SEO Competitive Assessment

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

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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
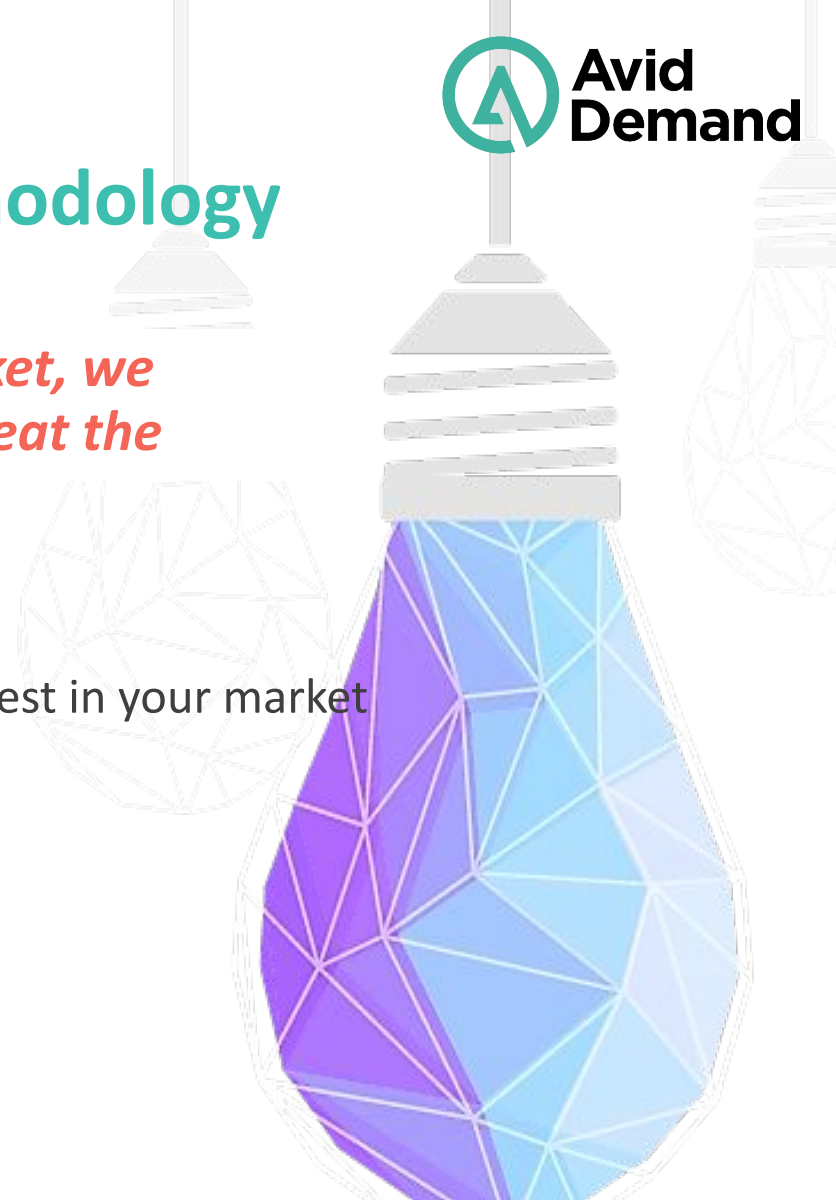
- **GENERATE** cost-effective leads

Competitive Assessment Methodology

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	Bi	Your RANK	Competitor's RANK
~~healthcare workflow software~~	0	10	11			
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

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Step 2. Compare Visibility & Authority

example: page/domain analysis

| root domain ▼ | Your website URL | ⊗ | root domain ▼ | E Your competitor's URL | Compare sites |

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
● https://www.bizagi.com/ **Your website URL**	1.2k	19 keywords in #1-3 71 keywords in #4-10	58	50
● https://www.bplogix.com/ **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	...iculty	Monthly Volume
bizagi	#1	no data	54	851-1.7k
bizagi descargar	#1	no data	32	11-50
download bizagi	#1	no data	35	11-50
bizagi modeler	#1	no data	40	11-50
bizagi studio	#1	no data	41	11-50

See all ranking keywords ⊘

Step 4. Compare SERP Position
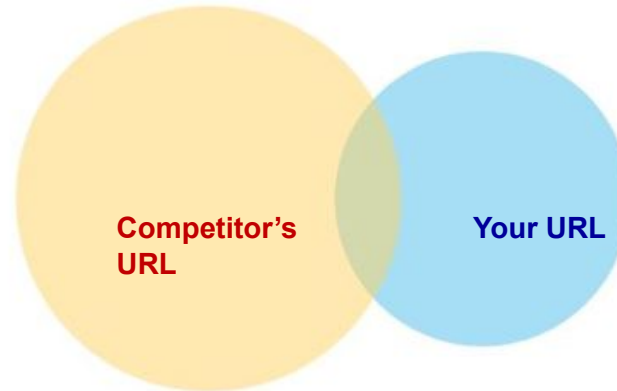
example: position distribution

Ranking Distribution

- www.bizagi.com/
- www.bplogix.com/
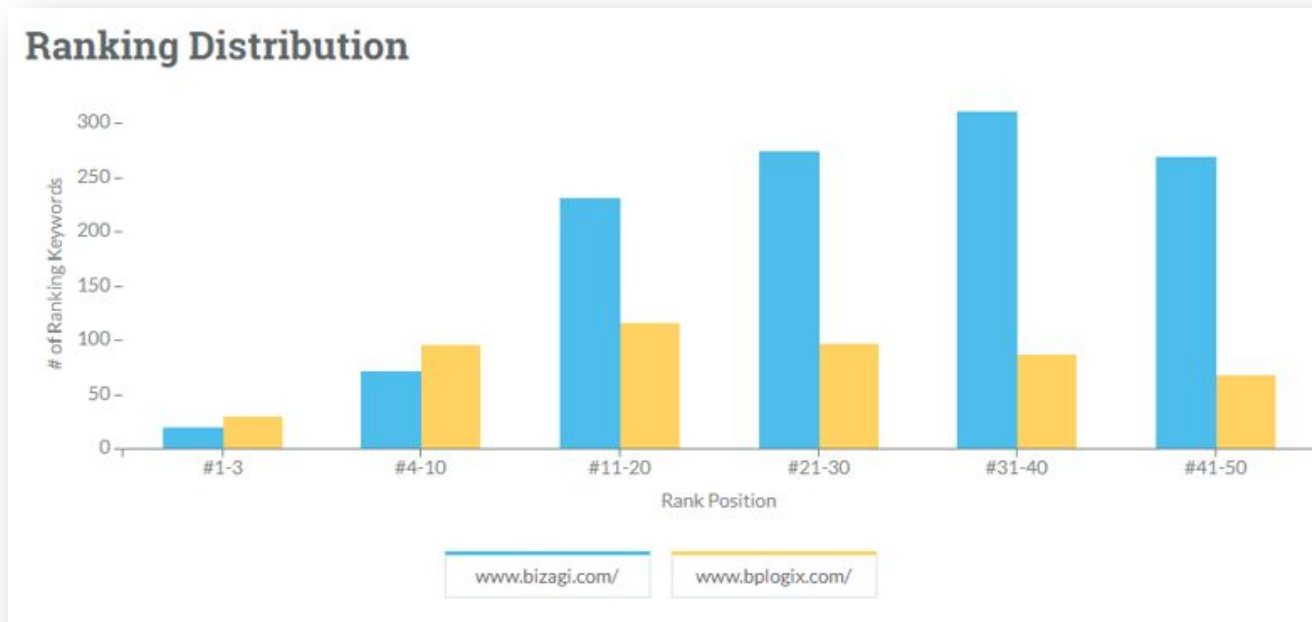
Your URL   Competitor's URL

Step 5. Determine Competitive Overlap

example: keyword overlap

Step 6. Compare Backlinks

example: backlink analysis

	Your URL	Competitor's URL	Competitor's URL
Backlinks	27.6k	27.5k	477
Referring Domains	5.4k	1.6k	26
Govermental	1	0	0
Education	10	2	0
.com	3.8k	1.2k	18
.net	320	102	3
.org	234	43	3

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…

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