-simple to understand?		
Is your site free of any banner ads or Google AdSense Ads?		
Does the website load quickly? (Check here: http://tools.pingdom.com)		
Is there an "About Us" page or equivalent that confirms you are a real brick-and-mortar business?		
Are there prominent links to your social media accounts?		
If legally possible, are there insurance carrier logos to add credibility and trust?		
Is it easy to find the contact form from any page on the website?		