

We connect innovators

# How to create a great hr | equarium site

Just follow our four recommendations to ensure your success on hr | equarium:

## 1 Follow the AIDA principle

The AIDA model is an easy-to-follow method to transform a prospect into a customer.

### Attention



- Your logo
- Self-explaining header image
- Short & precise headline

### Interest



- Your offering
- Your unique selling points
- Your expertise

### Desire



- Benefits for the insurer
- Business cases
- Comprehensive material

### Action



- Let the reader push the "contact" button

## 2 Generate reader-friendly content

The core of a good site is well-structured and comprehensible content:

- Use 500 – 1000 words.
- Use multiple short text blocks instead of long ones.
- Make use of formatting options such as numbered and bulleted lists.
- Use the content section element for structuring.
- Pay attention to correct spelling and check your links.

## 3 Use multimedia features

Multimedia features make your site more appealing, more intuitive and easier to get your message across.

- Use your individual header image.
- Upload your own logo and a profile image (find it under "Edit my profile").
- Add videos and images (use the image/video slider element).
- Add presentations, research papers or studies (use the document preview element).
- Add links to manuals, tools and demos.

## 4 Create business cases

Business cases help insurers understand how your solution can be applied in practice.

- Add your own business case(s) and their different application scenarios to help insurers understand how they can grow their business with your solution.
- Come up with joint business cases if you cooperate with other vendors.

The more of these factors you consider, the higher your solution is ranked resulting in increased attention.