





























SERP Analysis for: health insurance

SERP Analysis

18 Ranking Difficulty		37 Homepages 7 Gov, Edu Domains		14 Keywords in Title 42 Keywords in URL		210 Monthly Clicks — worth — \$4.27k For #1 Rank		90.0% Domain Diversity	
Social Domains W      									
Rank (Change)	URL	Domain	Domain Strength	Est. Mo. Clicks					
1 —	https://www.southerncross.co.nz/society Health & medical insurance	southerncross.co.nz  	35	210					
2 —	https://www.aainsurance.co.nz/health-insurance Health Insurance - get a quote and buy online	aainsurance.co.nz	35	110					
3 —	https://www.aia.co.nz/en/our-products/health-insurance.html Health Insurance - Compare and get a quote	aia.co.nz 	34	75					
4 —	https://www.nib.co.nz/ NZ Health Insurance Welcome to nib	nib.co.nz  	32	55					
5 1↑	https://www.lifedirect.co.nz/health-insurance/ Compare Insurance, quote and buy Health Insurance	lifedirect.co.nz  	33	44					
6 5↑	https://www.moneyhub.co.nz/health-insurance.html Compare Health Insurance NZ 2025: Best Policies, Quotes ...	moneyhub.co.nz	40	36					
7 2↑	https://unimed.co.nz/ Workplace Medical Health Insurance Provider - UniMed, NZ ...	unimed.co.nz 	28	32					
8 —	https://www.southerncross.co.nz/society/buying-health-insurance/our-... Compare health insurance plans	southerncross.co.nz  	35	28					
9 1↑	https://www.scti.co.nz/ Travel Insurance From The Experts - Compare, Quote, Buy ...	scti.co.nz	34	24					
10 3↓	https://www.accuro.co.nz/ Home Accuro Health Insurance NZ	accuro.co.nz 	27	24					
11 —	https://www.nib.co.nz/compare-plans Compare Health Insurance Plans	nib.co.nz  	32	20					
12 —	https://www.aia.co.nz/en/our-products/health-insurance/private-health... Private Health Insurance	aia.co.nz 	34	20					
13 2↑	https://unimed.co.nz/health-plans/ Compare workplace health and medical insurance plan	unimed.co.nz 	28	18					
14 5↑	https://healthcareplus.org.nz/health-insurance-guide Health Insurance and what you need to know	healthcareplus.org.nz 	29	16					
15 3↑	https://www.mas.co.nz/ MAS - Insurance, Investments, KiwiSaver - MAS	mas.co.nz	34	16					
16 1↑	https://www.lifedirect.co.nz/article/what-is-health-insurance What is health insurance?	lifedirect.co.nz  	33	14					
17 4↑	https://www.asb.co.nz/health-insurance Health insurance - NZ medical insurance quotes & claims	asb.co.nz  	38	14					














Rank (Change)	URL	Domain	Domain Strength	Est. Mo. Clicks
18 4 ↑	https://www.policeassn.org.nz/products-services/health-plan NZPA: Health Plan	policeassn.org.nz	28	12
19 NEW	https://aon.co.nz/personal-insurance/life-health-insurance Personal insurance Life & Health insurance	aon.co.nz	30	12
20 15 ↓	https://www.consumer.org.nz/services/health-insurance-policies/guide Health insurance policies Buying guide	consumer.org.nz x2	37	12
21 NEW	https://www.icib.co.nz/products/life-and-health Life & health insurances	icib.co.nz	27	12
22 6 ↑	https://www.globalfinance.co.nz/medical-insurance/ Medical Insurance Health Insurance NZ	globalfinance.co.nz	33	12
23 8 ↓	https://www.chubb.com/nz-en/business/accident-health.html Accident & Health Insurance	chubb.com	33	10
24 NEW	https://www.ajg.co.nz/personal/life-and-health-insurance/ Life and health insurance	ajg.co.nz	32	10
25 11 ↓	https://www.fsc.org.nz/topics/health-insurance Health Insurance FSC	fsc.org.nz	26	9
26 20 ↑	https://www.aa.co.nz/insurance/health-insurance/ AA Health Insurance	aa.co.nz x2	38	9
27 10 ↓	https://www.allianzcare.com/en/support/health-and-wellness/national-... Guide Healthcare in New Zealand	allianzcare.com	26	9
28 9 ↑	https://www.healthpoint.co.nz/health-insurance-companies/ Health Insurance Companies	healthpoint.co.nz	37	8
29 23 ↑	https://www.kiwicover.co.nz/health-insurance Health Insurance Compare Quotes Online at ...	kiwicover.co.nz	31	8
30 60 ↑	https://www.policywise.co.nz/resources/is-health-insurance-worth-it-nz Is health insurance worth it in New Zealand? What to consider	policywise.co.nz	32	8
31 38 ↑	https://www.rnz.co.nz/news/national/543750/health-insurance-is-it-wo... Health insurance: Is it worth the cost?	rnz.co.nz	41	8
32 12 ↓	https://www.southerncrosslife.co.nz/ Southern Cross Life Insurance: Get life insurance cover	southerncrosslife.co.nz	31	7
33 3 ↓	https://www.accuro.co.nz/personal-health-insurance Personal Health Insurance	accuro.co.nz x2	27	7
34 11 ↓	https://www.lifecovered.nz/health-cover/ Buy Health Insurance - LifeCovered™	lifecovered.nz	33	7
35 39 ↑	https://www.canstar.co.nz/health-insurance/ Compare Health Insurance NZ	canstar.co.nz	37	7
36 4 ↑	https://www.asb.co.nz/health-insurance/benefits-of-health-insurance-... What are the benefits of private health insurance?	asb.co.nz x2 Ad	38	7
37 61 ↑	https://www.nzinsurances.co.nz/insurance/health-insurance Best Health Insurance NZ: Family Coverage & Christchurch ...	nzinsurances.co.nz	29	6
38 5 ↑	https://info.healthcareplus.org.nz/day-to-day-health-plans-nzei Day-to-day health plans NZEI Health & Medical insurance	healthcareplus.org.nz x2	29	6
39 4 ↓	https://www.become.nz/insurance/health-insurance Health Insurance adviser & Health Insurance Benefits	become.nz	30	6
40 NEW	https://www.nzeiteriuroa.org.nz/healthcareplus HealthCarePlus cover	nzeiteriuroa.org.nz	25	6

Rank (Change)	URL	Domain	Domain Strength	Est. Mo. Clicks
41 15↓	https://www.consumer.org.nz/services/health-insurance-policies/review Health insurance policies Compare	consumer.org.nz x2	37	6
42 17↑	https://www.cab.org.nz/article/KB00001877 What is health insurance and who needs it?	cab.org.nz	37	6
43 20↑	https://www.aa.co.nz/insurance/health-insurance/aa-health-everyday/ Everyday Cover - AA Health Insurance	aa.co.nz x2	38	6
44 NEW	https://www.anz.co.nz/personal/insurance/ Insurance	anz.co.nz	40	5
45 5↑	https://wrightfinancial.co.nz/health-insurance/ Health Insurance	wrightfinancial.co.nz	28	5
46 16↓	https://www.upmchealthplan.com/ UPMC Health Plan: Quality Health Insurance	upmchealthplan.com	20	5
47 5↓	https://www.floridablue.com/ Florida Blue: Florida Health Insurance Plans	floridablue.com	24	5
48 23↑	https://selecthealth.org/ Select Health Medical & Dental Insurance in Utah, Idaho ...	selecthealth.org	23	5
49 NEW	https://www.nzadvicegroup.co.nz/blog/post/107531/why-health-insura... Why Health Insurance Matters: A Comprehensive Guide	nzadvicegroup.co.nz	24	5
50 18↓	https://www.moneyworks.co.nz/health-insurance/ Health Insurance Moneyworks NZ Ltd	moneyworks.co.nz	27	5
51 34↑	https://www.icicilombard.com/health-insurance Buy Health Insurance Policy Online @ ₹20/Day	icicilombard.com	30	5
52 9↑	https://www.braveday.co.nz/what-we-do/personal-insurance/medical-i... Personal Medical Insurance Health Insurance NZ	braveday.co.nz	23	5
53 NEW	https://www.hioscar.com/ Health insurance that works for you Oscar	hioscar.com	19	5
54 8↑	https://www.acorninsurance.co.nz/health-insurance Health Insurance	acorninsurance.co.nz	26	4
55 8↓	https://www.coveredca.com/ Covered California™ The Official Site of California's Health ...	coveredca.com	25	4
56 NEW	https://www.eurekafinancial.co.nz/overview-of-medical-insurance-in-n... Overview of Medical Insurance in New Zealand	eurekafinancial.co.nz	21	4
57 36↑	https://www.imglobal.com/ IMG: International Health & Travel Medical Insurance	imglobal.com	27	4
58 34↑	https://www.hdfcergo.com/health-insurance Health Insurance Buy Medical Insurance Plans @ Rs 26/ ...	hdfcergo.com	29	4
59 NEW	https://smartinsure.co.nz/health-insurance/ Health Insurance & Medical Insurance Quotes - Smart Insure NZ	smartinsure.co.nz	28	4
60 24↑	https://connectforhealthco.com/ Connect for Health Colorado	connectforhealthco.com	18	4
61 7↓	https://tricare.mil/ Home TRICARE	tricare.mil	26	4
62 NEW	https://www.cignaglobal.com/ International Health Insurance & Global Medical Cover Cigna	cignaglobal.com	25	4
63 30↓	https://www.marylandhealthconnection.gov/ Maryland Health Connection: Home	marylandhealthconnection.gov	20	4

Rank (Change)	URL	Domain	Domain Strength	Est. Mo. Clicks
64 22 ↑	https://www.aviva.co.uk/health/health-products/health-insurance/ Health insurance From just £1.19 per day	aviva.co.uk	33	4
65 27 ↓	https://www.healthcare.gov/see-plans/ See - 2025 - plans & prices	healthcare.gov	28	4
66 NEW	https://insurancelist.co.nz/health/ Health Insurance – Access Quality Healthcare Plans	insurancelist.co.nz	30	4
67 –	https://www.hcf.com.au/ HCF health insurance Your health comes first HCF	hcf.com.au	28	4
68 32 ↓	https://www.accesshealthct.com/ Access Health CT - CT's Official Health Insurance Marketplace	accesshealthct.com	20	4
69 19 ↑	https://www.bupa.co.uk/ Bupa UK: Private healthcare	bupa.co.uk	32	4
70 45 ↓	http://www.aetna.com/ Aetna: Producers	aetna.com	28	3
71 24 ↑	https://www.elan.co.nz/blog/best-health-insurance-nz 5 Best Health Insurance Companies in NZ for 2024	elan.co.nz	27	3
72 NEW	https://www.ibx.com/ Pennsylvania Health Insurance Independence Blue Cross ...	ibx.com	20	3
73 20 ↓	https://www.uhc.com/ Health insurance plans UnitedHealthcare	uhc.com	28	3
74 31 ↓	https://www.layahealthcare.ie/ Laya Healthcare: Health Insurance Health insurance Quotes	layahealthcare.ie	25	3
75 20 ↓	https://www.bcbstx.com/ Health Insurance in Texas Blue Cross and Blue Shield of Texas	bcbstx.com	24	3
76 1 ↓	https://www.mnsure.org/ MNsure - Minnesota's health insurance marketplace / MNsure	mnsure.org	22	3
77 –	https://bewellnm.com/ We Connect New Mexicans to Health Insurance - BeWell ...	bewellnm.com	18	3
78 37 ↓	https://www.nj.gov/getcoverednj/ GetCoveredNJ - NJ.gov	nj.gov	32	3
79 13 ↓	https://www.wahealthplanfinder.org/ Washington Healthplanfinder: Home	wahealthplanfinder.org	21	3
80 4 ↓	https://www.damanhealth.ae/ Daman: Health Insurance in UAE - Price and Plans	damanhealth.ae	20	3
81 6 ↑	https://www.bajajallianz.com/health-insurance-plans.html Health Insurance: Buy Medical Insurance Plans @ ₹15*/day	bajajallianz.com	29	3
82 9 ↓	https://en.wikipedia.org/wiki/Health_insurance Health insurance	wikipedia.org	47	3
83 52 ↓	https://nystateofhealth.ny.gov/ New York State of Health Health Plan Marketplace for ...	ny.gov	35	3
84 NEW	https://www.priorityhealth.com/ Affordable Michigan health insurance Priority Health Priority ...	priorityhealth.com	18	3
85 NEW	https://www.tataaig.com/health-insurance Health Insurance Plans: Buy Medical Insurance Online ...	tataaig.com	30	3
86 NEW	https://www.bcbsok.com/ Health Insurance in Oklahoma Blue Cross and Blue Shield of ...	bcbsok.com	16	3

Rank (Change)	URL	Domain	Domain Strength	Est. Mo. Clicks
87 NEW	https://www.healthpartners.com/ HealthPartners – Top-Rated insurance and health care in ...	healthpartners.com	30	3
88 NEW	https://www.axahealth.co.uk/ AXA Health: Private healthcare in the UK	axahealth.co.uk	24	3
89 9↓	https://pennie.com/ Pennie: Home	pennie.com	17	3
90 46↓	https://www.nhs.uk/using-the-nhs/healthcare-abroad/apply-for-a-free-... Applying for healthcare cover abroad (GHIC and EHIC)	www.nhs.uk	40	3
91 NEW	https://www.starhealth.in/health-insurance/ Health Insurance Plans - India's Best Medical ...	starhealth.in	26	3
92 NEW	https://www.ambetterhealth.com/en/ Ambetter Health Affordable Health Insurance Plans	ambetterhealth.com	21	3
93 23↓	https://www.bluecrossnc.com/ Blue Cross NC: North Carolina Health Insurance Plans	bluecrossnc.com	23	3
94 11↓	https://georgiaaccess.gov/ Georgia Access Find Affordable Health Insurance in Georgia	georgiaaccess.gov	21	3
95 27↓	https://www.opm.gov/healthcare-insurance/healthcare/ Healthcare	opm.gov	29	3
96 NEW	https://www.regence.com/home Regence: The most trusted name in health insurance	regence.com	17	3
97 NEW	https://insurance.qantas.com/health-insurance Qantas Health Insurance Health Insurance Quote	qantas.com	38	3
98 42↓	https://www.cigna.com/ Cigna Healthcare Health Insurance, Dental Plans & Medicare	cigna.com	28	2
99 54↓	https://www.blueshieldca.com/ Blue Shield of California: Health insurance plans	blueshieldca.com	25	2
100 NEW	https://www.investopedia.com/terms/h/healthinsurance.asp Health Insurance: Definition, How It Works	investopedia.com	40	2

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