

# Geico.com

## SEO Dashboard

Jan 09, 2013

The logo for rankpop.com features the word "rank" in orange, "pop" in blue with a stylized orange circle above the 'o', and ".com" in blue. The background of the slide is orange with abstract white lines and a white wavy pattern in the center, separated by dark blue horizontal bands.

rankpop.com



### Table of Contents

#### SEO Value

- ✓ [Amount of Keywords in Top Search Results](#)
- ✓ [Number of Unique Pages that Rank Organically](#)
- ✓ [Total Organic Clicks Per Month](#)
- ✓ [Value of Organic Clicks Per Month](#)
- ✓ [Organic Clicks Change](#)
- ✓ [Biggest Gains / Most Valuable Keywords](#)
- ✓ [New Keywords / Top Sections](#)

#### Opportunity

- ✓ [Biggest Opportunities / Not Ranked Keywords](#)
- ✓ [Keyword Overlap in Your SEO & PPC campaigns](#)
- ✓ [Keyword Groups with the Most Potential](#)

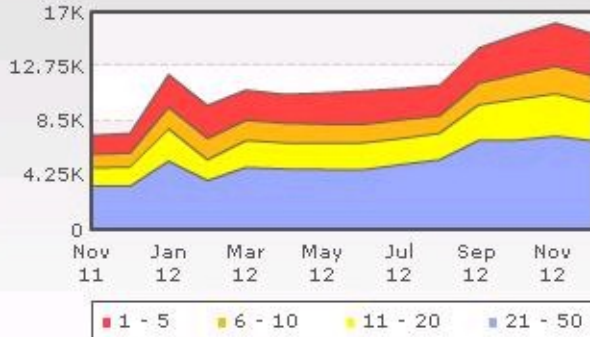
#### Competition

- ✓ [Traffic Share and Movers Shakers](#)
- ✓ [Competition](#)
- ✓ [Top Organic Competitors / Partners and their Best Keywords](#)

#### Appendix: Additional and Extended Details

- ✓ [Most Valuable Keywords \(all\)](#)
- ✓ [New Keywords \(all\)](#)
- ✓ [Top Sections \(all\)](#)
- ✓ [Biggest Opportunities \(all\)](#)
- ✓ [Not Ranked Keywords \(all\)](#)
- ✓ [Keyword Overlap in Your SEO & PPC campaigns \(all\)](#)
- ✓ [Keyword Groups with the Most Potential - Details](#)

### Amount of Keywords in Top Search Results



**You show up in the top 50 search results on Google for 15k different keywords.** *The largest portion of those are not on the first page, and that represents a huge amount of potential of over 332k clicks per month. That is comparable to \$3M in equivalent Adwords dollars.*

### Number of Unique Pages that Rank Organically



**991 of your pages appear in the top 50 of at least one search.**

### Total Organic Clicks Per Month



**You should be getting 69k clicks per month from your organic placements on Google.**

### Value of Organic Clicks Per Month



**If you had to buy all those organic clicks via Google Adwords, they'd cost \$369k.** *And that's taking into account the conversion rate bump you get when you can use a choose your landing page*

### Biggest Gains

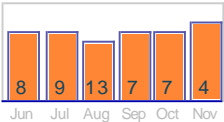
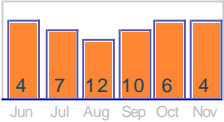
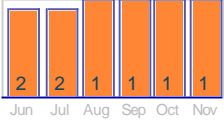
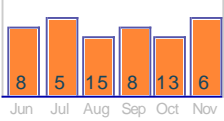
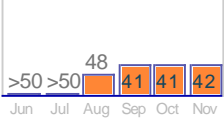
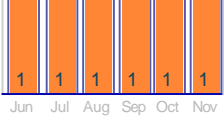
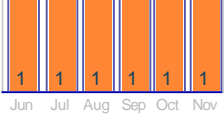
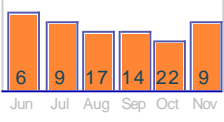
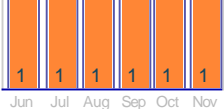
You moved up in ranks on 6k keywords last month. All those gains added up to about 8k clicks you wouldn't have received last month. In equivalent PPC dollars, all those new clicks are worth about \$65k.

	Rank
▲ insurance quotes Estimated Clicks/Month gained: 1k <a href="http://www.geico.com/">http://www.geico.com/</a>	6(+7)
▲ life insurance Estimated Clicks/Month gained: 1k <a href="http://www.geico.com/getaquote/life/">http://www.geico.com/getaquote/life/</a>	4(+3)
▲ renters insurance Estimated Clicks/Month gained: 654 <a href="http://www.geico.com/getaquote/renters/">http://www.geico.com/getaquote/renters/</a>	4(+2)
▲ auto insurance companies Estimated Clicks/Month gained: 226 <a href="http://www.geico.com/">http://www.geico.com/</a>	9(+13)
▲ boat insurance Estimated Clicks/Month gained: 192 <a href="http://www.geico.com/getaquote/boat/">http://www.geico.com/getaquote/boat/</a>	2(+2)
▲ insurance Estimated Clicks/Month gained: 180 <a href="http://www.geico.com/">http://www.geico.com/</a>	13(+2)
▲ term life insurance quote Estimated Clicks/Month gained: 163 <a href="http://www.geico.com/getaquote/life/">http://www.geico.com/getaquote/life/</a>	2
▲ flood insurance Estimated Clicks/Month gained: 133 <a href="http://www.geico.com/getaquote/flood/">http://www.geico.com/getaquote/flood/</a>	10(+19)
▲ geico pig Estimated Clicks/Month gained: 128 <a href="http://www.geico.com/about/commercial...">http://www.geico.com/about/commercial...</a>	2(+3)
▲ free ringtones Estimated Clicks/Month gained: 99 <a href="http://www.geico.com/about/commercial...">http://www.geico.com/about/commercial...</a>	26(+3)
▲ geico ins Estimated Clicks/Month gained: 85 <a href="http://www.geico.com/">http://www.geico.com/</a>	1

[View more](#)

### Most Valuable Keywords

You gained ranks on 3 out of your top 5 most valuable keywords. Moving up the charts on those important keywords means about 3k visits to the site that wouldn't have come last month.

	Rank
<b>life insurance</b> Rank: 4(+3) Est. Clicks/Mo: 3k(+1k) Est. Value/Mo: \$35k(+\$13k)	
<b>renters insurance</b> Rank: 4(+2) Est. Clicks/Mo: 2k(+654) Est. Value/Mo: \$18k(+\$5k)	
<b>life insurance quotes</b> Rank: 1 Est. Clicks/Mo: 3k Est. Value/Mo: \$17k	
<b>insurance quotes</b> Rank: 6(+7) Est. Clicks/Mo: 2k(+1k) Est. Value/Mo: \$15k(+\$10k)	
<b>life quotes</b> Rank: 42(-1) Est. Clicks/Mo: 201(-57) Est. Value/Mo: \$10k(-\$2.37k)	
<b>GEICO.com</b> Rank: 1 Est. Clicks/Mo: 7k Est. Value/Mo: \$9k	
<b>geico commercials</b> Rank: 1 Est. Clicks/Mo: 2k Est. Value/Mo: \$6k(-\$92.81)	
<b>auto insurance companies</b> Rank: 9(+13) Est. Clicks/Mo: 255(+226) Est. Value/Mo: \$5k(+\$4k)	
<b>www.geico.com login</b> Rank: 1 Est. Clicks/Mo: 718 Est. Value/Mo: \$4k(+\$620)	

[View more \(p. 13\)](#)

### New Keywords (You weren't ranked on before)

You now place in the top 50 search results on 2k keywords that you didn't even show up on last month. Those keywords drive 1k clicks worth an estimated \$10k per month in equivalent PPC dollars. All those new keywords represent a beachhead to an opportunity that could lead to as many as 43k clicks per month if you could be in the first position on each of the keywords.

#### term life insurance quote

Rank: 2 Searches/Mo: 2k Est. Value/Click: \$7.76  
**Estimated New Clicks/Month: 163**

#### geico ins

Rank: 1 Searches/Mo: 720 Est. Value/Click: \$1.98  
**Estimated New Clicks/Month: 85**

#### condo insurance

Rank: 6 Searches/Mo: 2k Est. Value/Click: \$3.6  
**Estimated New Clicks/Month: 67**

#### contact geico

Rank: 1 Searches/Mo: 390 Est. Value/Click: \$3.42  
**Estimated New Clicks/Month: 64**

#### geico car buying service

Rank: 1 Searches/Mo: 390 Est. Value/Click: \$5  
**Estimated New Clicks/Month: 64**

#### cars insurance

Rank: 1 Searches/Mo: 480 Est. Value/Click: \$17  
**Estimated New Clicks/Month: 57**

#### virginia beach va

Rank: 24 Searches/Mo: 15k Est. Value/Click: \$0.78  
**Estimated New Clicks/Month: 36**

#### geico home owners insurance

Rank: 1 Searches/Mo: 300 Est. Value/Click: \$8.79  
**Estimated New Clicks/Month: 36**

#### flood insurance quotes

Rank: 1 Searches/Mo: 300 Est. Value/Click: \$2.99  
**Estimated New Clicks/Month: 36**

#### free ringtone downloads

Rank: 19 Searches/Mo: 8k Est. Value/Click: \$0.33  
**Estimated New Clicks/Month: 31**

#### virginia car insurance

Rank: 4 Searches/Mo: 720 Est. Value/Click: \$6.12  
**Estimated New Clicks/Month: 28**

[View more](#) (p. 15)

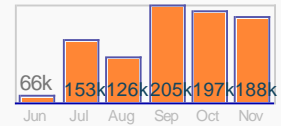
### Top Site Sections Summary

Your organic traffic is spread fairly evenly across your top 9 site sections. Together those sections combine for 138k clicks per month.

#### Clicks/Month

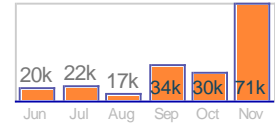
##### [geico.com/getaquote](#)

Number of Keywords: 5k  
**Est. Value/Mo: \$215k (-\$175k)**



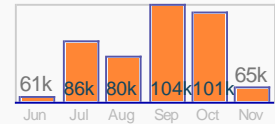
##### [geico.com/information](#)

Number of Keywords: 5k  
**Est. Value/Mo: \$140k (-\$77k)**



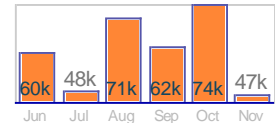
##### [geico.com/about](#)

Number of Keywords: 1k  
**Est. Value/Mo: \$42k (-\$14k)**



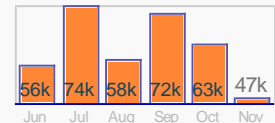
##### [geico.com/manageyourpolicy](#)

Number of Keywords: 493  
**Est. Value/Mo: \$34k (-\$14k)**



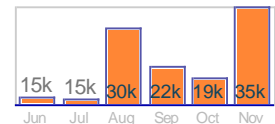
##### [geico.com/claims](#)

Number of Keywords: 498  
**Est. Value/Mo: \$21k (-\$11k)**



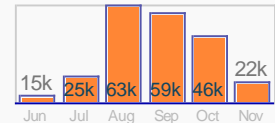
##### [partners.geico.com](#)

Number of Keywords: 38  
**Est. Value/Mo: \$15k (-\$3k)**



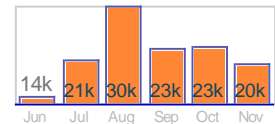
##### [service.geico.com](#)

Number of Keywords: 44  
**Est. Value/Mo: \$15k (-\$3k)**



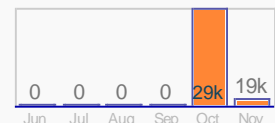
##### [careers.geico.com](#)

Number of Keywords: 766  
**Est. Value/Mo: \$10k (-\$1k)**



##### [geico.com/insurance-agen...](#)

Number of Keywords: 2k  
**Est. Value/Mo: \$32k (-\$16k)**



[View more](#) (p. 18)

### Biggest Opportunities

You currently rank somewhere in the top 50 on 15k search phrases on Google. If you could land the number one spot for all of those searches, you'd get about 332k additional clicks per month. If you just focus on your top 100 biggest opportunities, and ignore all the rest, you'll get 166k clicks per month. That would cost you more than \$3M in equivalent PPC dollars.

#### life quotes

Rank: 42 (-1) Searches/Mo: 246k Est. Value/Click: \$47  
**Est. Potential New Clicks/Month: 40,143**

#### life insurance

Rank: 4 (+3) Searches/Mo: 74k Est. Value/Click: \$12  
**Est. Potential New Clicks/Month: 5,912**

#### auto insurance

Rank: 14 (-10) Searches/Mo: 90k Est. Value/Click: \$6.12  
**Est. Potential New Clicks/Month: 10,095**

#### term life insurance

Rank: 19 (-4) Searches/Mo: 27k Est. Value/Click: \$18  
**Est. Potential New Clicks/Month: 3,108**

#### insurance quotes

Rank: 6 (+7) Searches/Mo: 60k Est. Value/Click: \$8.66  
**Est. Potential New Clicks/Month: 5,487**

#### auto insurance quotes

Rank: 12 Searches/Mo: 50k Est. Value/Click: \$7.74  
**Est. Potential New Clicks/Month: 5,400**

#### renters insurance

Rank: 4 (+2) Searches/Mo: 60k Est. Value/Click: \$7.56  
**Est. Potential New Clicks/Month: 4,833**

#### home insurance

Rank: 16 (-1) Searches/Mo: 27k Est. Value/Click: \$7.73  
**Est. Potential New Clicks/Month: 3,066**

#### auto insurance companies

Rank: 9 (+13) Searches/Mo: 12k Est. Value/Click: \$18  
**Est. Potential New Clicks/Month: 1,179**

#### auto insurance quote

Rank: 13 (-6) Searches/Mo: 5k Est. Value/Click: \$34  
**Est. Potential New Clicks/Month: 597**

#### insurance

Rank: 13 (+2) Searches/Mo: 90k Est. Value/Click: \$1.59  
**Est. Potential New Clicks/Month: 9,995**

[View more](#) (p. 20)

### Keywords Not Ranked On But Should Be

You and your competitors often show up in the same search results -- that's why they are competitors. But, sometimes they are showing up and you are not. Right now, there are about 9M searches per month where you are not contesting your competitors. Look at the keywords, and decide whether it makes sense to counter them.

#### comprehensive auto insurance

Cost/Click: \$39.00 Est. Potential Clicks/Mo.: 32  
 Avg. Competitor Rank: 21

**Searches/Mo.: 990**

#### allstate customer login

Cost/Click: \$6.83 Est. Potential Clicks/Mo.: 77  
 Avg. Competitor Rank: 24

**Searches/Mo.: 480**

#### auto insurance comparison

Cost/Click: \$27.00 Est. Potential Clicks/Mo.: 259  
 Avg. Competitor Rank: 3

**Searches/Mo.: 3k**

#### car insurance quote california

Cost/Click: \$44.00 Est. Potential Clicks/Mo.: 14  
 Avg. Competitor Rank: 6

**Searches/Mo.: 300**

#### liability car insurance

Cost/Click: \$20.00 Est. Potential Clicks/Mo.: 41  
 Avg. Competitor Rank: 21

**Searches/Mo.: 1k**

#### car insurance comparison

Cost/Click: \$38.00 Est. Potential Clicks/Mo.: 261  
 Avg. Competitor Rank: 4

**Searches/Mo.: 5k**

#### instant auto insurance

Cost/Click: \$55.00 Est. Potential Clicks/Mo.: 43  
 Avg. Competitor Rank: 2

**Searches/Mo.: 570**

#### instant car insurance quote

Cost/Click: \$37.00 Est. Potential Clicks/Mo.: 65  
 Avg. Competitor Rank: 2

**Searches/Mo.: 870**

#### car insurance quotes comparison

Cost/Click: \$34.00 Est. Potential Clicks/Mo.: 43  
 Avg. Competitor Rank: 6

**Searches/Mo.: 1k**

#### affordable auto insurance

Cost/Click: \$32.00 Est. Potential Clicks/Mo.: 29  
 Avg. Competitor Rank: 14

**Searches/Mo.: 2k**

#### collision coverage

Cost/Click: \$13.00 Est. Potential Clicks/Mo.: 31  
 Avg. Competitor Rank: 6

**Searches/Mo.: 720**

#### car insurance quick quote

Cost/Click: \$61.00 Est. Potential Clicks/Mo.: 10  
 Avg. Competitor Rank: 11

**Searches/Mo.: 480**

[View more](#) (p. 24)

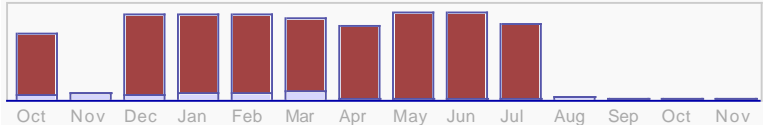
### Keyword Overlap in Your SEO & PPC campaigns

**You rank somewhere in the top 50 organic search results on 5k keywords that you also buy (possibly by broad match) on Google Adwords. By working to improve your position on those keywords alone, you could save up to 777k per month on paid search -- or you could pick up an additional 78k clicks per month on the same keywords.**

■ Est. Organic Clicks vs. ■ Paid Clicks

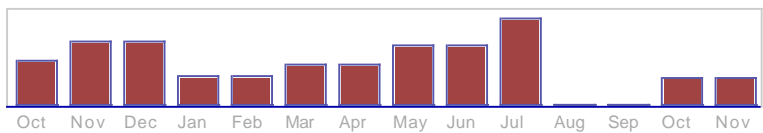
#### car insurance

Organic Rank: 12 (+4) Searches/Month:0  
 Cost/Click: \$54 Est. Paid Clicks Per Month: 3k  
**Est. Potential Monthly Savings: \$154k**



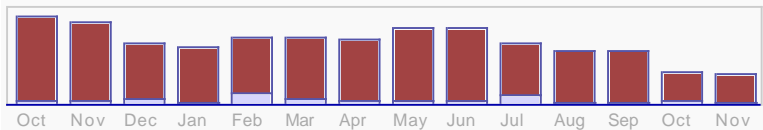
#### insurance companies

Organic Rank: 13 (-2) Searches/Month:0  
 Cost/Click: \$36 Est. Paid Clicks Per Month: 1k  
**Est. Potential Monthly Savings: \$51k**



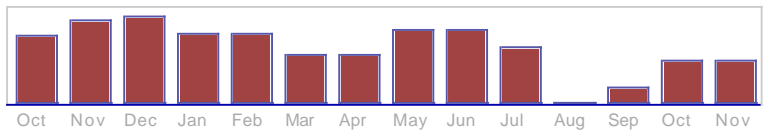
#### auto insurance

Organic Rank: 14 (-10) Searches/Month:90k  
 Cost/Click: \$58 Est. Paid Clicks Per Month: 879  
**Est. Potential Monthly Savings: \$51k**



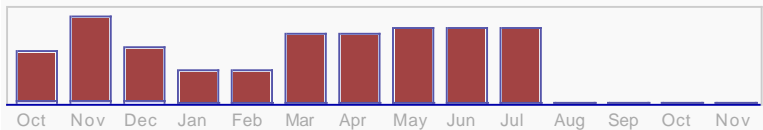
#### insurance

Organic Rank: 13 (+2) Searches/Month:90k  
 Cost/Click: \$14 Est. Paid Clicks Per Month: 3k  
**Est. Potential Monthly Savings: \$44k**



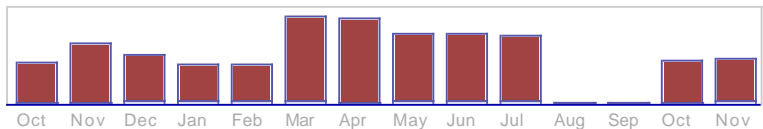
#### automobile insurance

Organic Rank: 8 (+1) Searches/Month:3k  
 Cost/Click: \$52 Est. Paid Clicks Per Month: 823  
**Est. Potential Monthly Savings: \$43k**



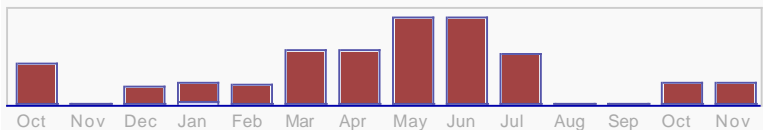
#### auto insurance companies

Organic Rank: 9 (+13) Searches/Month:12k  
 Cost/Click: \$49 Est. Paid Clicks Per Month: 485  
**Est. Potential Monthly Savings: \$24k**



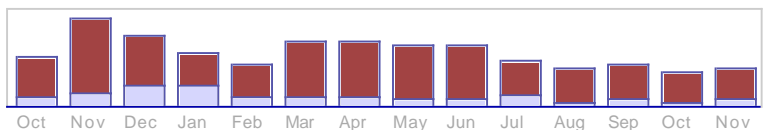
#### car insurance quote

Organic Rank: 9 (-1) Searches/Month:7k  
 Cost/Click: \$53 Est. Paid Clicks Per Month: 404  
**Est. Potential Monthly Savings: \$21k**



#### insurance quotes

Organic Rank: 6 (+7) Searches/Month:60k  
 Cost/Click: \$39 Est. Paid Clicks Per Month: 511  
**Est. Potential Monthly Savings: \$20k**



[View more](#) (p. 27)

### Keyword Groups with the Most Potential

#### Keyword Group: Insurance

Unique Pages Ranked: 28 Searches Per Month: 59k  
**Potential Clicks with Incremental Gain:** 13.0k **Value of Incremental Gain:** \$107.0k  
**Potential Clicks Gained at Top Positions:** 188.0k  
**Value of Gain at Top Positions:** \$1.0M

**Keywords:**

- insurance: renters insurance (4), new york state insurance department, home insurance q...
- insurance > auto: auto insurance quotes (12), auto insurance (14), auto insurance tex...
- insurance > life: life insurance (4), life insurance companies, life insurance calcul...
- insurance > car: car insurance michigan (5) - **NEW**, all state car insurance, car insura...

Est. Share of Clicks	
<a href="#">progressive.com</a>	39k (42k)
<a href="#">allstate.com</a>	30k (10k)
<a href="#">esurance.com</a>	23k (5k)
<a href="#">geico.com</a>	23k (19k)
<a href="#">thegeneral.com</a>	7k (8k)
<a href="#">carinsurancequote...</a>	275 (133)

[Additional Details](#) (p. 32)

#### Keyword Group: Renters

Unique Pages Ranked: 9 Searches Per Month: 3k  
**Potential Clicks with Incremental Gain:** 5.0k **Value of Incremental Gain:** \$37.0k  
**Potential Clicks Gained at Top Positions:** 7.0k **Value of Gain at Top Positions:** \$47.0k

**Keywords:**

- renters: renters insurance (4), renters insurance rates (4), e renters insurance, rente...
- renters > renters insurance: travelers renters insurance (3), cheap renters insuran...
- renters > apartment: apartment renters insurance (7), apartment renter (7), apartment...
- renters > renters insurance > cheapest: cheapest renters insurance (16), cheapest...

Est. Share of Clicks	
<a href="#">geico.com</a>	4k (774)
<a href="#">allstate.com</a>	3k (1k)
<a href="#">esurance.com</a>	2k (+49)
<a href="#">progressive.com</a>	1k (1k)
<a href="#">thegeneral.com</a>	0 (0)
<a href="#">carinsurancequote...</a>	0 (+0)

[Additional Details](#) (p. 33)

#### Keyword Group: Auto

Unique Pages Ranked: 19 Searches Per Month: 20k  
**Potential Clicks with Incremental Gain:** 3.0k **Value of Incremental Gain:** \$33.0k  
**Potential Clicks Gained at Top Positions:** 64.0k  
**Value of Gain at Top Positions:** \$571.0k

**Keywords:**

- auto: auto insurance quotes (12), auto insurance (14), safelite auto glass repair, auto ...
- auto > auto insurance: commercial auto insurance (3), michigan auto insurance (7), c...
- auto > auto insurance > progressive: progressive auto insurance, progressive auto ...
- auto > glass repair: auto glass repair, auto glass repair shops, auto glass repair to...

Est. Share of Clicks	
<a href="#">esurance.com</a>	18k (+4k)
<a href="#">progressive.com</a>	16k (9k)
<a href="#">allstate.com</a>	10k (+283)
<a href="#">geico.com</a>	7k (6k)
<a href="#">thegeneral.com</a>	5k (3k)
<a href="#">carinsurancequote...</a>	59 (39)

[Additional Details](#) (p. 34)

### Keyword Group: Life

Unique Pages Ranked: 11 Searches Per Month: 18k

**Potential Clicks with Incremental Gain:** 2.0k **Value of Incremental Gain:** \$24.0k

**Potential Clicks Gained at Top Positions:** 69.0k **Value of Gain at Top Positions:** \$2.0M

#### Keywords:

- life: life insurance (4), life insurance rates (7), life policy (25), life insurance rat...
- life > quotes: life quotes (42), quotes on life (21), quote about life (25), quotes li...
- life > life insurance: allstate life insurance, allstate life insurance customer ser...
- life > life quotes: whole life insurance quotes (26), whole life insurance quote (17)...

Est. Share of Clicks	
<a href="#">geico.com</a>	8k (389)
<a href="#">allstate.com</a>	1k (295)
<a href="#">progressive.com</a>	1k (+49)
<a href="#">esurance.com</a>	8 (9)
<a href="#">carinsurancequote...</a>	0 (+0)
<a href="#">thegeneral.com</a>	0 (0)

[Additional Details](#) (p. 35)

### Keyword Group: Homes

Unique Pages Ranked: 12 Searches Per Month: 6k

**Potential Clicks with Incremental Gain:** 1.0k **Value of Incremental Gain:** \$6.0k

**Potential Clicks Gained at Top Positions:** 16.0k

#### Keywords:

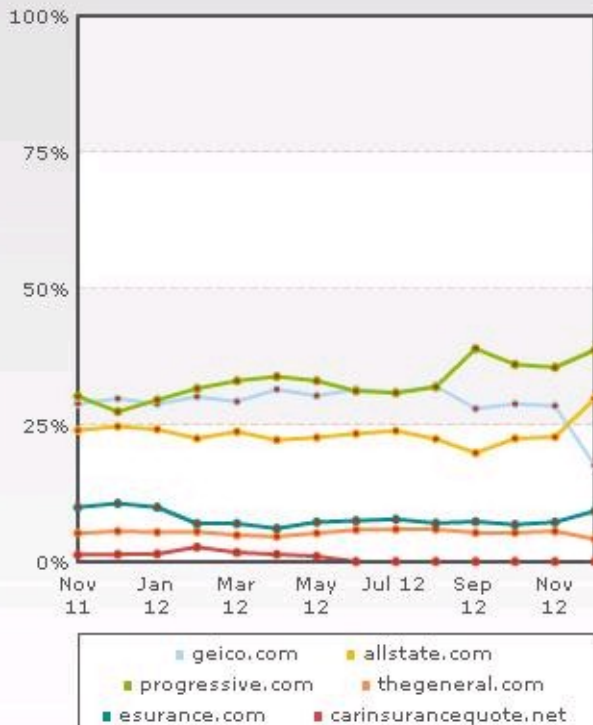
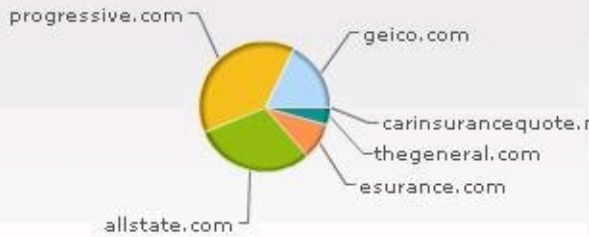
- homes: home insurance quotes (3), home insurance (16), home insurance companies (13), mo...
- homes > home insurance: home insurance quotes online (3) - **NEW**, homesite home insura...
- homes > home insurance > owner > owners insurance: best home owners insurance (...)
- homes > home insurance > mobile: mobile home insurance florida (5), mobile home in...

Est. Share of Clicks	
<a href="#">geico.com</a>	4k (1k)
<a href="#">allstate.com</a>	4k (325)
<a href="#">progressive.com</a>	2k (2k)
<a href="#">esurance.com</a>	385 (88)
<a href="#">carinsurancequote...</a>	0 (+0)
<a href="#">thegeneral.com</a>	0 (0)

[Additional Details](#) (p. 36)

### Traffic Share

Relative to your top 5 competitors, your site has **18% of the traffic share**. At the same time, *allstate.com* has exploded and ripped traffic from *geico.com* and *thegeneral.com*.



### Domains that Gained or Lost Clicks on your Keywords

This month, *Allstate.com* lost 7k clicks after losing position on organic searches that you also rank for. But, perhaps most interesting was the gains made by *Moneysupermarket.com*. That site is not considered a direct competitor, but they gained 6k clicks on your keywords, which is a 2k percent growth on your keywords. They are either doing something right or getting pretty lucky.



\*competitors in **bold**

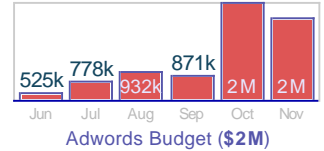
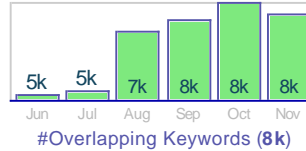
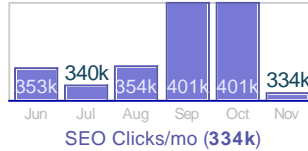
**Competition: You Lost 11% in Share of Clicks Relative to your Top 5 Competitors**

### Top Organic Competitors and their Best Keywords

Just 4 out of your top ten organic competitors spend anything on Google Adwords. Combined, your organic competitors get about 61% of their traffic from unpaid search. and they increased the number of keywords they overlap with you.

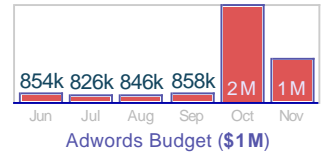
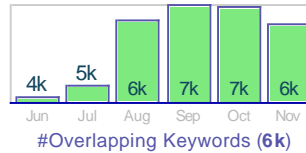
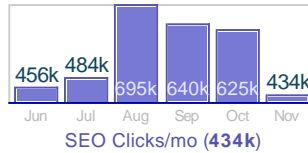
#### allstate.com

allstate (1), home insurance (2), auto insurance (3), renters insurance (7), insurance quotes (9)



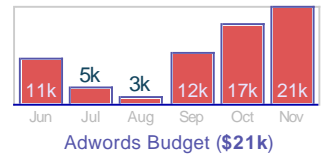
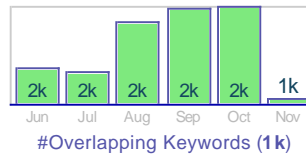
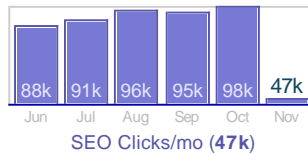
#### progressive.com

progressive (1), auto insurance quote (1), progressive insurance (1), auto insurance quotes (2), insurance quotes (7)



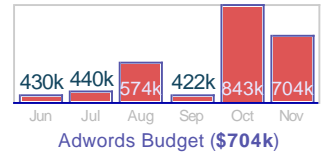
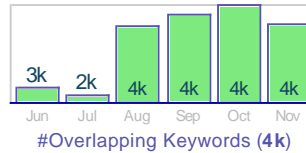
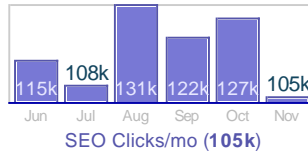
#### thegeneral.com

the general insurance (1), general insurance (1), auto insurance quotes (8), insurance quotes (11), auto insurance (13)



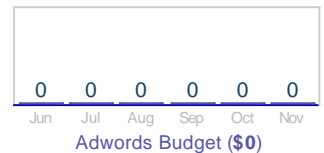
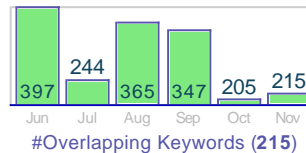
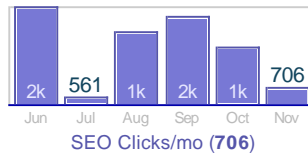
#### esurance.com

auto insurance (1), esurance login (1), auto insurance quote (3), auto insurance quotes (4), renters insurance (8)



#### carinsurancequote.net

insurance quote for car (5), car insurance quote (7), car insurance quotes compare (8), car insurance quotes comparison (14), auto insurance quotes (43)

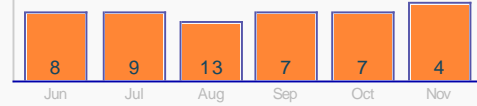


### Most Valuable Keywords (all)

Rank

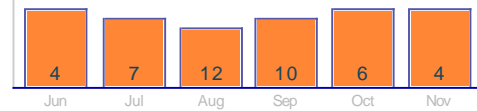
#### life insurance

Rank: 4(+3) Est. Clicks/Mo: 3k(+1k) Est. Value/Mo: \$35k(+\$13k)



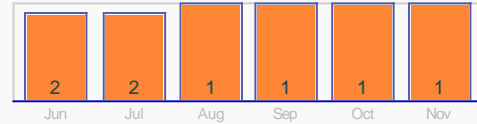
#### renters insurance

Rank: 4(+2) Est. Clicks/Mo: 2k(+654) Est. Value/Mo: \$18k(+\$5k)



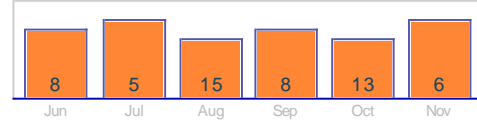
#### life insurance quotes

Rank: 1 Est. Clicks/Mo: 3k Est. Value/Mo: \$17k



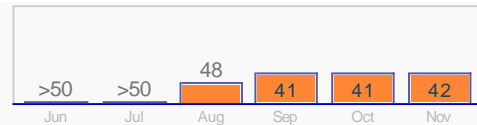
#### insurance quotes

Rank: 6(+7) Est. Clicks/Mo: 2k(+1k) Est. Value/Mo: \$15k(+\$10k)



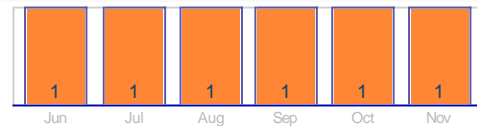
#### life quotes

Rank: 42(-1) Est. Clicks/Mo: 201(-57) Est. Value/Mo: \$10k(-\$2.373k)



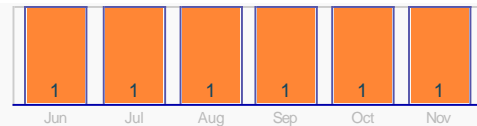
#### GEICO.com

Rank: 1 Est. Clicks/Mo: 7k Est. Value/Mo: \$9k



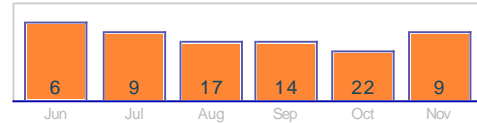
#### geico commercials

Rank: 1 Est. Clicks/Mo: 2k Est. Value/Mo: \$6k(-\$92.811)



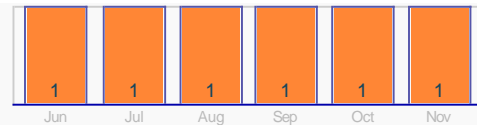
#### auto insurance companies

Rank: 9(+13) Est. Clicks/Mo: 255(+226) Est. Value/Mo: \$5k(+\$4k)



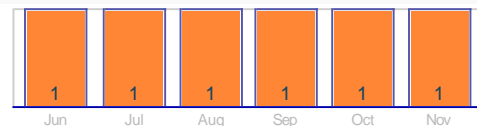
#### www.geico.com login

Rank: 1 Est. Clicks/Mo: 718 Est. Value/Mo: \$4k(+\$620)



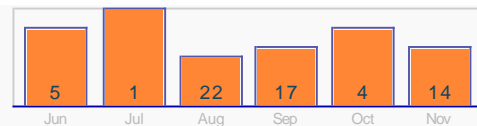
#### geico home insurance

Rank: 1 Est. Clicks/Mo: 961 Est. Value/Mo: \$4k(+\$50)



#### auto insurance

Rank: 14(-10) Est. Clicks/Mo: 636(-3k) Est. Value/Mo: \$4k(-\$17.537k)



### auto insurance quotes

Rank: 12 Est. Clicks/Mo: 471 Est. Value/Mo: \$4k

### geico car insurance

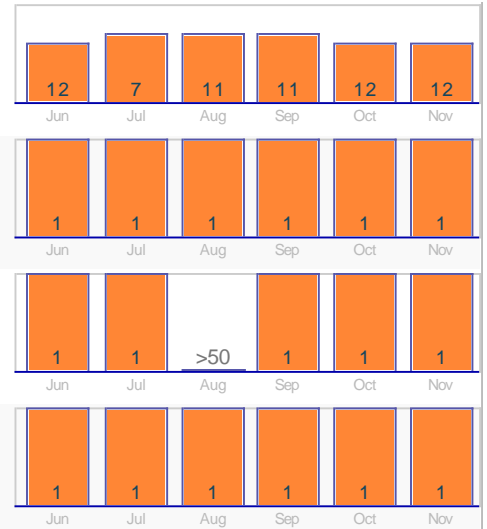
Rank: 1 Est. Clicks/Mo: 2k Est. Value/Mo: \$4k(-\$45.785)

### geico auto insurance

Rank: 1 Est. Clicks/Mo: 2k(-1k) Est. Value/Mo: \$3k(-\$3.025k)

### car insurance in michigan

Rank: 1 Est. Clicks/Mo: 153 Est. Value/Mo: \$3k(-\$12.8)



[Download as CSV](#)

New Keywords (You weren't ranked on before)	Estimated New Click/Month
<b>term life insurance quote</b> Rank: 2 Searches/Mo: 2k Est. Value/Click: \$7.76 <a href="http://www.geico.com/getaquote/life/">http://www.geico.com/getaquote/life/</a>	163 new clicks/month
<b>geico ins</b> Rank: 1 Searches/Mo: 720 Est. Value/Click: \$1.98 <a href="http://www.geico.com/">http://www.geico.com/</a>	85 new clicks/month
<b>condo insurance</b> Rank: 6 Searches/Mo: 2k Est. Value/Click: \$3.6 <a href="http://www.geico.com/information/aboutinsurance/condo/">http://www.geico.com/information/aboutinsurance/condo/</a>	67 new clicks/month
<b>contact geico</b> Rank: 1 Searches/Mo: 390 Est. Value/Click: \$3.42 <a href="http://www.geico.com/about/contactus/">http://www.geico.com/about/contactus/</a>	64 new clicks/month
<b>geico car buying service</b> Rank: 1 Searches/Mo: 390 Est. Value/Click: \$5 <a href="http://www.geico.com/information/car-buying/buying-a-car/">http://www.geico.com/information/car-buying/buying-a-car/</a>	64 new clicks/month
<b>cars insurance</b> Rank: 1 Searches/Mo: 480 Est. Value/Click: \$17 <a href="http://www.geico.com/">http://www.geico.com/</a>	57 new clicks/month
<b>virginia beach va</b> Rank: 24 Searches/Mo: 15k Est. Value/Click: \$0.78 <a href="http://careers.geico.com/careers/office-locations/virginia-virginia-beach/">http://careers.geico.com/careers/office-locations/virginia-virginia-beach/</a>	36 new clicks/month
<b>geico home owners insurance</b> Rank: 1 Searches/Mo: 300 Est. Value/Click: \$8.79 <a href="http://www.geico.com/getaquote/homeowners/">http://www.geico.com/getaquote/homeowners/</a>	36 new clicks/month
<b>flood insurance quotes</b> Rank: 1 Searches/Mo: 300 Est. Value/Click: \$2.99 <a href="http://www.geico.com/getaquote/flood/">http://www.geico.com/getaquote/flood/</a>	36 new clicks/month
<b>free ringtone downloads</b> Rank: 19 Searches/Mo: 8k Est. Value/Click: \$0.33 <a href="http://www.geico.com/about/commercials/music/ringtones/">http://www.geico.com/about/commercials/music/ringtones/</a>	31 new clicks/month
<b>virginia car insurance</b> Rank: 4 Searches/Mo: 720 Est. Value/Click: \$6.12 <a href="http://www.geico.com/information/states/va/">http://www.geico.com/information/states/va/</a>	28 new clicks/month
<b>maryland car insurance</b> Rank: 3 Searches/Mo: 570 Est. Value/Click: \$31 <a href="http://www.geico.com/information/states/md/">http://www.geico.com/information/states/md/</a>	28 new clicks/month
<b>rv</b> Rank: 51 Searches/Mo: 50k Est. Value/Click: \$0.16 <a href="http://www.geico.com/getaquote/rv/">http://www.geico.com/getaquote/rv/</a>	28 new clicks/month
<b>geico gap insurance</b> Rank: 1 Searches/Mo: 210 Est. Value/Click: \$2.36 <a href="http://www.geico.com/claims/claimsprocess/total-loss-process/">http://www.geico.com/claims/claimsprocess/total-loss-process/</a>	25 new clicks/month

<b>vehicle insurance quotes</b> Rank: 6 Searches/Mo: 870 Est. Value/Click: \$24 <a href="http://www.geico.com/getaquote/auto/">http://www.geico.com/getaquote/auto/</a>	24 new clicks/month
<b>ginny pig</b> Rank: 13 Searches/Mo: 3k Est. Value/Click: \$1.37 <a href="http://www.geico.com/about/mobile-apps/guinea-pig-getaway/">http://www.geico.com/about/mobile-apps/guinea-pig-getaway/</a>	23 new clicks/month
<b>car insurance utah</b> Rank: 3 Searches/Mo: 390 Est. Value/Click: \$12 <a href="http://www.geico.com/information/states/ut/">http://www.geico.com/information/states/ut/</a>	19 new clicks/month
<b>tucson jobs</b> Rank: 20 Searches/Mo: 5k Est. Value/Click: \$0.42 <a href="http://careers.geico.com/careers/office-locations/arizona-tucson/">http://careers.geico.com/careers/office-locations/arizona-tucson/</a>	19 new clicks/month
<b>florida renters insurance</b> Rank: 4 Searches/Mo: 480 Est. Value/Click: \$2.24 <a href="http://www.geico.com/">http://www.geico.com/</a>	19 new clicks/month
<b>chase careers</b> Rank: 50 Searches/Mo: 27k Est. Value/Click: \$0.36 <a href="http://careers.geico.com/careers/office-locations/maryland-chevy-chase/">http://careers.geico.com/careers/office-locations/maryland-chevy-chase/</a>	16 new clicks/month
<b>cheap renters insurance on...</b> Rank: 1 Searches/Mo: 120 Est. Value/Click: \$5.84 <a href="http://www.geico.com/getaquote/renters/">http://www.geico.com/getaquote/renters/</a>	14 new clicks/month
<b>chula vista ca</b> Rank: 32 Searches/Mo: 8k Est. Value/Click: \$0.62 <a href="http://www.geico.com/insurance-agents/california/san-diego/ralph-sanchez/">http://www.geico.com/insurance-agents/california/san-diego/ralph-sanchez/</a>	11 new clicks/month
<b>missouri car insurance quote</b> Rank: 1 Searches/Mo: 90 Est. Value/Click: \$39 <a href="http://www.geico.com/information/states/mo/">http://www.geico.com/information/states/mo/</a>	11 new clicks/month
<b>geico agent locator</b> Rank: 1 Searches/Mo: 90 Est. Value/Click: \$2.88 <a href="http://www.geico.com/about/agent-locator/">http://www.geico.com/about/agent-locator/</a>	11 new clicks/month
<b>chevy chase maryland</b> Rank: 15 Searches/Mo: 2k Est. Value/Click: \$0.83 <a href="http://careers.geico.com/careers/office-locations/maryland-chevy-chase/">http://careers.geico.com/careers/office-locations/maryland-chevy-chase/</a>	10 new clicks/month
<b>hampton va</b> Rank: 39 Searches/Mo: 10k Est. Value/Click: \$0.45 <a href="http://www.geico.com/insurance-agents/virginia/hampton-roads/greg-holestin/">http://www.geico.com/insurance-agents/virginia/hampton-roads/greg-holestin/</a>	9 new clicks/month
<b>free online auto insurance...</b> Rank: 6 Searches/Mo: 300 Est. Value/Click: \$31 <a href="http://www.geico.com/">http://www.geico.com/</a>	8 new clicks/month
<b>killeen tx</b> Rank: 46 Searches/Mo: 12k Est. Value/Click: \$0.45 <a href="http://www.geico.com/insurance-agents/texas/killeen/graves-erskine/">http://www.geico.com/insurance-agents/texas/killeen/graves-erskine/</a>	8 new clicks/month
<b>jobs in san diego</b> Rank: 51 Searches/Mo: 15k Est. Value/Click: \$0.71 <a href="http://careers.geico.com/careers/office-locations/california-san-diego/">http://careers.geico.com/careers/office-locations/california-san-diego/</a>	8 new clicks/month

<b>florida homeowners insuran...</b>	Rank: 2	Searches/Mo: 120	Est. Value/Click: \$8.61	8 new clicks/month
<a href="http://www.geico.com/getaquote/homeowners/">http://www.geico.com/getaquote/homeowners/</a>				
<b>best rated home insurance</b>	Rank: 5	Searches/Mo: 240	Est. Value/Click: \$7.53	8 new clicks/month
<a href="http://www.geico.com/insurance-agents/arizona/yuma/russell-baas/">http://www.geico.com/insurance-agents/arizona/yuma/russell-baas/</a>				
<b>get a free car</b>	Rank: 8	Searches/Mo: 300	Est. Value/Click: \$0.78	7 new clicks/month
<a href="http://www.geico.com/getaquote/">http://www.geico.com/getaquote/</a>				
<b>find insurance</b>	Rank: 5	Searches/Mo: 210	Est. Value/Click: \$4.25	7 new clicks/month
<a href="http://www.geico.com/">http://www.geico.com/</a>				
<b>online homeowners insurance</b>	Rank: 5	Searches/Mo: 210	Est. Value/Click: \$7.5	7 new clicks/month
<a href="http://www.geico.com/getaquote/homeowners/">http://www.geico.com/getaquote/homeowners/</a>				
<b>in car insurance</b>	Rank: 2	Searches/Mo: 90	Est. Value/Click: \$6.25	6 new clicks/month
<a href="http://www.geico.com/">http://www.geico.com/</a>				
<b>commercial insurance agent</b>	Rank: 2	Searches/Mo: 90	Est. Value/Click: \$5.78	6 new clicks/month
<a href="http://www.geico.com/insurance-agents/arizona/yuma/russell-baas/">http://www.geico.com/insurance-agents/arizona/yuma/russell-baas/</a>				
<b>san diego jobs</b>	Rank: 54	Searches/Mo: 12k	Est. Value/Click: \$0.38	6 new clicks/month
<a href="http://careers.geico.com/careers/office-locations/california-san-diego/">http://careers.geico.com/careers/office-locations/california-san-diego/</a>				
<b>lake charles la</b>	Rank: 49	Searches/Mo: 10k	Est. Value/Click: \$1.27	6 new clicks/month
<a href="http://www.geico.com/insurance-agents/louisiana/lake-charles/jennifer-stevens/">http://www.geico.com/insurance-agents/louisiana/lake-charles/jennifer-stevens/</a>				
<b>emergency roadside service</b>	Rank: 3	Searches/Mo: 120	Est. Value/Click: \$1.08	6 new clicks/month
<a href="http://www.geico.com/getaquote/auto/emergency-road-service/">http://www.geico.com/getaquote/auto/emergency-road-service/</a>				
<b>dallas jobs</b>	Rank: 34	Searches/Mo: 4k	Est. Value/Click: \$0.25	5 new clicks/month
<a href="http://careers.geico.com/careers/office-locations/texas-dallas/">http://careers.geico.com/careers/office-locations/texas-dallas/</a>				
<b>commercial truck insurance...</b>	Rank: 7	Searches/Mo: 210	Est. Value/Click: \$11	5 new clicks/month
<a href="http://www.geico.com/getaquote/commercial/">http://www.geico.com/getaquote/commercial/</a>				
<b>the general auto insurance...</b>	Rank: 9	Searches/Mo: 240	Est. Value/Click: \$6.22	5 new clicks/month
<a href="http://www.geico.com/about/contactus/phone/">http://www.geico.com/about/contactus/phone/</a>				
<b>boat us insurance</b>	Rank: 23	Searches/Mo: 2k	Est. Value/Click: \$2.4	5 new clicks/month
<a href="http://www.geico.com/getaquote/boat/">http://www.geico.com/getaquote/boat/</a>				
<b>jobs in dallas</b>	Rank: 40	Searches/Mo: 5k	Est. Value/Click: \$0.34	5 new clicks/month
<a href="http://careers.geico.com/careers/office-locations/texas-dallas/">http://careers.geico.com/careers/office-locations/texas-dallas/</a>				

<b>insurance anchorage</b> Rank: 4 Searches/Mo: 120 Est. Value/Click: \$3.27 <a href="http://www.geico.com/insurance-agents/alaska/anchorage/monica-johnson/">http://www.geico.com/insurance-agents/alaska/anchorage/monica-johnson/</a>	5 new clicks/month
<b>jobs in virginia</b> Rank: 37 Searches/Mo: 4k Est. Value/Click: \$0.18 <a href="http://careers.geico.com/careers/office-locations/virginia-virginia-beach/">http://careers.geico.com/careers/office-locations/virginia-virginia-beach/</a>	5 new clicks/month
<b>get car insurance online</b> Rank: 11 Searches/Mo: 390 Est. Value/Click: \$18 <a href="http://www.geico.com/">http://www.geico.com/</a>	4 new clicks/month
<b>free automobile insurance ...</b> Rank: 3 Searches/Mo: 90 Est. Value/Click: \$41 <a href="http://www.geico.com/">http://www.geico.com/</a>	4 new clicks/month
<b>homeowner s insurance quotes</b> Rank: 3 Searches/Mo: 90 Est. Value/Click: \$13 <a href="http://www.geico.com/getaquote/homeowners/">http://www.geico.com/getaquote/homeowners/</a>	4 new clicks/month
<b>jobs in hawaii</b> Rank: 47 Searches/Mo: 7k Est. Value/Click: \$0.65 <a href="http://careers.geico.com/careers/office-locations/hawaii-honolulu/">http://careers.geico.com/careers/office-locations/hawaii-honolulu/</a>	4 new clicks/month

[Download as CSV](#)

### Top Site Sections Summary

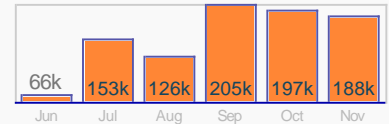
### Estimated Clicks/Month

#### [geico.com/getaquote](http://geico.com/getaquote)

Number of Keywords: 5k

**Estimated Value/Mo: \$215k (-\$175k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

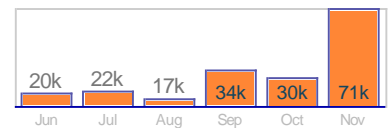


#### [geico.com/information](http://geico.com/information)

Number of Keywords: 5k

**Estimated Value/Mo: \$140k (-\$77k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

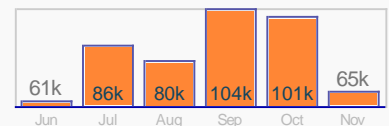


#### [geico.com/about](http://geico.com/about)

Number of Keywords: 1k

**Estimated Value/Mo: \$42k (-\$14k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

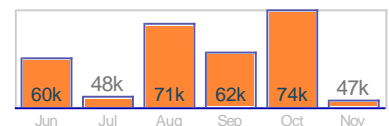


#### [geico.com/manageyourpolicy](http://geico.com/manageyourpolicy)

Number of Keywords: 493

**Estimated Value/Mo: \$34k (-\$14k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

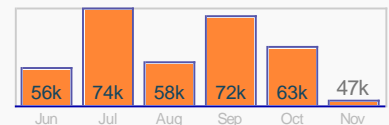


#### [geico.com/claims](http://geico.com/claims)

Number of Keywords: 498

**Estimated Value/Mo: \$21k (-\$11k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

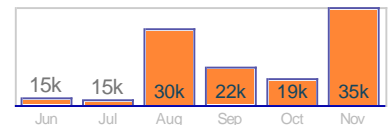


#### [partners.geico.com](http://partners.geico.com)

Number of Keywords: 38

**Estimated Value/Mo: \$15k (-\$3k)**

Top Keywords: geico claims, geico login, geico auto insurance, geico car insurance, geico phone number

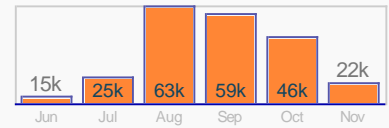


### [service.geico.com](http://service.geico.com)

Number of Keywords: 44

**Estimated Value/Mo: \$15k (-\$3k)**

Top Keywords: geico claims, geico login, geico auto insurance, geico car insurance, geico phone number

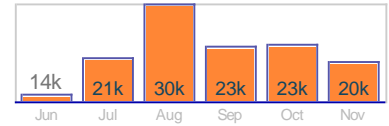


### [careers.geico.com](http://careers.geico.com)

Number of Keywords: 766

**Estimated Value/Mo: \$10k (-\$1k)**

Top Keywords: geico claims, geico login, geico auto insurance, geico car insurance, geico phone number

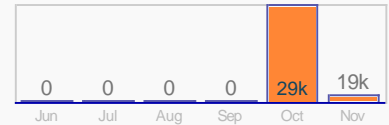


### [geico.com/insurance-agen...](http://geico.com/insurance-agen...)

Number of Keywords: 2k

**Estimated Value/Mo: \$32k (-\$16k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

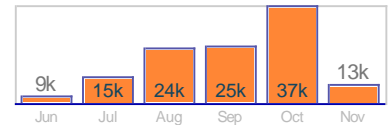


### [partners.geico.com/clui/...](http://partners.geico.com/clui/...)

Number of Keywords: 23

**Estimated Value/Mo: \$10k (-\$2k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

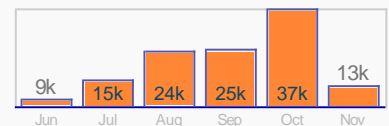


### [careers.geico.com/career...](http://careers.geico.com/career...)

Number of Keywords: 558

**Estimated Value/Mo: \$8k (+\$362)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

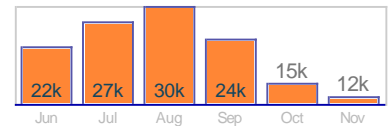


### [reviews.geico.com](http://reviews.geico.com)

Number of Keywords: 255

**Estimated Value/Mo: \$15k (-\$11k)**

Top Keywords: geico claims, geico login, geico auto insurance, geico car insurance, geico phone number

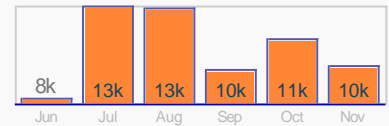


### [reviews.geico.com/6912](http://reviews.geico.com/6912)

Number of Keywords: 255

**Estimated Value/Mo: \$15k (-\$11k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

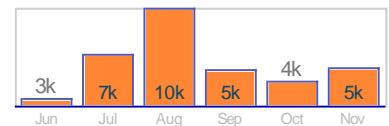


### [partners.geico.com/lienh...](http://partners.geico.com/lienh...)

Number of Keywords: 15

**Estimated Value/Mo: \$11k (+\$3k)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance

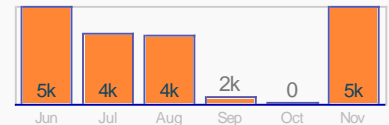


### [service.geico.com/insite](http://service.geico.com/insite)

Number of Keywords: 23

**Estimated Value/Mo: \$8k (-\$42)**

Top Keywords: life insurance quotes, life insurance, geico claims, geico login, renters insurance



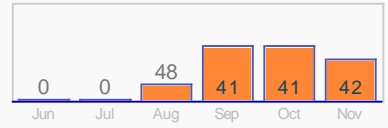
[Download as CSV](#)

### Biggest Opportunities (all)

Rank

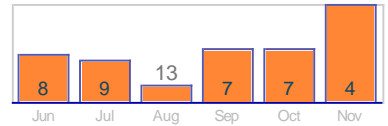
#### life quotes (42)

Searches/Mo: 246k Est. Value/Click: \$47 Est. Potential New Clicks/Month: 40k  
 Other Keywords for URL: life insurance quotes, life insurance, term life insurance rates, life quotes, term life insurance quote



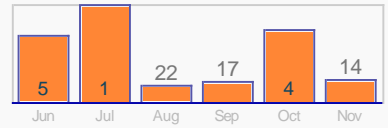
#### life insurance (4)

Searches/Mo: 74k Est. Value/Click: \$12 Est. Potential New Clicks/Month: 6k  
 Other Keywords for URL: life insurance quotes, life insurance, term life insurance rates, life quotes, term life insurance quote



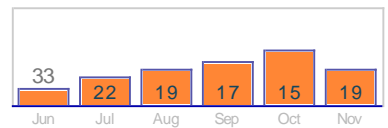
#### auto insurance (14)

Searches/Mo: 90k Est. Value/Click: \$6.12 Est. Potential New Clicks/Month: 10k  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



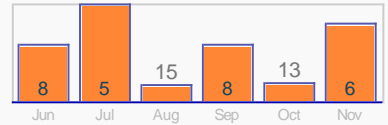
#### term life insurance (19)

Searches/Mo: 27k Est. Value/Click: \$18 Est. Potential New Clicks/Month: 3k  
 Other Keywords for URL: life insurance quotes, life insurance, term life insurance rates, life quotes, term life insurance quote



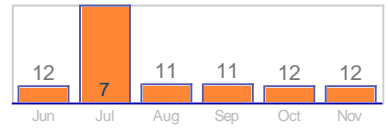
#### insurance quotes (6)

Searches/Mo: 60k Est. Value/Click: \$8.66 Est. Potential New Clicks/Month: 5k  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



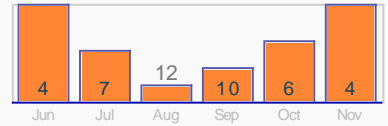
#### auto insurance quotes (12)

Searches/Mo: 50k Est. Value/Click: \$7.74 Est. Potential New Clicks/Month: 5k  
 Other Keywords for URL: geico car insurance, geico auto insurance, geico phone number, www.geico.com login, auto insurance



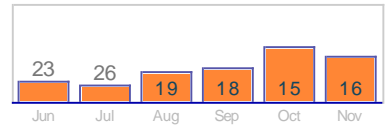
#### renters insurance (4)

Searches/Mo: 60k Est. Value/Click: \$7.56 Est. Potential New Clicks/Month: 5k  
 Other Keywords for URL: renters insurance, geico home insurance, rental insurance, renters insurance quotes, renters insurance quote



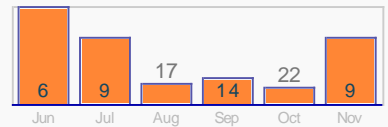
#### home insurance (16)

Searches/Mo: 27k Est. Value/Click: \$7.73 Est. Potential New Clicks/Month: 3k  
 Other Keywords for URL: geico home insurance, home owners insurance, homeowners insurance florida, house insurance, home insurance quotes



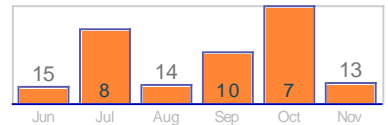
#### auto insurance companies (9)

Searches/Mo: 12k Est. Value/Click: \$18 Est. Potential New Clicks/Month: 1k  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



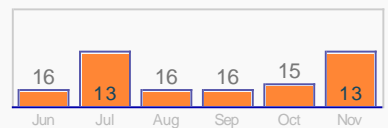
#### auto insurance quote (13)

Searches/Mo: 5k Est. Value/Click: \$34 Est. Potential New Clicks/Month: 597  
 Other Keywords for URL: geico car insurance, geico auto insurance, geico phone number, www.geico.com login, auto insurance



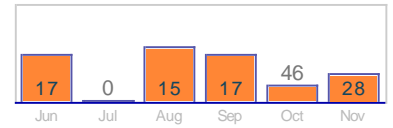
#### insurance (13)

Searches/Mo: 90k Est. Value/Click: \$1.59 Est. Potential New Clicks/Month: 10k  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



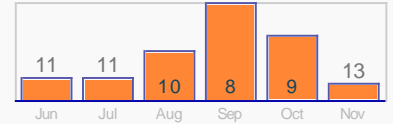
### direct auto insurance (28)

Searches/Mo: 12k Est. Value/Click: \$9 Est. Potential New Clicks/Month: 1k  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



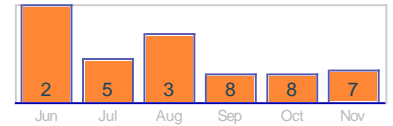
### cheapest auto insurance (13)

Searches/Mo: 5k Est. Value/Click: \$21 Est. Potential New Clicks/Month: 597  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



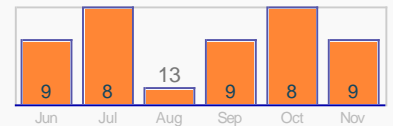
### life insurance rates (7)

Searches/Mo: 5k Est. Value/Click: \$16 Est. Potential New Clicks/Month: 508  
 Other Keywords for URL: life insurance quotes, life insurance, term life insurance rates, life quotes, term life insurance quote



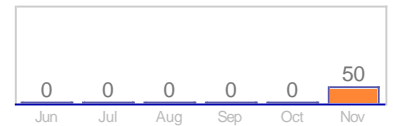
### car insurance quote (9)

Searches/Mo: 7k Est. Value/Click: \$13 Est. Potential New Clicks/Month: 644  
 Other Keywords for URL: geico car insurance, geico auto insurance, geico phone number, www.geico.com login, auto insurance



### american modern insurance (50)

Searches/Mo: 7k Est. Value/Click: \$7.2 Est. Potential New Clicks/Month: 1k  
 Other Keywords for URL: geico car insurance, geico auto insurance, geico auto, geico car insurance quote, collector car insurance



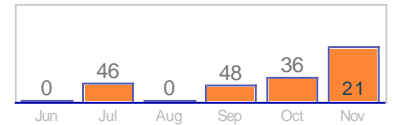
### insurance quotes online (14)

Searches/Mo: 4k Est. Value/Click: \$15 Est. Potential New Clicks/Month: 489  
 Other Keywords for URL: geico car insurance, geico auto insurance, geico phone number, www.geico.com login, auto insurance



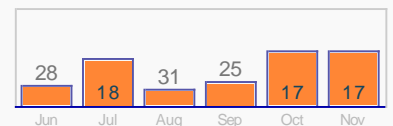
### quotes on life (21)

Searches/Mo: 27k Est. Value/Click: \$1.64 Est. Potential New Clicks/Month: 4k  
 Other Keywords for URL: life insurance quotes, life insurance, term life insurance rates, life quotes, term life insurance quote



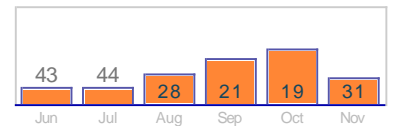
### identity theft protection (17)

Searches/Mo: 12k Est. Value/Click: \$5.19 Est. Potential New Clicks/Month: 1k  
 Other Keywords for URL: identity theft protection, geico insurance card, id theft protection, geico quote online, geico identity theft



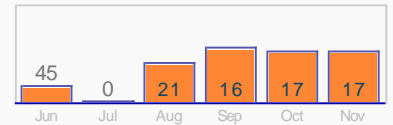
### life quote (31)

Searches/Mo: 4k Est. Value/Click: \$13 Est. Potential New Clicks/Month: 513  
 Other Keywords for URL: life insurance quotes, life insurance, term life insurance rates, life quotes, term life insurance quote



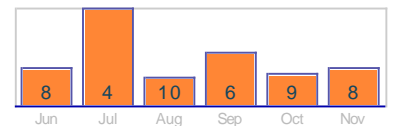
### online car insurance (17)

Searches/Mo: 2k Est. Value/Click: \$24 Est. Potential New Clicks/Month: 273  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



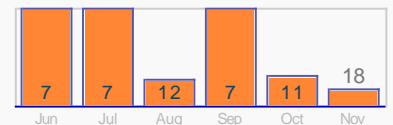
### automobile insurance (8)

Searches/Mo: 3k Est. Value/Click: \$23 Est. Potential New Clicks/Month: 275  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



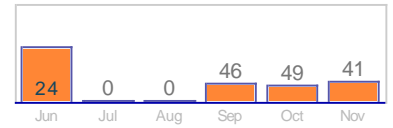
### car insurance quotes online (18)

Searches/Mo: 4k Est. Value/Click: \$15 Est. Potential New Clicks/Month: 411  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



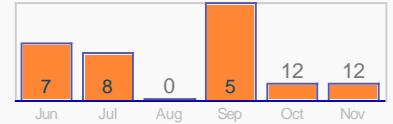
### insurance rates (41)

Searches/Mo: 3k Est. Value/Click: \$17 Est. Potential New Clicks/Month: 339  
 Other Keywords for URL: renters insurance, geico home insurance, rental insurance, renters insurance quotes, renters insurance quote



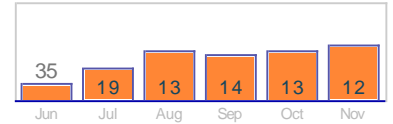
### auto insurance quotes online (12)

Searches/Mo: 3k Est. Value/Click: \$17 Est. Potential New Clicks/Month: 314  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



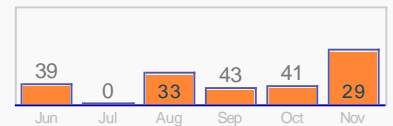
### mortgagee (12)

Searches/Mo: 5k Est. Value/Click: \$5.93 Est. Potential New Clicks/Month: 834  
 Other Keywords for URL: partners.geico.com, geico fax number, mortgagee, geico mortgage insurance



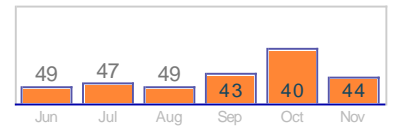
### sr22 insurance (29)

Searches/Mo: 8k Est. Value/Click: \$5.19 Est. Potential New Clicks/Month: 947  
 Other Keywords for URL: sr 22, sr22 insurance quotes, geico sr22, what is sr 22, sr22 insurance



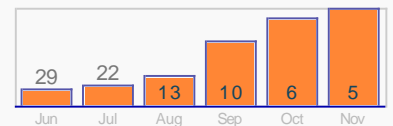
### military pay chart (44)

Searches/Mo: 60k Est. Value/Click: \$0.67 Est. Potential New Clicks/Month: 7k  
 Other Keywords for URL: military pay chart, geico payments, military rank chart, pay charts, military pay information



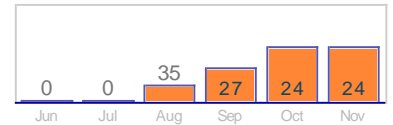
### car insurance california (5)

Searches/Mo: 2k Est. Value/Click: \$23 Est. Potential New Clicks/Month: 207  
 Other Keywords for URL: geico auto insurance, geico car insurance, geico phone number, geico insurance phone number, geico claims phone number



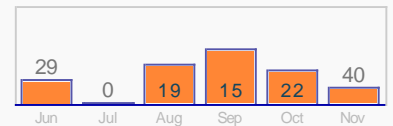
### online insurance quotes (24)

Searches/Mo: 3k Est. Value/Click: \$14 Est. Potential New Clicks/Month: 335  
 Other Keywords for URL: renters insurance, geico home insurance, rental insurance, renters insurance quotes, renters insurance quote



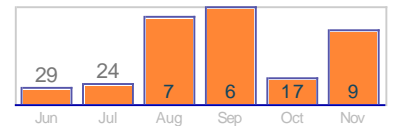
### auto insurance ratings (40)

Searches/Mo: 2k Est. Value/Click: \$21 Est. Potential New Clicks/Month: 222  
 Other Keywords for URL: geico auto insurance, geico car insurance, geico insurance reviews, geico auto, car insurance reviews



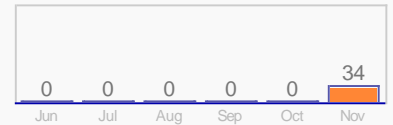
### cheap car insurance quotes (9)

Searches/Mo: 4k Est. Value/Click: \$12 Est. Potential New Clicks/Month: 351  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



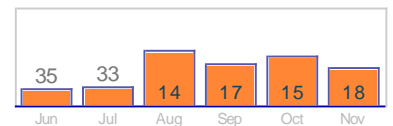
### affordable car insurance (34)

Searches/Mo: 3k Est. Value/Click: \$13 Est. Potential New Clicks/Month: 338  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



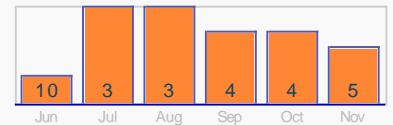
### what is term life insurance (18)

Searches/Mo: 4k Est. Value/Click: \$9.81 Est. Potential New Clicks/Month: 411  
 Other Keywords for URL: geico life insurance, term life insurance, geico health insurance, what is term life insurance, life insurance geico



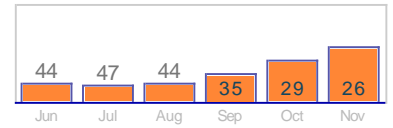
### term life insurance rates (5)

Searches/Mo: 7k Est. Value/Click: \$6.9 Est. Potential New Clicks/Month: 570  
 Other Keywords for URL: life insurance quotes, life insurance, term life insurance rates, life quotes, term life insurance quote



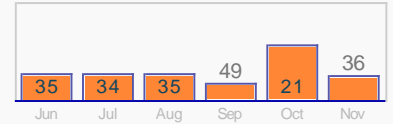
### free ringtones (26)

Searches/Mo: 246k Est. Value/Click: \$0.13 Est. Potential New Clicks/Month: 29k  
 Other Keywords for URL: geico commercials, free ringtones, geico commercial, geico ringtone, ringtones'



### insurance institute for highway safety (36)

Searches/Mo: 4k Est. Value/Click: \$5.04 Est. Potential New Clicks/Month: 740  
 Other Keywords for URL: insurance institute for highway safety, institute for highway safety, institute of highway safety, insurance institute of highway safety, insurance institute highway safety



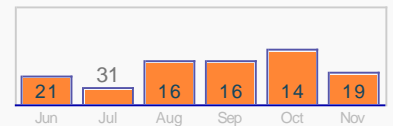
### florida auto insurance (3)

Searches/Mo: 3k Est. Value/Click: \$18 Est. Potential New Clicks/Month: 201  
 Other Keywords for URL: geico claims, geico auto insurance, geico car insurance, geico phone number, geico insurance phone number



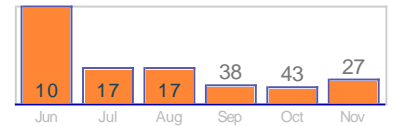
### texas quotes (19)

Searches/Mo: 990 Est. Value/Click: \$23 Est. Potential New Clicks/Month: 159  
 Other Keywords for URL: geico claims, geico car insurance, geico phone number, geico home insurance, geico auto



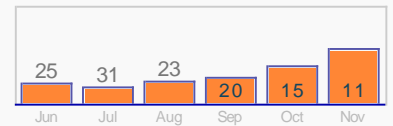
### cheap car insurance in california (27)

Searches/Mo: 2k Est. Value/Click: \$19 Est. Potential New Clicks/Month: 185  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



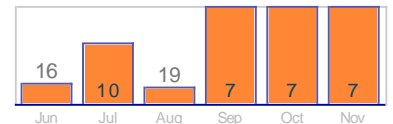
### general liability insurance (11)

Searches/Mo: 7k Est. Value/Click: \$4.7 Est. Potential New Clicks/Month: 708  
 Other Keywords for URL: general liability insurance, commercial general liability insurance, geico commercial insurance, general liability insurance quotes, general liability insurance quote



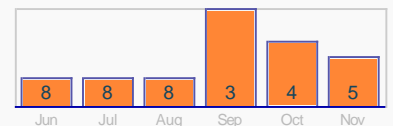
### online auto insurance (7)

Searches/Mo: 2k Est. Value/Click: \$15 Est. Potential New Clicks/Month: 226  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



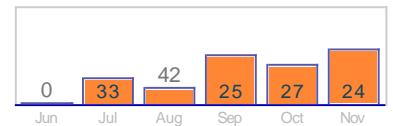
### insurance car (5)

Searches/Mo: 2k Est. Value/Click: \$24 Est. Potential New Clicks/Month: 137  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



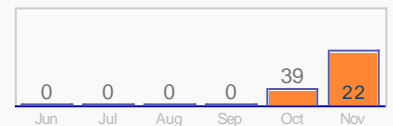
### business liability insurance (24)

Searches/Mo: 4k Est. Value/Click: \$7.79 Est. Potential New Clicks/Month: 418  
 Other Keywords for URL: general liability insurance, commercial general liability insurance, geico commercial insurance, general liability insurance quotes, general liability insurance quote



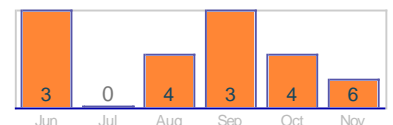
### oxnard ca (22)

Searches/Mo: 12k Est. Value/Click: \$1.64 Est. Potential New Clicks/Month: 2k  
 Other Keywords for URL: oxnard ca, geico california, california insurance agent, car insurance channel islands



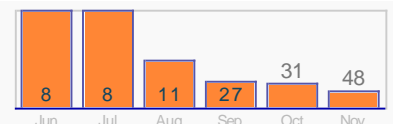
### free insurance quotes (6)

Searches/Mo: 4k Est. Value/Click: \$9.75 Est. Potential New Clicks/Month: 327  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



### how much is car insurance (48)

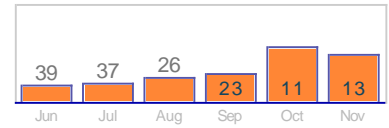
Searches/Mo: 2k Est. Value/Click: \$11 Est. Potential New Clicks/Month: 283  
 Other Keywords for URL: GEICO.com, www.geico.com, geico claims, geico login, geico car insurance



## SEO Dashboard

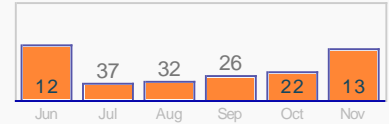
### auto insurance quotes florida (13)

Searches/Mo: 870 Est. Value/Click: \$32 Est. Potential New Clicks/Month: 96  
 Other Keywords for URL: geico claims, geico auto insurance, geico car insurance, geico phone number, geico insurance phone number



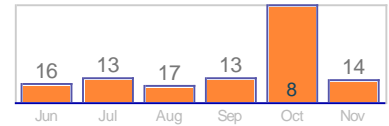
### save money on car insurance (13)

Searches/Mo: 390 Est. Value/Click: \$71 Est. Potential New Clicks/Month: 43  
 Other Keywords for URL: geico car insurance, geico auto, geico discounts, geico defensive driving course, geico discount



### car insurances (14)

Searches/Mo: 870 Est. Value/Click: \$31 Est. Potential New Clicks/Month: 97  
 Other Keywords for URL: geico car insurance, geico auto insurance, geico phone number, www.geico.com login, auto insurance



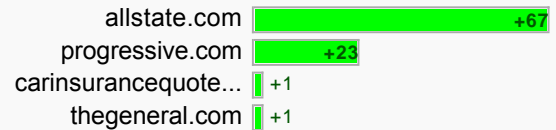
[Download as CSV](#)

## Keywords Not Ranked On But Should Be

Estimated Clicks/Month

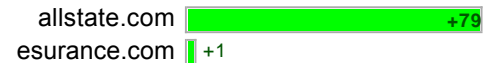
### comprehensive auto insurance

Searches/Month: 990  
 Cost/Click: \$39.00 Est. Potential Clicks/Month: 32  
 Avg. Competitor Rank: 21



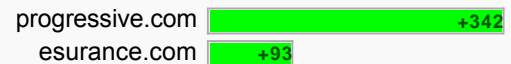
### allstate customer login

Searches/Month: 480  
 Cost/Click: \$6.83 Est. Potential Clicks/Month: 77  
 Avg. Competitor Rank: 24



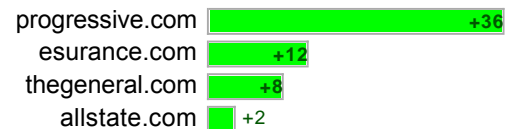
### auto insurance comparison

Searches/Month: 3k  
 Cost/Click: \$27.00 Est. Potential Clicks/Month: 259  
 Avg. Competitor Rank: 3



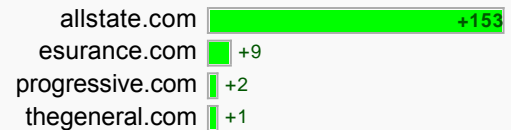
### car insurance quote california

Searches/Month: 300  
 Cost/Click: \$44.00 Est. Potential Clicks/Month: 14  
 Avg. Competitor Rank: 6



### liability car insurance

Searches/Month: 1k  
 Cost/Click: \$20.00 Est. Potential Clicks/Month: 41  
 Avg. Competitor Rank: 21



### car insurance comparison

Searches/Month: 5k  
 Cost/Click: \$38.00 Est. Potential Clicks/Month: 261  
 Avg. Competitor Rank: 4



### instant auto insurance

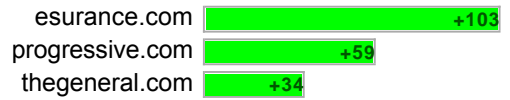
Searches/Month: 570  
 Cost/Click: \$55.00 Est. Potential Clicks/Month: 43  
 Avg. Competitor Rank: 2



## SEO Dashboard

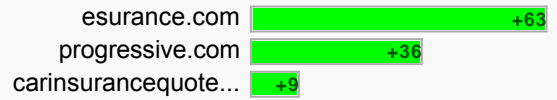
### instant car insurance quote

Searches/Month: 870  
 Cost/Click: \$37.00 Est. Potential Clicks/Month: 65  
 Avg. Competitor Rank: 2



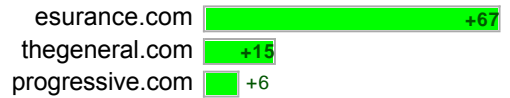
### car insurance quotes comparison

Searches/Month: 1k  
 Cost/Click: \$34.00 Est. Potential Clicks/Month: 43  
 Avg. Competitor Rank: 6



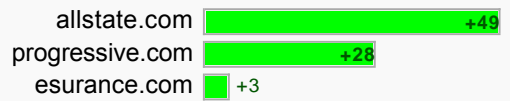
### affordable auto insurance

Searches/Month: 2k  
 Cost/Click: \$32.00 Est. Potential Clicks/Month: 29  
 Avg. Competitor Rank: 14



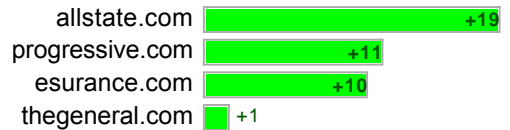
### collision coverage

Searches/Month: 720  
 Cost/Click: \$13.00 Est. Potential Clicks/Month: 31  
 Avg. Competitor Rank: 6



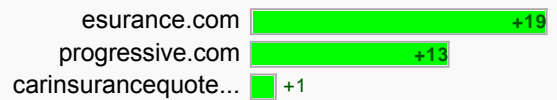
### car insurance quick quote

Searches/Month: 480  
 Cost/Click: \$61.00 Est. Potential Clicks/Month: 10  
 Avg. Competitor Rank: 11



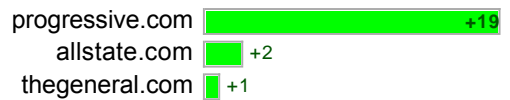
### car insurance comparison quotes

Searches/Month: 390  
 Cost/Click: \$64.00 Est. Potential Clicks/Month: 13  
 Avg. Competitor Rank: 7



### cost of car insurance

Searches/Month: 390  
 Cost/Click: \$55.00 Est. Potential Clicks/Month: 11  
 Avg. Competitor Rank: 13



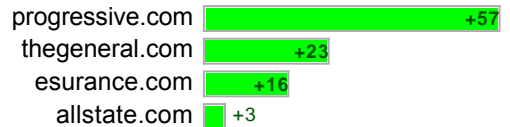
### allstate insurance login

Searches/Month: 1k  
 Cost/Click: \$14.00 Est. Potential Clicks/Month: 146  
 Avg. Competitor Rank: 13



### california auto insurance quotes

Searches/Month: 480  
 Cost/Click: \$38.00 Est. Potential Clicks/Month: 25  
 Avg. Competitor Rank: 6



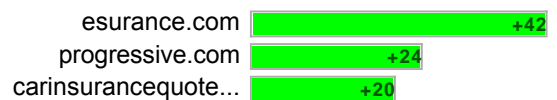
### esurance login

Searches/Month: 4k  
 Cost/Click: \$25.00 Est. Potential Clicks/Month: 718  
 Avg. Competitor Rank: 4



### car insurance quotes compare

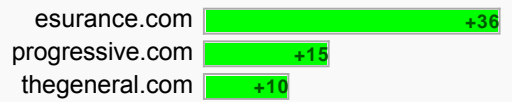
Searches/Month: 870  
 Cost/Click: \$65.00 Est. Potential Clicks/Month: 31  
 Avg. Competitor Rank: 5



## SEO Dashboard

### car insurance instant online quote

Searches/Month: 300  
 Cost/Click: \$58.00 Est. Potential Clicks/Month: 20  
 Avg. Competitor Rank: 3



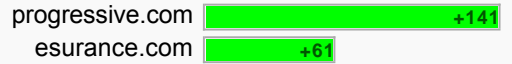
### progressive insurance login

Searches/Month: 8k  
 Cost/Click: \$1.79 Est. Potential Clicks/Month: 961  
 Avg. Competitor Rank: 13



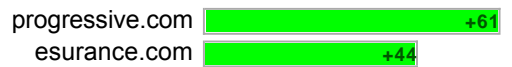
### compare insurance rates

Searches/Month: 3k  
 Cost/Click: \$32.00 Est. Potential Clicks/Month: 101  
 Avg. Competitor Rank: 6



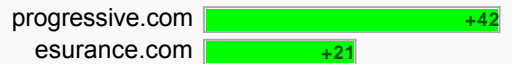
### compare auto insurance quotes

Searches/Month: 2k  
 Cost/Click: \$37.00 Est. Potential Clicks/Month: 54  
 Avg. Competitor Rank: 7



### car insurance comparisons

Searches/Month: 870  
 Cost/Click: \$31.00 Est. Potential Clicks/Month: 35  
 Avg. Competitor Rank: 5



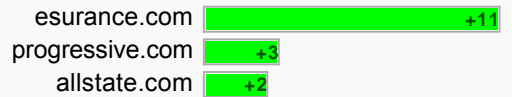
### allstate bill pay

Searches/Month: 2k  
 Cost/Click: \$1.43 Est. Potential Clicks/Month: 261  
 Avg. Competitor Rank: 16



### fast insurance online

Searches/Month: 90  
 Cost/Click: \$78.00 Est. Potential Clicks/Month: 6  
 Avg. Competitor Rank: 4



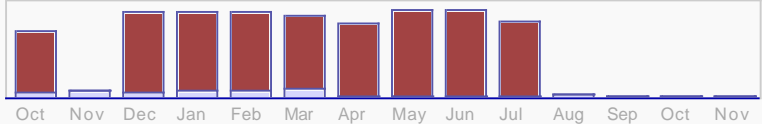
[Download as CSV](#)

### Keyword Overlap in Your SEO & PPC campaigns

Est. Organic Clicks vs. Paid Clicks

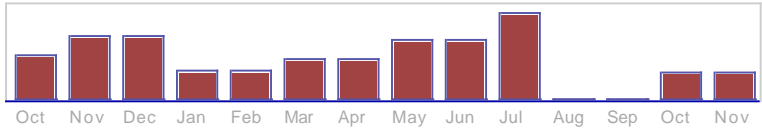
#### car insurance

Organic Rank: 12 (+4) Searches/Month:0  
 Cost/Click: \$54 Est. Paid Clicks Per Month: 3k  
**Est. Potential Monthly Savings: \$154k**



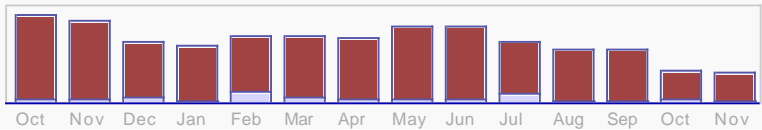
#### insurance companies

Organic Rank: 13 (-2) Searches/Month:0  
 Cost/Click: \$36 Est. Paid Clicks Per Month: 1k  
**Est. Potential Monthly Savings: \$51k**



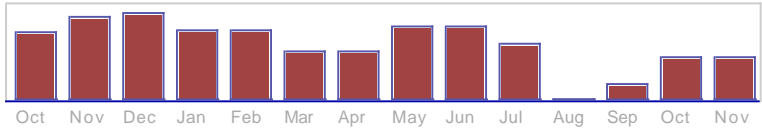
#### auto insurance

Organic Rank: 14 (-10) Searches/Month:90k  
 Cost/Click: \$58 Est. Paid Clicks Per Month: 879  
**Est. Potential Monthly Savings: \$51k**



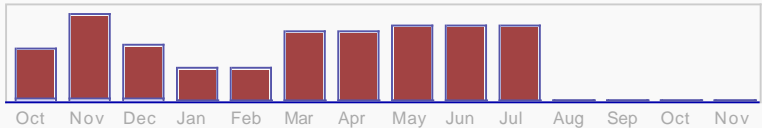
#### insurance

Organic Rank: 13 (+2) Searches/Month:90k  
 Cost/Click: \$14 Est. Paid Clicks Per Month: 3k  
**Est. Potential Monthly Savings: \$44k**



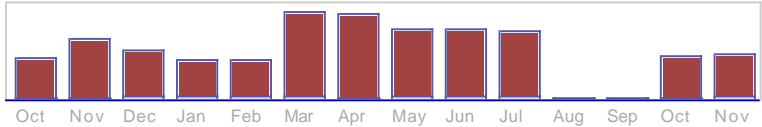
#### automobile insurance

Organic Rank: 8 (+1) Searches/Month:3k  
 Cost/Click: \$52 Est. Paid Clicks Per Month: 823  
**Est. Potential Monthly Savings: \$43k**



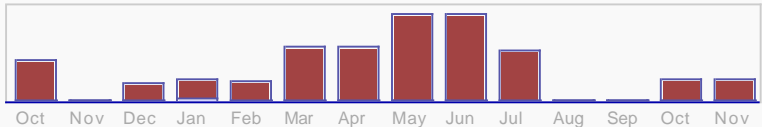
#### auto insurance companies

Organic Rank: 9 (+13) Searches/Month:12k  
 Cost/Click: \$49 Est. Paid Clicks Per Month: 485  
**Est. Potential Monthly Savings: \$24k**



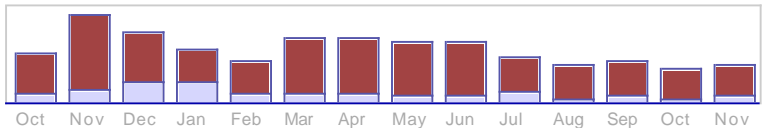
#### car insurance quote

Organic Rank: 9 (-1) Searches/Month:7k  
 Cost/Click: \$53 Est. Paid Clicks Per Month: 404  
**Est. Potential Monthly Savings: \$21k**



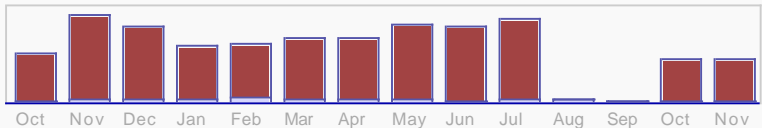
#### insurance quotes

Organic Rank: 6 (+7) Searches/Month:60k  
 Cost/Click: \$39 Est. Paid Clicks Per Month: 511  
**Est. Potential Monthly Savings: \$20k**



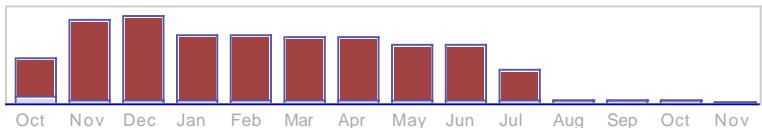
#### car insurance companies

Organic Rank: 19 (-8) Searches/Month:0  
 Cost/Click: \$53 Est. Paid Clicks Per Month: 354  
**Est. Potential Monthly Savings: \$19k**



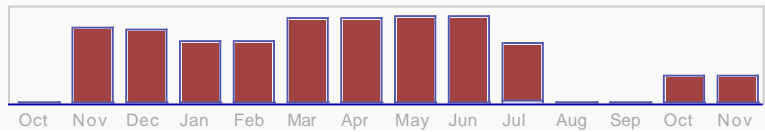
#### automobile insurance quote

Organic Rank: 11 (-8) Searches/Month:570  
 Cost/Click: \$65 Est. Paid Clicks Per Month: 297  
**Est. Potential Monthly Savings: \$17k**



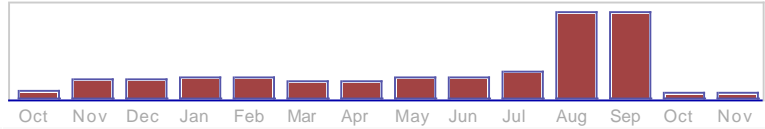
### auto insurance quotes

Organic Rank: 12 Searches/Month:50k  
 Cost/Click: \$52 Est. Paid Clicks Per Month: 315  
**Est. Potential Monthly Savings: \$16k**



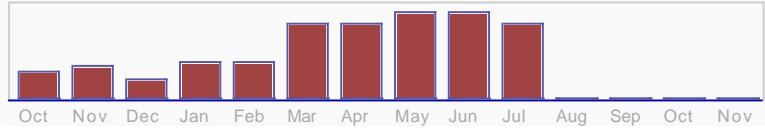
### insurance quotes online

Organic Rank: 14 (+6) Searches/Month:4k  
 Cost/Click: \$52 Est. Paid Clicks Per Month: 305  
**Est. Potential Monthly Savings: \$11k**



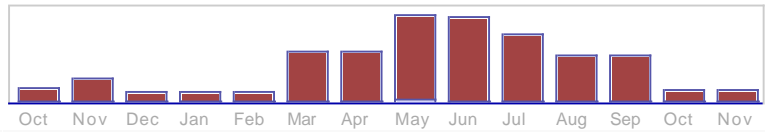
### auto insurance quote

Organic Rank: 13 (-6) Searches/Month:5k  
 Cost/Click: \$56 Est. Paid Clicks Per Month: 178  
**Est. Potential Monthly Savings: \$10k**



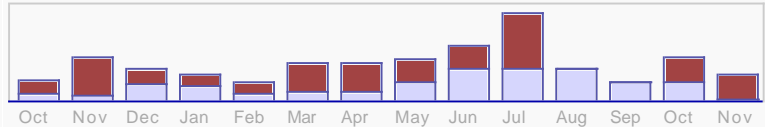
### auto insurance quotes online

Organic Rank: 12 Searches/Month:3k  
 Cost/Click: \$73 Est. Paid Clicks Per Month: 178  
**Est. Potential Monthly Savings: \$10k**



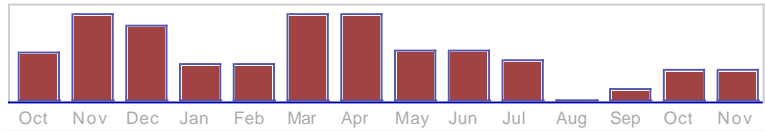
### car insurance florida

Organic Rank: 2 Searches/Month:0  
 Cost/Click: Est. Paid Clicks Per Month: 233  
**Est. Potential Monthly Savings: \$8k**



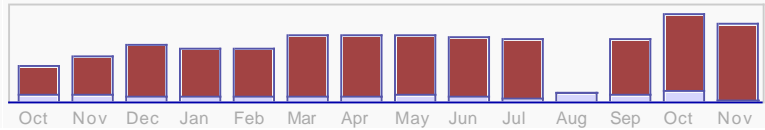
### sr22 insurance

Organic Rank: 29 (+12) Searches/Month:8k  
 Cost/Click: \$19 Est. Paid Clicks Per Month: 602  
**Est. Potential Monthly Savings: \$7k**



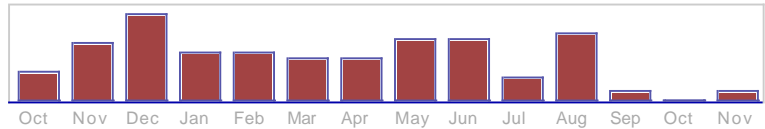
### sr22

Organic Rank: 5 (-3) Searches/Month:0  
 Cost/Click: Est. Paid Clicks Per Month: 1k  
**Est. Potential Monthly Savings: \$7k**



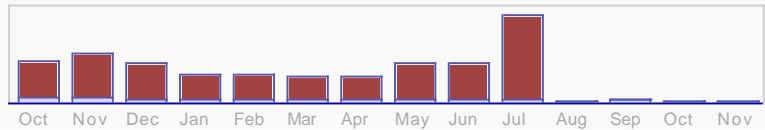
### insurance company

Organic Rank: 9 (+4) Searches/Month:4k  
 Cost/Click: \$30 Est. Paid Clicks Per Month: 192  
**Est. Potential Monthly Savings: \$6k**



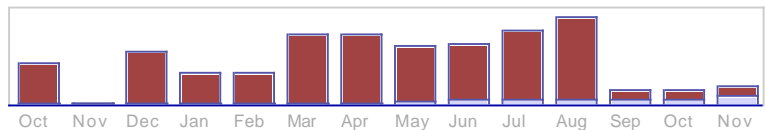
### insurance quote

Organic Rank: 5 (+2) Searches/Month:0  
 Cost/Click: Est. Paid Clicks Per Month: 450  
**Est. Potential Monthly Savings: \$6k**



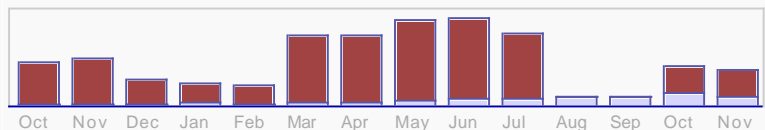
### florida auto insurance

Organic Rank: 3 (+4) Searches/Month:3k  
 Cost/Click: \$48 Est. Paid Clicks Per Month: 202  
**Est. Potential Monthly Savings: \$5k**



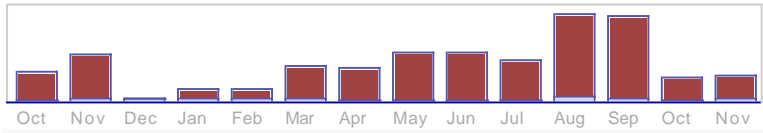
### auto insurance florida

Organic Rank: 4 (-2) Searches/Month:2k  
 Cost/Click: \$43 Est. Paid Clicks Per Month: 162  
**Est. Potential Monthly Savings: \$5k**



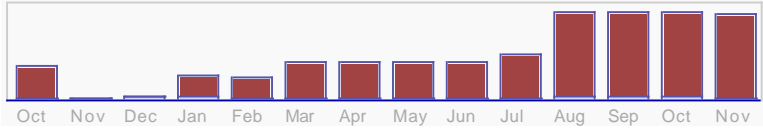
### cheap car insurance quotes

Organic Rank: 9 (+8) Searches/Month:4k  
 Cost/Click: \$34 Est. Paid Clicks Per Month: 148  
**Est. Potential Monthly Savings: \$5k**



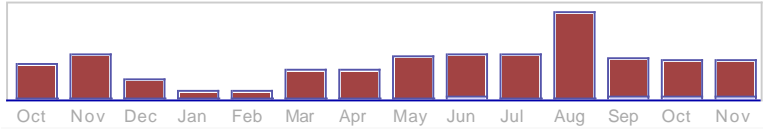
### cheapest auto insurance

Organic Rank: 13 (-4) Searches/Month:5k  
 Cost/Click: \$44 Est. Paid Clicks Per Month: 105  
**Est. Potential Monthly Savings: \$5k**



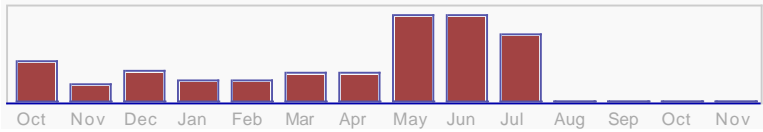
### fl auto insurance

Organic Rank: 2 (+3) Searches/Month:240  
 Cost/Click: \$46 Est. Paid Clicks Per Month: 213  
**Est. Potential Monthly Savings: \$4k**



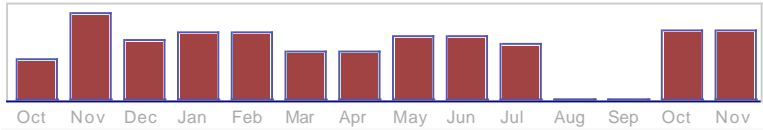
### insurance quotes auto

Organic Rank: 9 (-1) Searches/Month:0  
 Cost/Click: Est. Paid Clicks Per Month: 84  
**Est. Potential Monthly Savings: \$4k**



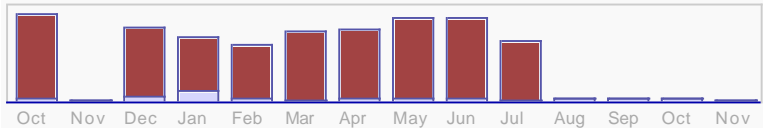
### affordable car insurance

Organic Rank: 34 (+26) Searches/Month:3k  
 Cost/Click: \$37 Est. Paid Clicks Per Month: 118  
**Est. Potential Monthly Savings: \$4k**



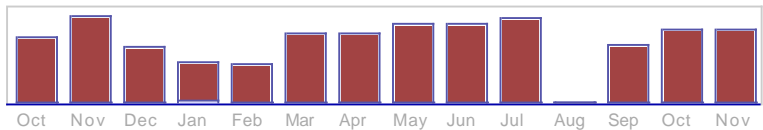
### car insurance quotes

Organic Rank: 25 (-16) Searches/Month:0  
 Cost/Click: Est. Paid Clicks Per Month: 64  
**Est. Potential Monthly Savings: \$4k**



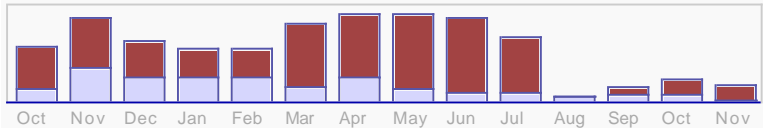
### vehicle insurance

Organic Rank: 20 (-12) Searches/Month:0  
 Cost/Click: Est. Paid Clicks Per Month: 75  
**Est. Potential Monthly Savings: \$4k**



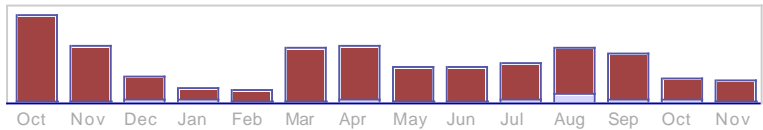
### motorcycle insurance

Organic Rank: 4 Searches/Month:0  
 Cost/Click: \$19 Est. Paid Clicks Per Month: 184  
**Est. Potential Monthly Savings: \$3k**



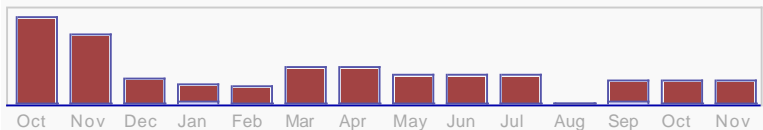
### car insurance quote online

Organic Rank: 20 (-11) Searches/Month:0  
 Cost/Click: \$63 Est. Paid Clicks Per Month: 55  
**Est. Potential Monthly Savings: \$3k**



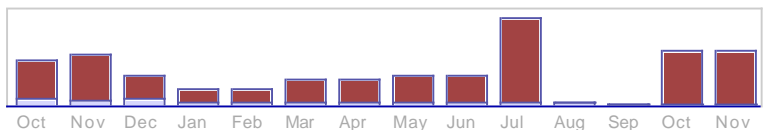
### cars insurance quote

Organic Rank: 23 (-16) Searches/Month:390  
 Cost/Click: \$29 Est. Paid Clicks Per Month: 114  
**Est. Potential Monthly Savings: \$3k**



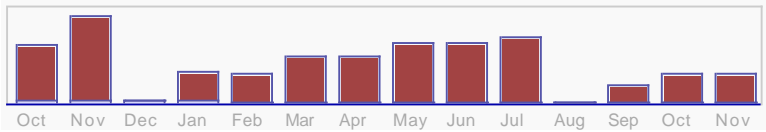
### auto ins

Organic Rank: 10 (+1) Searches/Month:870  
 Cost/Click: \$65 Est. Paid Clicks Per Month: 115  
**Est. Potential Monthly Savings: \$3k**



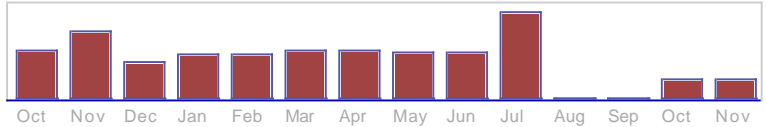
### auto insurance company

Organic Rank: 8 (+5) Searches/Month:1k  
 Cost/Click: \$43 Est. Paid Clicks Per Month: 119  
**Est. Potential Monthly Savings: \$3k**



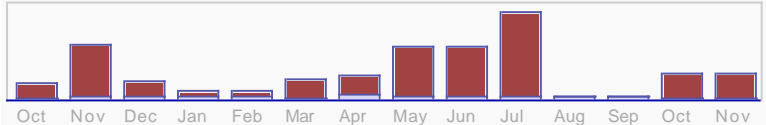
### car insurance online

Organic Rank: 41 (-27) Searches/Month:0  
 Cost/Click: Est. Paid Clicks Per Month: 65  
**Est. Potential Monthly Savings: \$3k**



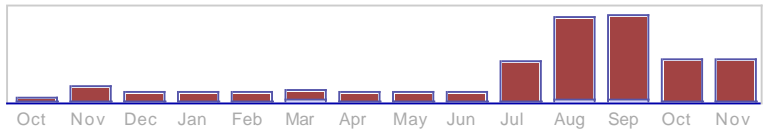
### car insurance quotes online

Organic Rank: 18 (-7) Searches/Month:4k  
 Cost/Click: \$45 Est. Paid Clicks Per Month: 62  
**Est. Potential Monthly Savings: \$3k**



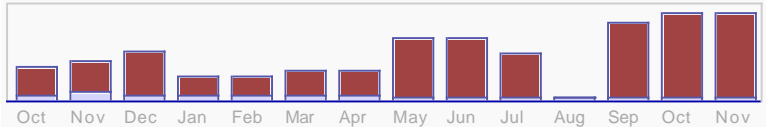
### auto insurance nj

Organic Rank: 18 (-12) Searches/Month:720  
 Cost/Click: \$78 Est. Paid Clicks Per Month: 79  
**Est. Potential Monthly Savings: \$3k**



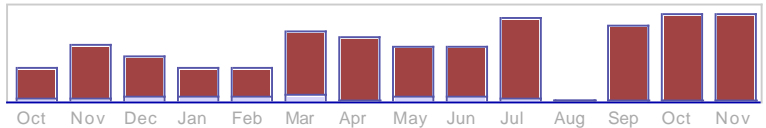
### auto quote

Organic Rank: 7 (-1) Searches/Month:870  
 Cost/Click: \$60 Est. Paid Clicks Per Month: 134  
**Est. Potential Monthly Savings: \$3k**



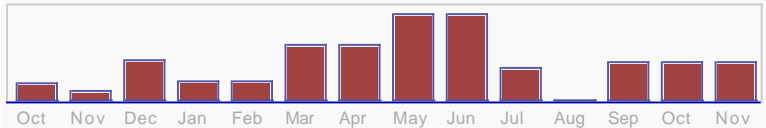
### car insurance rates

Organic Rank: 21 (+28) Searches/Month:0  
 Cost/Click: \$45 Est. Paid Clicks Per Month: 55  
**Est. Potential Monthly Savings: \$2k**



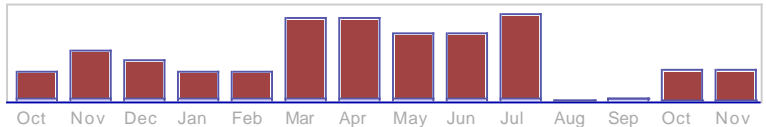
### auto quotes

Organic Rank: 8 (+3) Searches/Month:0  
 Cost/Click: \$32 Est. Paid Clicks Per Month: 77  
**Est. Potential Monthly Savings: \$2k**



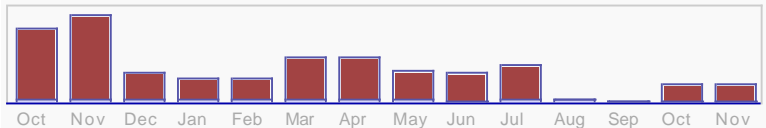
### car insurance company

Organic Rank: 8 (+52) Searches/Month:0  
 Cost/Click: \$40 Est. Paid Clicks Per Month: 62  
**Est. Potential Monthly Savings: \$2k**



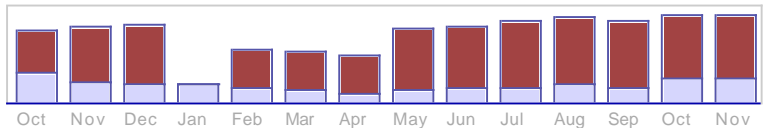
### automobile insurance quotes

Organic Rank: 12 (-6) Searches/Month:990  
 Cost/Click: \$55 Est. Paid Clicks Per Month: 44  
**Est. Potential Monthly Savings: \$2k**



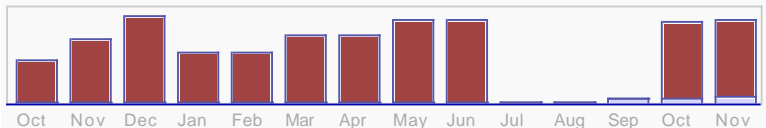
### sr 22

Organic Rank: 2 Searches/Month:8k  
 Cost/Click: \$5.77 Est. Paid Clicks Per Month: 402  
**Est. Potential Monthly Savings: \$2k**



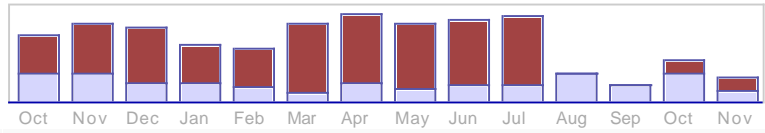
### california car insurance

Organic Rank: 6 Searches/Month:2k  
 Cost/Click: \$68 Est. Paid Clicks Per Month: 82  
**Est. Potential Monthly Savings: \$2k**



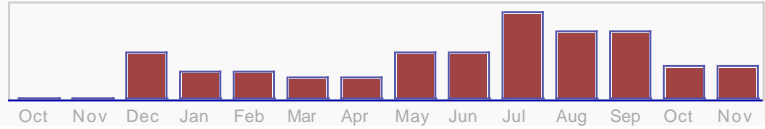
### free auto insurance quotes

Organic Rank: 4 (-3) Searches/Month:2k  
 Cost/Click: \$51 Est. Paid Clicks Per Month: 52  
**Est. Potential Monthly Savings: \$2k**



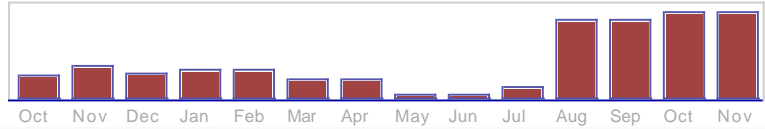
### cars insurance quotes

Organic Rank: 12 (-6) Searches/Month:0  
 Cost/Click: \$24 Est. Paid Clicks Per Month: 80  
**Est. Potential Monthly Savings: \$2k**



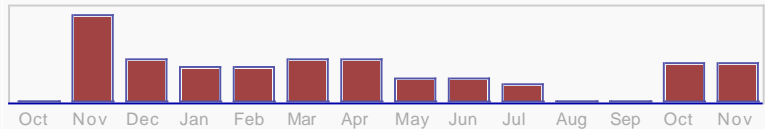
### sr22 insurance cost

Organic Rank: 24 (+36) Searches/Month:870  
 Cost/Click: \$15 Est. Paid Clicks Per Month: 131  
**Est. Potential Monthly Savings: \$2k**



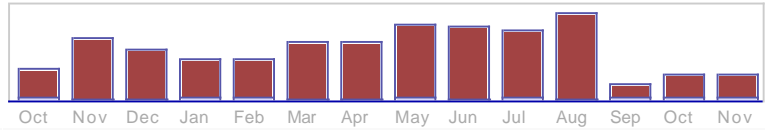
### cheap auto insurance quotes

Organic Rank: 12 (-2) Searches/Month:0  
 Cost/Click: \$36 Est. Paid Clicks Per Month: 50  
**Est. Potential Monthly Savings: \$2k**



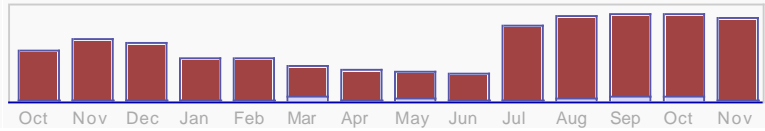
### online auto insurance

Organic Rank: 7 Searches/Month:2k  
 Cost/Click: \$43 Est. Paid Clicks Per Month: 40  
**Est. Potential Monthly Savings: \$2k**



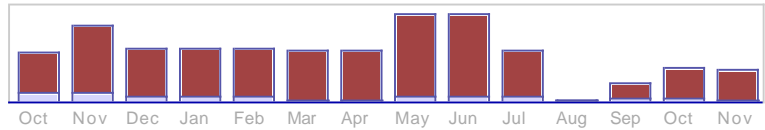
### nj auto insurance

Organic Rank: 6 Searches/Month:0  
 Cost/Click: \$40 Est. Paid Clicks Per Month: 41  
**Est. Potential Monthly Savings: \$2k**



### auto insurance online

Organic Rank: 9 (+1) Searches/Month:0  
 Cost/Click: Est. Paid Clicks Per Month: 56  
**Est. Potential Monthly Savings: \$2k**



[Download as CSV](#)

### Keyword Groups with the Most Potential - Details

Unique Pages Ranked: 28 Searches Per Month: 59k  
**Potential Clicks with Incremental Gain: 13.0k Value of Incremental Gain: \$13.0k**  
**Potential Clicks Gained at Top Positions: 188.0k Value of Gain at Top Positions: \$1.0M**

#### Keywords:

- insurance: renters insurance (4), new york state insurance department, home insurance q...
- insurance > auto: auto insurance quotes (12), auto insurance (14), auto insurance tex...
- insurance > life: life insurance (4), life insurance companies, life insurance calcul...
- insurance > car: car insurance michigan (5) - **NEW**, all state car insurance, car insura...

Est. Share of Clicks	
<a href="#">progressive.com</a>	39k (42k)
<a href="#">allstate.com</a>	30k (10k)
<a href="#">esurance.com</a>	23k (5k)
<b><a href="#">geico.com</a></b>	<b>23k (19k)</b>
<a href="#">thegeneral.com</a>	7k (8k)
<a href="#">carinsurancequote...</a>	275 (133)

#### Biggest Opportunities Within This Group

##### insurance

>[business insurance quote (20), homeowners insurance in florida (1), insurance canada auto (40), insurance recruiters in florida (47), liability insurance quotes (5)]  
**Est. Potential New Clicks/Month: 40,271 Searches/Mo: 428k Average Value/Click: \$9.84**

##### insurance > auto

>[auto insurance idaho (5), auto insurance arizona (4), auto insurance atlanta (21), auto insurance program (27), auto insurance in new jersey (7)]  
**Est. Potential New Clicks/Month: 21,321 Searches/Mo: 199k Average Value/Click: \$18**

##### insurance > life

>[best insurance life (39), get life insurance coverage (10), life insurance policy (10), insurance life quotation term (1), insurance life policy quote (1)]  
**Est. Potential New Clicks/Month: 6,765 Searches/Mo: 82k Average Value/Click: \$11**

##### insurance > car

>[me car insurance (1), hi car insurance (3), car insurance for canada (22), car insurances in new jersey (24), insurance group car (4)]  
**Est. Potential New Clicks/Month: 3,934 Searches/Mo: 44k Average Value/Click: \$18**

#### Clicks Gained or Lost on these Keywords

<a href="#">nationwide.com</a>	+347
<a href="#">progressive.com</a>	+276
<a href="#">statefarm.com</a>	+262
<b><a href="#">geico.com</a></b>	<b>+246</b>
<a href="#">esurance.com</a>	+233
<a href="#">libertymutual.com</a>	+194
<a href="#">insurancequotesca...</a>	+136
<a href="#">safeauto.com</a>	+132
<a href="#">moneysupermarket.com</a>	+98
<a href="#">allstate.com</a>	+94
<a href="#">the-top-tens.com</a>	+78
<a href="#">farmers.com</a>	+72
<a href="#">thehartford.com</a>	+63
<a href="#">hrc-lab.org</a>	+63
<a href="#">forbes.com</a>	+62

\*competitors in bold

#### Pages That Rank

<http://www.geico.com>

GEICO.com(1), www.geico.com(1), [geico claims](#)(6)

**Est. Clicks per Month: 285(+248) Potential Incremental Gain: 1k clicks/mo.**

<http://www.geico.com/information/federal/service-awards/&sa=u&ei=cakgtp-yicsn6lwfknewubg&ved=0ckib...>

[geico claims](#)(13), [geico login](#)(11), [renters insurance](#)(5)

**Est. Clicks per Month: 1(-1) Potential Incremental Gain: 27 clicks/mo.**

<http://www.geico.com/about/pressreleases/2009/20091016>

[geico claims](#)(3), [geico auto insurance](#)(4), [geico car insurance](#)(4)

**Est. Clicks per Month: 0 Potential Incremental Gain: 0 clicks/mo.**

Unique Pages Ranked: 9 Searches Per Month: 3k

Potential Clicks with Incremental Gain: 5.0k Value of Incremental Gain: \$5.0k

Potential Clicks Gained at Top Positions: 7.0k Value of Gain at Top Positions: \$47.0k

### Keywords:

- renters: renters insurance (4), renters insurance rates (4), e renters insurance, rente...
- renters > renters insurance: travelers renters insurance (3), cheap renters insuran...
- renters > apartment: apartment renters insurance (7), apartment renter (7), apartment...
- renters > renters insurance > cheapest: cheapest renters insurance (16), cheapest...

Est. Share of Clicks	
<a href="#">geico.com</a>	4k (774)
<a href="#">allstate.com</a>	3k (1k)
<a href="#">esurance.com</a>	2k (+49)
<a href="#">progressive.com</a>	1k (1k)
<a href="#">thegeneral.com</a>	0 (0)
<a href="#">carinsurancequote...</a>	0 (+0)

### Biggest Opportunities Within This Group

#### renters

>[renters insurance florida (4), renters insurance pittsburgh (9), renters quote (4), rv renters (31), home renter (9)]

Est. Potential New Clicks/Month: 6,077 Searches/Mo: 81k Average Value/Click: \$7.04

#### renters > renters insurance

>[renters insurance claims process (3), auto and renters insurance quote (1), renters flood insurance (8), az renters insurance (15), renters insurance kansas city (18)]

Est. Potential New Clicks/Month: 434 Searches/Mo: 6k Average Value/Click: \$7.81

#### renters > apartment

>[apartment renter s insurance (7), apartments renters insurance (7), renters apartment insurance (7), apartment renters insurance quote (5), apartment renters (34)]

Est. Potential New Clicks/Month: 94 Searches/Mo: 990 Average Value/Click: \$5.22

#### renters > renters insurance > cheapest

>[cheapest renters insurance california (12), cheapest renter insurance (11), cheapest renter s insurance (18), cheapest renters insurance (16), cheapest renters insurance quotes (2)]

Est. Potential New Clicks/Month: 61 Searches/Mo: 570 Average Value/Click: \$11

### Clicks Gained or Lost on these Keywords

smartmoney.com	+27
houselogic.com	+23
<b>allstate.com</b>	+22
nytimes.com	+8
<b>progressive.com</b>	+7
hubinternational.com	+5
<b>nationwide.com</b>	+4
bargaineering.com	+3
ronblackagency.com	+3
<b>travelers.com</b>	+2
2 irmi.com	
2 <b>safeco.com</b>	
2 answers.com	
2 <b>kiplinger.com</b>	
2 <b>wellsfargo.com</b>	

\*competitors in bold

### Pages That Rank

<http://www.geico.com/manageyourpolicy/collector>

geico login(1), geico auto insurance(3), geico car insurance(3)

Est. Clicks per Month: 49(-6) Potential Incremental Gain: 68 clicks/mo.

<http://www.geico.com/information/federal/service-awards/&sa=u&ei=cakgtp-ycsn6lwfknewubg&ved=0ckib...>

geico claims(13), geico login(11), renters insurance(5)

Est. Clicks per Month: 16(-8) Potential Incremental Gain: 45 clicks/mo.

<http://www.geico.com/getaquote/overseas>

life insurance quotes(1), life insurance(4), renters insurance(4)

Est. Clicks per Month: 0 Potential Incremental Gain: 0 clicks/mo.

Unique Pages Ranked: 19 Searches Per Month: 20k

Potential Clicks with Incremental Gain: 3.0k Value of Incremental Gain: \$3.0k

Potential Clicks Gained at Top Positions: 64.0k Value of Gain at Top Positions: \$571.0k

### Keywords:

- auto: auto insurance quotes (12), auto insurance (14), safelite auto glass repair, auto ...
- auto > auto insurance: commercial auto insurance (3), michigan auto insurance (7), c...
- auto > auto insurance > progressive: progressive auto insurance, progressive auto ...
- auto > glass repair: auto glass repair, auto glass repair shops, auto glass repair to...

### Est. Share of Clicks

<a href="#">esurance.com</a>	18k (+4k)
<a href="#">progressive.com</a>	16k (9k)
<a href="#">allstate.com</a>	10k (+283)
<a href="#">geico.com</a>	7k (6k)
<a href="#">thegeneral.com</a>	5k (3k)
<a href="#">carinsurancequote...</a>	59 (39)

### Biggest Opportunities Within This Group

#### auto

>[auto reviews ratings (48), indiana auto (19), auto insurance mobile (3), new auto buying (33), insurance auto rates (14)]

Est. Potential New Clicks/Month: 24,265 Searches/Mo: 224k Average Value/Click: \$12

#### auto > auto insurance

>[nj auto insurance (6), auto buy insurance online (34), buy auto insurance (25), hawaii auto insurance (7), auto insurance price quote (11)]

Est. Potential New Clicks/Month: 7,657 Searches/Mo: 96k Average Value/Click: \$22

#### auto > auto insurance > home insur > home

>[best auto home insurance (14), home and auto insurance comparison (41), home and auto insurance ratings (45), best home auto insurance (32), best auto and home insurance (17)]

Est. Potential New Clicks/Month: 376 Searches/Mo: 4k Average Value/Click: \$9.62

#### auto > auto insurance > cheap auto

>[cheap auto insurance broker (4), cheap auto insurance in pennsylvania (32), cheap auto insurance quotes (12), cheap auto insurance in orlando fl (37), cheap auto insurance in ca (46)]

Est. Potential New Clicks/Month: 356 Searches/Mo: 3k Average Value/Click: \$24

### Clicks Gained or Lost on these Keywords

moneysupermarket.com	+8k
confused.com	+3k
safeauto.com	+3k
ncfbins.com	+3k
3k	capitalinsagency.com
3k	<b>farmers.com</b>
3k	insurancequotes.com
3k	michaeljonesinsur...
3k	discountinsurance...
4k	voelkerinsuranceea...
5k	<b>libertymutual.com</b>
5k	<b>esurance.com</b>
6k	<b>thegeneral.com</b>
6k	amfam.com
6k	<b>nationwide.com</b>

\*competitors in **bold**

### Pages That Rank

<http://www.geico.com/getaquote/overseas>

life insurance quotes(1), life insurance(4), renters insurance(4)

Est. Clicks per Month: 15k(+948) Potential Incremental Gain: 34k clicks/mo.

<http://www.geico.com>

GEICO.com(1), www.geico.com(1), geico claims(6)

Est. Clicks per Month: 4k(-1k) Potential Incremental Gain: 22k clicks/mo.

<http://www.geico.com/information/federal/service-awards/&sa=u&ei=cakgtp-ycsn6lwfknewubg&ved=0ckib...>

geico claims(13), geico login(11), renters insurance(5)

Est. Clicks per Month: 3k(-54) Potential Incremental Gain: 15k clicks/mo.

Unique Pages Ranked: 11 Searches Per Month: 18k  
**Potential Clicks with Incremental Gain: 2.0k Value of Incremental Gain: \$2.0k**  
**Potential Clicks Gained at Top Positions: 69.0k Value of Gain at Top Positions: \$2.0M**

### Keywords:

- life: life insurance (4), life insurance rates (7), life policy (25), life insurance rat...
- life > quotes: life quotes (42), quotes on life (21), quote about life (25), quotes li...
- life > life insurance: allstate life insurance, allstate life insurance customer ser...
- life > life quotes: whole life insurance quotes (26), whole life insurance quote (17)...

Est. Share of Clicks	
<a href="#">geico.com</a>	8k (389)
<a href="#">allstate.com</a>	1k (295)
<a href="#">progressive.com</a>	1k (+49)
<a href="#">esurance.com</a>	8 (9)
<a href="#">carinsurancequote...</a>	0 (+0)
<a href="#">thegeneral.com</a>	0 (0)

### Biggest Opportunities Within This Group

#### life > quotes

>[quotes about life (25), quotes of life (26), quote life com (36), life ins quotes (1), quotes for life (35)]

Est. Potential New Clicks/Month: 47,242 Searches/Mo: 292k Average Value/Click: \$11

#### life

>[insurance life life quote whole (30), life insurance weight (50), insurance life life term term (14), life insurance shopping (13), insurance life policy sell (42)]

Est. Potential New Clicks/Month: 7,663 Searches/Mo: 91k Average Value/Click: \$11

#### life > life insurance > term > term insurance

>[term life insurance no (37), of term life insurance (28), term life insurance what (16), why term life insurance (29), life and term insurance (16)]

Est. Potential New Clicks/Month: 3,667 Searches/Mo: 32k Average Value/Click: \$17

#### life > life insurance > term life > term

>[whole term life insurance rate (19), term life insurance instant quotes (27), term life insurance calculators (20), best term life insurance rate quote (9), term life insurance quotes (3)]

Est. Potential New Clicks/Month: 1,230 Searches/Mo: 14k Average Value/Click: \$16

### Clicks Gained or Lost on these Keywords

benbrowninsurance...	+1k
<b>statefarm.com</b>	+769
godratesinsuranc...	+755
alpurmort.com	+626
marywidneragency.com	+572
ludwig-walpole.com	+500
goodreads.com	+494
moneysupermarket.com	+379
clarkhoward.com	+362
colonialsales.com	+313
wikipedia.org	+264
dakkakinsurance.com	+220
<b>268</b>	<b>allstate.com</b>
<b>435</b>	<b>libertymutual.com</b>
<b>634</b>	<b>greatflorida.com</b>

\*competitors in bold

### Pages That Rank

<http://www.geico.com/getaquote/overseas>

life insurance quotes(1), life insurance(4), renters insurance(4)

Est. Clicks per Month: 3k(-265) Potential Incremental Gain: 7k clicks/mo.

<http://www.geico.com/manageyourpolicy/collector>

geico login(1), geico auto insurance(3), geico car insurance(3)

Est. Clicks per Month: 111(-41) Potential Incremental Gain: 527 clicks/mo.

<http://www.geico.com>

GEICO.com(1), www.geico.com(1), geico claims(6)

Est. Clicks per Month: 102(-63) Potential Incremental Gain: 638 clicks/mo.

Unique Pages Ranked: 12 Searches Per Month: 6k

**Potential Clicks with Incremental Gain:** 1.0k **Value of Incremental Gain:** \$1.0k

**Potential Clicks Gained at Top Positions:** 16.0k **Value of Gain at Top Positions:** \$69.0k

### Keywords:

- **homes:** home insurance quotes (3), home insurance (16), home insurance companies (13), mo...
- **homes > home insurance:** home insurance quotes online (3) - **NEW**, homesite home insura...
- **homes > home insurance > owner > owners insurance:** best home owners insurance (...)
- **homes > home insurance > mobile:** mobile home insurance florida (5), mobile home in...

### Est. Share of Clicks

<a href="#">geico.com</a>	4k (1k)
<a href="#">allstate.com</a>	4k (325)
<a href="#">progressive.com</a>	2k (2k)
<a href="#">esurance.com</a>	385 (88)
<a href="#">carinsurancequote...</a>	0 (+0)
<a href="#">thegeneral.com</a>	0 (0)

### Biggest Opportunities Within This Group

#### homes

>[insurance homes (13), home insurance shreveport (16), home insurance flood area (20), estimate home prices (47), why home insurance (9)]

**Est. Potential New Clicks/Month:** 8,115 **Searches/Mo:** 73k **Average Value/Click:** \$5.83

#### homes > home insurance

>[ct home insurance (21), nm home insurance (18), www home insurance (3), home instant insurance quote (34), huntsville home insurance (8)]

**Est. Potential New Clicks/Month:** 1,527 **Searches/Mo:** 25k **Average Value/Click:** \$8.43

#### homes > home insurance > travellers

>[travelers home insurance claims (16), traveler home insurance (7), travelers home insurance phone number (5), travellers home insurance (8), travelers home insurance (9)]

**Est. Potential New Clicks/Month:** 464 **Searches/Mo:** 5k **Average Value/Click:** \$2.99

#### homes > home insurance > home owner > owners insurance

>[home owners insurance agents (2), home owner s insurance quote (3), home owner insurance free quote (5), home owner insurance buy (6), home owner insurance rate quote (16)]

**Est. Potential New Clicks/Month:** 185 **Searches/Mo:** 2k **Average Value/Click:** \$8.09

### Clicks Gained or Lost on these Keywords

mycricket.com	+19
ask.com	+19
artistdirect.com	+16
yahoo.com	+12
androidguys.com	+7
thumblounge.com	+6
myxer.com	+5
1800pocketpc.com	+3
amazon.com	+2
opencoursemusic.com	+2
pandora.com	+2
<b>2</b> apple.com	
<b>3</b> about.com	
<b>4</b> answers.com	
<b>6</b> audiosparx.com	

\*competitors in **bold**

### Pages That Rank

<http://www.geico.com/about/pressreleases/2009/20091016>

geico claims(3), geico auto insurance(4), geico car insurance(4)

**Est. Clicks per Month:** 1(-0) **Potential Incremental Gain:** 134 clicks/mo.