* Website pictures can be dangerous due to unsafe acts or procedures being displayed in the picture
* Sometimes Claims & Promises made are out of alignment with the core business of the company This can lead to wrong business classification
* Having a clear and congruent message on your website that is in alignment with the narrative we share with the insurance company is essential
* Our Goal – To ensure that your website is telling a clear and accurate story!

**Our Process:**

**Picture Review**

* Review pictures to ensure there are none that would create a red flag in the mind of the insurance company

**Claims Made Review**

* Review promises and claims made to make sure they are aligned with what you do

**Content Review**

* Review content and verbiage for anything that could create unnecessary questions

**Plan**

* Recommend any changes to your website that we believe would eliminate potential issues or enhance your overall message to an insurance company

**Client Name:**

**Date:**

|  |  |  |
| --- | --- | --- |
| **Items** | **Concerns** | **Recommendations** |
| Picture Review |  |  |
| Claims & Promises Review |  |  |
| Content & Verbiage Review |  |  |