

## Content Brief

### Summary

Keyword: car insurance quotes

Word Count: Current: 4640, Target: 4640

Leave as is

SubHeadings: Use around 8 subheadings

[What is Content Brief and Content Brief Optimization Score?](#)



OPTIMIZATION SCORE

CONTENT BRIEF

Improve this score by getting each section into the target range. The goal is to get to 100%

SECRET KEY: 8cb788e4a6898587e530a985cf9e6e

### Search Engine Title ( Current Usage: 2 Target Range: 2 - 4 )

Make sure that your title contains your important terms in the suggested range.

You do not need to use every important term.

You should select the ones you like and use them to reach the target range for the section.

Use your competitor titles in Content Prompts for inspiration.

Your Search Engine Title, the title that search engines see, and your H1, the title that humans see, should be as identical as possible.

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
car insurance quotes	1	1 - 1
auto insurance	3	1 - 1
car insurance quote	0	1 - 1
auto insurance quote	0	1 - 1

## Page Title ( Current Usage: 1 Target Range: 2 - 4 )

Make sure that your page title contains your important terms in the suggested range.

You do not need to use every important term.

You should select the ones you like and use them to reach the target range for the section.

Use your competitor titles in the Content Prompts for inspiration.

Your Search Engine title, the title that search engines see, and your H1, the title that humans see, should be as identical as possible.

You should only have one H1, one title visible on your page.

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
car insurance quotes	1	1 - 1
auto insurance	0	1 - 1
car insurance quote	0	1 - 1
auto insurance quote	0	1 - 1

## SubHeadings ( Current Usage: 11 Target Range: 11 - 20 )

No matter how many subheadings/subtitles are on your page makes sure those subheadings/subtitles include the important terms below.

You do not have to use every important term. You do not have to get every important term inside its individual target range.

The goal is to use as many of the important terms below as needed so that the Subheadings Section as a whole gets inside the section's target range.

Use the relevant related keywords at the bottom of the dashboard for inspiration on your subtitles.

If you see competitor brand names in this list we highly recommend that you re-run and remove them.

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
car insurance quotes	4	1 - 2
insurance	3	1 - 1

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
auto	0	1 - 1
auto insurance	3	2 - 4
car insurance quote	2	3 - 5
auto insurance quote	0	1 - 2
car insurance rates	2	1 - 1
free car insurance	0	1 - 1
insurance quotes online	1	1 - 1
cheapest car insurance	1	1 - 2

### Main Content ( Current Usage: 346 Target Range: 290 - 484 )

Use the suggested terms below to optimize the main content on your page. You do not have to use every important term.

You do not have to get every important term inside its individual target range.

The goal is to use as many of the important terms below as needed so that the Main Content Section as a whole gets inside the section's target range.

A good approach is to provide information that answers the questions your readers have about your target keyword.

It's often good to write your main content first and then edit for the important terms.

Use the related questions at the bottom of the dashboard for inspiration on the questions your readers may need answered.

If you see competitor brand names in this list we highly recommend that you re-run and remove them.

CURRENT WORD COUNT: 4640 TARGET WORD COUNT: 4640 Recommendation: Leave as is

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
car insurance quotes	19	1 - 1
car insurance rates	7	1 - 1

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
car insurance companies	4	1 - 1
free car insurance	7	3 - 5
auto insurance rates	5	1 - 1
online car insurance	3	1 - 1
insurance quotes online	7	1 - 1
cheap car insurance	20	2 - 4
cheapest car insurance	9	1 - 1
car insurance coverage	2	1 - 1
insurance	83	49 - 81
auto	9	3 - 5
quote	15	8 - 13
car insurance	9	24 - 40
auto insurance	41	17 - 28
car insurance quote	26	9 - 15
quotes	4	1 - 1
auto insurance quote	7	2 - 3
automobile	4	1 - 1
allstate	0	1 - 2
general	0	1 - 2
icon	0	1 - 1
add	0	1 - 1
claims	4	6 - 10

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
coverage	58	29 - 49
get	26	14 - 23
nationwide	0	1 - 1
policy	13	10 - 16
renters	4	5 - 8
state	13	19 - 31
planning	0	1 - 1
call	0	3 - 5
information	1	10 - 16
credit	16	5 - 9
rates	22	2 - 4
read	0	2 - 3
vehicle	14	12 - 20
service	10	3 - 5
select	0	1 - 1
discounts	22	7 - 11
change	0	1 - 1
insurance policy	6	2 - 3
life	2	5 - 8
see	6	7 - 11
home	0	6 - 10
property	4	8 - 14

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
home insurance	0	1 - 1
premium	2	2 - 4
average	6	5 - 9

## Page Structures

### Give Google the type of page it wants

undefined: Current 1

Use between 1 and 1

undefined: Current 13

Use between 9 and 13

undefined: Current 20

Use between 8 and 23

undefined: Current 7

Use up to 5

undefined: Current 1

Use up to 1

## Competitor Titles

### Create a title that Google will like

Car Insurance | Get An Auto Insurance Quote | Allstate

Car Insurance - Start a Free Auto Insurance Quote | GEICO

Free Car Insurance Quote - Save on Auto Insurance | State ...

Car Insurance: Free Auto Insurance Quotes | Progressive

Esurance Car Insurance Quotes & More

Car Insurance - Get a Free Auto Insurance Quote – Nationwide

Car Insurance & Auto Insurance Quotes - Farmers Insurance

Free Car Insurance Quotes (from 100+ Companies) | The Zebra

Get a cheap car insurance quote fast.

Car Insurance Quotes: What You Need to Know - NerdWallet

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## Related Keywords

### Get these on your page to rank for more keywords

car insurance quotes near Texas

car insurance quotes near California

car insurance quotes comparison

cheap car insurance quotes

car insurance companies

the general car insurance

best car insurance

**Get these on your page to rank for more keywords**

state farm car insurance

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## Related Questions

**Answer these on your page or on another page on your site to build relevancy**

Who normally has the cheapest car insurance?

What's the best car insurance right now?

What is the cheapest insurance per month?

Is progressive good insurance?

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