Welcome To

Virtual Marketing

Blueprint

Rei Rockstars

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Virtual Marketing Experts

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Virtual Marketing Blueprint Concept

The Virtual Marketing Blueprint Program was designed to provide you with an easy to follow, step by step process of incorporating key internet marketing concepts into your business.

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Keyword Research Session Recap

Prior to the start of this session, you should have completed the following tasks:

1) Keyword Research Overview
2) Initial Keyword Research (Broad Match)
3) Refined Keyword Research (Exact Match)
4) Analyzing Keywords: Finding Gold Nuggets
5) Creating Your Keyword Tree
6) Website back up and Installing Version 3.3

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Virtual Marketing Blueprint

Analyzing The Competition

Objectives:

1) Analyzing The Competition Overview
2) Defining Key SEO Competition Factors
3) Downloading SEO Tools
4) Evaluating Your SEO Competition

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Virtual Marketing Blueprint

Analyzing The Competition

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Introduction to Competition

Online Competition

What Is It?

Any online presence that is competing against you for the same keywords.

Why Is It Important?

Analyzing your competition will help you gain the knowledge you need to pick your battles as well as develop game plans to beat the competition you choose to go after.

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Analyzing The Competition Overview

Two Components of Competition

1) Amount of Competition
   - How many people are competing for a particular keyword or phrase?
   - Is this niche high competition or low competition?
2) Strength of Competition
   - How strong is your competition?
   - How much time, money and work would it take to outrank them?

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Analyzing The Competition Overview

Factors Used To Analyze The Competition

- # of links
- # of root domains
- Page Authority
- Anchor Text Density
- On Page Factors
- Page Rank of Domain
- Other SE Factors
- Domain Authority

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Analyzing The Competition Overview

Picking Your Battles...

Here you have your champion body builders with many pages like Wikipedia, Amazon, Realtor.com, Big Brand Names, etc...

Here you have your professional body builders with a a lot of online experience and education.

Here you have a lightweight with no prior online experience.

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Analyzing The Competition Overview

Search Engine Champions...

Don't expect to beat the champions unless you have the time and money to do so.

It's possible, but these huge names/brands have enormous marketing budgets.

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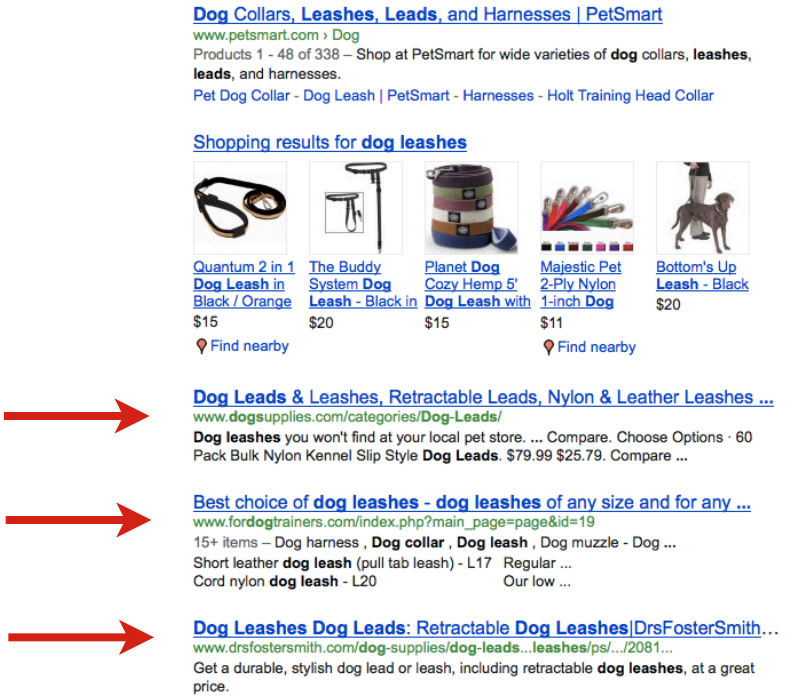
Analyzing The Competition Overview

Who Is Your "True" Competition?

The Top 3 Results in Google

- Minus the "Champions"
- Minus youtube videos
- Minus shopping results



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Analyzing The Competition Overview

When Should You Consider Sticking Around When You Find Champions...

1) There's plenty of traffic to make it worth your efforts.
2) You have a chance of beating one of the page 1 "true" competitors that's in a lower position.

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Analyzing The Competition Overview

The Top Reason People Fail Online...

They don't assess the strength of their online competition before creating a new website or targeting a certain niche or certain keywords and phrases.

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Next Video...

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Key SEO Competition Factors

Key SEO Competition Factors

What Are They?

Some of the most important components that affect your ability to rank on page 1 of google.

Why Are They Important?

It helps you determine the strength of your competition so you have the ability to judge what type of work it will take to outrank them.

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Analyzing The Competition Overview

Factors Used To Analyze The Competition Listed in Order of Most Importance

- # of links
- # of root domains
- Page Authority
- Anchor Text Density
- On Page Factors
- Page Rank of Domain
- Other SE Factors
- Domain Authority

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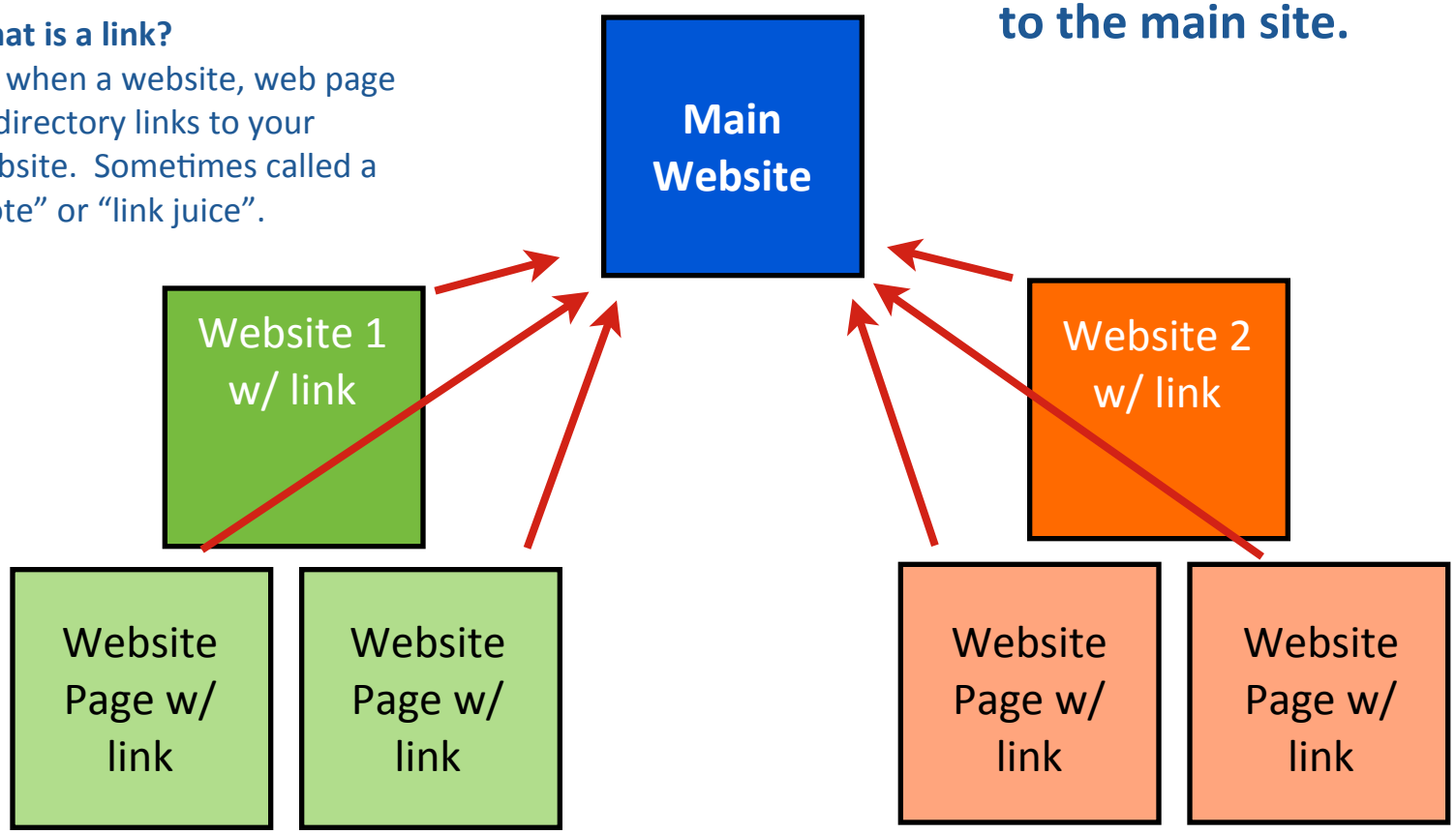
Key SEO Competition Factors

of links

What is a link?
It's when a website, web page or directory links to your website. Sometimes called a "vote" or "link juice".

6 links in total pointing to the main site.



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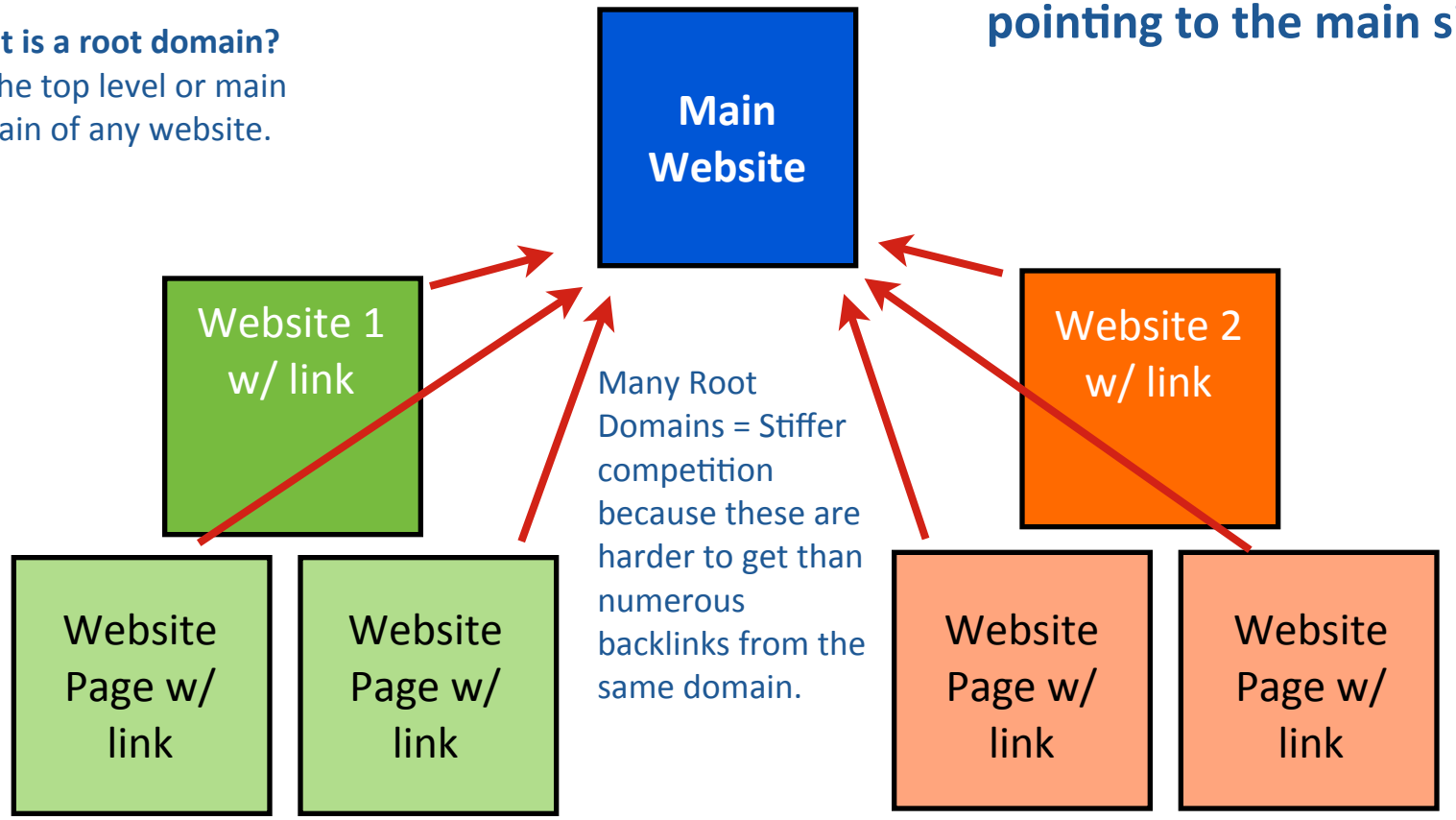
Key SEO Competition Factors

of root domains

What is a root domain?
It's the top level or main domain of any website.

2 link domains in total pointing to the main site.



Many Root Domains = Stiffer competition because these are harder to get than numerous backlinks from the same domain.

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Key SEO Competition Factors

Domain Authority

What is Domain Authority?
How old is the domain?
How long have links been pointing to this website?
Are other authority sites linking to your website?

TIPS: It's not always great to link out to tons of other websites because with each outbound link, you lose some of your link juice and authority. It's fine to put outbound links on your site, especially to your own sites, just don't over do it and make sure you are linking to quality sites when you do link out.

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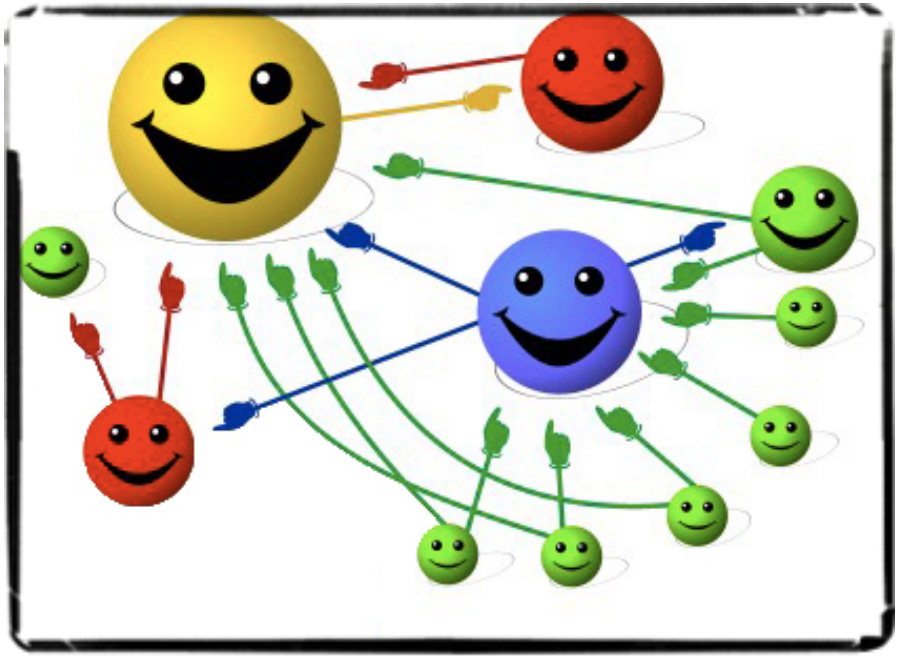
Key SEO Competition Factors

Page Authority

What is it?
It has to do with google's algorithms in regard to the number of links and quality of links along with other factors.



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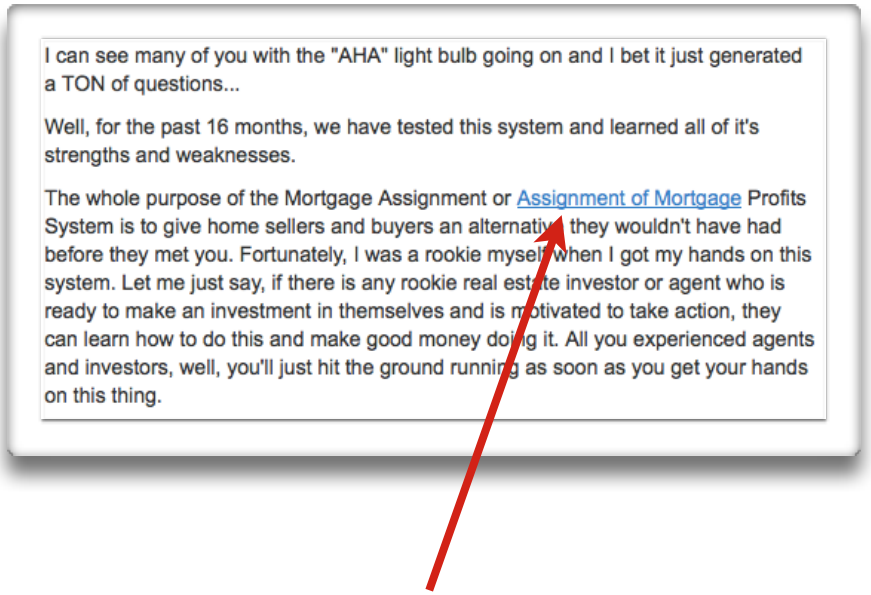
Key SEO Competition Factors

Anchor Text Density

What is Anchor Text?
It is the clickable part of text that appears in a link.

In html, it is written like this:
 Anchor Text

What is Anchor Text Density?
How many of the backlinks actually have the exact keyword in the anchor text? If a site has a lot of backlinks with the exact keyword you are wanting to rank for in their anchor text, they are probably actively SEO'ing for that term which means they will be tougher to beat.



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Key SEO Competition Factors

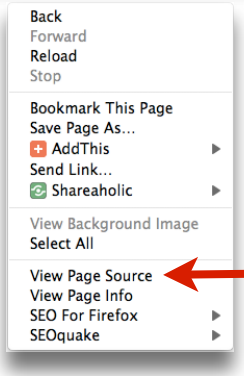
On Page Factors

What is On Page SEO?
It is the SEO that is done within the actual website and can be viewed by looking at a websites source code.

What are On Page SEO Factors to look for?

- Title tags
- Meta Description
- Meta Keywords
- URL/Permalink

*These are things I'll teach you to put in your All-In-One SEO Tool that helps you get ranked!



How To View Page Source:
Go to a web page, right click on a background section of that page (not a link or picture). Select "view page source" or "view source".

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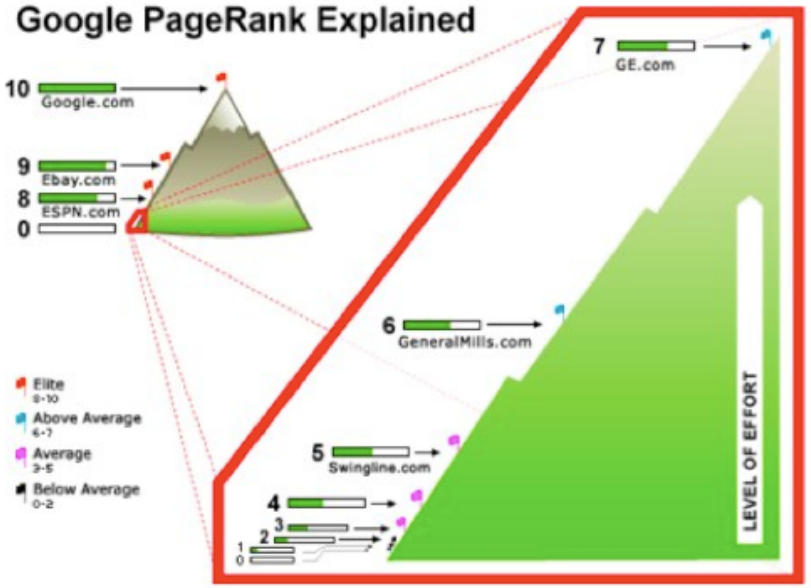
Key SEO Competition Factors

Page Rank of Domain

What is Page Rank?
This is how Google assesses a pages authority based on a scale of 1 - 10.

Page Rank Tip:
As your website increases in page rank, it gets harder and harder to reach the next level. Page rank from 1 - 2, not that hard to do, getting to level 3 is harder and 4 even harder, and so on. So, a higher page rank, the stiffer the competition.



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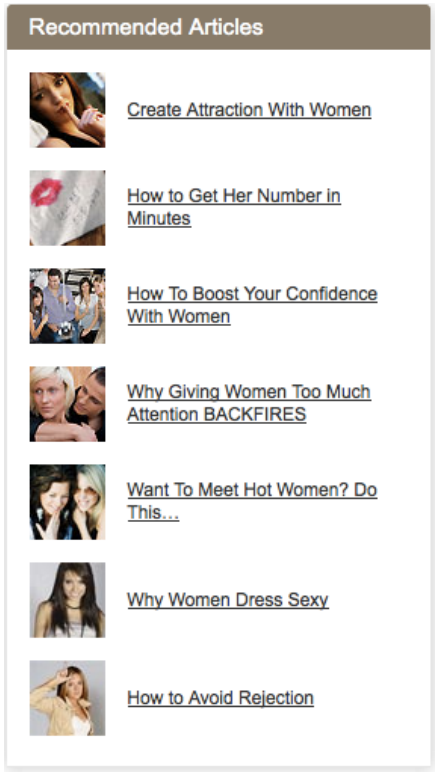
Key SEO Competition Factors

Other SE Factors

What are other Search Engine Factors?
What other terms is that website ranking for? A well SEO'd site is likely ranking for many terms within the niche you are targeting. For example, if they are ranking for Puppy Dog Crates, they also may be ranking for Best Puppy Dog Crates or Puppy Dog Crates Review or Top Puppy Dog Crates, etc..

Additionally, they likely rank for more broad terms like Puppy Dog training or Dog training, etc..

Check out their web pages, posts, articles and links. Meta keywords may also provide some insight.



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Virtual Marketing Blueprint

Next Video...

Objectives:

1) Analyzing The Competition Overview
2) Defining Key SEO Competition Factors
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4) Evaluating Your SEO Competition

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Analyzing The Competition

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Downloading SEO Tools

SEO Tools

What Is It?

Online tools you can use to quickly assess your competition and other SEO Factors.

Why Is It Important?

These tools help speed up the evaluation process and provide you with a quick glance of important factors that help you get ranked in the search engines.

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Step 1

Go to www.seomoz.org

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Step 2

Click on “Resources” and then on “SEO Tools”.

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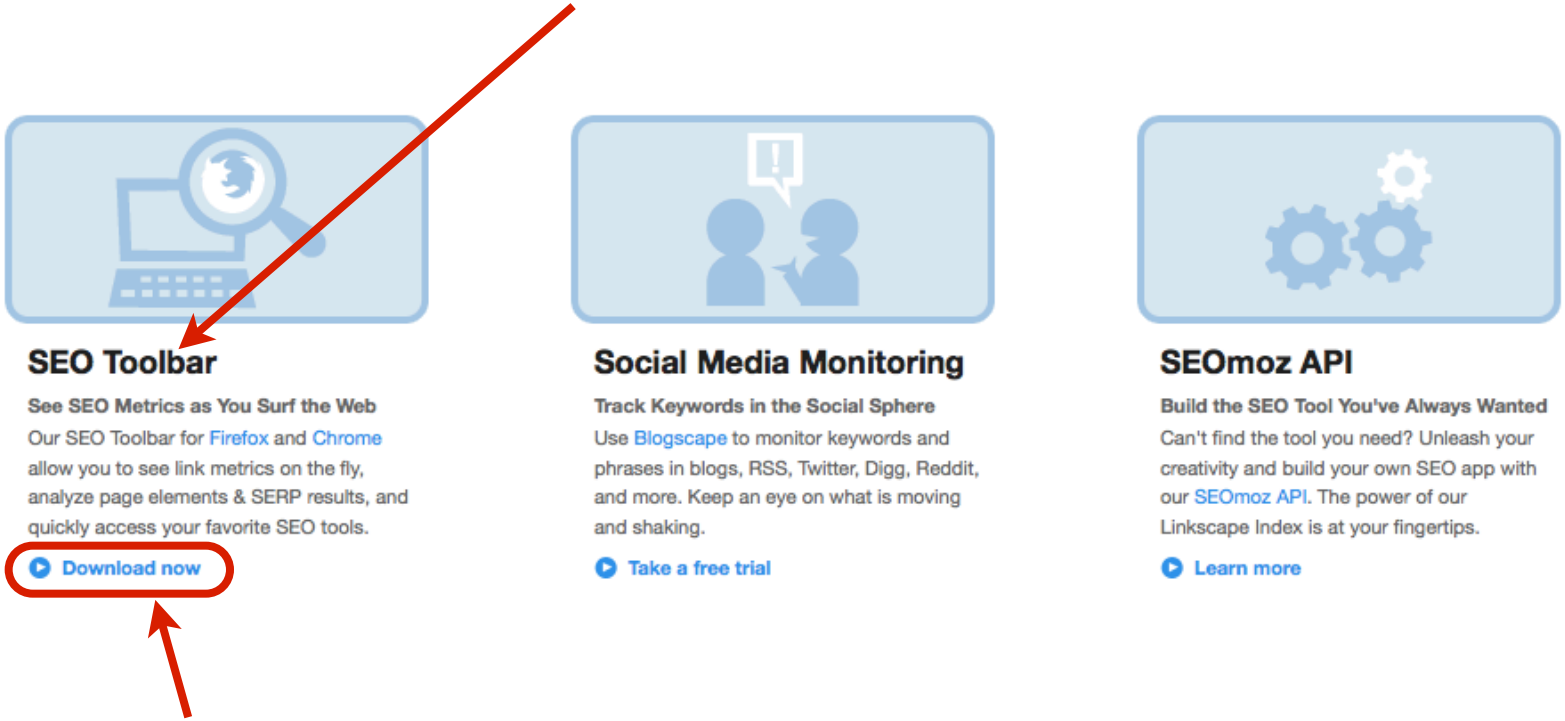
Step 3

Scroll Down to SEO Toolbar and Click “Download Now”.



Objective 3 Downloading SEO Tools

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Step 4

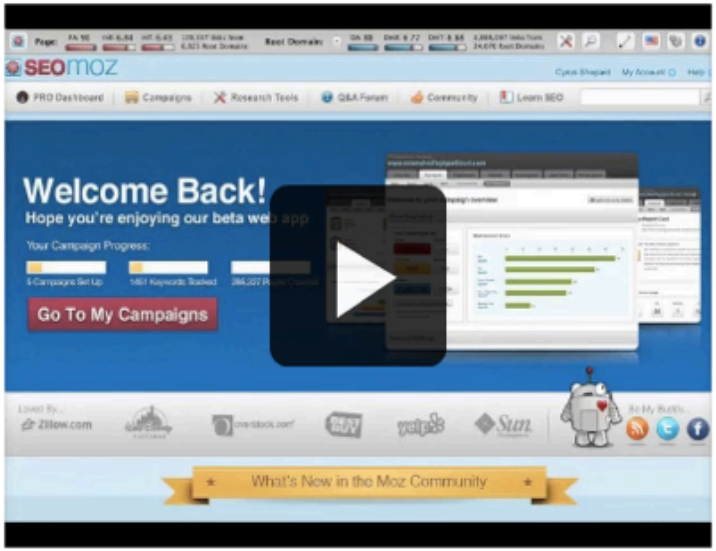
Choose which version you want to use and Click “Download”.

Objective 3 Downloading SEO Tools

SEO Toolbar

Looking for a toolbar that makes SEO easier? We’ve got you covered.

Download the MozBar (available in Firefox and Chrome) and streamline your SEO. The MozBar provides easy access to the most powerful SEO tools and data while you surf the Web!



Take a tour of the MozBar for Firefox.

MozBar Highlights

- Access important SEO metrics at a glance as you surf the Web.
- Create custom searches by search engine, country, region/city.
- Easily see what matters: Highlight no-followed, followed, internal, external links, and keywords.
- Compare link metrics for Google, Yahoo! and Bing with our SERP overlay.
- Expose page elements quickly with the Analyze Page overlay.
- Quickly access other powerful SEO tools.

Mozbar for Firefox DOWNLOAD

Mozbar for Chrome DOWNLOAD

By downloading the SEO Toolbar, you agree to the SEOmoz Toolbar Terms of Use.

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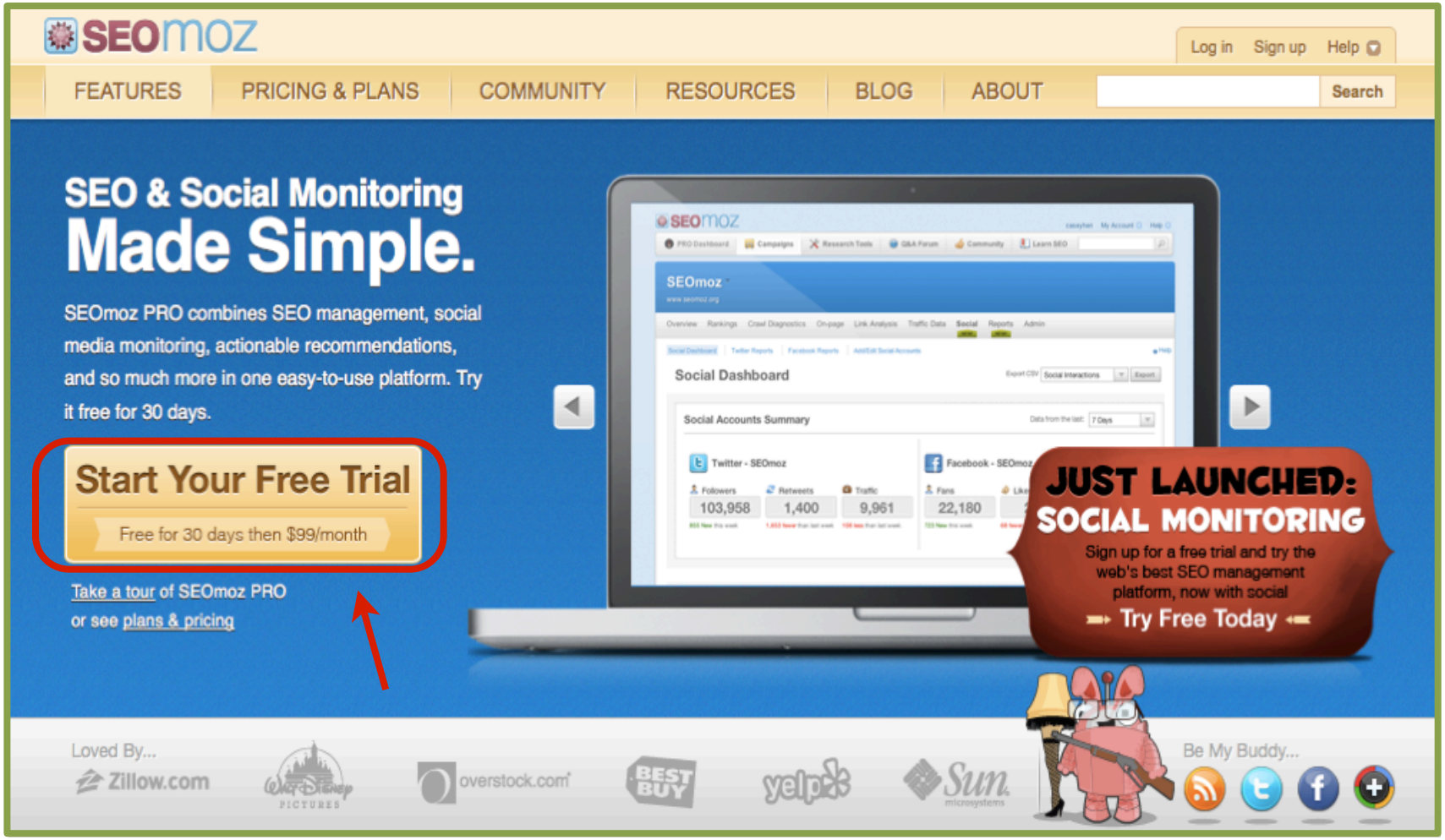
Step 5

Go back to the home page and click "Start Your Free Trial" in order to get the pro version which will give you the remaining stats for your competition analysis.



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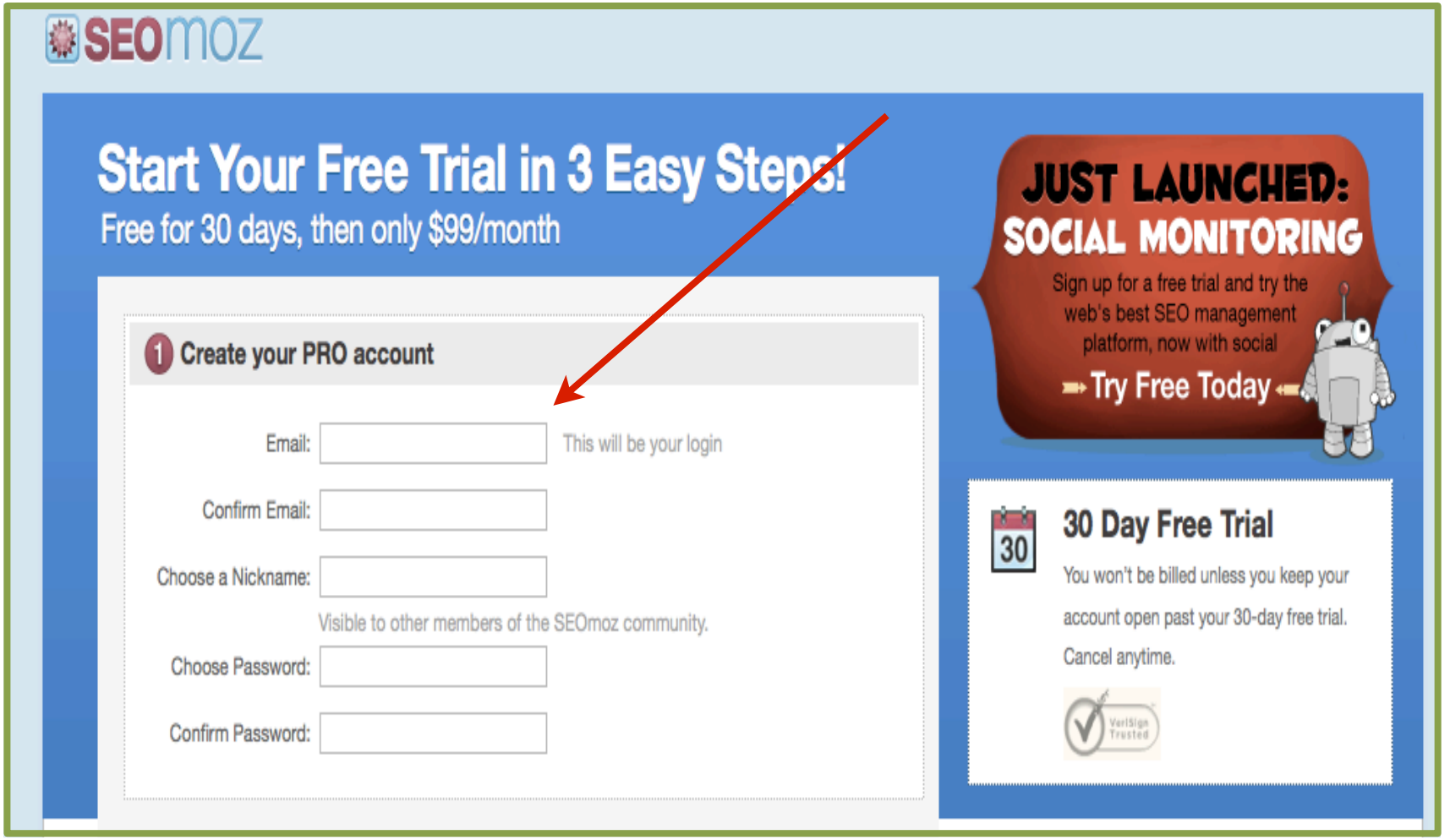
Step 6

Fill Out Account & Billing Information and Click "Start My Free Trial" at the bottom of the page. *(If you plan to cancel this tool, I suggest adding a cancellation date to your calendar so you don't get charged in 30 days.)*



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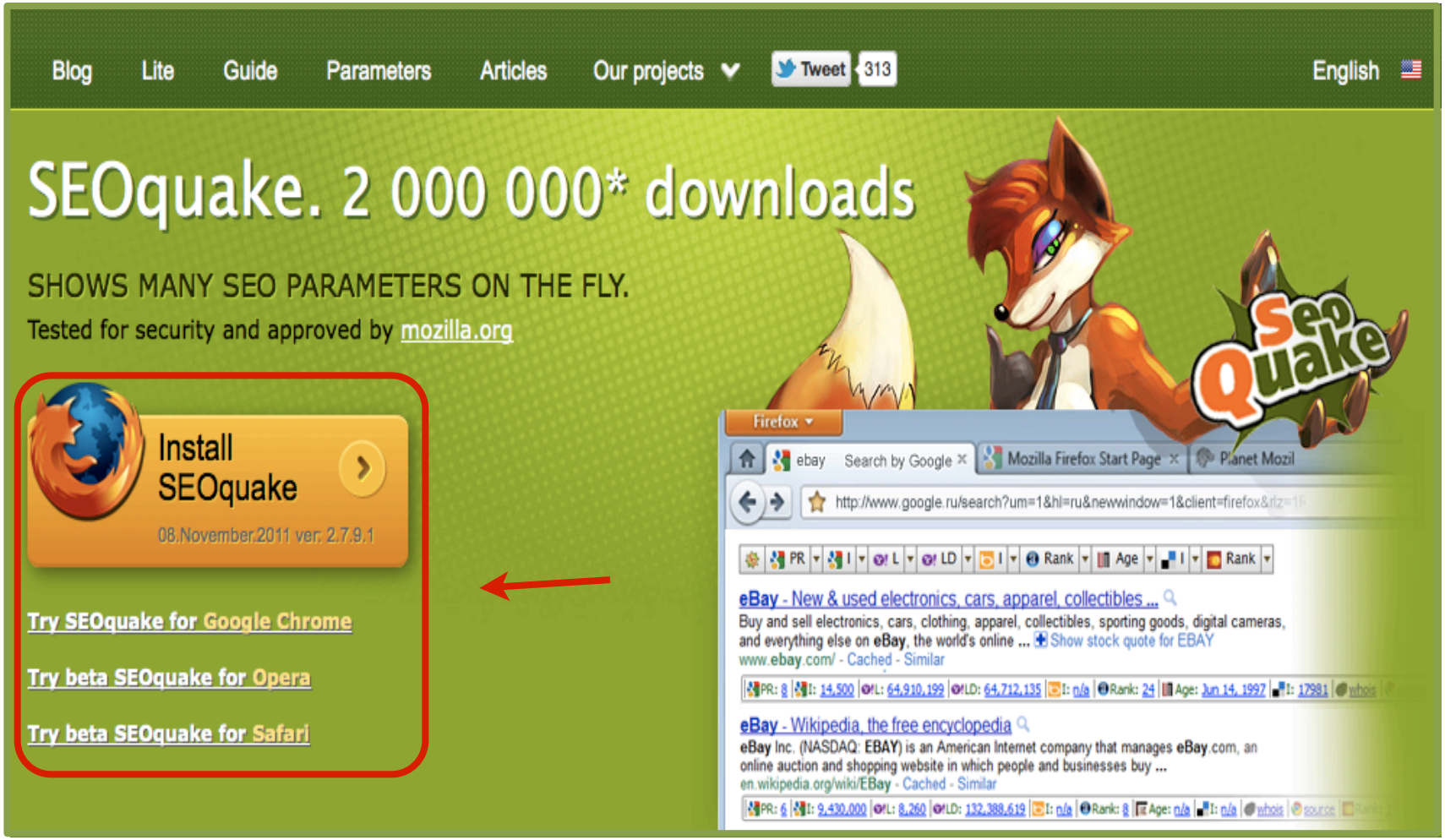
Step 7

Go to www.SEOQuake.com and install SEO Quake in the browser version that you choose.

(It will typically default to the browser you are using.)



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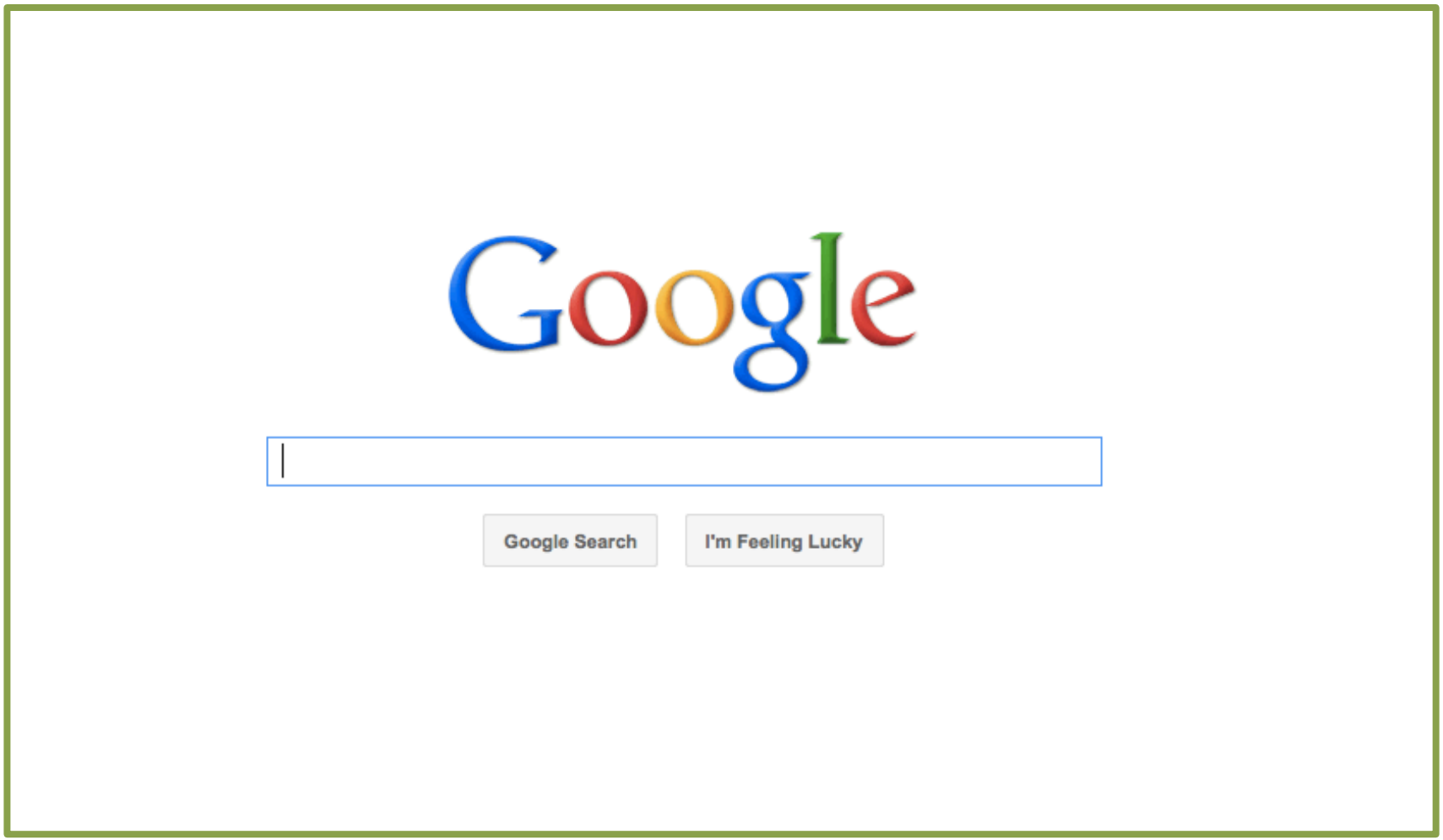
Step 8

Restart your web browser to activate both toolbars and go back to to google.com.



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Evaluating Your SEO Competition

Evaluating Your SEO Competition

What Is It?

Collecting data that will provide you with the information you need to decide whether or not targeting a specific keyword is worth the time and effort it will require to achieve page 1 search engine status.

Why Is It Important?

The #1 reason people fail online is because they don't asses the competition. They end up spending a lot of time, money and work on a website that never achieves the results they desired and ultimately they give up and claim SEO strategies don't work.

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Step 1

Go the VMB Portal for this session and download the general guidelines.

Download General Guidelines

- **Page Rank:** 1 or 2
- **On Page:** Look for keyword in the title tag, url and description on the page 1 google results. If it's not there, the competition is not actively SEO'ing that term.
- **# of Root Domain Links:** 100 or less = pretty easy, up to 500 = medium, 500+ = more difficult
- **Domain Authority:** Less than 50 = easy, More than 50 = tougher, More than 70 = stiff competition
- **Page Authority:** Less than 50 = fairly easy

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Step 2

Go to google.com

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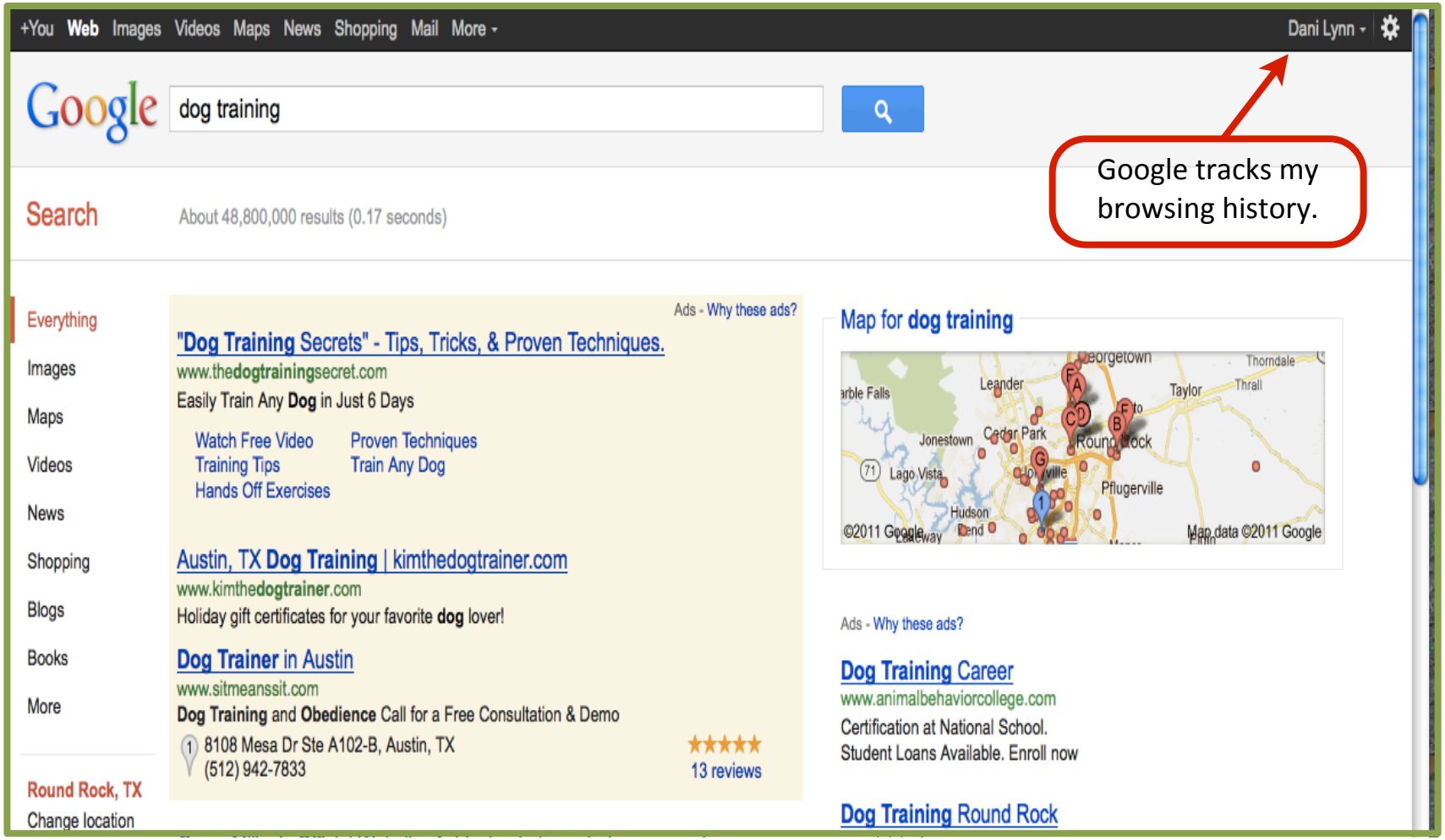
Step 3

Start private browsing. (See next slides for steps)

Google tracks your browsing history and it influences the results you see when you do searches.
By starting a private browsing session, this will clear the cache and allow you to see normal google results.



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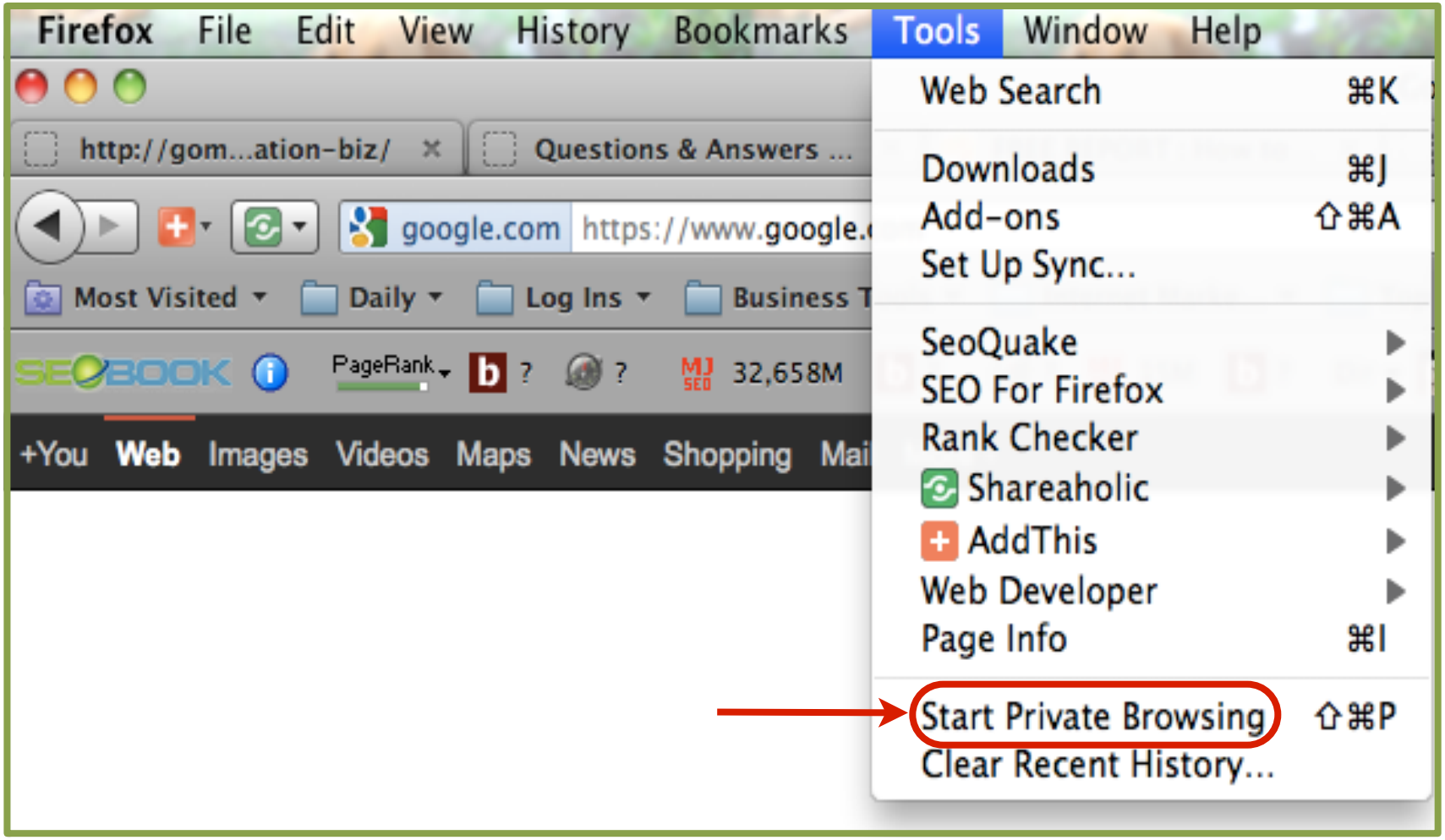
Step 3a

Firefox Users: Go to Tools in your top menu bar and select "Start Private Browsing".



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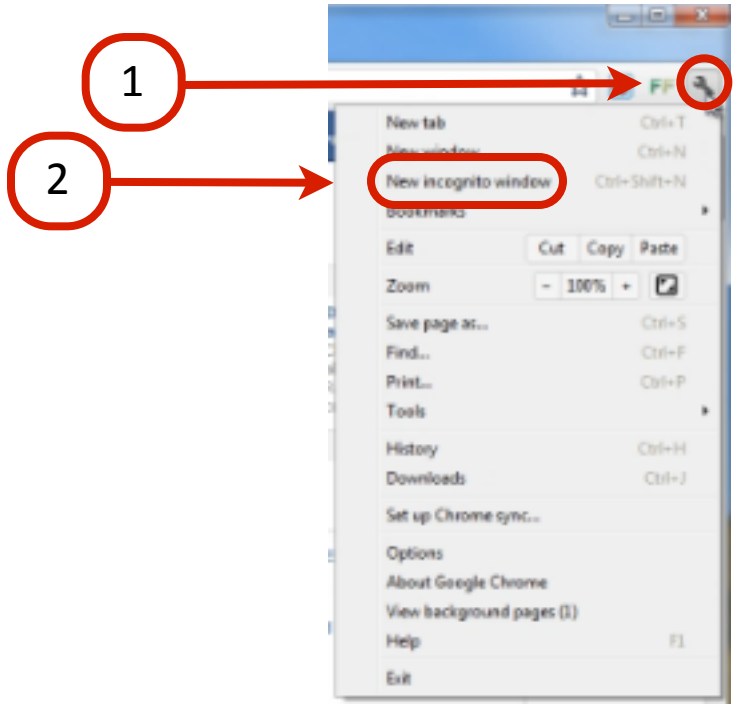
Step 3b

Google Chrome Users: Go to the wrench icon on the right hand side of your browser and select "New Incognito Window".



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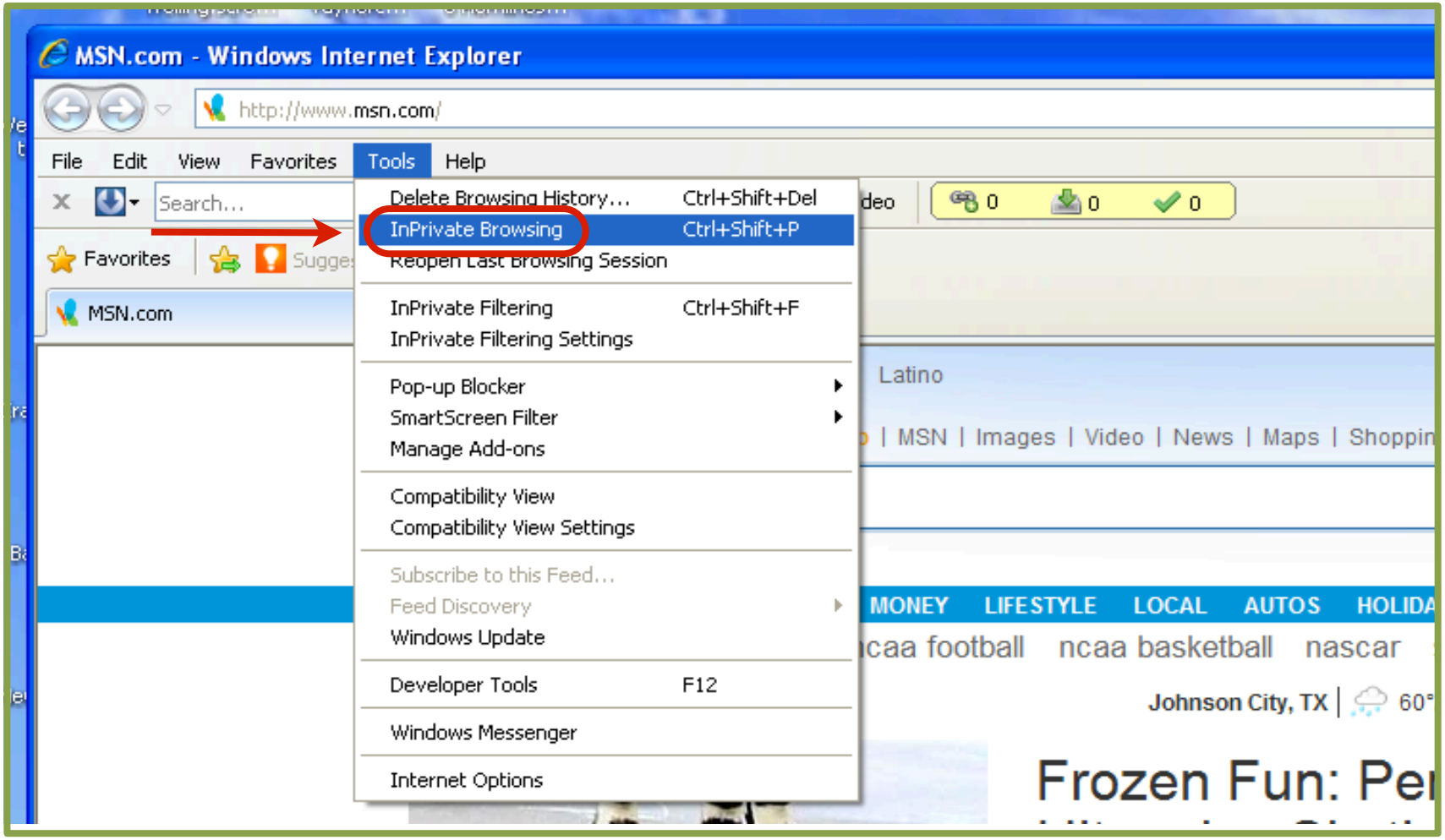
Step 3c

Internet Explorer Users: Go to Tools in your top menu bar and select "InPrivate Browsing".



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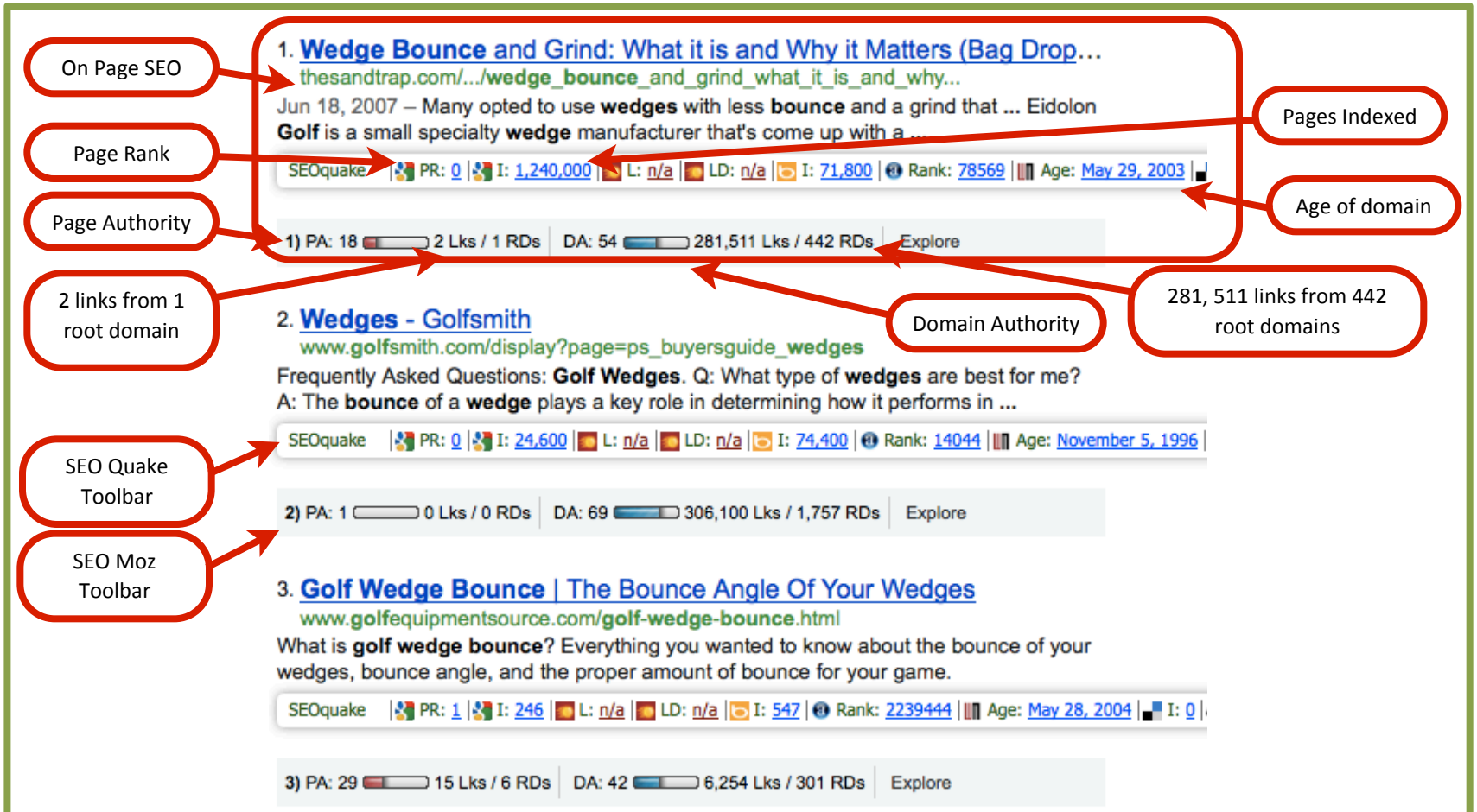
Step 4

Type in one of your keyword tree phrases and allow SEOMoz and SEO Quake to download their SEO data on page one of google.

(My example here is 'Golf Wedge Bounce'.)



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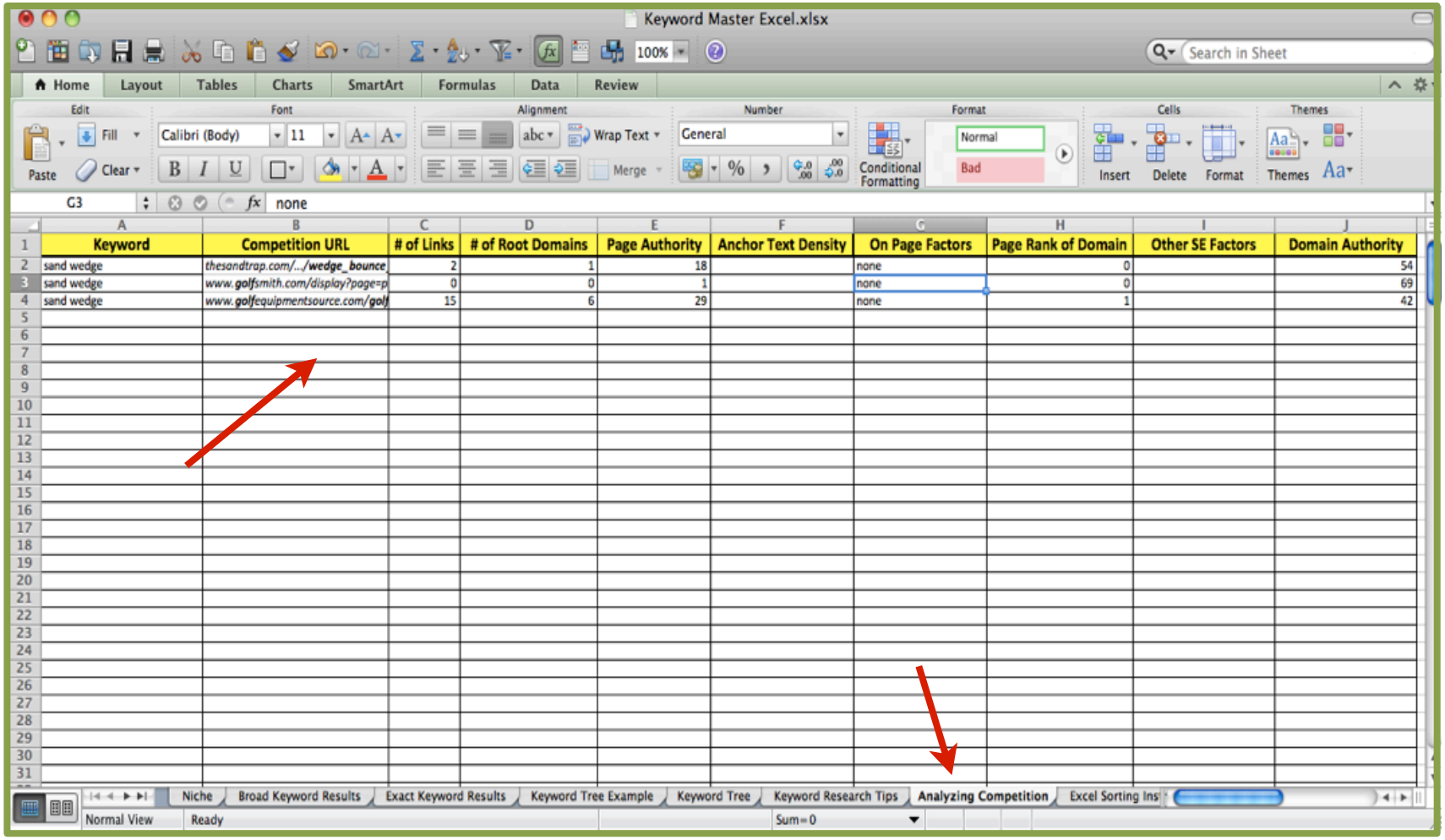
Step 5

Open your keyword master excel and go to the Analyzing Competition tab. Transfer any data you can from your previous search to your keyword master excel.



Objective 4 Evaluating Your SEO Competition

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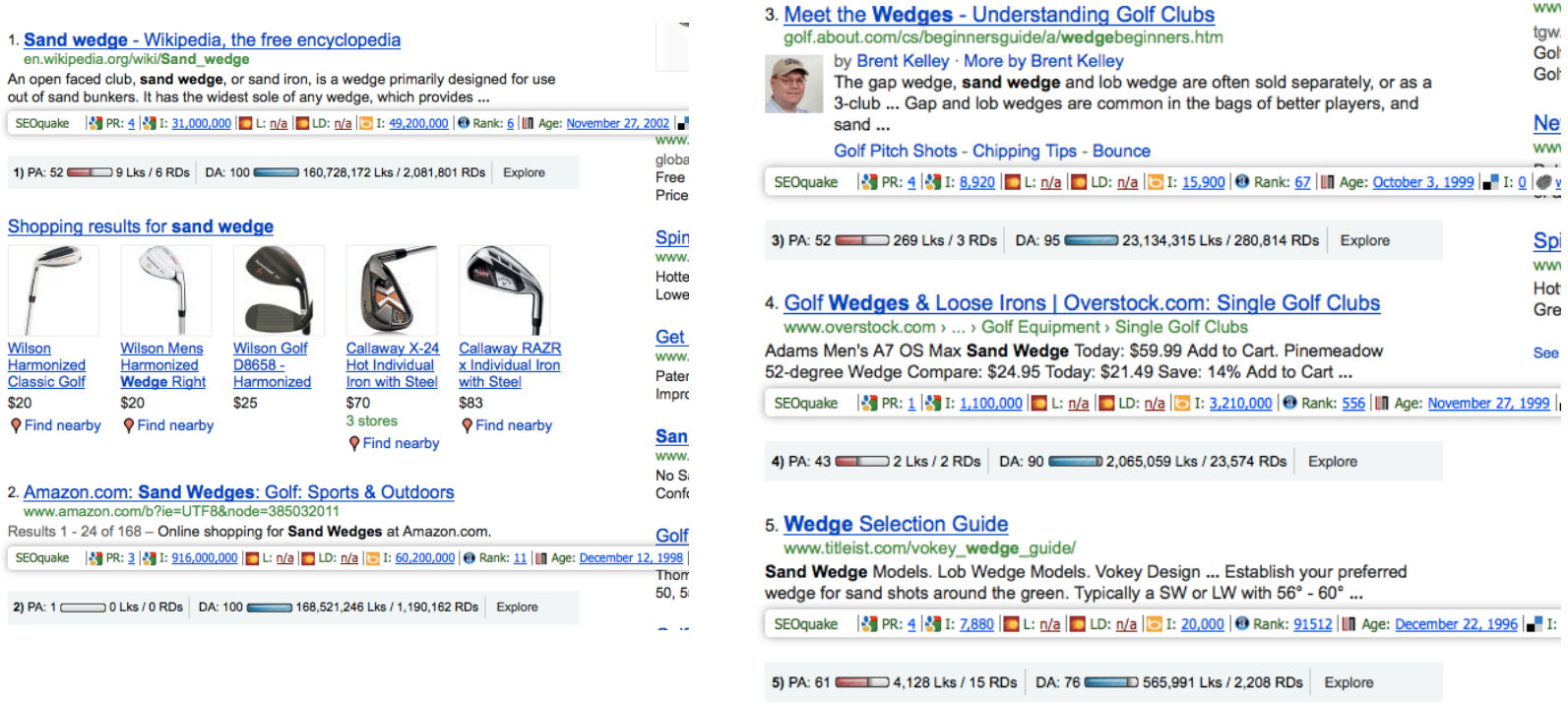
Step 6

Repeat steps 4 & 5 with your next keyword.

(My example here is 'Sand Wedge'.)



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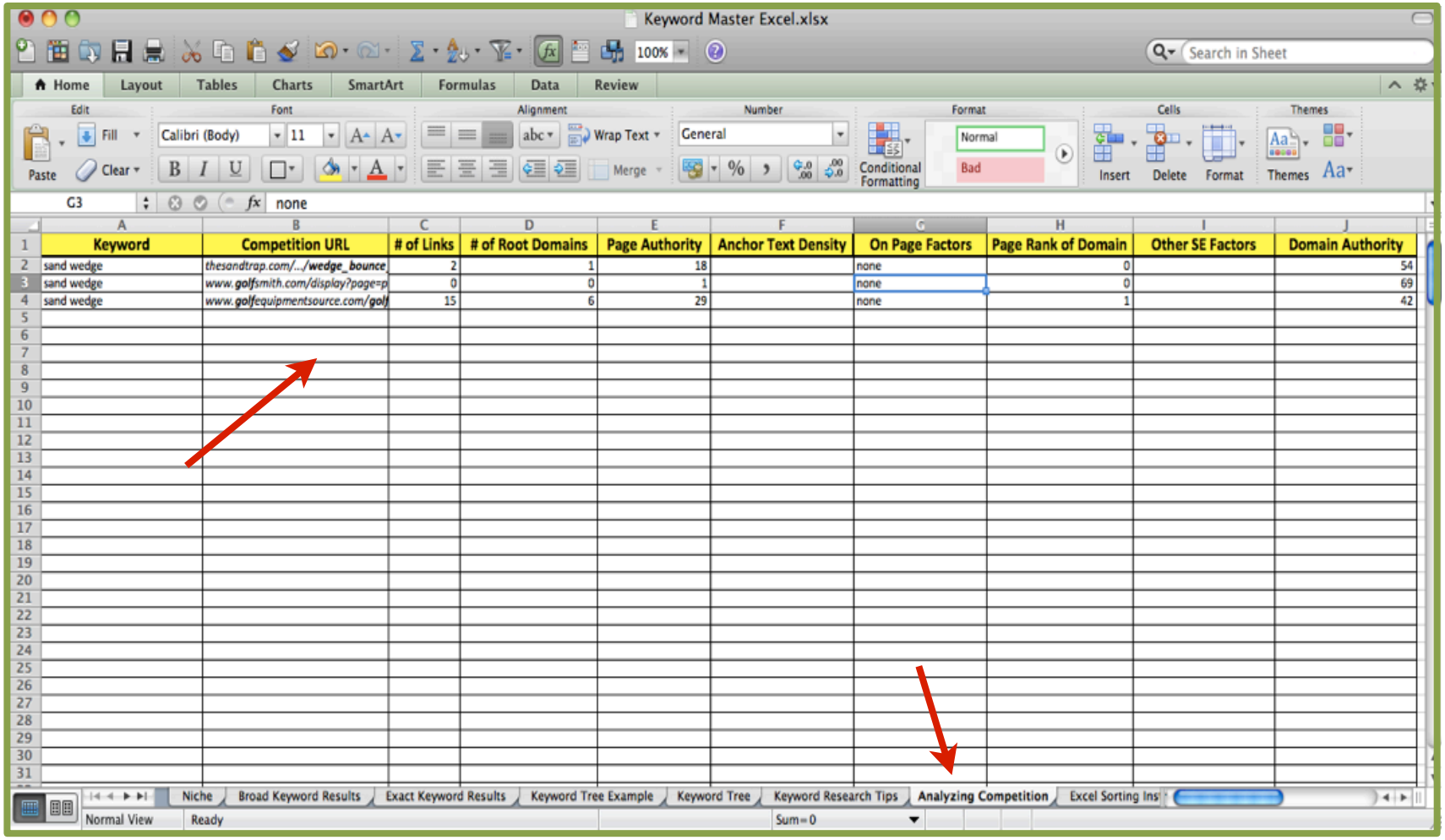
Step 7

Evaluate your keywords against the general guidelines and decide whether they are worth your time and effort.



Objective 4 Evaluating Your SEO Competition

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Step 8

Once you choose the keywords you want to rank for or keywords you want to do more research on, copy/paste the url's that you listed on your competition url column into your web browser one at a time..

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Step 9

In your top tool bar, you should have your SEOMoz data.
Click on the Page Authority Links to Open "Open Site Explorer".

Objective 4 Evaluating Your SEO Competition

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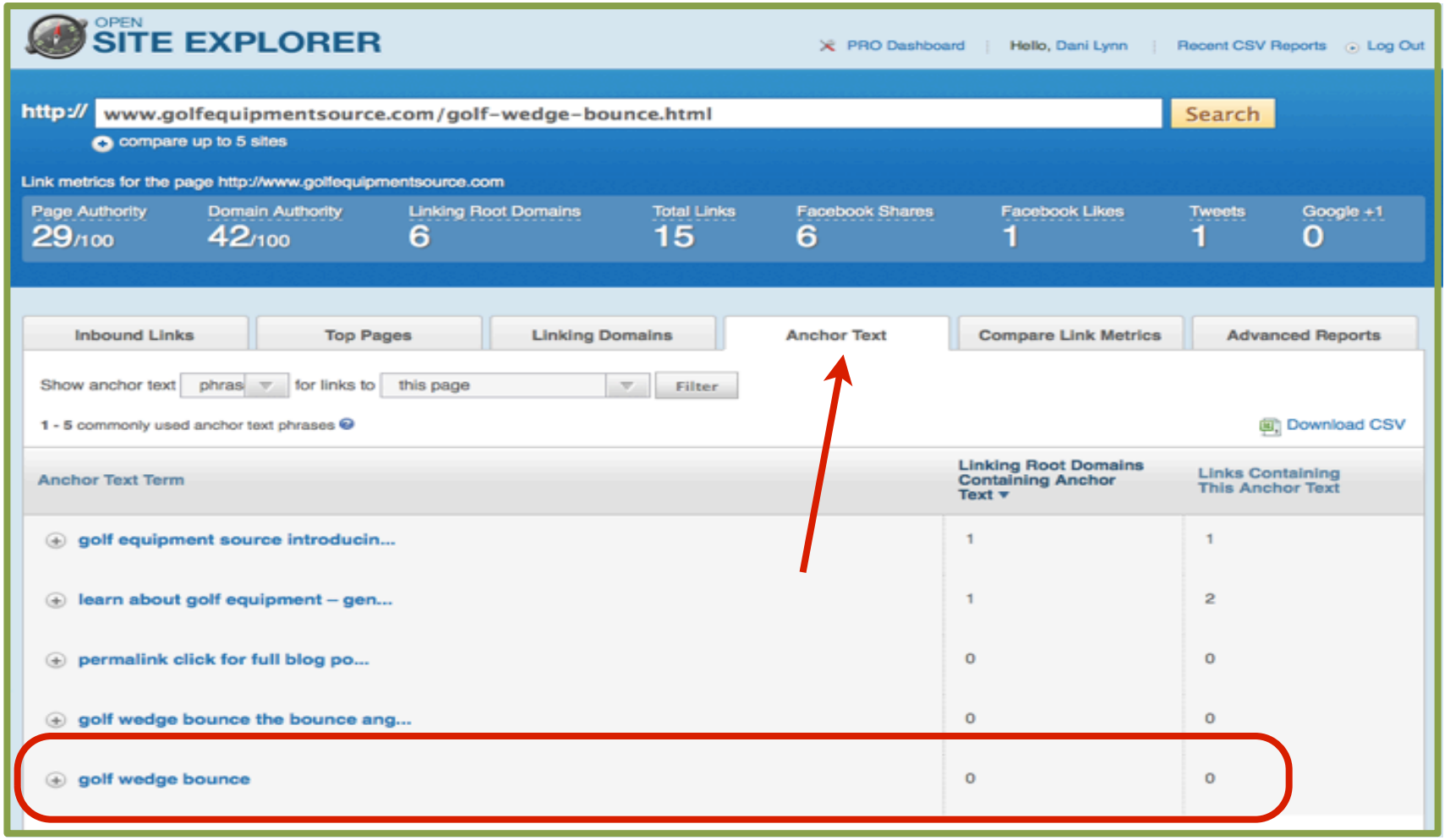
Step 10

Click on the "Anchor Text" Tab to view the # of anchor text for that keyword.



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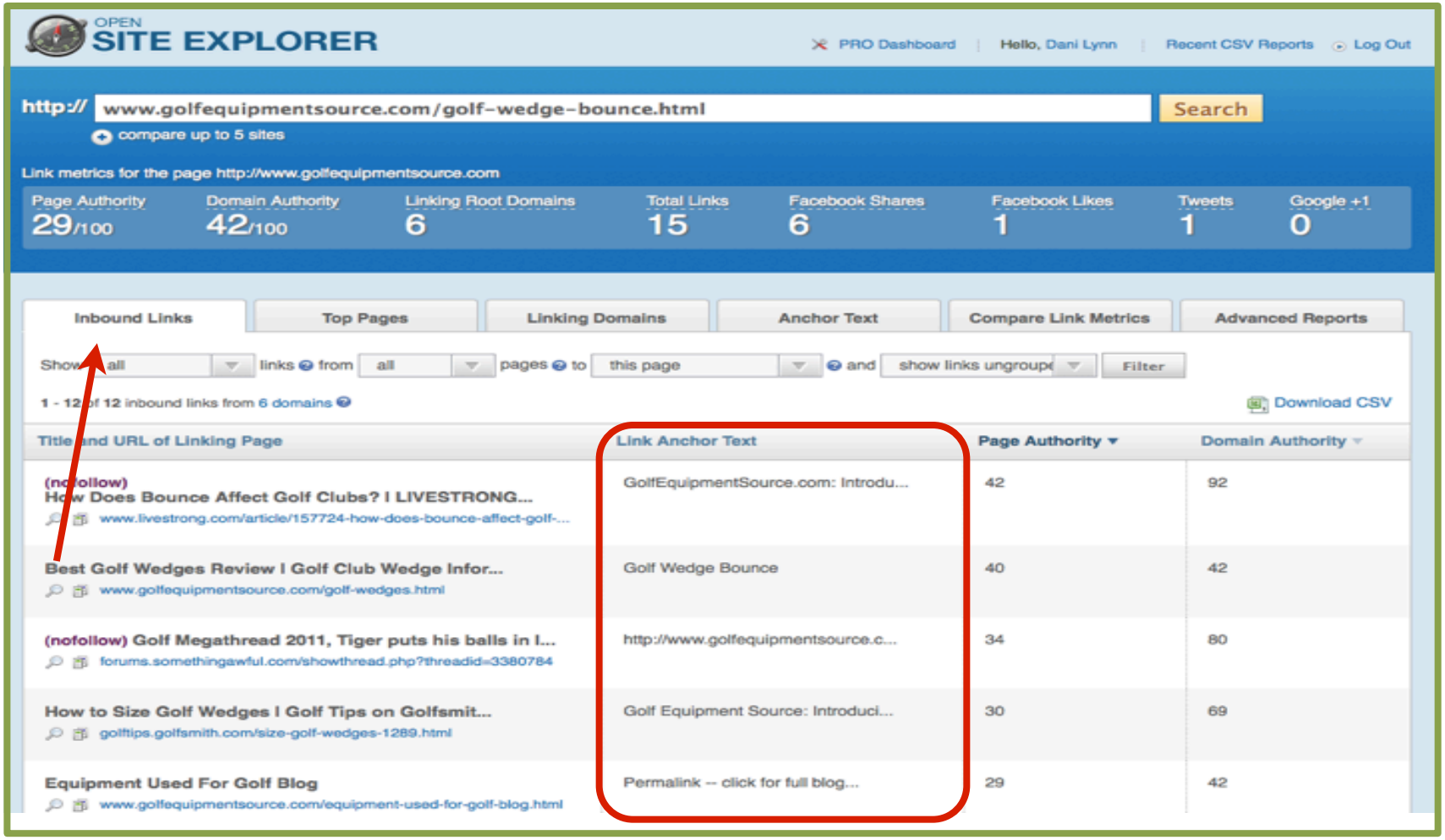
Step 11

Next, click on "Inbound Links" tab and this is where you can take notes on what other sites gave this website inbound links so that you can do the same. Additionally, you can see in the "Link Anchor Text" column what other keywords this site is targeting and add this to your "Other SE Factors" column on your master keyword excel.



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TIP

Don't Put All Your Hopes In The Top 3...
Don't "Over-Analyze"!

- **The TOP 3:** Remember that if there is enough traffic to go around and if there is a chance that you can outrank a lower page 1 competitor, it may be worth your time and effort.

- **DON'T Over-Analyze!!!** It's easy for left-brainers (me included) to over-analyze this process for fear of making a mistake. I made TONS of mistakes but at least I took action and tried many different things. You will make mistakes, Google may change it's algorithms and ultimately you will learn from those mistakes and changes and keep pressing on!!

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TIP

Be Prepared To Be Shocked From Time To Time

- SEO and the process of evaluating the competition of other sites is a combination of all the factors we discussed. Some sites may seem easy to beat yet they are tough and some may seem tough to beat yet they are easy.

- Plus, you have to be prepared for the "Google" factor. Google has a history of changing it's algorithms any time they wish, with no warning, so just make your "BEST" judgement call based on the knowledge I've passed on here and take action!

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Quick Review

Steps to Finding "Gold Nugget" Keywords

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Finding "Gold Nugget" Keywords

1) Brainstorm Keywords (use Google.com to help)
2) Use Google Adwords To Get Stats & Related Search Ideas
3) Choose Keywords You Like & Write Them Down
4) Analyze the Competition using SEOMoz & SEOQuake toolbars
5) Once you've identified your "Money Keywords", Use Open Site Explorer for Inbound Link Ideas & Further Research
6) Create or Add to Your Keyword Tree Draft
7) Wash, Rinse, Repeat

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Virtual Marketing Blueprint

Analyzing The Competition Session Recap

Objectives:

- ☑ Analyzing The Competition Overview
- ☑ Defining Key SEO Competition Factors
- ☑ Downloading SEO Tools
- ☑ Evaluating Your SEO Competition

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VMB: Analyzing The Competition Homework

Homework

Prior to the start of the next session, you should complete the following tasks:

1) **Review Analyzing The Competition Overview**
2) **Review Defining Key SEO Competition Factors**
3) **Download Your SEO Tools**
4) **Evaluate Your SEO Competition**
5) **Edit Your Keyword Tree & Print or Save Final Draft.**
6) **Email Your Final Keyword Tree to HQ for Tracking.**

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Thank You!

We look forward to seeing you on
Virtual Marketing Blueprint Session #5!
Dani Lynn, Flip, Tucker and Sasha

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