

Marketing Tip: Let's Talk About Website Updates and Best Practices



What we've heard: Websites are like cars. They need regular tuning, maintenance and check-ups, so they continue to get you where you're trying to go. After getting the green light, don't lose touch. Because Google displays web pages with fresh, accurate content higher in its search results, updating your site could mean a boost in visibility and business.

How we help: To get started, we recommend taking a moment to take inventory of your website. Is all of the product information accurate? Are any page links outdated or broken that need to be fixed? Has the latest software and security update been installed? These are all important to keep in mind as you review and update your content and information.

Then, to promote your partnership with Frankenmuth Insurance, consider featuring our company's information on your website. If you've already listed us as one of your carriers, use the following questions to perform a quick tune-up: How are you referring to Frankenmuth Insurance? Which logo are you using? How are you linking back to our site?

Keep these tips in mind as you review and update your content:

Our Name

When citing our company, please use "Frankenmuth Insurance" instead of our legal name, "Frankenmuth Mutual Insurance Company" or other variations. This will make it easier for customers to find more information about us and can even boost your rankings with search engines like Google. Google looks favorably upon websites with accurate names, active links and fresh content, which will allow potential policyholders to find your agency more easily.

Our Logo

Looking to use the Frankenmuth Insurance logo? Look no further - we've included it below for easy use. Simply right-click to download and save the logo image file to upload on your website:



Linking to Our Site

We love when agents link back to our website. When you do, please link to us using fmins.com.

Your key takeaway: Websites need some elbow grease, too. To stand out in the crowd, website content must be accurate. (Some say that a website is equivalent to the front door of your business.) And, by keeping it fresh, you can drive search engine traffic, customer satisfaction and sales. Minor changes today can make a big impact down the road.

Questions? Feel free to send an email to marketing@fmins.com.