



# Agency Websites that are Converting Visitors to Leads in Real-Time

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**W**hat is an agency website to you? Of course, it could be a placeholder for your agency to be discovered online, but it can be so much more than that. With the right focus and approach, it could be a digital marketing powerhouse that attracts visitors, develops new leads for your agency, and enhances the customer experience by providing the help or service people are looking for when they visit you online.

I'd like to showcase a few agency websites that have gone above and beyond to separate themselves from the competition—these agents are truly different. Not only that, but

these websites are reaping a positive ROI from their online digital marketing efforts, and I feel we could all learn from their examples. So many agencies out there have websites that all look the same, and use stock photos in their visual content marketing. Instead of showcasing their personalized agency brand, they take the easy way out, and to customers, that makes it look like you simply don't care.

Well, I care about how my agency is perceived online, so I was sure to follow a few agencies that I think are killing it in the digital arena, and I wanted to share them with you today. Let's dive into a few that have established a strong presence online to see what we can learn from them.

***Preferred Insurance Center – [www.preferredcenter.com](http://www.preferredcenter.com)***

The first thing you'll notice about this website is that when you Google-search the agency's name "Preferred Insurance

“A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets.” – Steve Jobs

Center,” you’ll see some nice pictures of their agency displayed off to the right side. Additionally, you’ll see their open hours, location, contact information, and reviews in the same spot on the right. This is because they’ve taken the time to “claim their business” on Google; meaning they own their business on Google, which allows them to edit what Google displays whenever someone searches for it. If you haven’t already claimed your business, be sure to do so immediately by searching for your agency’s name, then clicking the blue hyperlink that asks if you own the business. It will then guide you through the claiming process in the next few screens. After you’ve done that, you can display whatever photos or information you’d like shown when your business is searched.

The second thing that pops up immediately when you click on this agency’s website is their brand, specifically the color pink, as you’ll notice right away if you visit this agency online. That color plays a huge role in their branding, and all of their charity work as well. It’s very tasteful, well-designed, and nicely put together as a whole.

The third thing you’ll notice is that the first picture featured is that of Dan Muhlenkamp, the agency owner’s, grandchildren. Not only that, but they are wearing the agency’s branded t-shirts as well. As you navigate through their website, you’ll notice that it’s not necessarily overstuffed with photos and content, but even more importantly it’s easy to find what you are looking for and stay focused with the task at hand. You’ll also get to see and “virtually meet” the agency’s staff, since they display photos of their team that were done by a professional photographer. And, you guessed it, all of the staff are wearing their signature pink shirts.

Another strong attribute of this website is that each page has a call to action plan, where the agency focuses on converting visitors into leads. You’ll notice that whether it’s a branded landing page, the homepage, or any other page for that matter, they are consistent with their calls to action.

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When you check out their website, please make absolutely sure to click on their “About Us” section from the top navigation. On this page, you’ll see that Preferred Insurance Center has created and embedded a video about who they are as an agency. This gives their visitors an opportunity to learn about the agency and its owner. There are other great aspects to the website as well, like how he’s defined his agency’s purpose (and created a video sharing their purpose), and has shared the agency’s culture and values through the site as well. This is not just another agency or typical agency website; these guys have taken the time to stand out from all the noise online, and truly separate themselves from their competition.

## Other Agencies Crushing it Online

Now that you’ve had a moment to learn about what it takes to stand out online and develop a profitable agency website, I want to share a few more who have done the same with theirs. These agencies, for multiple reasons, are bringing in a positive ROI on their websites for many of the same reasons that Dan is doing such a great job in the digital marketplace. With the fundamentals in mind that we’ve already discussed, I’d encourage you to visit these agencies online:

1. [www.berryinsurance.com](http://www.berryinsurance.com)
2. [www.sigutah.com](http://www.sigutah.com)
3. [www.barrowgroup.com](http://www.barrowgroup.com)
4. [www.mackoul.com](http://www.mackoul.com)

Your agency website should portray the image of how you want the world to see you. It helps with creating positive first impressions that lead to long-lasting, rewarding customer relationships, and should help you embrace the customer experience as a whole. I would encourage you to look at these websites online to get a feel for how they are making this happen with their customers, learn from their strategies, and make them your own. Invest in your agency website, because it is your agency’s image, and this impression matters.