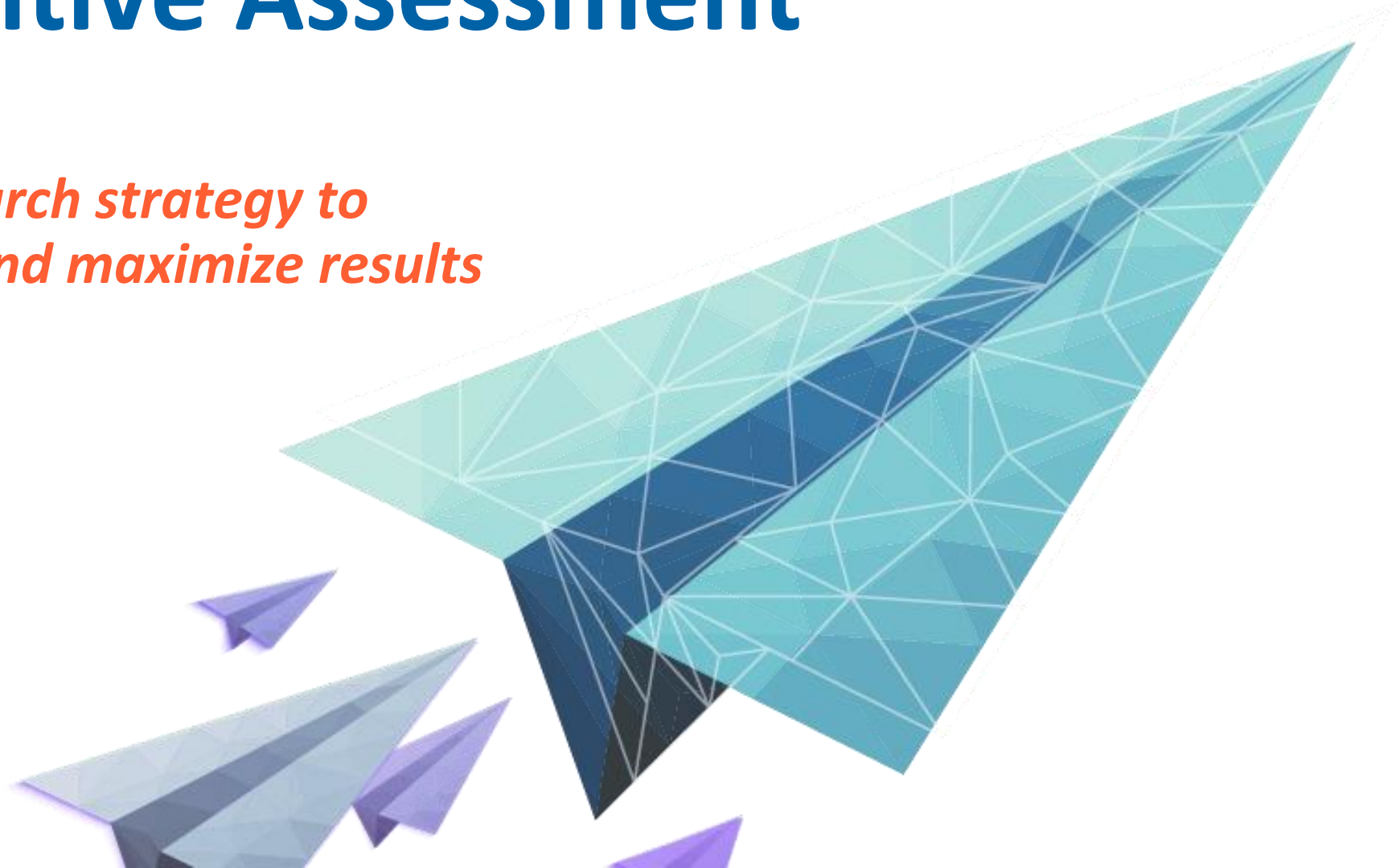


SEO Competitive Assessment

Refine your organic search strategy to beat the competition and maximize results

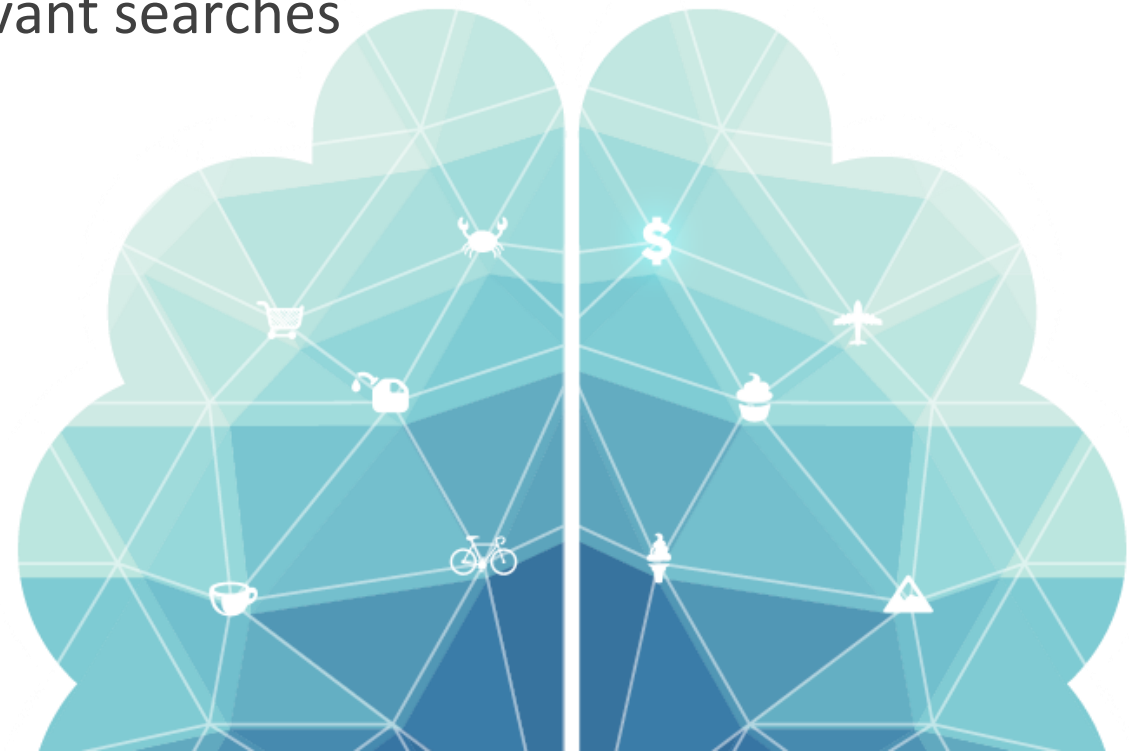
Presented by:
[SmartSearch Marketing](#)



Competitive Insights Will Improve Organic Search Results

SEO is all about beating the competition:

- **BE** more visible than competitors for relevant searches
- **DISPLAY** a more compelling message
- **DRIVE** more qualified website traffic
- **GENERATE** cost-effective leads



Competitive Assessment Methodology

The background features several lightbulbs hanging from above. One lightbulb in the foreground is illuminated and has a faceted, crystalline appearance with a color gradient from purple to blue. Other lightbulbs are shown as faint outlines or are dimly lit.

By analyzing top SEO players in your market, we reverse-engineer a solution designed to beat the competition

7 Steps to:

- **DETERMINE** SEO methods that work best in your market
- **IDENTIFY** gaps in your approach
- **IMPLEMENT** a winning strategy

Step 1. Analyze Searcher Behavior

example: keyword analysis

Keyword	Min Search Volume	Max Search Volume	Keyword Difficulty	Your RANK	Competitor's RANK
healthcare workflow software	0	10	11	23	1
bpm vs workflow	0	10	21	32	2
bpm white papers	0	10	29	10	2
sharepoint bpm solutions	0	10	16	4	2
bpm and workflow	0	10	23	43	3
bpm for sharepoint	0	10	20	6	3
bpm sharepoint	0	10	26	8	3
bpm white paper	0	10	33	16	3
business process management vs workflow	0	10	22	48	3
sharepoint bpm	11	50	25	8	3
workflow vs bpm	0	10	20	31	3
workflow and business process management	0	10	21	38	4
bpm software solutions	0	10	41	38	5
bpm workflow tools	0	10	30	24	5
bpm process	51	100	57	21	6

Step 2. Compare Visibility & Authority

example: page/domain analysis



SMARTSEARCH
marketing

root domain ▾	Your website URL	ⓧ	root domain ▾	Your competitor's URL	Compare sites
Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority	
Your website URL	1.2k	19 keywords in #1-3 71 keywords in #4-10	58	50	
Your competitor's URL	493	30 keywords in #1-3 95 keywords in #4-10	51	43	

Step 3. Compare Keyword Ranking

example: keyword ranking analysis

Top Ranking Keywords >

Keyword	Your URL	Competitor's URL	Difficulty ⁱ	Monthly Volume ⁱ
bizagi	#1 ⁱ	no data	54	851-1.7k
bizagi descargar	#1 ⁱ	no data	32	11-50
download bizagi	#1 ⁱ	no data	35	11-50
bizagi modeler	#1 ⁱ	no data	40	11-50
bizagi studio	#1 ⁱ	no data	41	11-50

[See all ranking keywords >](#)

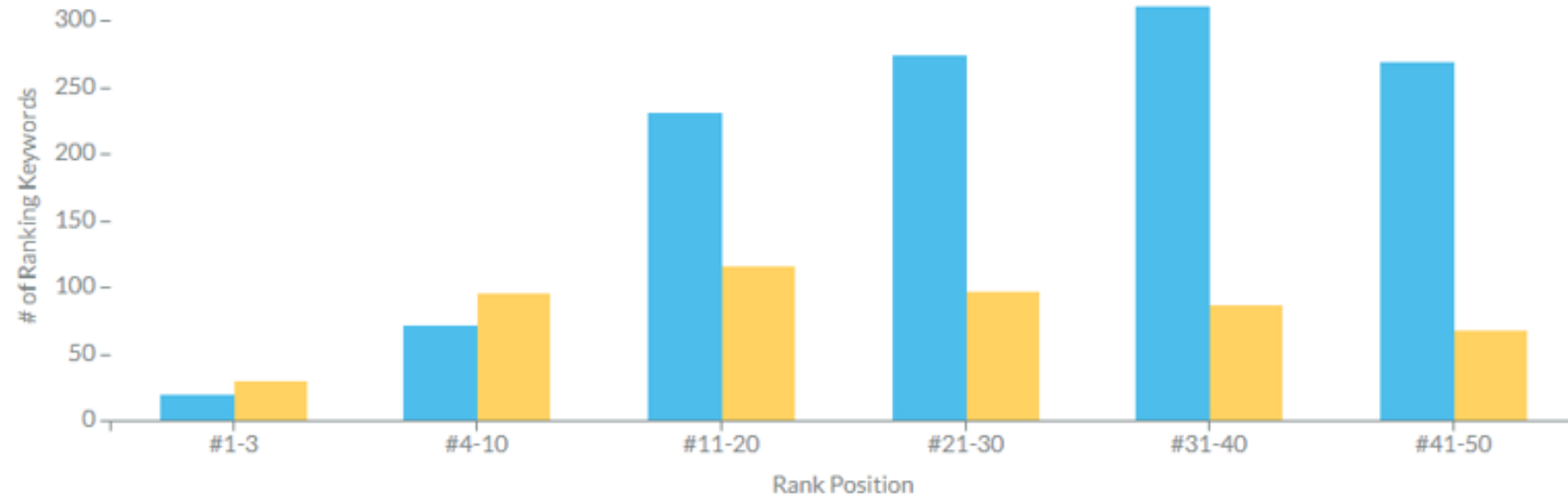
Step 4. Compare SERP Position

example: position distribution



SMARTSEARCH
marketing

Ranking Distribution



Your URL **Competitor's URL**

Step 5. Determine Competitive Overlap

example: keyword overlap

Competitor Overlap

Sites	Shared Keywords
<input type="radio"/> <input checked="" type="checkbox"/> https://www.bplogix.com/	646
<input type="radio"/> <input checked="" type="checkbox"/> https://www.bizagi.com/	1.1k
<input type="radio"/> <input checked="" type="checkbox"/> https://www.bplogix.com/ <input checked="" type="checkbox"/> https://www.bizagi.com/	86



Step 6. Compare Backlinks

example: backlink analysis

	Your URL	Competitor's URL	Competitor's URL
Backlinks	<u>27.6k</u>	<u>27.5k</u>	<u>477</u>
Referring Domains	<u>5.4k</u>	<u>1.6k</u>	<u>25</u>
Governmental	<u>1</u>	<u>0</u>	<u>0</u>
Education	<u>10</u>	<u>2</u>	<u>0</u>
.com	<u>3.8k</u>	<u>1.2k</u>	<u>18</u>
.net	<u>320</u>	<u>102</u>	<u>3</u>
.org	<u>234</u>	<u>43</u>	<u>3</u>

Step 7. Implement Required Improvements

reverse-engineer the winning approach

Your Summary of Findings will include specific implementation steps and requirements related to:

- Keyword focus
- META and schema
- Website content
- Links
- and more...

Let's Get Started...

Patricia Hursh

Patricia@SmartSearchMarketing.com

<https://www.linkedin.com/in/patrichahursh/>

1-866-644-3134 x702

[SmartSearch Marketing](#)

