

**Contents**

Insurance Agents & Brokers ..... 2

General Keywords..... 2

*\*Keyword competitiveness varies based on the region. For this general guide, we will be using all of Canada as the region. Keywords with high monthly searches and low competition are the most optimal keywords.*

# Insurance Agents & Brokers

## General Keywords

Keyword	Monthly Searches	Competition
1. Car Insurance	○ 10K – 100K	○ High
2. Travel Insurance	○ 10K – 100K	○ High
3. Auto Insurance	○ 1K – 10K	○ High
4. Home Insurance	○ 1K – 10K	○ High
5. Life Insurance	○ 1K – 10K	○ High
6. Motorcycle Insurance	○ 1K – 10K	○ High
7. Commercial Insurance	○ 1K – 10K	○ High
8. Business Insurance	○ 1K – 10K	○ High
9. Medical Insurance	○ 1K – 10K	○ High
10. Renters Insurance	○ 1K – 10K	○ High
11. Tenant Insurance	○ 1K – 10K	○ High
12. Vehicle Insurance	○ 100 – 1K	○ High
13. RV Insurance	○ 100 – 1K	○ High