

WELCOME TO

Virtual
Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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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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.

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?

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

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 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

[Dog Collars, Leashes, Leads, and Harnesses | PetSmart](#)

[www.petsmart.com](#) > Dog
Products 1 - 48 of 338 – Shop at PetSmart for wide varieties of **dog collars, leashes, leads, and harnesses.**

Pet Dog Collar - Dog Leash | PetSmart - Harnesses - Holt Training Head Collar

Shopping results for dog leashes



[Quantum 2 in 1 Dog Leash in Black / Orange](#)

\$15

[Find nearby](#)



[The Buddy System Dog Leash - Black in](#)

\$20



[Planet Dog Cozy Hemp 5' Dog Leash with](#)

\$15



[Majestic Pet 2-Ply Nylon 1-inch Dog](#)

\$11

[Find nearby](#)



[Bottom's Up Leash - Black](#)

\$20

[Dog Leads & Leashes, Retractable Leads, Nylon & Leather Leashes ...](#)

[www.dogsupplies.com/categories/Dog-Leads/](#)

Dog leashes you won't find at your local pet store. ... Compare. Choose Options - 60 Pack Bulk Nylon Kennel Slip Style **Dog Leads**. \$79.99 \$25.79. Compare ...

[Best choice of dog leashes - dog leashes of any size and for any ...](#)

[www.fordogtrainers.com/index.php?main_page=page&id=19](#)

15+ items – Dog harness , **Dog collar** , **Dog leash** , Dog muzzle - Dog ...

Short leather **dog leash** (pull tab leash) - L17 Regular ...

Cord nylon **dog leash** - L20

Our low ...

[Dog Leashes Dog Leads: Retractable Dog Leashes|DrsFosterSmith...](#)

[www.drsfostersmith.com/dog-supplies/dog-leads...leashes/ps/.../2081...](#)

Get a durable, stylish dog lead or leash, including retractable **dog leashes**, at a great price.

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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.

Analyzing The Competition Overview

Objective 1 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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Analyzing The Competition

Objectives:

1) Analyzing The Competition Overview

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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.

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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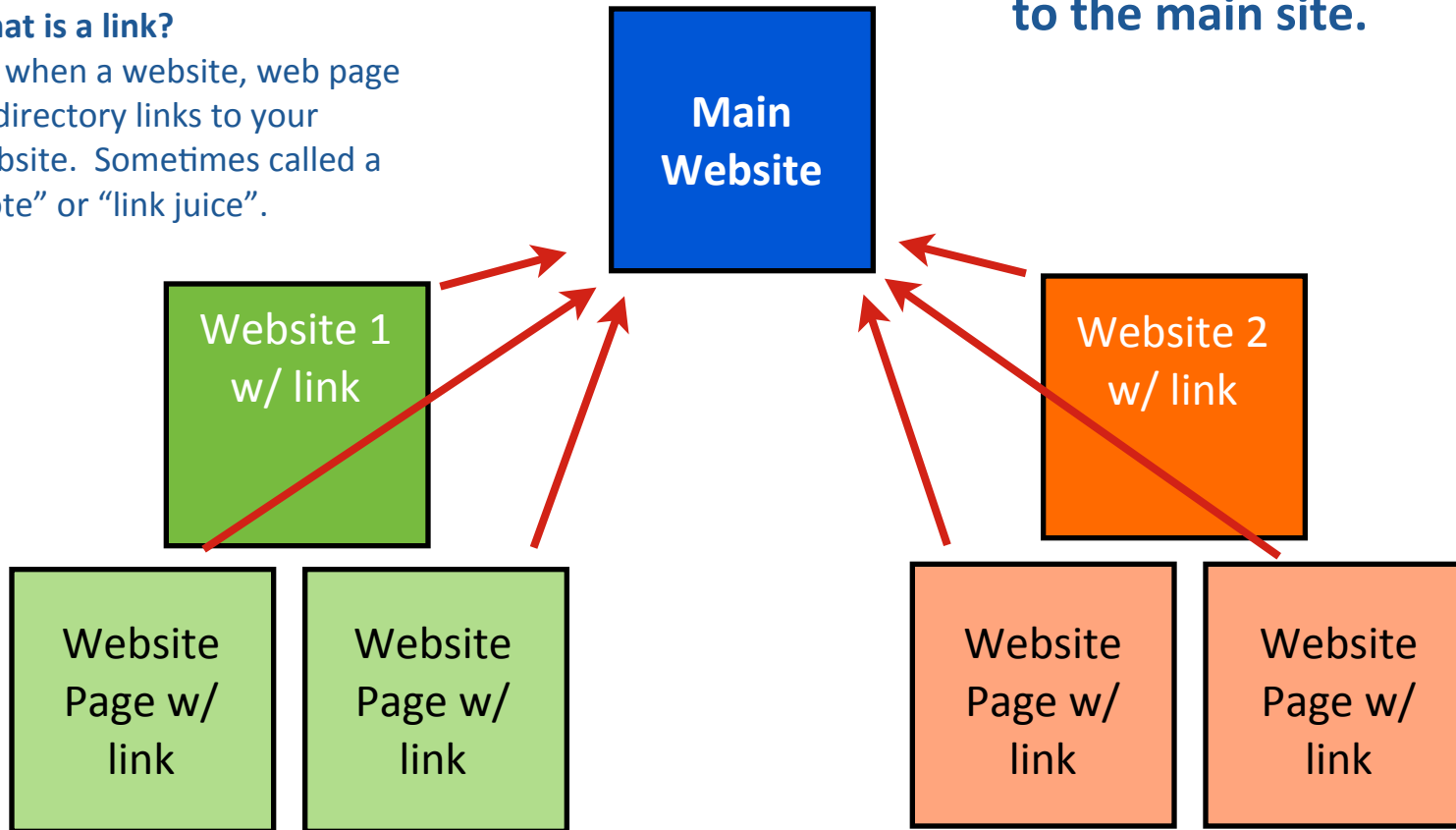
Key SEO Competition Factors

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.

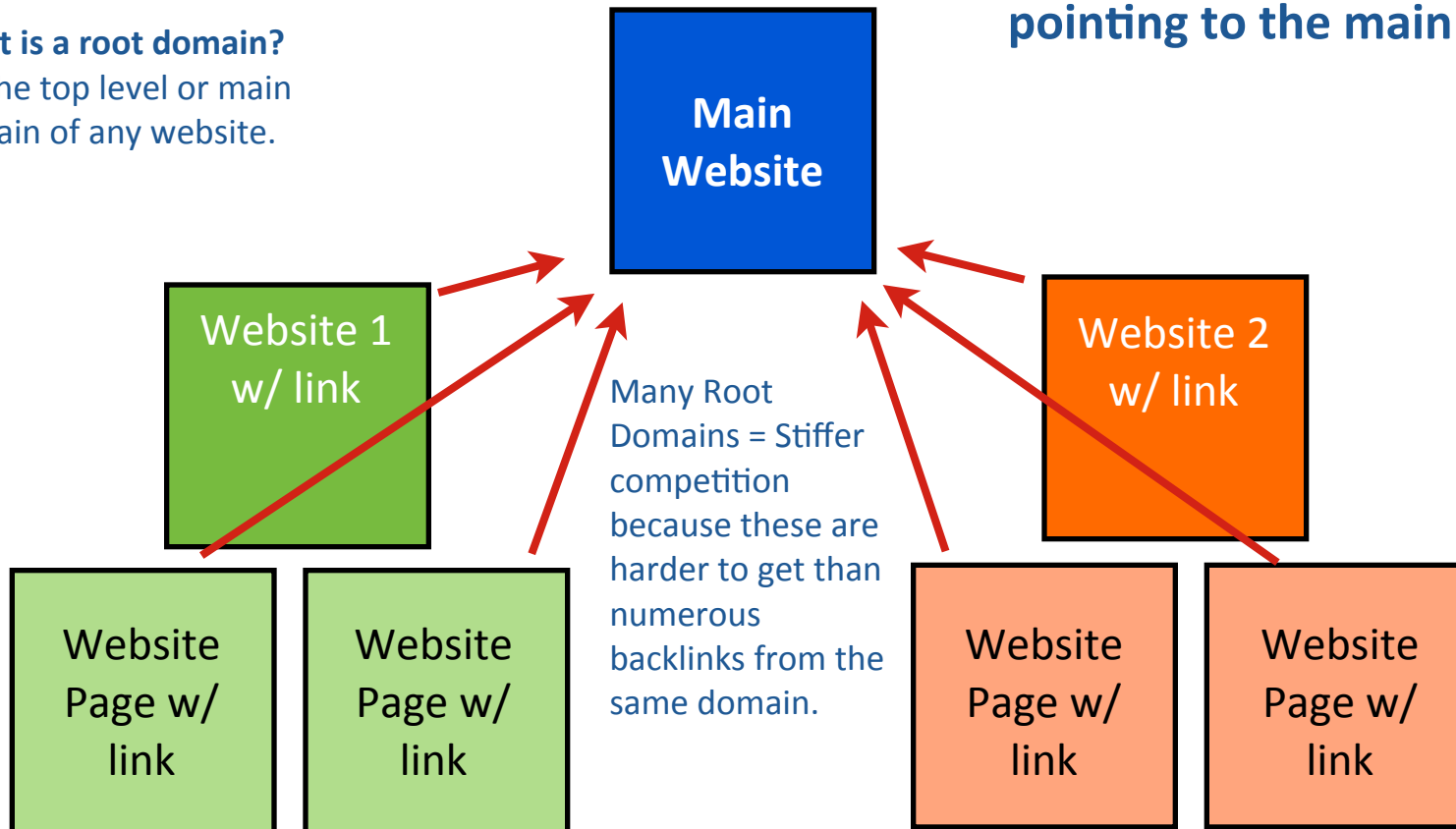


Key SEO Competition Factors

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.



Key SEO Competition Factors

Domain Authority

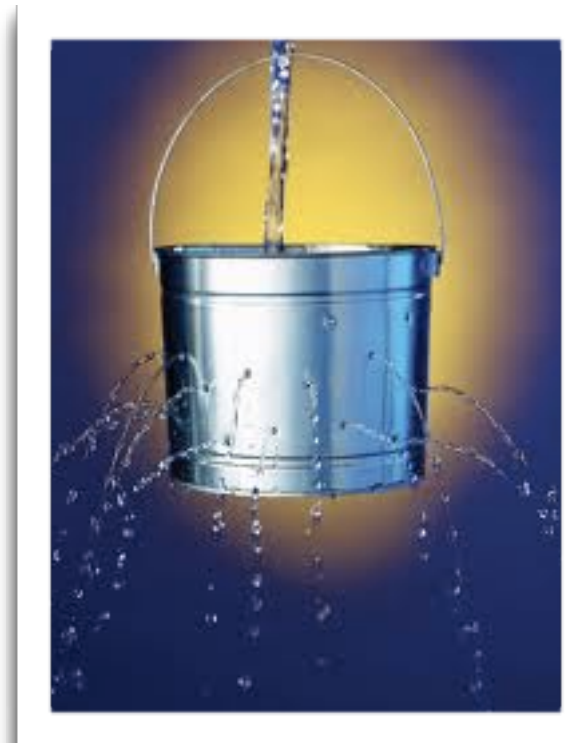
What is Domain Authority?

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.

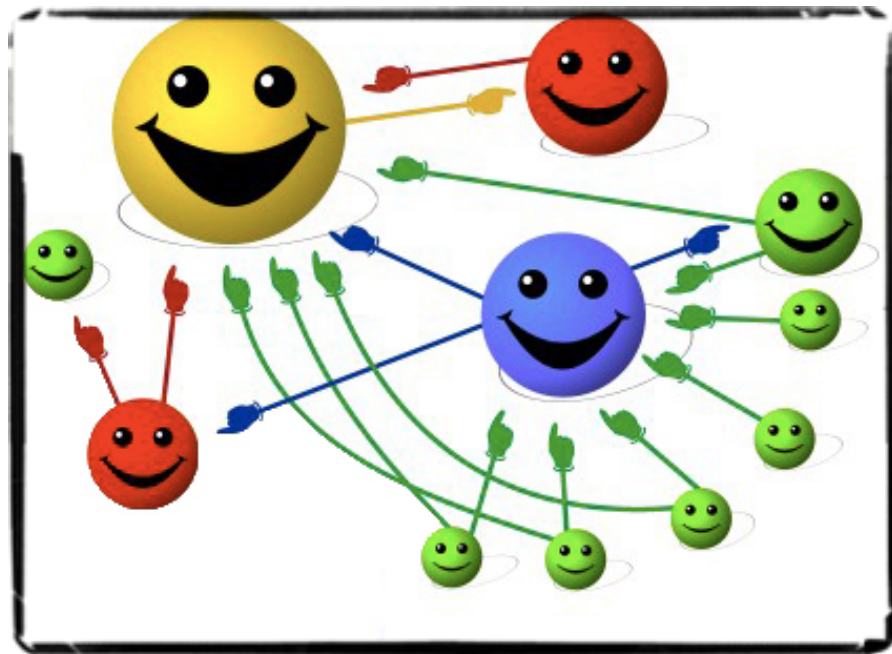


Key SEO Competition Factors

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.



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:

```
<a href="http://www.domain.com"> Anchor Text </a>
```

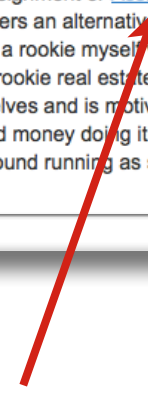
What is Anchor Text Density?

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.

I can see many of you with the "AHA" light bulb going on and I bet it just generated a TON of questions...

Well, for the past 16 months, we have tested this system and learned all of it's strengths and weaknesses.

The whole purpose of the Mortgage Assignment or [Assignment of Mortgage](#) Profits System is to give home sellers and buyers an alternative they wouldn't have had before they met you. Fortunately, I was a rookie myself when I got my hands on this system. Let me just say, if there is any rookie real estate investor or agent who is ready to make an investment in themselves and is motivated to take action, they can learn how to do this and make good money doing it. All you experienced agents and investors, well, you'll just hit the ground running as soon as you get your hands on this thing.



Key SEO Competition Factors

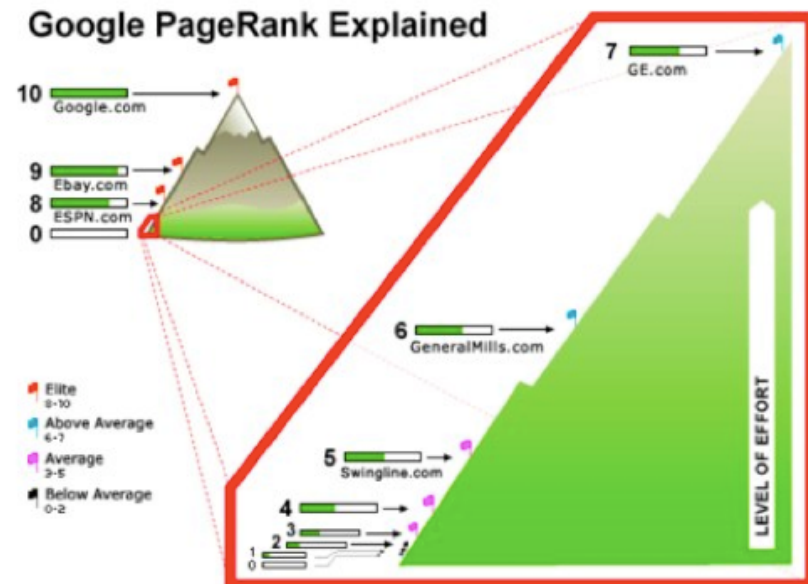
Page Rank of Domain

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.



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.

Recommended Articles

-  [Create Attraction With Women](#)
-  [How to Get Her Number in Minutes](#)
-  [How To Boost Your Confidence With Women](#)
-  [Why Giving Women Too Much Attention BACKFIRES](#)
-  [Want To Meet Hot Women? Do This...](#)
-  [Why Women Dress Sexy](#)
-  [How to Avoid Rejection](#)

Virtual Marketing Blueprint

Next Video...

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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.

Step
1

Go to www.seomoz.org

Objective 3 Downloading SEO Tools

SEOmoz

Log in Sign up Help

FEATURES PRICING & PLANS COMMUNITY RESOURCES BLOG ABOUT Search

SEO & Social Monitoring Made Simple.

SEOmoz PRO combines SEO management, social media monitoring, actionable recommendations, and so much more in one easy-to-use platform. Try it free for 30 days.

Start Your Free Trial

Free for 30 days then \$99/month

Take a tour of SEOmoz PRO or see [plans & pricing](#)

JUST LAUNCHED: SOCIAL MONITORING

Sign up for a free trial and try the web's best SEO management platform, now with social

➡ Try Free Today ⬅

Loved By...

Zillow.com Walt Disney Pictures overstock.com BEST BUY yelp Sun microsystems

Be My Buddy...

RSS Twitter Facebook +

Step
2

Click on "Resources" and then on "SEO Tools".

Objective 3 Downloading SEO Tools

1

2

Learn SEO
SEO Tools
PRO Q&A Forum

SEO & Social Monitoring
Made Simple.

SEOMoz PRO combines SEO management, social media monitoring, actionable recommendations, and so much more in one easy-to-use platform. Try it free for 30 days.

Start Your Free Trial
Free for 30 days then \$99/month

Take a tour of SEOMoz PRO or see [plans & pricing](#)

JUST LAUNCHED: SOCIAL MONITORING
Sign up for a free trial and try the web's best SEO management platform, now with social
Try Free Today

Loved By...
Zillow.com
Disney PICTURES
overstock.com
BEST BUY
yelp
Sun microsystems

Be My Buddy...
RSS
t
f
+

Step
3

Scroll Down to SEO Toolbar and Click "Download Now".



SEO Toolbar

See SEO Metrics as You Surf the Web
Our SEO Toolbar for [Firefox](#) and [Chrome](#) allow you to see link metrics on the fly, analyze page elements & SERP results, and quickly access your favorite SEO tools.

[Download now](#)



Social Media Monitoring

Track Keywords in the Social Sphere
Use [Blogscape](#) to monitor keywords and phrases in blogs, RSS, Twitter, Digg, Reddit, and more. Keep an eye on what is moving and shaking.

[Take a free trial](#)



SEOMoz API

Build the SEO Tool You've Always Wanted
Can't find the tool you need? Unleash your creativity and build your own SEO app with our [SEOMoz API](#). The power of our Linkscape Index is at your fingertips.

[Learn more](#)

Objective 3 Downloading SEO Tools

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Step
4

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

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](#).

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.

Objective 3 Downloading SEO Tools

The screenshot shows the SEOmoz website homepage. At the top, there is a navigation bar with links for FEATURES, PRICING & PLANS, COMMUNITY, RESOURCES, BLOG, and ABOUT, along with a search bar. The main content area features the headline "SEO & Social Monitoring Made Simple." and a sub-headline "SEOmoz PRO combines SEO management, social media monitoring, actionable recommendations, and so much more in one easy-to-use platform. Try it free for 30 days." A prominent yellow button labeled "Start Your Free Trial" is circled in red, with a red arrow pointing to it. Below the button, it says "Free for 30 days then \$99/month". To the right of the button, there is a red speech bubble that says "JUST LAUNCHED: SOCIAL MONITORING" and "Sign up for a free trial and try the web's best SEO management platform, now with social" followed by "Try Free Today". In the background, a laptop displays the SEOmoz dashboard with a "Social Dashboard" section showing social accounts summary for Twitter and Facebook. At the bottom of the page, there is a section titled "Loved By..." with logos for Zillow.com, Walt Disney Pictures, overstock.com, BEST BUY, yelp, and Sun Microsystems. To the right of this section is a cartoon character holding a rifle and the text "Be My Buddy..." with social media icons for RSS, Twitter, Facebook, and a plus sign.

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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.)*



Start Your Free Trial in 3 Easy Steps!

Free for 30 days, then only \$99/month

1 Create your PRO account

Email: This will be your login

Confirm Email:

Choose a Nickname:

Visible to other members of the SEOMoz community.

Choose Password:

Confirm Password:

JUST LAUNCHED: SOCIAL MONITORING

Sign up for a free trial and try the
web's best SEO management
platform, now with social

➔ Try Free Today



30 Day Free Trial

You won't be billed unless you keep your
account open past your 30-day free trial.

Cancel anytime.



Objective 3 Downloading SEO Tools

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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.)

The screenshot shows the SEOquake website interface. At the top, there are navigation links: Blog, Lite, Guide, Parameters, Articles, Our projects, and a Twitter widget showing 313 tweets. The language is set to English. The main heading reads "SEOquake. 2 000 000* downloads" with a cartoon fox mascot. Below this, it says "SHOWS MANY SEO PARAMETERS ON THE FLY." and "Tested for security and approved by mozilla.org". A prominent orange button labeled "Install SEOquake" is highlighted with a red box and a red arrow. Below the button are links for "Try SEOquake for Google Chrome", "Try beta SEOquake for Opera", and "Try beta SEOquake for Safari". On the right, a browser window is shown with the SEOquake tool installed, displaying search results for "eBay" and "Wikipedia" with various SEO metrics like PR, I, L, LD, Rank, and Age.

Step
8

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

A screenshot of the Google homepage. The word "Google" is centered in its multi-colored font. Below it is a search input field with a vertical cursor on the left. Underneath the input field are two buttons: "Google Search" and "I'm Feeling Lucky".

Google

Google Search

I'm Feeling Lucky

Objective 3 Downloading SEO Tools

Virtual Marketing Blueprint

Next Video...

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Virtual Marketing Blueprint

Analyzing The Competition

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- 4) **Evaluating Your SEO Competition**

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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 assess 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.

Step
1

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

Objective 4 Evaluating Your SEO Competition

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

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

Google Search

I'm Feeling Lucky

Objective 4 Evaluating Your SEO Competition

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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.

The screenshot shows a Google search for "dog training" with the following elements:

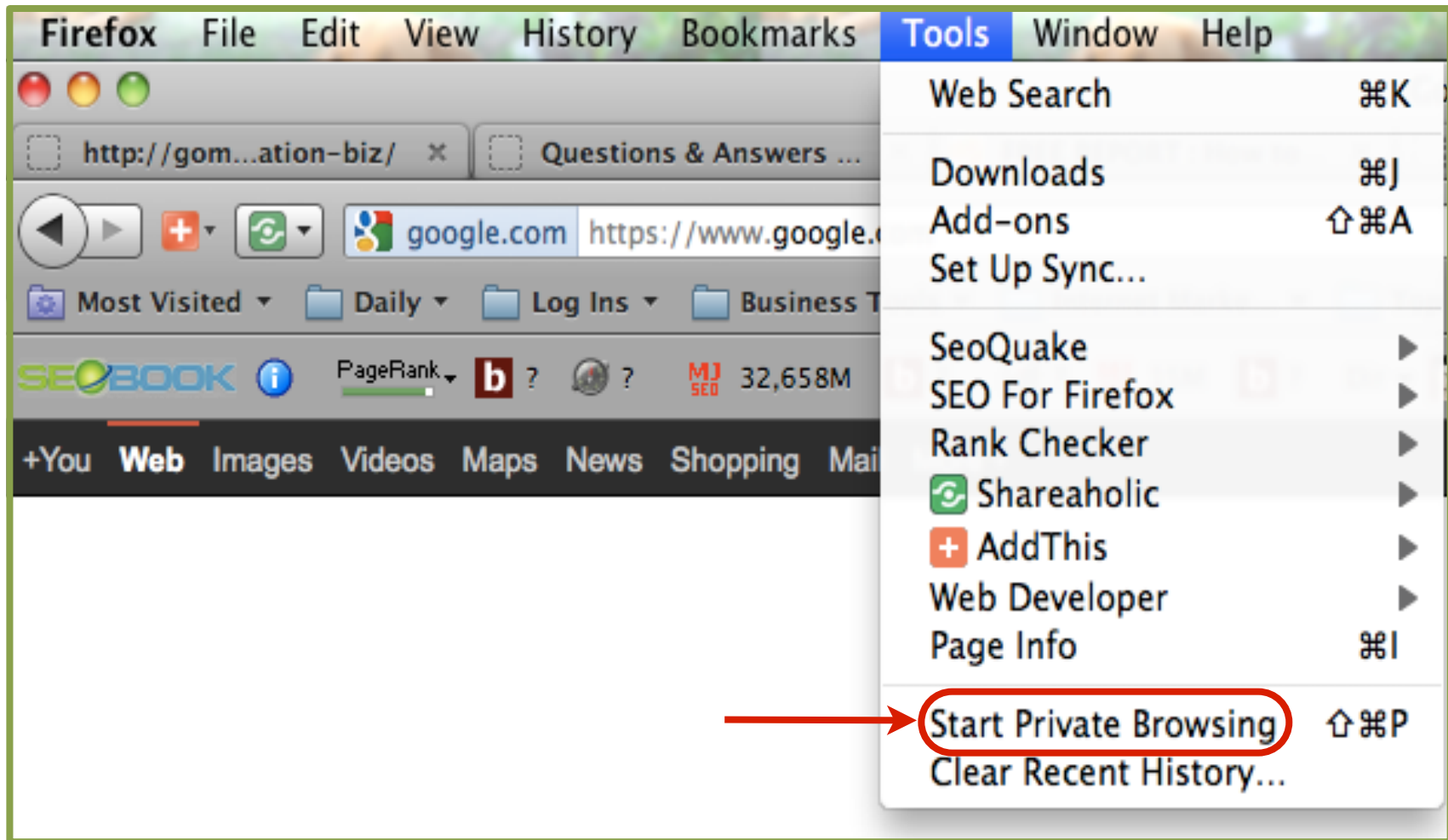
- Search bar: "dog training" with a magnifying glass icon.
- Search results: "Search About 48,800,000 results (0.17 seconds)".
- Left sidebar: Navigation menu with "Everything" selected, and options for Images, Maps, Videos, News, Shopping, Blogs, Books, and More.
- Search results list:
 - Ad: **"Dog Training Secrets" - Tips, Tricks, & Proven Techniques.** from www.thedogtrainingsecret.com. Includes links for "Watch Free Video", "Proven Techniques", "Training Tips", "Train Any Dog", and "Hands Off Exercises".
 - Ad: **Austin, TX Dog Training | kimthedogtrainer.com** from www.kimthedogtrainer.com. Includes text "Holiday gift certificates for your favorite dog lover!".
 - Ad: **Dog Trainer in Austin** from www.sitmeanssit.com. Includes text "Dog Training and Obedience Call for a Free Consultation & Demo", address "8108 Mesa Dr Ste A102-B, Austin, TX", phone "(512) 942-7833", and "13 reviews" with a 5-star rating.
- Map: **Map for dog training** showing a map of the Austin area with red pins and labels for locations like Georgetown, Leander, Cedar Park, Round Rock, Pflugerville, and Taylor.
- Additional ads below the map:
 - Ad: **Dog Training Career** from www.animalbehaviorcollege.com. Includes text "Certification at National School. Student Loans Available. Enroll now".
 - Ad: **Dog Training Round Rock**
- Annotations: A red arrow points from a red-bordered box containing the text "Google tracks my browsing history." to the user profile "Dani Lynn" in the top right corner of the browser window.

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Step
3a

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

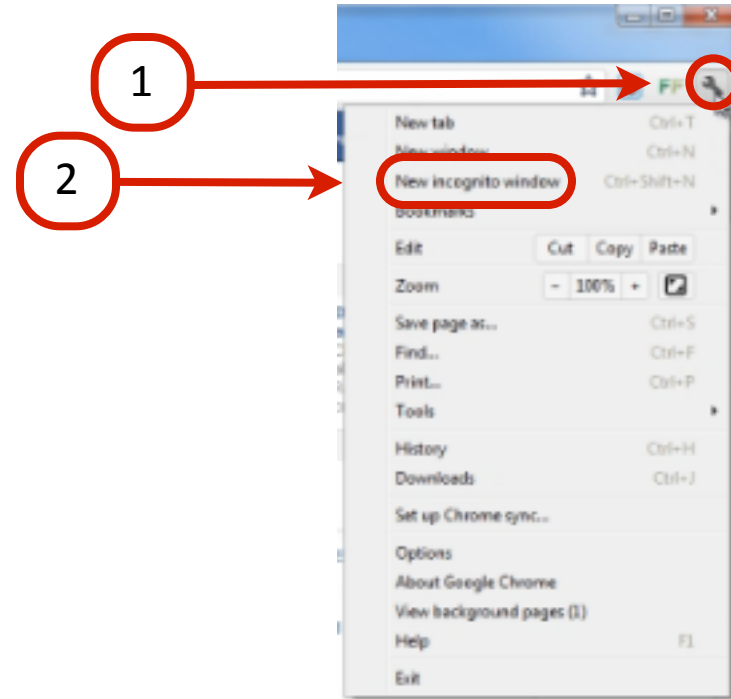
Objective 4 Evaluating Your SEO Competition



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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”.



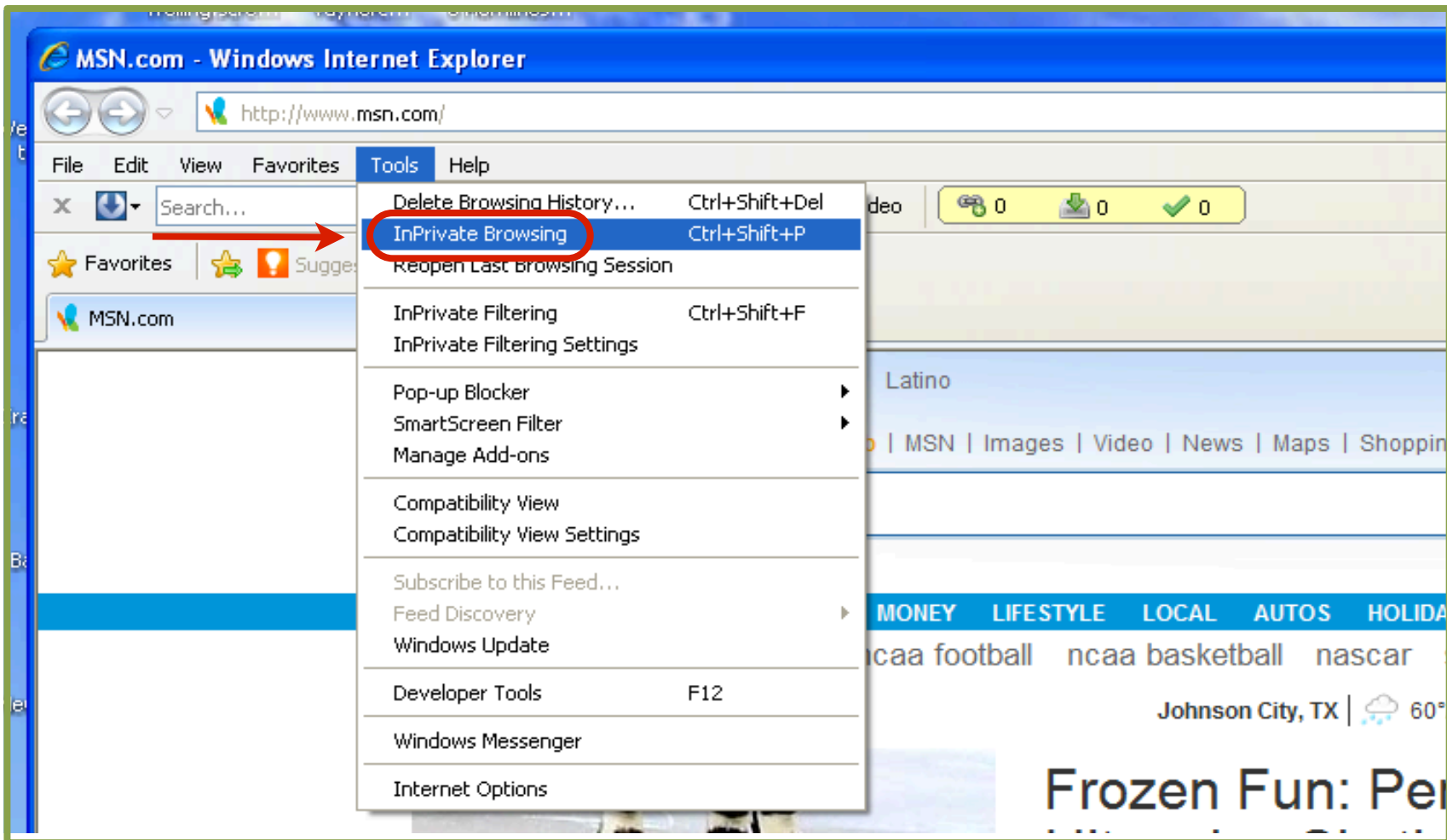
Objective 4 Evaluating Your SEO Competition

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Step
3c

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

Objective 4 Evaluating Your SEO Competition



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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'.)

The screenshot shows three search results for the keyword 'Golf Wedge Bounce'. Red callouts point to various SEO metrics for each result:

- Result 1:** [1. Wedge Bounce and Grind: What it is and Why it Matters \(Bag Drop...](#)
 - On Page SEO: Points to the title and meta description.
 - Page Rank: Points to the PR: 0 metric.
 - Page Authority: Points to the PA: 18 metric.
 - 2 links from 1 root domain: Points to the '2 Lks / 1 RDs' metric.
 - Pages Indexed: Points to the I: 1,240,000 metric.
 - Age of domain: Points to the Age: May 29, 2003 metric.
 - Domain Authority: Points to the DA: 54 metric.
 - 281,511 links from 442 root domains: Points to the '281,511 Lks / 442 RDs' metric.
- Result 2:** [2. Wedges - Golfsmith](#)
 - SEO Quake Toolbar: Points to the SEOquake logo.
 - Page Rank: Points to the PR: 0 metric.
 - Page Authority: Points to the PA: 1 metric.
 - 2 links from 1 root domain: Points to the '0 Lks / 0 RDs' metric.
 - Domain Authority: Points to the DA: 69 metric.
 - 281,511 links from 442 root domains: Points to the '306,100 Lks / 1,757 RDs' metric.
- Result 3:** [3. Golf Wedge Bounce | The Bounce Angle Of Your Wedges](#)
 - Page Rank: Points to the PR: 1 metric.
 - Page Authority: Points to the PA: 29 metric.
 - 2 links from 1 root domain: Points to the '15 Lks / 6 RDs' metric.
 - Domain Authority: Points to the DA: 42 metric.
 - 281,511 links from 442 root domains: Points to the '6,254 Lks / 301 RDs' metric.



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

	A	B	C	D	E	F	G	H	I	J
1	Keyword	Competition URL	# of Links	# of Root Domains	Page Authority	Anchor Text Density	On Page Factors	Page Rank of Domain	Other SE Factors	Domain Authority
2	sand wedge	thesandtrap.com/.../wedge_bounce	2	1	18		none	0		54
3	sand wedge	www.golfsmith.com/display?page=p	0	0	1		none	0		69
4	sand wedge	www.golfequipmentsource.com/golf	15	6	29		none	1		42
5										
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31										

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Step
6

Repeat steps 4 & 5 with your next keyword.
(My example here is 'Sand Wedge'.)

Objective 4 Evaluating Your SEO Competition

1. **Sand wedge** - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Sand_wedge
An open faced club, **sand wedge**, or sand iron, is a wedge primarily designed for use out of sand bunkers. It has the widest sole of any wedge, which provides ...

SEOquake | PR: 4 | I: 31,000,000 | L: n/a | LD: n/a | I: 49,200,000 | Rank: 6 | Age: November 27, 2002

1) PA: 52 | 9 Lks / 6 RDs | DA: 100 | 160,728,172 Lks / 2,081,801 RDs | Explore

Shopping results for sand wedge



Wilson Harmonized Classic Golf
\$20
Find nearby



Wilson Mens Harmonized Wedge Right
\$20
Find nearby



Wilson Golf D8658 - Harmonized
\$25



Callaway X-24 Hot Individual Iron with Steel
\$70
3 stores
Find nearby



Callaway RAZR x Individual Iron with Steel
\$83
Find nearby

2. Amazon.com: Sand Wedges: Golf: Sports & Outdoors

www.amazon.com/b?ie=UTF8&node=385032011
Results 1 - 24 of 168 - Online shopping for Sand Wedges at Amazon.com.

SEOquake | PR: 3 | I: 915,000,000 | L: n/a | LD: n/a | I: 60,200,000 | Rank: 11 | Age: December 12, 1998

2) PA: 1 | 0 Lks / 0 RDs | DA: 100 | 168,521,246 Lks / 1,190,162 RDs | Explore

3. **Meet the Wedges - Understanding Golf Clubs**

golf.about.com/cs/beginnersguide/a/wedgebeginners.htm



by Brent Kelley - More by Brent Kelley

The gap wedge, **sand wedge** and lob wedge are often sold separately, or as a 3-club ... Gap and lob wedges are common in the bags of better players, and sand ...

Golf Pitch Shots - Chipping Tips - Bounce

SEOquake | PR: 4 | I: 8,920 | L: n/a | LD: n/a | I: 15,900 | Rank: 67 | Age: October 3, 1999 | I: 0

3) PA: 52 | 269 Lks / 3 RDs | DA: 95 | 23,134,315 Lks / 280,814 RDs | Explore

4. **Golf Wedges & Loose Irons | Overstock.com: Single Golf Clubs**

www.overstock.com > ... > Golf Equipment > Single Golf Clubs

Adams Men's A7 OS Max **Sand Wedge** Today: \$59.99 Add to Cart. Pinemeadow 52-degree Wedge Compare: \$24.95 Today: \$21.49 Save: 14% Add to Cart ...

SEOquake | PR: 1 | I: 1,100,000 | L: n/a | LD: n/a | I: 3,210,000 | Rank: 556 | Age: November 27, 1999

4) PA: 43 | 2 Lks / 2 RDs | DA: 90 | 2,065,059 Lks / 23,574 RDs | Explore

5. **Wedge Selection Guide**

www.titleist.com/vokey_wedge_guide/

Sand Wedge Models. Lob Wedge Models. Vokey Design ... Establish your preferred wedge for sand shots around the green. Typically a SW or LW with 56° - 60° ...

SEOquake | PR: 4 | I: 7,880 | L: n/a | LD: n/a | I: 20,000 | Rank: 91512 | Age: December 22, 1996 | I:

5) PA: 61 | 4,128 Lks / 15 RDs | DA: 76 | 565,991 Lks / 2,208 RDs | Explore

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

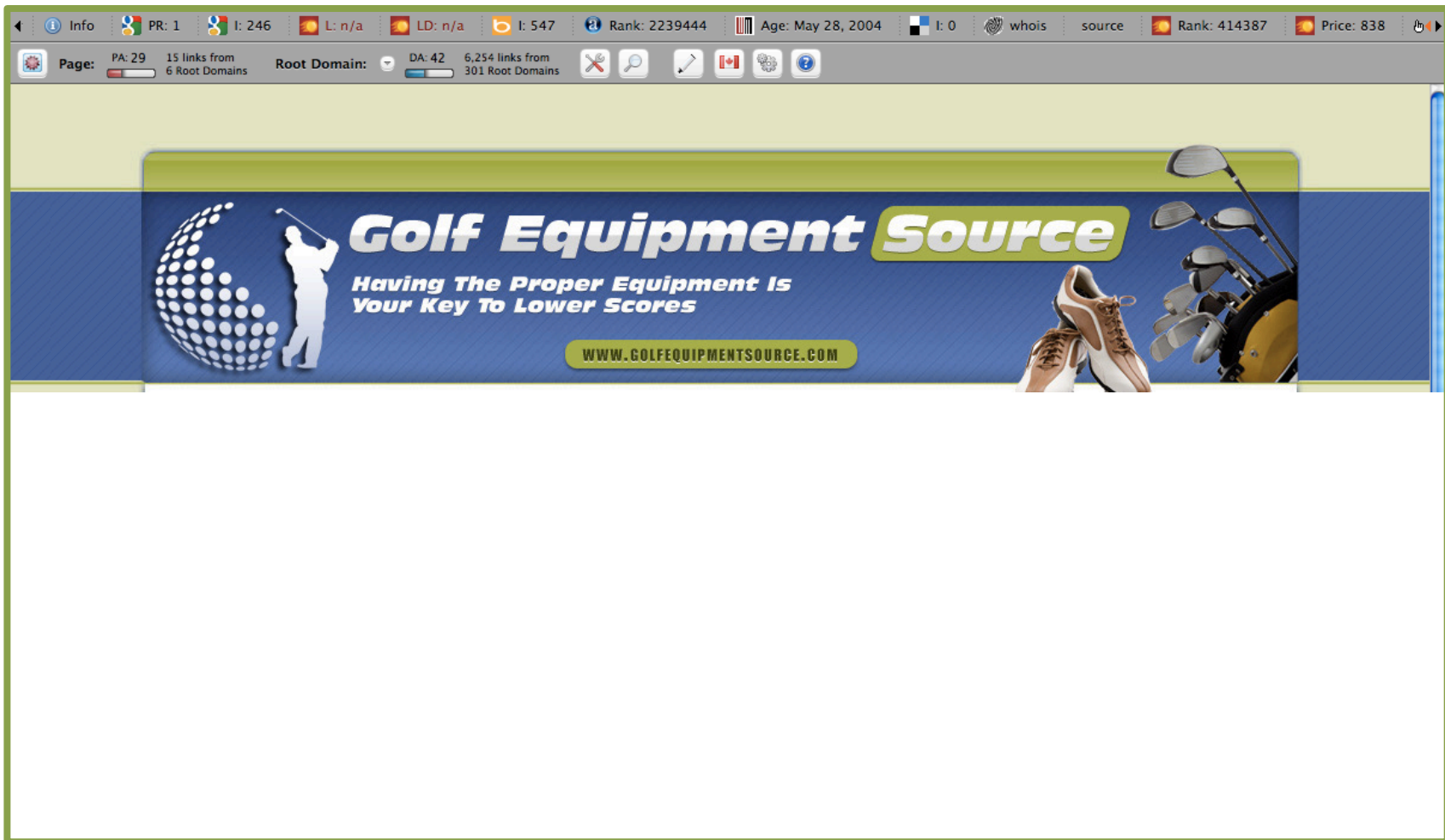
	A	B	C	D	E	F	G	H	I	J
	Keyword	Competition URL	# of Links	# of Root Domains	Page Authority	Anchor Text Density	On Page Factors	Page Rank of Domain	Other SE Factors	Domain Authority
2	sand wedge	thesandtrap.com/.../wedge_bounce	2	1	18		none	0		54
3	sand wedge	www.golfsmith.com/display?page=p	0	0	1		none	0		69
4	sand wedge	www.golfequipmentsource.com/golf	15	6	29		none	1		42
5										
6										
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31										

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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..

Objective 4 Evaluating Your SEO Competition



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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

The screenshot shows a browser's top toolbar with various SEO metrics. The 'Page' section displays: PA: 29, 15 links from 6 Root Domains, and a small bar chart. The 'Root Domain' section displays: DA: 42, 6,254 links from 301 Root Domains, and another small bar chart. The browser's address bar shows the URL 'www.golfequipmentsource.com'. Below the toolbar is a banner for 'Golf Equipment Source' with the tagline 'Having The Proper Equipment Is Your Key To Lower Scores' and the website URL 'WWW.GOLFEQUIPMENTSOURCE.COM'. A red arrow points from the 'Page' section of the toolbar to the banner.

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Step
10

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

Objective 4 Evaluating Your SEO Competition

OPEN SITE EXPLORER

PRO Dashboard | Hello, Dani Lynn | Recent CSV Reports | Log Out

http:// www.golfequipmentsource.com/golf-wedge-bounce.html Search

compare up to 5 sites

Link metrics for the page http://www.golfequipmentsource.com

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
29/100	42/100	6	15	6	1	1	0

Inbound Links | Top Pages | Linking Domains | **Anchor Text** | Compare Link Metrics | Advanced Reports

Show anchor text for links to Filter

1 - 5 commonly used anchor text phrases

Download CSV

Anchor Text Term	Linking Root Domains Containing Anchor Text	Links Containing This Anchor Text
golf equipment source introduc...	1	1
learn about golf equipment – gen...	1	2
permalink click for full blog po...	0	0
golf wedge bounce the bounce ang...	0	0
golf wedge bounce	0	0

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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.

Objective 4 Evaluating Your SEO Competition



The screenshot shows the Open Site Explorer interface for the URL <http://www.golfequipmentsource.com/golf-wedge-bounce.html>. The top navigation bar includes 'PRO Dashboard', 'Hello, Dani Lynn', 'Recent CSV Reports', and 'Log Out'. Below the search bar, link metrics are displayed: Page Authority (29/100), Domain Authority (42/100), Linking Root Domains (6), Total Links (15), Facebook Shares (6), Facebook Likes (1), Tweets (1), and Google +1 (0). The 'Inbound Links' tab is selected, showing a list of 12 inbound links from 6 domains. A red arrow points to the 'Show all' dropdown menu. A red box highlights the 'Link Anchor Text' column in the table below.

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
(nofollow) How Does Bounce Affect Golf Clubs? LIVESTRONG... www.livestrong.com/article/157724-how-does-bounce-affect-golf-...	GolfEquipmentSource.com: Introdu...	42	92
Best Golf Wedges Review Golf Club Wedge Infor... www.golfequipmentsource.com/golf-wedges.html	Golf Wedge Bounce	40	42
(nofollow) Golf Megathread 2011, Tiger puts his balls in I... forums.somethingawful.com/showthread.php?threadid=3380784	http://www.golfequipmentsource.c...	34	80
How to Size Golf Wedges Golf Tips on Golfsmit... golftips.golfsmith.com/size-golf-wedges-1289.html	Golf Equipment Source: Introduci...	30	69
Equipment Used For Golf Blog www.golfequipmentsource.com/equipment-used-for-golf-blog.html	Permalink -- click for full blog...	29	42

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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!!

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!**

Steps to Finding “Gold Nugget” Keywords

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

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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