

SKYWARD
SPECIALTY INSURANCE
A SKYWARD GROUP COMPANY

By: Gabi, Myla, Kahali, & Nicholas

Brief Objectives

- Skyward Specialty Insurance is an expanding organization that must cater to a **broad array of clients**, including national carriers, smaller agencies, and independent agents. Skyward Specialty Insurance wishes to **put a premium on building strong relationships** through reliability and intelligence.
- Skyward Specialty Insurance must become a **dependable partner**, someone who clients want to work with, **not just for familiarity**, but for Skyward's **smart and exhaustive solutions**.
- Skyward Specialty Insurance wishes to form professional relationships with every part of a sector, and **increase** the number of **independent agents** and the number of their **submissions** that partner with Skyward Specialty Insurance.

Our Dual Approach

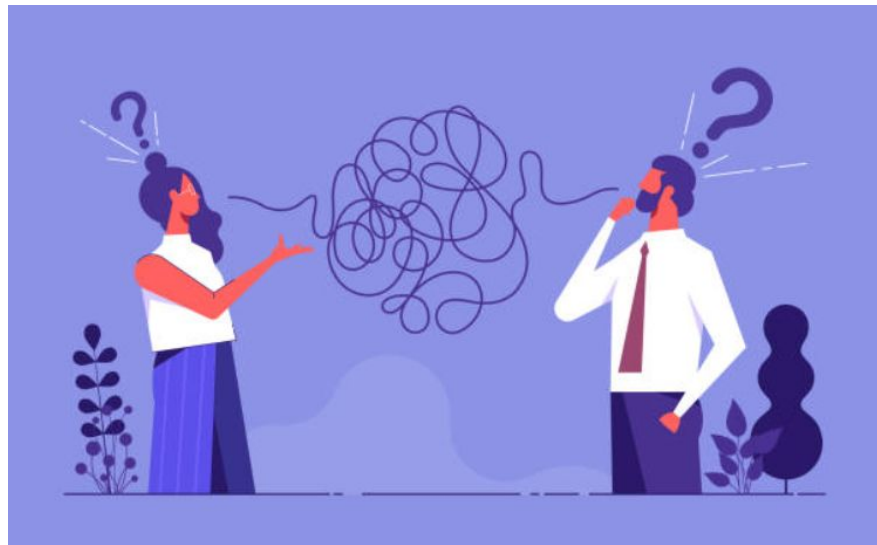
We want to use a dual approach with Skyward Speciality Insurance, as we recognize that a simple strategy is not adequate for the competitive, complex nature of the insurance industry.

- Our first approach, **client outreach**, prioritizes reaching prospective clients and building awareness of the unique selling propositions that Skyward Speciality Insurance can offer.
- We follow this with **client experience**, focusing on building long-term professional relationships the right way, through effort, trust, and results.

Client Outreach Touchpoints

What's the **problem**?

Most people who are looking for healthcare, construction, or other speciality insurances aren't educated on Skyward Specialty Insurance, and are not aware of how much they could benefit from working with them.



Where will they be **seeing** this? (Virtually)

- Insurance Information Institute
- Insurance Journal



YOUR POTENTIAL UNLEASHED

Skyward Specialty takes a different approach to **insurance**, empowering experts to create tailored, innovative solutions for brokers and clients. Focused on complex specialty markets, it uses technology and agility to lead in select areas through its “rule our niche” strategy.

[Learn more](#)

LOOKING OUT FOR YOU AND YOUR CLIENT

We create accident and **health insurance** packages for self-insured clients to drive down costs, help protect businesses, and help build profitable relationships.

[Learn more](#)

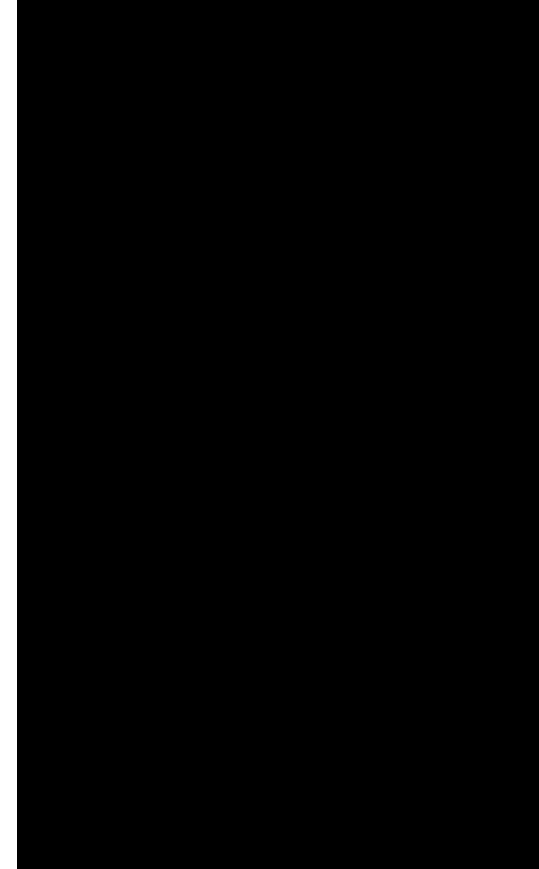
Where will they be **seeing** this? (Virtually)

Struggling with

SURETY INSURANCE?

Skyward has you covered.

Book with a consultant
NOW



Where will they be **seeing** this? (Physically)



How will this **impact** the company?

Advertisements help Skyward become recognizable, making it the automatic go-to for brokers, as well as boosting the potential for word of mouth promotion between prospective clients.



Conventions - SME

Society for Mining, Metallurgy, & Exploration

- A community of mining and mineral professionals.
- Consists of 8 divisions, including Underground Construction, Industrial Minerals & Aggregates, Mining & Exploration, and Mineral & Metallurgical Processing, among others.



Conventions - International Outreach

Mining Indaba

- Yearly mining convention in Africa
- Centers around investment in the mining industry in Africa and the excavation of its resources.
- Many stakeholders and investors attend this conference in the hopes of being able to leverage Africa's abundant mineral resources.



Client Experience Touchpoints

Invest in Clients

- Our focus on client experience prioritizes investing in client relationships. And there's nothing more valuable (especially to a professional!) than time.
- We want Skyward Speciality Insurance to spend time with clients, forming strong relationships with clients that encourage cooperation.

The graphic features a dark blue background with a city skyline silhouette. The Skyward Specialty Insurance logo is centered in the upper half. A horizontal teal bar separates the logo from the event text below. The text is white and centered, providing details about a 'dine and chat' night in Chicago.

SKYWARD
SPECIALTY INSURANCE

Skyward Specialty Insurance is holding a 'dine and chat' night in Chicago. This is an opportunity to enjoy a meal courtesy of Skyward Specialty Insurance, while getting to meet people in the insurance industry in a relaxed environment.

RSVP at SkywardSpecialityInsurance.events@gmail.com

Chicago, IL | Monteverde's | June 28

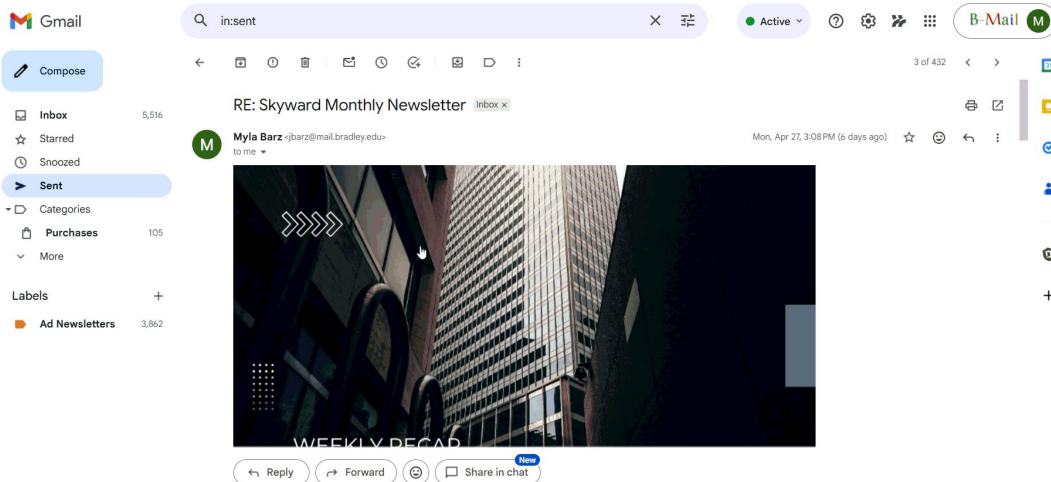
Invest in Clients

- As a national brand, Skyward is blessed with the flexibility to send representatives to major cities and have dinner with clients.
- This is a chance to ease independent insurance agents into a relationship, as well as strengthen existing ties.

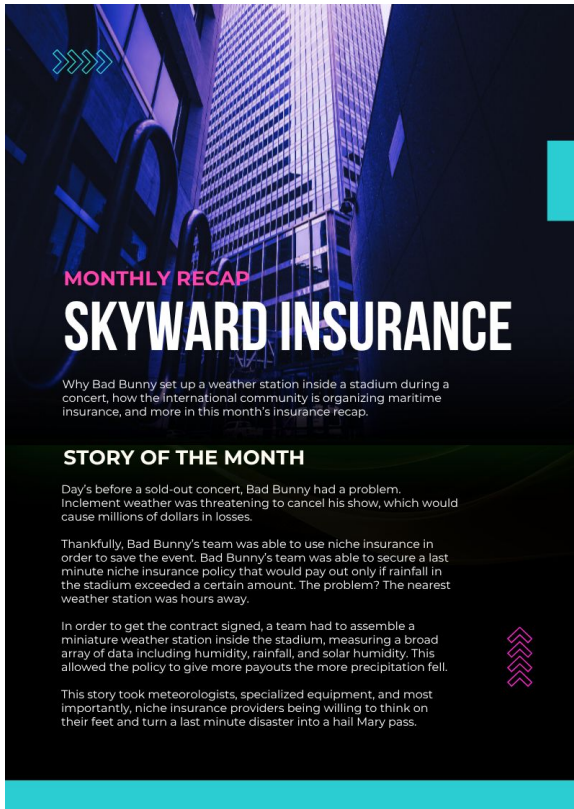


Email Newsletter

- We want Skyward Specialty Insurance to create a monthly newsletter that showcases their unique expertise in understanding the market, shows the importance of specialty insurance, and keeps Skyward in the minds of their clients.



Email Newsletter



MONTHLY RECAP

SKYWARD INSURANCE

Why Bad Bunny set up a weather station inside a stadium during a concert, how the international community is organizing maritime insurance, and more in this month's insurance recap.

STORY OF THE MONTH

Day's before a sold-out concert, Bad Bunny had a problem. Inclement weather was threatening to cancel his show, which would cause millions of dollars in losses.

Thankfully, Bad Bunny's team was able to use niche insurance in order to save the event. Bad Bunny's team was able to secure a last minute niche insurance policy that would pay out only if rainfall in the stadium exceeded a certain amount. The problem? The nearest weather station was hours away.

In order to get the contract signed, a team had to assemble a miniature weather station inside the stadium, measuring a broad array of data including humidity, rainfall, and solar humidity. This allowed the policy to give more payouts the more precipitation fell.

This story took meteorologists, specialized equipment, and most importantly, niche insurance providers being willing to think on their feet and turn a last minute disaster into a hall Mary pass.

SKYWARD INDUSTRY INSIGHTS

News: Strait of Hormuz closures are still a problem that is deeply affecting the global economy. A great amount of goods pass through the strait, and with any maritime shipment, insurance policies follow in their wake.

Accounting all the factors on the ocean is hard when writing a policy is hard, but even harder is trying to write a policy measure the risk of passing through an active war zone.

Groups from different nations are organizing funds to properly insure ships that pass through the Strait, including a 20 billion dollar endowment from the United States government, and another 20 billion dollars from U.S. companies. Despite this, the industry is still struggling to write a policy that accounts for the potential loss of life and entire seafaring vessels.

News: Gallagher RE/MIT suggests that underwriters are unprepared for damages caused by AI. A surge in AI related lawsuits is happening this year, catching companies unprepared. It appears as though "moving fast and breaking things" includes civil law for major AI companies. Specialty insurance for this emerging aspect of the industry has yet to catch up.

News: Shocking bear attack leaves car interior mauled. The very human shaped bear was attracted by a sizable vehicular insurance policy, mercilessly shredding upholstery and scratching doors before finally waddling away into the woods. Police have detained the bear, which has plead guilty to insurance fraud.

Skyward Insurance is hosting Network Nights in Houston, St. Louis, New York, and Portland this June. Network Night is a two day opportunity to explore a new city while networking with other people in the insurance industry.

INSUREDLE

G	R	O	U	P					
P	A	P	E	R					
T	I	N	N	Y					
T	O	R	C	H					
T	O	R	T	A					
T	O	R	T	S					
Q	W	E	R	T	Y	U	I	O	P
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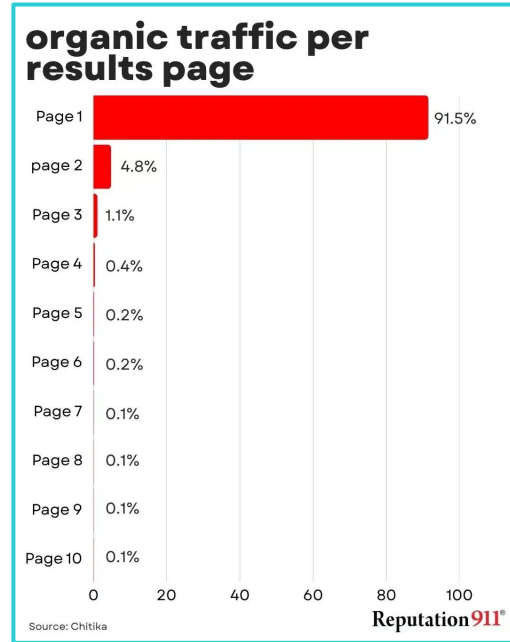
Hint: A type of legal wrongdoings, not to be confused with a burrito wrapper.

Webpage Updates

Client Experience

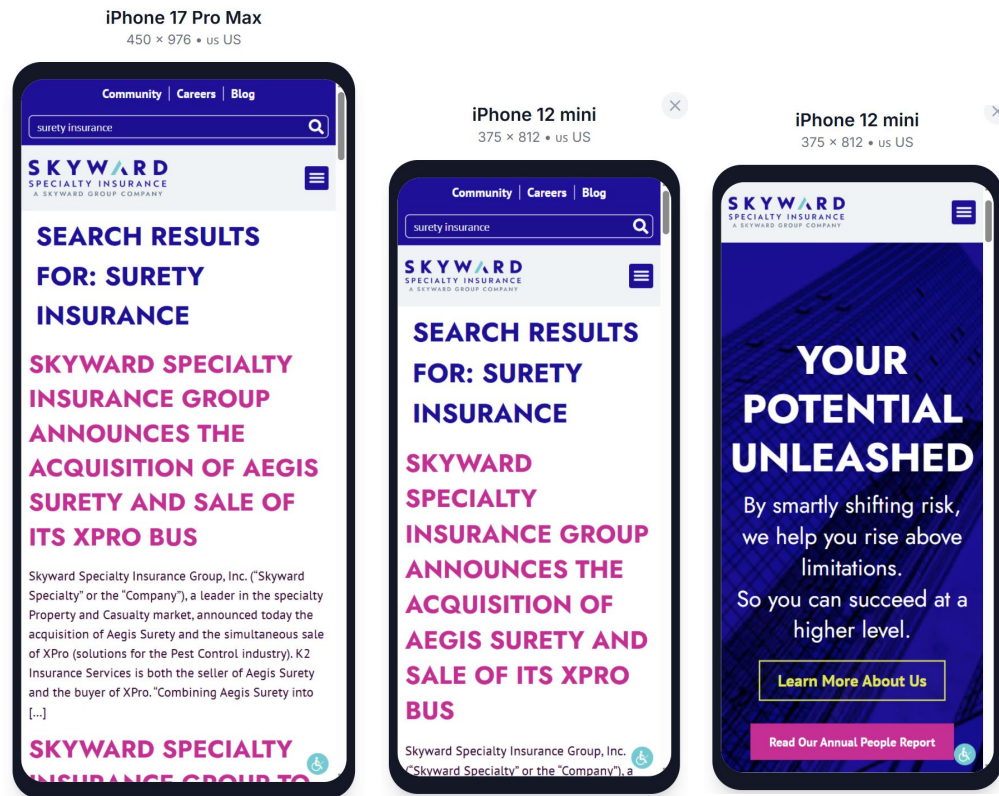
Search Engine Optimization

- Google search "Specialty Insurance", Skyward shows up on **Page 5**
- Google search "Surety Insurance", Skyward shows up on **Page 9**
- Google search "Medical Stop Loss Insurance", Skyward shows up on **Page 3**



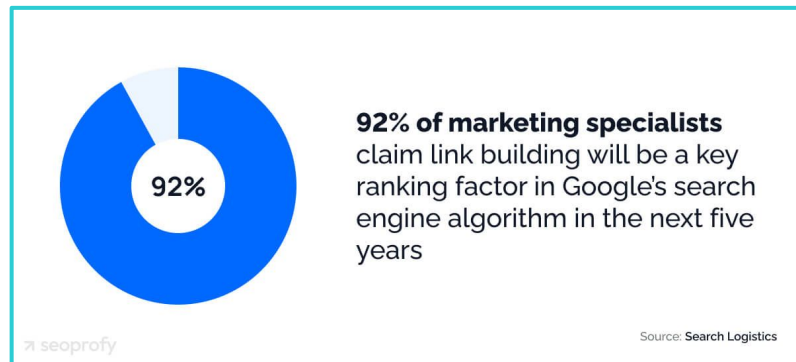
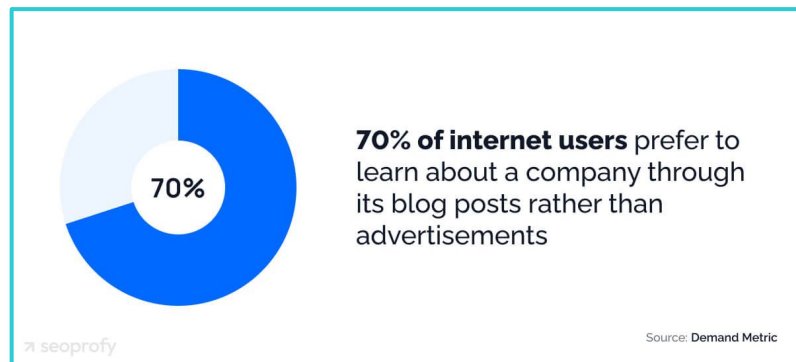
Mobile Optimization

Text is VERY large on mobile, especially on smaller devices, making it annoying or difficult to navigate the page, but also making SEO less effective!



Metadata and Other Optimizations

- Double Check Metadata
 - Page is being seen as “New” or “Frequently Updated”.
 - Page is as crawlable as possible.
 - Ensure Keywords are being optimally as possible.
 - Consider adding more “plain terms” to replace jargon.
- Increase Backlinks and Indirect Page Viewership
 - Write blogs or get mentioned in others blogs.
 - Advertise in more digital spaces



Referring Domains

Track referring domain growth over the past year.



Backlinks

Track backlink growth over the past year.



Website Authority Check for "skywardinsurance.com"

Authority Score

29

Organic Keywords

1.2K

Referring Domains

590

Backlinks

2.9K

AI Visibility

8.7%

[Check AI Visibility →](#)

Top Pages

The site's top pages based on Semrush's traffic estimate.

URL	Traffic %	Keywords
skywardinsurance.com/	73.46	317
blog.skywardinsurance.com/understanding-me...	8.91	28

[View All Top Pages](#)

Main Organic Competitors

Competitive domains are displayed depending on competition level.

Domain	Com. Keywords	Com. Level
newheightsinsurance.com	21	12%
apolllounderwriting.com	14	11%

[View All Organic Competitors](#)

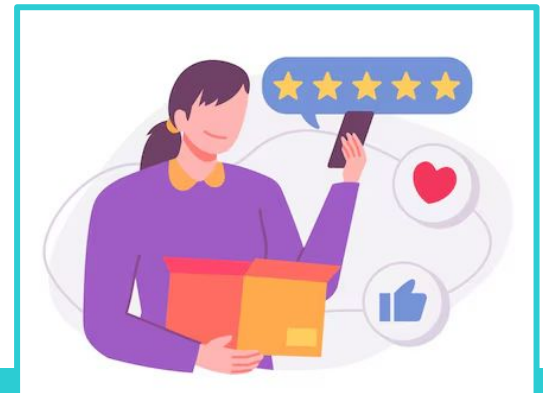
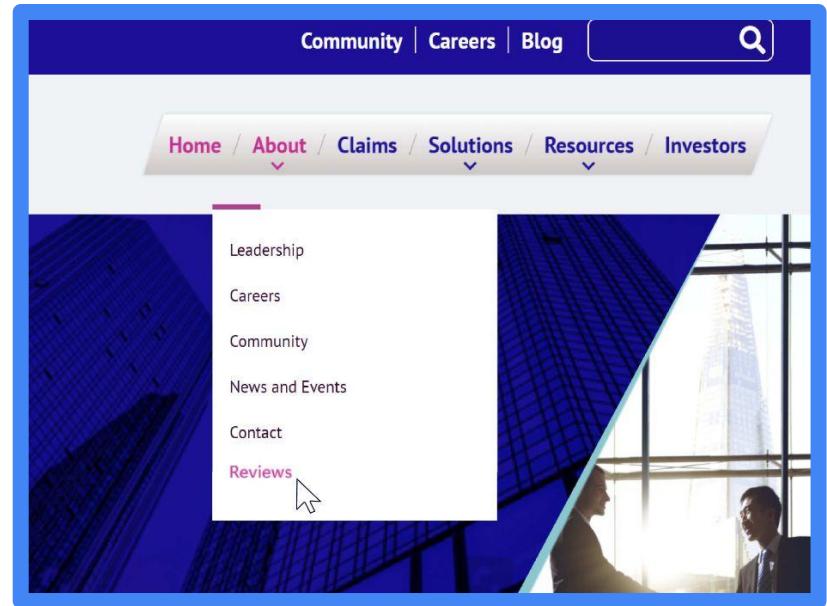
Reviews Page

Adding an additional page under the “About” tab.

Lists reviews along with other filterable info such as:

- Product used (i.e. Surety Insurance)
- Type of consumer (end-use or middle-man)
- Date posted
- How long the reviewer has been a customer
- Number of stars given
- Etc.

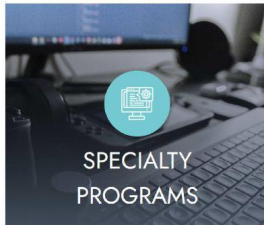
A reviews page increases **trust**, **storytelling**, and **client-connection**. It allows new prospecting clients to feel *comfortable* and *confident*, even if they have never worked with you before, and it makes current clients feel *heard* and *seen*.



AI Chatbot

OUR SPECIALTY SOLUTIONS

Our specialty insurance experts apply unconventional thinking and execution excellence to help brokers and agents deliver impactful solutions to their clients across key niche markets. We operate at the complex end of the specialty market and leverage technology to bring disruptive, innovative insurance solutions to market.



AI Chatbox- Image Here

An AI chatbot feature allows for **easy, 24/7 customer service**, even without a consistently available representative.

- According to P&C Specialist, in 2025 Skyward was commended for leading the industry in Labor-Saving AI, why not continue to utilize this tool?

A chatbot can answer simple questions, direct website-viewers to pages they can't find, help clients book with Skyward, agents, and more!

Eliminating steps or difficulties in a process **significantly** increases a person's likelihood to follow through on a task!



Contact Page

A built-in contacts page would allow for *much easier* appointment booking and consulting for clients that aren't already established with Skyward. Below are some button ideas or mapping/suggested course of action for those who are booking an appointment:

Type of client (End-use or Middle-man)

Reason for appointment

Client details/information (phone, address, company, etc.)

Notes/description

Booking/availability page



Why This Matters

Website optimization focuses on getting Skyward:

- **Noticed** by new clients via effective SEO.
- **Trusted** by clients new and old via reviews, easy booking, and 24/7 AI-assistance.
- **Remembered** by clients new and old for your optimization, ease, and client-first focus.

All of these items work to increase your storytelling which positions Skyward as a **Go-To** for specialty insurance, with **agents that put clients first**, and offer a **premium, personalized experience** that you can not get anywhere else.

Conclusion

Why Choose Us

- We offer a **dynamic approach** that is grounded in what Skyward Specialty Insurance needs.
- We have demonstrated both **refinement and innovation**, being able to iterate on what Skyward has given us and bring new things to the table without flipping it over.
- We have **positioned** Skyward Speciality Insurance in terms of a relationship with its clients, moving it away from a faceless firm into a **reliable partner**.

Thank You!

We appreciate your time and the opportunity to have participated in this project.

Please let us know if there are any questions.