



economical<sup>®</sup>

## NO TIME TO BLOG? NO PROBLEM.

A blog can showcase your industry expertise and add value for your current and prospective clients — but it's not always easy to find the time to create quality content. We're here to help.

Our blog at [economical.com](https://www.economical.com) is written for customers, but designed for busy brokers like you. It's a go-to source for refreshingly clear insurance info and smart, simple ideas to help Canadians protect what matters most, at home and on the road — and it's yours to share. Here are a few quick and easy ways you can leverage our blog content for your website or social media channels.

### OPTION #1: INSTANTLY SHARE ON SOCIAL

This may be the quickest and easiest way to share a blog post, and with new posts going live each week, it's also a fool-proof way to beef up your social media presence with quality content. You could choose to copy and paste the blog post's URL into a new social media post on Facebook, Twitter, or LinkedIn (or any other platform you're on), but there's an even simpler way to share: Just click on one of the social sharing buttons in the top right corner of the blog post and *presto* — a ready-made social media post will appear.



Don't know what to say about a post but still want to share it? We've got you covered. You'll find pre-written, shareable tweets embedded in most of our blog posts. All you have to do is click "Click here to tweet" in the bottom right corner of the embedded tweet, and the post will appear as a draft in your Twitter feed for you to customize or share as-is.

If you make a home insurance claim, your insurer will likely ask you to provide proof of ownership for the lost or damaged items that need to be replaced. Here's how to make sure you're prepared.

[CLICK TO TWEET](#) 

## OPTION #2: ADD YOUR SPIN AND LINK TO THE ORIGINAL POST FROM YOUR BLOG

Consider writing a short introduction about the topic, and then simply paste a link that takes readers to the blog post on [economical.com](#) for the full story. This is a great option if you want to share relevant blog content but don't have the ability to add canonical links on your site (a requirement for copying and pasting our blog posts on your own site, which we'll talk about later).

For example, if you're planning to share our blog post about mistakes homeowners make when buying insurance, you might post something like this:

When it comes to buying home insurance, there are mistakes that are easy to make, from undervaluing your personal belongings to expecting coverage for things that aren't included in your policy. [Learn about the five most common mistakes homeowners make when buying insurance](#) and [contact us today](#) if you need help updating your coverage.

In this case, you would hyperlink the following text:

**“Learn about the five most common mistakes homeowners make when buying insurance on economical.com”** *link to the original blog post on economical.com at <https://www.economical.com/en/blog/economical-blog/january-2021/5-mistakes-homeowners-make-when-buying-insurance>*

**“Contact us today”** *[link to your website's contact page]*

## OPTION #3: SHARE AN ENTIRE BLOG POST ON YOUR OWN WEBSITE

If you want to drive readers to your own website (from your social media channels or an e-newsletter, for example), you can copy and paste an entire blog post from [economical.com](#) onto your site. If you choose to go this route, you must follow these four steps to abide by Google's website indexing rules, avoid copyright issues, and help customers contact you directly if they have any questions. While this option doesn't help with your ranking on search engines, it's a great way to drive people to your site from your existing marketing channels and keep them engaged.

### 1. INSERT A CANONICAL LINK

Google is not a fan of duplicate content on the web, so it's important to refer back to the original source of the copied content when you post it on your own site. Proper attribution involves adding a canonical link to your website's HTML so search engines know where the content came from instead of recording it as a new search result.

Generally speaking, to add a canonical link to any page on your site, all you will need to do is add the following line of HTML code inside the <head> section of the page:

```
<link rel="canonical" href="insert link to the original economical.com blog here" />
```

If you want to add our post about preventing your hose bib from freezing to your site, for example, the HTML coding in the <head> section of your webpage will likely look something like this when you're finished:

```
<head>
...
<link rel="canonical" href="https://www.economical.com/en/blog/economical-blog/november-2020/how-to-prevent-
your-hose-bib-from-freezing />
...
</head>
```

Every content management system (CMS) is different. Depending on the CMS, it can be as easy as pasting the original link into a text box. Contact your website service provider to learn how to add canonical links to your own webpages, or if you're unable to edit your site's HTML yourself.

## 2. CUSTOMIZE YOUR CALLS TO ACTION

You may have noticed that most of our blog posts are designed to direct customers to the "Find a Broker" tool on our website. When you repurpose our blog content, you can remove these call-to-action (CTA) links and direct customers to your own contact information instead — so they'll reach you directly instead of being sent to our broker directory.

It's completely up to you to determine how you'd like to edit these CTAs, but here are a couple of suggestions:

**"Reach out to your licensed broker"** = "Reach out to your **[company name]** broker"

**"Contact your broker"** = "Contact us"

Be sure to hyperlink the entire CTA (including the action word, like "reach out" or "contact") to your website's contact page to make it easy for your customers to reach you.

## 3. KNOW THAT PHOTOS ARE OFF-LIMITS

Unfortunately, you will not be able to copy photos from our blog posts, as we are unable to pass image licenses along to our broker partners at this time. If you would like to use any of the images and need further information about which sources we've used, please contact your business development representative and ask them to connect you with our co-op marketing team.

## 4. ATTRIBUTE ORIGINAL AUTHORSHIP BACK TO ECONOMICAL

At the beginning or end of the blog post, you must include the following sentence:

**This article was originally posted on [economical.com](https://www.economical.com).**

Please hyperlink "**economical.com**" using the URL from the original blog post.

# WHICH OPTION IS RIGHT FOR YOU?

Think about what you want to accomplish and choose the sharing option (or options) that will help you achieve your goals.

	Boost your social media presence	Drive people to your site through your existing marketing channels	Improve your search engine optimization	Make your website a source of valuable information	Share instantly
<b>OPTION #1:</b> Instantly share on social	•				•
<b>OPTION #2:</b> Add your spin & link to the original post from your blog	•	•	•	•	
<b>OPTION #3:</b> Share the entire post on your site	•	•		•	



## READY TO DO MORE WITH GREAT CONTENT?

We work with brokers like you to develop co-branded content for local newspapers, printed and digital marketing materials, and more. Contact your business development representative to find out how our team can help you expand your reach and drive new business.