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



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.



Go to www.seomoz.org





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





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.





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



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

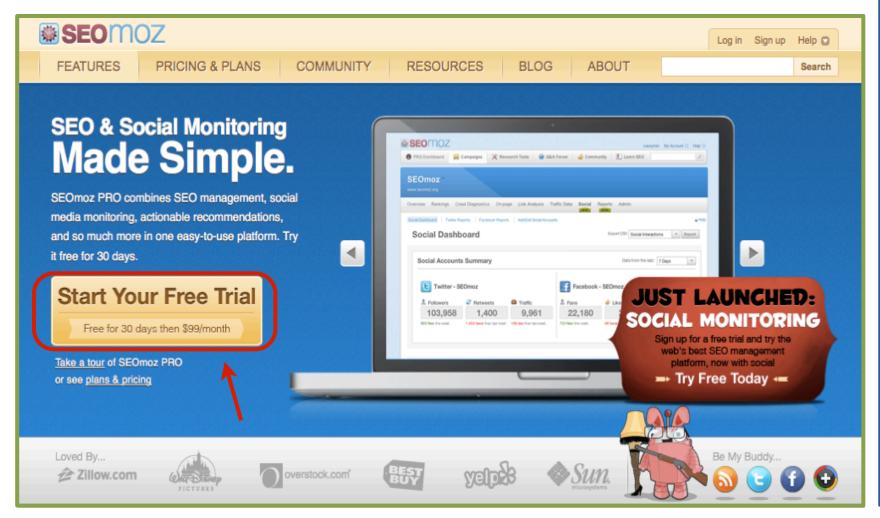
- Access important SEO metrics at a glance as you surf the Web.
- Create custom searches by search engine, country, region/city.
- Easily see what matters: Highlight no-followed, followed, internal, external links, and keywords.
- Compare link metrics for Google, Yahoo! and Bing with our SERP overlay.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



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

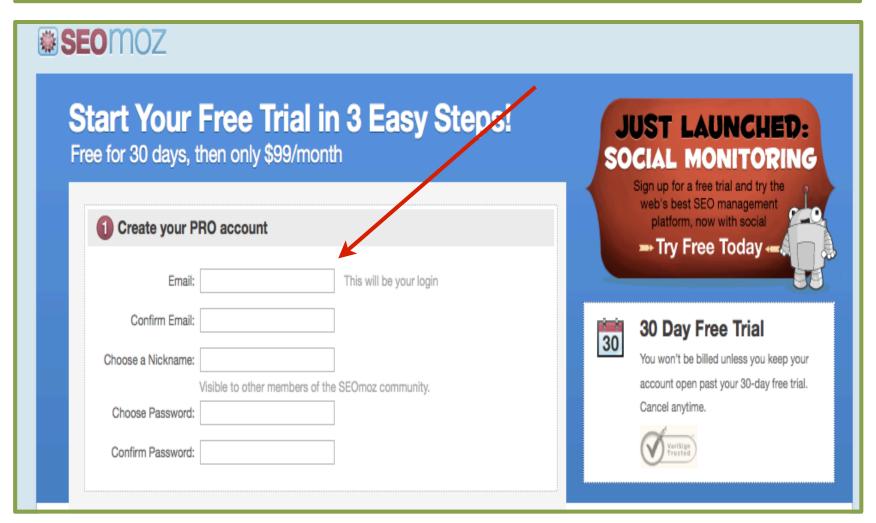


Go back to the home page and click "Start Your Free Trial" in order to get the pro version which will give you the remaining stats for your competition analysis.





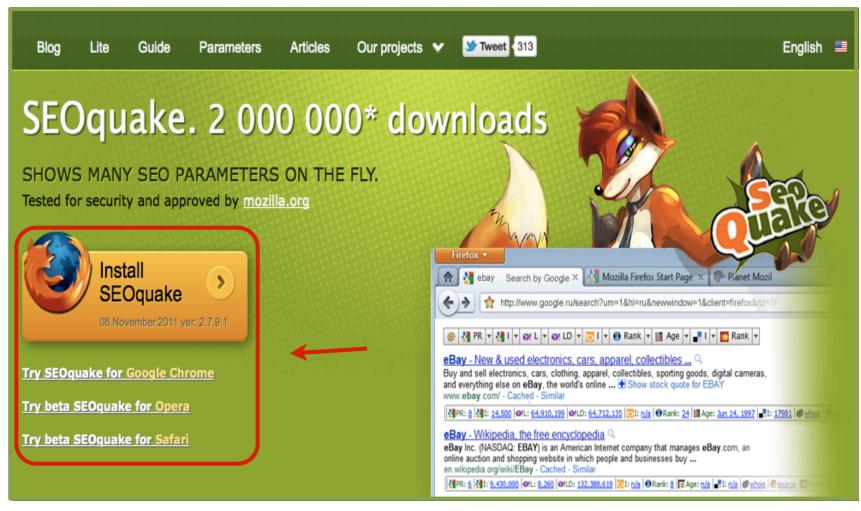
Fill Out Account & Billing Information and Click "Start My Free Trial" at the bottom of the page. (If you plan to cancel this tool, I suggest adding a cancellation date to your calendar so you don't get charged in 30 days.)





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

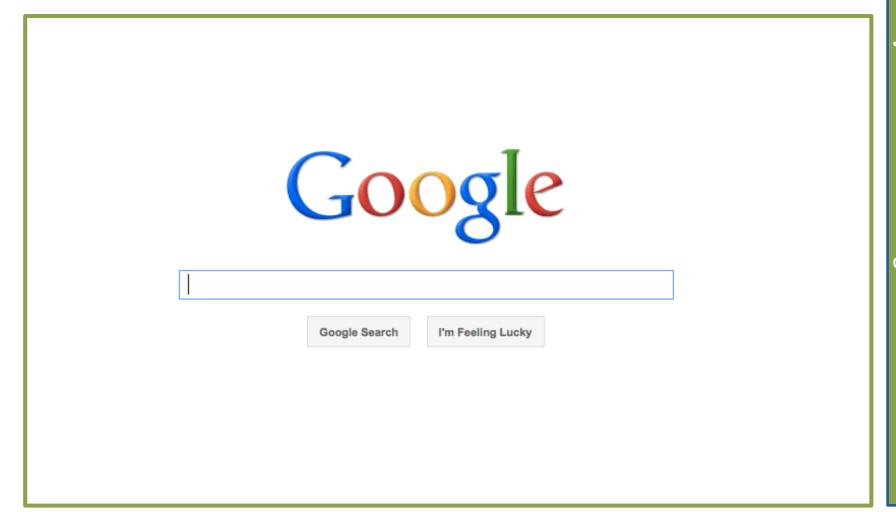
(It will typically default to the browser you are using.)





Objective 3 Downloading SEO Tools

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





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Next Video...

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