**📄 README: Competitor Website Traffic & Search Audit Tracker**

This spreadsheet is designed to capture and compare key **web analytics and organic search metrics** for selected competitor school websites. Data is primarily sourced from **Similarweb Pro** and manual audits. It supports both quantitative benchmarking and qualitative analysis to inform positioning, outreach strategy, and visibility gaps.

**🧭 Column Descriptions**

| **Column Name** | **Description** |
| --- | --- |
| **School Name** | Official or commonly used school name |
| **URL** | Homepage of the school’s main website |
| **Monthly Visits** | Total estimated site visits per month (from Similarweb) |
| **Unique Monthly Visits** | Estimated number of distinct visitors in a month (if available) |
| **Visit Duration** | Average time (in minutes) a visitor spends on the site |
| **Pages per Visit** | Number of pages a user typically visits during a session |
| **Bounce Rate (%)** | % of visitors who leave after viewing just one page |
| **Traffic Sources (%)** | Breakdown of traffic by channel: Direct, Search, Referral, Social, etc. |
| **Organic Search (%)** | Share of total traffic that comes from unpaid search engines. Proxy for |
| **Search Volume (Brand) (%)** | % of organic search attributed to branded queries (e.g., school name) |
| **Top Non-Branded Search Keywords** | High-ranking generic search terms that drive traffic (e.g., “Montessori school Hartford”) |
| **Top Referring Sites** | Most frequent external websites linking to the school (e.g., directories, partners) |
| **Ad Presence (Google)** | Whether the school runs Google Ads (Search or Display) from https://adstransparency.google.com/advertiser/AR12999170592421707777?region=US |
| **Notes** | Any relevant observations, caveats, or contextual notes (e.g., “site under redesign,” “high mobile traffic,” “relies heavily on organic SEO”) |

### **METRICS INTERPRETATION:**

| **Metric** | **What It Tells You** | **What It Misses** |
| --- | --- | --- |
| **Organic Search %** | Whether a site attracts free search traffic | Doesn’t show **which** keywords or how competitive they are |
| **Branded vs. Non-Branded Search** | Brand awareness vs. discovery | Doesn’t capture total impressions or keyword ranking |
| **Top Search Keywords** | Which queries drive visits | May miss long-tail keywords or low-volume intent |

### **🛠️ How to Use**

* Use **one row per competitor**.
* Fill in the data using Similarweb (Pro version), Meta Ad Library, and your own browser-based manual audit.
* Where data is unavailable or not detected, use placeholders like:
  + None detected
  + 0%
  + Low, Medium, High (for brand volume if ranges used)
* Use the **Notes** column to add clarity or justify unusual data points.

**🧩 README Add-on: Qualitative Website Features Audit**

This section evaluates each school website on key **qualitative features** related to clarity, user experience, content richness, and engagement readiness. It complements the traffic and search data by assessing how well the site communicates its value and supports prospective parent decision-making.

### **🎯 Scoring System**

Each feature is scored on a **1 to 3 scale**:

| **Score** | **Meaning** |
| --- | --- |
| **1 – Weak or Absent** | Feature is missing, unclear, or poorly executed |
| **2 – Partial / Adequate** | Feature is present but limited or could be improved |
| **3 – Strong** | Feature is clearly visible, well-executed, and user-friendly |

### **🧠 Final Assessment Columns**

* **Qualitative Strengths**: Freeform notes on standout features or messaging
* **Qualitative Weaknesses**: Any UX gaps, missing info, or missed opportunities
* **Overall Qualitative Score**: Average or impression-based 1–5 rating of the full site experience