Competitor analysis for eZnet CRM

Top competitor:

* Salesforce
* ZOHO
* SugerCRM

These are the top competitor for us.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Competitor** | **PageRank** | **Pages** | **Backlinks** | **Alexa Rank** |
| Salesforce | 5 | 3342 | 2,860 | 124 |
| ZOHO | 7 | 60 | - | 494 |
| SugerCRM | 6 | 1733 | 416 | 12,090 |

* Our **eZnetcrm.com** Website is getting a very low traffic as the Alexa rank is very high (3,775,859). A **low rank means that website gets a lot of visitors.**
* eZnetcrm.com website is not designed and optimized as per mobile devices.
* Visibility of **eZnetcrm.com** website is poor due to poor number of back link to the website.

The top primary keywords competitor ranking:

Primary Keywords

* CRM:
* Cloud CRM
* Customer relationship management
* CRM management software
* CRM cloud software
* client relationship management
* customer relationship management software
* CRM for business
* Best cloud CRM
* cloud based CRM

While searching these primary keyword in google.com we come to find that these are the top most ranking website in 1st page of google.

1. [www.Zoho.com](http://www.zoho.com/)
2. [www.Salesforce.com](http://www.salesforce.com/)
3. [www.SugarCRM.com](http://www.sugarcrm.com/)
4. [www.reallysimplesystems.com](http://www.reallysimplesystems.com/)
5. [www.insightly.com](http://www.insightly.com/)

Social Media Optimization (SMO) Analysis

* Our **eZnetcrm.com** website are very little or no presence in social media.
* No active engagement on Facebook, Twitter or any other social media websites.
* No Facebook group participating for eZnetcrm.com

**Recommendations**

* Write more content and create new pages so that Google and other search engines indexed pages and thus increase traffic on to the site.
* Keywords should be more consistent for the website.
* We can add the section as **PRODUCT** in the eZnet CRM site.

**Product** **http://www.facebook.com/**

**Sales Cloud**

**Service Cloud**

Marketing Cloud

Community Cloud

Small business solution

* And the other section as **Industries**

**Industries**

**Financial Services**

**Healthcare**

**Retail**

**Media**

**Manufacturing**

**Automotive**

**Government**

* Improve the social media presence by active engagement on Social Media websites thus increasing the presence, traffic and brand recognition eZnetCRM.com.
* For Facebook:
* Active Engagement on Facebook fan page with fresh content.
* Facebook group participating: Facebook Groups, communities of friends with similar interests, are also becoming extremely popular.
* Invite Facebook friends that fit our target profile.
* Include Facebook Page URL (Vanity URL) for promotion materials.
* Promote Facebook Page on other Social Sites.
* **For Twitter:**
* Share Engaging Content: Provide information that is useful to our target audience.
* Use Hashtags: Hashtags makes it easier for others to follow conversations and find tweets about relative subjects.
* Tweet and Retweet: Engaging with other individuals on Twitter will invite them to do the same. Directing a post at a user will help establish a relationship and increase engagement with that specific person.
* **For YouTube**
* Uploading video with prior title (Using keywords enrich title) Like:: how to use the eZnet CRM Software.
* In the description box putting the title again right after link and use a relevant description for the video so that the Google can read and index the video properly.
* **For LinkedIn**
* Create the Company profile in LinkedIn like:-http://www.linkedin.com/company/CompanyName (Depend on availability). As all the competitor have the LinkedIn profile.
* LinkedIn group participating. LinkedIn groups are by far the most powerful aspect of LinkedIn.
* Reasons to Start a LinkedIn Group participation
* Builds Thought Leadership
* Connects A Thriving Community
* Drives Traffic To Your Site
* Builds a Personal Network