



CreatorSEO Competition Process Guide

Updated: May 2010

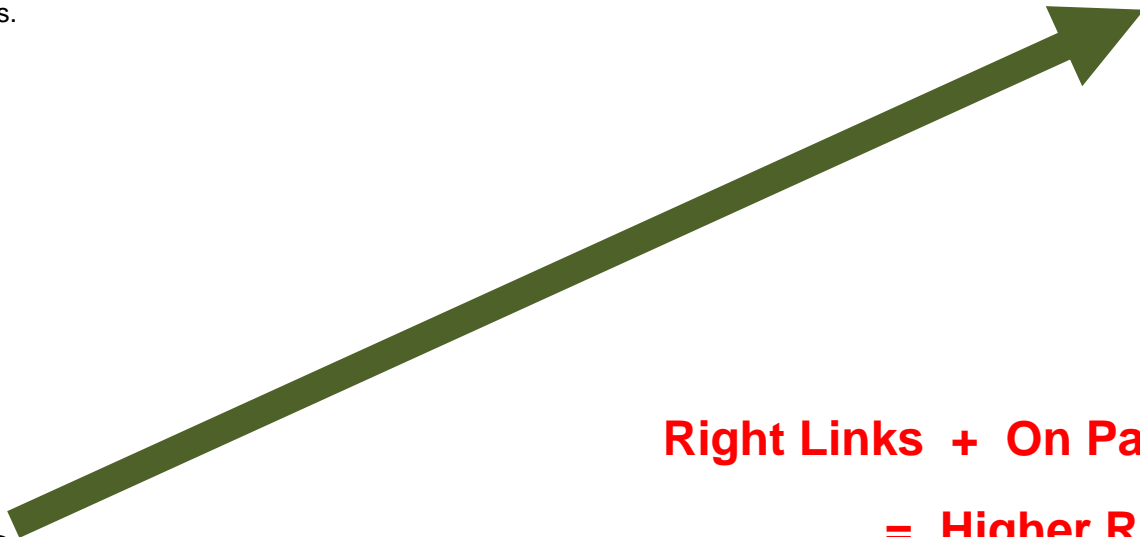
Introduction

This guide has been developed by CreatorSEO to help our clients manage their SEO campaigns. This guide will be updated regularly as the Search Engines amend the criteria for organic search rankings/change their algorithms.

C16

INBOUND LINKS

Review the inbound links of your site versus the competition



C1

IDENTIFY THE REAL COMPETITION

Find out who are your real competitors on the web

Right Links + On Page optimization
= Higher Rankings
= More Traffic
= More Sales



The SEO Link Process

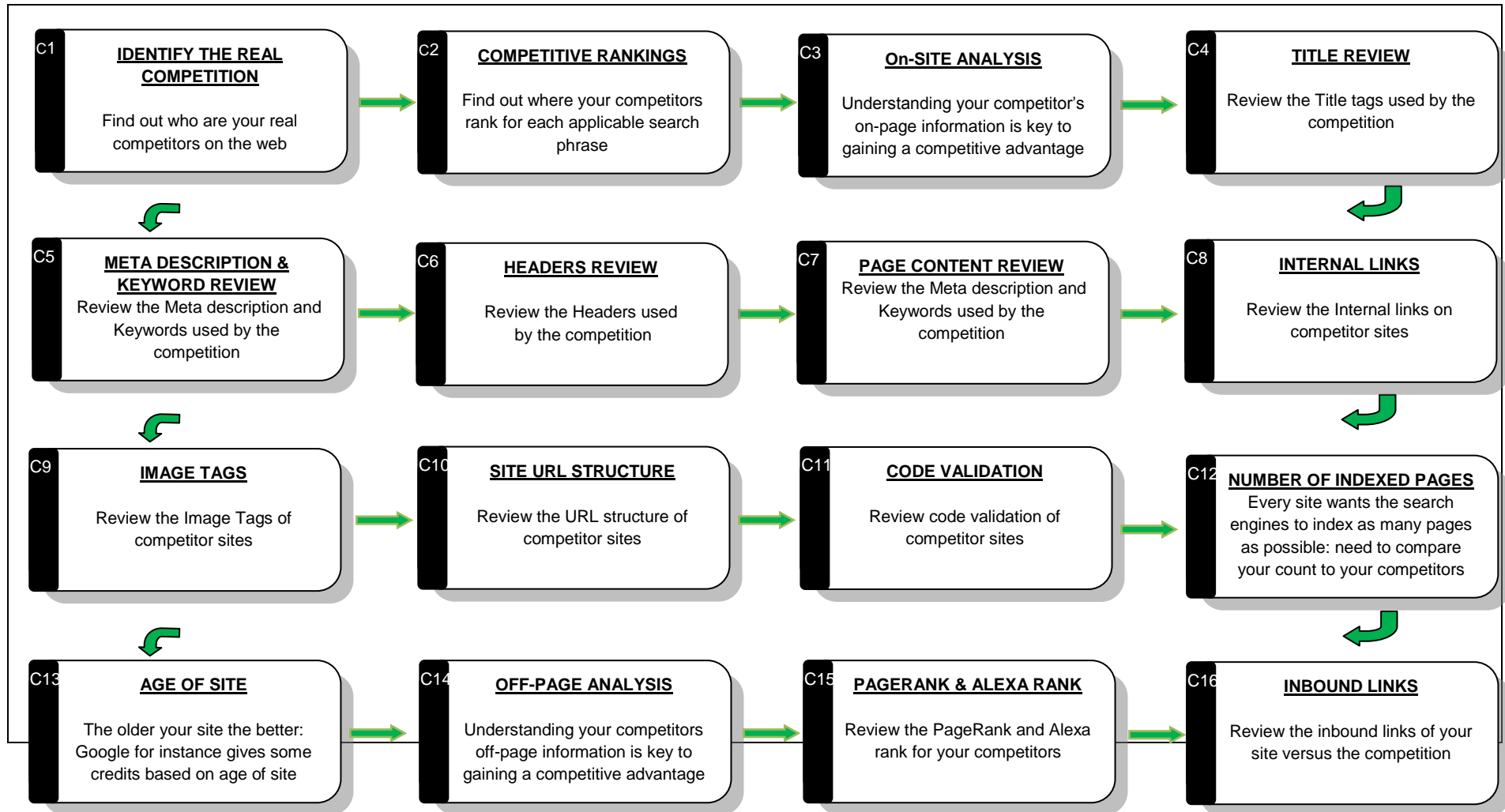




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Definitions

| | |
|------------------------|--|
| Backlink | Very important for internet marketing / search engine optimization (SEO). Also known as a back link, backward link, or inbound link. Backlinks are all of the links from other sites that direct users to your site. Backlinks can significantly improve your site's search rankings, particularly when they contain anchor text keywords relevant to your site. |
| Keywords | <p>Also known as search terms or query terms. Keywords are the word(s) and/or phrase(s) a user searches while using the internet: these words make sure that you can be found! Keywords are the terms your customer or potential visitor uses when they type in a search box (Google, Bing, Yahoo, etc.)</p> <p>A Search Engine Results Page (SERP) ranks indexed sites against the relevant terms.</p> <p>Often large organisations make the mistake of using their own unique keyword terms or acronyms: then they wonder why their site traffic is low.</p> |
| Keyword Phrases | Keywords phrases typically contain between 2 to 5 keywords. These are the phrases that visitors would typically use in search queries to find your website. |
| Link | Very important for internet marketing / search engine optimization (SEO). Also known as a HTML link. A hyperlink is an image or portion of text that when clicked transfers you to another location either within/outside of the site. |
| Inbound Link | Key for internet marketing / search engine optimization (SEO). Also known as backlink, backward link or backlinks. Inbound links are all of the links on other websites that direct traffic to your site. Inbound links can improve your site's search rankings, particularly if they contain anchor text keywords relevant to your site. |
| Landing Page | Very important for internet marketing / search engine optimization (SEO). The landing page is the page that a visitor "lands" on after selecting a search engine listing, link, banner ad and so on. The landing page may or not be the site's homepage. Well designed landing pages will improve conversion rates. |
| Link Text | Very important for internet marketing / search engine optimization (SEO). Some people use the term 'click here' or have an image without Alt text. It is important for SEO to ensure that you have appropriate text for link including images with links (Alt text). |
| Page Rank | Internet marketing / search engine optimization (SEO) metric. Page Rank is an analysis algorithm developed by Google that rates a page based on its importance and content. |



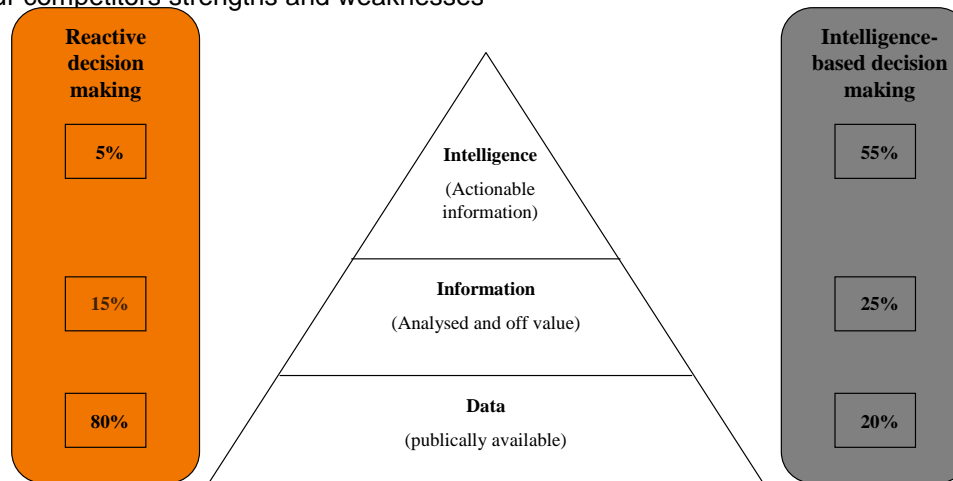
The Importance of Competitor Monitoring

'Know the enemy and yourself, and your victory will never be in danger. Know the ground and the weather, and your victory is certain', the Chinese military theorist Sun Tzu (2001: The Way of Strategy). This phrase is relevant to companies today; companies need to understand their competitive environment. In today's fast paced and rapidly changing business environment, businesses need information to make the right decisions. Competitive intelligence activities help gather, analyse and disseminate this information which is important to gaining a competitive advantage!

Have you ever wondered why your competitors are getting higher search engine rankings than you? Analyzing and monitoring your competitor websites is a very effective way of understanding their online strategy and what you need to do to beat them. Ranking well on the internet is all about understanding what your competition are doing well and making sure you are doing better.

Your competitive monitoring should aim is to have:

- Relevant and up to-date information about the competition
- Better knowledge of the potential threats
- Information to be responsive to competitor attacks
- Knowledge of your competitors strengths and weaknesses



Competitive learning through competitive intelligence. Based upon 'John Caldwell's MBA Thesis: Does competitive Intelligence give you a competitive advantage? (University of Limerick 2008) and adapted from Shaker and Gembicki (1999: 9&10).



The process of Competitive analysis

| | Process step | Explanation |
|---|--|---|
| <p>Identify the Real Competition</p> | <div style="border: 1px solid black; padding: 10px; margin-bottom: 10px;"> <p>c1 <u>IDENTIFY THE REAL COMPETITION</u></p> <p>Find out who are your real competitors on the web</p> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; background-color: #4F7942; color: white; text-align: center;"> <p>Creator SEO Tool</p> </div> <div style="border: 1px solid black; padding: 5px; text-align: center;"> <p>Top Contenders</p> </div> | <p>c1 The first step in competitive analysis is to identify your real on-line competitors. Remember this may and in many instances is very different to the perceived competitors. Some of your local competition for instance may not have websites or have very poor sites (use a lot of Flash with minimal text).</p> <p>To identify your competitors on a search engine; run a query on Google for example for each of your main keywords/ phrases. These are your real on-line competitors.</p> <p>Through comparing these competitor sites you should be able to identify why some are doing well and where you have opportunities to improve.</p> <p>The analysis of your competitor sites can be split into on-site and off-site analysis.</p> |
| | | |



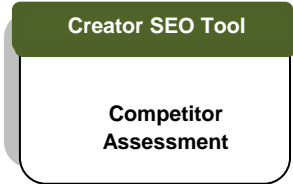
SEO Competitor Analysis Process Steps



Competitive Rankings

C2 COMPETITIVE RANKINGS

Find out where your competitors rank for each applicable search phrase




C2 Now that you have identified the real competition; you need to get a base line. Run a ranking check for each search engine for all of your applicable search terms: your SEO keywords and phrases for competitive research.

You would typically check the rankings for the competition in Google, Bing and Yahoo, and maybe some engines which are used specifically in your country or industry.

| URL/ Web page address | Competitor Name | Google | Bing | Yahoo |
|-----------------------|-----------------|--------|------|-------|
| Search Phrase 1 | | | | |
| www. seo . au | Your site | 3 | 1 | 1 |
| www. seo tools .fl | Competitor 1 | 2 | 4 | 3 |
| www. seo . nw | Competitor 2 | 1 | 2 | 5 |
| Search Phrase 2 | | | | |
| www. seo . au | Your site | 2 | 3 | 2 |
| www. seo tools .eu | Competitor 4 | 1 | 1 | 2 |
| www. seo . ey | Competitor 5 | 3 | 6 | 1 |
| Search Phrase 3 | | | | |
| www. seo . au | Your site | 1 | 2 | 2 |
| www. seo tools .eu | Competitor 1 | 2 | 1 | 1 |
| www. seo . ey | Competitor 5 | 3 | 3 | 2 |





| | | |
|-------------------------|--|--|
| <p>On-Site Analysis</p> | <p>C3 <u>On-SITE ANALYSIS</u></p> <p>Understanding your competitor's on-page information is key to gaining a competitive advantage</p> | <p>C3 As part of your competitive Intelligence Strategy and SEO optimization you need to identify the competitors for each applicable search phrase (your competitors may be different be search phrase). The first things you need to look at are the on-site factors. These contribute to the rankings awarded to each search phrase by the search engines.</p> <p>You may find out what they are doing right but you might also find out what you are doing wrong: OPPORTUNITY.</p> <p>When performing competitive analysis, make sure to always include your site in all queries.</p> <p>The areas of on-site analysis are:</p> <ul style="list-style-type: none"> • Title review • Meta description and Keywords review • Headers • Page content • Internal links • Image Tags • Site URL structure • Code validation • Number of indexed pages • Age of site |
| |  | |



SEO Competitor Analysis Process Steps



Title Review

C4

TITLE REVIEW

Review the Title tags used by the competition

Creator SEO Tool

TBA

C4

Page titles are one of the key HTML elements used in an SEO campaign. A lot of companies still (incorrectly) only place their company name in their HTML Title.

As this Title has a big impact on SEO, it is worth reviewing your Title versus your competition. This might highlight an opportunity for improvement or identify strength.

The best way to review these is to analyze all the competitors Title tags together against your Title tag. This needs to be carried out for each of the relevant keywords/phrases and associated landing pages.

| URL/ Web page address | Competitor Name | Title tag |
|------------------------|-----------------|------------------------|
| Search Phrase 1 | | |
| www. seo . au | Your site | Jjjj jjjj jjjj jjjj |
| www. seo tools .fl | Competitor 1 | Xxxxx xxxx xxxxx xxxx |
| www. seo . nw | Competitor 2 | Yyyyy yy yyy yyyy |
| www. seo tools .com | Competitor 3 | Competitor 3 |
| Search Phrase 2 | | |
| www. seo . au | Your site | Zzzzzzz z zzzz zzz zzz |
| www. seo tools .eu | Competitor 4 | Aaa aaa aaaa |
| www. seo tools . ey | Competitor 5 | Competitor 5 |
| www. seo tools .com | Competitor 3 | Competitor 3 |

Remember structure and use of keywords is very important.





Meta Description and Keywords Review

C5

META DESCRIPTION & KEYWORD REVIEW

Review the Meta description and Keywords used by the competition

Creator SEO Tool

TBA

C5

Meta Description and Meta Keywords are one of the key HTML elements used in an SEO campaign. Meta description tags are hidden from the user and are not visible on the page. The Meta Description tag allows some search engines to display a description of your site in their search results. The Meta Keywords tag is an HTML tag which can be used to explicitly tell a search engine what the page's keywords are.

As the Meta Description and Meta Keywords have a big impact on SEO, it is worth reviewing these for your site versus your competition. This might highlight opportunities for improvement or identify areas of strength. A lot of companies get these wrong, with IT departments completing these based on their perception.

The best way to review the Meta Description and Meta Keywords is to analyze the competitors together for the relevant keywords/phrases.

| URL/ Web page address | Competitor Name | Meta Description |
|------------------------|-----------------|------------------------|
| Search Phrase 1 | | |
| www. seo . au | Your site | Wwww www wwwwww |
| www. seo tools .fl | Competitor 1 | Xxxxx xxxx xxxxx xxxx |
| www. seo . nw | Competitor 2 | Yyyyy yy yyy yyyy |
| www. seo tools .com | Competitor 3 | Vvv vv vv vvvvvv vvvv |
| Search Phrase 2 | | |
| www. seo . au | Your site | Zzzzzzz z zzzz zzz zzz |
| www. seo tools .eu | Competitor 4 | Aaa aaa aaaa |
| www. seo tools .ey | Competitor 5 | Uuu uuu uuuuuu uuu |
| www. seo tools .com | Competitor 3 | Vvv vv vv vvvvvv vvvv |



SEO Competitor Analysis Process Steps



| | | <p>For Search phrase 1</p> <table border="1"> <thead> <tr> <th>Your site</th> <th>Qty</th> <th>Competitor 1</th> <th>Qty</th> <th>Competitor 2</th> <th>Qty</th> <th>Competitor 3</th> <th>Qty</th> </tr> </thead> <tbody> <tr> <td>Key phrase 1</td> <td>12</td> <td>Key phrase 1</td> <td>0</td> <td>Key phrase 1</td> <td>7</td> <td>Key phrase 1</td> <td>12</td> </tr> <tr> <td>Key phrase 2</td> <td>8</td> <td>Key phrase 2</td> <td>27</td> <td>Key phrase 2</td> <td>17</td> <td>Key phrase 2</td> <td>18</td> </tr> <tr> <td>Key phrase 3</td> <td>5</td> <td>Key phrase 3</td> <td>25</td> <td>Key phrase 3</td> <td>7</td> <td>Key phrase 3</td> <td>5</td> </tr> <tr> <td>Key phrase 4</td> <td>3</td> <td>Key phrase 4</td> <td>0</td> <td>Key phrase 4</td> <td>5</td> <td>Key phrase 4</td> <td>13</td> </tr> <tr> <td>Key phrase 5</td> <td>2</td> <td>Key phrase 5</td> <td>0</td> <td>Key phrase 5</td> <td>0</td> <td>Key phrase 5</td> <td>21</td> </tr> <tr> <td>Key phrase 6</td> <td>2</td> <td>Key phrase 6</td> <td>12</td> <td>Key phrase 6</td> <td>4</td> <td>Key phrase 6</td> <td>4</td> </tr> <tr> <td>Key phrase 7</td> <td>2</td> <td>Key phrase 7</td> <td>8</td> <td>Key phrase 7</td> <td>3</td> <td>Key phrase 7</td> <td>5</td> </tr> <tr> <td>Key phrase 8</td> <td>2</td> <td>Key phrase 8</td> <td>5</td> <td>Key phrase 8</td> <td>2</td> <td>Key phrase 8</td> <td>2</td> </tr> <tr> <td>Key phrase 9</td> <td>1</td> <td>Key phrase 9</td> <td>2</td> <td>Key phrase 9</td> <td>1</td> <td>Key phrase 9</td> <td>1</td> </tr> <tr> <td>Key phrase 10</td> <td>1</td> <td>Key phrase 10</td> <td>1</td> <td>Key phrase 10</td> <td>1</td> <td>Key phrase 10</td> <td>3</td> </tr> <tr> <td>Key phrase 11</td> <td>1</td> <td>Key phrase 11</td> <td>1</td> <td>Key phrase 11</td> <td>3</td> <td>Key phrase 11</td> <td>0</td> </tr> <tr> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> | Your site | Qty | Competitor 1 | Qty | Competitor 2 | Qty | Competitor 3 | Qty | Key phrase 1 | 12 | Key phrase 1 | 0 | Key phrase 1 | 7 | Key phrase 1 | 12 | Key phrase 2 | 8 | Key phrase 2 | 27 | Key phrase 2 | 17 | Key phrase 2 | 18 | Key phrase 3 | 5 | Key phrase 3 | 25 | Key phrase 3 | 7 | Key phrase 3 | 5 | Key phrase 4 | 3 | Key phrase 4 | 0 | Key phrase 4 | 5 | Key phrase 4 | 13 | Key phrase 5 | 2 | Key phrase 5 | 0 | Key phrase 5 | 0 | Key phrase 5 | 21 | Key phrase 6 | 2 | Key phrase 6 | 12 | Key phrase 6 | 4 | Key phrase 6 | 4 | Key phrase 7 | 2 | Key phrase 7 | 8 | Key phrase 7 | 3 | Key phrase 7 | 5 | Key phrase 8 | 2 | Key phrase 8 | 5 | Key phrase 8 | 2 | Key phrase 8 | 2 | Key phrase 9 | 1 | Key phrase 9 | 2 | Key phrase 9 | 1 | Key phrase 9 | 1 | Key phrase 10 | 1 | Key phrase 10 | 1 | Key phrase 10 | 1 | Key phrase 10 | 3 | Key phrase 11 | 1 | Key phrase 11 | 1 | Key phrase 11 | 3 | Key phrase 11 | 0 | - | | | | | | | | - | | | | | | | | - | | | | | | | | - | | | | | | | |
|---------------|-----|--|-----------|---------------|--------------|---------------|--------------|-----|--------------|-----|--------------|----|--------------|---|--------------|---|--------------|----|--------------|---|--------------|----|--------------|----|--------------|----|--------------|---|--------------|----|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|----|--------------|---|--------------|---|--------------|---|--------------|----|--------------|---|--------------|----|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|---------------|---|---------------|---|---------------|---|---------------|---|---------------|---|---------------|---|---------------|---|---------------|---|---|--|--|--|--|--|--|--|---|--|--|--|--|--|--|--|---|--|--|--|--|--|--|--|---|--|--|--|--|--|--|--|
| Your site | Qty | Competitor 1 | Qty | Competitor 2 | Qty | Competitor 3 | Qty | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 1 | 12 | Key phrase 1 | 0 | Key phrase 1 | 7 | Key phrase 1 | 12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 2 | 8 | Key phrase 2 | 27 | Key phrase 2 | 17 | Key phrase 2 | 18 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 3 | 5 | Key phrase 3 | 25 | Key phrase 3 | 7 | Key phrase 3 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 4 | 3 | Key phrase 4 | 0 | Key phrase 4 | 5 | Key phrase 4 | 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 5 | 2 | Key phrase 5 | 0 | Key phrase 5 | 0 | Key phrase 5 | 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 6 | 2 | Key phrase 6 | 12 | Key phrase 6 | 4 | Key phrase 6 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 7 | 2 | Key phrase 7 | 8 | Key phrase 7 | 3 | Key phrase 7 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 8 | 2 | Key phrase 8 | 5 | Key phrase 8 | 2 | Key phrase 8 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 9 | 1 | Key phrase 9 | 2 | Key phrase 9 | 1 | Key phrase 9 | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 10 | 1 | Key phrase 10 | 1 | Key phrase 10 | 1 | Key phrase 10 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key phrase 11 | 1 | Key phrase 11 | 1 | Key phrase 11 | 3 | Key phrase 11 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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Headers Review

C6

HEADERS REVIEW

Review the Headers used by the competition

Creator SEO Tool

TBA

C6

Ensure that Headers are used on all your landing pages. Headers range from H1 to H6, with H1 being the most important and H6 the least important. The heading briefly describes a subject.

The H1 Header should contain your most important key word/phrase. On reviewing the competitors H1 tags for each of their landing pages this will give you an indication of their keywords/terms. Note a lot of companies use Headers poorly and often don't get their keywords included. If this is the case for your competition, then they are not correctly managing their SEO.

The best way to review the Headers is to analyze the competitors as follows:

| URL/ Web page address | Competitor Name | H1 Tag | Headers Used | | | | | |
|------------------------|-----------------|--------------------------|--------------|----|----|----|----|----|
| | | | H1 | H2 | H3 | H4 | H5 | H6 |
| Search Phrase 1 | | | | | | | | |
| www. seo . au | Your site | Bbb bbbb bbb Cccccc cc | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| www. seo tools .fl | Competitor 1 | Competitor 1 | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| www. seo . nw | Competitor 2 | Ddd dd dddd | ✗ | ✗ | ✓ | ✓ | ✓ | ✓ |
| www. seo tools .com | Competitor 3 | Ddd dd dddd Ccc cc | ✓ | ✗ | ✓ | ✗ | ✗ | ✗ |
| Search Phrase 2 | | | | | | | | |
| www. seo . au | Your site | Bbb bbbb bbb Cccccc cc | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ |
| www. seo tools .eu | Competitor 4 | Aaa aaa aaaa | ✗ | ✓ | ✓ | ✗ | ✗ | ✗ |
| www. seo . ey | Competitor 5 | Uuu uuu uuuuuu uuu | ✓ | ✗ | ✓ | ✓ | ✗ | ✗ |
| www. seo tools .com | Competitor 3 | Ddd dd dddd Ccc cc | ✓ | ✗ | ✓ | ✗ | ✗ | ✗ |

If you want to review other Headers (H2, H3, and on) document as above and compare. By reviewing the competitions Headers, this may identify areas of opportunity to improve your Headers.





Page Content Review

C7

PAGE CONTENT REVIEW

Review the Meta description and Keywords used by the competition

Creator SEO Tool

TBA



C7

Obviously having good and unique Content is important for successful SEO. The use of keywords/phrases in this content is critical, especially for landing pages.

The best way to review the Content is to analyze the competitions content as follows:

| Your site | Qty | Competitor 1 | Qty | Competitor 2 | Qty | Competitor 3 | Qty |
|--------------|-----|--------------|-----|--------------|-----|--------------|-----|
| Key phrase 1 | 8 | Key phrase 1 | 0 | Key phrase 1 | 11 | Key phrase 1 | 5 |
| Key phrase 2 | 7 | Key phrase 2 | 9 | Key phrase 2 | 18 | Key phrase 2 | 2 |
| Key phrase 3 | 5 | Key phrase 3 | 2 | Key phrase 3 | 5 | Key phrase 3 | 2 |
| Key phrase 4 | 3 | Key phrase 4 | 0 | Key phrase 4 | 5 | Key phrase 4 | 1 |
| Key phrase 5 | 2 | Key phrase 5 | 0 | Key phrase 5 | 9 | Key phrase 5 | 2 |
| Key phrase 6 | 2 | Key phrase 6 | 5 | Key phrase 6 | 4 | Key phrase 6 | 4 |
| Key phrase 7 | 1 | Key phrase 7 | 1 | Key phrase 7 | 0 | Key phrase 7 | 0 |
| - | | | | | | | |
| - | | | | | | | |
| - | | | | | | | |

Reviewing the Key phrases used by your competition may identify opportunities for improvement, keywords that you may have missed or areas of differentiation. You key words/phrases can be used to create a competitive advantage.

After amending content re-run this report to recheck your status versus the competition.



Internal Links

C8

INTERNAL LINKS

Review the Internal links on competitor sites

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C8

Links to content within your site, make it easier for users to navigate and find information. The Search Engines spiders use these links to seek out new content on your site. Making your site easy to navigate around is critical for your customers and also for SEO.

Remember use your Keywords/phrases to define internal links (do not use 'click here'). A consistent keyword driven links navigation is optimal for SEO.

Broken Links : If a site has broken links or corrupted files, then Google for instance lowers this sites ranking (Search Engine consider the site to be still under construction).

Run a link check and compare your site to your competitors:

| URL/ Web page address | Competitor Name | Link Check | | |
|------------------------|-----------------|-------------|------------|--------------|
| | | Total Links | Good Links | Broken Links |
| Search Phrase 1 | | | | |
| www. seo . au | Your site | 12 | 11 | 1 |
| www. seo tools .fl | Competitor 1 | 8 | 8 | 0 |
| www. seo . nw | Competitor 2 | 0 | 0 | 0 |
| www. seo tools .com | Competitor 3 | 15 | 9 | 6 |
| Search Phrase 2 | | | | |
| www. seo . au | Your site | 12 | 11 | 1 |
| www. seo tools .eu | Competitor 4 | 7 | 7 | 0 |
| www. seo . ey | Competitor 5 | 5 | 3 | 2 |
| www. seo tools .com | Competitor 3 | 15 | 9 | 6 |

If you have any broken Links they should be fixed immediately.

You should also review your links to check that keywords are used to describe each link. It is also very worthwhile looking at the competition link text, this will describe their keywords or not (indication of SEO importance).



SEO Competitor Analysis Process Steps



It is important to compile a simple table to compare link text. You can analyze this in the form of a listing by Search Phrase by Competitor.

For Phrase 1

| Link | Link Check | |
|---------------------|------------|--------------|
| | Good Links | Broken Links |
| Your Site | | |
| Link 1 | 1 | 0 |
| Link 2 | 1 | 0 |
| Link 3 | 1 | 0 |
| - | | |
| - | | |
| Competitor 1 | | |
| Link 1 | 1 | 0 |
| Link 2 | 1 | 0 |
| Link 3 | 1 | 0 |
| - | | |
| - | | |
| Competitor 2 | | |
| Link 1 | 0 | 1 |
| Link 2 | 0 | 1 |
| Link 3 | 1 | 0 |
| - | | |
| - | | |





Image Tags

C9

IMAGE TAGS

Review the Image Tags of competitor sites

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TBA

C9

All images on the WWW should have descriptions: Alt tags. An Alt image tag describes the image and if possible should contain some/all of your key words/phrases. This is also true for your competitors.

It is also interesting to note when and where your competitors use images: an area of importance or something visual to help conversions?

Missing Alt Tags: If a site has missing Alt Tags, then Google may lower this sites ranking.

Run a Alt Tag check and compare your site to your competitors:

| URL/ Web page address | Competitor Name | Alt Tags | | |
|------------------------|-----------------|----------------|--------------|-------------|
| | | Total Alt Tags | Tag in Place | Missing Tag |
| Search Phrase 1 | | | | |
| www. seo . au | Your site | 3 | 3 | 0 |
| www. seo tools .fl | Competitor 1 | 7 | 7 | 0 |
| www. seo . nw | Competitor 2 | 2 | 0 | 2 |
| www. seo tools .com | Competitor 3 | 5 | 4 | 1 |
| Search Phrase 2 | | | | |
| www. seo . au | Your site | 3 | 3 | 0 |
| www. seo tools .eu | Competitor 4 | 6 | 5 | 1 |
| www. seo . ey | Competitor 5 | 2 | 2 | 0 |
| www. seo tools .com | Competitor 3 | 5 | 4 | 1 |

If you have any missing Alt Tags they should be fixed immediately.

You should also review your Alt Tags to check the keywords that are used to describe each Image. It is also worthwhile to look at the competitions Alt Tag text, this should describe their keywords.



SEO Competitor Analysis Process Steps



Look at the competitions Alt Tags: are there any opportunities for improvement on your site?

For Phrase 1

| Alt Tags | Alt Tags | |
|---------------------|--------------|-------------|
| | Tag in Place | Missing Tag |
| Your Site | | |
| Sample Alt Tag 1 | 1 | 0 |
| Sample Alt Tag 2 | 1 | 0 |
| Sample Alt Tag 3 | 1 | 0 |
| - | | |
| Competitor 1 | | |
| Sample Alt Tag 1 | 1 | 0 |
| Sample Alt Tag 2 | 1 | 0 |
| Sample Alt Tag 3 | 1 | 0 |
| - | | |
| Competitor 2 | | |
| Sample Alt Tag 1 | 1 | 0 |
| Sample Alt Tag 2 | 0 | 1 |
| Sample Alt Tag 3 | 0 | 1 |
| - | | |





SEO Competitor Analysis Process Steps



Site URL Structure

C10

SITE URL STRUCTURE

Review the URL structure of competitor sites

Creator SEO Tool

TBA

C10

Site URL Structure: By analyzing the URL and file naming structures of your competitor's sites, you can determine the best structures for your site and gain a competitive advantage. Using a consistent URL structure which contains the relevant keywords can greatly enhance your SEO.


When you attach a file make sure it has a relevant name (keyword!): relevancy!

For Phrase 1

| | |
|---------------------|--|
| Site URL Structure | |
| Your Site | |
| Sample URL 1 | |
| Sample URL 2 | |
| Sample URL 3 | |
| - | |
| Competitor 1 | |
| Sample URL 1 | |
| Sample URL 2 | |
| Sample URL 3 | |
| - | |
| Competitor 2 | |
| Sample URL 1 | |
| Sample URL 2 | |
| Sample URL 3 | |
| - | |





| | | |
|-------------------------------|---|---|
| <p>Code Validation</p> | <p>C11</p> <p><u>CODE VALIDATION</u></p> <p>Review code validation of competitor sites</p> <div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"> <p style="background-color: #4F7942; color: white; padding: 2px;">Creator SEO Tool</p> <p style="text-align: center; padding: 5px;">TBA</p> </div> | <p>C11</p> <p>The Search Engines give credibility weightings to pages/sites that are using compliant HTML/XHTML code: Document Type Definition (DTD) is compliant according to the W3C HTML/XHTML standard. Meeting this standard means that your site delivers a consistent and predictable user experience. Run the CreatorSEO validation tool and get a report of the number of errors that need to be addressed.</p> <p>If you competitors are all W3C compliant and you are not: this is a point of differentiation that you need to address.</p> |
| |  | |



SEO Competitor Analysis Process Steps



Number of Indexed Pages

C12 NUMBER OF INDEXED PAGES
 Every site wants the search engines to index as many pages as possible: need to compare your count to your competitors

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C12 You want as many pages on your site to be indexed as possible by the search engines. The search engines index pages and store these in their databases.

You need to compare by applicable search engine, the number of indexed pages on your site to the relevant competition for the specified search phrases.

| URL/ Web page address | Competitor Name | | Number of Indexed pages |
|------------------------|-----------------|--|-------------------------|
| Search Phrase 1 | | | |
| www. seo . au | Your site | | 515 |
| www. seo tools .fl | Competitor 1 | | 213 |
| www. seo . nw | Competitor 2 | | 45 |
| www. seo tools .com | Competitor 3 | | 1,209 |
| Search Phrase 2 | | | |
| www. seo . au | Your site | | 515 |
| www. seo tools .eu | Competitor 4 | | 412 |
| www. seo . ey | Competitor 5 | | 999 |
| www. seo tools .com | Competitor 3 | | 1,209 |

If you find that your competitors have a lot more indexed pages than you have then this is a contributor to enhancing their rankings. In this instance you need to consider adding/creating more pages with optimized content.





SEO Competitor Analysis Process Steps



Age of site

C13

AGE OF SITE

The older your site the better: Google for instance gives some credits based on age of site

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C13

The older your site, the better your chances of ranking higher against your key search phrases. Google especially takes this into account and awards extra ranking credit's to URL's that have existed for longer.


You cannot change how old your site is but if appropriate you could consider buying an older site.

| URL/ Web page address | Competitor Name | | Number of Indexed pages | Age of site (Years) |
|------------------------|-----------------|--|-------------------------|---------------------|
| Search Phrase 1 | | | | |
| www. seo . au | Your site | | 515 | 4 |
| www. seo tools .fl | Competitor 1 | | 213 | 5 |
| www. seo . nw | Competitor 2 | | 45 | 1 |
| www. seo tools .com | Competitor 3 | | 1,209 | 11 |
| | | | | |
| Search Phrase 2 | | | | |
| www. seo . au | Your site | | 515 | 4 |
| www. seo tools .eu | Competitor 4 | | 412 | 2 |
| www. seo . ey | Competitor 5 | | 999 | 2 |
| www. seo tools .com | Competitor 3 | | 1,209 | 11 |
| | | | | |

It's important for your SEO to check this metric. If your competitor sites have existed for a lot longer than yours, you know that you'll have to work hard in other SEO areas to compensate.





| | | |
|--------------------------|---|---|
| <p>Off-Site Analysis</p> | <p>C14 <u>OFF-PAGE ANALYSIS</u></p> <p>Understanding your competitors off-page information is key to gaining a competitive advantage</p> <div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"> <p>Creator SEO Tool</p> <p>TBA</p> </div> | <p>C14 The second area that you need to look at are; the off-site factors. These help you and your competitors rank in the search engines.</p> <p>You may find not only what they are doing right, but you might also find out what you are doing wrong: OPPORTUNITY.</p> <p>When performing competitive analysis make sure to always include your site in all queries.</p> <p>The areas of on-site analysis are:</p> <ul style="list-style-type: none"> • Page Rank & Alexa Rank • Inbound Links |
| |  | |



PageRank & Alexa Rank

C15 PAGERANK & ALEXA RANK

Review the PageRank and Alexa rank for your competitors

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TBA

Page Rank: If your competitors have a higher PR than yours, you need to get more good links.

When an external site links to yours, they pass PageRank to your site. The higher the PageRank, the more link credits available.

Assign the no-follow attribute to links from your site to sites that are of low importance to you.

It must be noted that PageRank can be very unreliable especially after Google started to penalize the PageRank of any site they deemed to be involved in link buying. This can result in a decent site/competitor having a low PageRank. Google also only updates the PageRank scores once or twice per year.

Alexa Rank is a good indicator of a site's popularity. Alexa works purely on popularity independent of the search engines.

Analyzing both the Page Rank and Alexa Rank for your competitors will give a quick indication of your competitive position for off-site optimization. Using these two metrics you get a good indication of which competitor sites have the best reputation for link building.

Again always compare the competition to your site for PageRank and Alexa Rank:

| URL/ Web page address | Competitor Name | | Page Rank | Alexa Rank |
|--------------------------|-----------------|--|-----------|------------|
| Search Phrase 1 (Google) | | | | |
| www. seo . au | Your site | | 1 | 4,444,444 |
| www. seo tools .fl | Competitor 1 | | 2 | 5,555,555 |
| www. seo . nw | Competitor 2 | | 0 | 189,887 |
| Search Phrase 2 (Google) | | | | |
| www. seo . au | Your site | | 1 | 4,444,444 |
| www. seo tools .eu | Competitor 4 | | 1 | 334,555 |
| www. seo . ey | Competitor 5 | | 1 | 839,886 |





Inbound Links

C16

INBOUND LINKS

Review the inbound links of your site versus the competition

Creator SEO Tool

TBA

C16

The quantity and quality of your inbound links are critical both for your own site PageRank and your SEO. First thing you need to do is to quantify the number of links going to each of your competitors sites:

| URL/ Web page address | Competitor Name | All | Link Breakout | | | |
|------------------------|-----------------|-----|---------------|---------------|-------------|--------|
| | | | Direct-ories | Blogs/ Forums | Publishe rs | Others |
| Search Phrase 1 | | | | | | |
| www. seo . au | Your site | 4 | 1 | 1 | 1 | 1 |
| www. seo tools .fl | Competitor 1 | 8 | 2 | 2 | 2 | 2 |
| www. seo . nw | Competitor 2 | 0 | 0 | 0 | 0 | 0 |
| Search Phrase 2 | | | | | | |
| www. seo . au | Your site | 4 | 1 | 1 | 1 | 1 |
| www. seo tools .eu | Competitor 4 | 4 | 1 | 1 | 1 | 1 |
| www. seo . ey | Competitor 5 | 10 | 7 | 1 | 1 | 1 |

Once you have identified the number of links by area, you can analyze these by competitor to identify opportunities:

| Directories | | Blogs/ Forums | | Publishers | | Others | |
|------------------|----|---------------|----|------------|----|--------|----|
| Your Site | | | | | | | |
| Link | PR | Link | PR | Link | PR | Link | PR |
| Link 1 | ? | Link 1 | ? | Link 1 | ? | Link 1 | ? |
| Link 2 | ? | Link 2 | ? | Link 2 | ? | Link 2 | ? |
| Link 3 | ? | Link 3 | ? | Link 3 | ? | Link 3 | ? |
| Link 4 | ? | Link 4 | ? | Link 4 | ? | Link 4 | ? |
| Link 5 | ? | Link 5 | ? | Link 5 | ? | Link 5 | ? |
| Link 6 | ? | Link 6 | ? | Link 6 | ? | Link 6 | ? |
| Link 7 | ? | Link 7 | ? | Link 7 | ? | Link 7 | ? |



SEO Competitor Analysis Process Steps



| | | | | | | | |
|---|--|---|--|---|--|---|--|
| - | | - | | - | | - | |
| - | | - | | - | | - | |

| Competitor 1 | | | | | | | |
|--------------|----|--------|----|--------|----|--------|----|
| Link | PR | Link | PR | Link | PR | Link | PR |
| Link 1 | ? | Link 1 | ? | Link 1 | ? | Link 1 | ? |
| Link 2 | ? | Link 2 | ? | Link 2 | ? | Link 2 | ? |
| Link 3 | ? | Link 3 | ? | Link 3 | ? | Link 3 | ? |
| Link 4 | ? | Link 4 | ? | Link 4 | ? | Link 4 | ? |
| Link 5 | ? | Link 5 | ? | Link 5 | ? | Link 5 | ? |
| Link 6 | ? | Link 6 | ? | Link 6 | ? | Link 6 | ? |
| Link 7 | ? | Link 7 | ? | Link 7 | ? | Link 7 | ? |
| - | | - | | - | | - | |
| - | | - | | - | | - | |

PR here is the PageRank of the source page/site. For example, if Competitor 1 gets a Link from company x with a PR of 2, then 2 would appear in this table beside the appropriate link.

If you have fewer links than your competitors, you should work on getting more. Link quantity is important but link quality is far more important. You want links from high-quality sites (PageRank gives you a good indication) and sites that are related to yours.

Remember to try and get links coming into your site that contain your keywords.

Remember, learn from your competitors and beat them. If they have good quality links you need to get the same and more!