Kings of Search

FIRST REPORT

SEO / SHARE OF VOICE

Car Insurance.

The search landscape. In one report.

Executive summary

Go.Compare Official Site leads the searches checked for Car Insurance in United Kingdom, with 11.7 percent of estimated Google search clicks. The searches 'car insurance quotes' and 'temporary car insurance' account for 32.4 percent of estimated Google clicks in this report. Compare the Market is next with 9.9 percent. These figures are estimated Google search clicks, not measured visits. Bing results were collected and are not part of this estimate. This first report is the starting point for later comparisons.

United Kingdom Google 19 Oct 2026 Public report

LEADING SHARE OF VOICE	ESTIMATED CLICKS	WEBSITES
11.7%	466,682	50
Go.Compare Official Site	Google	Up to 50 rows

WEBSITE LEADERBOARD

The website leaderboard.

50 of 329 websites. Up to 50 rows, ranked by share of voice.

Rank	Website	Estimated clicks	Share of Voice (%)
1	Go.Compare Official Site www.gocompare.com	54,459	11.7%
2	Compare the Market www.comparethemarket.com	46,005	9.9%
3	MoneySuperMarket www.moneysupermarket.com	27,282	5.8%
4	Dayinsure www.dayinsure.com	24,951	5.3%
5	Classic Car Insurance www.performancedirect.co.uk	17,393	3.7%
6	Confused.com www.confused.com	16,433	3.5%
7	Tiger www.tiger.co.uk	11,973	2.6%
8	LV= www.lv.com	11,351	2.4%
9	Admiral www.admiral.com	11,293	2.4%
10	Fast & Hassle-Free bigwantsyourcar.com	10,659	2.3%
11	MoneySavingExpert.com www.moneysavingexpert.com	9,422	2.0%
12	Aviva www.aviva.co.uk	9,079	1.9%
13	YouTube www.youtube.com	8,490	1.8%
14	Sterling Insurance www.sterling-insurance.co.uk	8,306	1.8%
15	AbbeyAutoline www.abbeyautoline.co.uk	7,419	1.6%
16	Elephant www.elephant.co.uk	7,008	1.5%
17	Route Planner www.rac.co.uk	6,705	1.4%
18	Which? www.which.co.uk	6,691	1.4%
19	Facebook www.facebook.com	6,148	1.3%
20	Veygo www.veygo.com	5,705	1.2%
21	Hastings Direct www.hastingsdirect.com	5,496	1.2%

Rank	Website	Estimated clicks	Share of Voice (%)
22	Uswitch www.uswitch.com	5,487	1.2%
23	NAVIGATE enquiry.navigate.mib.org.uk	5,455	1.2%
24	Tempcover www.tempcover.com	5,066	1.1%
25	Money www.money.co.uk	5,056	1.1%
26	Reddit www.reddit.com	5,039	1.1%
27	Car insurance www.diamond.co.uk	4,141	0.9%
28	NFU Mutual Insurance, Pensions, and Investments www.nfumutual.co.uk	3,958	0.8%
29	Cuvva www.cuvva.com	3,859	0.8%
30	Be Wiser www.bewiser.co.uk	3,767	0.8%
31	Briefly www.brieflycover.co.uk	3,715	0.8%
32	Allianz Insurance www.allianz.co.uk	3,611	0.8%
33	Budget Insurance www.budgetinsurance.com	3,432	0.7%
34	MoneyHelper www.moneyhelper.org.uk	3,398	0.7%
35	CarTaxCheck cartaxcheck.co.uk	3,298	0.7%
36	Insure Daily www.insuredaily.co.uk	2,943	0.6%
37	Zixty www.zixty.com	2,816	0.6%
38	Postoffice www.postoffice.co.uk	2,696	0.6%
39	Howden Insurance www.howdeninsurance.co.uk	2,695	0.6%
40	AXA UK home page www.axa.co.uk	2,691	0.6%
41	Tesco Insurance www.tescoinsurance.com	2,655	0.6%
42	CompareNI www.compareni.com	2,450	0.5%
43	Swinton www.swinton.co.uk	2,385	0.5%
44	Quotezone www.quotezone.co.uk	2,297	0.5%
45	Swiftcover www.swiftcover.com	2,282	0.5%

Rank	Website	Estimated clicks	Share of Voice (%)
46	Marmalade www.wearemarmalade.co.uk	2,189	0.5%
47	GoShorty goshorty.co.uk	2,135	0.5%
48	By Miles www.bymiles.co.uk	2,133	0.5%
49	HaMuch www.hamuch.com	2,112	0.5%
50	MotorEasy www.motoreasy.com	2,088	0.4%

Estimated clicks use search volume and a conditional position curve. Organic results use their organic rank. A named SERP feature shares the click rate for its position on the page. They are not analytics traffic. Bing is not included. This first report is the baseline.

NOTES

Read the data with context.

Go.Compare Official Site leads with 11.7% of modeled Google clicks.
1 hour car insurance: 1,600
1 week car insurance: 1,900
24 hour car insurance: 1,900
average car insurance cost uk: 1,000
best car insurance: 4,400
best car insurance comparison sites: 5,400