

## YourClaims.com

December 19, 2012

YourClaims.com is a public adjustor service that handles claims for commercial and residential properties.

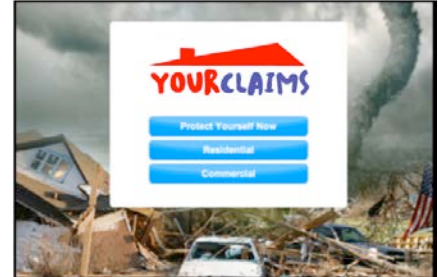
### Site Landing Pages:

- **Homepage**

While the design is slick and simple. But there is too little information on the homepage for an educated consumer to be able to make an instant judgment about this company and what they do. The homepage has 3 links under their logo including links for “Protect yourself now”, “Residential” and “Commercial”.

A simple statement outlining the unique selling position of the company, and the circumstance the site is targeted at, would lower the abandonment rate from the homepage.

Without prior knowledge of the company, the user is left with many questions as to the purpose of the site and the company.



- **“Protect Yourself Now”**

The first prominent link on the homepage, “Protect Yourself Now”, takes the user to a File a claim page.

While the informational tips on the page are potentially helpful to the user, the form itself is requesting information without first introducing the benefit a user would obtain by completing the form.

Like the homepage, the user is left with many unanswered questions, and most likely abandons the form.

- **“Residential”**

The Residential section of the site contains residential specific navigation, with a large sub-site structure and attractive graphics. The main “Residential” page however has little in the way of guiding the user to the proper location, leaving users to forage for themselves.

- **“Commercial”**

The Commercial section of the site contains more direct information. Much of the information is correct, but suffers from a lack of direct linking to claim information for storms, fire, water, etc.

Many of the links lead the user to the same form. Diverse links such as “Protect Yourself Now”, “File a Claim” and “Construction Defects” all go to the same place.

## Site Navigation and Structure

Both the residential and commercial sections of the site introduce additional navigation including information about the company, what they offer and contact information. Because this navigation is not offered initially, many visitors would not make this deep into the site.

Both the site organization and content are in need of revision. Below are highlights of the issues encountered:

- **Homepage does not direct users to action**  
The homepage contains 3 links, two go to major sections of the site. The third take the user to a submission form. Without explaining the rules users will simply leave.
- **Section pages do not direct users to action**  
Breaking sections into residential and commercial allows the site to differentiate the unique challenges, provide helpful information specific to the section, and provide a unique selling proposition for users based on experience and knowledge. The site currently does not do this effectively. If users have made it this far, there is a high likelihood they will leave at this point, because you have given them no reason to do otherwise.
- **“Protect yourself” page is mislabeled and needs an introduction page**  
The tag line “protect yourself” is shocking and entices the user to action. Unfortunately when the user does take the bait they are left with a submission form.

Since there has been no prior work to explain to the user why the info is necessary, what the company will do with the information, and how the process works the user, confronted by this form most users will likely leave.

Providing an interim page explaining the process and why to fill out the multi-page form is a necessary part of leading the user to action.

The “Protect Yourself” naming is misleading, since filling out the form protects the user from nothing. It provides no insurance and does not explain to the user the service to “protect yourself”.

- **Structure is duplicated**  
If the information was unique to the two sections of the site it could provide valuable information directed at the user group’s specific challenges to filing claims. Currently, the site appears to be duplicated in the two sections. This reduces the overall authority of the site and misses out on a valuable opportunity.
- **Content is generic and not helpful**  
The content through the site is generic and only provides a surface view of the issues and problems associated with claims, amounting to nothing more than bulleted lists. By providing additional information about specific points, it adds to the overall authority of the site and provides a resource for search engines to link to.
- **Content does not portray site as an authority**  
There are some instances on the site where the information is robust, such as the reconstruction page, and the tips along the sidebars of specific forms. Most areas are devoid of such rich information.

- **Unique Selling Proposition is not clear**

Throughout the site there should be an explanation of what the user gets, what the company provides and what the company gets. While this information can be deduced by diving throughout various pages the user will have long abandoned the site.

- **Site Organization is unclear**

Once the user has entered one of the two sections the organization of the information is uneven. What appears to be robust navigation is general fluff. All fly-out navigation should be removed.

The navigation should mirror the following:

Home	About Us	Residential Claims	Commercial Claims	Filing a Claim	Contact
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- “File a Claim” Should be a single page titled “Filing a Claim” and take the user not to a claim form but a page explaining the process with links to the various claim forms.
  - Residential and Commercial should be single pages with sub pages for content where appropriate.
  - Items like “Reconstruction” and “YourClaims Info” should be part of the overall narrative, and not main categories.
  - About us should be a single page explaining the company and services.
- **Directions are not clear**  
As the user traverses the site they are not led to any final destination. There is no up-sell to the services, and they are not engaged in the site. As a result, many will leave within 1-2 clicks.

## **Content**

Lack of just-in-time content is a major issue with the site. Because all the content is 2-3 clicks away from the homepage users may never see it. It would be suggested to pepper relevant content and a consistent navigation at the homepage and secondary page levels as breadcrumbs lead the user through the experience.

Along with the site’s lack of content, the content that is present is potentially incorrect or out of date. Below are some examples:

- 555-411-Claims number is toll free. This should be indicated, most will assume it is an out of state number, and defer to a local representative.
- Commercial > Our Goals: “2011 has already been a tragic one”. This info is out of date. Suggest, changing to “Recent times have been tragic...”
- Commercial > Why Choose: “...money that your insurance contact guarantees” - should be “...money that your insurance **contract** guarantees”
- Services: The page reads as bullets, but there are no bullets. Clients are also generic client categories, which do nothing but hold space. The “type of losses” is a generic bulleted list with no additional information.

- Team: Shows little or no expertise in settling claims. In this instance, less is more. This should absolutely be removed.
- For some odd reason there is a display of Fort Lauderdale FL weather throughout the site.

### **Code and Search Engine Optimization (SEO)**

Beginning from the homepage search engines are left in as much of a mystery as the user. The site contains no meta tags for description, no keywords and only the 3 mystery links. This limits the site's potential search engine footprint.

Additionally, there are no ALT tags. ALT tags are meant to aid users who are vision impaired, and aid search engines in classifying a site.

Even the title tags, meant for users to organize bookmarks and aid in search engine classification, are minimal, and all contain the phrase "Welcome", which is odd. This reflect is the Google listing as only "YourClaims | Welcome" with no description.

In addition to a lack of search engine optimization there is no social marketing presence, and no apparent metrics.

Site metrics are helpful to gauge how visitors are traversing the site and utilizing claims forms. Without this data it is difficult to iteratively improve the site or even identify where potential issues are.