

Study Finds AI Content Already Ranking in 12% of Top Google Results for Health, Finance, Legal and Insurance Searches

Legal and insurance searches show nearly double the AI-content rate of health and finance, according to new research from UK SEO agency Jodana

UNITED KINGDOM, August 17, 2026 /EINPresswire.com/ -- Jodana, a UK-based SEO and content agency, has published new research examining how much AI-generated content is already ranking at the top of Google for Health, Finance, Legal and Insurance searches, the "Your Money or Your Life" categories where inaccurate information carries the highest stakes for searchers.



Jodana, the UK-based SEO and content agency behind the '1,000 Search Results for AI Content' study, reviewed top Google results across Health, Finance, Legal and Insurance searches for AI-generated content

The study reviewed the top-ranking page for 1,000 real search queries, split evenly across the four industries, fetching the actual page content and running it through an AI detection software.

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Of the pages that were scored (670), 12.1% came back as AI-likely. Legal (15.9%) and Insurance (15.5%) ran at roughly double the rate seen in Health (8.2%) and Finance (8.9%), suggesting AI-generated content has gained the most ground in the categories where searchers are asking about legal rights, claims and coverage.

The research was prompted by Anthropic's announcement that Claude now watermarks its AI-generated text, which led the team at Jodana to ask a simpler question: how much AI content is already sitting at the top of Google for searches people trust the most.

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Legal and Insurance was the real surprise," said [Zach Argyle](#), Founder of Jodana. "These are searches where someone is trying to work out their rights or whether they're covered, and a meaningful share of what's ranking may not have been written, or checked, by a person."

The full report also covers related findings on Google's AI Overviews, Reddit and YouTube's role in these search results, published alongside the AI-content data.

The findings raise a wider question about accountability in search results. When AI-generated content ranks for queries about legal rights, insurance claims or health symptoms, searchers have no way of knowing whether a person has verified what they're reading, and the consequences of acting on bad information fall on them, not on whoever published it. It can be argued that as AI content becomes harder to distinguish from human writing, transparency in how YMYL content is produced and checked, not just how well it detects AI, is the issue the search industry needs to confront next.

The full study, including the complete keyword-level dataset, is available at:

<https://www.jodana.co.uk/1000-search-results-ai-content/>

About Jodana

Jodana is a white-label SEO and link-building partner, working behind the scenes for agencies and businesses to deliver organic marketing services across all search and AI platforms.

Media Contact

Zach Argyle

Jodana

1727 576074

zach@jodana.co.uk

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