Company Background: InsuranceAdvice.Life is a life insurance lead generater and life insurance blog. The target market of this business is people in their 50s and 60s, medium-high to high income earners, who are likely to have a policy in place already but want to save money on their premiums.

*The outputs for this job will include:*

1. *a website*
2. *a landing page*
3. *fixing logos into a more useful and professional format*

**The website**

The site will provide two main services

1. to be an information source for life insurance and other personal insurance (ie Total and permanent disability insurance, Trauma insurance and Income protection)
2. to collect prospective customers details and so that they can be contacted by an insurance broker. The broker will then give them quotes from multiple insurers and finally sell them one of these insurers policies.

Service 1), the insurance information source, will basically be the blog section of the website

Service 2), the insurance brokering service, is very important as this will directly generate revenue for the business. This will create leads for which life insurance will then be sold to over the phone. So the website will need to be a "business card" for to generate trust, show experience, and most importantly create “call to actions” for the person to provide details, be contacted and be sold a policy.

I envisage there will be 3 pages (and maybe a 4th);

- the main title page

- the contact page and

- the blog page

- call to action will require that a form is fill out. This may require a new page or maybe a pop up form, what ever is easiest for the user. This form should display some sort of security tags to give the user confidence when sharing there personal details

The current half constructed website is [www.InsuranceAdvice.Life](http://www.InsuranceAdvice.Life) (also the name of the business). This is a basic wordpress template but it is not professional enough.

It illustrates the general family feel (family being what drives people to purchase life insurance). It also has a blogging function, the website needs to retain its blogging functionality so that blogging can continue easily.

The general layout should be clear and easy to follow. It should load up quickly and have a highly professional responsive feel.

This is an example of a best practice website in the same industry <https://www.lifebroker.com.au/> and to a slightly lesser extent <https://www.comparethemarket.com.au/life-insurance/>

Some specific comments:

- the website should remind the user of their family which is the core reason they are interested in life insurance

- the website must look good across all devices from desktop, to mobile and tablet.

- appropriate call to actions

TITLE PAGE CONTENTS

HEADER SECTION

“Compare quotes from Australia's leading life insurers for free today”

- call to action button: “get free quotes now”

(appropriate image underlay)

WHAT WE DO SECTION

Compare Australia’s leading life insurers, free

- InsuranceAdvice.Life helps you find the most appropriate and cost effective options by comparing a variety of leading insurers at the same time

- call to action button: “get free quotes now”

Home of everything life insurance in Australia

- Link button to blog: “Stay informed; everything you need to know about life insurance and income protection in Australia”

OUR PARTNERS SECTION

Australia’s leading insurers, we can help you compare them

(show images of each insurers logo)

KEY BENEFITS SECTION

1. Need a high level of cover at a low price? - Our highly experienced brokers can help you compare 11 of Australia’s leading insurers simultaneously.
2. No hidden fees - pay the same as going direct to the insurer, or even less
3. Learn how life insurance works - For articles, videos, guides, and anything else life insurance related, visit our blog

BLOG ENTRIES SECTION

(two or three links to the latest blog entries)

TESTIMONIAL SECTION

Two testimonials should be visible and easily updated.

BOTTOM SECTION (fine print)

Will need a link to - Terms of Use - Contact Us, and - Privacy policy

CONTACTS PAGE CONTENTS

- contact form

The contact form will have to collect the following information

- First name

- Last name

- Phone number

- email

- age

- gender

- cover amount

- business email address

- business phone number

- business PO Box address

**The landing page**

The landing page will be used for facebook advertising.

Advertising campaigns will be targeted at age 50 to early 60s demographic, medium high to high income earners, who currently already have a life insurance policy in place.

The key message to users will be that they are probably paying too much with their current provider and that they can get a free quote from Australia's leading insurers to save money.

PAGE CONTENTS

HEADER SECTION

“Compare Australia's leading life insurers free today”

Subtitle: “Make sure your insurer isn't charging you too much”

- call to action button: “Compare quotes now”

(appropriate image underlay)

BAR CHART SECTION

(this bar chart will illustrate the difference in price from a variety of insurers for the same arbitrary person)

3 KEY BENEFITS SECTION

- “We only work with Australia's most trusted brands”

Subtitle: “You can be confident in that your insurer will be there for you, and your family, when you need them the most”

- “Price beat Guarantee\*”

Subtitle: “We guarantee to beat any quote for a comparable level of cover

\*must be a stepped premium”

- “No hidden fees”

Subtitle: “Simple pricing that is easy to understand. No hidden fees or charges”

INSURERS ON PANEL SECTION

“SOME OF THE INSURERS WE WORK WITH”

Logos for various insurers

TESTIMONIAL SECTION

Two testimonials should be visible and easily updated.

CONTACT FORM SECTION

(This section may not be as section depending on the design. I am open to variations if they are thought to be effective)

Contact form must have some sort of security protocol (open to suggestions)

The contact form will have to collect the following information

- First name

- Last name

- Phone number

- email

- age

- gender

- cover amount

**The logo**

The logo needs to have a clear background and in .svg format. Both black and red. It currently has a white background but I don’t have the software to get this done.

Also the logo with text should be put is .svg format, with clear background.