

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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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

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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".

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The screenshot shows the SEOmoz website interface. At the top, the navigation menu includes 'FEATURES', 'PRICING & PLANS', 'COMMUNITY', 'RESOURCES', 'BLOG', and 'ABOUT'. A red circle with the number '1' is around the 'RESOURCES' link, with an arrow pointing to a dropdown menu. The dropdown menu contains 'Learn SEO', 'SEO Tools', and 'PRO Q&A Forum'. A second red circle with the number '2' is around the 'SEO Tools' link in the dropdown menu, with an arrow pointing to it. The main content area features a large blue banner with the text 'SEO & Social Monitoring Made Simple.' and a 'Start Your Free Trial' button. Below the banner, there are logos for 'Loved By...' including Zillow.com, Walt Disney Pictures, overstock.com, BEST BUY, yelp, and Sun Microsystems. At the bottom right, there is a 'Be My Buddy...' section with social media icons for RSS, Twitter, Facebook, and a plus sign. A cartoon character holding a rifle is also present.

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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](#)

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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 left is the SEOmoz logo. The navigation menu includes: FEATURES, PRICING & PLANS, COMMUNITY, RESOURCES, BLOG, ABOUT, and a search bar. The main content area has 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 with a red border says "Start Your Free Trial" with the text "Free for 30 days then \$99/month" below it. A red arrow points to this button. To the right, a laptop displays the "Social Dashboard" interface, showing a "Social Accounts Summary" table with data for Twitter and Facebook. A dark red callout box on the right says "JUST LAUNCHED: SOCIAL MONITORING" and "Sign up for a free trial and try the web's best SEO management platform, now with social" with a "Try Free Today" button. At the bottom, there are logos for "Loved By..." (Zillow.com, Walt Disney Pictures, overstock.com, BEST BUY, yelp, Sun microsystems) and "Be My Buddy..." (RSS, Twitter, Facebook, and a plus icon). A cartoon character is also visible at the bottom right.

Twitter - SEOmoz			Facebook - SEOmoz		
Followers	Retweets	Traffic	Fans	Likes	Comments
103,958	1,400	9,961	22,180	1,100	100
888 New this week	1,888 New this week	100 New this week	100 New this week	100 New this week	100 New this week

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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.



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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 Tweet button with 313 tweets. The language is set to English. The main heading reads "SEOquake. 2 000 000* downloads" with a cartoon fox character holding a sign that says "seo Quake". Below this, it says "SHOWS MANY SEO PARAMETERS ON THE FLY." and "Tested for security and approved by mozilla.org". A red box highlights the "Install SEOquake" button for Firefox, with a red arrow pointing to it. 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 shows the search results for "ebay" with SEOquake metrics overlaid on the results.

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 displayed in its signature multi-colored font. Below it is a search input field with a vertical cursor on the left. Underneath the search field are two buttons: "Google Search" and "I'm Feeling Lucky".

Google

Google Search

I'm Feeling Lucky

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Next Video...

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