

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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Evaluating Your SEO Competition

Evaluating Your SEO Competition

What Is It?

Collecting data that will provide you with the information you need to decide whether or not targeting a specific keyword is worth the time and effort it will require to achieve page 1 search engine status.

Why Is It Important?

The #1 reason people fail online is because they don't assess the competition. They end up spending a lot of time, money and work on a website that never achieves the results they desired and ultimately they give up and claim SEO strategies don't work.

Step
1

Go to the VMB Portal for this session and download the general guidelines.

Download General Guidelines

- **Page Rank:** 1 or 2
- **On Page:** Look for keyword in the title tag, url and description on the page 1 google results. If it's not there, the competition is not actively SEO'ing that term.
- **# of Root Domain Links:** 100 or less = pretty easy, up to 500 = medium, 500+ = more difficult
- **Domain Authority:** Less than 50 = easy, More than 50 = tougher, More than 70 = stiff competition
- **Page Authority:** Less than 50 = fairly easy

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Step
2

Go to google.com

The Google logo is centered on the page, featuring its characteristic multi-colored letters: G (blue), o (red), o (yellow), g (blue), l (green), and e (red).A horizontal search input field with a thin blue border and a vertical cursor on the left side.

Google Search

I'm Feeling Lucky

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Step
3

Start private browsing. (See next slides for steps)

Google tracks your browsing history and it influences the results you see when you do searches.
By starting a private browsing session, this will clear the cache and allow you to see normal google results.

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The screenshot shows a Google search for "dog training" on a desktop browser. The search bar contains "dog training" and the search button is highlighted. The results page shows "Search About 48,800,000 results (0.17 seconds)". On the left, there is a navigation menu with "Everything" selected. The main content area displays several search results. A red arrow points from a red-bordered box containing the text "Google tracks my browsing history." to the user's name "Dani Lynn" in the top right corner of the browser window. Below the search results, there is a map titled "Map for dog training" showing a map of the Austin, TX area with several red location markers labeled A through G. Below the map, there are more search results, including "Dog Training Career" and "Dog Training Round Rock".

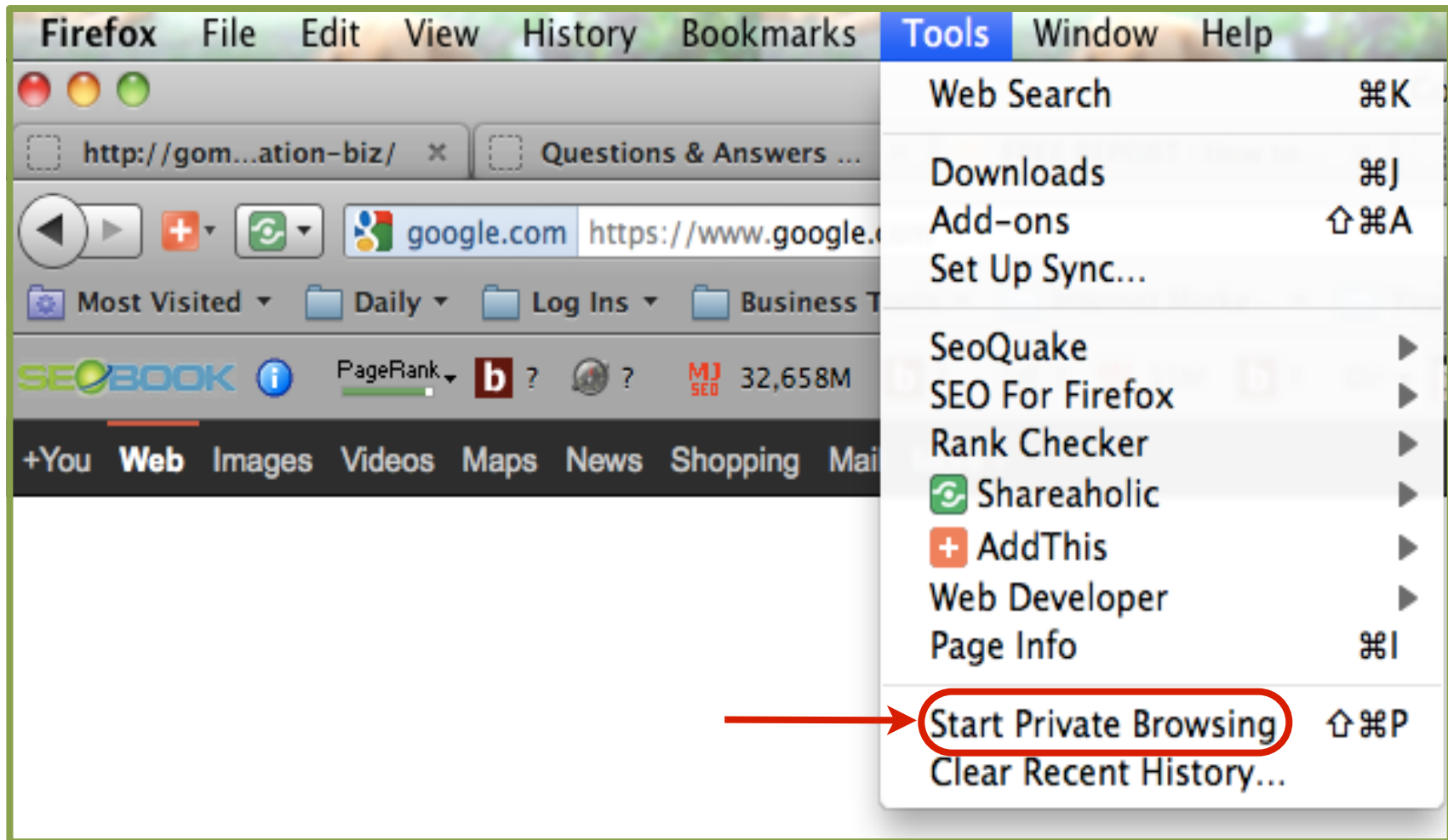
Google tracks my browsing history.

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Step
3a

Firefox Users: Go to Tools in your top menu bar and select “Start Private Browsing”.

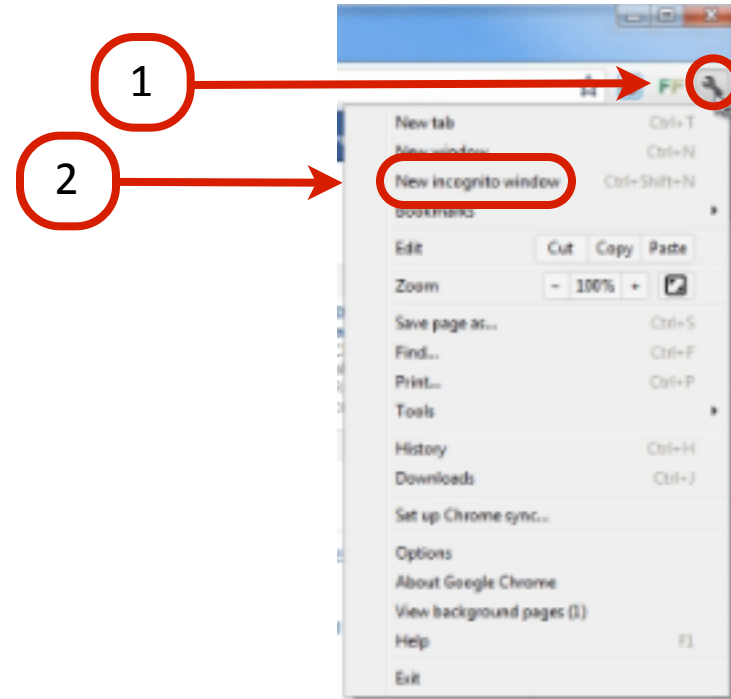
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Step
3b

Google Chrome Users: Go to the wrench icon on the right side of your browser and select “New Incognito Window”.



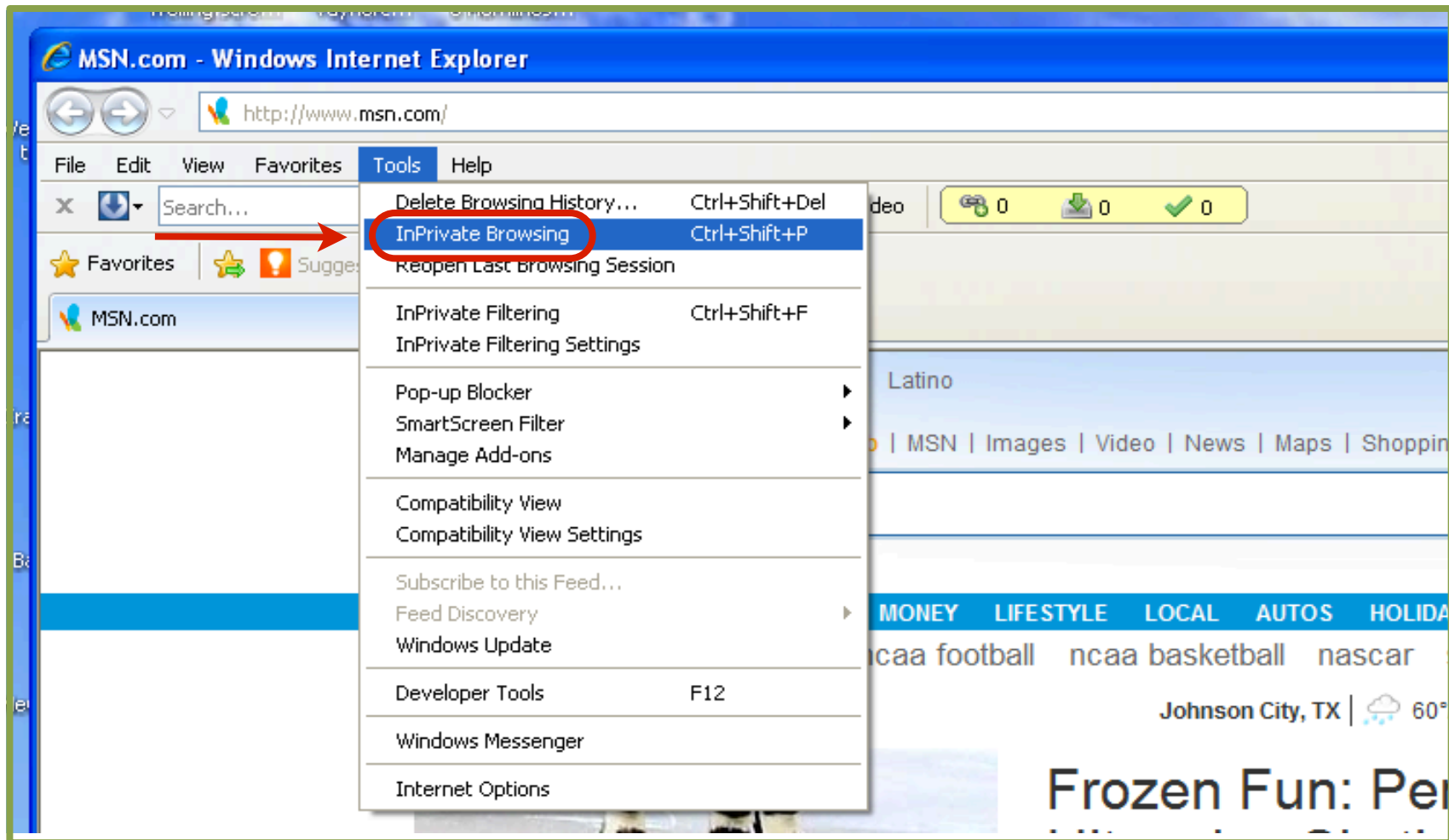
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Step
3c

Internet Explorer Users: Go to Tools in your top menu bar and select “InPrivate Browsing”.

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Step 4

Type in one of your keyword tree phrases and allow SEOMoz and SEO Quake to download their SEO data on page one of google.
(My example here is 'Golf Wedge Bounce'.)

The screenshot shows three search results for the keyword 'Golf Wedge Bounce'. Red callouts identify various SEO metrics for each result:

- Result 1:** [Wedge Bounce and Grind: What it is and Why it Matters \(Bag Drop...](#)
 - On Page SEO: Points to the title and meta description.
 - Page Rank: Points to the PR: 0 metric.
 - Page Authority: Points to the PA: 18 metric.
 - 2 links from 1 root domain: Points to the 2 Lks / 1 RDs metric.
 - Pages Indexed: Points to the I: 1,240,000 metric.
 - Age of domain: Points to the Age: May 29, 2003 metric.
 - Domain Authority: Points to the DA: 54 metric.
 - 281,511 links from 442 root domains: Points to the 281,511 Lks / 442 RDs metric.
- Result 2:** [Wedges - Golfsmith](#)
 - SEO Quake Toolbar: Points to the SEOquake logo.
 - Page Rank: Points to the PR: 0 metric.
 - Page Authority: Points to the PA: 1 metric.
 - 2 links from 1 root domain: Points to the 0 Lks / 0 RDs metric.
 - Domain Authority: Points to the DA: 69 metric.
 - 281,511 links from 442 root domains: Points to the 306,100 Lks / 1,757 RDs metric.
- Result 3:** [Golf Wedge Bounce | The Bounce Angle Of Your Wedges](#)
 - Page Rank: Points to the PR: 1 metric.
 - Page Authority: Points to the PA: 29 metric.
 - 2 links from 1 root domain: Points to the 15 Lks / 6 RDs metric.
 - Domain Authority: Points to the DA: 42 metric.
 - 281,511 links from 442 root domains: Points to the 6,254 Lks / 301 RDs metric.

Step
5

Open your keyword master excel and go to the Analyzing Competition tab. Transfer any data you can from your previous search to your keyword master excel.

Objective 4 Evaluating Your SEO Competition

	A	B	C	D	E	F	G	H	I	J
1	Keyword	Competition URL	# of Links	# of Root Domains	Page Authority	Anchor Text Density	On Page Factors	Page Rank of Domain	Other SE Factors	Domain Authority
2	golf wedge bounce	thesandtrap.com/.../wedge_bounce	2	1	18		none	0		54
3	golf wedge bounce	www.golfsmith.com/display?page=p	0	0	1		none	0		69
4	golf wedge bounce	www.golfequipmentsource.com/golf	15	6	29		Title, URL, Desc.	1		42
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Step
6

Repeat steps 4 & 5 with your next keyword.
(My example here is 'Sand Wedge'.)

Objective 4 Evaluating Your SEO Competition

1. [Sand wedge - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/Sand_wedge)

An open faced club, **sand wedge**, or sand iron, is a wedge primarily designed for use out of sand bunkers. It has the widest sole of any wedge, which provides ...

SEOquake | PR: 4 | I: 31,000,000 | L: n/a | LD: n/a | I: 49,200,000 | Rank: 6 | Age: November 27, 2002

1) PA: 52 | 9 Lks / 6 RDs | DA: 100 | 160,728,172 Lks / 2,081,801 RDs | Explore

Shopping results for sand wedge



Wilson Harmonized Classic Golf
\$20

Find nearby



Wilson Mens Harmonized Wedge Right
\$20

Find nearby



Wilson Golf D8658 - Harmonized
\$25

Find nearby



Callaway X-24 Hot Individual Iron with Steel
\$70

3 stores

Find nearby



Callaway RAZR x Individual Iron with Steel
\$83

Find nearby

2. [Amazon.com: Sand Wedges: Golf: Sports & Outdoors](http://www.amazon.com/b?ie=UTF8&node=385032011)

Results 1 - 24 of 168 - Online shopping for Sand Wedges at Amazon.com.

SEOquake | PR: 3 | I: 915,000,000 | L: n/a | LD: n/a | I: 60,200,000 | Rank: 11 | Age: December 12, 1998

2) PA: 1 | 0 Lks / 0 RDs | DA: 100 | 168,521,246 Lks / 1,190,162 RDs | Explore

3. [Meet the Wedges - Understanding Golf Clubs](http://golf.about.com/cs/beginnersguide/a/wedgebeginners.htm)

by Brent Kelley - More by Brent Kelley



The gap wedge, **sand wedge** and lob wedge are often sold separately, or as a 3-club ... Gap and lob wedges are common in the bags of better players, and sand ...

Golf Pitch Shots - Chipping Tips - Bounce

SEOquake | PR: 4 | I: 8,920 | L: n/a | LD: n/a | I: 15,900 | Rank: 67 | Age: October 3, 1999

3) PA: 52 | 269 Lks / 3 RDs | DA: 95 | 23,134,315 Lks / 280,814 RDs | Explore

4. [Golf Wedges & Loose Irons | Overstock.com: Single Golf Clubs](http://www.overstock.com/Golf%20Equipment/Single%20Golf%20Clubs)

Adams Men's A7 OS Max Sand Wedge Today: \$59.99 Add to Cart. Pinemeadow 52-degree Wedge Compare: \$24.95 Today: \$21.49 Save: 14% Add to Cart ...

SEOquake | PR: 1 | I: 1,100,000 | L: n/a | LD: n/a | I: 3,210,000 | Rank: 556 | Age: November 27, 1999

4) PA: 43 | 2 Lks / 2 RDs | DA: 90 | 2,065,059 Lks / 23,574 RDs | Explore

5. [Wedge Selection Guide](http://www.titleist.com/vokey_wedge_guide/)

Sand Wedge Models. Lob Wedge Models. Vokey Design ... Establish your preferred wedge for sand shots around the green. Typically a SW or LW with 56° - 60° ...

SEOquake | PR: 4 | I: 7,880 | L: n/a | LD: n/a | I: 20,000 | Rank: 91512 | Age: December 22, 1996

5) PA: 61 | 4,128 Lks / 15 RDs | DA: 76 | 565,991 Lks / 2,208 RDs | Explore

Step
7

Evaluate your keywords against the general guidelines and decide whether they are worth your time and effort.

Objective 4 Evaluating Your SEO Competition

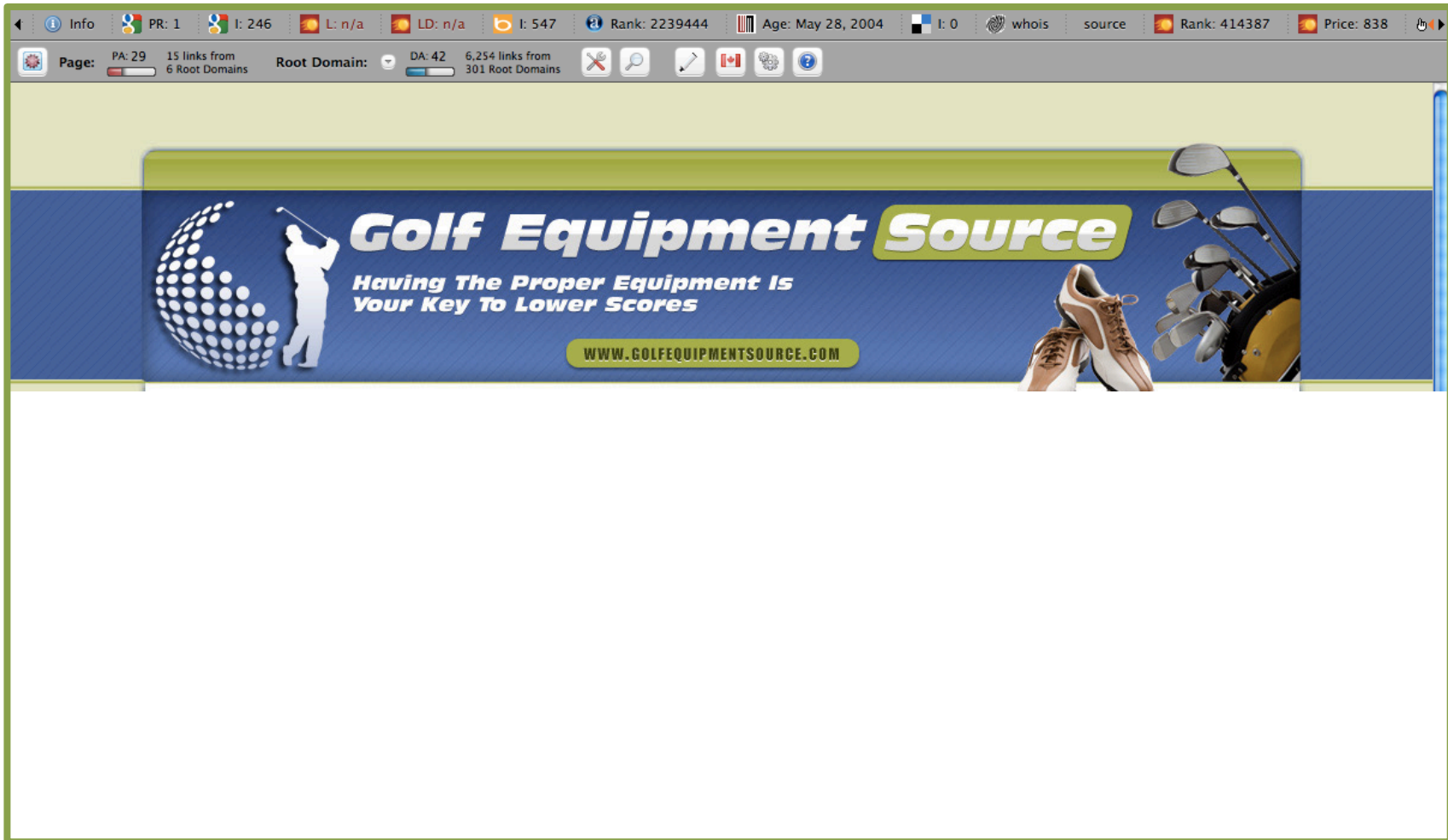
	A	B	C	D	E	F	G	H	I	J
1	Keyword	Competition URL	# of Links	# of Root Domains	Page Authority	Anchor Text Density	On Page Factors	Page Rank of Domain	Other SE Factors	Domain Authority
2	golf wedge bounce	thesandtrap.com/.../wedge_bounce	2	1	18		none	0		54
3	golf wedge bounce	www.golfsmith.com/display?page=p	0	0	1		none	0		69
4	golf wedge bounce	www.golfequipmentsource.com/golf	15	6	29		Title, URL, Desc.	1		42
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Step
8

Once you choose the keywords you want to rank for or keywords you want to do more research on, copy/paste the url's that you listed on your competition url column into your web browser one at a time..

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Step
9

In your top tool bar, you should have your SEOMoz data.
Click on the Page Authority Links to Open “Open Site Explorer”.

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The screenshot shows a browser window with a top toolbar containing various SEO metrics. The metrics include: Info, PR: 1, I: 246, L: n/a, LD: n/a, I: 547, Rank: 2239444, Age: May 28, 2004, I: 0, whois, source, Rank: 414387, and Price: 838. Below these, the Page Authority (PA) is 29, with 15 links from 6 Root Domains. The Domain Authority (DA) is 42, with 6,254 links from 301 Root Domains. A red arrow points to the PA metric. The main content area shows a banner for "Golf Equipment Source" with the tagline "Having The Proper Equipment Is Your Key To Lower Scores" and the website URL "WWW.GOLFEQUIPMENTSOURCE.COM". The banner features a golfer silhouette, a golf ball, and golf clubs.

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Step
10

Click on the “Anchor Text” Tab to view
the # of anchor text for that keyword.

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OPEN SITE EXPLORER

PRO Dashboard | Hello, Dani Lynn | Recent CSV Reports | Log Out

http:// www.golfequipmentsource.com/golf-wedge-bounce.html Search

compare up to 5 sites

Link metrics for the page http://www.golfequipmentsource.com

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
29/100	42/100	6	15	6	1	1	0

Inbound Links | Top Pages | Linking Domains | **Anchor Text** | Compare Link Metrics | Advanced Reports

Show anchor text for links to Filter

1 - 5 commonly used anchor text phrases

Download CSV

Anchor Text Term	Linking Root Domains Containing Anchor Text	Links Containing This Anchor Text
golf equipment source introduc...	1	1
learn about golf equipment – gen...	1	2
permalink click for full blog po...	0	0
golf wedge bounce the bounce ang...	0	0
golf wedge bounce	0	0

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Step 11

Next, click on “Inbound Links” tab and this is where you can take notes on what other sites gave this website inbound links so that you can do the same. Additionally, you can see in the “Link Anchor Text” column what other keywords this site is targeting and add this to your “Other SE Factors” column on your master keyword excel.

Objective 4 Evaluating Your SEO Competition



The screenshot shows the Moz Site Explorer interface for the URL <http://www.golfequipmentsource.com/golf-wedge-bounce.html>. The top navigation bar includes 'PRO Dashboard', 'Hello, Dani Lynn', 'Recent CSV Reports', and 'Log Out'. Below the search bar, link metrics are displayed: Page Authority (29/100), Domain Authority (42/100), Linking Root Domains (6), Total Links (15), Facebook Shares (6), Facebook Likes (1), Tweets (1), and Google +1 (0). The 'Inbound Links' tab is selected, showing a list of 12 inbound links from 6 domains. A red arrow points to the 'Show all' dropdown menu. A red box highlights the 'Link Anchor Text' column in the table below.

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
(nofollow) How Does Bounce Affect Golf Clubs? LIVESTRONG... www.livestrong.com/article/157724-how-does-bounce-affect-golf-...	GolfEquipmentSource.com: Introdu...	42	92
Best Golf Wedges Review Golf Club Wedge Infor... www.golfequipmentsource.com/golf-wedges.html	Golf Wedge Bounce	40	42
(nofollow) Golf Megathread 2011, Tiger puts his balls in I... forums.somethingawful.com/showthread.php?threadid=3380784	http://www.golfequipmentsource.c...	34	80
How to Size Golf Wedges Golf Tips on Golfsmit... golftips.golfsmith.com/size-golf-wedges-1289.html	Golf Equipment Source: Introduci...	30	69
Equipment Used For Golf Blog www.golfequipmentsource.com/equipment-used-for-golf-blog.html	Permalink -- click for full blog...	29	42

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TIP

Don't Put All Your Hopes In The Top 3... Don't "Over-Analyze"!

-  **The TOP 3:** Remember that if there is enough traffic to go around and if there is a chance that you can outrank a lower page 1 competitor, it may be worth your time and effort.
-  **DON'T Over-Analyze!!!** It's easy for left-brainers (me included) to over-analyze this process for fear of making a mistake. I made TONS of mistakes but at least I took action and tried many different things. You will make mistakes, Google may change it's algorithms and ultimately you will learn from those mistakes and changes and keep pressing on!!

TIP

Be Prepared To Be Shocked From Time To Time

- 📌 **SEO and the process of evaluating the competition of other sites is a combination of all the factors we discussed. Some sites may seem easy to beat yet they are tough and some may seem tough to beat yet they are easy.**
- 📌 **Plus, you have to be prepared for the “Google” factor. Google has a history of changing it’s algorithms any time they wish, with no warning, so just make your “BEST” judgement call based on the knowledge I’ve passed on here and take action!**

Steps to Finding “Gold Nugget” Keywords

Finding “Gold Nugget” Keywords

- 1) Brainstorm Keywords (use Google.com to help)
- 2) Use Google Adwords To Get Stats & Related Search Ideas
- 3) Choose Keywords You Like & Write Them Down
- 4) Analyze the Competition using SEOMoz & SEOQuake toolbars
- 5) Once you’ve identified your “Money Keywords”, Use Open Site Explorer for Inbound Link Ideas & Further Research
- 6) Create or Add to Your Keyword Tree Draft
- 7) Wash, Rinse, Repeat

Virtual Marketing Blueprint

Analyzing The Competition Session Recap

Objectives:

- Analyzing The Competition Overview
- Defining Key SEO Competition Factors
- Downloading SEO Tools
- Evaluating Your SEO Competition

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VMB: Analyzing The Competition Homework



Prior to the start of the next session, you should complete the following tasks:

- 1) Review Analyzing The Competition Overview
- 2) Review Defining Key SEO Competition Factors
- 3) Download Your SEO Tools
- 4) Evaluate Your SEO Competition
- 5) Edit Your Keyword Tree & Print or Save Final Draft.

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Thank You!



*We look forward to seeing you on the next
Virtual Marketing Blueprint Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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