



Representing Ohio's property/casualty
Insurance industry

INSURANCE CAREERS SITE FACTSHEET www.insurancecareers.org

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General Information

- **Site Launch:** InsuranceCareers.org launched in November 2012 by the Ohio Insurance Institute as an **online hub for educating the public on career opportunities available in the insurance industry.**
- **Priority Audiences:** The website features information geared toward **three primary audiences**—[students](#), [career changers](#) and [veterans](#)—and houses a variety of interactive content resources.
- **Insurance Career Pathways:** For those interested in learning more about the breadth of professional disciplines within insurance companies, there are **30 featured career paths** that provide professional research and forecasting. These profiles include details on job responsibilities, compensation and position trajectories, core skills needed to succeed in those roles and more.
- **Career Survey:** The site also features a four-question [Insurance Careers Survey](#) designed to help connect respondents with a list of potential insurance career pathways that **align with their goals, interests and skills.**
- **Video Interviews with Insurance Professionals:** The site includes over **60 video interviews** with industry experts discussing their day-to-day experiences and how/why they chose an insurance career.
- **Ask a Pro:** For additional information and **insights from industry experts**, the site offers an [Ask a Pro Feature](#), which connects visitors with real industry professionals, enabling them to get answers and insights from those currently working in their field of interest.
- **Map of Ohio Companies:** InsuranceCareers.org offers an [interactive map](#) that serves as a **directory of select insurance companies with home offices in Ohio**, segmented by region.
- **Academic Programs:** Education and training is essential to career development. To help connect visitors with these resources, the site showcases a variety of [insurance education programs across Ohio](#).
- **Social Media:** InsuranceCareers.org has an **active social presence** on both Twitter ([@InsCareersOrg](#)) and Facebook ([InsuranceCareers.org](#)).
- **Industry Support:** InsuranceCareers.org **participated in the first annual US Insurance Careers Month** with social media and blogging efforts. The national campaign director recognized the OII site for its social outreach efforts during weekly recaps shared with participating organizations.

Website Traffic and Data

- Since its launch in 2012, InsuranceCareers.org has received **more than 35,580 site visits.**
- In 2015, the **website received 9,171 total visits**, 7,222 unique users, and 23,017 total page views.
- In April 2016, InsuranceCareers.org **launched a mobile website**, for optimized viewing no matter the type of device used to access the site. From its launch through the end of 2015, 15% of visitors accessed the site through mobile devices and 7.32% used tablets.
- The most **heavily trafficked pages** since its launch include: [the homepage](#) (21.61% of traffic), [Insurance Career Survey](#) (6.67% of traffic), [Insurance Career Pathways](#) (5.11% of traffic) and the [map of Ohio insurance companies](#) (3.85% of traffic).
- The **majority of all-time traffic comes from a referral site**, [InsuringOhioFutures.com](#), which is a corresponding campaign led by the Insurance Industry Resource Council (IIRC). Other notable referral sources include the [Ohio Department of Insurance](#) and [InsureMyPath.org](#).
- In 2015, InsuringOhioFutures.com brought in more than 1,000 sessions (25.7% of all traffic).
- The brand features its own [YouTube channel](#) and houses more than 60 videos. As of mid-May 2016, the [top viewed video](#) (Business Systems Analyst) had **over 14,430 views.**
- As of mid-May 2016, the brand has **over 660 Twitter followers and 55 Facebook fans.**

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