Conversion Advantage

Pet Insurance Australia Website Development Project

Queries & Clarifications:

1) We could find there are 2 home page designs shared. Could you please finalize any one of the design for the implementation. Unfortunately , still waiting for client to decide on this one.

2) The header at the top (shown below) will be displayed all the time? Yes Please

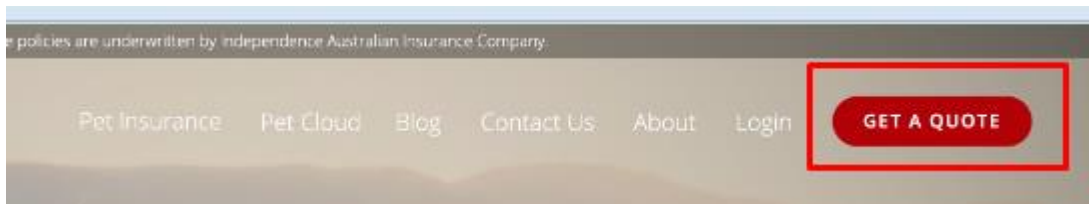Pet Insurance policies are underwritten by Independence Australian Insurance Company.

3) Do we have any sub-menu under the main menu? A Mega menu is currently being developed / designed - it is not ready yet.

4) No design for the "Pet cloud" menu Yes, we are only updating a few pages on the current website - petinsuranceaustralia.com. So this page will stay the same

5) No design provided for sign-up/sign-in page. What are the different methods of sign-up/sign-in process? Correct - using the current sign up page

6) "Get a quote "–What is the functionality behind it? This is done by another company, so we will not be needing to touch that.

policies are underwritten by Independence Australian Insurance Company.

Pet Insurance   Pet Cloud   Blog   Contact Us   About   Login   GET A QUOTE

7) "Get free quote"- What is the functionality behind it? Also done by another company in Aus (will use current tool)

Over 100,000 Pets Insured Since 2010

GET A FREE QUOTE
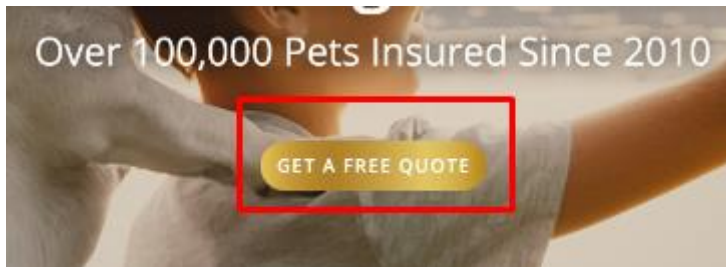
It will not exceed 3, they only have 3 options

8) "Our Broad range of cover options" - if the options exceeds 3, where/how to display?

Our Broad Range Of Cover Options

We offer a broad range of cover options so that you can choose the most suitable option for your pet.

Pet Essentials

Includes emergency boarding fees, overseas pet travel insurance & more

Comprehensive

Covers up to 80% of eligible vet bills, offers multi-pet discounts & more

Major Medical

Includes routine care cover, covers up to 80% of eligible vet bills & more

9) "Over a decade of pet insurance experience" – If the image exceeds 3, where/how to display?

Mobile designs on this will be sent shortly
You are currently looking at Dektop only.

Over A Decade Of Pet Insurance Experience

CANSTAR

Canstar award for
Innovation Excellence
Award 2022

PRODUCT REVIEW
COM.AU
2021 AWARDS / WINNER
PET INSURANCE

Product Review
Pet Insurance
Provider 2022

mozo
EXPERTS
CHOICE
2020
PET INSURANCE
PROVIDER OF THE YEAR

Experts Choice Awards –
Pet Insurance Provider of
the Year 2020-2019

Pet Insurance Australia has insured over 100,000 cats & dogs since 2010

10) Is the highlighted content is static?

Yes

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

11) "What our happy clients say" – Is the star rating is backend driven or static?   Static
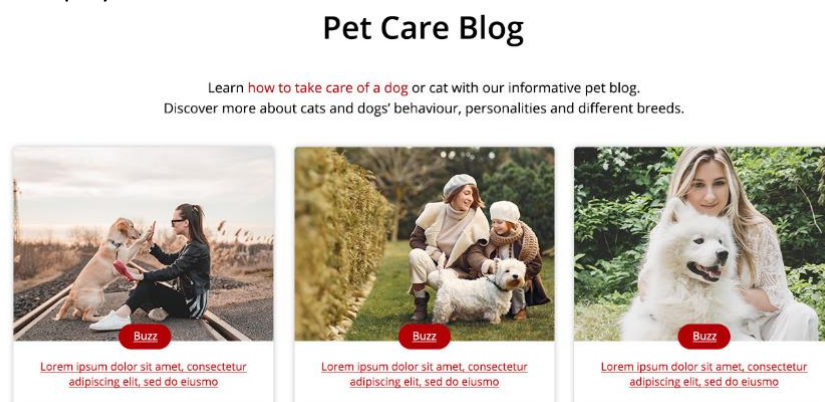

12) The image shown below is a slider or static image?   Static

13) Could you please suggest any form plug-in?   Not sure?

14) Is the below section consist only of 3 blogs or there will be more. If the section has more blogs, how to display it? In "slider" format or in a list?   Slider format

15) Is the below section consist only of one testimonial or there will be more. If the section has more testimonials, how to display it? More than one Testimonial - run as a slider

"

From a simple check-up to surgery for our dogs has been a breeze! Refunds are paid in a short time and if there are any issues, the staff are knowledgeable and happy to assist. We have multiple policies and it's easy to keep track, especially with their online options.

- Timothy M.

16) Highlighted menus below is not visible   Will use current websit pages

e Australia Pty Ltd ABN 850 507 113 83, AR 326233. Any advice provided is general only and does not
n or needs. Please consider the Product Disclosure Statement (PDS) to ensure this product meets you
PDS and Target Market Determination available at petinsuranceaustralia.com.au.

Privacy Policy   Accessibility   Terms of Use and Licensing   Underwriting
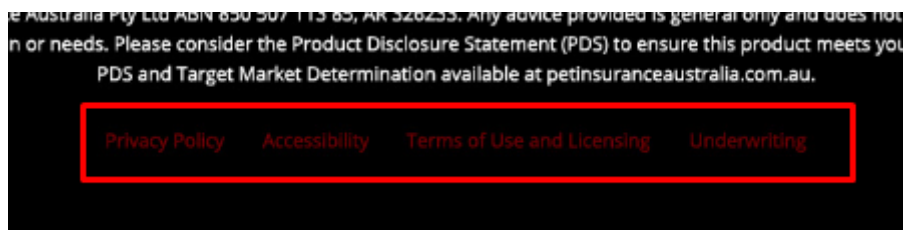
17) About us page – the video shown below will be displayed in a pop-up?   Yes

About Pet Insurance Australia - 30 Years Experience

A BUSINESS BUILT ON PASSION

We are a family owned Australian Pet Insurance business, with a long & successful history in the pet industry. Not only do we have years of experience, but we have an international reputation for excellence. As a family, we have a long and successful history in the pet industry.

GET FREE QUOTE

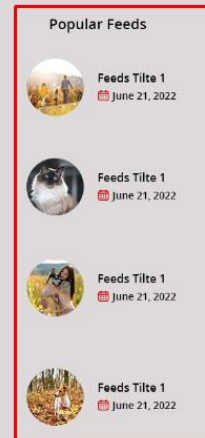18) About us page – the highlighted section below will be dynamic or static image?   Static

How Did Our Pet Insurance Story Start?

9%   14%

Country Capture   Success Rate

After many years of being in the pet industry game, we started to realise that pet owners just couldn't afford the rising cost of vet care. We started to offer to pay for their vet bills to make sure their pets receive the best treatment, not only because we know pets are important to owners, but because we are passionate about our customers and their pets. No animal or person should suffer, because of something as simple as expensive vet care. Receiving the money back was not a priority for us. The health of the pet was far more important.

After a bit of thinking and our unprecedented motivation to always look after our four legged friends, we launched PIA in 2008. Since then we've seen concerned expressions about financial worries disappear and relieved smiles appear, witnessing first-hand how beneficial pet insurance could be.

19) Blog page - How to determine the popular feeds ?   It will be indictaed to you

20) Blog page – What is the functionality of the below attached section?   Incorporate Podcasts
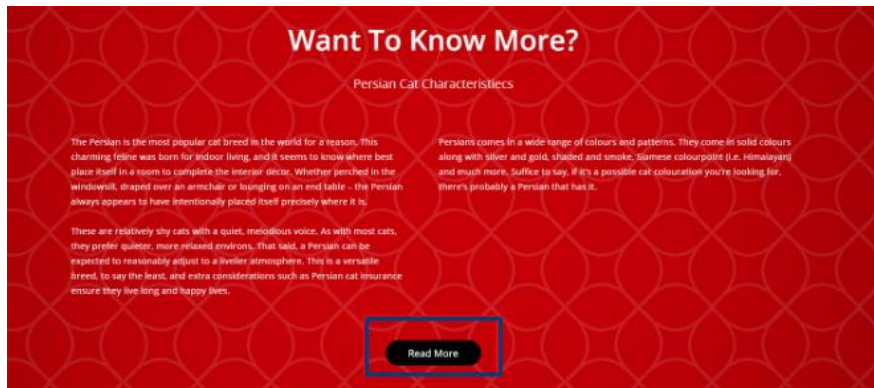

21) Blog page - What is the functionality behind the "Video" in this page?   Incorporate podcasts - but these will be given to you
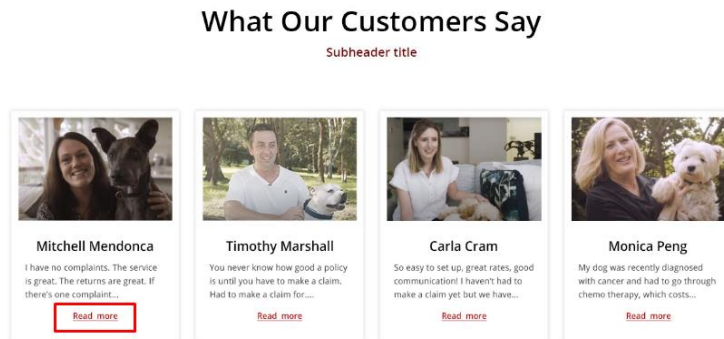
22) "Cat insurance" - if the breed count exceeds, where/how to display? Mobile version still to be sent

    a. "Cat insurance" – No page design for "Read more" feature Will use current webiste pages

23) Separate section needed for non-video testimonials? No

24) Video testimonials - No page design for "Read more" feature. Will use current testimonial page

25) Screen attached below is a google advertisement or a static image? Static Image

26) "Get Quote" – Functionality behind it?   This is done by another company Petsure - They manage the quote tools

Choose The Best Cover For Your Pet

27) Footer – Need page design for the following   Will use current that is on the website
    a. Compare PIA
    b. Careers
    c. Employees
    d. Vex

28) General   None of the below, the site is already built, we will just be updating these pages on the current site in wordpress.
    a. Any preferred page builder?
    b. Is the site will be multilingual?
    c. Sitemap available?
    d. Do you need payment integration within the site?