

Search Engine Optimization



WWW.

Search



Neal Rabogliatti
Digital Marketing Strategies LLC

SEM RUSH CERTIFIED
Technical SEO & Audits

SEO Planning

Developing A Strategy

- 1) **Setting SEO Goals**
- 2) **Using Analytics to Set Goals & Benchmark**
- 3) **Local Search Optimization**
- 4) **Google My Business**
- 5) **YouTube Optimization**
- 6) **Developing A Strategic Plan**
- 7) **Build a Site Map**
- 8) **Conduct Keyword Research (Reverse Engineering)**
- 9) **Do Competitive Research**
- 10) **Map Keywords to Sitemap**



SEO Goals

Setting Goals

- 1) What are the primary goals of our organization?
 - A) Sales or Leads – What Percentage Increase Do We Want to Achieve?
 - B) Secondary Goals – More subscribers, more visibility, increase in specific product or service?
 - C) Benchmarking our progress

- 2) How do they relate to our website?
 - A) E-commerce
 - B) Contact Forms and or Sales
 - C) Downloads
 - D) Frequency

- 3) Who is our competition?
 - 1) Digital Online Competitors
 - 2) Brick and Mortar Competitors
 - 3) Self Competition



SEO Goals & Analytics

Using Analytics to Benchmark Effectiveness

Google analytics is tied directly to how SEO effects your overall goals. To understand how improved ranking improves sales and leads we need to benchmark our current goals.

First we need to see where are leads are coming from.

Next we need to understand how many visitors it takes to get a lead/sale/goal.

From there we can project what percentage of visitors from SEO will help drive sales/leads.



SEO Goals & Analytics

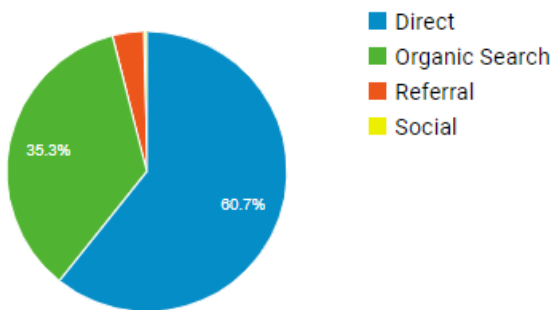
Acquisition

Overview

- All Traffic
- Google Ads
- Search Console
- Social
- Campaigns

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 2 Conversion Rate	Goal 2 Completion	Goal 2 Value
	1,350	1,320	1,459	40.99%	3.47	00:00:52	0.27%	4	\$80.00
1 Direct	826			69.99%			0.00%		
2 Organic Search	480			0.36%			0.54%		
3 Referral	49			11.54%			1.92%		
4 Social	5			0.00%			0.00%		

Top Channels



SEO Goals & Analytics

Admin

ADMIN USER

- All Filters
- Account Change History
- Trash Can

USER

- Property User Management
- Tracking Info
- Property Change History
- Data Deletion Requests

PRODUCT LINKING

- Google Ads Linking
- AdSense Linking
- Ad Exchange Linking
- All Products
- Postbacks
- Audience Definitions

Goals


- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics **BETA**


PERSONAL TOOLS & ASSETS


- Segments
- Annotations
- Multi-Channel Funnels Settings
- Custom Channel Grouping **BETA**




SEO Goals & Analytics

 Admin

 Goals

 Content Grouping

 Filters

 Channel Settings

 Ecommerce Settings

 Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

 Segments

 Annotations

[+ NEW GOAL](#) | [Import from Gallery](#) |

<input type="checkbox"/>	Goal ↓	Id	Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Contact Complete	Goal ID 1 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Parts Request	Goal ID 3 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Quotes	Goal ID 2 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Supplier Resources	Goal ID 6 / Goal Set 2	Destination	0	<input checked="" type="checkbox"/>
<input type="checkbox"/>	phone	Goal ID 4 / Goal Set 1	Event	0	<input checked="" type="checkbox"/>

Show rows 1 - 5 of 5 < >



SEO Goals & Analytics

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

- Reservations Signed up for a tour, rental or reservation
- Make a payment Completed online payment
- Make an appointment Scheduled a visit or meeting
- Become a partner Requested or submitted partner, affiliate, or dealer information

ACQUISITION

- Create an account Successful sign up, account, or view created

INQUIRY

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- Get estimate Requested price or time estimate
- See available Checked inventory or schedule
- Find a location Viewed location or dealer information

ENGAGEMENT

- Media play Played interactive media, like a video, slideshow, or product demo

Smart Goal Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Custom

2 Goal description

Name

Goal slot ID

Goal Id 5 / Goal Set 1 ▾

Type

- Destination** ex: thanks.html
- Duration** ex: 5 minutes or more
- Pages/Screens per session** ex: 3 pages
- Event** ex: played a video
- Smart Goal** Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

3 Goal details



SEO Goals & Analytics

3 Goal details

Destination

Equals to Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

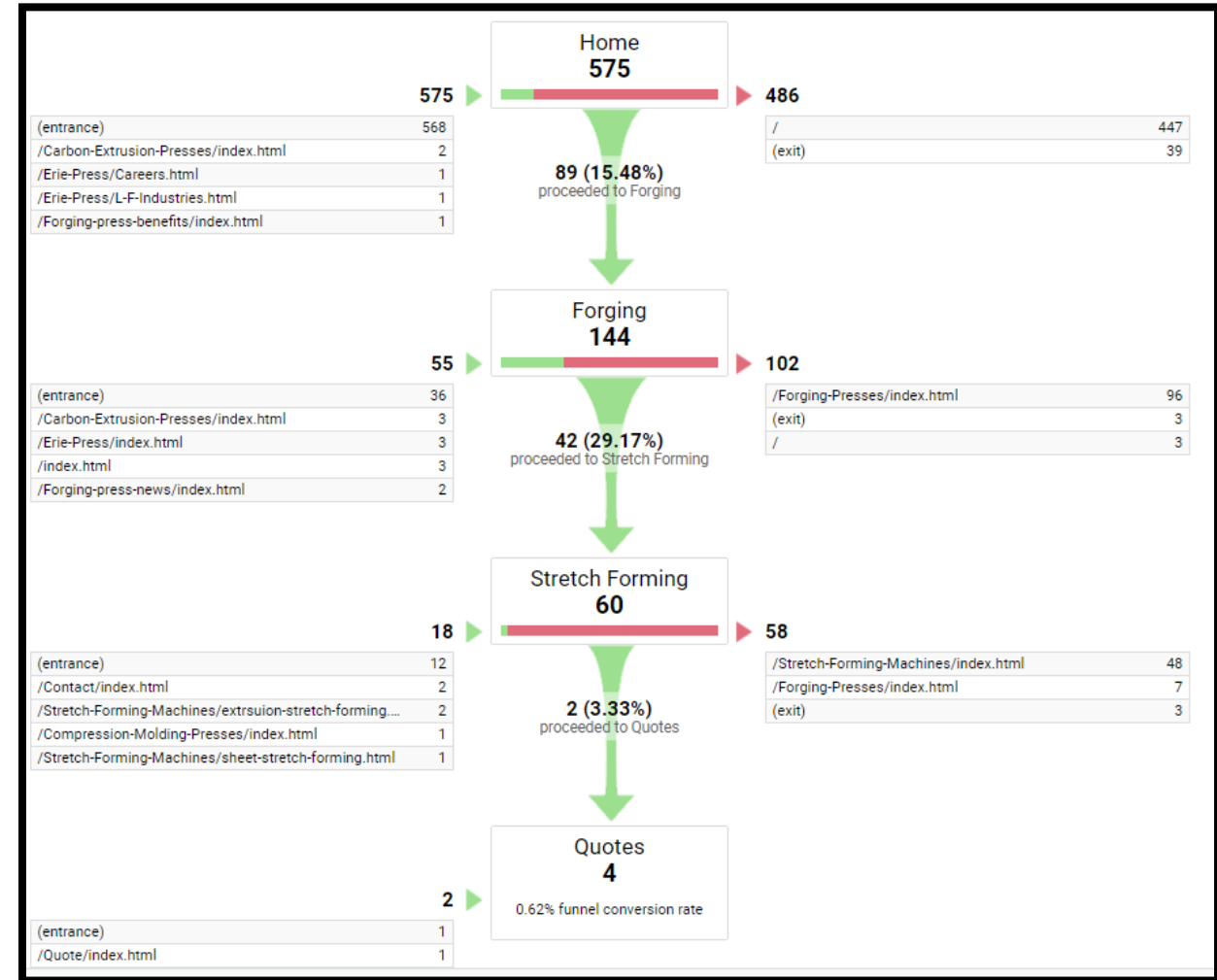
OFF Assign a monetary value to the conversion.

Funnel optional

ON
Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

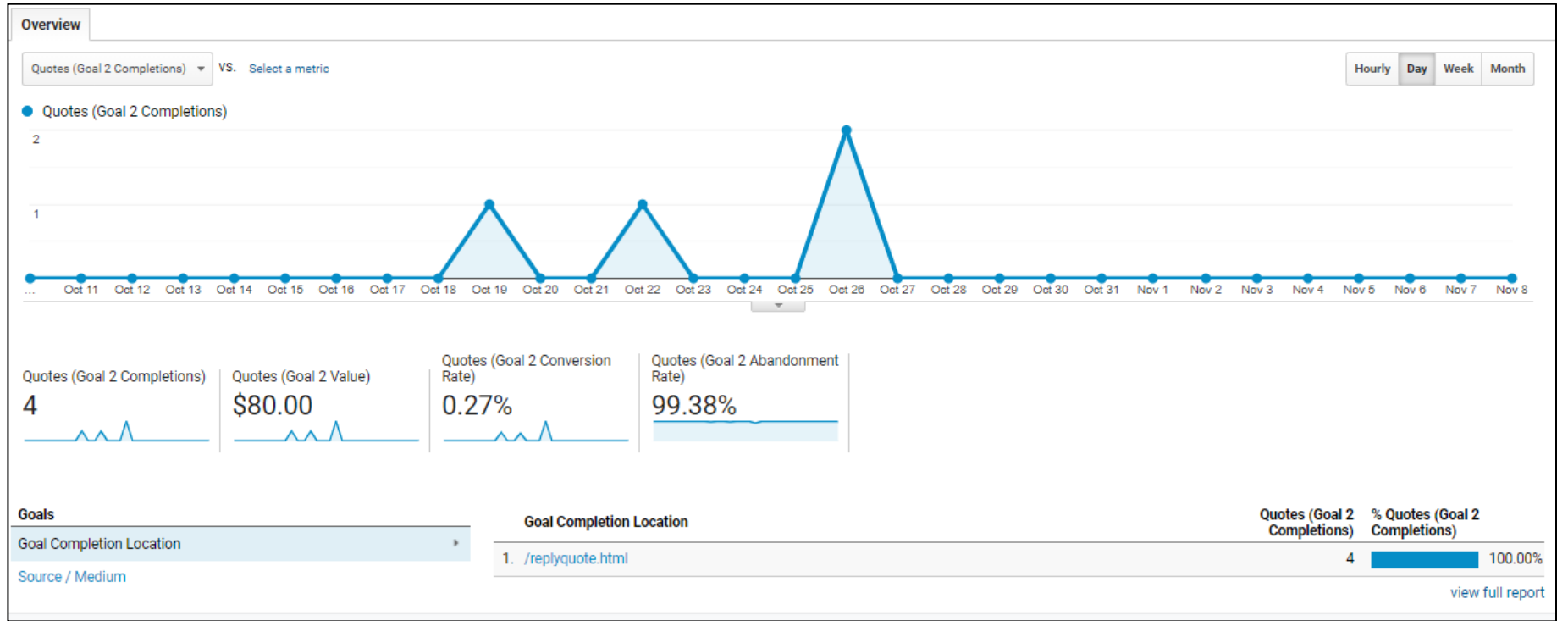
Step	Name	Screen/Page	Required?
1	<input type="text"/>	<input type="text"/>	<input type="button" value="NO"/>
<input type="button" value="+ Add another Step"/>			

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.



SEO Goals & Analytics

- Conversions
- Goals
 - Overview
 - Goal URLs
 - Reverse Goal Path
 - Funnel Visualization
 - Goal Flow
- Ecommerce
- Multi-Channel Funnels



Conversions: 2 (50.00% of Total)

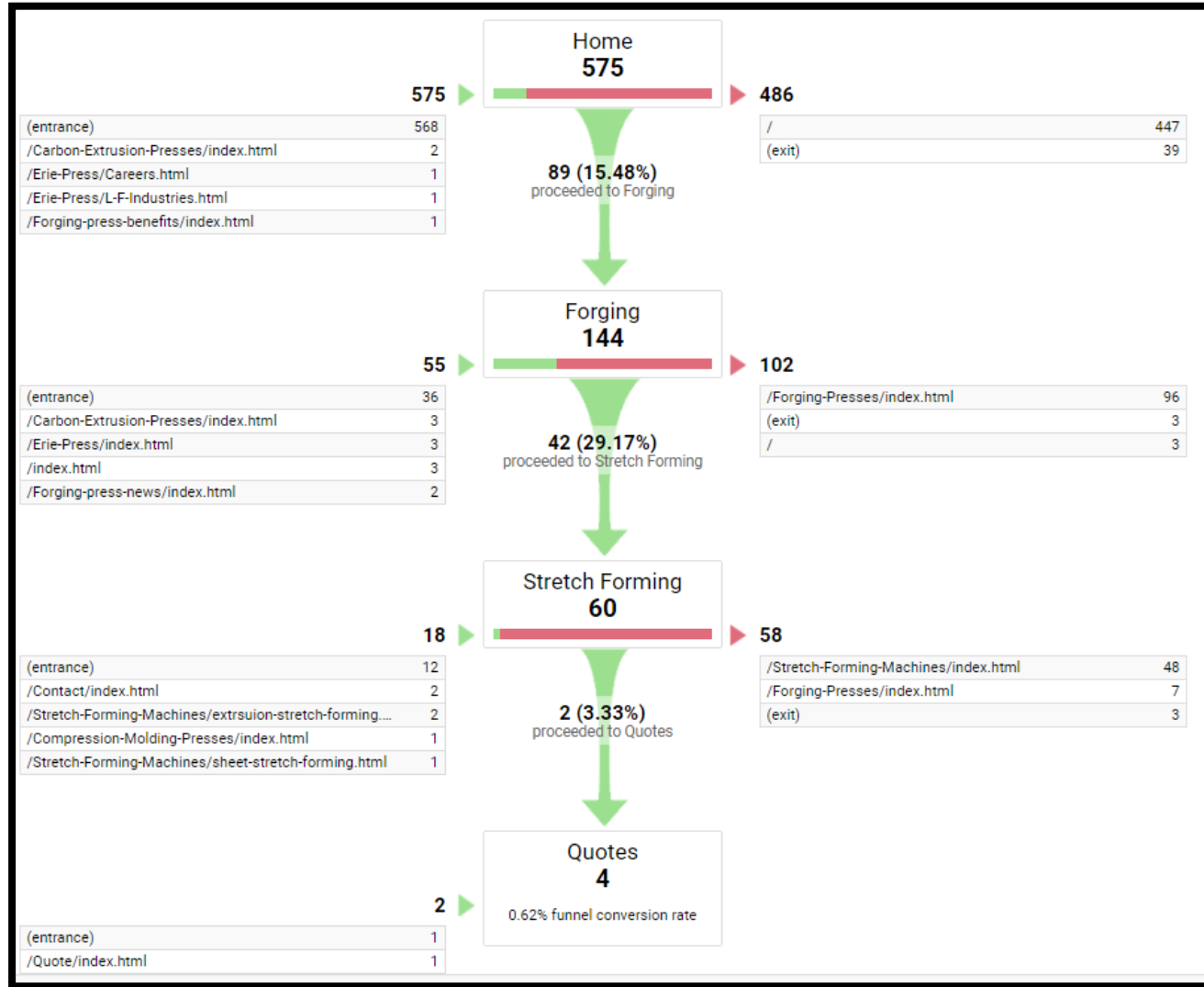
Conversion Value: \$40.00 (50.00% of Total)

Primary Dimension: MCF Channel Grouping Path

MCF Channel Grouping Path	Conversions	Conversion Value
1. Organic Search → Direct	1 (50.00%)	\$20.00 (50.00%)
2. Organic Search → Referral	1 (50.00%)	\$20.00 (50.00%)

Show rows: 10 Go to: 1 1 - 2 of 2

SEO Goals & Analytics



Sales Funnel

This example shows that it takes 575 visitors to the website to generate 4 quotes.

This represents a .62% Conversion Rate

If you want to increase quotes to 8 quotes per month then you would need to double the number of visitors to your website.



SEO Goals

Identifying Our Strategy

1) What type of optimization do we need?

- A) Local
- B) National
- C) International

2) What Tactics Do We Need to Use?

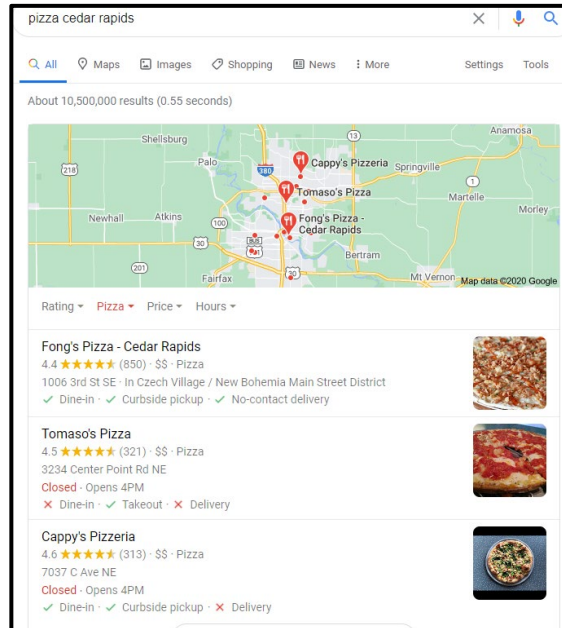
- A) Page Ranking
- B) Links
- C) Videos/Images
- D) Blog



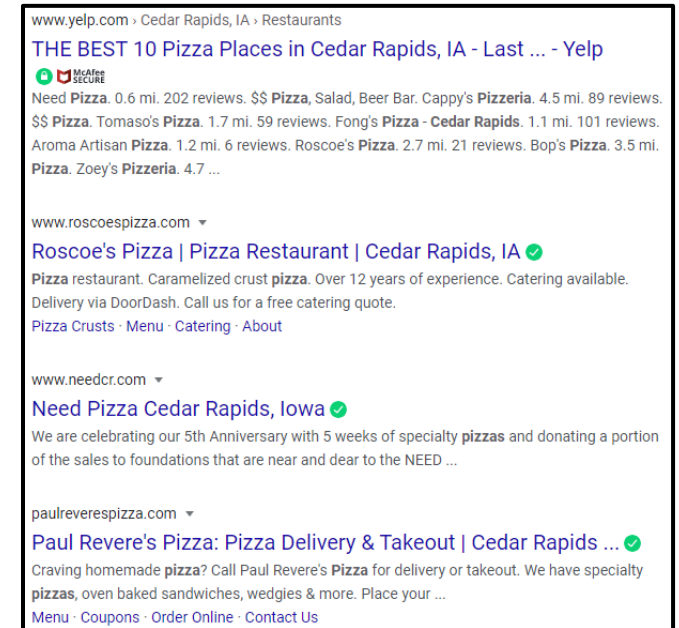
Local Search

Two Types of Local Search

Local Pack
3 Listings



Local Search Listings
10 Listings 4 Ads



Local Search

Two Types of Local Search

Local Pack Search Criteria

	Ranking Factor	Percentage
1.	Google My Business	0.33
2.	Reviews	0.16
3.	On Page Locality References	0.15
4.	Links	0.15
5.	Behavioral	0.08
6.	Citations	0.07
7.	Personalization	0.06

Local Search Results Criteria

	Ranking Factor	Percentage
1.	On-Page	0.32
2.	Links	0.31
3.	Behavioral	0.1
4.	Personalization	0.07
5.	Google My Business	0.07
6.	Citations	0.06
7.	Reviews	0.06



Local Search

<https://moz.com/products/local>

Moz Local

Online accuracy for offline results.

Moz Local helps you get the most out of your online presence. How accurate are your business's listings?

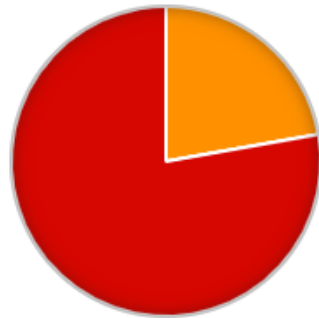
Get my free presence check

Country: United States | Company name: Digital Marketing Strategies L | Street and Number: 1661 Forestview Dr | ZIP/Postcode: 15102 | CHECK NOW

78%
MISSING

22%
INCORRECT







0%
CORRECT



Directory	Business Info	Hours	Photos
Google Search	Digital Marketing Strategies, LLC Forestview Drive 1661, Bethel Park (412) 726-4104 https://www.digitalmarketingstrategiesllc.com/	✓	✓
Google Maps	Digital Marketing Strategies, LLC Forestview Drive 1661, Bethel Park (412) 726-4104 https://www.digitalmarketingstrategiesllc.com/	✓	✓
Facebook	Listing not found		
Bing	Listing not found		
Foursquare	Listing not found		
Hotfrog	Listing not found		
us-info	Listing not found		



Google My Business

-  **Manage locations**
-  Manage reviews
-  Verify all locations
-  Linked accounts
-  Settings
-  Support

Manage locations [Create location group](#)

Locations 14 locations 93% verified

Locations All locations (14) [Add location](#)

<input type="checkbox"/> Store code	Name ↑	Status	
<input type="checkbox"/>	AMG Industries 200 Commerce Drive, Mount Vernon, OH 43050	✓ Verified	
<input type="checkbox"/>	Apple Box Studios Video 1243 Penn Ave 2nd Floor, Pittsburgh, PA 15222	! Verification required	Verify now
<input type="checkbox"/> 405554	Catalyst Connection 2000 Technology Dr, Pittsburgh, PA 15219	✓ Verified (4 updates)	Review updates
<input type="checkbox"/>	Digital Marketing Strategies, LLC 1661 Forestview Drive, Pittsburgh, PA 15102	✓ Verified	
<input type="checkbox"/> 16298347	ITI Trailers & Truck Bodies Inc 8535 Mason Dixon Hwy, Meyersdale, PA 15552	✓ Verified (2 updates)	Review updates



Google My Business

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Website
- Users
- Create an ad
- Add new location
- Manage locations
- Linked accounts
- Settings

Manage locations

14 locations 93% verified

Locations All locations (14) Add location






<input type="checkbox"/>	Store code	Name ↑	Status	
<input type="checkbox"/>		AMG Industries 200 Commerce Drive, Mount Vernon, OH 43050	✓ Verified	
<input type="checkbox"/>		Apple Box Studios Video 1243 Penn Ave 2nd Floor, Pittsburgh, PA 15222	! Verification required	Verify now
<input type="checkbox"/>	405554	Catalyst Connection 2000 Technology Dr, Pittsburgh, PA 15219	✓ Verified (4 updates)	Review updates
<input type="checkbox"/>		Digital Marketing Strategies, LLC 1661 Forestview Drive, Pittsburgh, PA 15102	✓ Verified	
<input type="checkbox"/>	16298347	ITI Trailers & Truck Bodies Inc 8535 Mason Dixon Hwy, Meyersdale, PA 15552	✓ Verified (2 updates)	Review updates

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 **COVID-19 update** |  **Add Offer** |  **Add Update** |  **Add Event** |  **Add Product**

Your posts

New views this week


Not enough data
Updated just now

[Reach more customers through posts](#)

Keep your customers updated by sharing what's new



Reach beyond just your followers - give everyone searching for your business a reason to come in by posting updates and offers directly to your local listing on Google


 **Create your first post**

Google My Business

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Your business is live on Google

[View on Search](#)

[View on Maps](#)

[Share your Business Profile](#)

AMG Industries

Manufacturer

200 Commerce Drive Mount Vernon, OH 43050

[Add service area](#)

Sunday	Closed
Monday	8:00 AM–5:00 PM
Tuesday	8:00 AM–5:00 PM
Wednesday	8:00 AM–5:00 PM
Thursday	8:00 AM–5:00 PM
Friday	8:00 AM–5:00 PM
Saturday	Closed

[More hours](#)
Add hours

[Add special hours](#)

(740) 397-4044

[Add short name](#)

<https://www.amgindustries.com/>

Products
Add or edit products

Highlights
Add attributes

We specialize in the manufacturing of highly specialized stampings, complex welded assemblies, and fabricated steel components. AMG competes in a variety of markets, including automotive, air & gas compression, agricultural & outdoor power equipment. Specific product offerings include exhaust assemblies and exhaust components, shims, gaskets, and specialized stampings.

[Add opening date](#)

[Add photos](#)

Google Assistant calls

Advanced information

Store code	<i>Enter store code</i>
Labels	<i>Enter labels</i>
Google Ads location extensions phone	<i>Enter Google Ads phone</i>

Google My Business

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Queries used to find your business • [Send feedback](#)

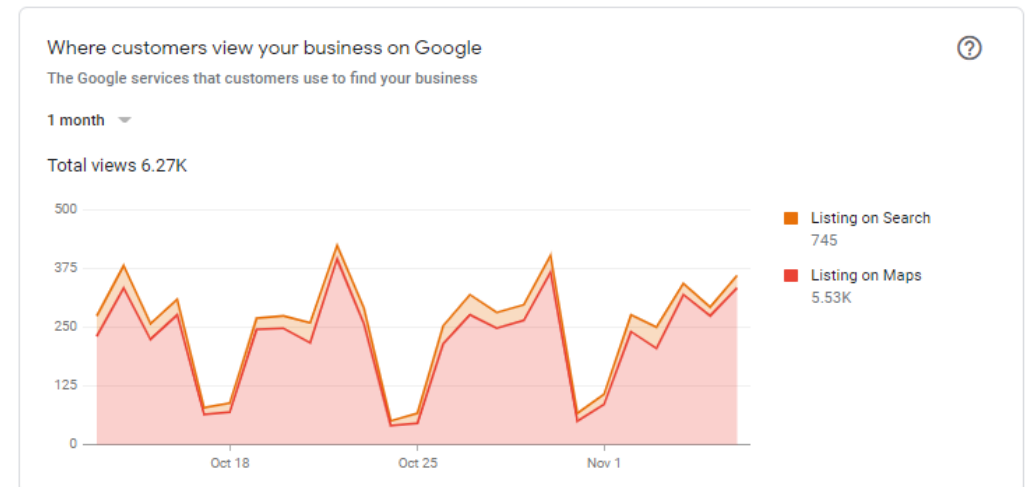
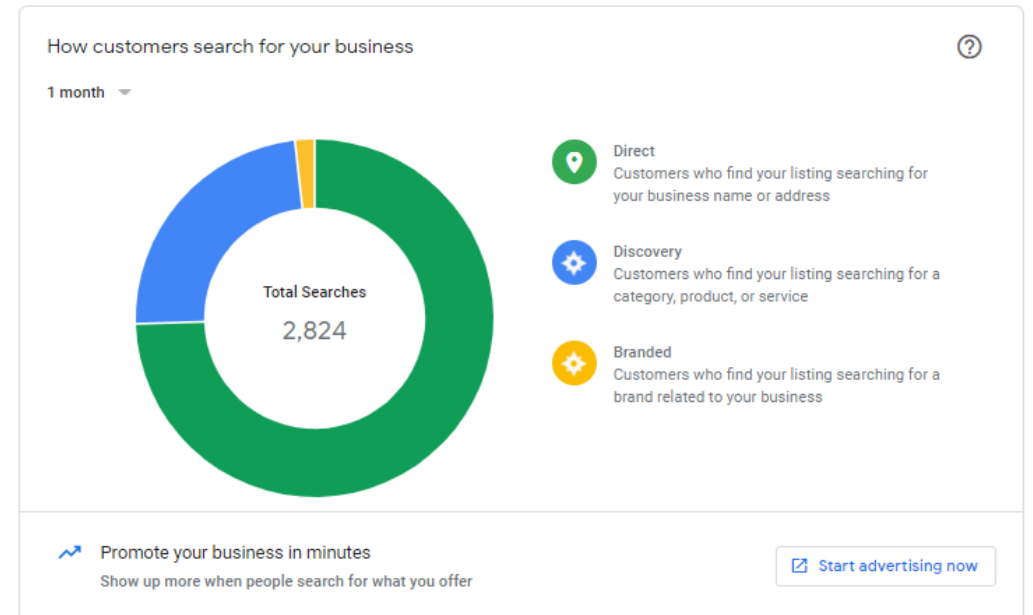
The most popular queries for your business by unique users

1 month ▾

Query	Users
1 amg industries	122
2 amg	35
3 glass test tubes	12
4 aluminum manufacturing companies	<10
5 amg industrial	<10
6 ariel corporation	<10
7 commerce	<10
8 distilleries	<10
9 driving companies near me	<10
10 expanded metal for sale	<10

1-10 of 47 < >

Help customers find your business. [Create a post](#)

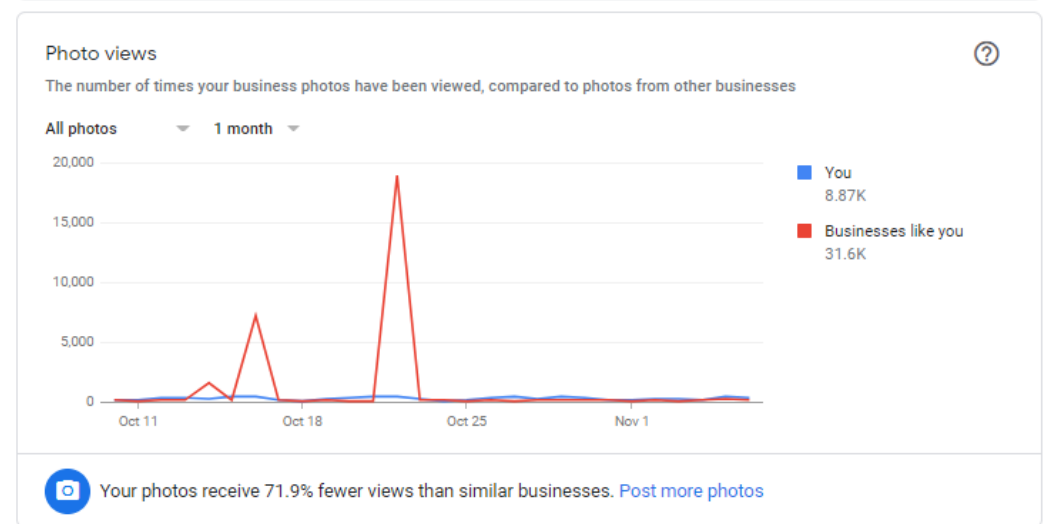
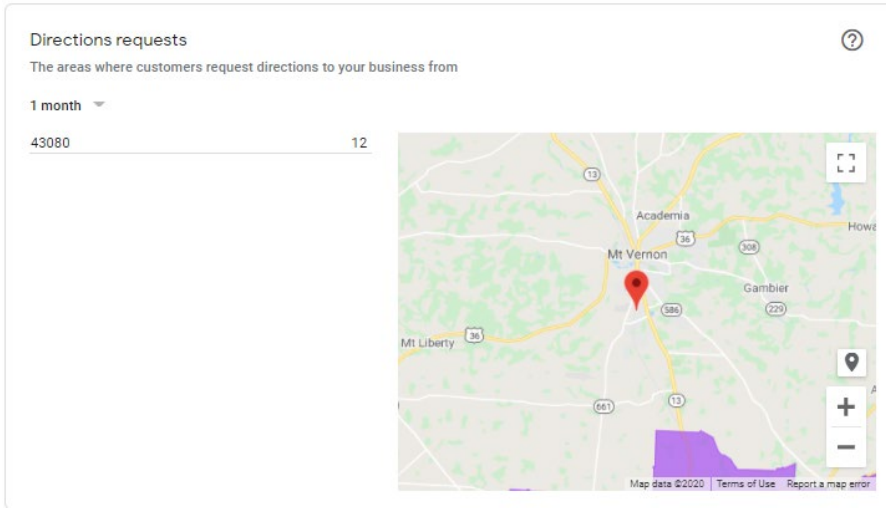
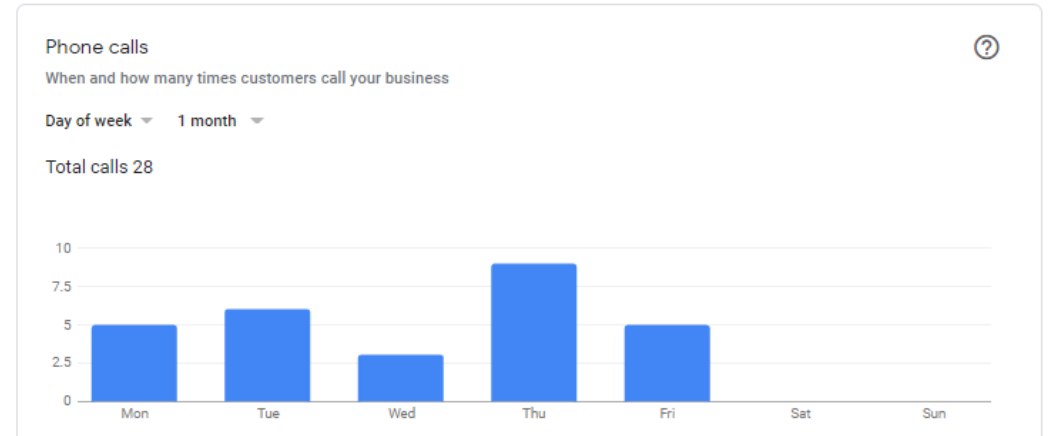


Google My Business

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★★★★☆

Show customers you care, one response at a time

Your customers now get notified when you reply to their review

All Replied Haven't replied

D Douglas Bevin
★★★★★ Jul 12, 2019
Great though a few docks. Receiving was the third driveway on the left underneath an awning. It's an inside dock. Blind... [More](#)

[Reply](#)

S Sam Bush
★★★★★ Aug 16, 2017
This place is a wonderful source of employment and quality automotive parts. I have been working here for almost a year... [More](#)

[Reply](#)

E Ethan Fields
★★★★★ Sep 15, 2016
That place is like having a gun pointed at your head.

[Reply](#)

A Angie Tigner
★★★★★ May 30, 2016
The user didn't write a review, and has left just a rating.

[Reply](#)

1-4 of 4

Google My Business

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★★★★★ Sep 15, 2016
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★★★★★ May 30, 2016
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Reply

1-4 of 4

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Overview By owner By customer 360 Video Interior Exterior Product At work Team > ≡

Got a product to showcase? You can now add products with the Product Editor.

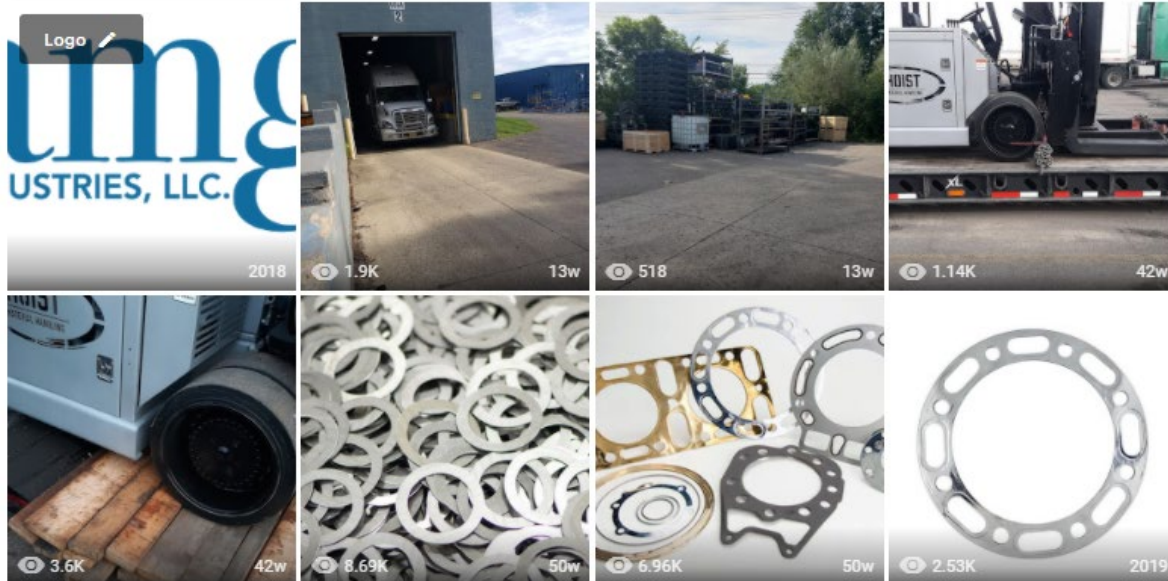
[Dismiss](#) [Go to the Product Editor](#)



Cover

Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps.

[Choose photo](#)



Google My Business


- Home
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- Products**
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Manage products


Let customers discover your business by adding products to your Business Profile on Google Search and Maps

[Add product](#) [See it on Google](#)

[All products](#) [Gaskets](#) [Shims](#)



Metal Gaskets



Metal Shims

Add product

Drag a photo here
or
[Select a photo](#)

Product name

0 / 58

Select a category

Fixed price Price range

Product price (\$)

Optional

Product description


0 / 1000

Optional

Add a button (optional)

[Save](#)

Edit product



[Refresh](#) [Delete](#)

Product name

Metal Gaskets 13 / 58

Select a category

Gaskets

Fixed price Price range

Product price (\$)

Optional

Product description

0 / 1000

Optional

Add a button (optional)

Learn more

Link for your button

<https://www.amgindustries.com/metal-gaskets.htm>

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The screenshot shows the Google My Business website editor interface. At the top, the URL is `amg-industries.business.site` with a 'Publish' button. Below that, the domain `amgindustries.co` is listed with a price of '\$30.00 /year' and a 'Buy' button. The main content area displays a preview of the website. The header includes the 'AMG Industries' logo, a hamburger menu, and navigation links for 'Get Quote', 'Call Now', and 'Get Directions'. The main body features the 'AMG Industries' logo in large orange text, followed by the text 'Manufacturer in Mount Vernon' and 'Open today until 5:00 PM'. A prominent orange 'GET QUOTE' button is centered below this text. At the bottom of the preview is a large photograph of a factory interior with a worker near a large piece of machinery. An 'Edit Header Photo' button is overlaid on the top right of the photo. On the left side of the editor, there is a vertical sidebar with icons for 'THEMES', 'EDIT', 'PHOTOS', and 'MORE'.

Developing an SEO Plan

Developing A Strategy

- 1) Fix Everything From Technical Assessment**
- 2) Build a Site Map**
- 3) Conduct Keyword Research**
- 4) Map Keywords**
- 5) Do Competitive Research**



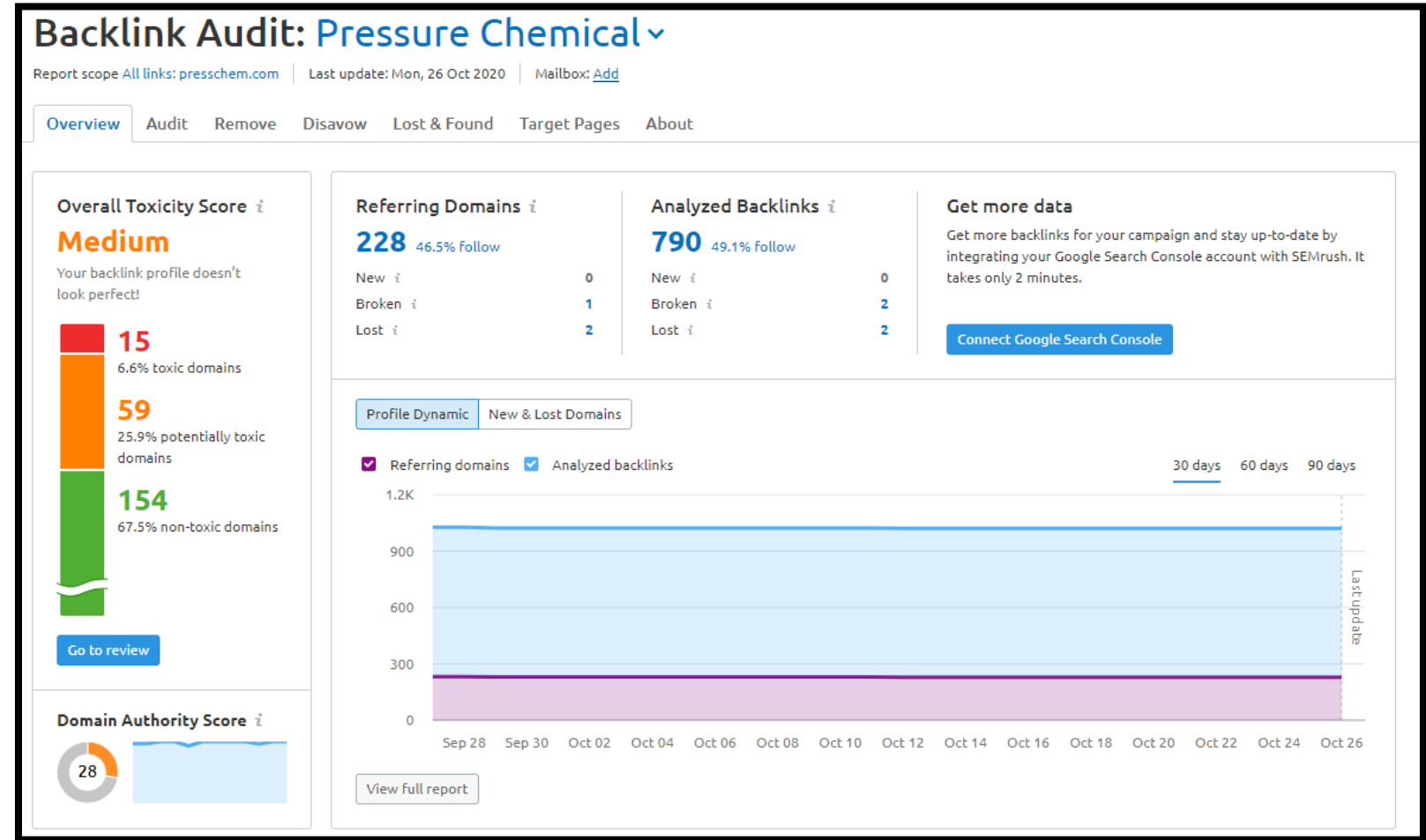
Clean House

Fix Technical Issues



Clean House

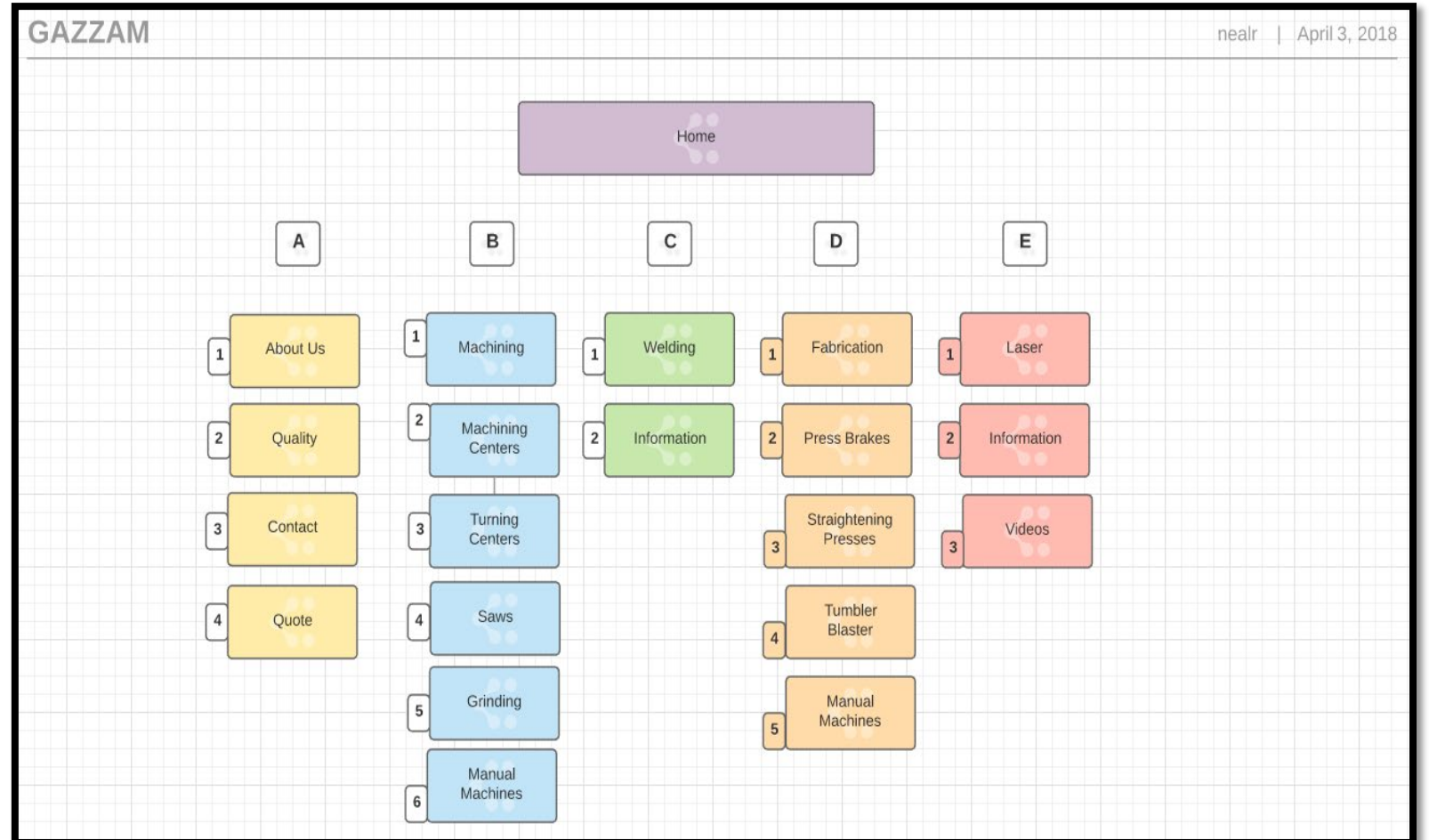
Disavow Bad Links



Sitemap

Online Mapping

www.lucidchart.com



Keyword research

Word Tracker

181 keyword suggestions

SAVE... EXPORT REMOVE...

+ Volume... + Competition... + IAAT... + KEI... + CPC... + Questions... + Including... + Excluding...

Keyword	Volume	IAAT	Comp.	KEI	CPC
forging tools	2900	—	—	—	0.37
forging hammer	2400	—	—	—	0.48

SEM-RUSH

PHRASE MATCH REPORT 1 - 44 (44)

Add to Export Manager 94 Advanced filters Export

Keyword	Volume	KD	CPC (USD)	Com.	Results	Trend	SERP
forged bottle opener	320	65.64	0.33	1.00	1,190,000		
open die forging	260	45.29	3.49	0.18	1,180,000		
hand forged bottle opener	170	65.17	0.39	1.00	1,820,000		
forge market opening hours	90	66.48	0.00	0.00	1,250,000		

Keyword Research – Competitors Keywords

Organic Research: eriepress.com

Export to PDF

US 172 IN 21 CA 20 Device: Desktop Date: Nov 8, 2020 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Positions Filter by keyword Volume SERP Features Advanced filters

Keywords **172** 3.61% Traffic **373** 0.27% Traffic Cost **\$1.1K** 2.42%

Organic Search Positions 1 - 100 (172)

To Keyword Manager Manage columns 15/15 Export

Keyword	SERP Features	Pos.	Diff.	Traffic	Volume	KD%	Traffic %	CPC (USD)	URL	Costs (USD)	Com.	Results	SERP	Upd.
erie press systems	[+]	1 → 1	0	168	210	62.27	45.04	5.07	www.eriepress.com/	851	0.03	7.5M	[SERP]	Nov 01
forging press	[+]	5 → 5	0	80	1,600	61.52	21.44	1.55	www.eriepress.com... html	124	1.00	40.1M	[SERP]	Nov 05
carbon extrusion press	[+]	1 → 1	0	32	70	54.02	8.57	0.00	www.eriepress.com... html	0	0.02	7.1M	[SERP]	Oct 28
stretch press machine	[+]	1 → 1	0	23	50	54.64	6.16	0.00	www.eriepress.com... html	0	0.14	97.9M	[SERP]	Nov 03
trim press	[+]	4 → 4	0	7	110	48.14	1.87	4.19	www.eriepress.com... html	32	0.55	305M	[SERP]	Oct 27
hydraulic forging press	[+]	14 → 14	0	6	880	56.83	1.60	2.14	www.eriepress.com... html	13	1.00	3.1M	[SERP]	Nov 03





Keyword Research – SEM Rush

Dashboard > Keyword Overview > Keyword Magic Tool

[User manual](#) [Send feedback](#)

Keyword Magic Tool: zinc die casting

[View search history](#)

Data  United States  Current

[All](#) [Questions](#) [Broad Match](#) [Phrase Match](#) [Exact Match](#) [Related](#)

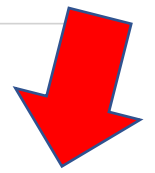
[Volume](#) [KD %](#) [CPC](#) [Include keywords](#) [Exclude keywords](#) [Advanced filters](#)

[By number](#) [By volume](#)

All keywords: **442** | Total  | Average KD: **51.64%**



[+ To Keyword Manager](#)

[Export](#) 

All keywords	442	Keyword	Volume	Trend	KD %	CPC \$	Com.	SERP Features	Results
> alloy	48	<input type="checkbox"/> zinc die casting	480		47.04	4.30	0.42		6.4M
> machine	25	<input type="checkbox"/> capresso infinity conical burr grinder 565.05 zinc die cast	70		79.74	0.00	0.00		81
> manufactu...	17	<input type="checkbox"/> die cast zinc material properties	50		49.73	0.00	0.19		2.6M
> vs	16	<input type="checkbox"/> nickel plating on zinc die cast	50		52.69	0.00	0.00		2.3M
> chrome	15	<input type="checkbox"/> die cast zinc alloy properties	40		51.95	0.00	0.07		1.1M
> company	15	<input type="checkbox"/> die cast zinc corrosion	40		51.02	0.00	0.29		16.4M

Keyword Research – Excel

	A	B	C	D	E	F	G
1	Keyword	Volume	Keyword Difficulty	CPC (USD)	Competitive Density	Number of Results	SERP Features
2	popcorn factory	27100	84.66	3.56	0.42	55200000	Knowledge Panel, Image Pack, Site Links, Reviews, Twitter, Video, Adwords Top, Video Carousel, People Also Ask, FAQ
3	popcorn calories	22200	82.5	0.93	0.01	24200000	Instant Answer, Knowledge Panel, Reviews, Video, Image, Video Carousel, People Also Ask
4	gourmet popcorn	14800	55.09	0.83	1	31600000	Local Pack, Image Pack, Site Links, Reviews, Shopping Ads, People Also Ask
5	popcorn bucket	6600	85.6	0.66	1	20800000	Image Pack, Reviews, Adwords Top, Video Carousel
6	best popcorn	5400	85.92	0.53	1	0	Carousel, Site Links, Reviews, Featured Snippet, Image, Adwords Bottom, Video Carousel, People Also Ask, FAQ
7	how many calories in popcorn	5400	84.12	1.25	0.01	23800000	Instant Answer, Knowledge Panel, Reviews, Image, Video Carousel, People Also Ask
8	kettle popcorn	5400	84.88	1.45	1	84300000	Knowledge Panel, Local Pack, Reviews, Image, Video Carousel, People Also Ask
9	popcorn fundraiser	2900	52.84	1.53	0.97	2370000	Image Pack, Reviews
10	where does popcorn come from	2900	74.77	0.98	0.01	112000000	Site Links, Reviews, Featured Snippet, Video Carousel, People Also Ask
11	bulk popcorn	2400	69.8	1.03	1	21100000	Local Pack, Image Pack, Reviews, People Also Ask
12	organic popcorn	2400	79.35	1.19	1	41500000	Image Pack, Reviews, Image, People Also Ask
13	popcorn benefits	1900	80.55	1.19	0.03	50500000	Image Pack, Featured Snippet, People Also Ask
14	cinnamon popcorn	1600	77.7	0.64	1	26300000	Reviews, Image, Adwords Bottom, Shopping Ads, Video Carousel
15	plastic popcorn containers	1600	80.49	0.22	1	32900000	Image Pack, Reviews, Image, Shopping Ads, Video Carousel
16							
17	Keyword	Volume	Keyword Difficulty	CPC (USD)	Competitive Density	Number of Results	SERP Features
18	cedar creek popcorn	140	65.33	0	0.72	3000000	Image Pack, Site Links, Reviews
19	cedar creek popcorn retailers	20	0	0	0.07	0	
20	cedar creek popcorn iowa	10	0	0	0.14	0	
21							

Keyword Research – Google It!

People also ask

What is the best gourmet popcorn? ▾

What is the difference between gourmet popcorn and regular popcorn? ▾

How long does gourmet popcorn last? ▾

How do I start a gourmet popcorn business? ▾

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The finest **gourmet popcorn** varieties in the world: From Almond to Zebra, you'll find it all. Sweet, savory and everything inbetween. All guaranteed to please!

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www.amazon.com > [Gourmet-Popcorn](#) > [k=Gourmet+P...](#) ▾

[Gourmet Popcorn - Amazon.com](#)

Results 1 - 16 of 2000+ — Amazon.com: **Gourmet Popcorn**.

www.thepopcornfactory.com > [clear-favorites-collection](#) ▾

[Gourmet Popcorn | Specialty Popcorn Favorites | The Popcorn ...](#)

Find your favorite **gourmet popcorn** gifts from our Favorites Collection, with a selection of specialty popcorn in the best popcorn tins for any occasion!

www.emmaspopcorn.com ▾

[Gourmet Popcorn Shop in Lancaster PA | Amish Popcorn Store](#)

Who doesn't love **gourmet popcorn**? From classic butter, to more exotic flavors, we have something for everyone here at Emma's Popcorn! Check out our site ...

Google Your Keyword Term

- 1) Who Comes Up?
- 2) Would Our Company Fit Here?
- 3) Is There a Knowledge Section or Questions
- 4) Videos & Images

Images for gourmet popcorn



[Report images](#)

Keyword Research – Excel

	A	B	C	D	E	F	G
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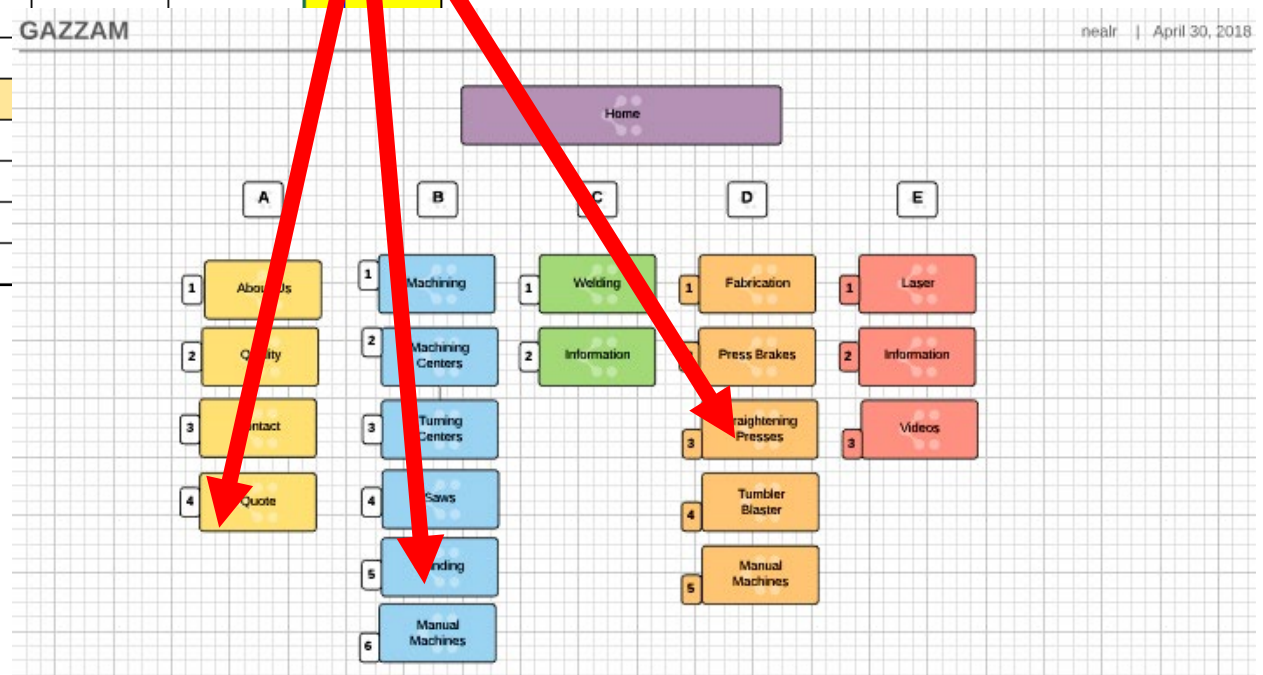
Merge Data

Map your keywords to pages = Keyword Targets

Keyword	Volume	IAAT	Competition	CPC	KEI	Web Map
classroom furniture	2400	13	4.83	3.84	85	A8
innovative classroom furniture	110	-1	-1	5.12	-1	B5
21st century classroom furniture	90	-1	-1	6.18	-1	
modern classroom furniture	70	-1	-1	4.4	-1	B4
school classroom furniture	70	-1	-1	4.73	-1	B3
college classroom furniture	50	-1	-1	5.18	-1	
flexible classroom furniture	30	-1	-1			
elementary classroom furniture	30	-1	-1			
collaborative classroom furniture	40	0	0			
classroom furniture tables	20	-1	-1			
wooden classroom furniture	20	-1	-1			
science classroom furniture	30	-1	-1			
movable classroom furniture	20	-1	-1			

GAZZAM

nealr | April 30, 2018



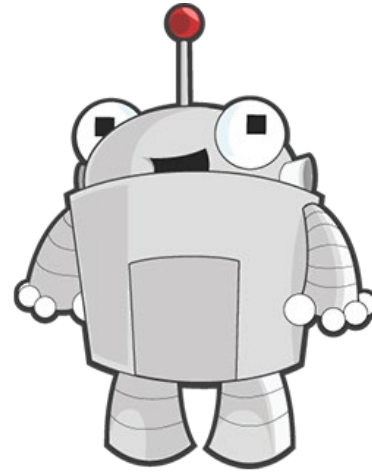
Competitive Research

- 1) Page Titles
- 2) Target Keywords
- 3) Description & Heading Tags
- 4) Content Quality (keywords, amount of text, readability)
- 5) Link Partners / Domain Authority / Page Authority



Competitive Research

Who's on First?



Google

MOZ

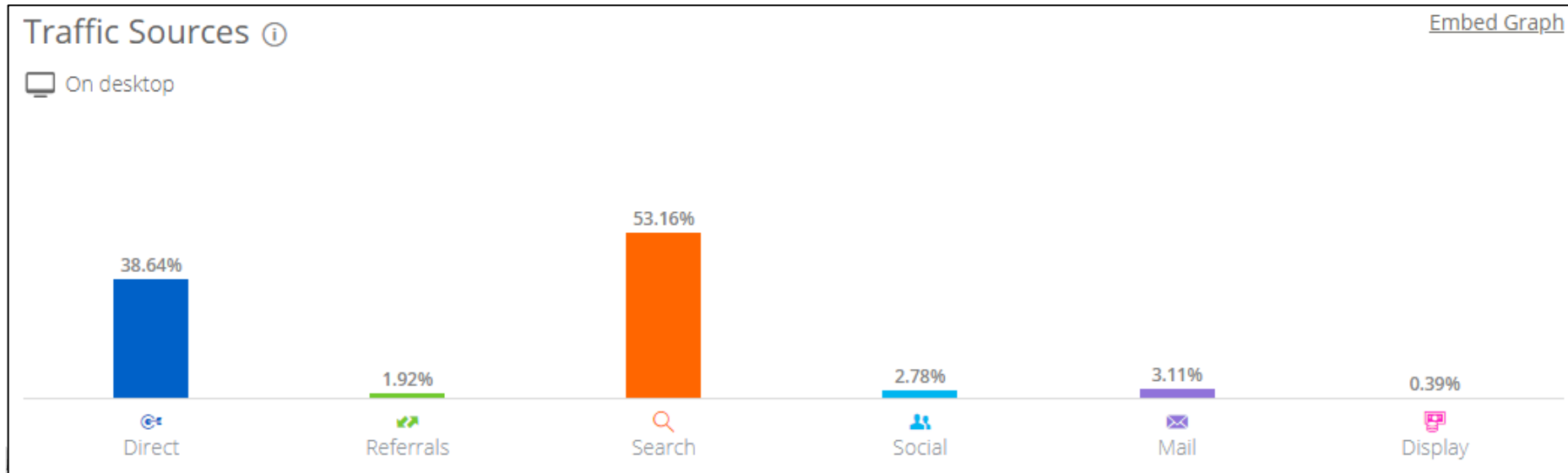
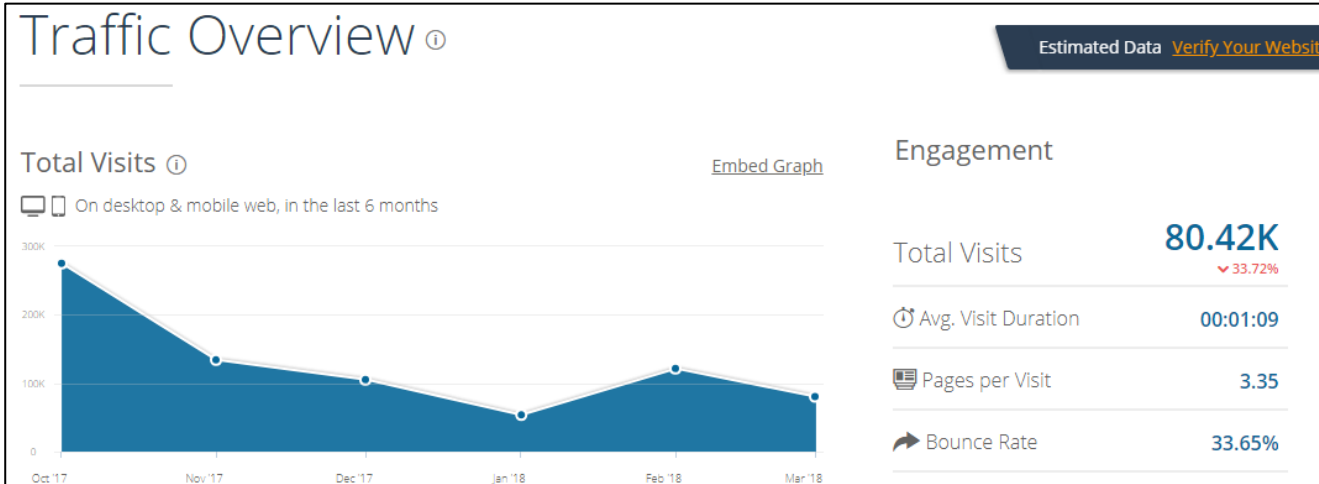


Siteliner

webconfs.com
seo tools & webmaster utilities



Competitive Research



Competitive Research



Referrals



Top Referring Sites:

webtop.webmail...	38.95%
nerfnaven.com	38.95%
benrideronline.c...	22.10% ↑ 12.47%



Top Destination Sites:

cdn7.bigcommer...	71.09% ↑ 48.62%
miamivalleytrails...	10.97%
p11.secure.hosti...	10.93%
checkout.paypal...	4.47%
amazon.com	2.54%

See More Referring Sites

See More Destination Sites



89.93% Organic

Top 5 Organic keywords Out of 491:

aero tech designs	9.44% ↑ 1,448%
best 3 layer rain cy...	5.31%
padded cycling sho...	4.57%
aerogel winter cycl...	2.05%
big and tall padded...	1.85%



10.07% Paid

Top 5 Paid keywords Out of 19:

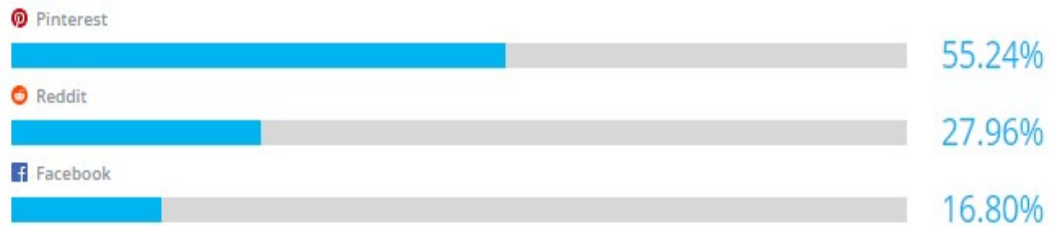
aerotech designs	1.64% ↑ 97.92%
women's cycling bi...	0.90%
dinamik cycle shorts	0.88%
plus size women bi...	0.88%
women's plus size ...	0.88%



Competitive Research



Social



Website Content

Desktop Mobile Web

Subdomains Folders Popular Pages

Subdomain (4)	Traffic Share
aerotechdesigns.com	97.80%
site.aerotechdesigns.com	1.47%
www.aerotechdesigns.com	0.46%
store.aerotechdesigns.com	0.26%

Page 1 of 1 Next >



Competitive Research – Google It!

www.popcornopolis.com › shop-our-flavor ▼

Shop Gourmet Popcorn | Popcorn Flavors | Popcornopolis

The finest **gourmet popcorn** varieties in the world: From Almond to Zebra, you'll find it all. Sweet, savory and everything inbetween. All guaranteed to please!

[Zebra® Popcorn](#) | [Unicorn Popcorn](#) | [Create Your Own Assortment](#) | [Caramel Corn](#)

www.amazon.com › Gourmet-Popcorn › k=Gourmet+P... ▼

Gourmet Popcorn - Amazon.com

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www.thepopcornfactory.com › clear-favorites-collection ▼

Gourmet Popcorn | Specialty Popcorn Favorites | The Popcorn ...

Find your favorite **gourmet popcorn** gifts from our Favorites Collection, with a selection of specialty popcorn in the best popcorn tins for any occasion!

www.emmaspopcorn.com ▼

Gourmet Popcorn Shop in Lancaster PA | Amish Popcorn Store

Who doesn't love **gourmet popcorn**? From classic butter, to more exotic flavors, we have something for everyone here at Emma's Popcorn! Check out our site ...

Document Competitor's

- 1) Title
- 2) Description Tag
- 3) URL Address
- 4) SERP Features (Answers – Images – Videos)

Competitive Research – Moz Bar

www.popcornopolis.com › shop-our-flavor ▾

Shop Gourmet Popcorn | Popcorn Flavors | Popcornopolis ✓

The finest **gourmet popcorn** varieties in the world: From Almond to Zebra, you'll find it all. Sweet, savory and everything inbetween. All guaranteed to please!

Zebra® Popcorn · Unicorn Popcorn · Create Your Own Assortment · Caramel Corn



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Gourmet Popcorn | Specialty Popcorn Favorites | The Popcorn ... ✓

Find your favorite **gourmet popcorn** gifts from our Favorites Collection, with a selection of specialty popcorn in the best popcorn tins for any occasion!



www.amazon.com › Gourmet-Popcorn › k=Gourmet+P... ▾

Gourmet Popcorn - Amazon.com ✓

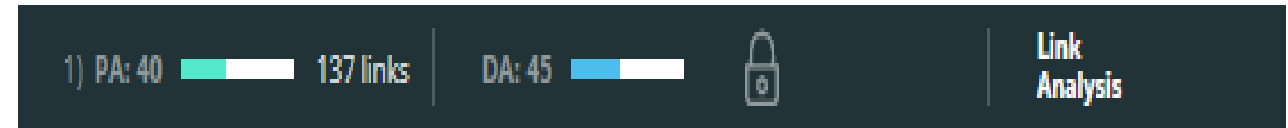
Results 1 - 16 of 2000+ – Amazon.com: **Gourmet Popcorn**.



www.emmaspopcorn.com ▾

Gourmet Popcorn Shop in Lancaster PA | Amish Popcorn Store ✓

Who doesn't love **gourmet popcorn**? From classic butter, to more exotic flavors, we have something for everyone here at Emma's Popcorn! Check out our site ...



Moz Bar Feature

- 1) Domain Authority
- 2) Number of Links to Page
- 3) Domain Authority

The screenshot shows the Moz Pro MozBar website. The top navigation bar includes links for Products, Blog, About, Resources, Moz Pro, Moz Local, and Free SEO Tools. A search icon and a notification bell are also present. Below the navigation bar, there are links for Moz Pro, How it works, Solutions, Pricing, and Testimonials, along with a 'Start My Free 30-Day Trial' button. The main content area features the Moz Pro logo, the MozBar logo, and the text 'Your free all-in-one SEO toolbar for research on the go.' Below this is a 'Download MozBar Free' button. At the bottom, there is a note: 'Compatible with Chrome web browser. By downloading MozBar, you agree to the Moz Terms of Use.' The footer contains the MozBar logo and the text: 'The industry's leading SEO toolbar – over 500,000 installs and climbing – MozBar gives you instant metrics while viewing any page or SERP.'

Competitive research



Domain Overview "aerotechdesigns.com"

Desktop Mobile

Categories: [Hobbies & Leisure](#) [Arts & Entertainment](#) [Shopping](#) [Show details](#)

ORGANIC SEARCH

15.9K -8% TRAFFIC	
SEMrush Rank	89.4K
Keywords	10.7K -6%
Traffic Cost	\$20.0K -9%

PAID SEARCH

640 0% TRAFFIC	
Keywords	407 0%
Traffic Cost	\$751 +2%

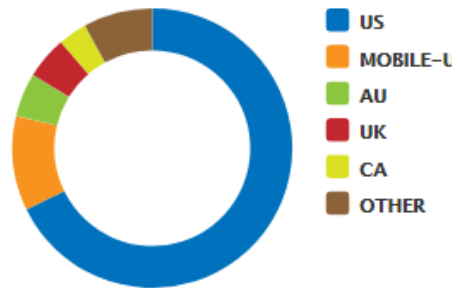
BACKLINKS

61.5K TOTAL BACKLINKS	
Referring Domains	507
Referring IPs	535

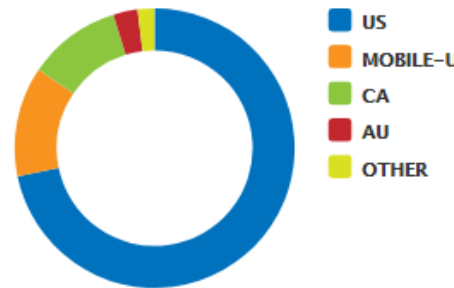
DISPLAY ADVERTISING

140 -69% ADS	
Publishers	74 -90%
Advertisers	0 0%

ORGANIC KEYWORDS



PAID KEYWORDS



ORGANIC PAID Notes 1M 6M 1Y 2Y All Time



Competitive research



live update TOP ORGANIC KEYWORDS (10,701) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic
mens bike shorts	1 (4)	4,400	1.83	<div><div style="width: 100%;"></div></div>
bike shorts	4 (4)	18,100	1.57	<div><div style="width: 100%;"></div></div>
aero tech designs	1 (1)	880	0.30	<div><div style="width: 100%;"></div></div>
aerotech designs	1 (1)	720	0.25	<div><div style="width: 100%;"></div></div>
bike shorts women	4 (4)	8,100	1.48	<div><div style="width: 100%;"></div></div>

Export

View full report

live update MAIN ORGANIC COMPETITORS (5,304) ⓘ

Competitor	Com. Level	Com. Keywords	SE Keywords
primalwear.com	<div><div style="width: 50%;"></div></div>	688	10.6k
terrybicycles.com	<div><div style="width: 50%;"></div></div>	612	6.7k
voler.com	<div><div style="width: 50%;"></div></div>	637	8.0k
goreapparel.com	<div><div style="width: 50%;"></div></div>	445	448
shebeest.com	<div><div style="width: 50%;"></div></div>	302	2.0k

Export

View full report



BACKLINKS

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Tour Your Future - Carnegie STEM Girls http://carnegiestemgirls.org/stemprograms/fut...	Visit aerotechdesigns.com https://www.aerotechdesigns.com/	
Tour Your Future – Carnegie STEM Girls http://carnegiestemgirls.org/stemprograms/fut...	https://www.aerotechdesigns.com https://www.aerotechdesigns.com/	
CLASSIFIEDS - BentRider Online Forums http://www.bentrideronline.com/messageboard/f...	Aerotech http://www.aerotechdesigns.com/	SITEWIDE
You can now access Healthy Ride with your ConnectC... https://www.bikepgh.org/2017/09/29/can-now-ac...	http://www.aerotechdesigns.com/	IMAGE
Design Tool - Aero Tech Designs Semi-Custom Cyclin... http://www.aerotechdesigns.biz/?design=basic_...	About Us http://www.aerotechdesigns.com/info.html	

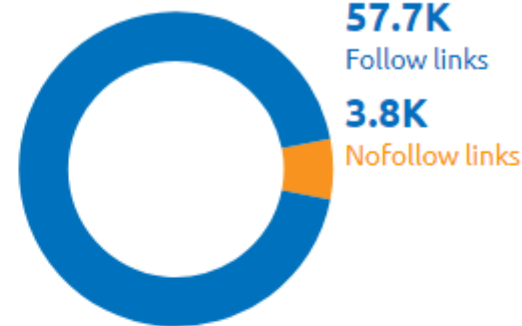
Export

View full report

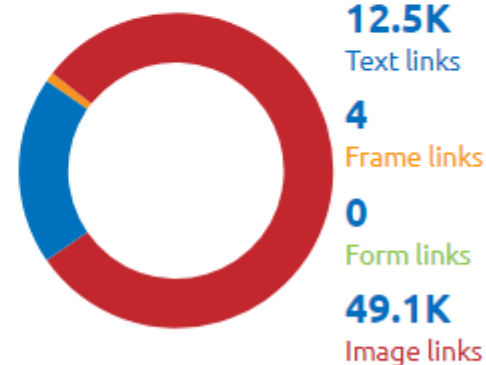
TOP ANCHORS

Anchors	Domains	Backlinks
Empty Anchor	62	49,420
.	7	1,251
buy now	1	373
www.aerotechdesigns.com	24	210

FOLLOW VS NOFOLLOW



BACKLINK TYPE



Competitive research

	A	B	C	D	E	F	G
1	Page score	trust score	Source url	Anchor	External links	Internal links	Nofollow
2	71	67	http://carnegiestemgirls.org/stemprograms/future-tours/	Visit aerotechdesigns.com	25	64	false
3	71	67	http://carnegiestemgirls.org/stemprograms/future-tours/	https://www.aerotechdesigns.com	23	73	false
4	63	64	http://www.bentrideronline.com/messageboard/forumdisplay.php	Aerotech	63	79	false
5	59	22	https://www.bikepgh.org/2017/09/29/can-now-access-pittsbu		13	61	false
6	56	57	http://www.aerotechdesigns.biz/?design=basic_jersey	About Us	57	103	false
7	56	57	http://www.aerotechdesigns.biz/?design=basic_jersey	privacy	57	103	false
8	56	57	http://www.aerotechdesigns.biz/?design=basic_jersey	Children	57	103	false
9	56	57	http://www.aerotechdesigns.biz/?design=basic_jersey	Full Custom Request Form	57	103	false



Site Overview – Screaming Frog

https://www.screamingfrog.co.uk/se spider/

http-www-eriepress-com - Screaming Frog SEO Spider 13.2

File Configuration Mode Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screamingfrog Start Clear

Internal Response Codes URL Page Titles **Meta Description** Meta Keywords H1 H2 Images Canonicals Pagination Directives Hreflang AJAX AMP Structured Data Sitemaps PageSpeed Custom Search Custom Extraction

HTML Search...

Canonical Link Element 1	Content	Status...	Status	Indexability	Indexability Status	Title 1	Title 1 Length	Title 1 Pixel Width
	text/htm...	302	Found	Non-Indexable	Redirected		0	0
https://www.eriepress.com/index.html	text/html	200	OK	Non-Indexable	Canonicalised	Forging presses - Hydraulic presses - Mechanical forging presses Erie ...	75	674
https://www.eriepress.com/Compacting-Presses/index.html	text/html	200	OK	Indexable		Hydraulic Powder Compacting Presses - ERIE PRESS SYSTEMS	56	580
https://www.eriepress.com/index.html	text/html	200	OK	Indexable		Forging presses - Hydraulic presses - Mechanical forging presses Erie ...	75	674
http://www.eriepress.com/legal.html	text/html	200	OK	Non-Indexable	Canonicalised	Erie Press Systems Legal Statement Page	39	376
https://www.eriepress.com/Erie-Press/index.html	text/html	200	OK	Indexable		Manufacturer of Hydraulic & Mechanical Presses - About Erie Press Sy...	73	676
https://www.eriepress.com/Carbon-Extrusion-Presses/index.html	text/html	200	OK	Indexable		Carbon Extrusion Presses - vacuum degassing compaction - carbon ex...	73	677
http://www.eriepress.com/privacy.html	text/html	200	OK	Non-Indexable	Canonicalised	Internet Privacy Policy - Erie Press Systems	44	388
https://www.eriepress.com/Compression-Molding-Presses/index.html	text/html	200	OK	Indexable		Composite Molding Press for composite materials - Erie Press	60	548
http://www.eriepress.com/site-map.html	text/html	200	OK	Non-Indexable	Canonicalised	Erie Press Systems Hydraulic & Mechanical Press Manufacturer Site ...	71	659
http://www.eriepress.com/coronavirus.html	text/html	200	OK	Non-Indexable	Canonicalised	Corona Virus Update & News - Erie Press Systems	47	450
https://www.eriepress.com/Erie-Press/Careers.html	text/html	200	OK	Indexable		ERIE Career Opportunities - Erie Press Systems Jobs Page	56	529
https://www.eriepress.com/Forging-Presses/index.html	text/html	200	OK	Indexable		Forging Press - Hydraulic & Mechanical Forging Presses Erie	59	536
https://www.eriepress.com/Stretch-Forming-Machines/index.html	text/html	200	OK	Indexable		Stretch Forming Machines - Extrusion Sheet Stretch Machines	59	543
https://www.eriepress.com/Forging-press-benefits/index.html	text/html	200	OK	Indexable		Forging press manufacturer - The Erie Press Advantage	53	491
https://www.eriepress.com/Parts-Service/index.html	text/html	200	OK	Indexable		Metal Forming Press & Forging Press Parts Service & Remanufacturing	67	627
https://www.eriepress.com/Contact-us.html	text/html	200	OK	Indexable		ERIE PRESS SYSTEMS - Contact Us Form	26	207

Selected Cells: 0 Filter Total: 95



Site Overview – Screaming Frog

Alt Image Tags

Image Alt Tags	
To	Alt Text
1. https://originalsaw.com/wp-content/uploads/3600beam300x270.jpg	Beam Saw
2. https://originalsaw.com/wp-content/uploads/contractor-4.21.20_600x624px.jpg	12" Contractor Duty Wood Cutting Radial Arm ...
3. https://originalsaw.com/wp-content/uploads/designedandmanufacturedusa_70.png	null
4. https://originalsaw.com/wp-content/uploads/clampingsystem_300x270.jpg	Pneumatic Clamps
5. https://originalsaw.com/wp-content/uploads/originalsaw_logo.png	Logo
6. https://s3.amazonaws.com/feathr-api-pictures/Y3JIYXRpdmUuNWY2YTJlZmU1MzRmNjNjNGQ2YjcxZjQ2LnBuZy0xMjAweDYzMA==	null
7. https://polo.feathr.co/v1/analytics/crumb?a_id=5a302752ff89295fa8bb02bf&cpn_id=5f3d51436aaa1ce97c7b3c2e&crv_id=5f6a2efe534f63c4d6b71f46&flvr...	null
8. https://originalsaw.com/wp-content/uploads/miterstand300x270.jpg	Miter Saw Stand
9. https://originalsaw.com/wp-content/uploads/measuringsystem300x270.jpg	Measuring System with Fixed Foot
10. https://www.facebook.com/tr?id=348881656&ev=PageView&noscript=1	fbpx



Document The Competition

	A	B	C	D
1		Company A	Company B	Company C
2	Page Title	Shop Gourmet Popcorn Popcorn Flavors Popcornopolis		
3	Description Tag	The finest gourmet popcorn varieties in the world: From Almond to Zebra, you'll find it all. Sweet, savory and everything inbetween. All guaranteed to please!		
4	URL	https://www.popcornopolis.com/shop-our-flavor.html		
5	Inbound Links	137		
6	Anchor Text	Gourmet Popcorn (32 Refs)		
7	Domain Authority	45		
8	Page Authority	40		
9	Header 1 Tag	None		
10	Header 2 Tags	Caramel Corn		
11		Gourmet Popcorn		
12	Amount of Text	457		
13	Google My Business Category	Popcorn Store		
14	Reviews #	9		
15	Reviews Rating	4.4		
16	Keyword Density	2X		
17	Canonical Links	Yes		
18	Schema Tags	None		
19	Page Speed	45/100		
20	Keywords	Gourmet Popcorn		
21		Buttered Popcorn		
22		Buy Popcorn		
23	Https	Yes		
24	Videos	None		
25	Images	Yes (2)		
26	Alt Image Text	Gourmet Popcorn		



Identify The Competitive Elements

What Titles work best?

Meta Tags

Content

How is Content Arranged (Outline or Free Form)?

Do They Have Videos on the Page?

How Well Optimized is Their Google My Business Listing?

This will help you to take their data and make an effective implementation plan for your website



End of Session 3

Questions

Assistance

