



So you're thinking of having a new website designed for your insurance business.

What lead you to our website might, in turn, enable us to lead new customers to your new website.

You may have 'Googled' something along the lines of 'insurance broker website design' and you have hopefully found the OMNIX website somewhere close to the top of the Google results page.

That process did not happen by accident; it has taken research, trial-and-error testing, acquired knowledge and patience to put our website where you will hopefully have found what you have been searching for.

And it seems to have worked because now we have the opportunity to let you know how we work with our clients and what you might expect from becoming a client of OMNIX.

We like to think that we are a little bit different from other web developers in that we are able to offer not only great designs and clever behind-the-scenes software, but we are also very familiar (maybe even experts) with the insurance industry and how to make best use of 'The Web' for our insurance clients.

So if you ask us to create a new website for your business, what might you expect?

We have learned over time that no two clients are the same, either in their requirements or how they prefer to work. For some, they might have an outline idea of what they are looking to achieve but beyond that, they prefer to let us guide them through the process.

For others, they will have a very clear idea of what they want and they might approach us with a detailed brief of how the website will look, work and how it might be onward developed.

For those who are looking for our professional help and for us to guide them through the various stages of developing their new website, we are happy to make it as painless as possible. Perhaps you 'don't do detail' and instead are looking for high-level ideas about what works and what doesn't work on the Web.

Here at OMNIX, we love to offer advice, opinions and recommendations, so be careful what you ask – it could take a while. With a huge amount of experience 'on tap', having worked directly in the insurance industry, as brokers, underwriters, software suppliers and designers, there is a veritable goldmine of information available to

you. For any pick-your-brains exercise, we come well-prepared and it is unlikely that your web requirements will leave us speechless; there again, we'd love to hear from you if you think you could.

This wealth of experience comes as standard and means that your online business channel (as we prefer to think of them) stands the best possible chance of success.

Where do we start?

Typically, we tend to start with the design of the website as this will largely dictate how the various web pages look and 'feel'. [Website design](#) is a very personal matter and we've found over time that while many people have an idea about what they want their new website to look like, when a design is suggested their initial gut reaction will often be to either love it...or not.

That's fine; we don't take offence if you say that you don't like the first suggested design. We will make new suggestions and take some aspects that you do like from one design and maybe combine them with other areas that you like.

This iterative process can take a few days or several weeks, depending on how long it takes for us to create a web design with which you are entirely happy – and we mean entirely happy. 'Near enough' is not an option. Again, our experience in this area comes as standard and we will tell you if we think you're missing a trick with your design.

Once the design is agreed, we can begin to develop the actual pages and the 'navigation' of the website – these are the links that you follow in order to move around the website from page-to-page.

Again, this is not as straightforward as you might think and requires considerable skill and experience to make the whole 'website visitor experience' as easy and intuitive as possible.

Whilst the design process has been ongoing, it is likely that we will have also been discussing with you your ideas for any features that you want us to build into the website.

This might include an online insurance quotation facility, perhaps a 'quote and buy' system linked to your back office system – it can be as sophisticated as you like, or as simple as a straightforward online 'Please provide more details' contact form.

If you are looking to generate income directly from your website, we can usually convert your specialist insurance scheme into an online quotation engine – if you have a rating guide or perhaps an Excel spreadsheet that gives you a rate for each risk, we can use this as the basis for your online insurance quotation engine. We do this every day and we have even been known to find some holes in an insurance company's rating algorithm. So we're pretty thorough.

A word of caution regarding the development of an all-singing, all-dancing website: if you are on a restricted budget, our advice will normally be to take things slowly and to add new features to the website over an extended period. As well as saving you money up-front, it means that the website will become established and gain more web traffic before you start spending more money. It takes time for any new website to become known and for visitors to begin to find it, so it might take some time before it begins to generate any revenue for you.

Meanwhile, back on the project you are likely to be given some homework. Whereas we know how to build websites (sorry, 'online business channels') and design the software that makes them work seamlessly, we know that you will know far more about your business, your insurance products and your customers than we do.

So we shall ask you for the text content for your website. These are the words that you want to use to describe your business, your products and services to your potential online customers.

We are used to seeing blank expressions when we ask for this, so you wouldn't be the first to baulk at the idea of producing numerous pages of text. Fortunately we have linked up with a professional copywriting company who can take away (most of..) the pain of having to write this and who can make even insurance sound relatively interesting.

You've agreed the design so we're building the website, developing the software and the content is being written.

Depending upon the complexity of the website, this process can take anywhere from a few weeks to several months. We will give you an indication of how long we think it will take when we have a complete picture of your requirements.

The best-laid plans can go wrong, of course and it might be that the design phase consultation process takes longer to complete or that when we see the rating structure of your online quote-and-buy insurance product, it turns out to be somewhat more complex than we originally thought.

At all stages throughout the process, we will keep you apprised of progress so that we all know how things are progressing.

What else do we do?

You might have heard of '[Search Engine Optimisation](#)' or 'SEO' as it is understandably and more briefly known.

This is the subtle but fiendishly clever way in which a website's structure and content can be presented so as to appear very interesting to the major search engines, such as Google, Ask etc.

We often say to our clients that there is little point in creating the world's greatest website if nobody can find it and therein lies the value of good quality search engine optimisation.

This is not a panacea for generating huge numbers of traffic for your new website and the resulting avalanche in new business quotations.

At best, good SEO will promote your website up the search engine listings so that over time, it stands the best chance of being 'clicked' by those who are searching for your particular type of insurance or product.

All OMNIX websites are constructed in a way that is considered to be 'search engine friendly'; we can, however, add a little more value to the site by agreeing a programme of ongoing SEO with you, perhaps over a few months after the site has been launched, so that the website gradually starts to climb up the search engine rankings.

Twitter, Facebook, 'social networking' – these are all areas where we can offer guidance and additional features for your website.

We make it easy for you to make simple changes to your website whenever you wish – or we can do it for you if you prefer under our optional support package.

We will also arrange for your website to be hosted on a very secure and robust server.

We can purchase domain names for you and make sure that they are automatically renewed.

We will effectively manage your website strategy for you, whatever you need.

From a website that shows off your business over a handful of pages, to a state-of-the-art online insurance business channel, we are able to provide the appropriate level of skills, knowledge and experience.

And while you're here, please take a look at our very own back office system, [OPUS](#).

Call us on 01675 466551 – we will be delighted to hear from you.