

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

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

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PRO Dashboard

Aloha WillCritchlow, lookin' good

Just wanted to say thanks for being a PRO Elite member! See our latest updates and get a treat.

Campaign Manager

My Info

News & Events

Tool Reports

Q&A

SEO Resources

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yelp

Sum. microsystems

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Twitter

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Google+

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 [Blogscope](#) 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 Linkscope Index is at your fingertips.

[Learn more](#)

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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

SEOmoz

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Try Free Today

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Be My Buddy... RSS Twitter Facebook Google+

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.)

Objective 3 Downloading SEO Tools

The screenshot shows the SEOquake website interface. At the top, there is a navigation bar with links for 'Blog', 'Lite', 'Guide', 'Parameters', 'Articles', and 'Our projects', along with a 'Tweet 313' button and a language selector set to 'English'. The main heading reads 'SEOquake. 2 000 000* downloads' with a cartoon fox mascot holding a sign that says 'seo Quake'. Below the heading, it states 'SHOWS MANY SEO PARAMETERS ON THE FLY.' and 'Tested for security and approved by mozilla.org'. A red-bordered box highlights the 'Install SEOquake' button, which includes the Firefox logo and the version '08.November.2011 ver. 2.7.9.1'. Below this box are three links: 'Try SEOquake for Google Chrome', 'Try beta SEOquake for Opera', and 'Try beta SEOquake for Safari'. A red arrow points from the 'Install SEOquake' button towards a browser window on the right. The browser window shows a search for 'ebay' on Google, with search results for 'eBay - New & used electronics, cars, apparel, collectibles ...' and 'eBay - Wikipedia, the free encyclopedia'. The browser's address bar shows 'http://www.google.ru/search?um=1&hl=ru&newwindow=1&client=firefox&rlz=11:'.

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Step
8

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

The Google logo is centered on the page, rendered in its characteristic multi-colored font.A search input field with a thin blue border and a vertical cursor on the left side.

Google Search

I'm Feeling Lucky

Objective 3 Downloading SEO Tools

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Next Video...

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