

Local Marketing for Insurance Agents

Get Found Online



ACTIVE DISCOVERY

- Replaces passive billboard advertising
- Driven by immediate, active search intent
- Won by a complete profile and real reviews



PROXIMITY DOES NOT WIN ALONE



74%

Top local map pack results are within 5 miles, but ranking requires active signal control.

THREE WEIGHTED SIGNALS

- Google Business Profile
- ✓ Client Reviews
- ✓ Website Location Pages



THE CORE LEVER

- Highest leverage local asset
- Free and fast to set up
- Controls direct map pack visibility



FOUNDATION STEPS

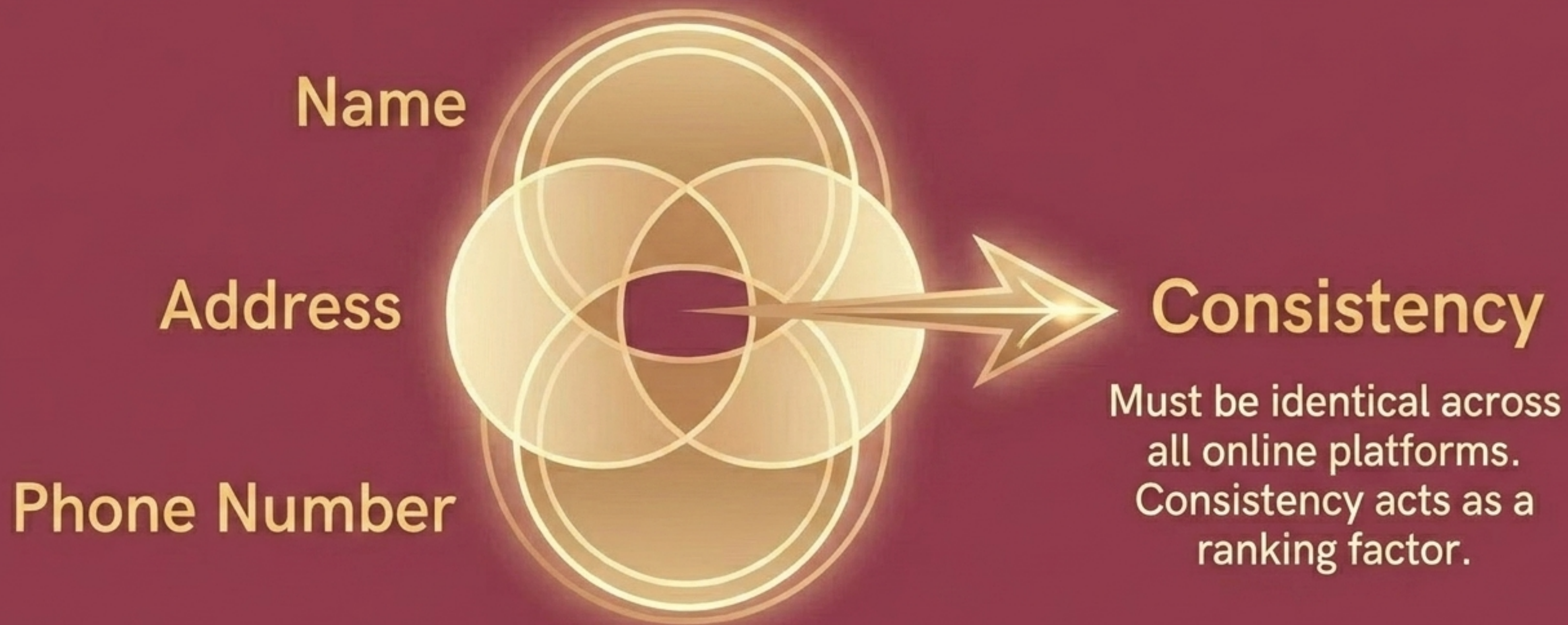
Claim & Verify: Postcard or video verification is mandatory.



Primary Category: Set to Insurance Agency. Add specific secondary categories (health, life). Generic labels penalize ranking.



THE N.A.P. ALGORITHM



VISUAL PROOF

- High-photo profiles outrank minimal profiles
- Showcase office, team, and community
- Add consistently to prove business vitality

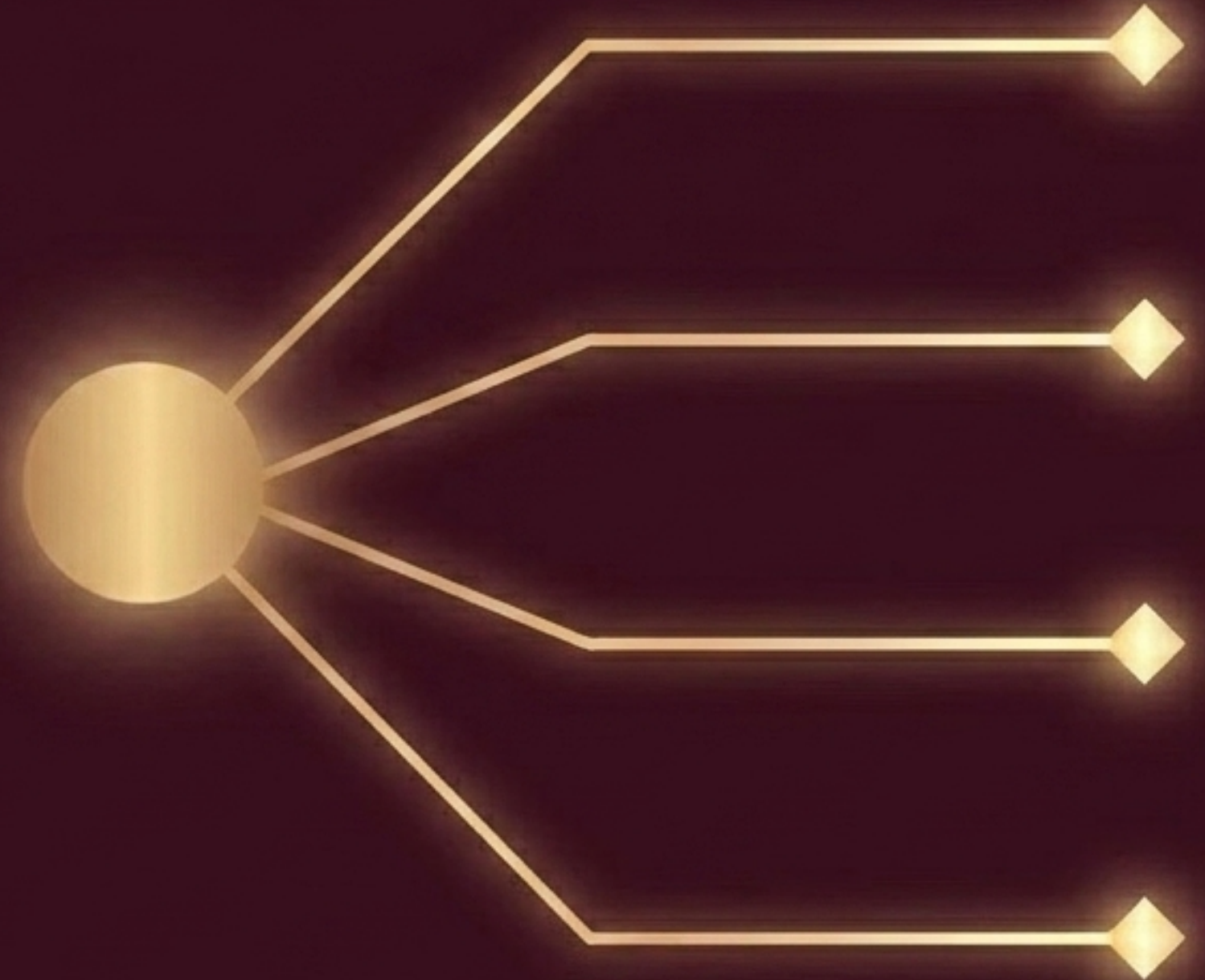
100+

DISAGGREGATE YOUR SERVICES

List every service as a unique entry

Separate Advantage, Supplements, Part D

Matches exact local search intent



THE FIRST RANKING JUMP

- 62% of top map pack results hold 100+ reviews
- The first algorithmic jump happens at 10
- Ask immediately upon successful enrollment



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IN-THE-MOMENT REQUEST

The biggest way you can help me is a quick Google review.

It takes two minutes.

Send a direct, one-tap link immediately.



QUALITY AND PACING



Velocity: Consistent monthly reviews build trust faster than single weekend batches.



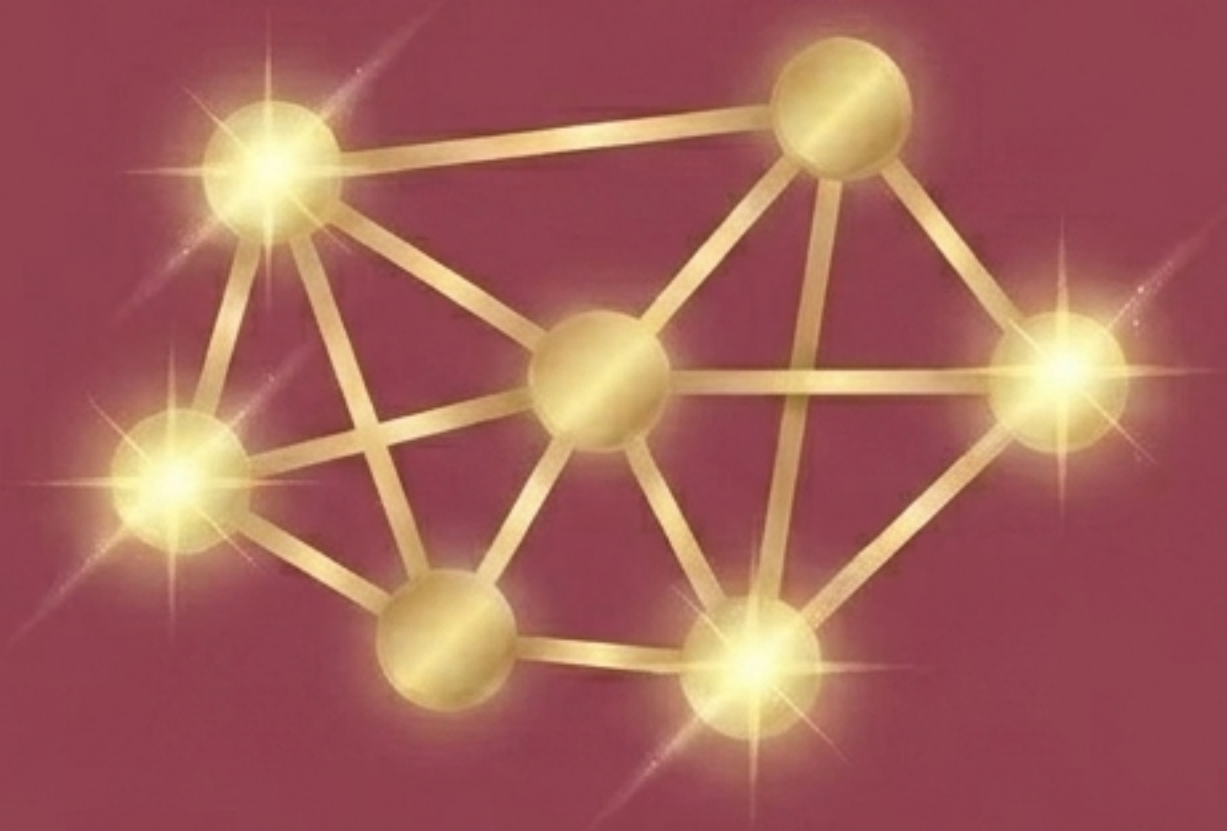
Keywords: Prompt clients to mention the specific product and city to anchor local search relevance.

THE PUBLIC RECORD



- Acknowledge positive feedback briefly
- Move negative concerns offline calmly
- Future clients read responses to evaluate character

THE WEBSITE PILLAR



Strong Foundation: 5 to 20 deep, regionally relevant pages.



The Penalty: Hundreds of duplicated, cookie-cutter city pages actively harm visibility.

SELECTING YOUR TARGETS

1. Verified local search volume
2. Real, active working presence
3. Deep local relevance
(hospitals, employers, plans)



MATCH STRATEGY TO SCALE

- Metro: Top 5-10 cities
- Regional: Top metros across states
- National: Compete on expertise, not location pages
- Include consistent N.A.P. and Schema markup



LOCAL AUTHORITY LINKS

High school sponsorships

Chamber of Commerce

Cross-referrals with local professionals

Real local backlinks
outperform directories



THE BLUEPRINT IN ACTION

Week 1: Claimed GBP, selected accurate primary/secondary categories, uploaded 12 facility photos, mapped distinct services.

Weeks 2–8: Texted direct review links post-enrollment. Responded within 24 hours.



THE HUB NETWORK

Week 10: Built 5 high-quality pages

Unique town, hospital, and plan content

Aligned N.A.P. across Yelp, Facebook, Apple, and Bing



MONTH SIX OUTCOMES

4 to 6 inbound search calls
per week

Zero ad spend

Consistent system execution
beats the one-time setup
trap



START THE ENGINE

- 🌀 Claim or update your Google Business Profile
- 🌀 Audit N.A.P. consistency across 5 listings
- 🌀 Ask your next 3 clients for a review before they leave

