



Website health check report

Client: Midlands Commercial Insurance Ltd

Website reviewed: www.midlandscommercialinsurance.co.uk

Review date: June 2026

Prepared by: Speedie Consulting

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Executive summary

Midlands Commercial Insurance has a professional website that presents the business as a knowledgeable commercial insurance broker serving clients across the Midlands.

The website provides a solid foundation, with clear navigation, a range of commercial insurance products and visible calls to action. However, our review identified several opportunities to improve search visibility, strengthen trust signals, modernise content and enhance conversion rates.

The most significant opportunity is not redesigning the website but improving the quality, depth and effectiveness of the content already on it.

Key findings

- Several pages contain thin or generic content
- Limited local SEO targeting across the Midlands
- Opportunities to strengthen insurance-sensitive messaging
- Some content appears dated
- Missed opportunities to demonstrate expertise
- Limited use of educational content
- Several AI-style writing patterns identified
- Inconsistent branding across the site

Overall website health score: 7/10

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Page review

Homepage

What's working well

- ✓ Professional appearance
- ✓ Clear explanation of services
- ✓ Easy navigation
- ✓ Strong focus on obtaining quotations
- ✓ Good mobile experience

Opportunities identified

Local SEO

The homepage makes little reference to areas served.

Potential opportunities include:

- Commercial Insurance Broker Birmingham
- Insurance Broker Birmingham
- Business Insurance Nottingham
- Commercial Insurance Company
- Insurance Broker

Adding these pages could improve visibility for regional searches.

Trust signals

Potential options:

- Client testimonials
- Google reviews
- Claims success
- Years in business
- Team introductions

Calls to action

Current CTA:

“Get a Quote”

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Additional CTA opportunities:

- Request a Business Insurance Review
- Speak to an Adviser
- Download a Guide
- Arrange a Policy Audit

Priority: Medium

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Commercial combined insurance page

What's working well

- ✓ Clear explanation of cover
- ✓ Strong focus on business owners
- ✓ Simple quote process

Opportunities identified

Thin content

The page is approximately 500 words long and lacks supporting information.

Suggested additions:

- Frequently asked questions
- Common claims examples
- Types of businesses covered
- Insurance mistakes to avoid

SEO opportunity

Potential keywords:

- Commercial Combined Insurance Midland
- Business Insurance for firms
- SME Insurance Leamington
- Commercial Insurance Leamington Midland

Practical sign

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Property owners insurance page

What's working well

- ✓ Relevant target market
- ✓ Good overview of cover

Opportunities identified

Missing content sections

Potential additions:

- Insurance for mixed-use properties
- Unoccupied property considerations
- Property owners' liability
- Commercial landlord insurance
- Loss of rent considerations

Lead generation opportunity

Offer a downloadable guide:

"7 Insurance Mistakes Commercial Landlords Make"

Priority: High

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About us page

What's working well

- ✓ Personal and approachable
- ✓ Establishes credibility

Opportunities identified

Missing authority signals

Potential additions:

- Staff biographies
- Professional qualifications
- Industry memberships
- Years of experience
- Community involvement

SEO opportunity

Natural inclusion of:

- Independent Inspector for Midlands
- Commercial Property Birmingham
- Business Insurance Leices

Priority: Medium

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Compliance and content observations

Important note: This review does not constitute FCA compliance advice, legal advice or regulatory approval. It identifies wording that may benefit from further review.

Example 1

Existing wording

“We’ll find you the best insurance policy on the market.”

Observation

The word “best” is subjective and may require substantiation.

Suggested alternative

“We can help you compare a range of insurance options and identify policies that may be suitable for your circumstances.”

Priority: High

Example 2

Existing wording

“Our cover provides complete protection for your business.”

Observation

This could imply every risk is covered.

Suggested alternative

“Cover varies between different types of policies. We can help you explore options that may provide protection against a range of common business risks.”

Priority: High

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Example 3

Existing wording

“Guaranteed claims support whenever you need it.”

Observation

The word “guaranteed” may create unrealistic expectations.

Suggested alternative

“Our experienced team will support you throughout the claims process.”

Priority: Medium

Example 4

Existing wording

“We offer the most comprehensive fleet insurance available.”

Observation

Comparative claim “most comprehensive” requires evidence to substantiate.

Suggested alternative

“We can provide a fleet insurance solution to meet the needs of your business.”

Priority:

Example 5

Existing wording

“Our experts ensure you won't pay too much.”

Observation

This could be interpreted as a guarantee regarding pricing outcomes.

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Suggested alternative

“Our advisers can help you compare available options and explain the differences between policies.”

Priority: Medium

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AI-generated content review

Several pages display characteristics commonly associated with AI-generated content.

Examples identified:

Generic openings

Examples include:

- “In today’s fast-moving business environment...”
- “When it comes to protecting your business.”
- “It is important to ensure you have the right...”

These phrases are overused and provide little

Repetitive sentence structures

Multiple paragraphs begin with:

“Whether you are...”

“Whether your business...”

“Whether you own...”

This creates repetitive opening paragraphs.

Lack of specialist insight

Many pages do not demonstrate specialist expertise.

For

Current content explains fleet insurance is.

Missing opportunities:

Insights into:

- Fleet claims
- Driver management
- Risk reduction
- Common underwriting issues

Adding expertise-driven content would improve trust and differentiation.

Priority: Medium

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SEO opportunities

Content gaps

Potential new pages:

- Cyber insurance for SMEs
- Insurance for growing businesses
- Underinsurance explained
- Fleet insurance mistakes
- Insurance for commercial landlords
- Insurance implications of business expansion

Internal linking

Several pages operate in isolation.

Examples:

Property Owners Insurance →

Commercial Combins →

Fleet Insurance →

Liability Insurance →

Cyber Insurance →

Professional Indemnity →

Adding internal links would improve navigation and SEO.

Local SEO opportunities

Potential location pages:

- Commercial Insurance Birmingham
- Insurance Broker Leicester
- Business Insurance Nottingham
- Insurance Broker Coventry
- Commercial Insurance Derby

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Priority: High

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User experience review

What's working well

- ✓ Modern layout
 - ✓ Easy navigation
 - ✓ Mobile-friendly design
 - ✓ Clear contact details
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Improvement opportunities

Stronger calls to action

Current:

“Get a Quote”

Suggested additions:

- Book a Review
 - Speak to an
 - Request a C
 - Download a Gu
-

Increase trust

Potential additions:

- Testimonials
- Google reviews
- Client success
- Claims support

Priority: Medium

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Quick wins

The following actions could be completed within a few days:

- ✓ Replace potentially problematic wording
- ✓ Update outdated content
- ✓ Add internal links
- ✓ Add FAQs to key pages
- ✓ Improve calls to action
- ✓ Humanise AI-style content
- ✓ Add Midlands-focused location references

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Longer-term recommendations

Build an advice centre

Create content around:

- Business insurance guidance
- Commercial property risks
- Fleet management
- Cyber security
- Claims support
- Industry updates

Demonstrate expertise

Publish:

- Case studies
- Claims examples
- Industry commentary
- Regulatory updates

Improve local visibility

Develop location-specific content targeting key roads towns and cities.

Overall scoring

Area	Score
Visual presentation	7/10
Trust and credibility	7/10
Content quality	7/10
SEO performance	7/10
User experience	7/10
Compliance awareness	6/10
Lead generation potential	8/10

Overall website health score

7/10

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Final recommendation

Midlands Commercial Insurance already has a solid online presence and a strong foundation for growth.

The greatest opportunities lie in improving content quality, strengthening authority signals, modernising older pages and ensuring content reflects the experience of the business.

Implementing the recommendations outlined in this report will help to improve search visibility, visitor engagement, trust and enquiry generation over the next 6–12 months.

Prepared by Speedie Consulting

Helping regulated businesses create content that is accurate, compliant, and genuinely useful.

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