



BE A BIGGER FISH

AGENCY WEB DEVELOPMENT

KAIA PLANNING SESSION & BOARD MEETING

AUGUST 4-5, 2011

Premise

Your KAIA intern commutes to work in Topeka daily from Lawrence, a thirty-minute drive with traffic. Leaving at 7:00 and blaring the radio, she'll hear an average of 4-5 full-length commercials sponsored by Fortune 500 insurance companies—and not the ones her Trusted Choice Independent Agent dad contracts with. Or any of her employer's member agencies, for that matter.

While a standard KAIA member may spend his/her days, or years, patiently renewing the same policy book of business, deviating occasionally to pounce on a rival's client or an area newcomer, seeing profit growth primarily through the purchase of nearby agencies—"captive agent" corporations are dumping millions if not billions of dollars into mass advertising and intensive R&D. Read: *online business development*.

Granted, the Standard Agent is a savvy businessman—after all, he's well-networked with equally powerful providers that do support the independent agent, he's got the majority market share within his area, and everyone around knows and trusts his name. His business is doing very well, *today*. But it's simple wisdom that the marketplace, *any* marketplace, inevitably evolves to accommodate mass social changes. Today, any agent who doesn't understand how Facebook, Google and wireless capability have already begun transforming the insurance industry into something unrecognizable is already far behind his/her deadliest competitors, who are, today, piloting their own spaceships while the local agent is still trotting to town and back on his favorite horse.

Agency Web Development is a progressive-minded project designed to launch a statewide transition. In start-up mode, it's focused on getting websites to members, establishing client service functions online, and getting agencies a presence on widely used business referral directories and in the social networking universe. With time and agent input, it will expand to more advanced functionality, such as real-time quoting, broadened online service capabilities, and assisting agents with developing a long-term Internet business plan.

Call her crazy, but your KAIA intern has her economics major to thank for showing her that what works for an independent agency's business today likely won't be what works tomorrow. Even if "tomorrow" is as late as 2030, and rural Kansas is the last of the United States to witness the American consumer's migration to the Web in their agency's financial reports—which may in fact be the case—we know you don't want to be the last agent to jump on board.

Welcome to the Project!

“Today, any agent who doesn't understand how Facebook, Google and wireless capability have already begun transforming the insurance industry into something unrecognizable is already far behind his/her deadliest competitors.”

WordPress: The Google-Age Solution for Business Websites

We've decided to launch the construction service on a framework that will allow agencies to take over their own site maintenance after we've finished building it. Fear not, source code need never be part of this!

The emergence and widespread penetration of "open-source" technology has produced an excellent solution for small-business owners who need to market themselves, but don't have the time or desire to pay a pricey web designer—especially if the cost will include maintenance of the project after completion. This program is called **WordPress**: It's pre-coded for user-friendliness and, since it's open-source, it becomes more so every day.

ACCESSIBILITY IS CONTROL

WordPress is a free, open-source software for bloggers. With a few swift manipulations of the program's source code, a WordPress blog becomes a website: both a professional-quality marketing tool and a dangerously efficient tool for a corporation.

“WordPress optimizes ease-of-use by completely separating the content and design of a website.”

When you install it on your server, you also install a blank database—this will eventually contain the *content* you, the owner, enter in the program's Editor interface, to appear online. Entering content is simple as typing a letter in Microsoft Word, and uploading media a one-click process.

Themes are what enable the software to look and function like a professional quality website. From WordPress's website or vendors across the Internet, you can purchase a ready-made "design" (some are free, some are paid). In addition to giving it the attractive layouts and colors, these themes contain the necessary PHP scripting that summons your content from your online database and merges it into your pages.

WordPress is free; designs are yours once purchased. The best web hosting plans are available for \$5/month or less. Otherwise, with Agency Web Development, you're paying a one-time initial setup fee for an entirely self-sustainable corporate website.

Services

Construction

The web construction service is KAIA's response to a pressing statewide need for an agency web solution. Months of resources were dedicated to researching a horizon of available options, scrutinizing their potential for long-term solvency, and strategically outlining a plan for making them available to members at reasonable prices. The construction service embodies our best ideas put to decisive, determined action.

The construction service aims to restore the local fish to a competitive position in today's 'e-Marketplace'—aesthetically, functionally, and economically.

Forthcoming: Membership Options

Maintenance Options: The construction service sets agencies up to take over their own site maintenance, but if they're not yet ready for the transition, these options will exist.

Membership Options: For agencies to stay on top of the curve. Projected to include, but not be limited to: free upgrades and assistance, priority service, access to site and business optimization resources posted on agencywebdev.com, and subsidized participation in future KAIA events intended to help agents get more from their new Internet presence.

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Forthcoming: A la carte

Though painstaking efforts have and will continue to be made to group our available services into well-rounded packages, agents are bound to want to customize their plan. We hope so, anyway, and intend to make it easy for them to do so. Check back after Launch Phase to see a final list of offerings and prices.

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Forthcoming: Agency Photography Service

Did you know that over two thirds of your potential customers, when shopping online, determine whether they'll do business with a company by the "professionalism" of their web site? The time and effort agencies devote to sprucing up their online appearance has never been more crucial. Agency Web Development is in the process of contracting with an independent photographer to offer you quality photography of your agency, for your website and all other marketing purposes, at the same budget prices.

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BRONZE PACKAGE The New Minnow	SILVER PACKAGE The Upriver Swimmer	GOLD PACKAGE The Feisty Pike	PLATINUM The Agency Shark
<p>WordPress and MySQL database installation on your web server</p> <p>Domain name registration and hosting plan setup, if applicable</p> <p>Choose your site theme (up to \$30)</p> <p>Access this website's basic resources (coming soon)</p> <p>All account documentation sent to you and on file at KAIA</p> <p>"Bronze" Package Features... »</p>	<p><i>Package Adds:</i></p> <p>Free support/assistance for one month after installation</p> <p>Best deal for a quoting module</p> <p>Choose your own theme (up to \$50)</p> <p>Basic customization of chosen theme</p> <p>Access to this site's design resources (coming soon)</p> <p>"Silver" Package Features »</p>	<p><i>Package Adds:</i></p> <p>Choose your theme (up to \$75) or two themes (adding up to \$75)</p> <p>Extended Design Customization: Pay out when you're satisfied</p> <p>Feature updates for six months</p> <p>Complimentary programming upgrades for six months</p> <p>Complimentary technical support for three months</p> <p>Discount on photography service</p> <p>"Gold" Package Features »</p>	<p><i>Package Adds:</i></p> <p>Monthly reports on your website's traffic for six months</p> <p>Site will come pre-programmed with your staff, claims, partner and location information</p> <p>Complimentary demonstration and training at your agency</p> <p>Complimentary programming upgrades for one year</p> <p>Complimentary technical support for six months</p> <p>How can Agency Web Development help you? »</p>
<p>\$600</p> <p>View Demo</p>	<p>\$800</p> <p>View Demo</p>	<p>\$1050</p> <p>View Demo</p>	<p>\$1350</p> <p>View Demo</p>

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Bronze Package Features



About Your Agency

Get the basics out there stylishly and professionally. Your About page presents your general agency information (which you'll add yourself) and links to your Staff, Locations, and Company Partners pages. Content for these pages, including company logos and staff photos, is controlled by you within the Administrator section for maximum ease-of-maintenance.

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Be Accessible

Your home page will link directly to three site areas of your choosing. Primary telephone and address information will be placed in your header, footer, or sidebar. Your Locations page will contain embedded, "zoom-able" Google Maps of your agency(s). The Contact page will also include this, but will also allow visitors to contact you directly through your website. Change which staff member receives these forms inside your Admin section.

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Help Customers Connect

Facilitate online policy service by connecting customers to their providers via your Company page. Your own Policy Service page will direct visitors to your claims and online payment information pages, which will display their respective data for each of your company partners. Worried about keeping it all up to date? Your site's Administrator section contains a customized application that lets you control, in seconds, what displays on each of these pages.

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Get Involved

Tell your customers how much you want them visiting your website by optimizing your News/Blog page to be your agency's news source. Use your Resources page to compile your own library of useful information for customers. If you haven't already, sign up for a Facebook account and/or other social media platforms; links to them will be placed alongside your contact information on your site's header, footer, or sidebar.

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Track Your Leads

Google Analytics is a free program that tracks and analyzes all visitation data to a site owner's page, and then generates shockingly revealing reports that a business can use to assess their online position. Who is visiting your website? How long did they stay? What did they click on? What drove them there? Be a shark-take advantage of such a dangerously useful, and even better, free tool.

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More Users, More Content

Unlimited members of your agency can be configured as Administrators, Editors, Contributors or Users of your website. Considering you'll have the ability to control exactly which privileges come with which role, allowing everyone in the agency to jump on board can make your web presence a community initiative with community payoff.

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Silver Package Features



Get Business

Your site will arrive programmed with standardized Auto and Homeowner quoting modules and a subscription to an SSL security certificate, ensuring protection of submitted data. Web users will submit the forms online, and the information will email to an address you specify, allowing CSRs to perform a quote. Presently, the quotes are built to match the information needed to run an Auto and Home quote in Vertafore's PL Rating system.

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Free Up Phone Lines

Are your CSRs overwhelmed by phone calls for elementary services that can be moved online—painlessly, and for everyone's relief, including your customers'? Smooth out the wrinkles of inefficiency. Let customers tell you when, how, and where they want that auto ID card, certificate, or duplicate policy. Make everyone happy by selecting which of our Standardized Request Forms would be most useful to your office.

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Interact with Customers

Give a visitor the option to chat with one of your agents on your website—it's secure, and all it takes for your agents is to keep a window open on their screen. Painlessly create surveys and polls on your WordPress dashboard, post them anywhere, and see what kind of revealing information you can get from your client base.

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Move Up on Google Search

How are customers going to find you otherwise? Google, Bing and Yahoo aren't shy about telling you what to do in order to get picked up by their 'trackers', which play a major factor in determining where in the hierarchy of search results they'll display you. The problem is figuring out how to do it—which most businessowners don't do. We did, for you.

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Don't Get Bugged by Custodial Work

For a customer, there's nothing worse than a slow or poorly maintained website. For a site manager, there's nothing worse than having a slow or poorly maintained website simply because there's no good solution for preventing the issue. The Silver package comes with a bouquet of handy features that will keep you polished at all times, including a Broken Links alert tool and a de-caching wizard.

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Another Feature Here

..which one? Participate in Launch Phase to voice your input as to what additional features an agency should have in their website.

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Gold Package Features



Exist Everywhere

All the time, greater masses of people are browsing the Internet with everything BUT a Desktop PC running on IE. Simultaneously, more and more business experts advocate that a "mobile friendly" version of your website will soon be absolutely vital. Grab this bull by the horns! Your website's Mobile Twin will automatically detect and format your site specifically for over 30 different devices, letting your customers get what they need from wherever they may be.

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Keep in Touch

A step up and a step ahead of the communication features in the Silver package. Your website's "Newsletter" feature will, e-blast style, compose, send, and manage your agency's electronic correspondence, that you direct to any visitor or client who signs up...or to your existing customers that, when you ask, may consent to be included. Why sit back and wait for people to come to your website? The more hooks, the better caught...

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Quotes The Way You Like Them

Rather than the standard Homeowner and Auto quotes provided in the Silver package, which may not suit your agency's purposes, the Gold package will let you design two of your own quotes—top to bottom. Just write them down or type them up, send them over, and they'll be converted to PHP and installed, accompanied by standard maintenance modules (check back after Launch Phase for more details).

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Run, Don't Plod, Your Way Up Google Search

Builds upon (includes) the SEO features in the Silver package. This add-in departs from the actual website and includes registering your agency on 5 widely used referral directories such as Yahoo!Local, CitySearch, Manta.com, AllInsuranceInfo.com. They also bring you traffic, or will, once someone sets you up with the intent to impress by adding your basic info, logo, hours of operation, and services.

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Make Everyone Even Happier

Three Request Forms instead of one—and they'll be Customized, not Standardized. You provide the picture, and AWD brings it to life on your website. The Gold Package will always include the best 'Customer Form Module' functionality AWD develops, so this is where your complimentary "feature upgrade" service should prove most beneficial.

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Streamline Your Efforts

Top business consultants tell you that to take advantage of the growing market, you've got to exist online. This add-in makes life easier for the agency-in-transition by linking their Facebook profile to their website, and vice-versa. This is a fantastic way to get yourself out there without spending more time than necessary.

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Also Available on Contract Basis



Form Generator

Build your own, unlimited number of contact forms within your website that will email submitted results to the agency. Control where they're placed, who receives them by email, and even let your WordPress dashboard store them for you. *Note: This feature, while potentially fantastic, is not necessarily a rewarding alternative to having specific forms custom-built.*

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Google AdSense

Take the most offensive position available to you in your effort to get your agency's name out into the (Net) world with paid advertising. This additional feature would set you up with everything you need to get started, as well as provide you with enough information and advice to give you a direction.

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Membership Capability

For agencies who want to give their customers special access to their site. This project has virtually unlimited scope, once we've built a database on your server. Potential options include letting customers view their account information with your agency, updating their personal information (i.e. address changes) and accessing other private content.

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E-Commerce

Granted, one doesn't immediately think of an insurance agency as owning or operating their own "store" (in the traditional eCommerce sense, that is) ...but that doesn't mean they shouldn't have the option. E-commerce installation and configuration will give you everything you need to sell, price, tax, maintain, organize, present and take inventory of your own online store, whatever it is you want to sell.

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Marketing Module

A whole navigation tab devoted to selling, branding, and marketing the quality of your agency. Do you specialize in particular types of insurance? Have you been around longer than anyone else? Are your top clients willing to give you testimonials? This service will work one-on-one with you to help flesh out your business's Internet presence in a professional, attractive, and functional way.

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Photography

Optimize your new web design by getting professional-quality photography of your agency, staff, and whatever else you'd like to feature on your website.

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Contact page from demo site, www.agencywebdev.com/demos/basic

The screenshot displays a contact page layout. On the left is a vertical navigation menu with items: Home, About Us, Customers, News, Resources, and Contact (highlighted). Below the menu are sections for 'Follow Us!' with social media icons for Facebook, Twitter, and YouTube, and 'Latest News' with two entries: 'About the Bronze Model' (July 18th, 2011) and 'How to Add Content to Your Resources Page' (July 21st, 2011). The main content area includes a search bar, navigation links (Home, Customers, About Us, Resources, News, Contact, Admin), and a toll-free number: (785) 232-0561. The contact information section lists: Address: Lorem Ipsum Dolor Sit, Phone: +1 123 123 1233, Fax: +1 123 123 1233, and E-Mail: info@companyname.com. A Google Map shows a location in Topeka, KS. Below the map is a 'Contact Form' with fields for: Your name (*), Your Email (*), Phone Number (*), Company Name, Company URL, and Your message (*). A note indicates that fields with an asterisk are required.

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The Usability of the Administrator Section

Home \ Admin

1. Click "Admin" over there -->

Admin

In this section, you will add, remove, and edit the information, logos and other images that are displayed on the Staff, Company Partner, Claims Service and Make Payment pages of the main website.

Simply click a link below to be directed to that area's Maintenance section.

Add/Change Agency Data

- Locations
- Employees
- Companies

2. Pick something to add, change, or remove

Home \ Admin Companies

All Companies

3. Behold your options

1	EMC Insurance Companies	Edit Info	Claim Info
2	Allied/Nationwide Insurance Co.	Edit Info	Claim Info
3	Travelers Insurance Companies	Edit Info	Claim Info
4	Auto Owners Insurance Company	Edit Info	Claim Info
5	Continental Western Group	Edit Info	Claim Info
6	Safeco	Edit Info	Claim Info

Home | Customers | About Us | Resources | News | Contact | **Admin**


Call Toll Free: (785) 232-0561

Home \ About Us \ Partners

Corporate Partners


EMC Insurance Companies

Wichita, KS
[Go to Site](#)




Allied/Nationwide Insurance Co.

[Go to Site](#)



Travelers Insurance Companies

[Go to Site](#)



4. Save changes, page updates

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