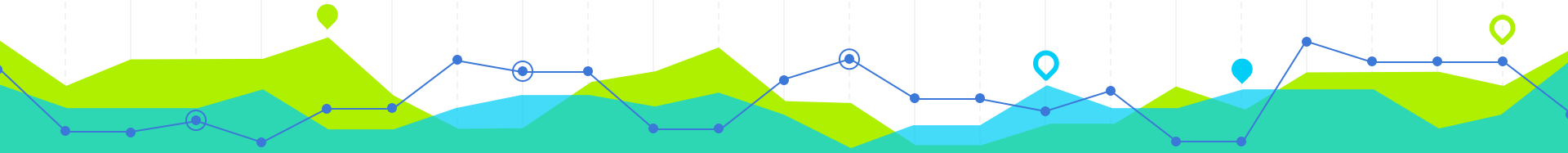


From the Ground Up:

Building a Content Strategy for a Niche Industry

SURPRISE!

TODAY WE'RE GOING TO WALK THROUGH:

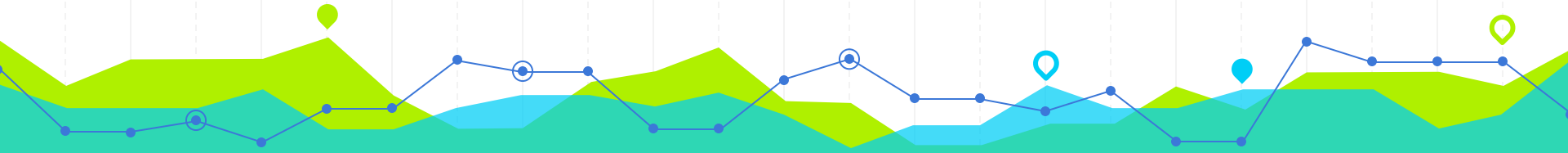
- Define content strategy
- Challenges
- Process
- What Google cares about
- Tool recommendations
- Actions you can take now

TAKEAWAYS

- Where to start
- What to focus on
- Actions to take now

MORE

than just a blog post…



Defining Content Strategy

1

“Content” is a single word loaded with different connotations and meanings that depend on its context.

- MarketMuse

Four Core Elements of Content

THE FOUR CORE ELEMENTS OF CONTENT

Information

What is the actual
content of your message?

THE FOUR CORE ELEMENTS OF CONTENT

Information

What are the actual contents of your message?

Context

What is the content supposed to help you and the reader accomplish?

THE FOUR CORE ELEMENTS OF CONTENT

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Medium

What channel are you publishing the content on?

THE FOUR CORE ELEMENTS OF CONTENT

Information

What are the actual contents of your message?

Context

What is the content supposed to help you and the reader accomplish?

Medium

What channel are you publishing the content on?

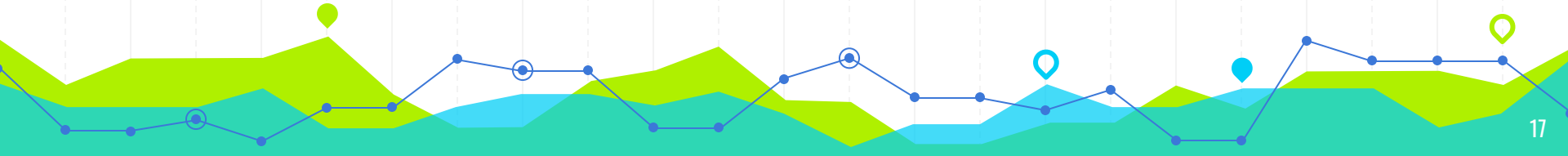
Form

Is the content text, graphic, audio, video, etc.?

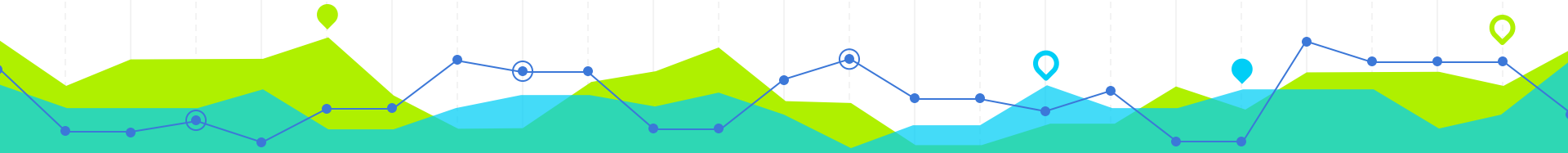
CONTENT STRATEGY IS...

an **ongoing process**
of translating **business objectives and goals**
into a **plan**
that uses **content** as a primary means of
achieving those goals

THERE IS NO ONE-SIZE-FITS-ALL APPROACH



agentsync

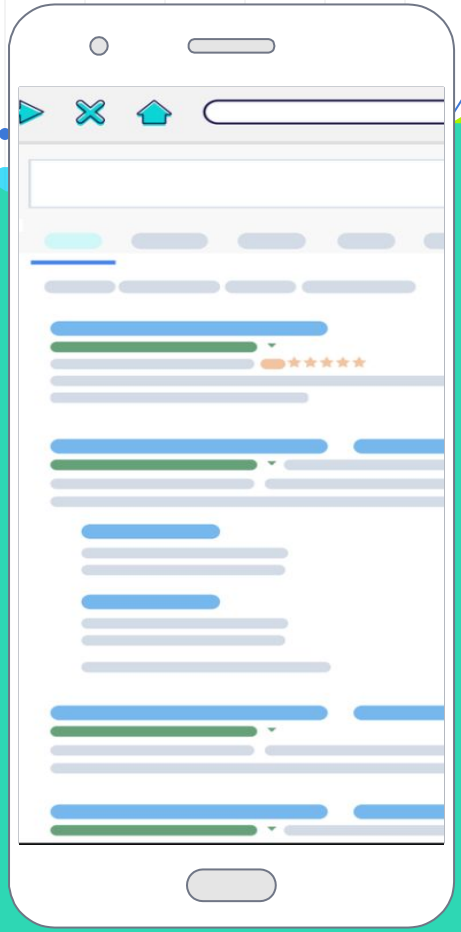


Challenges Ahead

2

HIGH COMPETITION

Hard to cut through the noise with fresh content in a highly competitive industry

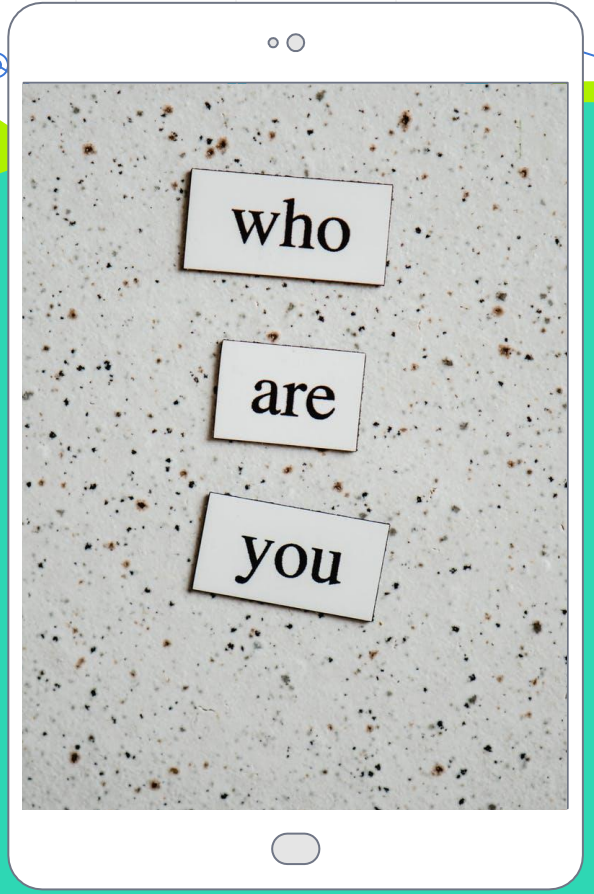


NO COMPETITION

What works in this industry? If there's no existing content to judge, it can be hard to know.

NO AUTHORITY

Hard to get traction when you have no reputation in SERPs yet.



WRITER EXPERTISE

Niche industry requires experienced writers – can be hard to find.

LOW BUDGET

Hard to make waves when you can’t afford to promote good content.

THERE IS
still hope

OPPORTUNITIES IN A NICHE INDUSTRY

Topic Opportunities

The world is your oyster

OPPORTUNITIES IN A NICHE INDUSTRY

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Create the SERP Landscape

If you're the only player, you determine the playing field

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Easier to Target Your Audience

Specific personas in niche industries

OPPORTUNITIES IN A NICHE INDUSTRY

Topic Opportunities

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Easier to Target Your Audience

Specific personas in niche industries

Testing and Results

Test without restrictions and see results faster

HICCUPS WE DISCOVERED AFTER WE STARTED

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No data in tools

Semrush, Ahrefs, Content Harmony, etc. all lacked data around seed queries

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No historical info

No Search Console history to kickstart content strategy

HICCUPS WE DISCOVERED AFTER WE STARTED

No data in tools

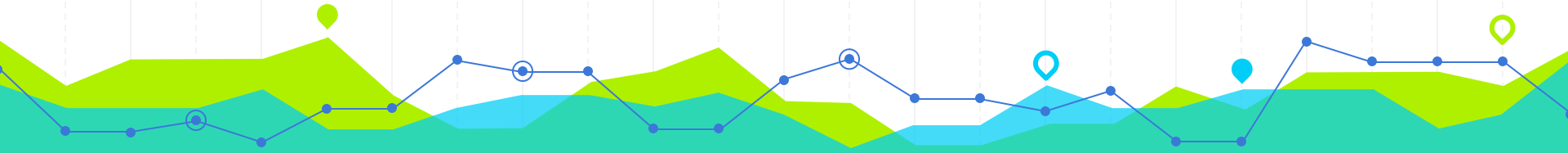
Semrush, Ahrefs, Content Harmony, etc. all lacked data around seed queries

No historical info

No Search Console history to kickstart content strategy

Lack of quality content

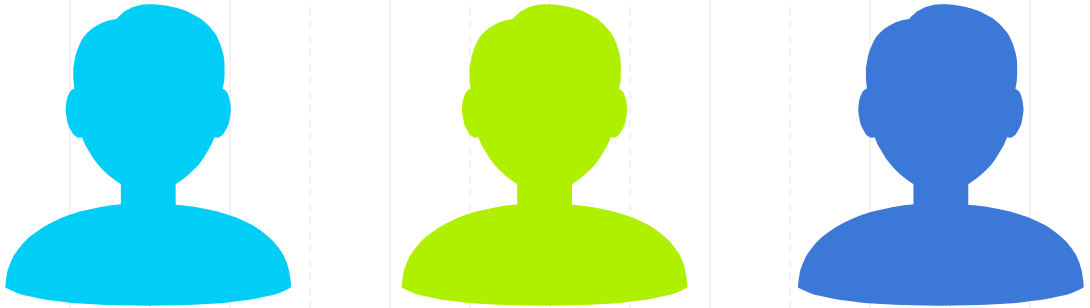
Most top competitors aren't creating valuable content



Laying the Foundation

3

WRITERS NEEDED: IN-HOUSE VS CONTRACTORS



PROS AND CONS

- Cost

PROS AND CONS

- Cost
- Stability

PROS AND CONS

- Cost
- Stability
- Consistency

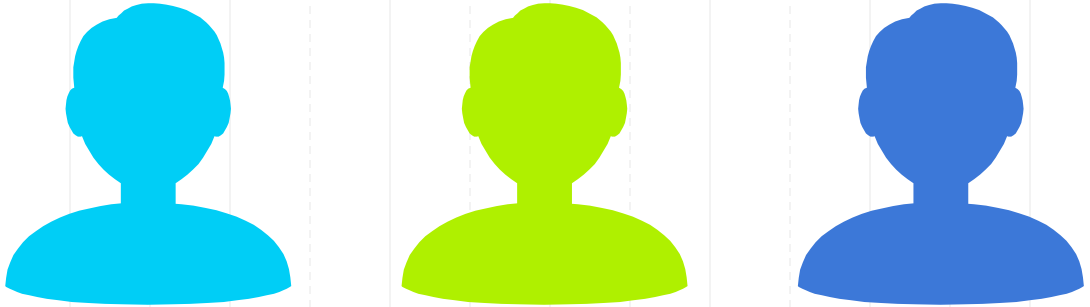
PROS AND CONS

- Cost
- Stability
- Consistency
- Experience

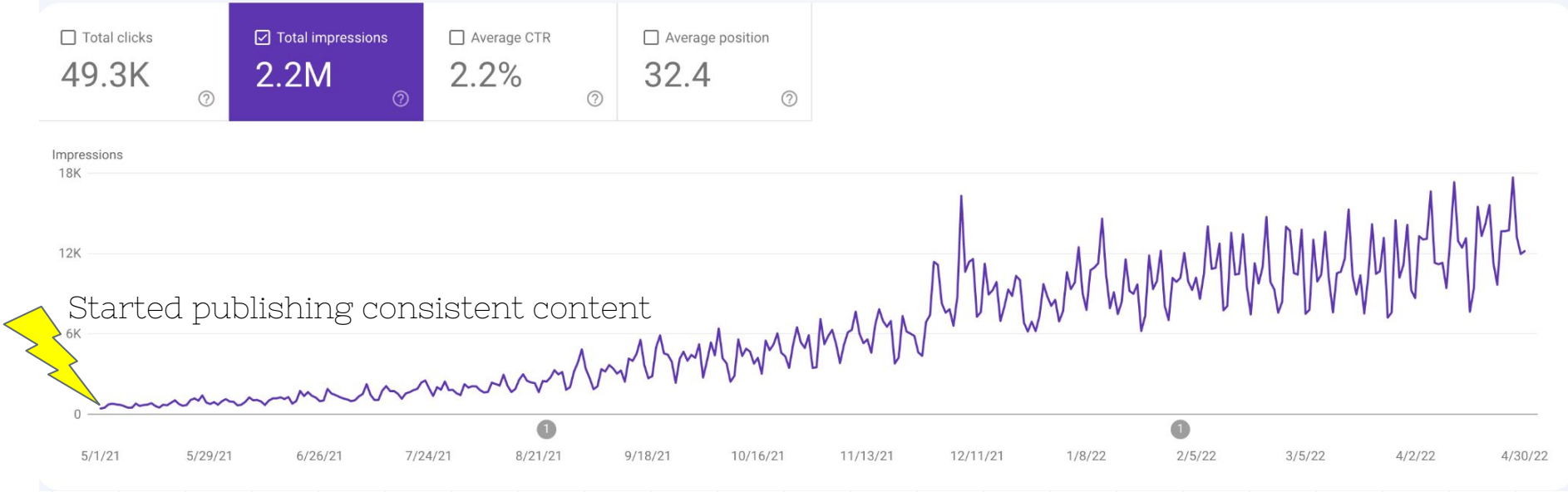
PROS AND CONS

- Cost
- Stability
- Consistency
- Experience
- Focus

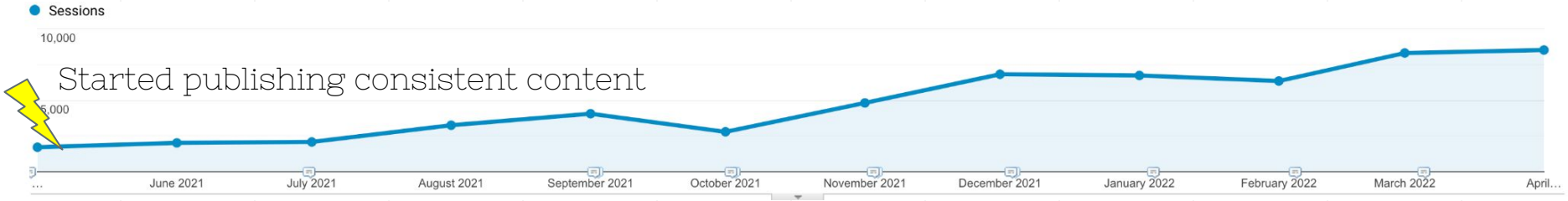
DREAM TEAM



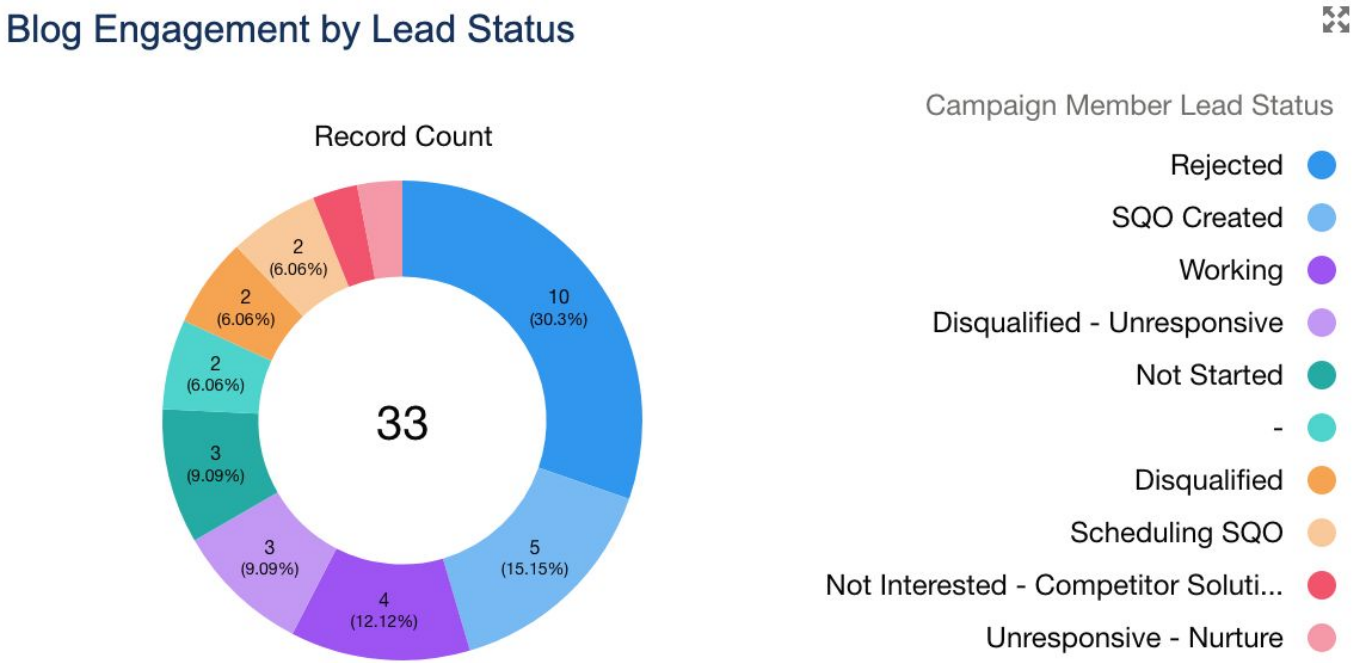
Increase brand awareness



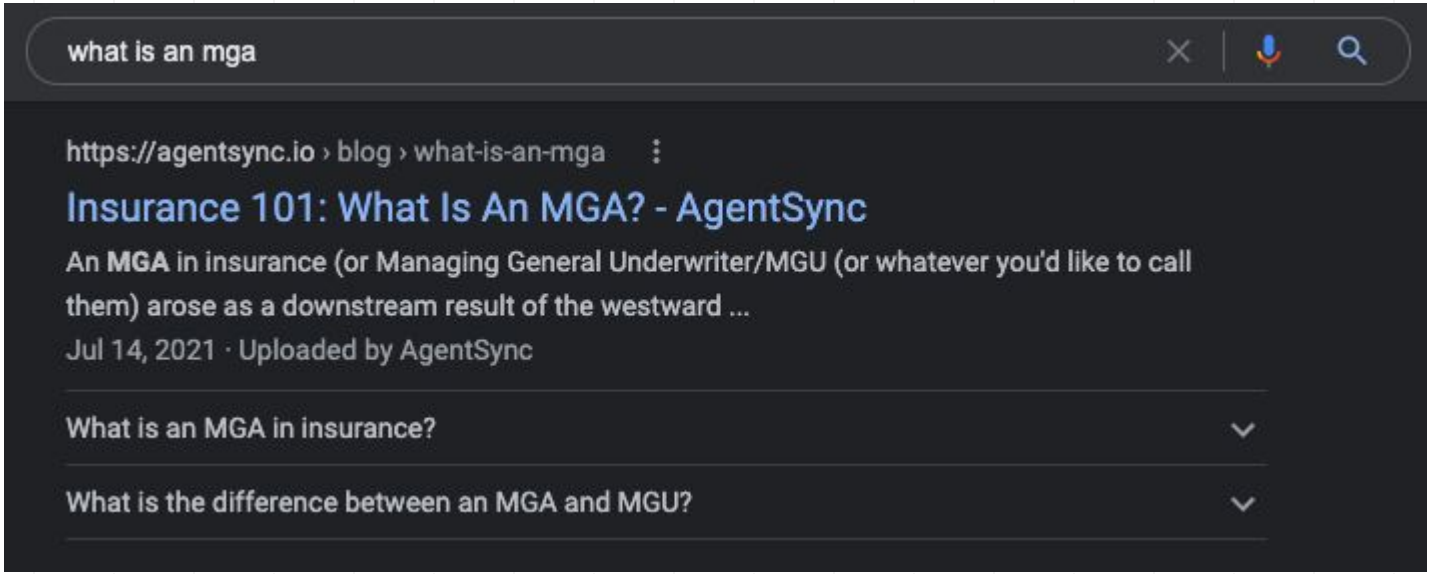
Increase organic traffic



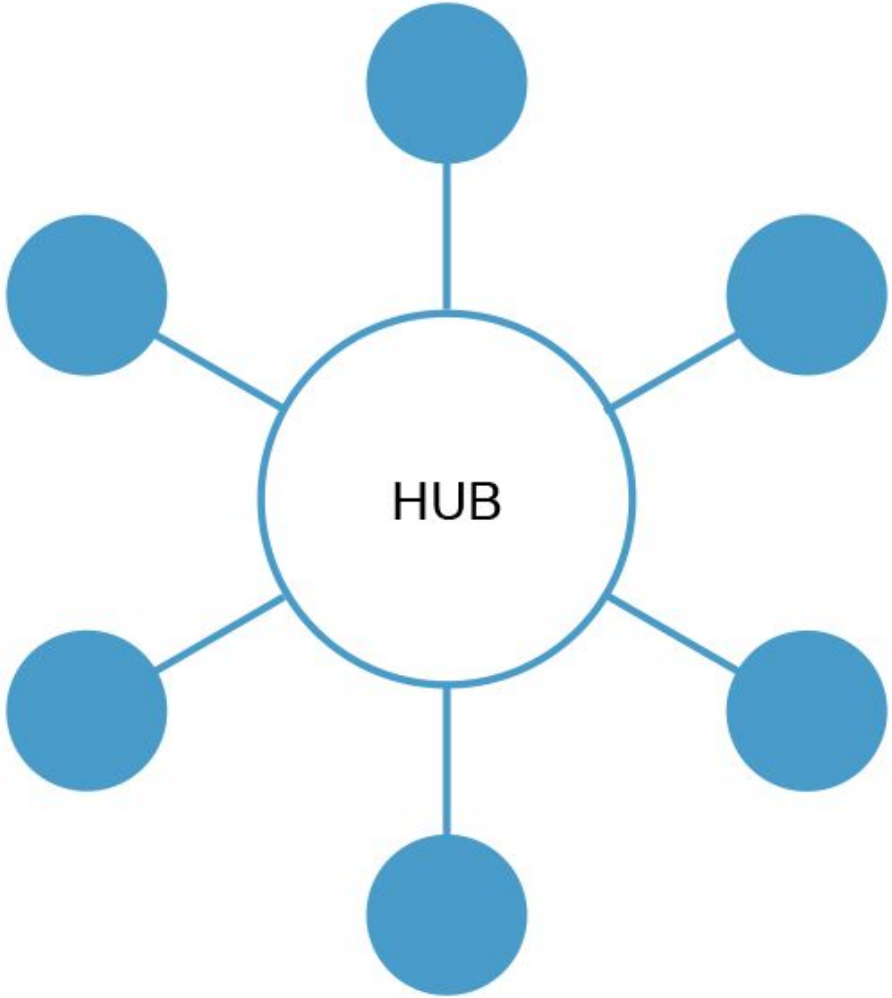
Contribute to sales pipeline



Be industry thought leaders

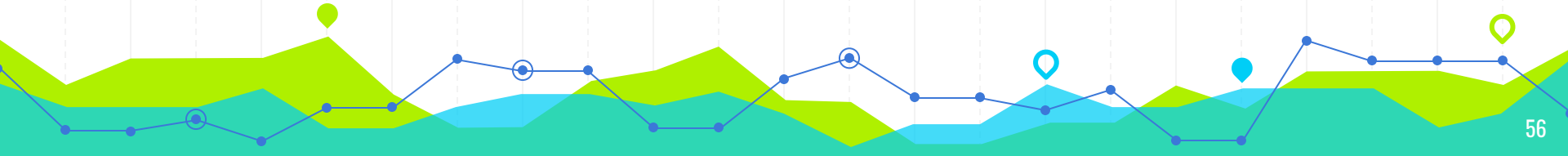


TIME TO
PLAN


HUB

Content Structure

KNOWLEDGE BASE



The Knowledge Base is your go-to resource for all things insurance licensing and compliance. Home to how-tos, best practices, and insurance 101s, the Knowledge Base supports insurance MGAs, Carriers and Agencies through the complexities of producer compliance management and distribution growth.

Insurance Continuing Education (CE)
LEARN MORE >

Insurance 101
LEARN MORE >

History of Insurance Regulation
LEARN MORE >

Distribution Growth
LEARN MORE >

Producer Recruiting
LEARN MORE >

Producer Onboarding
LEARN MORE >

Producer Contracting
LEARN MORE >

Producer Licensing
LEARN MORE >

Producer Appointment Submission
LEARN MORE >

Producer Compliance Maintenance
LEARN MORE >

Producer Offboarding
LEARN MORE >

Compliance Reporting and Data
LEARN MORE >

Industry Knowledge – the Challenges

Whether you're an insurance noob or an industry wonk looking to refresh your knowledge base, getting definitive answers about even the fundamentals of the insurance industry can be a hurdle. Who do you trust? Where do you turn?

Endless scrolling online is no match for the tested experience of those who have broader – or deeper – knowledge gleaned from years of working in multiple levels and segments of the insurance industry. From blogs with hot-takes about how the industry *should* or *might* function to expensive "consultants" who have spent more time in public speaking than they did working in insurance, there are a lot of potential points of confusion or error.

Filling the Gaps: Understanding Insurance Basics

What are the basic organizational structures operating in insurance? How do they work to get a product from its conception to the end client? What are the major players in the regulation of the industry, and why does it seem so complicated to stay in compliance?

- The Insurance 101 series is here to help answer the questions you may not have even thought to ask. Through blogs and articles written by industry insiders and validated by seasoned insurance veterans, learn about:
- The Insurance Distribution Channel Overview: Once a product has been developed, learn about the basic organizations that may be part of the sales funnel that actually puts coverage in place for the end consumer.
- Regulating the Distribution Channel (and AgentSync's Supports): While many jurisdictions have control over insurers, MGAs, and agencies, tech solutions can make complying with the myriad regulations less cumbersome.
- Agent License Renewals: The numerous variations in state regulations make license renewals a beast, but this primer on what to look for can help simplify the process.
- MGAs and MGUs: What is a managing general agent (MGA), what is a managing general underwriter (MGU), and what is the difference between the two?
- Insurance Agents vs. Insurance Brokers vs. Insurance Producers: What you call an insurance professional matters, and learning the nuances between each term can help you more clearly understand – and communicate – in an industry that often relies on subtlety.

Insurance 101 FAQs

01 What is the insurance industry?

The insurance industry is made up of businesses that are responsible for developing contracts that insure against risk, as well as the network of businesses, professionals, nonprofits, watchdogs, regulatory bodies, technologies, and various subsidiary systems that support that core business.

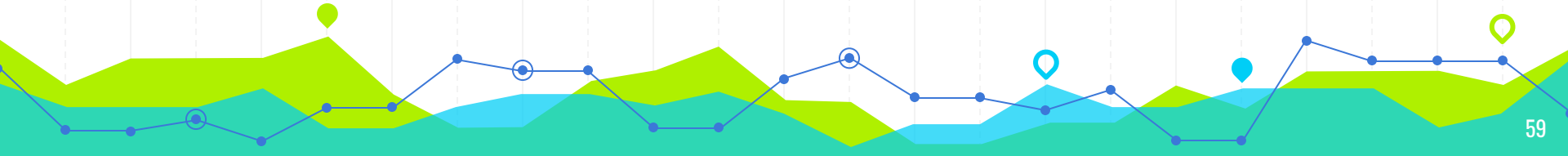
02 What is insurance?

Insurance is ultimately a contract against risk that an insurer, also known as a carrier, sells to a pool of people for a premium – a series of regular payments – that is collected to pay out in the event that the risk is realized for any single member of the pool in a given timeframe.

RELATED CONTENT

- Reducing Risk: How the Internet of Things Is Changing Insurance
- How to Change an Agency Tax ID
- When Can I Write Business After Getting My Agency License?
- How 3D Modeling and Digital Twins can Reduce Risk
- Insurance Professional Standards: Suitability, Best Interest, and Fiduciary Explained
- How States Regulate or Limit MGA Non-Commission Fees: A Sample
- Insurance 101: Everything You Wanted to Know About HIPAA But Were Afraid to Ask
- Insurance 101: What Is an Insurance Agency?
- Carrier and Agency Duties Under the DOL Fiduciary Rule
- Insurance 101: Agency-Level Licensing

BLOG



AGENTSYNC

Blog

Here you'll find all the **latest blog posts from AgentSync**.

FILTERS

Topics ▾ Categories ▾ Company Types ▾ States ▾

Partners in Producer Compliance: AgentSync and Varicent Formalize Compliance Checks in Commission Payouts

May 18, 2022

By partnering with Varicent, we've taken it to the next level for insurance carriers who don't want to sacrifice their compliance responsibilities while still...

READ MORE >

Doing Nothing Costs More Than You Think!

May 16, 2022

It's tempting to think the only cost you face is the one for adopting a new technology solution. But what seems like a good...

READ MORE >

How Structured Data Can Benefit the Insurance Industry

May 13, 2022

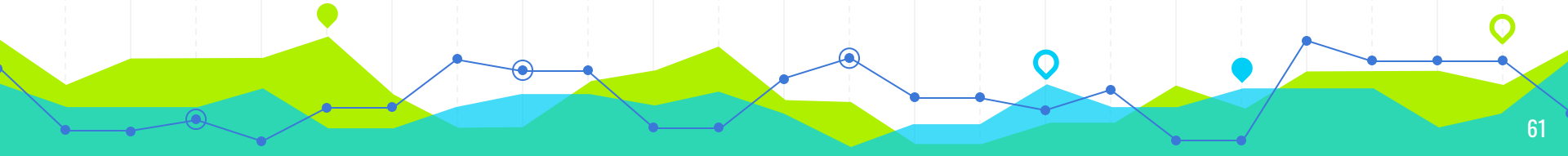
The insurance industry has long run largely on what's known as unstructured data: a combination of paper files and

Reducing Risk: How the Internet of Things Is Changing Insurance

May 12, 2022

At home, the IoT looks like the ability to turn off and on lights with your voice, or have your thermostat adjust itself based

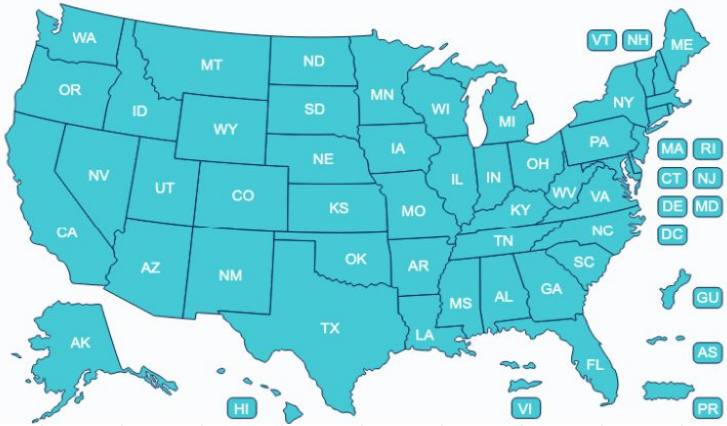
STATE RESOURCES



State Resources

Insurance licensing and compliance information for each state.

Insurance is mostly regulated on a state-by-state basis, with each state and U.S. territory determining their own legal standards and procedures. Here you can find state-specific information such as department of insurance contacts; read FAQs about licensing, carrier appointments, and Just-In-Time requirements; and stay up to date with relevant articles and blogs.



AGENTSYNC STATE RESOURCES

Minnesota Insurance Licensing and Compliance Resources

State License Division Information

Consumer & External Affairs
Attn: Licensing
Minnesota Department of Commerce
85 7th Place East, Suite 600
Saint Paul, Minnesota 55101
Phone: (651) 539-1600
Website: https://mn.gov/commerce/industries/insurance/

Non Resident Licensing Information: Insurance Licensing

For Carriers in Minnesota

- Drastically reduce time to sell
- Automatically Sync active agent records with NIPR
- Reduce time to activate Agents with seamless onboarding experience

Learn More

For Agencies in Minnesota

- Import the agent record from the NIPR PDB (Producer Database) in real time
- Daily change updates synced directly with NIPR
- Daily change updates synced directly with NIPR

Learn More

For MGAs/MGUs in Minnesota

- Let technology help manage your distribution channel with contracting, licensing, appointments, & compliance solutions.
- Basic setup completed in days, not months
- Submit appointments in a few clicks

Learn More

FAQs

01 How Do I Get an Insurance License in Minnesota?

Depending on what type of insurance agent you want to be or what types of policies you need to sell, you will need to choose what type or types of insurance licenses you need to get. After you've determined which licenses you need, you must now take your insurance pre-license education courses. The next step after completing all of your pre-license coursework or self-study is to take the insurance exam. You will take one exam for each line of insurance you wish to carry. Life, Health, & Accident (LH&A) and Property & Casualty (P&C) lines are combined exams in Minnesota, so you only have to take two tests if you wish to attain all of these lines of authority.

Minnesota requires that all insurance license applications provide fingerprints prior to licensing. Giving your fingerprints will initiate a background check. If you have any prior misdemeanors or felonies, this may affect the outcome of your licensing efforts.

After you have completed your exams and fingerprinting, the next step is to apply for your license. If you have more than one line of authority that you have passed the exam for, be sure to apply for all of those lines. Once you have submitted your application and passed your exams, your license application will be reviewed by the state. Your background check will also be reviewed.

For more information, call the Minnesota Department of Insurance at (651) 539-1600 or email the department.

LET'S RECAP

In-House vs. Contractors

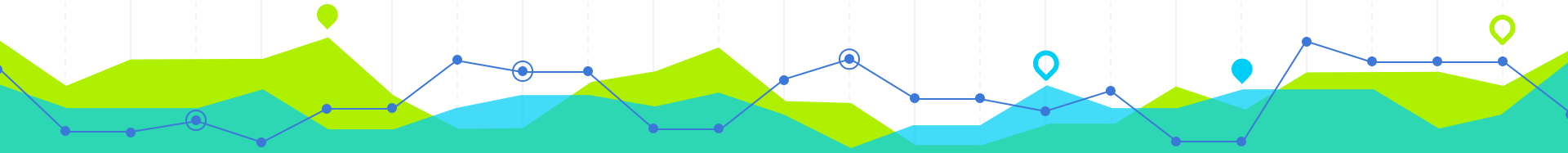
Determine of in-house or contract writers are best for your use case.

Set Goals

Set realistic goals based on broader business goals and resources available to achieve them.

Make a Plan

Create a content strategy and set targets to execute it. Remember the plan can change.



Method to the Madness 4

CONTENT OPTIMIZATION

Structure

How is the content structured

CONTENT OPTIMIZATION

Structure

How is the content structured

Video

Video allows people to engage with our content in another way

insurance distribution licensing

Videos

Five Ways Insurance Distribution Licensing Software Makes ...

YouTube · AgentSync
Jan 19, 2022

Three Ways Insurance Distribution Licensing Software Makes ...

YouTube · AgentSync
1 month ago

Feedback

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Five Ways Insurance Distribution Licensing ... - YouTube

Five Ways **Insurance Distribution Licensing** Software Makes Life Easier for Insurance Carriers ... Think adopting new #insurtech i...

YouTube · AgentSync · Jan 19, 2022

CONTENT OPTIMIZATION

Structure

How is the content structured

Video

Video allows people to engage with our content in another way

Authority

Who is writing the content

CONTENT OPTIMIZATION

Structure

How is the content structured

Video

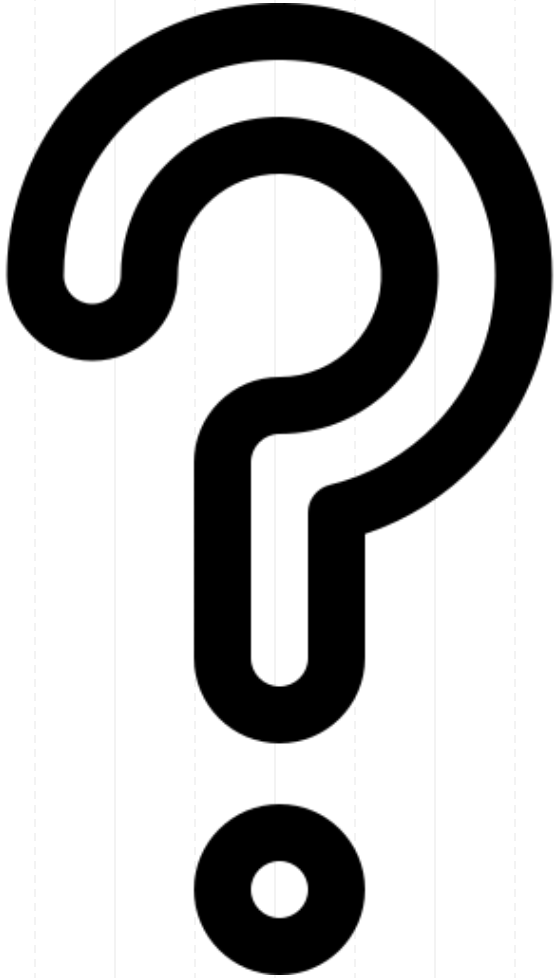
Video allows people to engage with our content in another way

Authority

Who is writing the content

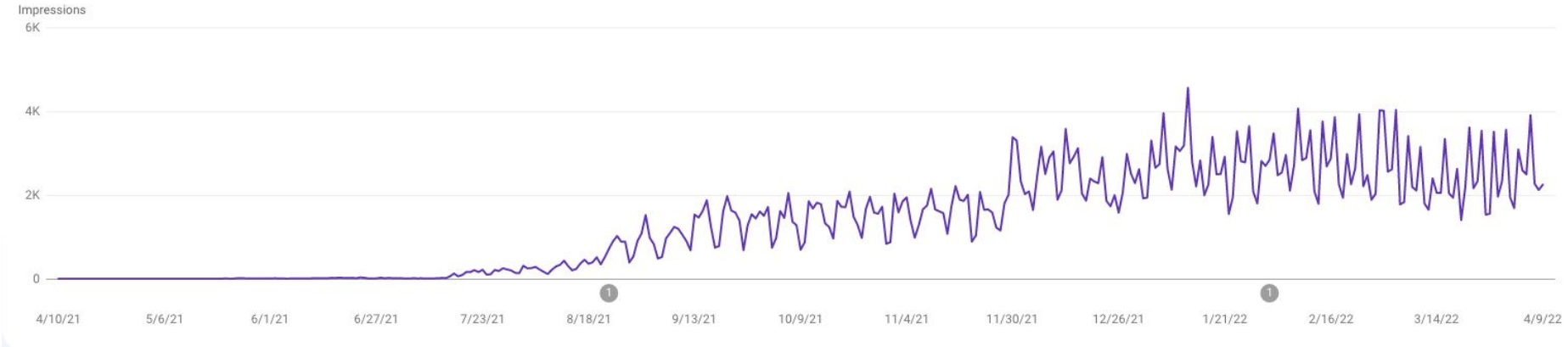
Schema

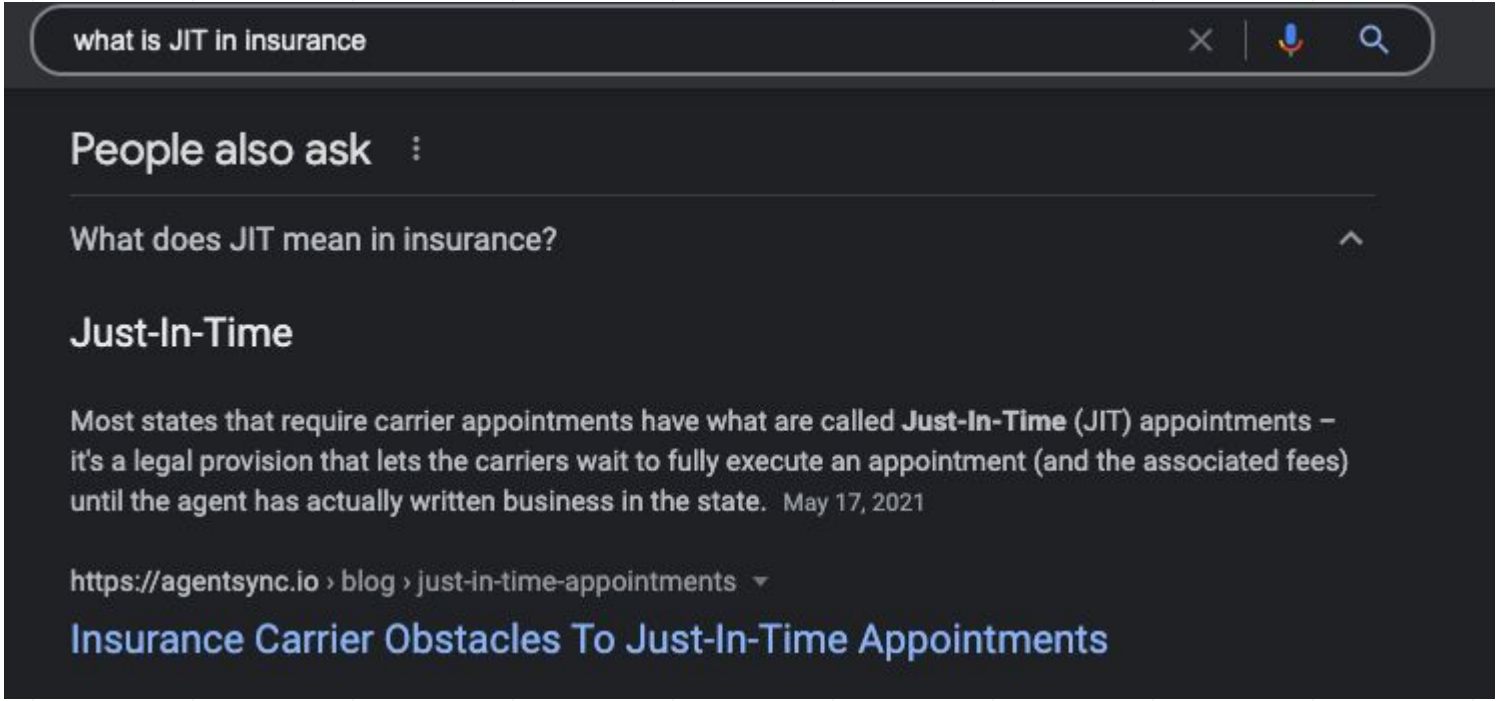
Schema helps Google better understand what the content is about

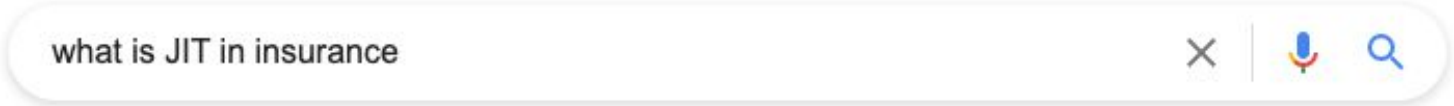


Impressions for URLS with FAQs in the SERP

486K Impressions




what is JIT in insurance
People also ask
What does JIT mean in insurance?
Just-In-Time
Most states that require carrier appointments have what are called Just-In-Time (JIT) appointments – it's a legal provision that lets the carriers wait to fully execute an appointment (and the associated fees) until the agent has actually written business in the state. May 17, 2021
https://agentsync.io › blog › just-in-time-appointments
Insurance Carrier Obstacles To Just-In-Time Appointments



About 2,110,000 results (0.39 seconds)

Last Updated: March 10th, 2022. Most states that require carrier appointments have what are called Just-In-Time (JIT) appointments – it's **a legal provision that lets the carriers wait to fully execute an appointment (and the associated fees) until the agent has actually written business in the state.** May 17, 2021

https://agentsync.io › blog › just-in-time-appointments › 3...

Insurance Carrier Obstacles To Just-In-Time Appointments

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https://agentsync.io › blog › taking-advantage-of-just-i...

Taking Advantage Of Just-In-Time Carrier Appointments

May 18, 2021 — States that allow for **JIT** appointments instead allow carriers to wait to appoint agents until an agent is actively writing business.

insurance churning and twisting
All
News
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Videos
More
Tools
About 1,340,000 results (0.37 seconds)
Churning in insurance is when a producer replaces a client's coverage with one from the same carrier that has similar or worse benefits. Twisting is a replacement contract with similar or worse benefits from a different carrier. Nov 3, 2021
https://agentsync.io › blog › churning-and-twisting
Insurance 101: Churning And Twisting | AgentSync
About featured snippets
Feedback

https://agentsync.io › blog › individual-producers › ins...

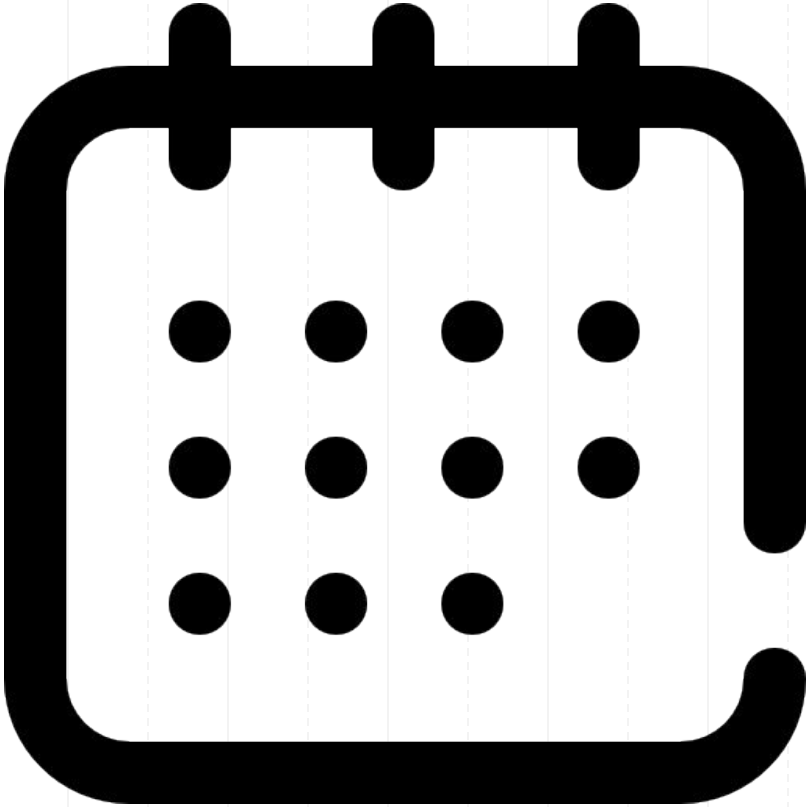
Insurance Agent Vs Insurance Broker Vs Insurance Producer

May 26, 2021 — The term "**insurance producer**" is broad, encompassing both insurance agents (who act on behalf of carriers) and insurance brokers (who act on ...

What is an Insurance Agent?

What is an Insurance Producer?

When to Publish Content



Digital Asset Request Form

SLA Timelines

Normal Blog (~1200 words) - 10 Business Days/2 weeks

Email (3-5) - One week for copy (depends on project

Guide/E-Book/Whitepaper (~4000 words) - One month for copy, 5 weeks for design/2 weeks for whitepaper

Infographic (Copy & Design) - 5 business days/1 week for copy, 2-3 days depending on number of requests

Video (animated 2-3 minute video from blog) - 10 business days (includes all production)

Video (product demo) - 5 business days/1 week from when all necessary materials have been delivered

Video (live action) - highly dependent on the subject matter and production

Video (customer testimonial) - 10 business days/2 weeks (from when all footage is provided)

Landing Page (Hubspot) - 5 business days

Name *

Enter your name

Email address *

Enter your email address

Is this part of a larger campaign?

If the asset(s) are attached to a specific campaign, please select that campaign below

Choose one...

Link to Project

If asset(s) are part of a campaign or project already set up in Asana, please link that here.

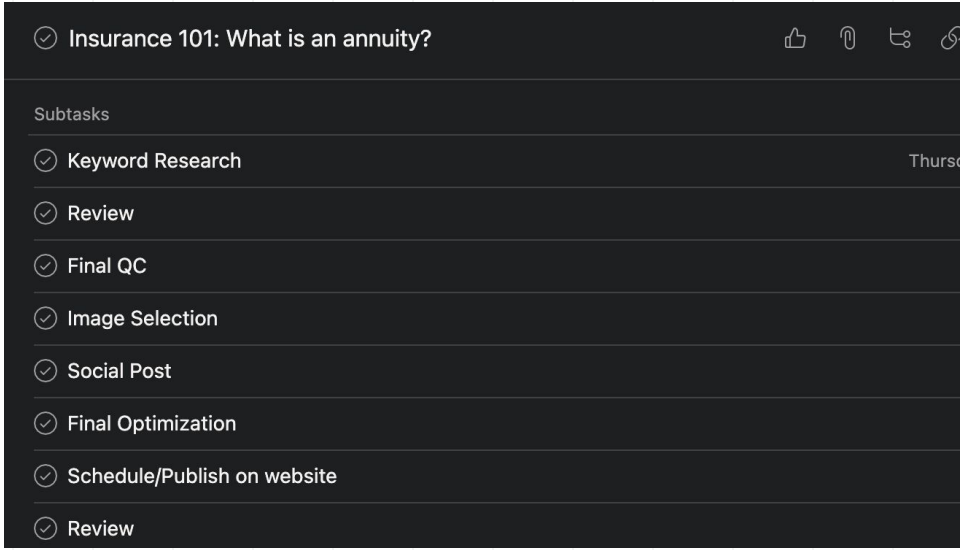
Enter your answer

Asset Type(s) *

Please select which assets are included in this request. Please refer to the SLAs at the top of this form before choosing your due date. *If other - please specify below in the description.

Insurance 101: What is an annuity?

Assignee	
Due date	Friday
Projects	Content Roadmap — In progress
Dependencies	Add dependencies
Priority	Low
Campaign	—
Author	—
Writer	
Content Type	—
KB Topic	Continuing Education
Category	Insurance 101
Account Type	—
Sidebar Content	—
Content URL	https://docs.google.com/document/d/1PCMOuNn5YD19Zcz2ki9sHHOqxec7_8YU9Bqx-rtEtSo/edit#
Suggested By:	—
Live URL	—



Content Roadmap

Set status

Share

Overview | List | **Board** | Timeline | Calendar | Workflow | Dashboard | Messages | Files

Last task completed yesterday

All tasks | Filter | Sort

Topic Ideas

- Campaign Asset Tasks
  2 11
- Content Development
  Testy Test - Business is Even Easier!
  4 11
- International insurance and US Territories
- Child support and licensing
  1
- Video Testimonial with REIN
- History of Benefits Series (Health Insurance through the Ages) or "The past, present, and future of health

To Be Written

- Insurance 101: What is disability insurance?
  7
-

  Medicare Sales Play Warm Up & SDR Social Sharing Posts
  Apr 25 1
- 5 landmines - things you didn't know could go wrong until they do
  Blog
- Best practices for internal PR / new solution adoption

Topics on Hold

- Agency-focused whitepaper
  Agency Whitepaper Blog Post
  Regina Stephenson
  Regina Stephenson Blog
  Distribution Growth
  Ease of Doing Business Agency
  https://docs.google.com/document/d/1...
  12 6
- Big I/Catalyst Packet for Small Agencies
  2
- Gated Guide: Step 3 - Designed like a checklist: The questions you should be asking internally and to vendors when evaluating an insurance data solution (not real title)
  Medium Recruit Lightening Strike
  Distribution Growth
  Distribution Channels
  https://docs.google.com/document/d/1...
  Feb 18 19 3

In progress

- Terrorism Risk Insurance Act (TRIA)
  Low Industry News
  4
- The Great Wealth Transfer
  May 30 1 8
- Insurance 101: What is an annuity?
  Low Eric Linden
  Continuing Education
  Insurance 101
  https://docs.google.com/document/d/1...
  Friday 2 8
- Ready To Sell
  May 27 15 1
- Solution vs. Tool
  Low Eric Linden
  5 5

Review

- Best Places to Work event
  3 5
- Insurance 101: What's a BGA?
  Insurance 101 Insurance 101
  https://docs.google.com/document/d/1...
  Wednesday 11 7
- Regulatory Roundup overdue
  Regina Stephenson
  Regina Stephenson Blog
  History Insurance Regulation
  State Regulatory Changes All
  https://docs.google.com/document/d/1...
  Content URL: https://docs.google.com...
- Salvasen Health licensing troubles
  Regina Stephenson
  Regina Stephenson Blog
  Compliance Reporting & Data
  Regulatory Action All

Content Roadmap

Set status

Share | Search

Overview | List | **Board** | Timeline | Calendar | Workflow | Dashboard | Messages | Files

Last task completed yesterday

All tasks | Filter | Sort | Create link | ... | Customize

Branded Visuals

Prevention is the new solution: the changing landscape of risk reduction

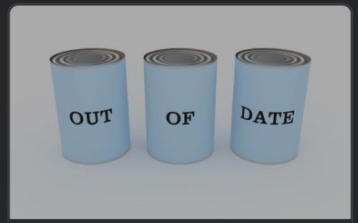
Whitepaper

https://docs.google.com/document/d/1...

Feb 25 | 37 | 4

+ Add task

Hold for Publishing



Recruit Lightening Strike Blog 1

Medium | Recruit Lightening Strike

https://docs.google.com/document/d/1...

7 | 3

Three Tips for Recruiting Insurance Agents

Holly | Distribution Growth | Insurance 101

https://docs.google.com/document/d/1...

Jan 14 | 7 | 1

Blog: Using Technology To Attract new Producers

Medium | Recruit Lightening Strike

Regina Stephenson

To Be Published

eCP Acquisition & Kristen Background Story

May 20 | 28

Massachusetts appointments and affiliations tango

Medium | Sandy Allen | Regina Stephenson | Blog | Producer Appointment System | Appointments | All | Making Producer Management a Growt... | +2

May 30 | 1 | 5 | 10

3 reasons insurance carriers should build their own internal

Scheduled in WP

Structured vs. Unstructured data (short blog version)

blog | Distribution Growth | Technology | All

https://docs.google.com/document/d/1...

Friday | 6 | 1

What about when an agency changes its Tax ID?

Regina Stephenson

Regina Stephenson | Blog | Distribution Growth | Insurance 101 | Agency

https://docs.google.com/document/d/1...

ILSA

Wednesday | 4 | 1

Complete

Madison Logic Content Syndication Blurbs

Mar 18 | 2

Autopilot One Pager

Segmented One Pagers

May 28, 2021 | 4

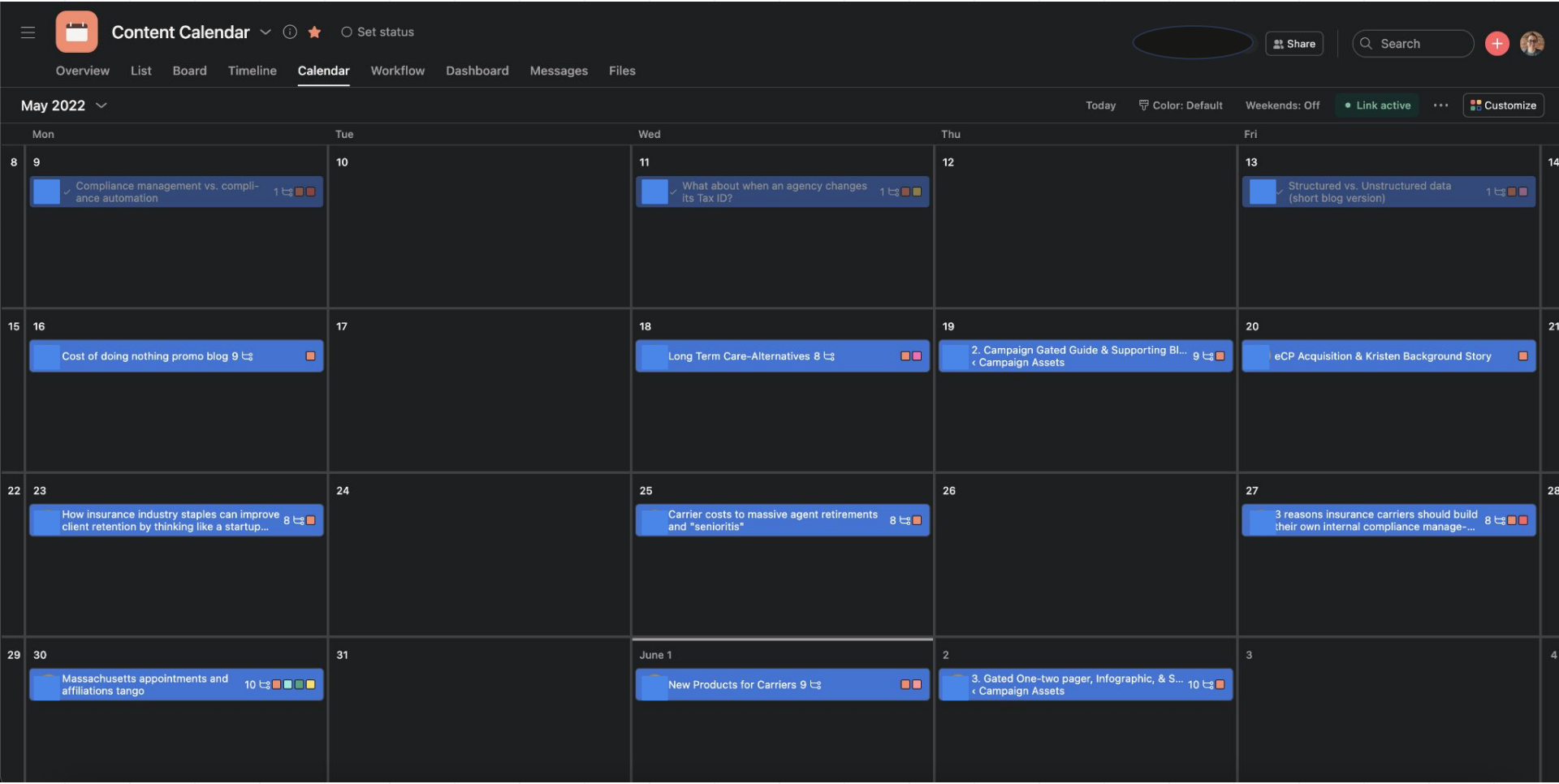
Medicare One-Pager

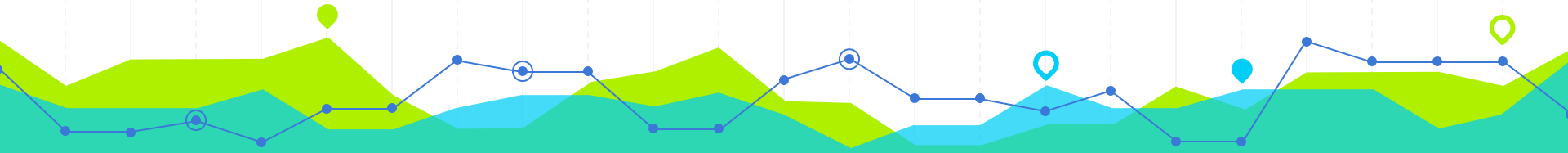
Importance of Fullstack Compliance - PDF

May 20, 2021 | 1

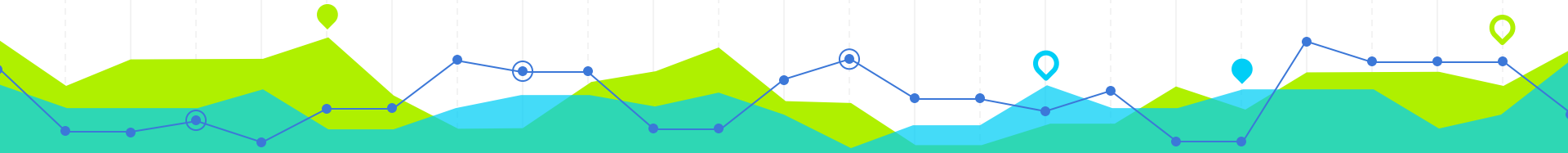
Whitepaper: Carrier Best Practices for Leveraging JIT Appointments

4

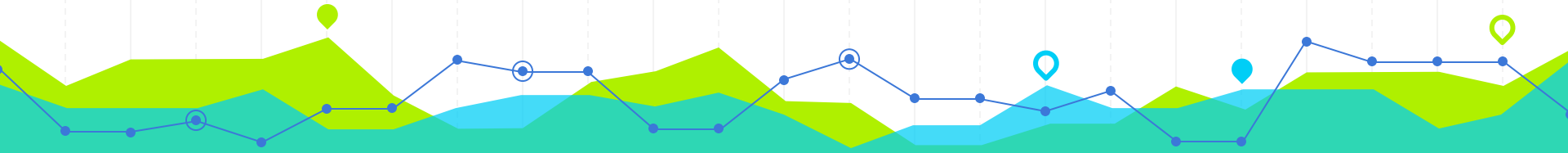

Content Calendar
Set status
Share
Search
Overview
List
Board
Timeline
Calendar
Workflow
Dashboard
Messages
Files
May 2022
Today
Color: Default
Weekends: Off
Link active
Customize
Mon
Tue
Wed
Thu
Fri
8
9
Compliance management vs. compli- ance automation 1
10
11
What about when an agency changes its Tax ID? 1
12
13
Structured vs. Unstructured data (short blog version) 1
14
15
16
Cost of doing nothing promo blog 9
17
18
Long Term Care-Alternatives 8
19
2. Campaign Gated Guide & Supporting Bl... 9
‹ Campaign Assets
20
eCP Acquisition & Kristen Background Story
21
22
23
How insurance industry staples can improve client retention by thinking like a startup... 8
24
25
Carrier costs to massive agent retirements and "senioritis" 8
26
27
3 reasons insurance carriers should build their own internal compliance manage-... 8
28
29
30
Massachusetts appointments and affiliations tango 10
31
June 1
New Products for Carriers 9
2
3. Gated One-two pager, Infographic, & S... 10
‹ Campaign Assets
3
4



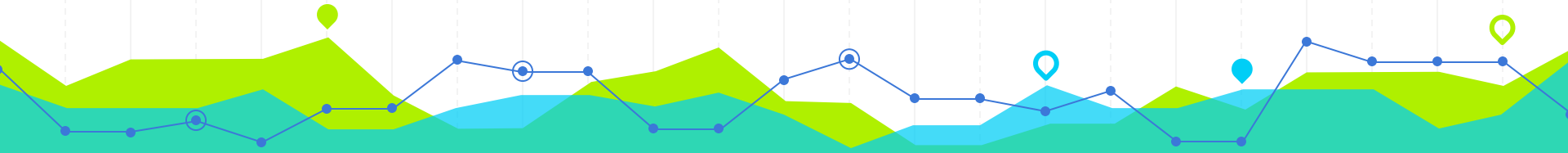
Weekly Content Syncs



Monthly Topic Brainstorms



Quarterly Topic Planning



Gated Content

agentsync
WHITEPAPER
Prevention is the New Solution:
The Changing Landscape of Risk Management

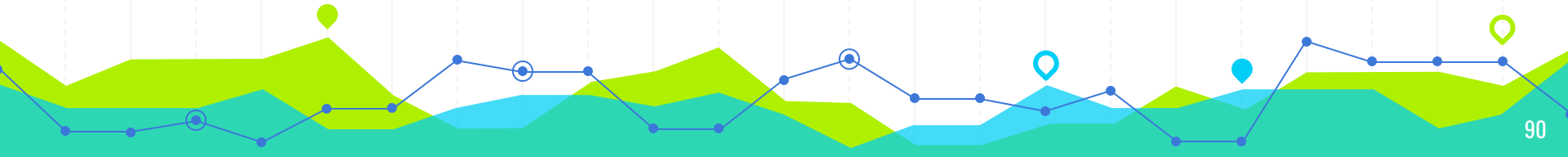
Long-form = **Leads**

Theme: **Demand Gen**

Gated Resource: **Content Team**

Blog Post to Support Resource: **Content Team**

Paid Search Ads
LinkedIn Ads
Email Blasts



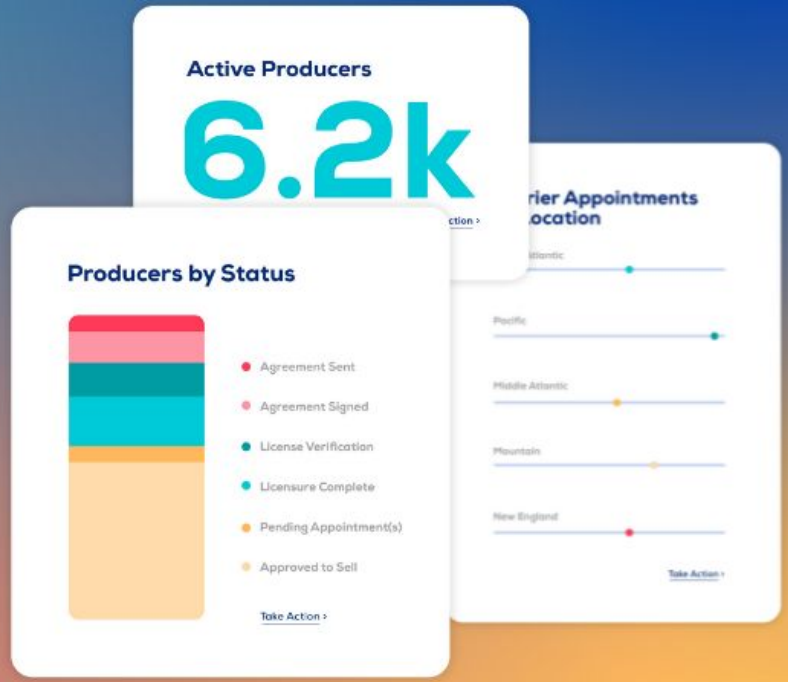
agentsync

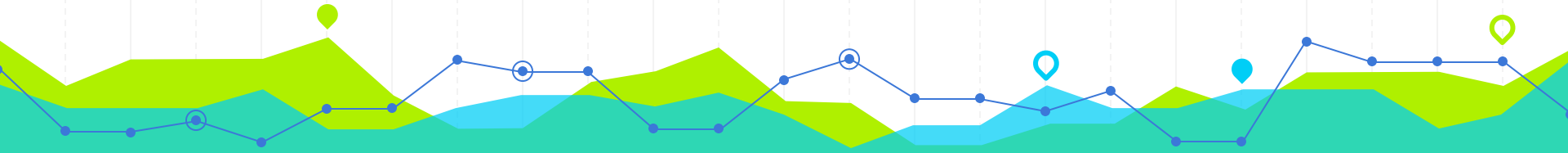
1998 called.

It wants its insurance technology back.

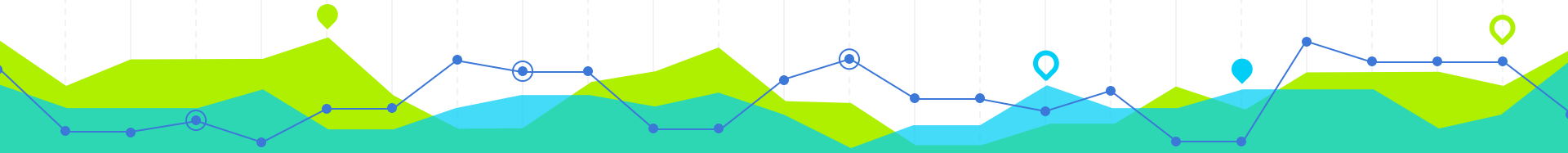
Modernize producer management to power growth

Get the guide ›

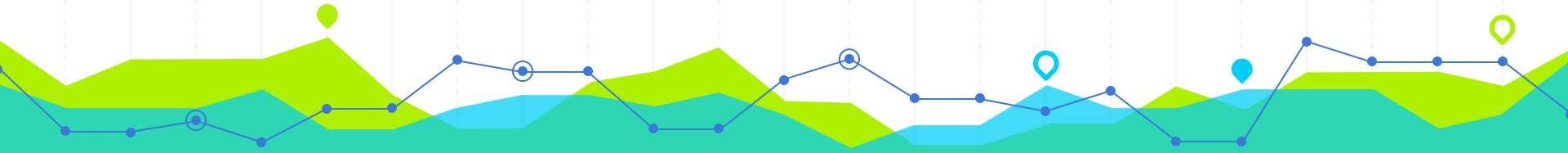




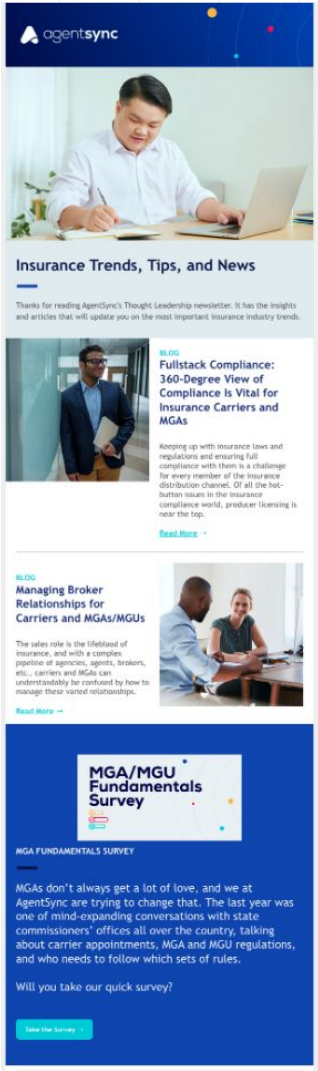
Content Syndication

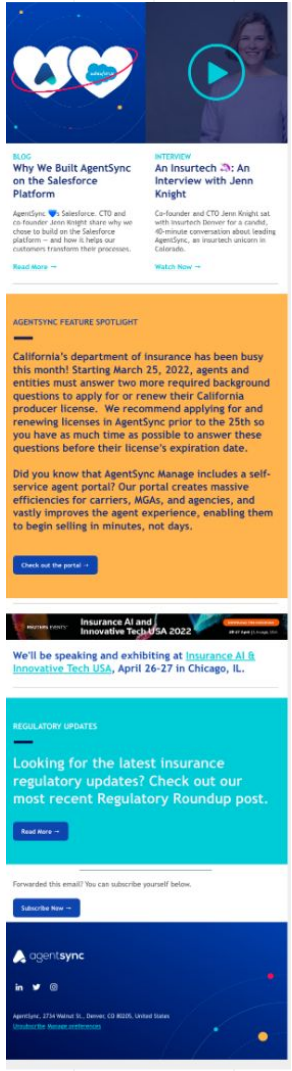


Organic Social



Newsletter


agentsync
Insurance Trends, Tips, and News
Thanks for reading AgentSync's Thought Leadership newsletter. It has the insights and articles that will update you on the most important insurance industry trends.
BLOG
Fullstack Compliance: 360-Degree View of Compliance Is Vital for Insurance Carriers and MGAs
Keeping up with insurance laws and regulations and ensuring full compliance with them is a challenge for every member of the insurance distribution channel. Of all the hot-button issues in the insurance compliance world, producer licensing is near the top.
Read More →
BLOG
Managing Broker Relationships for Carriers and MGAs/MGUs
The sales role is the lifeblood of insurance, and with a complex pipeline of agencies, agents, brokers, etc., carriers and MGAs can understandably be confused by how to manage these varied relationships.
Read More →
MGA/MGU Fundamentals Survey
MGA FUNDAMENTALS SURVEY
MGAs don't always get a lot of love, and we at AgentSync are trying to change that. The last year was one of mind-expanding conversations with state commissioners' offices all over the country, talking about carrier appointments, MGA and MGU regulations, and who needs to follow which sets of rules.
Will you take our quick survey?
Take the Survey →


BLOG
Why We Built AgentSync on the Salesforce Platform
AgentSync ❤ Salesforce. CTO and co-founder Jenn Knight share why we chose to build on the Salesforce platform — and how it helps our customers transform their processes.
Read More →
INTERVIEW
An Insurtech 🦈: An Interview with Jenn Knight
Co-founder and CTO Jenn Knight sat with Insurtech Denver for a candid, 40-minute conversation about leading AgentSync, an insurtech unicorn in Colorado.
Watch Now →
AGENTSYNC FEATURE SPOTLIGHT
California's department of insurance has been busy this month! Starting March 25, 2022, agents and entities must answer two more required background questions to apply for or renew their California producer license. We recommend applying for and renewing licenses in AgentSync prior to the 25th so you have as much time as possible to answer these questions before their license's expiration date.
Did you know that AgentSync Manage includes a self-service agent portal? Our portal creates massive efficiencies for carriers, MGAs, and agencies, and vastly improves the agent experience, enabling them to begin selling in minutes, not days.
Check out the portal →
Insurance AI and Innovative Tech USA 2022
We'll be speaking and exhibiting at Insurance AI & Innovative Tech USA, April 26-27 in Chicago, IL.
REGULATORY UPDATES
Looking for the latest insurance regulatory updates? Check out our most recent Regulatory Roundup post.
Read More →
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Subscribe Now →
agentsync
AgentSync, 2734 Walnut St., Denver, CO 80205, United States
Unsubscribe Manage preferences

LET'S RECAP

PM Tools are Your Friend

No matter what project management tool you choose, using one can make all the aspects of building and managing a content program much smoother.

More Than Just Words

It takes more than just words to make content engaging. Add video, infographics and FAQs to help boost engagement and SERP visibility.

Process is Life

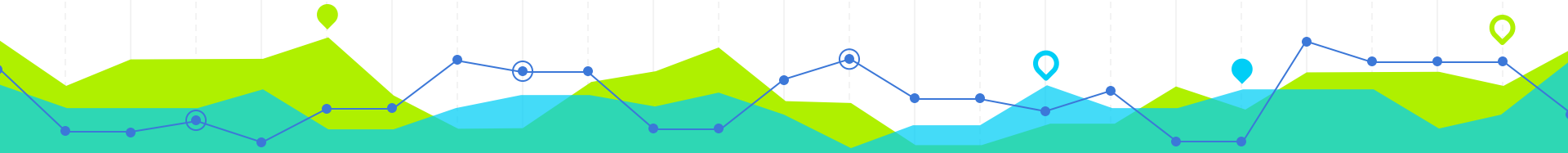
Having a process in place that covers every step from content requests to approvals makes everything easier.

Silos are Bad

Meet regularly with other teams/stakeholders to make sure everyone is working towards the same goals.

More Than Just Blogs

A sound content strategy should also include content for demand gen support, long form content and content distribution.

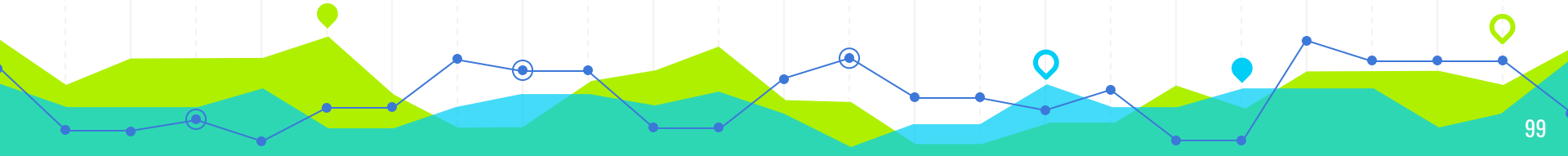


What Google Wants

5

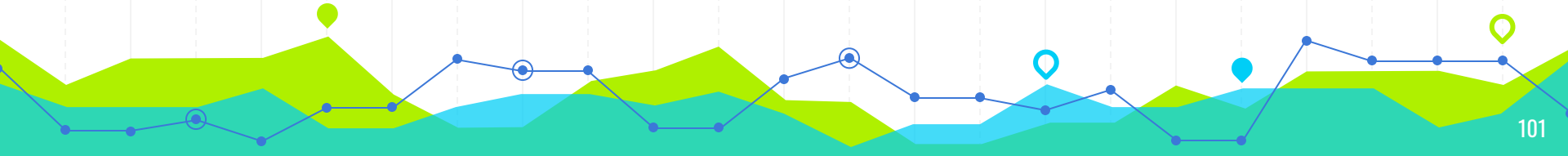
2022

E-A-T

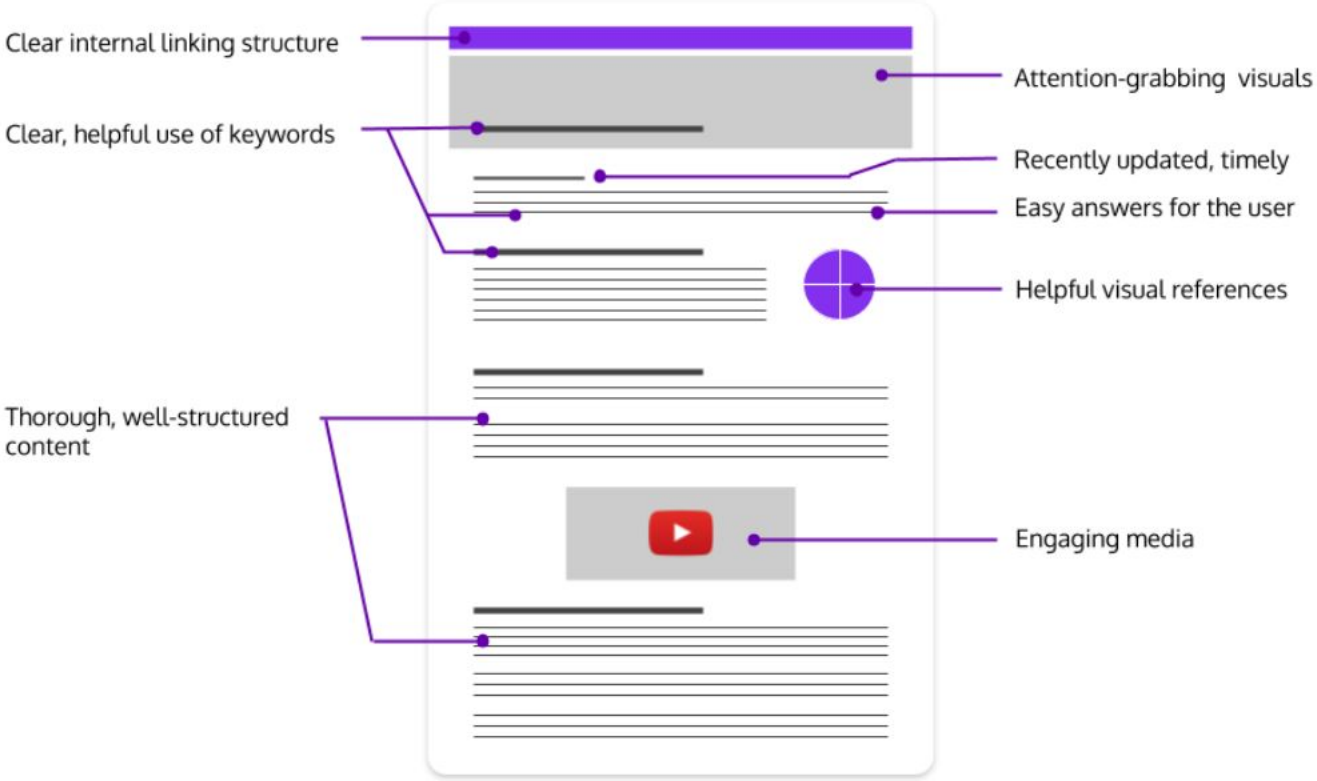


E-A-T

Structure

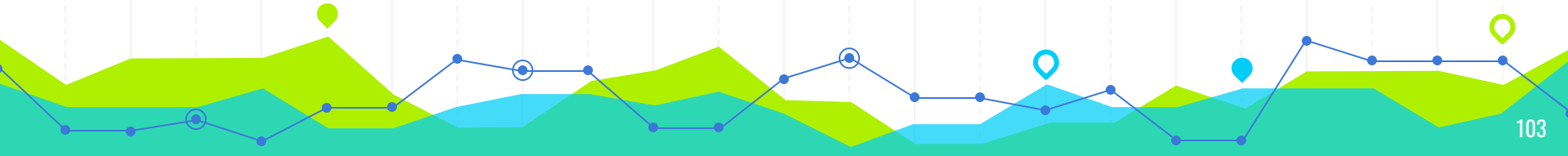


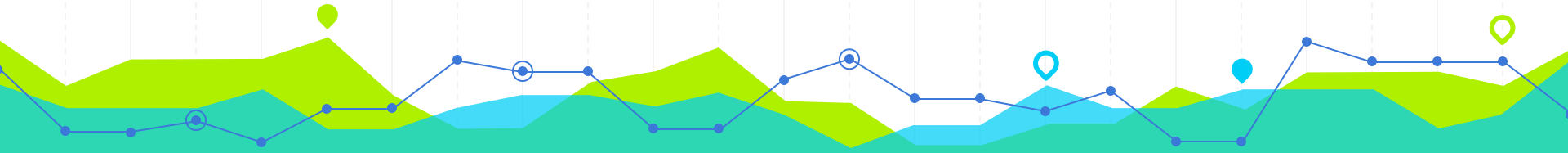
Anatomy of Engaging Content



Profound Strategy
THE SEO RESULTS PARTNER

Relevant Topics





Tools 6

ahrefs

Sitebulb

Screamingfrog

Google Analytics

Google Search Console

two octobers

Search Explorer >

Property

Feb 4, 2022 - May 4, 2022

SEARCH

Query

Page

FILTER

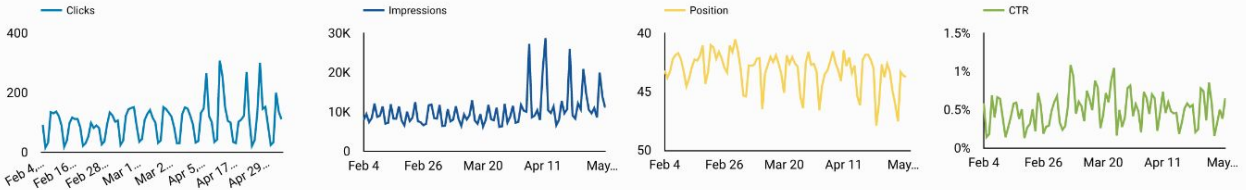
Funnel Stage	Impressions
Top of Funnel	100.9K
Bottom of Funnel	48.6K
Middle of Funnel	24.5K

49 Funnel Keywords

11 Questions

REFINE

Trends 362 days

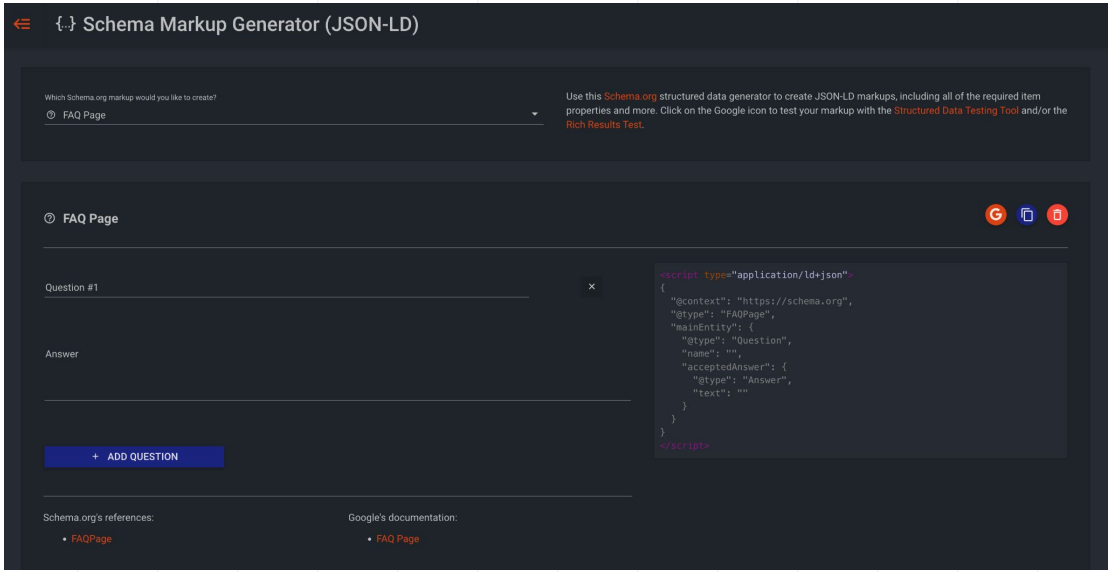


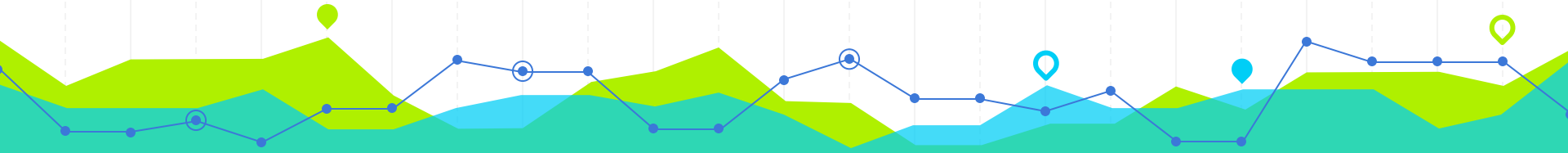
See Low Hanging Fruit | Show Questions | Show Bottom Funnel | Show Mid Funnel | Show Top Funnel | Show Brand Queries | GBP

Query	Page	Position	CTR	Clicks	Impressions
errors & omissions insurance	https://agentsync.io/blog/insurance-101/errors-and-omissions-insurance-what-you-need-to-know	8.5	0%	0	11.1K
mga insurance	https://agentsync.io/blog/insurance-101/what-is-an-mga	7.78	0.51%	53	11K
e & o insurance	https://agentsync.io/blog/insurance-101/errors-and-omissions-insurance-what-you-need-to-know	7.93	0.01%	1	10K
e&o insurance	https://agentsync.io/blog/insurance-101/errors-and-omissions-insurance-what-you-need-to-know	16.87	0%	0	9.7K
mga insurance	https://agentsync.io/blog/insurance-101/insurance-101-what-is-an-mga	7.96	0.36%	43	8.3K
agentsync	https://agentsync.io/	1.03	35.49%	3.1K	8.1K
errors and omissions insurance	https://agentsync.io/blog/insurance-101/errors-and-omissions-insurance-what-you-need-to-know	52.52	0.02%	5	7.5K
agentsync	https://agentsync.io/careers	1.11	4.29%	275	7K

RankMath

zapier





7 Lessons Learned

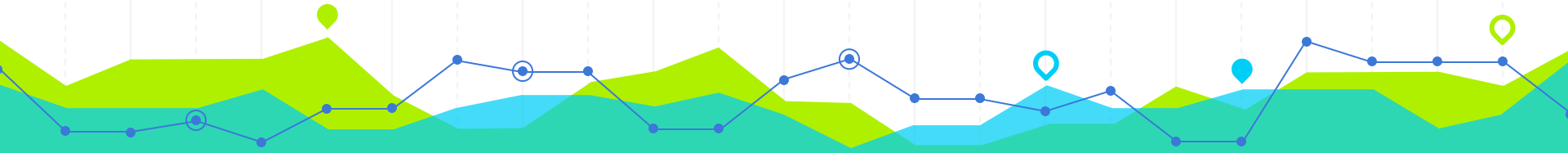
Don’t be scared to test

Asking for help is okay

Use SMEs to your advantage

Don’t give up

Use data to iterate



Take Action Now

8

ACTION ITEMS

Talk to SMEs

If you’re struggling to get ideas for content, rely on the experts in your company

ACTION ITEMS

Talk to SMEs

If you're struggling to get ideas for content, rely on the experts in your company

FAQ Content

What questions are people asking in the SERPS?

ACTION ITEMS

Information

What are the actual contents of your message?

FAQ Content

What questions are people asking in the SERPS?

Long Form Content

Create a piece of long form content that can be used to drive demand

ACTION ITEMS

Information

What are the actual contents of your message?

FAQ Context

What is the content supposed to help you and the reader accomplish?

Long Form Content

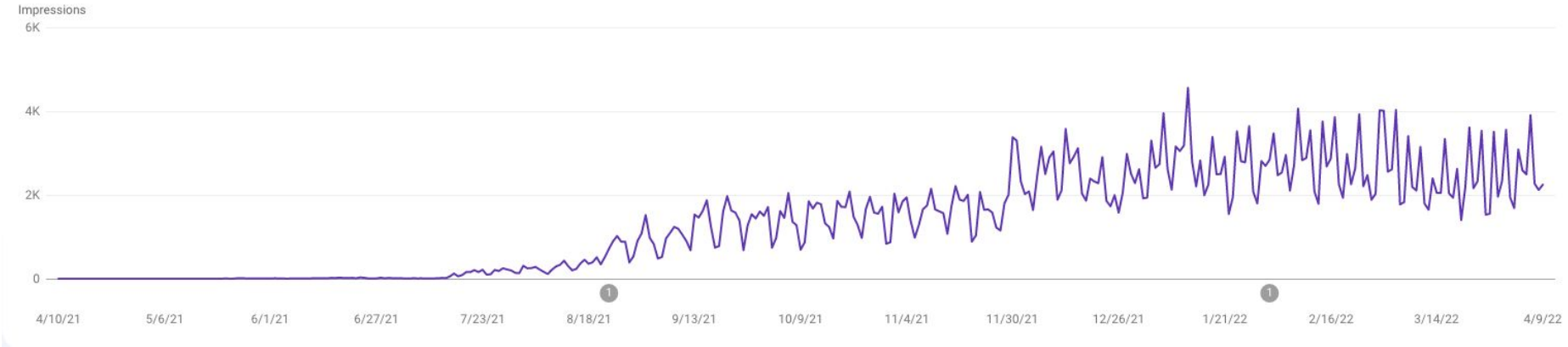
Create a piece of long form content that can be used to drive demand

Videos

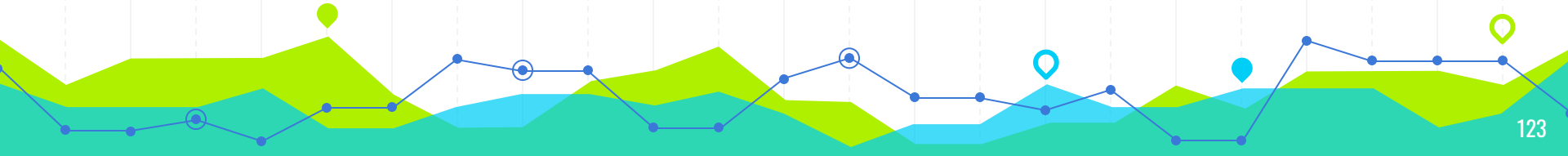
Create videos that can be added to content

Impressions for URLS with FAQs in the SERP

486K Impressions

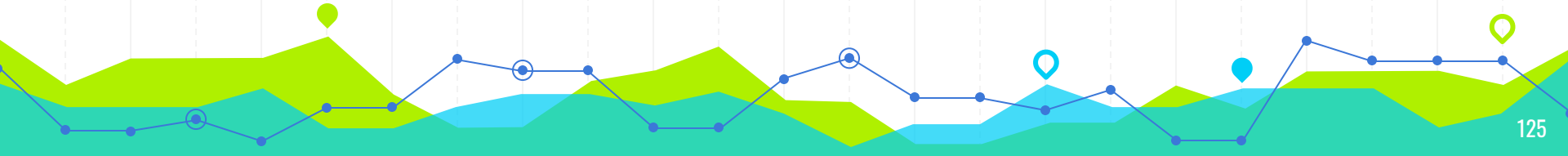


558% ↑
NEW USERS YoY



THANKS!

Any questions?

You can find me at

@nikers85 / seo@nikimosier.com