Claimatic™

Competitive Research for Claimatic.com

Contents

General information

The Claimatic company is a developer of the software for the insurance companies. It requires a keyword research for the further SEO.

The initial information for the keyword research is the following.

The main competitors' websites:

- www.guidewire.com
- www.duckcreek.com
- www.majesco.com
- www.sapiens.com

The basic keywords list provided by client:

- guidewire policycenter / guidewire policy center;
- guidewire claimcenter / guidewire claim center;
- guidewire insurancesuite / guidewire insurance suite;
- guidewire solutions;
- guidewire ecosystem;
- guidewire marketplace;
- insurance claims automation;
- auto insurance claim process / auto insurance claims process;
- property insurance claim process / property insurance claims process;
- automated claims processing / automated claim processing;
- rpa in insurance claims;
- rpa in insurance claims processing;
- fnol automation;
- digital fnol;
- digital claims processing;
- future of insurance;
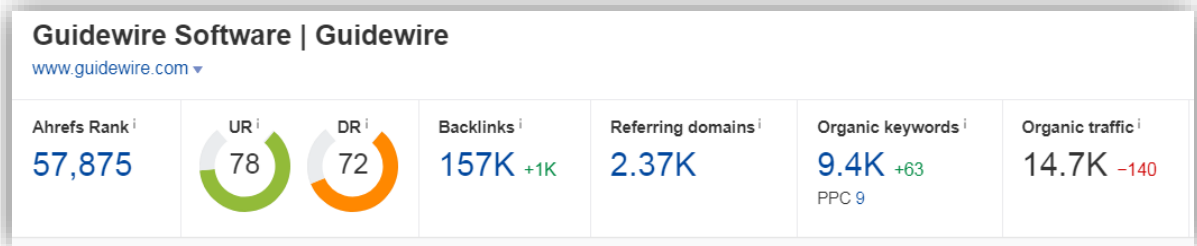- future of insurance claims.

The main aim of this document is to collect the relevant keywords that the Claimatic's website can be successfully forwarded for taking into account the competition on this market.

Collecting Data

The pivot data about the competitors' websites is below.
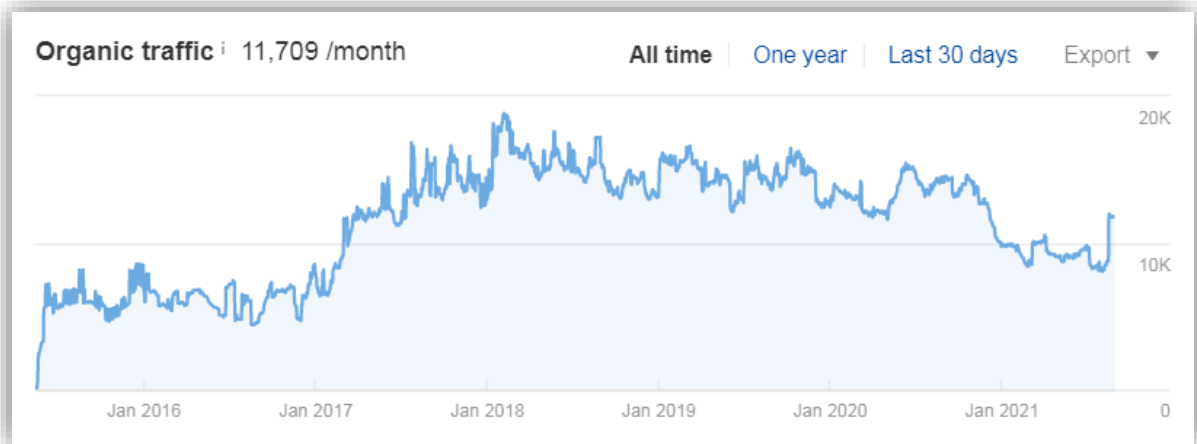
Guidewire

www.guidewire.com

> Shareable link to the website's sitemap by Screaming Frog (Dropbox, Excel, 7.75 Mb)
>
> Shareable link to the website's Organic Keywords by Ahrefs (Dropbox, Excel, 103 Kb)

Organic traffic estimated by Ahrefs

Top trafficable pages related to the insurance subject area

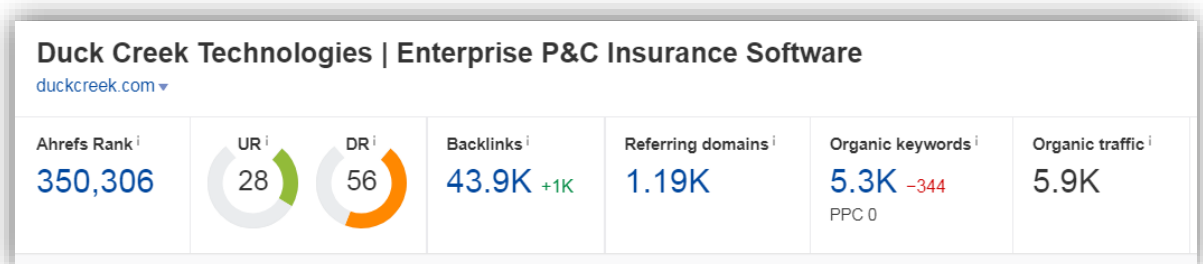| Keyword	Volume	Current traffic	Current URL
guidewire	9800	5448	https://www.guidewire.com/
guidewire software	2100	1247	https://www.guidewire.com/
guide wire	1900	495	https://www.guidewire.com/
encova insurance	5800	79	https://www.guidewire.com/customers/encova-insurance

insurance now	450	68	https://www.guidewire.com/products/insurancenow
guidewire technology	100	66	https://www.guidewire.com/
partnerconnect	1400	63	https://www.guidewire.com/partnerconnect
guidewire claim center	150	46	https://www.guidewire.com/products/claimcenter
guidewire claimcenter	100	45	https://www.guidewire.com/products/claimcenter
gwre	1700	40	https://www.guidewire.com/
guidewire policy center	150	39	https://www.guidewire.com/products/policycenter
policy.center	150	37	https://www.guidewire.com/products/policycenter
guidewire billing center	150	37	https://www.guidewire.com/products/billingcenter
guidewire insurance	100	36	https://www.guidewire.com/
guidewire education	150	34	https://www.guidewire.com/blog/technology/continuing-education
guidwire	150	29	https://www.guidewire.com/
guidewire tutorial	200	27	https://www.guidewire.com/resources/videos
claim center	200	23	https://www.guidewire.com/products/claimcenter
guidewire stock	1600	22	https://www.guidewire.com/about-us/news-and-events/press-releases/20171215/guidewire-honored-one-best-places-work-2018
encova	1200	19	https://www.guidewire.com/customers/encova-insurance
policy center	100	16	https://www.guidewire.com/products/policycenter
guidewire certification	100	14	https://www.guidewire.com/about-us/press-releases/20150319/guidewire-software-enhances-education-offering
guidewire inc	150	13	https://www.guidewire.com/
guidewire software careers	100	12	https://www.guidewire.com/
guidewire wiki	150	12	https://www.guidewire.com/
the policy center	100	11	https://www.guidewire.com/products/policycenter

Some insights:

−   The company Guidewire and its software are well known and they are being sought predominately by name.
−   Not only insurance-related keywords are in this list. As the company's stocks are listed on the stock market, the list of keywords requires sorting.
−   Keywords from our initial list are on demand, they are on the top of this list.

Duckcreek

www.duckcreek.com

Duck Creek Technologies | Enterprise P&C Insurance Software
duckcreek.com ▾

Ahrefs Rank [i]	UR [i]	DR [i]	Backlinks [i]	Referring domains [i]	Organic keywords [i]	Organic traffic [i]
350,306	28	56	43.9K +1K	1.19K	5.3K −344 PPC 0	5.9K

Organic traffic estimated by Ahrefs

Top trafficable pages related to the insurance subject area

Keyword	Volume	Current traffic	Current URL
tech insurance	3900	112	https://www.duckcreek.com/blog/insurance-technology-trends/
predictive analytics in insurance	100	40	https://www.duckcreek.com/blog/predictive-analyitics-reshaping-insurance-industry/
insurance technology	300	28	https://www.duckcreek.com/blog/insurance-technology-trends/
insurance innovation	150	17	https://www.duckcreek.com/blog/insurance-innovation/
insurance analytics	150	13	https://www.duckcreek.com/blog/predictive-analyitics-reshaping-insurance-industry/
loss control 360	150	13	https://www.duckcreek.com/partner/utilant/
claims management software	250	11	https://www.duckcreek.com/product/claims-management-software/
technology insurance	4800	11	https://www.duckcreek.com/blog/insurance-technology-trends/
insurance claims management software	100	7	https://www.duckcreek.com/product/claims-management-software/
big data insurance	150	6	https://www.duckcreek.com/blog/predictive-analyitics-reshaping-insurance-industry/
insurance tech	150	5	https://www.duckcreek.com/blog/insurance-technology-trends/
insurance industry trends	250	5	https://www.duckcreek.com/blog/insurance-technology-trends/
claims processing software	100	4	https://www.duckcreek.com/product/claims-management-software/
insurance automation	150	4	https://www.duckcreek.com/blog/blog-insurance-automation/
digital insurance	1100	4	https://www.duckcreek.com/blog/digital-insurance/

Some insights:

- The majority of keywords that generate organic traffic are related to insurance;
- The majority of traffic pages are related to the Blog category;
- All keywords are general, there are no any specific keywords related to the specific insurance processes, technologies etc.

Majesco

www.majesco.com

Insurance technology solutions for the future of insurance - Majesco
www.majesco.com/ ▼

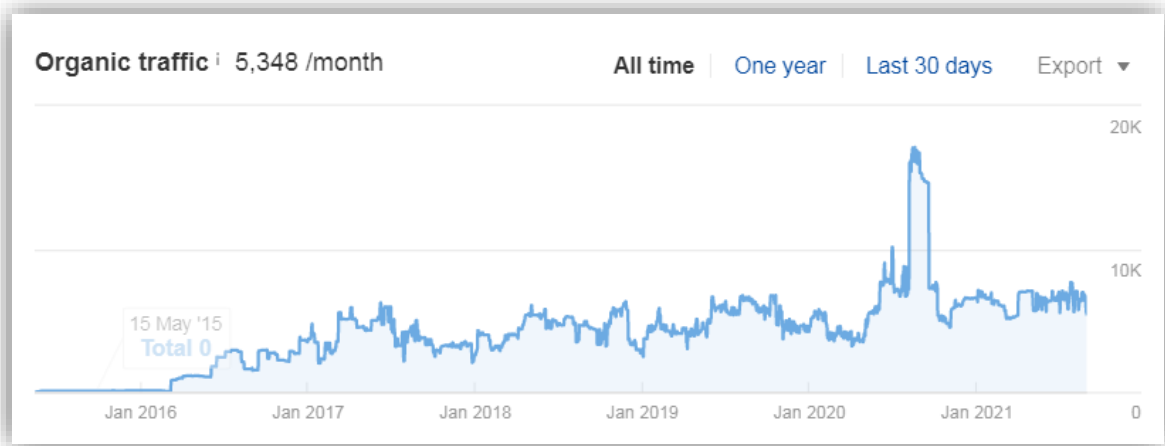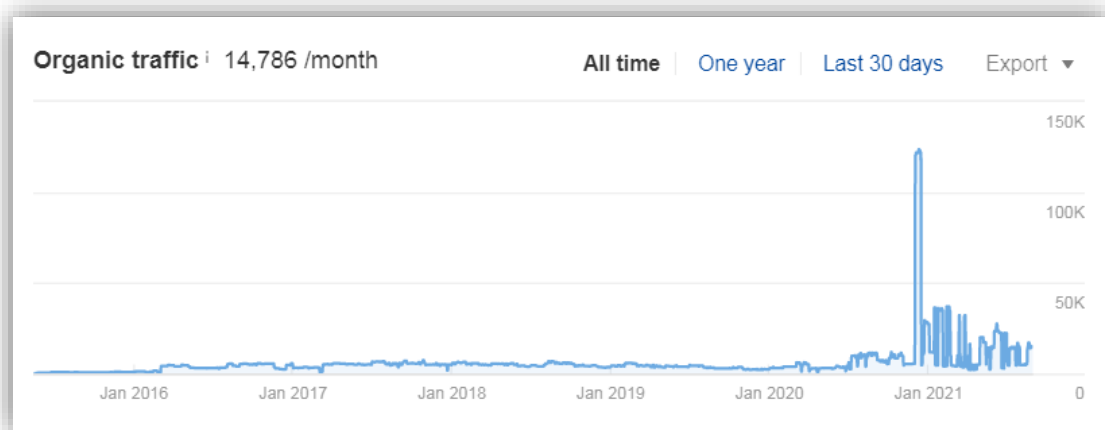| Ahrefs Rank	UR	DR	Backlinks	Referring domains	Organic keywords	Organic traffic
388,066	52	55	34.6K –2K	1.1K	2.5K –119 PPC 3	23.2K
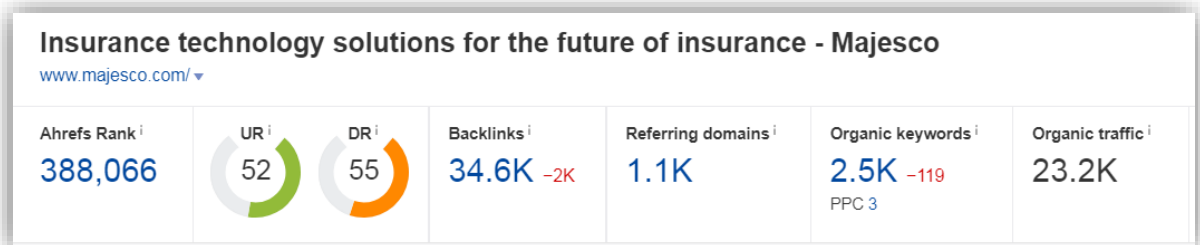
[Shareable link](#) to the website's sitemap by Screaming Frog (Dropbox, Excel, 1 Mb)

[Shareable link](#) to the website's Organic Keywords by Ahrefs (Dropbox, Excel, 94 Kb)

Organic traffic estimated by Ahrefs

Top trafficable pages related to the insurance subject area

Keyword	Volume	Current traffic	Current URL
l&a insurance	50	27	https://www.majesco.com/la-and-group-core-suite/
embedded insurance	70	24	https://www.majesco.com/why-the-embedded-insurance-recipe-will-work/
insurance platform	100	10	https://www.majesco.com/digital1st-insurance/
claims management software	250	7	https://www.majesco.com/majesco-claimvantage-claims-management-software-for-lh/
rvos farm mutual insurance	50	5	https://www.majesco.com/press/rvos-farm-mutual-insurance-company-selects-majescos-cloudinsurer-platform-to-transform-its-core-operations/
insurance claims management software	100	5	https://www.majesco.com/majesco-claimvantage-claims-management-software-for-lh/

inspro technologies	50	4	https://www.majesco.com/press/majesco-acquires-inspro-technologies-strengthens-and-scales-its-position-in-la-and-group-segment/
insurance software solutions	200	4	https://www.majesco.com/insurance-software-solutions-for-a-new-digital-era-of-insurance/
insurance technology solutions	50	3	https://www.majesco.com/

Some insights:

− Though this website has the impressive organic traffic, trafficable pages related to insurance generate the lowest traffic among the competitors' websites in our list. For understanding this bias some competitive research is required.

Sapiens

www.sapiens.com

Shareable link to the website's sitemap by Screaming Frog (Dropbox, Excel, 1.42 Mb)

Shareable link to the website's Organic Keywords by Ahrefs (Dropbox, Excel, 103 Kb)

Organic traffic estimated by Ahrefs

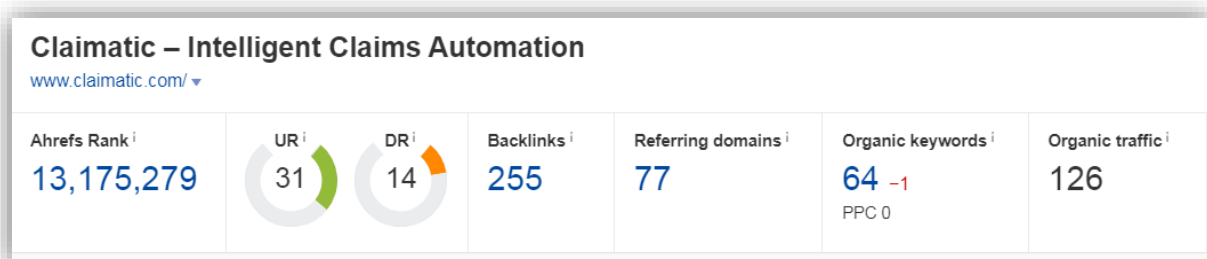Top trafficable pages related to the insurance subject area

Keyword	Volume	Current traffic	Current URL
insurance software solutions	200	24	https://www.sapiens.com/solutions/sapiens-intelligence/
insurance software products	500	11	https://www.sapiens.com/solutions/
life insurance illustration software	40	3	https://www.sapiens.com/blog/life-insurance-illustrations/
insurance software	500	3	https://www.sapiens.com/solutions/

Some insights:

– Ahrefs SEO tool didn't detect trafficable keywords for this website at all.

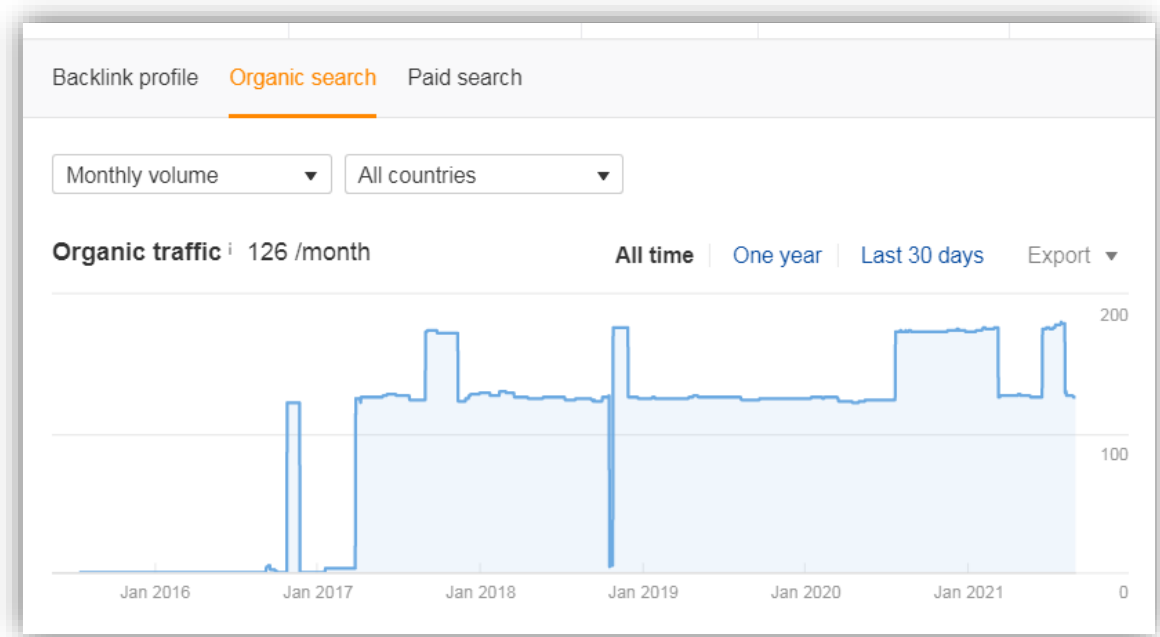# Claimatic (for the comparison. Data is collected by Ahrefs)

www.claimatic.com/

Shareable link to the website's sitemap by Screaming Frog (Dropbox, Excel 103 Kb)

Shareable link to the website's Organic Keywords by Ahrefs (Dropbox, Excel, 17 Kb)

Organic traffic estimated by Ahrefs

Top trafficable pages related to the insurance subject area

Keyword	Volume	Current traffic	Current URL
claimatic	300	100	https://www.claimatic.com/
intelligent claims software	20	1	https://www.claimatic.com/
dynamic claims	40	1	http://www.claimatic.com/blog/insurtech-claimatic-utilizes-real-time-dynamic-data-to-assign-insurance-claims-automatically-and-intelligently/

Some insights:

− We can likely retain all the gained off-page features like backlinks and domain rating after updating the website. So, we can use these values for the further analysis.

Main Websites Attributes

Domain	Domain Rating	Backlinks	Referring domains	Organic keywords	Organic traffic
www.guidewire.com	72	157 000	2 370	9 400	11 709
www.duckcreek.com	56	43 900	1 190	5 300	5 348
www.majesco.com	55	34 600	1 100	2 500	14 786
www.sapiens.com	57	317 000	11 600	5 000	5 720
www.claimatic.com	14	255	77	64	126

Conclusions

‒ A batch of new potentially trafficable keywords collected in the organic traffic reports of the Claimatic competitors;

‒ We should take into account a relatively low domain rating of the claimatic.com, it will surely affect the following SEO efficiency;

‒ Keywords for SEO should have a relatively low competition rate and relatively high search volume. This combination makes a keyword possible to be promoted on top in the short term;

‒ As you can see, pages from different categories like blogposts, product pages, homepages etc. are able to reach the TOP-10 results;

‒ Organic keywords Excel tables contain lots of keywords related to the competitors' client's names. A big share of their traffic is attracted using keywords like 'mmg insurance', 'fcci insurance, 'nlc insurance', 'dovetail insurance', 'mpi insurance' etc. These keywords are not interesting for the SEO but using them in the Clients category may be useful for attracting some organic traffic spontaneously.

Keyword Decomposition

The competitors' organic keywords lists are extremely important source of information that allows us to aim to the most useful keywords.

Criteria for choosing keywords were the following:

- The keywords should be relevant to the certain area of the insurance software or some subject area of the insurance business in general, related to the automatization or optimization;
- The keyword should have low competition and relatively high search volume to worth promotion.

The basic list of keywords was extended. Some of basic keywords were merged, for example Google doesn't see any difference between *guidewire policycenter* and *guidewire policy center* or *automated claims processing* and *automated claim processing*.

The result is in the Excel table Keywords Decomposition (downloadable link, Dropbox)

Every keyword from the new extended list was checked using the Google Keyword Planner and in turn extended with their synonyms and related keywords.

1. The head keywords are above the table of related words.
2. Good keywords that fit our aims are marked with the green feeling. Keywords with the medium competition level are marked with yellow filling, with high competition — with red.
3. The best keywords for the further competition checkup are marked bold
4. Long tail of keywords with low search volumes is marked with grey.

Oleg Zhukov, SEO Specialist

Conclusions

- Almost all keywords have low search volumes. It may be because of the b2b business model. In this sense it would be wrong to judge the importance of keywords by their search volumes. All of them may be important without relation to their search volume;
- Almost all keywords have 2 – 3 words or more and one of them is usually 'insurance'.
- Sometimes use of the synonym is preferable than use of the head keyword. It is great, it can give us opportunities in comparison with our competitors.
- Number of good keywords, applicable for the SEO is much bigger that number of the basic keywords. If we need to extend amount of the keywords for SEO, this table may be referred to any time.

The final list of the collected keywords is below

N	Keyword	Search Volume	Competition Level
1	insurance software products	700	Low
2	insurance software solutions	200	Low
3	technology insurance company	900	Low
4	fintech insurance	100	Medium
5	insurance platform	100	Medium
6	iot insurance	100	Low
7	p&c insurance	7100	Low
8	p&c insurance rpa	900	Low
9	p&c insurance software	20	Medium
10	p&c software	10	Low
11	property casualty insurance software	40	Low
12	insurance industry trends	250	Medium
13	insurance trends	150	Medium
14	insurance industry trends 2021	110	Medium
15	property and casualty insurance industry trends 2021	110	High
16	insurance data analytics	50	Low
17	insurance automation	150	Medium
18	insurance data	150	Low
19	insurance quoting software	150	Medium
20	insurance accounting software	50	Medium
21	insurance data analytics	50	Low
22	insurance consulting	200	Low
23	insurance rating software	40	Medium
24	insurance billing software	90	Medium
25	insurance policy management software	90	Low
26	insurance claims software	140	Medium
27	insurance claims management software	110	Medium
28	insurance claims management	210	Low
29	insurance claims processing	1000	Low
30	insurance claims automation	30	Medium
31	automated claim processing	170	Low
32	digital claims processing	10	Low
33	claims processing automation	170	Low
34	robotic process automation insurance claims	40	Low
35	rpa in insurance	260	Low
36	rpa in insurance industry	50	Low
37	insurance underwriting software	70	Low
38	predictive analytics in insurance	140	Low
39	auto insurance claim process	320	Low

40	car insurance claim process	260	Low
41	property damage insurance claims process	590	Medium
42	homeowners insurance claim process	260	Medium
43	fnol automation	10	Medium
44	digital fnol	10	Low
45	insurance company software	320	Medium
46	insurance agency software	320	Medium
47	insurance broker software	140	Medium
48	insurance adjuster software	70	High
49	guidewire software	2400	Low
50	guidewire platform	20	Low
51	guidewire solutions	10	Low
52	guidewire ecosystem	0	Unknown
53	guidewire policycenter	260	Low
54	guidewire claim center	320	Low
55	guidewire insurance suite	70	Low
56	future insurance	260	Low

The Search Results Audit

The competition level should be checked to make sure that Claimatic can successfully compete for the chosen keywords.

Excel table with Competitive Research (shareable link, Dropbox)

insurance platform

№	Domain	Page URL	DA	PA	Page title	Backlinks following to page	Total traffic		N
# 1	www.eisgroup.com	www.eisgroup.com/	54	47	Digital Insurance Platform - EIS Insurance Software	3 278	1 809		Many Homepages on TOP
# 2	www.sureapp.com	www.sureapp.com/	53	50	Sure	Insurance Platform that Simplifies the Complexities of	850 949	1 470		High level Title Keywords Exact Match
# 3	www.ibm.com	www.ibm.com/thought-leadership/institute-business-value/report,	92	14	Platforms: The new face of insurance	IBM	2	6		Low or No in URLs keywods Exact Match
# 4	www.mckinsey.com	www.mckinsey.com/industries/financial-services/our-insights/insu	91	38	Insurance beyond digital: The rise of ecosystems and platfor	360	41		High Backlinks level pages on TOP
# 5	boostplatform.io	boostplatform.io/	29	43	Boost - The Digital Insurance Platform	1 173	541		
# 6	www.majesco.com	www.majesco.com/platform-technologies-that-belong-in-your-tech	55	9	Insurance Platform Providers	7 Key Insurance Platform Te	3	5		
# 7	www.cloudinsurance.io	www.cloudinsurance.io/	24	32	Cloud Insurance	Policies, Claims, Finances, Distribution	280	81		
# 8	www.epam.com	www.epam.com/our-work/insurance	75	24	Insurance Software Solutions	EPAM	31	6		
# 9	ibapplications.com	ibapplications.com/	29	29	Home - IBA	173	29		
# 10	www.ssp-worldwide.com	www.ssp-worldwide.com/solutions/insurance-platform/	42	12	SSP Insurance Platform — Insurance innovation from SSP	15	0		

iot insurance

№	Domain	Page URL	DA	PA	Page title	Backlinks following to page	Total traffic		N
# 1	www.mckinsey.com	www.mckinsey.com/industries/financial-services/our-insights/digi	91	32	IoT insurance industry opportunities	McKinsey	177	61		High level Title Keywords Exact Match
# 2	iotinsobs.com	iotinsobs.com/	15	31	IoT Insurance Observatory: Global insurance think-tank	227	19		High level URL Keywords Exact Match
# 3	www2.deloitte.com	www2.deloitte.com/tr/en/pages/financial-services/articles/innova	91	17	The Internet of Things in insurance	Deloitte	Financial Ser	11	21		Low-Authority Pages on TOP
# 4	www.embroker.com	www.embroker.com/blog/iot-insurance/	69	19	How IoT is Affecting the Insurance Industry - Embroker	19	24		Low-Backlinks Pages on TOP
# 5	www.ibm.com	www.ibm.com/thought-leadership/institute-business-value/report,	92	17	The Internet of Things: New and better data for the insuranc	6	17		Low-Traffic Pages on TOP
# 6	www.wipro.com	www.wipro.com/insurance/insurance-connected-iot/	78	14	Future of IoT in Insurance	Internet of Things Insurance Ind	0	8		
# 7	www.sas.com	www.sas.com/en_us/insights/articles/big-data/5-challenges-for-io	85	19	5 Challenges for IoT in the insurance industry	SAS	19	11		
# 8	www.genevaassociation.org	www.genevaassociation.org/news/press-releases/press-release-ic	61	10	Press release: IoT data is the risk prevention tool of the futur	14	0		
# 9	www.globenewswire.com	www.globenewswire.com/news-release/2021/02/26/2183171/0/	91	13	The IoT insurance market is expected to grow at a CAGR of	3	2		
# 10	www.reply.com	www.reply.com/breed-reply/en/content/how-is-iot-impacting-the-	78	16	How is IoT impacting the Insurance Industry	6	4		

property casualty insurance software

№	Domain	Page URL	DA	PA	Page title	Backlinks following to page	Total traffic		N
# 1	www.sapiens.com	www.sapiens.com/solutions-categories/property-casualty/	57	25	Property & Casualty	Insurance Software Solutions	93	8		Low or No in URLs keywods Exact Match
# 2	www.hyland.com	www.hyland.com/en/insurance/property-and-casualty	74	21	Property and Casualty Insurance Software Solutions	Hylar	542	10		Low or No in Title keywods Exact Match
# 3	www.capterra.com	www.capterra.com/p&c-insurance-software/	89	12	Best P&C Insurance Software 2021	Reviews of the Most Po	0	221		Low-Authority Pages on TOP
# 4	www.zywave.com	www.zywave.com/property-casualty/	74	28	Property and Casualty Broker Software Solutions	Zywave	110	36		
# 5	www.softwaresuggest.com	www.softwaresuggest.com/us/property-casualty-insurance-softwi	75	15	Best Property and Casualty Insurance Software	Free Dem	14	1		
# 6	www.duckcreek.com	www.duckcreek.com/product/property-and-casualty-insurance-so	56	12	Duck Creek Technologies P&C Insurance Software	7	15		
# 7	www.g2.com	www.g2.com/categories/property-casualty-insurance-agency-mar	89	18		6	5		
# 8	www.g2.com	www.g2.com/categories/property-casualty-policy-administration-s	89	18		3	2		
# 9	sourceforge.net	sourceforge.net/software/p-c-insurance/	92	19	Best P&C Insurance Software - 2021 Reviews & Comparison	85	22		
# 10	www.featuredcustomers.com	www.featuredcustomers.com/software/property-casualty-insuran	69	11		8	2		

1. The target keyword is above the table with search results (cells E64, E79).
2. The table contain search results in Google.com. Please, be aware that some bias may occur. Though I was using the Dallas VPN, some results may be related to my country, sorry.
3. The table fields are the following: Number of page on the SERP, Domain name, Page address, Domain Authority Value, Page Authority Value, Page title, Number of Backlinks following the page (this certain page, not the entire domain!), Total traffic to the page (there was no chance to distinguish the share of traffic for this certain keyword).
4. Vertical color line displays the forecast of the successful promotion based on the SERP features: red is unlikely, yellow is maybe, green means likely (column M). On the right of the color stripe are the reasons of this forecast (column N).
5. Competitors URLs from our list are marked with the green filling (rows 70, 96, 97).
6. Keywords relevant to the head keyword in the URL and Title are marked with bold (cells F74, I74)

Conclusions

- The competition on this market is harsh. Below is the list of the major competitors. To be precise, not all of them are competitors in the marketing sense, but they anyway take place in the SERPs and we have to take this into account. It would be difficult to move Forbes, LinkedIn or Wiki out from the SERP.

N	Domain	Domain Authority
1	www2.deloitte.com	91
2	www.guidewire.com	72
3	www.g2.com	89
4	www.softwareadvice.com	84
5	www.mckinsey.com	91
6	www.capterra.com	89
7	www.duckcreek.com	56
8	www.hyland.com	74
9	www.uipath.com	80
10	www.automationanywhere.com	76
11	www.iii.org	85
12	www.aspiresys.com	59
13	www.forbes.com	93
14	www.ibm.com	92
15	www.intellectsoft.net	70
16	www.linkedin.com	98
17	sourceforge.net	92
18	www.capgemini.com	85
19	www.comarch.com	72
20	en.wikipedia.org	96

- The domain features of the Claimatic website require improving in any case. It would be extremely difficult to compete with DA=14 against websites with DA=70+ or even 90+
- Some keywords leave us some opportunities. The best strategy is to promote some focused keywords from the long tail first and then try to promote their head keywords, move searchable and competitive.