# PRE-LAUNCH WEBSITE CHECKLIST

*for* *insurance agents*

## OVERVIEW

**Are you an insurance agent looking to launch a website? Congratulations!** Establishing a digital presence is a vital step in growing your business and reaching new heights.

Although we know how exciting it is to launch a website, we also understand that it can be overwhelming to know where to start and what to prioritize.

To help you get started on the right foot, we've put together this comprehensive pre-launch website checklist to guide you through every step of the process.

So let's dive in and make your website launch a success!

# PRE-LAUNCH WEBSITE CHECKLIST

## Establish Your Goals

- ☑ **Define your primary goal**: Determine your main objective for the website, such as generating leads or booking more clients.

- ☑ **Identify secondary goals**: Consider any additional objectives you may have, such as providing educational resources or increasing brand awareness.

- ☑ **Ensure alignment with business objectives**: Make sure your website goals align with your overall business objectives and support the growth of your client base.

## Select a Domain Name

- ☑ **Choose a memorable domain name:** Choose a domain name that is easy to remember and reflects the name of your business, or consider using a closely related name that is still relevant to your business.

✅ **Check for availability:** Use a domain registrar to check the availability of your preferred domain name, and be sure to register it as soon as possible to prevent someone else from claiming it.

## Choose a Hosting Provider

✅ **Consider hosting provider features:** Look for a hosting provider that offers reliable hosting, fast loading times, good customer support, and affordable pricing. Consider reading reviews and comparing options before making a decision.

✅ **Pick a provider with security:** Make sure your provider prioritizes security, with features such as SSL certificates, firewalls, regular backups, and malware scanning to protect your website and client data from potential threats.

## Create an Effective Website Design

✅ **Determine your brand identity:** Establish your brand identity and ensure that your website design reflects it, including color scheme, font choices, and imagery.

- ☑ **Prioritize user experience:** Keep your clients in mind when designing your website, ensuring that it is easy to use, engaging, and informative.

- ☑ **Consider pre-designed packages:** If you don't have the time or resources to design your website from scratch, consider pre-designed insurance website packages that can provide a professional and effective design without the hassle of doing it yourself.

## Craft Compelling and Informative Content

- ☑ **Perform keyword research:** Performing keyword research ahead of time will ensure that your site is searchable and relevant to your target audience.

- ☑ **Draft content:** Next, you will want to create content in the form of website copy, blogs, testimonials, videos, and more.

- ☑ **Optimize for SEO:** Before publishing content, you will want to check your content for SEO to increase your chances of showing up at the top of SERPs.

## Set Up Analytics

- ✓ **Choose an analytics platform:** Choose an analytics platform such as Google Analytics, which can provide valuable insights into your website's performance.

- ✓ **Set up tracking codes:** Install tracking codes on your website to track metrics such as page views, bounce rate, time spent on the page, CTR, and more.

- ✓ **Identify key performance indicators (KPIs):** Determine which metrics are most important to your business goals, and use them as KPIs to measure your website's success.

## Test Your Website

- ✓ **Check all pages and links:** Go through each page and link on your website, making sure that they load quickly and accurately.

- ✓ **Test all forms:** Test all forms on your website, such as contact forms or sign-up forms, to double-check that they are functioning properly.

- ✓ **Optimize for different browsers and devices:** Test your website on different browsers and devices, such as desktop, tablet, and mobile, to ensure that it works seamlessly across all platforms.

- ✓ **Get feedback:** Have others test your website and provide feedback on usability, design, and overall experience.

# TAKEAWAY

We understand that launching a website can be overwhelming, but with this checklist, you have all the tools needed for a clear roadmap to a seamless launch day.

Now is the **perfect time** to take the leap and create your insurance website, from designing your website to selecting a domain and implementing analytics tools, you have all the necessary steps at your fingertips.

*Are you still overwhelmed by the process? At KeyWave Digital, we offer affordable, pre-designed insurance website packages that come with 13 pages of content, SSL security, 15 blogs, email support, website analytics, and more! Get a free demo site to get started.*