



| Retirement | Investments | Insurance | Health |

Competitor SEO analysis

Admiral, AXA, Money Supermarket, Compare the Market, Confused.com, GoCompare

01

About & methodology

02

Interactive data/tools content analysis

03

Calculator content analysis

04

News/articles content analysis

05

Key learnings + recommendations



01

About & Methodology

- The document includes an analysis of the most successful campaigns/content by backlinks generated since 2017 by six competitors: GoCompare.com, Comparethemarket.com, Moneysupermarket.com, Confused.com, Admiral.com, and Axa.com
- Ahrefs.com was used to identify the most successful campaigns by the above mentioned competitors, looking at 'The Best Pages by Incoming Links'.
- Only campaigns/content generating backlinks from at least 25 referring domains were included in further analysis.
- Data obtained from Ahrefs.com was compared with data in Moz to ensure accuracy and to work out Domain Authority (DA) of linking domains.
- The goal of the analysis was to identify the most successful campaigns/content by the analysed competitors since 2017 to determine the type of campaigns/content is most likely to generate both quality and quantity backlinks.

02

Interactive data / Tools

Table 1: Most successful competitor interactive tools/data campaigns

Campaign name	76+ DA- referring domains	No. referring domains	Total backlinks	Follow backlinks
Directors Cut	71	200	304	233
On location	32	85	113	102
Harsher penalties	6	47	60	58
Next Gen Cars	13	60	366	348
Concrete feats	5	50	77	69
Comic gains	17	47	147	140
Degree of value	6	38	60	38
Cars against Humanity	16	141	201	128
The 2018 pet rich list	16	56	89	80
If 7 luxury car brands made campervans	7	36	51	36
Cost of charging an electric car globally	6	33	55	41
Driving on Empty	7	31	42	39
Europe's Greenest Capital Cities	8	30	38	24
Electric road trips	1	27	31	30
The gender gap in 100 drivers	16	144	205	182
Living on the edge	5	31	50	29
The true depth of the UK's pothole problem	8	40	62	55
Burglary hotspots	16	111	196	177
Connected homes	3	30	64	60
Best UK cities for families	7	36	43	34
A waste of space?	1	27	56	24
Xmas tree calculator	10	50	67	55
The rise of electric cars	1	35	73	55
Average:	12	60	106	89

- Table 1 shows 23 competitor campaigns involving interactive tools or data presentation.
- On average, the analysed competitor interactive tool/data campaigns generated 106 backlinks and an average 89 followed links from an average 60 unique referring domains.
- Interactive tool/data campaigns, on average, generated backlinks from 12 unique referring domains with a DA 76 or above.

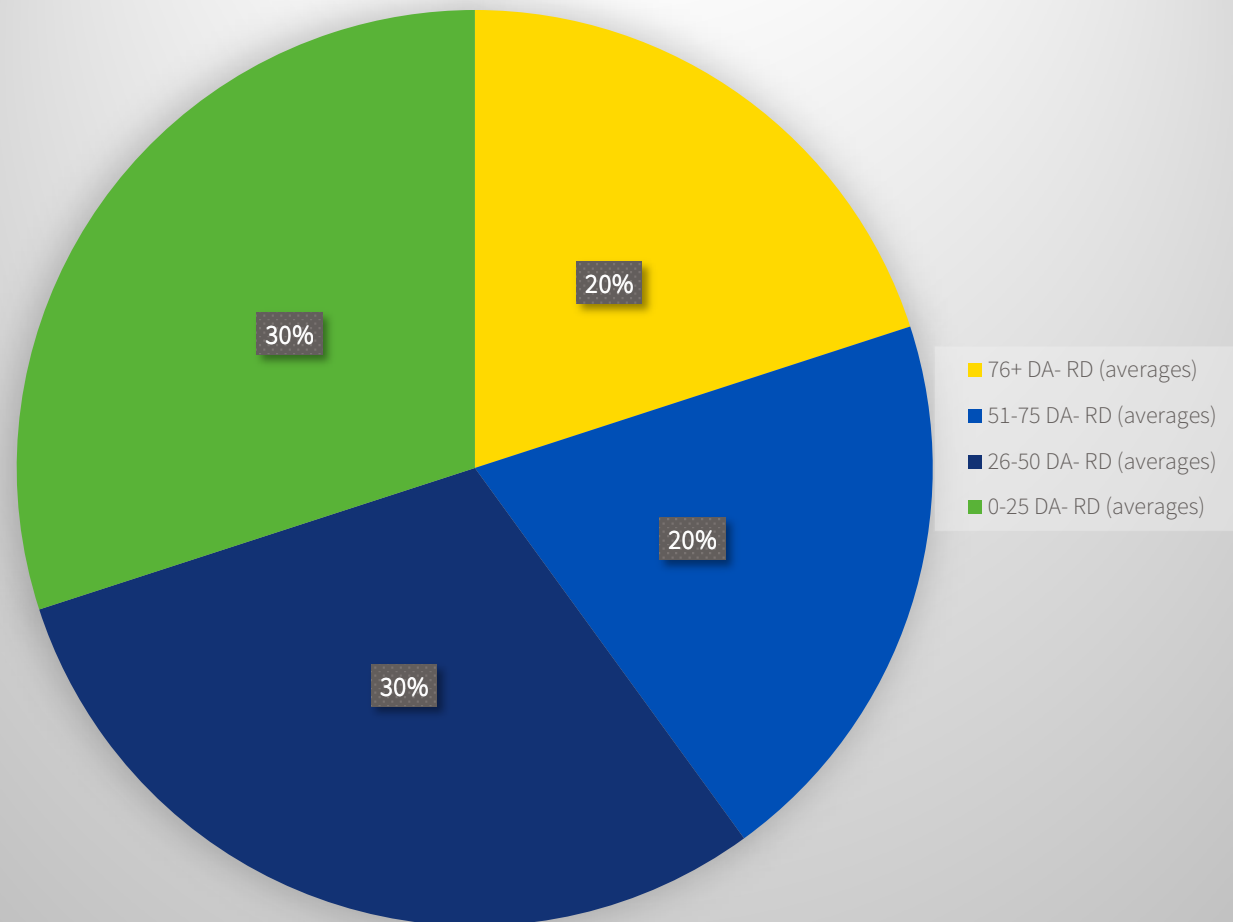
Interactive tools- Referring domains

Analysis of interactive tools/data referring domains DA split reveals a relatively even distribution.

On average, 1 in 5 (20%) referring domains had a DA of 76 or above.

Another 20% of referring domains had a DA between 51 and 75.

On average, just below one third (30%) of referring domains had a DA between 26 and 50, and another 30% of referring domains had a DA of 25 or below.



03

Calculators

Table 2: Most successful competitor calculators

Campaign name	76+ DA- referring domains	No. referring domains	Total backlinks	Follow backlinks
Property investment calculator	1	27	43	40
Morning after calculator	9	54	95	64
Speeding Fine Calculator	0	38	96	52
Average	3	40	78	52

- Since 2017, the analysed competitors launched 3 calculator campaigns (shown in Table 2) with backlinks from a minimum 25 unique referring domains.
- Calculator campaigns, on average, generated 78 backlinks and 52 followed links from an average 40 unique referring domains.
- On average, calculator campaigns generated backlinks from 5 unique referring domains with a DA 76 or above.

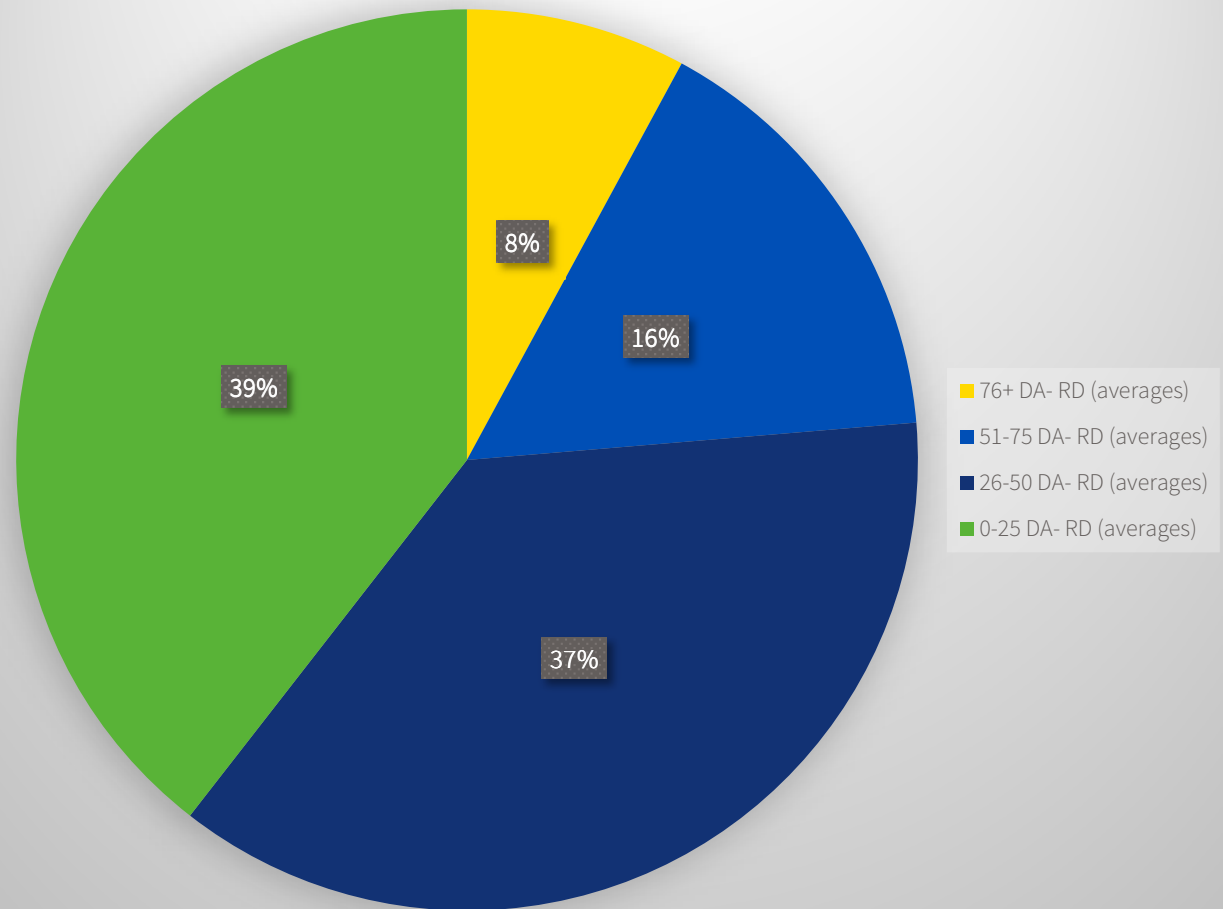
Calculators- Referring domains

Compared to interactive tools/data, analysed calculators' referring domains DA split is not as evenly distributed.

On average, fewer than 1 in 10 (8%) referring domains had a DA of 76 or above.

On average, just 16% of referring domains had a DA between 75 and 51.

Referring domains with DA 50 or below accounted for more than $\frac{3}{4}$ (76%) of all linking domains.



On average, Aviva had less followed backlinks but more total backlinks and total referring domains for the selected campaigns.

On average, Aviva had more 76+ and 0-25 DA referring domains but less 26-50 and 51-75 referring domains for the selected campaigns.

This shows that the quality of Aviva's content here is high even though there is very few calculator campaigns on site (2)

How does Aviva content compare?

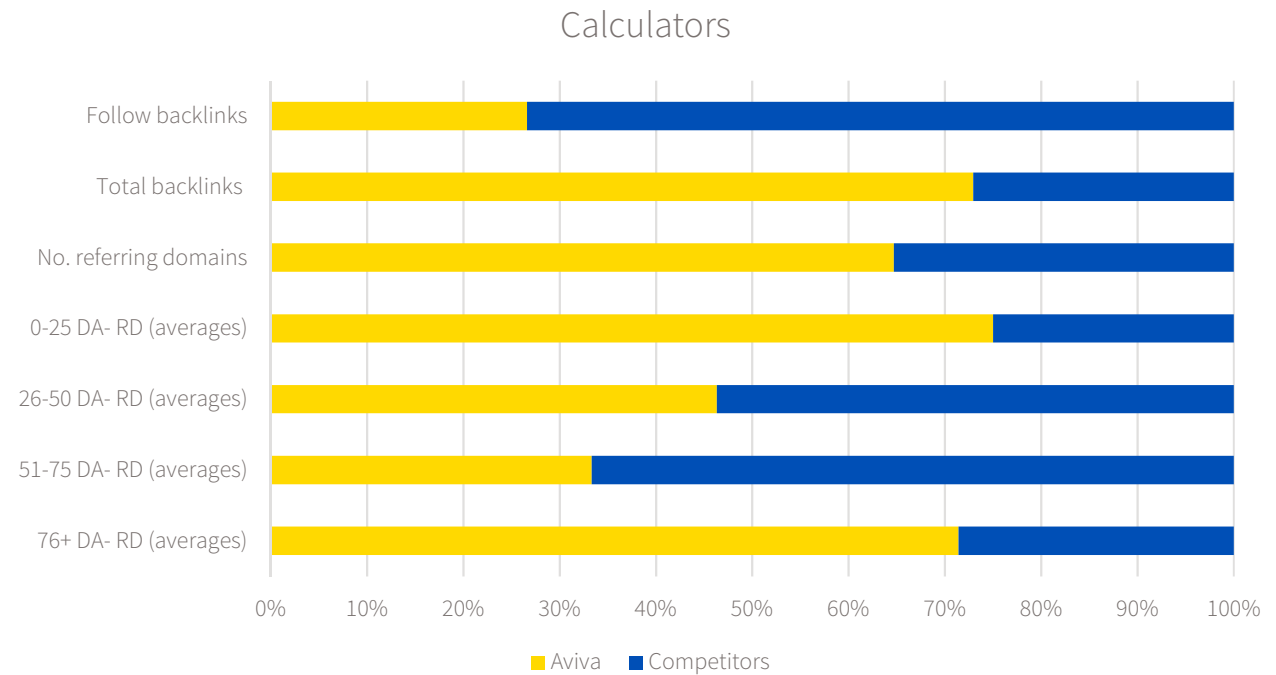


Table 3: Most successful Aviva calculators

Campaign name	76+ DA- referring domains	No. referring domains	Total backlinks	Follow backlinks
My Retirement planner- Retirement tool	4	51	78	25
Pension Annuity Calculator	1	48	154	4
Average:	3	50	116	15

04

News / Articles

Table 4: Most successful competitor news/articles

Campaign name	76+ DA- referring domains	No. referring domains	Total backlinks	Follow backlinks
The effects of annual mileage on car insurance	1	26	49	8
Leaving your car running could leave you £20 worse off	2	40	136	39
How to avoid driving stress	0	28	39	23
Car insurance classes of use explained	2	46	89	19
How to claim for pothole damage to your car	3	43	53	32
How to get replacement car keys if yours are lost	9	45	72	32
How to get proof of no claims discount	0	68	138	38
Using a dashcam	1	32	57	17
What causes condensation and how to stop it	2	27	33	24
Average	2	39	74	25

- Table 4 shows that, since 2017, the analysed competitors created 9 news/articles with backlinks from a minimum 25 unique referring domains.
- News/articles, on average, generated 74 backlinks and 25 followed links from an average 39 unique referring domains.
- On average, news/articles generated backlinks from 2 unique referring domains with a DA 76 or above.

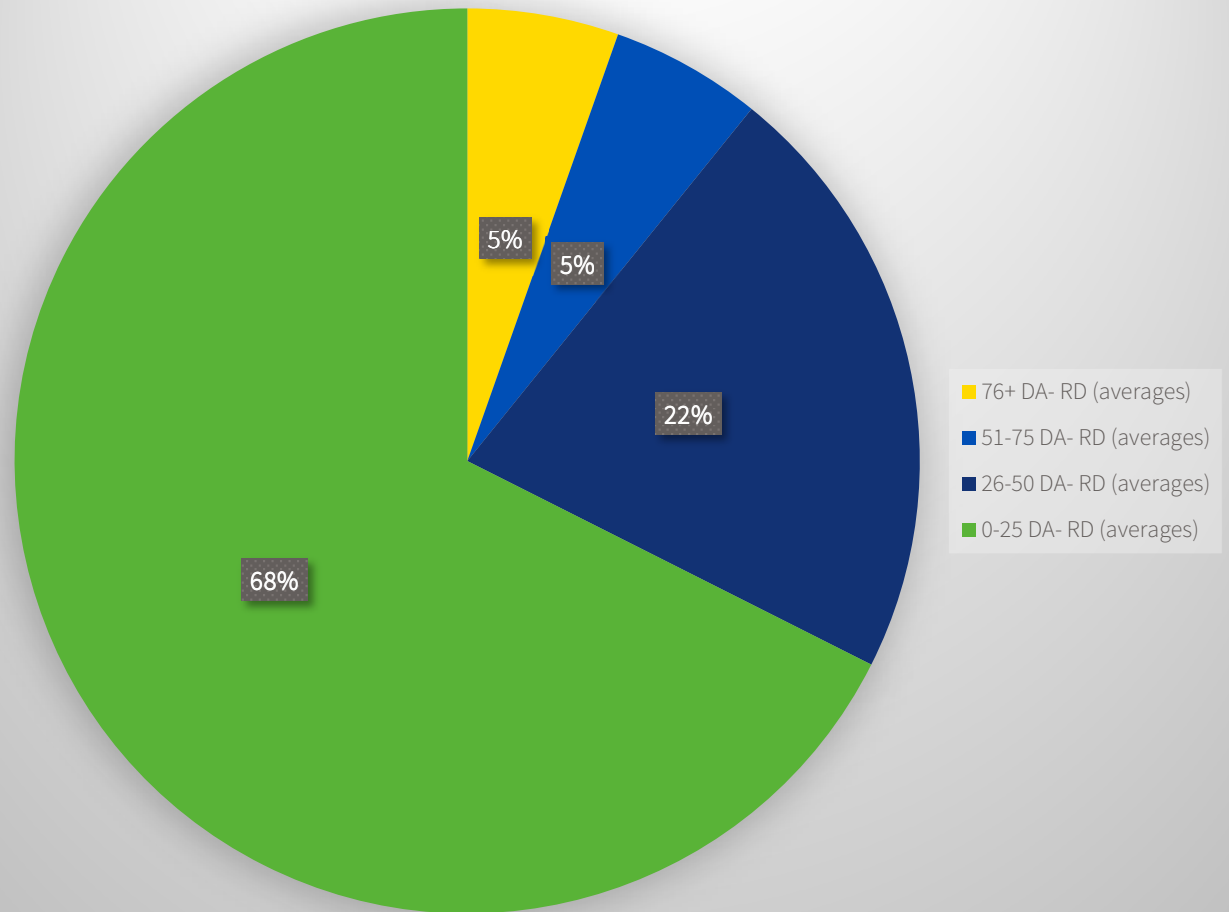
News/Articles- Referring domains

News/articles were found to be least likely to generate backlinks from high DA domains.

On average, just 10% of referring domains had a DA above 51, with 5% having DA 76+ and another 5% having a DA between 51 and 75.

Just above 1 in 5 (22%) referring domains had a between DA 26 and 50.

Just below 1 in 7 (68%) referring domains had a DA 25 or below.



On average, Aviva had the same followed backlinks but less total backlinks and total referring domains for the selected campaigns.

On average, Aviva had less 76+, 26-50, and 0-25 DA referring domains but more 51-75 referring domains for the selected campaigns.

This again shows that the quality of Aviva's content is still high here but the scale (number of backlinks) is behind our competitors for the selected campaigns.

How does Aviva content compare?

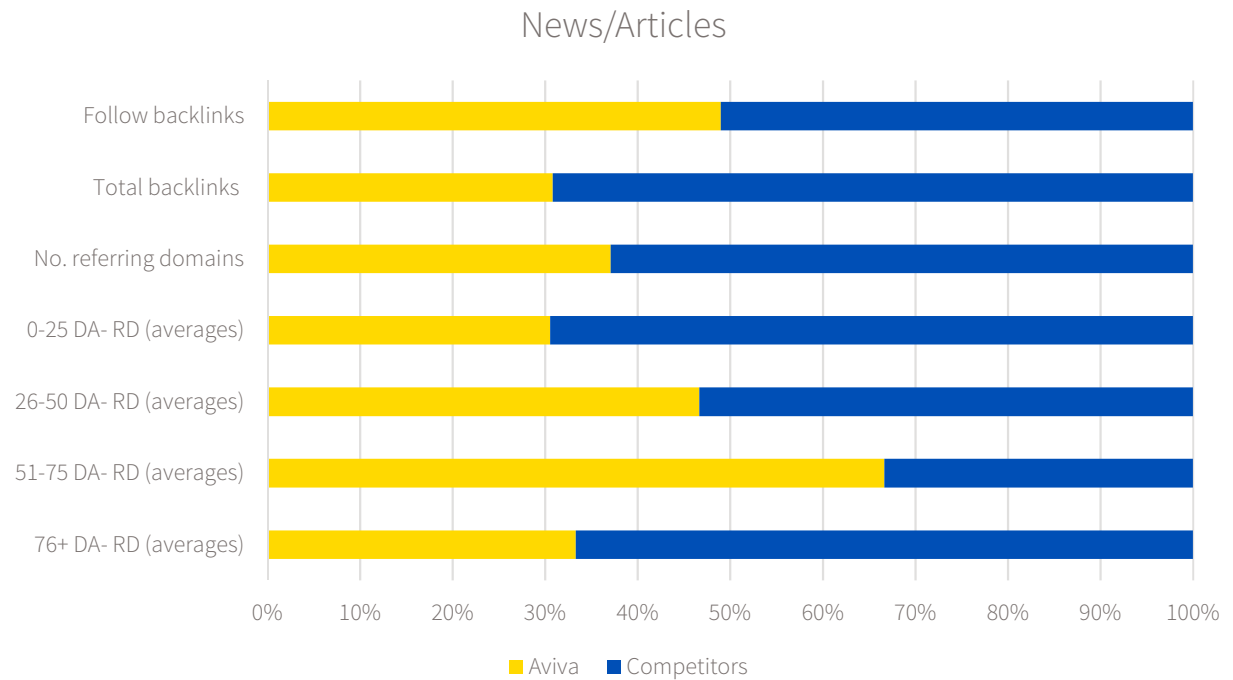


Table 5: Most successful Aviva news/articles

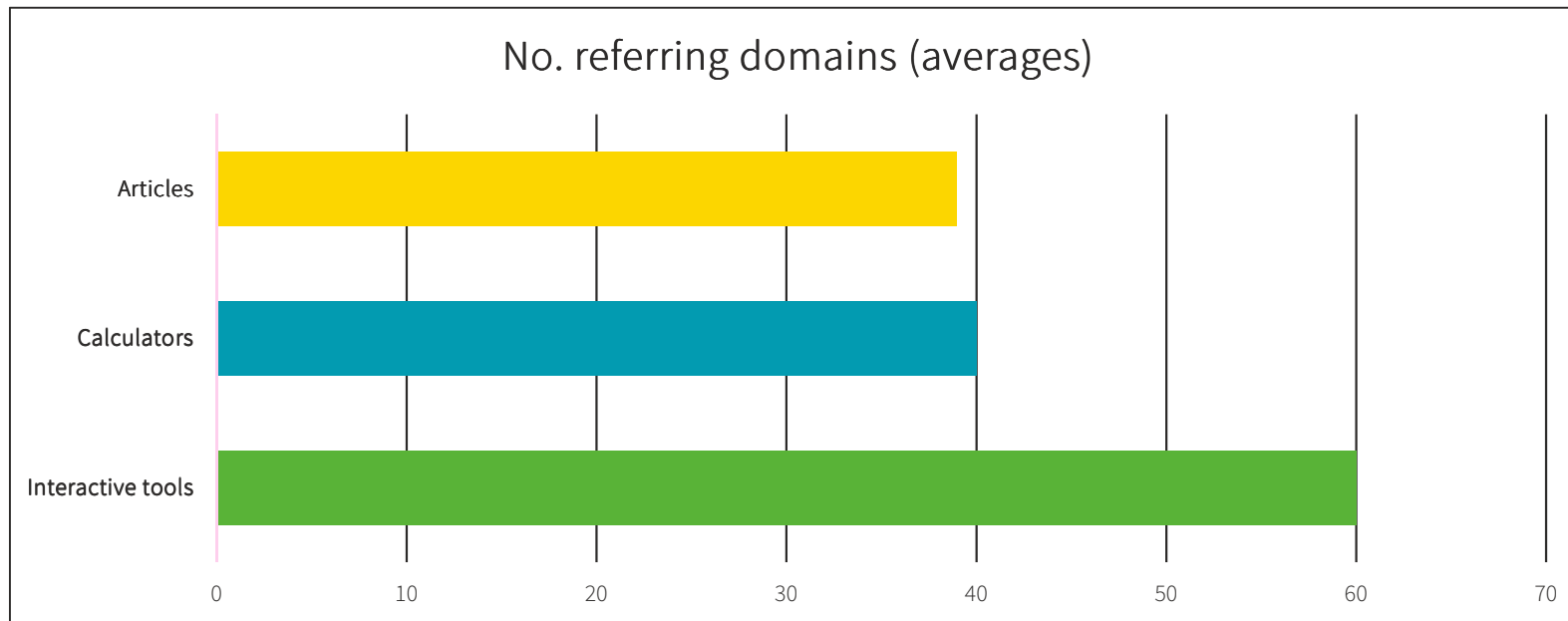
Campaign name	76+ DA- referring domains	51-75 DA- RD	26-50 DA- RD	0-25 DA- RD	No. referring domains	Total backlinks	Follow backlinks
Employee benefits survey- Business perspectives	1	11	9	16	37	56	43
Preventing Storm Damage- Home product page	2	2	5	9	18	20	13
Home-viewing Checklist- Home product page	1	2	8	10	22	42	30
Equal Parental Leave- Business perspectives	1	1	4	7	13	15	13
Average:	1	4	7	11	22	33	25

05

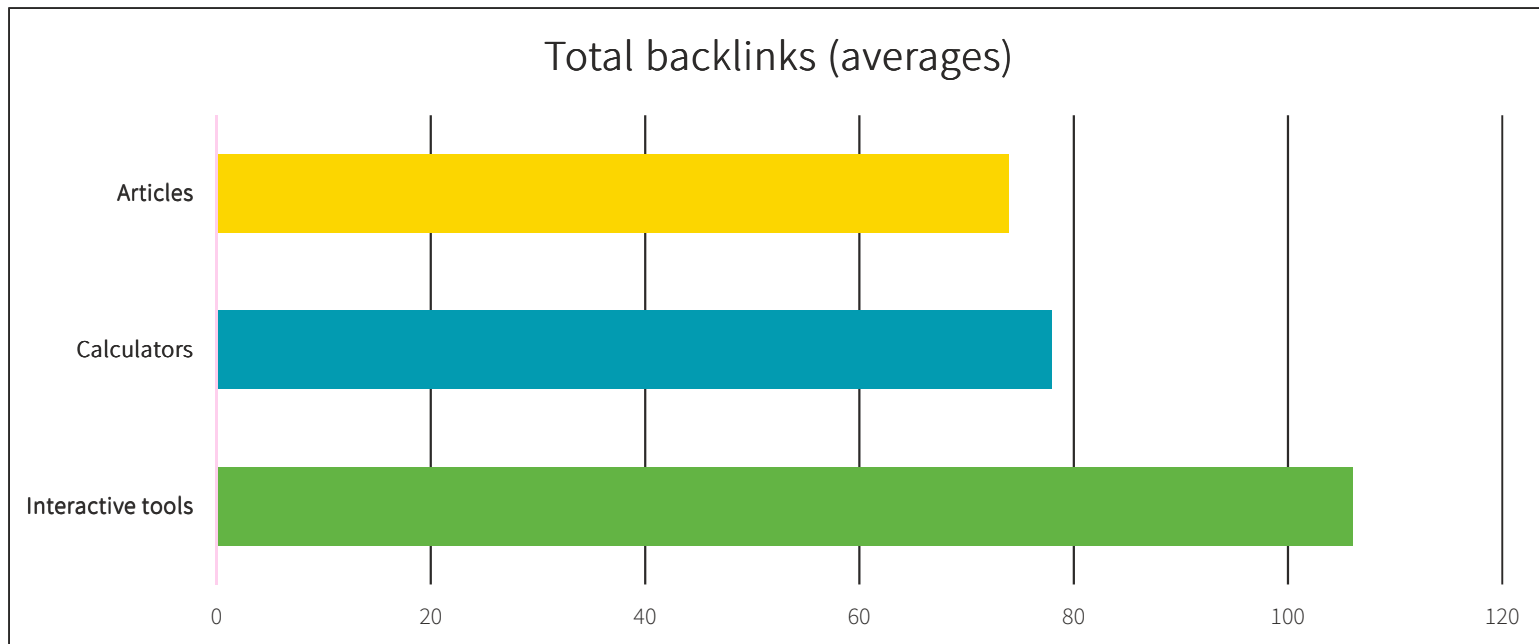
Key learnings + Recommendations

- Analysis of recent campaigns/content by GoCompare.com, Comparethemarket.com, Confused.com, Moneysupermarket.com, Admiral.com and Axa.com reveals that interactive tools/data were most successful in terms of backlinks generated when it comes to both quality and quantity of backlinks.
- Out of a total of 35 analysed campaigns/content conducted since 2017, 23 (66%) were interactive tools or data, 3 (9%) were calculator campaigns and 9 (26%) were news articles/standard articles.
- News articles/standard articles and calculators have also been shown to have a potential to generate high volume of high quality backlinks. However, further analysis revealed notable difference in the SEO value in terms of backlinks generated by interactive tools/data and calculators on the one side and news/article on the other.

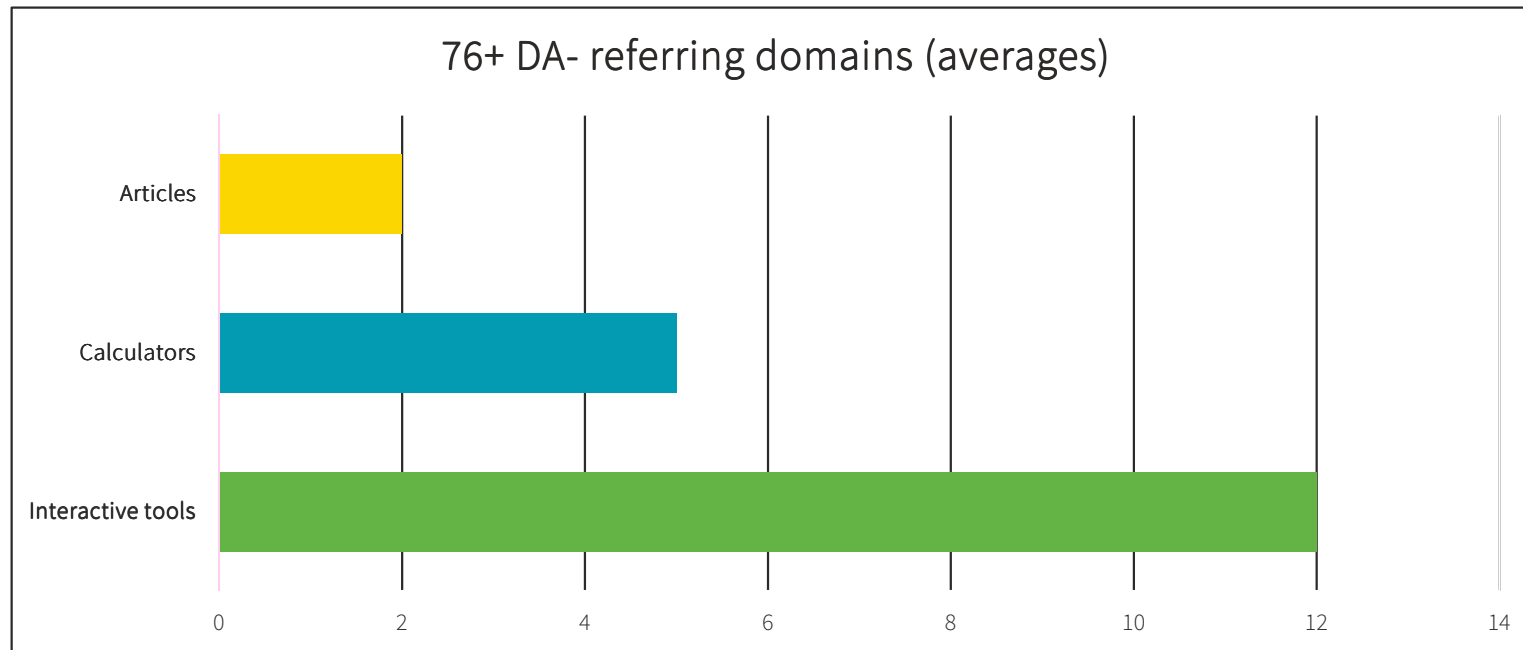
Compared to interactive tools/data campaigns (60), news/articles (39) were found to, on average, generate significantly less backlinks from unique referring domains. But the difference was less noticeable compared to calculators (40).



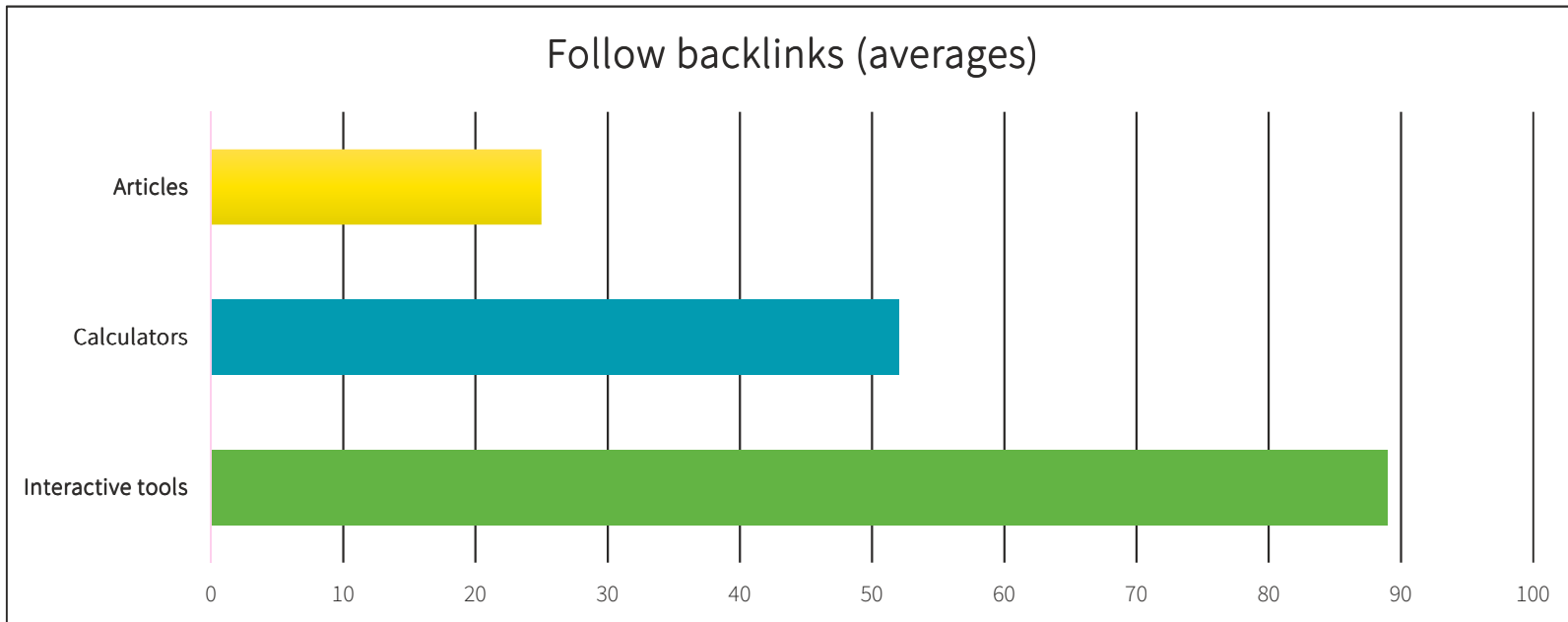
News/articles were also shown to, on average, generate significantly less backlinks (74) compared to interactive tools/data campaigns (106). Again, the difference was less obvious compared to calculators (78).



However, compared to calculators (5) and interactive tools (12), news/articles (2) have been shown to be, on average, more than two times and six times less likely to generate backlinks with a DA of 76 and above, respectively.



News/articles have also been shown to be, on average, more than twice and more than three times less likely to receive followed links (25) compared to calculators (52) and interactive tools/data (89), respectively.



- Comparison of the key metrics used to determine the success of the analysed competitors' campaigns has shown that while all three types of campaigns/content – interactive tools/data, calculators and news/articles – play an integral role in SEO, their value in terms of backlinks generated differentiates substantially.
- The greatest value in terms of backlinks generated comes from content/campaigns generating not only quantity but rather quality followed backlinks; i.e. those from high DA referring domains, ideally DA of 76 and above.
- Taking into account whether the backlinks are followed and the DA of referring domains, it can be concluded that interactive tools/data and calculators bring the greatest value. Both have been found to be much more likely to generate backlinks that are both followed and from high DA referring domains.

01

Unique data (e.g. claims data, survey)

02

Interactive functionality/visual data presentation (e.g. infographics, tools, calculators) as Aviva currently doesn't have ANY interactive/tools on site and very few calculator campaigns

03

Collaborative effort (close cooperation with other teams, most notably Media Relations, Content, Social Media and Marketing)

END.