

Content Brief

Summary

Keyword: cheap car insurance

Word Count: Current: 4643, Target: 4643

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: 7103341e6619c7d3f0f46d1091e637

Search Engine Title (Current Usage: 3 Target Range: 2 - 3)

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
cheap car insurance	2	1 - 1
car insurance	3	1 - 1
affordable auto insurance	1	1 - 1

Page Title (Current Usage: 1 Target Range: 2 - 3)

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
cheap car insurance	1	1 - 1
car insurance	0	1 - 1
affordable auto insurance	0	1 - 1

SubHeadings (Current Usage: 16 Target Range: 17 - 31)

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
cheap car insurance	6	1 - 1
insurance	4	7 - 12
car insurance	7	2 - 3

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
vehicle	0	1 - 2
auto insurance	3	1 - 2
affordable	2	1 - 1
affordable car insurance	2	1 - 1
cheap auto insurance	0	1 - 2
car insurance companies	0	1 - 1
car insurance company	0	1 - 2
car insurance discounts	2	1 - 1
car insurance rates	2	1 - 2
car insurance quotes	4	1 - 1

Main Content (Current Usage: 344 Target Range: 343 - 572)

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: 4643 TARGET WORD COUNT: 4643 Recommendation: Leave as is

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
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IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
cheap car insurance	20	5 - 9
insurance	111	17 - 28
auto	9	3 - 5
car insurance	31	11 - 19
vehicle	14	6 - 10
auto insurance	31	12 - 20
affordable	16	2 - 3
affordable car insurance	8	2 - 3
cheap auto insurance	12	1 - 2
affordable auto insurance	3	1 - 1
cheapest car insurance	9	2 - 3
cheapest auto insurance	0	1 - 1
cheapest	2	10 - 17
car insurance companies	4	3 - 5
car insurance company	0	1 - 2
company monthly rate	0	1 - 1
car insurance discounts	2	2 - 4
car insurance cheap	1	1 - 1
compare car insurance	1	1 - 2
car insurance rates	7	7 - 12
auto insurance quote	7	1 - 1
car insurance quotes	19	2 - 4

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
car insurance policy	4	2 - 3
planning	0	1 - 1
geico	0	35 - 58
rates	29	9 - 15
nationwide	0	8 - 13
average	6	11 - 19
state farm	3	5 - 9
companies	1	7 - 12
get	26	14 - 24
state	10	8 - 13
drivers	16	13 - 22
farm	0	2 - 3
life	2	5 - 9
coverage	60	20 - 33
usaa	0	5 - 8
company	20	19 - 32
national average	0	1 - 1
progressive	0	1 - 2
policy	15	10 - 17
per	4	2 - 3
credit	16	14 - 23
quote	47	4 - 6

IMPORTANT TERM	CURRENT USAGE	TARGET RANGE
help	7	3 - 5
monthly	6	2 - 3
mobile	2	1 - 1
savings	1	4 - 6
discount	1	8 - 13
want	7	5 - 9
insurance companies	10	13 - 22
rate	4	8 - 13
please	0	3 - 5
annual	4	2 - 4
change	0	1 - 1
personal	5	2 - 4
service	10	4 - 6
month	0	1 - 1

Page Structures

Give Google the type of page it wants

Bold Terms: Current 29

Use between 5 and 62

Images: Current 179

Use between 10 and 25

Give Google the type of page it wants

Lists: Current 8

Use between 7 and 22

Tables: Current 1

Use up to 2

Forms: Current 3

Use between 3 and 7

Links: Current 105

Use between 180 and 351

Competitor Titles

Create a title that Google will like

Cheap Car Insurance ~ Get Affordable Auto Insurance | GEICO

Cheap car insurance | Affordable auto insurance | Liberty Mutual

Cheap Car Insurance – Nationwide

Cheap Car Insurance: Affordable Auto Insurance

Cheap Car Insurance Companies (May 2022) - NerdWallet

Get a cheap car insurance quote fast.

The Cheapest Car Insurance Companies (May 2022)

Best Cheap Car Insurance (quotes from \$94/mo) - The Zebra

Cheap Car Insurance Companies (May 2022) - USNews.com

Dairyland® auto - Cheap car insurance

Related Keywords

Get these on your page to rank for more keywords

very cheap car insurance no deposit

cheap car insurance online

car insurance quotes

cheap insurance

cheap car insurance florida

cheap car insurance full coverage

top 10 cheapest car insurance companies

cheap car insurance near me

Related Questions

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

What is the cheapest way to insure a car?

Who usually has the lowest car insurance?

Is insurance cheaper once you are 25?

What is the cheapest car insurance type?
