

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

Rei Rockstars

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



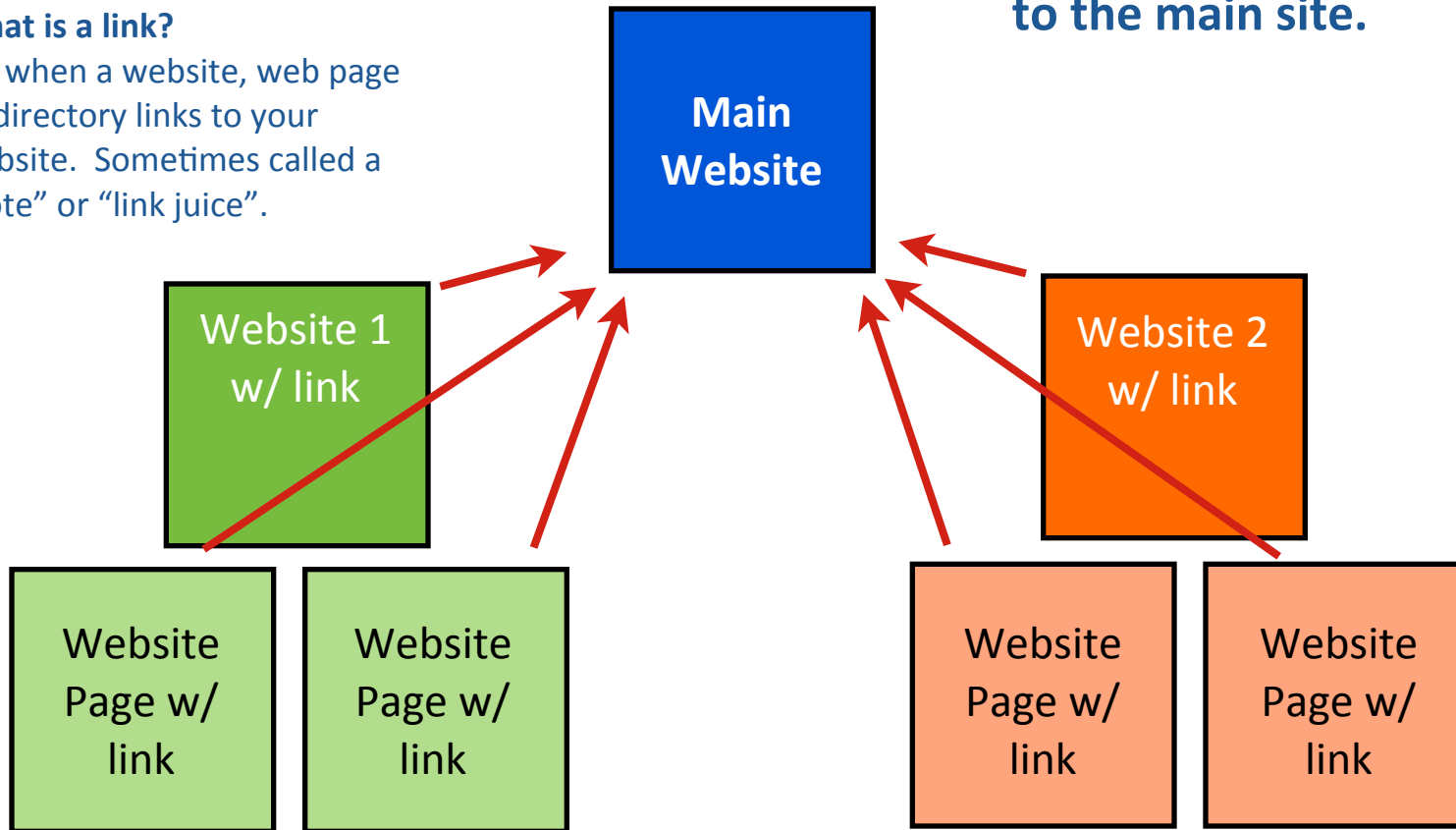
Key SEO Competition Factors

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.

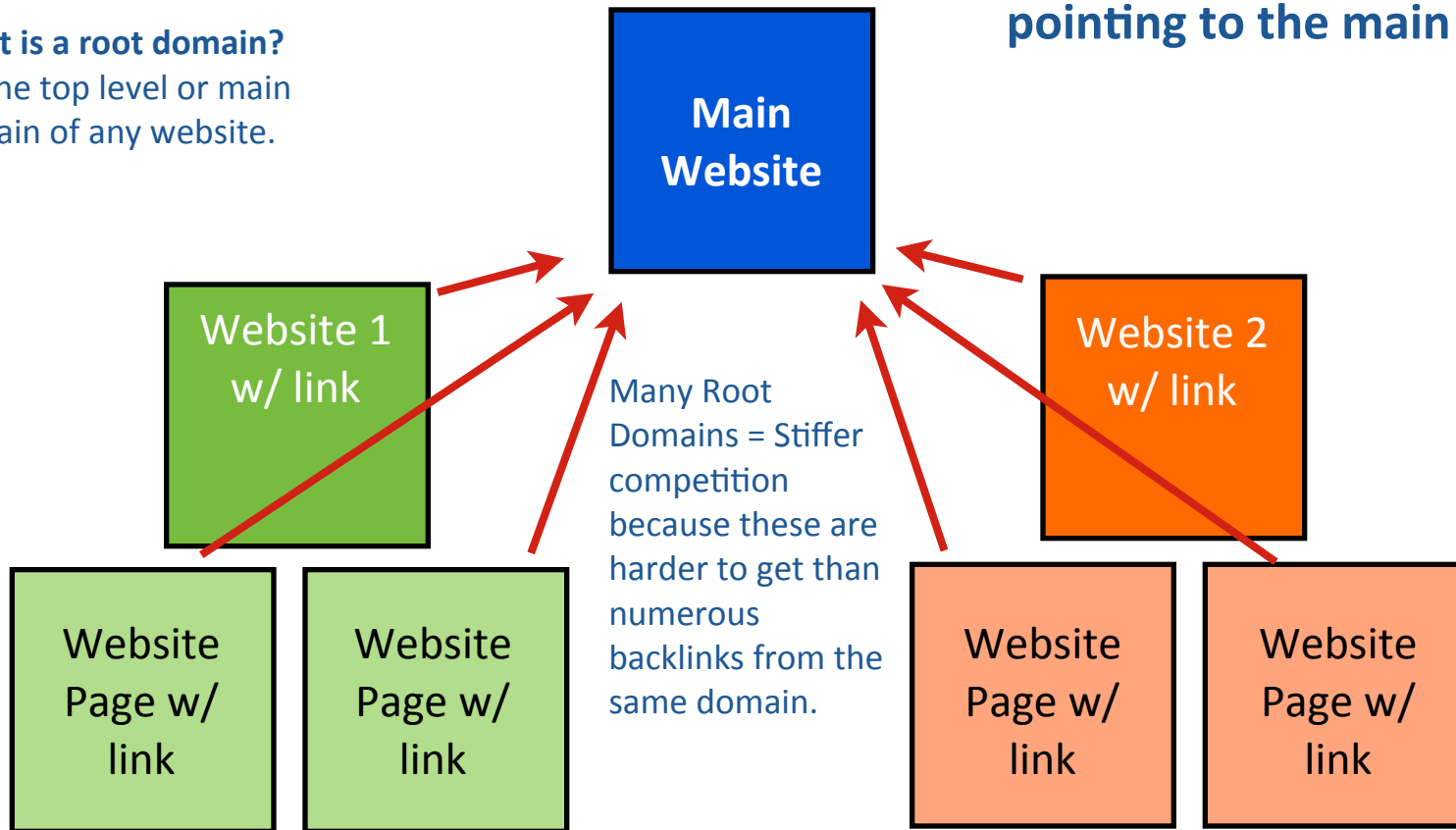


Key SEO Competition Factors

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

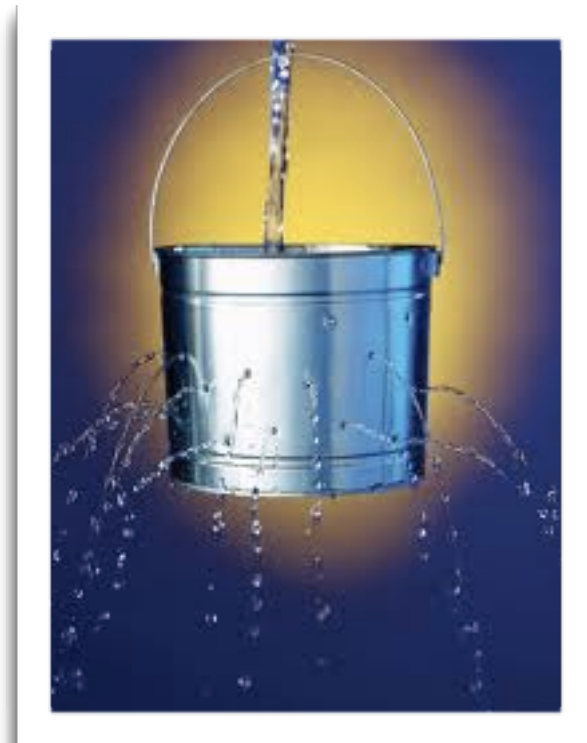
What is Domain Authority?

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.

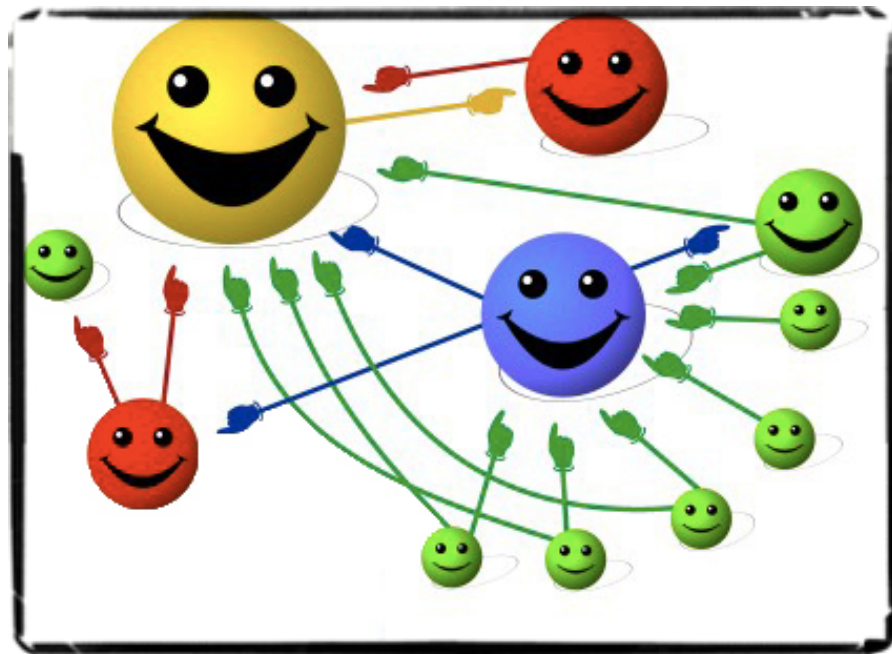


Key SEO Competition Factors

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>
```

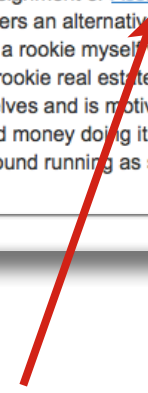
What is Anchor Text Density?

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

On Page Factors

What is On Page SEO?

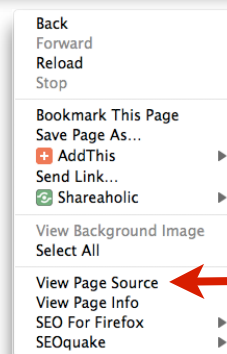
It is the SEO that is done within the actual website and can be viewed by looking at a websites source code.

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!

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<!-- /cms/dyd/templates/category_template.aspx? (192.168.2.11 @ c:2011-12-19T07:28:35.077 g:2011-12-19T06:13:31.881) -->
<!-- s=55327;p= -->
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Official Double Your Dating | David DeAngelo's Double Your Dating</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="keywords" content="double your dating, david deangelo" />
<meta name="description" content="Read free articles and advice by David DeAngelo - the master of attraction." />
</head>
<body class="inner">
<div id="wrapper">
<div id="mainContainer">
<div id="header">
<a href="#" id="headerLogo" title="Double Your Dating"></a>
</div>
<div class="clearer"></div>
<!-- Main Navigation -->
<ul id="mainNav">
<li class="attraction"><a href="attraction/" ></a></li>
<li class="meet"><a href="meeting-women/" ></a></li>
<li class="tips"><a href="dating-tips/" ></a></li>
<li class="confidence"><a href="confidence/" ></a></li>
<li class="girlfriend"><a href="get-girlfriend/" ></a></li>
<li class="catalog"><a href="catalog/index.html" ></a></li>
<li class="about"><a href="david-deangelo.html" ></a></li>
</ul>
</div>
<div id="body" class="clearFix">
```



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".

Key SEO Competition Factors

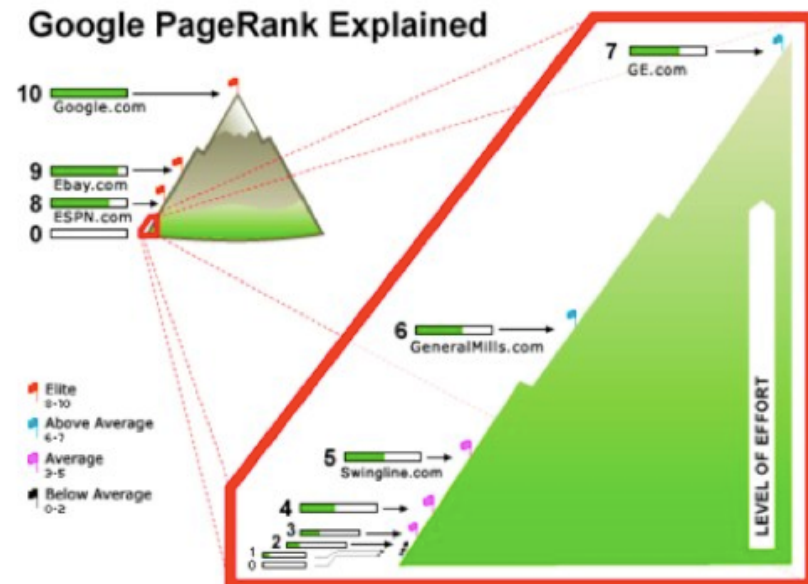
Page Rank of Domain

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](#)

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Next Video...

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