A Trusted Choice Website Program

Powerful, Purpose-Built, Conversion-Centered Websites To Help Your Agency Grow

Program Overview

Independent Insurance Agents & Brokers of America (IIABA) members are eligible to participate in this comprehensive digital marketing program to meet the on-demand expectations of the modern insurance consumer. The program provides a highly optimized website with customizable content, and a dedicated digital marketing support team to provide solutions and counsel in best practices.

> **Choose** from three mobile-responsive, Google-friendly website templates that are designed to convert

> **Take advantage** of user training, documentation, and ongoing member services support

Easy, customizable, optimized, responsive, and secure — and no coding necessary

Invest your time wisely by using your new website to grow your business leads. Your site includes a high-converting, mobile-responsive design that follows best practices.

Easily update content

> **Make updates** or add new pages, photos, customer reviews, and content as your business evolves. Each template includes an optional blog page.

Customize your site for your specific business

> **Tailor content** to your location via an About Us page, image gallery, local promotion upload tool, and more! Custom-select a primary and secondary color to match your brand and personalize your agent bio.

Search Engine Optimized

> **Our Google-friendly websites** are built around on-page SEO best practices.

Mobile Responsive

> **Responsive design** accommodates the latest devices and browsers so your site looks great on every device screen.

Secure

> **An SSL certificate** lets your customers know their data is protected and your site is trustworthy.

Drive efficiency, effectiveness, and business with a customized, conversion-focused website template

Mobile-Responsive Design

We make sure your website looks great on every screen by ensuring its responsive design accommodates the latest devices and browsers.

Easy Lead Tracking

Your unique tracking phone number helps you track incoming leads to determine if your website is generating the best possible return.

Web Lead Forms

Each website template comes with a built-in contact form to help you collect the lead information that is important to your business.

High-Converting Layouts

Our gallery of templates features are designed to drive conversion rates.

Search Engine Optimized

Design SSL Encrypted

Stock Images Included

Blog Page Ready

Website Pricing

> Cost of site — **$450** (one-time). > Maintenance and hosting fee — **$59**/month

Includes member service support, hosting, maintenance, on-site updates, and security patches needed over the life of the website. Members may request assistance with the following types of website changes as part of their monthly service support: contact info, website text/copy edits, and image updates.

Trusted Choice® | **Independent Insurance Agents & Brokers of America, Inc.**

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