

WELCOME TO

Virtual
Marketing

Blueprint

Rei Rockstars

Virtual Marketing Experts



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Flip

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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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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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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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