

## The Website Review Process™

- 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.



“This is not a review of liability associated with your web site. The intent of this review is solely for the purpose of advising about the potential of a web site’s influence on an underwriter that would price insurance to your company.”

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Client Name:

Date:

Items	Concerns	Recommendations
Picture Review		
Claims & Promises Review		
Content & Verbiage Review		

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