Home Insurance Search Volumes Down 22 Per Cent

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The number of internet searches for insurance products in April dropped 11 per cent on Januaryâ€™s volume. And despite the extreme weather, home insurance, saw the biggest dip, reveals a report by leading independent digital marketing agency, Greenlight.

According to Greenlightâ€™s â€˜Insurance Sector Report â€“ Issue 12â€™, which profiles consumer online search behaviour i sector, there were 1.6 million insurance-related searches on Google UK in April compared to Januaryâ€™s 1.9 million.

Home insurance-related queries, which totalled 187,144 searches, saw the largest drop. They were 22 per cent down on Januaryâ€™s 240,476.

However, with more than 40 flood warnings in place across the UK, homeowners are being warned about the future of their insurance. This together with premiums expected to rise could well fuel searches.

It was a similar story for car insurance. Aprilâ€™s search volumes were down 13 per cent on Januaryâ€™s 1.1 million.

However, the picture was different for travel insurance. Search volumes held up and remained at the 482,000 mark.

Other key findings from Greenlightâ€™s report revealed that:

- Searches for car insurance-related keywords were the most popular, accounting for 61% of all insurance searches
- Queried 450,000 times and accounting for a 26 per cent share of all insurance searches, the term â€˜car insuranceâ€™ was the most popular

- MoneySupermarket was the most visible website in the natural search* listings, achieving an 89 per cent share of voice

- GoCompare was the most visible advertiser in the paid media** space with a 56 per cent share of voice

- Money Saving Expert ranked at the top of Greenlightâ€™s social media league table.

*Natural /organic Search - Listings in search engine results pages that appear because of their relevance to the search terms

**Paid Media â€“ an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market.

About Greenlight
For more information please visit www.greenlightdigital.com

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