PIA
SELECT INSURANCE SOLUTIONS

CASE STUDY

boost media GROUP

OVERVIEW

PIA Select is an insurance solutions company based in Roseville, CA. Its goal is to provide consumers with a full range of market-leading insurance products and make insurance transactions easier and within reach.

However, their goal was not congruent with their marketing efforts and online presence. Though they exhibit decent branding, their logo and website did not reflect the values and personality of the company.

In this project, **Boost Media Group** worked on improving **PIA Select's** branding by developing a new logo and website design.

We gave the logo and website a fresh and more professional look, enhancing the appeal to online visitors. This resulted in more time spent on the website, and ultimately more conversions.

I. OLD LOGO

The logo is the foundation of your brand identity. It represents your brand and communicates your values and characteristics. Having a good logo is an integral part of branding strategy. Not only does it establish a visual presence, it helps to set you apart from the competition.

When our team looked at **PIA Select's** logo, we found two challenges:

Lacks Visual Style and Meaning

- Their logo is made up of the letters **P-I-A** enclosed in a circle, placed on a green background. It doesn't spark interest or connect emotionally to its potential customer.

Poor Font Choice

- Fonts used are thin, they could be hard to read when applied to small marketing materials.
- In typography, though italics can depict movement, it can also be interpreted as soft and gentle or weak; descriptions that an insurance company doesn't want to be associated with.

II. NEW LOGO

Knowing the importance of a good logo, **Boost Media Group's** creative team came up with the following suggestions:

- Use thicker, more solid fonts.
- Use colors that represent the brand better. Something clean, powerful, and memorable.
- Create a logo that tells a story.

LOGO RATIONALE

Colors blue, red and white are used to show patriotism.

A star is placed at the middle of the letter to subtly denote the American Flag.

Thick font is used to signify strength.

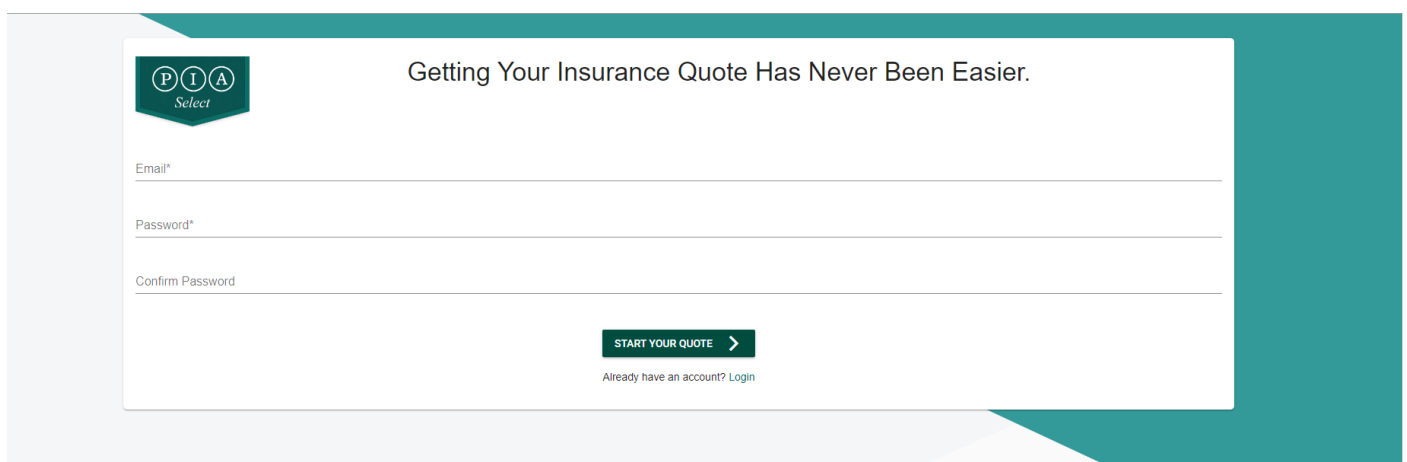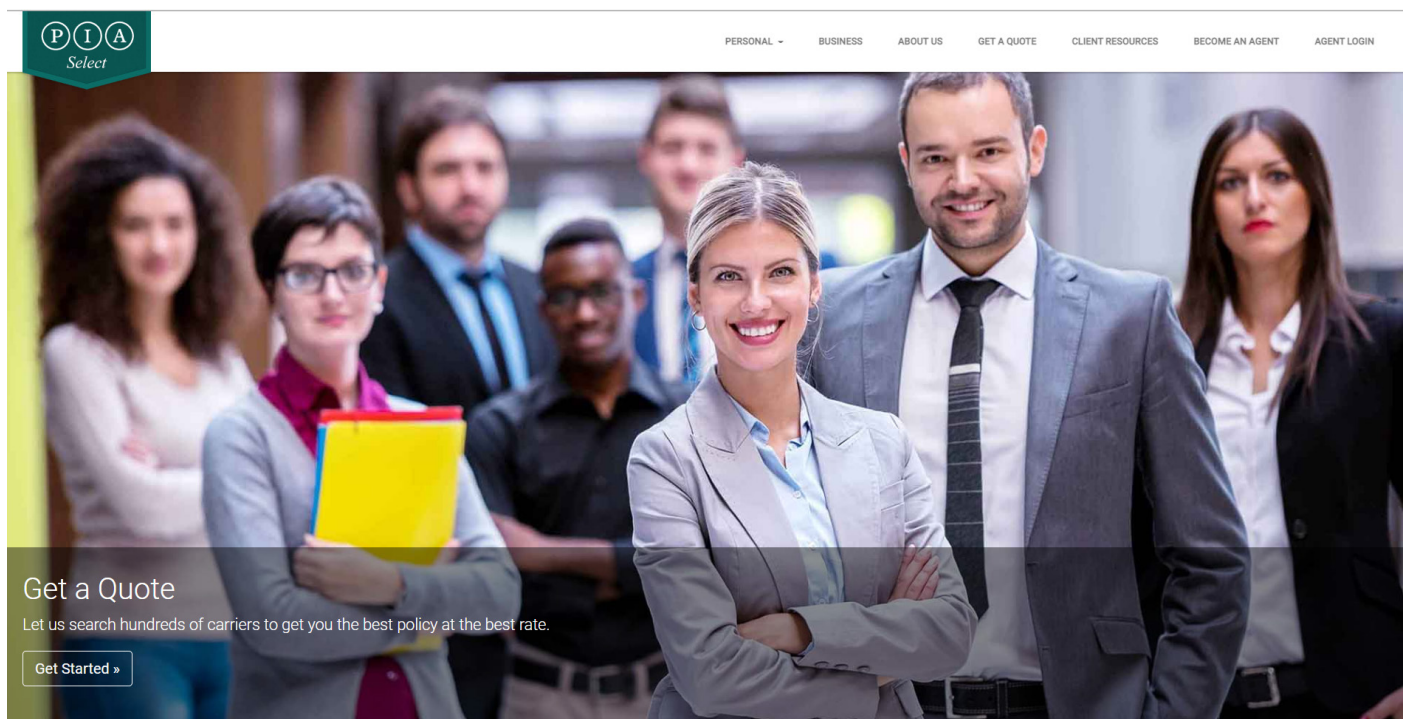**The pointed tip symbolizes "growth" while the extended upper and lower tails signify "moving forward".**

Contemporary font is used to show modernity. Slighty thick font style is also used for better visibility.

The thick slanted column that holds the upper element indicates stability.

III. OLD WEBSITE

There are over 400,000 insurance agencies in the US and each of them competing in the online space. This is why it's best to get your website designed by a professional rather than trying to do it yourself.

Purchasing web templates and editing them might save you money but it causes more harm than good. Building your website without a proper understanding of functional design and navigation is the fastest way to mess up your online reputation.

Our web design team carefully reviewed **PIA Select's** website and came up with the following findings:

OUTDATED WEB DESIGN

The home page is not attention-grabbing and lacks clear messaging. The images used don't really connect to the website's visitors. A huge featured image also dominates the entire screen and there is not enough content that tells about the company's mission.

POOR IMAGERY

Images on the website act as storytellers, conveying messages that help visitors visualize your product or services. Scanning the web content, we've seen that **PIA Select** used low quality graphics and inappropriate stock photos. The images are blurry, low-resolution, and look stretched on some pages.

NOT MOBILE-FRIENDLY DESIGN

The website is not responsive and not adaptive to various screen sizes such as tablets and cellphones. Websites that are not mobile-friendly are difficult to navigate, which can lead to a bad user experience and loss of potential customers.

POOR WEB NAVIGATION

The website's layout and content are not organized strategically for seamless user navigation. The subpages are loading slowly and finding the right information for the specific services you are looking for is confusing.

INEFFECTIVE CONTACT FORM

The major goal of a website is to capture leads and convert them into customers. **PIA Select's** website does not have a clear and effective lead capture form, which can frustrate visitors and increase bounce rates.

RECOMMENDATIONS

Having successfully designed websites for the insurance and financial industries, we implement the most effective web design practices that are focused on enhancing user experience, improving navigation, and optimizing design for higher conversion rates.

01 IMPROVE VISUAL HIERARCHY

A visual hierarchy guides visitors' attention to the important elements of the website. This includes the position and sizes of the visuals used, along with the contrast and use of white space.

02 MAKE THE WEBSITE MOBILE-FRIENDLY

The mobile version of the website should be optimized for navigation, engagement, and conversion. It should be responsive and scale well to smaller screen sizes and should be able to display content properly.

03 FIX STRUCTURAL LAYOUT

The website menu and subpages should be structured according to the importance of each section. Users should be able to access information and jump from one section to another with ease. This also includes working on the website footer, call to action, links, and social media icons.

04 OPTIMIZE THE CONTACT FORM

To generate more quality leads, the form layout and conditional fields should be optimized. Integrate drop-down menus to eliminate typing and improve user experience. This boosts conversion rates and promotes better communication with prospects.
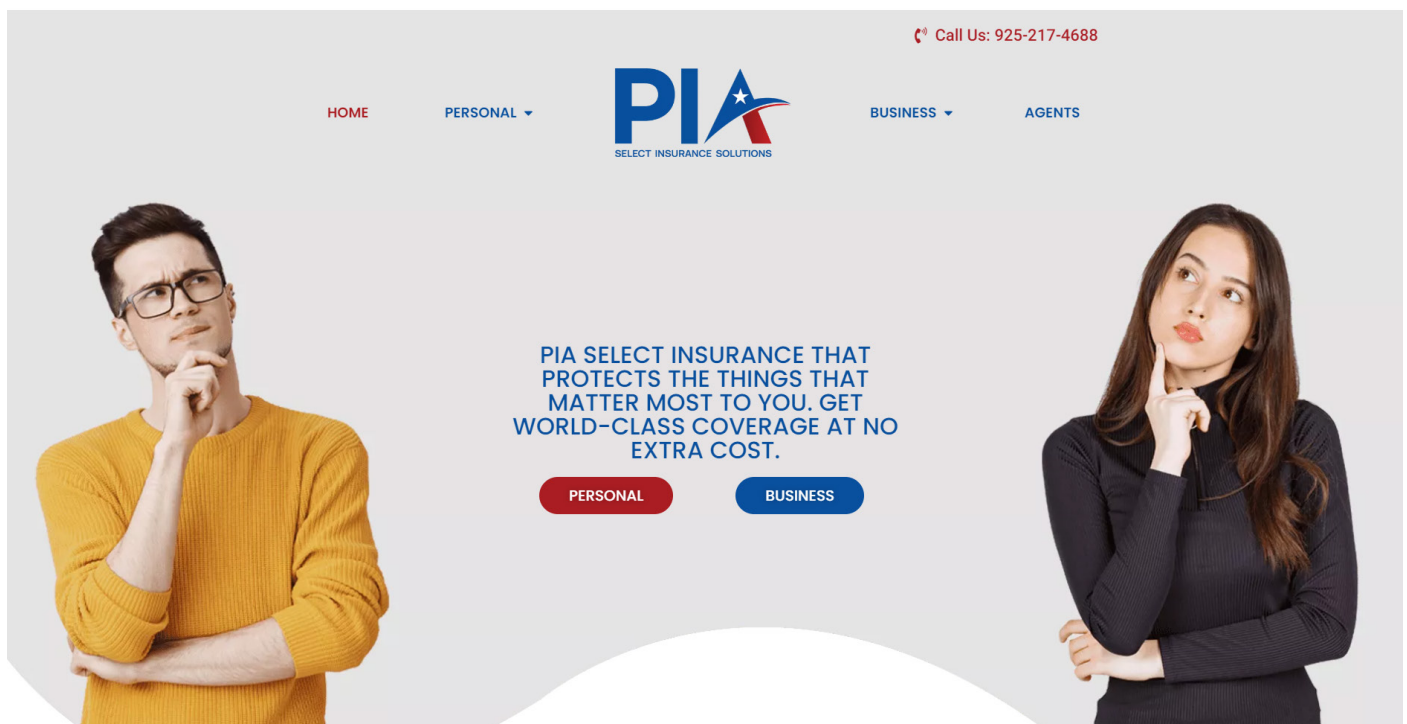
IV. NEW WEBSITE

Our web design team rebuilt the website by removing unnecessary elements, restructuring the content and layout, updating the imagery, and improving the overall look and branding. The new website looks fresh, modern, and conversion-focused as compared to the old version which lacks intentional branding and clear messaging.

Here are the following changes we've made to the website:

HOME PAGE

Instead of using low-quality stock photos with busy backgrounds, we used photos that represent the target customers. We used a clean background and put an initial message that tells what **PIA Select** is all about.

PIA SELECT
Case Study

by **Boost Media Group**

CONTACT PAGE

We made it easy for web visitors to enter their details. Our team utilized drop-down menus so that prospects can easily select what type of insurance they need coverage for. This reduces typing and makes information input seamless.

SUBPAGES

PIA Select offers insurance solutions for 2 categories: Personal and Business. Each category has various types of insurance. To make it easier for customers to navigate the site and find the right information according to their needs, we created dedicated landing pages with clear buttons and menus.

PERSONAL

Customers can easily select personal insurance solutions with the help of categorization and menu guides. We connected insurance types and options to their designated landing pages.

BUSINESS

To make it simpler for visitors to navigate the information they are searching for, we integrated clickable icons into the page and used color codes to differentiate categories.
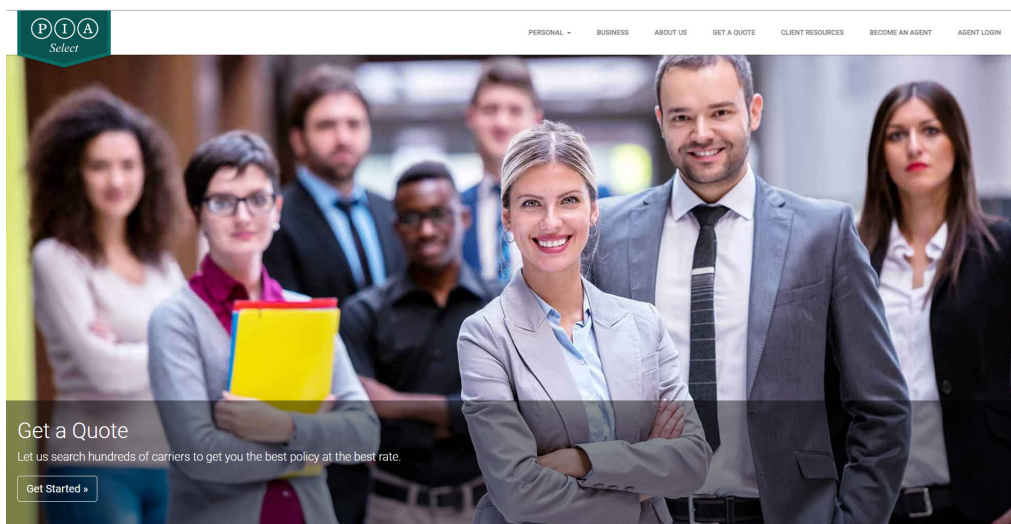

Small Businesses

Having a small business doesn't mean having to settle for limited coverage. **PIA Select Insurance Solutions** offers a wide range of insurance products and coverage at premiums you can afford.

RETAIL
WHOLESALE
PROPERTY OWNERS
PROFESSIONAL SERVICES
OCEAN MARINE
FINANCIAL SERVICES
SMALL COMMERCIAL
INLAND MARINE
MIDDLE MARKET
RESTAURANT INDUSTRY

Large Businesses

We know what you want. And we also know what you need. That's why we provide businesses such as yours a myriad of insurance solutions to keep your business running smoothly when the unfortunate happens.

LIFE SCIENCES
CONSTRUCTION
AUTOMOTIVE
AGRICULTURE/FARM
ENVIRONMENTAL/POLLUTION
HOSPITALITY
NON PROFITS
TECHNOLOGY

V. RESULTS

Working on this web design project, we did not only focus on improving the look of the website but also on the optimization.
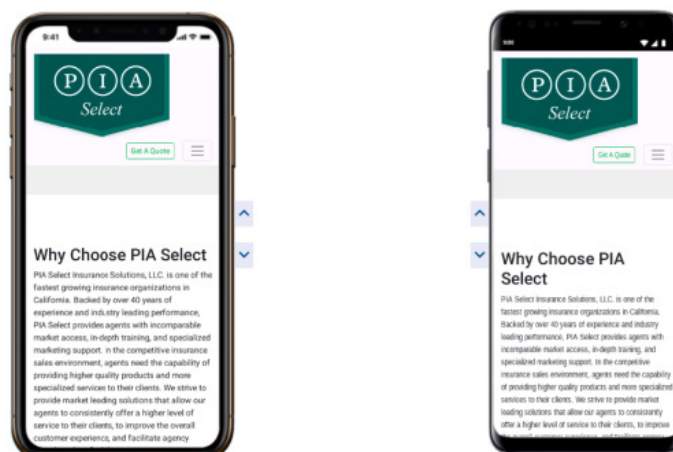
Boost Media Group created a checklist to evaluate the weak points of the landing page, ran competitor research to evaluate possible solutions, and installed heatmap reporting to monitor how users engage.

OLD WEBSITE

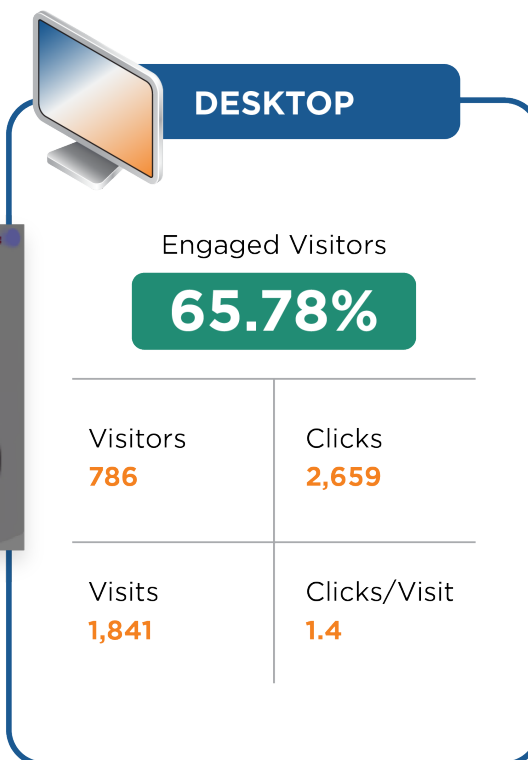Desktop's engagement rate is **45.36%**
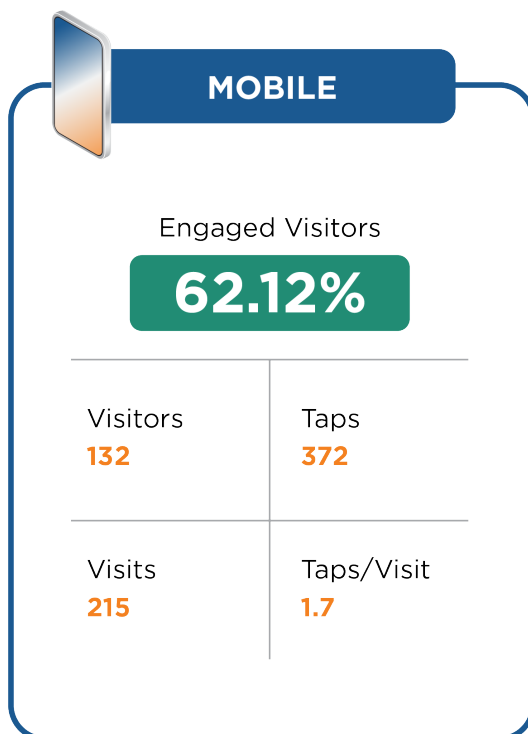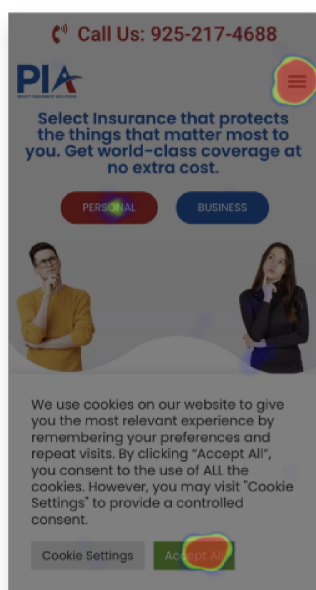

Mobile's engagement rate is **48.85%**

NEW WEBSITE

With the new web design from **Boost Media Group**, we see great improvements on performance.

Desktop's engagement rate is **65.78%**

DESKTOP

Engaged Visitors

65.78%

Visitors	Clicks
786	**2,659**
Visits	Clicks/Visit
1,841	**1.4**

Mobile's engagement rate is **62.12%**

MOBILE

Engaged Visitors

62.12%

Visitors	Taps
132	**372**
Visits	Taps/Visit
215	**1.7**

CONCLUSION

If you are planning to build your brand identity online, branding design should not be taken lightly. A well-crafted logo and well-thought out website design impact the way people perceive your business. They build confidence and trust with your target audience.

Boost Media Group has been designing logos and websites for various industries for **over 20 years**. We are design and branding experts, always on top of marketing and digital trends. If you're looking to re-design your brand, or just want to revamp your existing website, please reach out to our team today. We look forward to working with you.

https://www.boostmediagroup.com

1-800-35-SOCIAL