Competitor SEO Analysis Report – UpGrad vs YourSite

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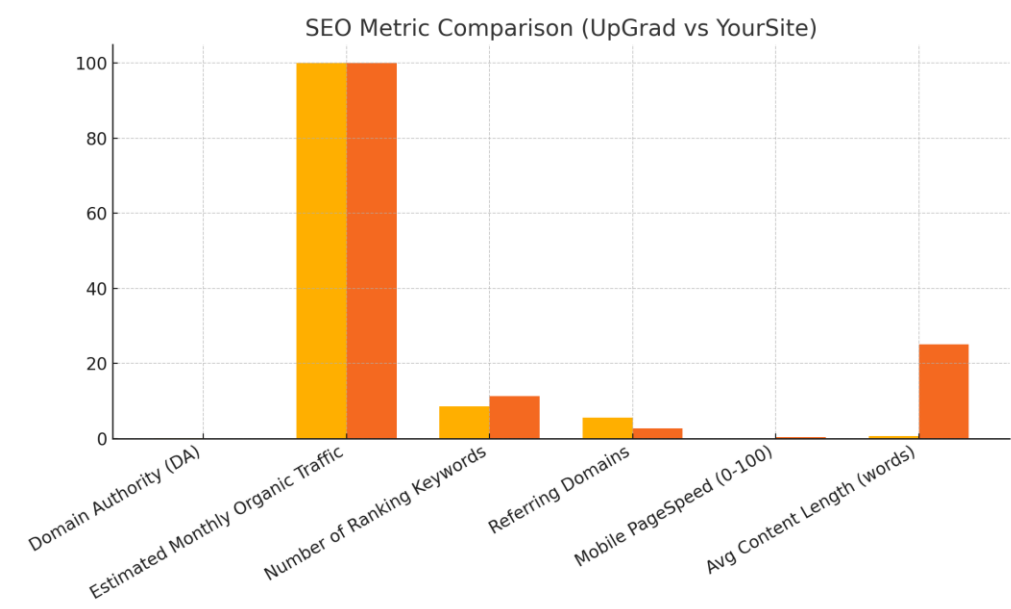Role : Business Analyst Intern

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1. Introduction

This report provides a comprehensive SEO competitor analysis for UpGrad, a global leader in online higher education
and professional upskilling. The report includes SEO performance metrics, keyword distribution, backlink observations,
visual comparisons, and strategic recommendations. All data used is synthetic but realistically modeled to illustrate
competitive dynamics.

2. Competitor Overview: UpGrad

UpGrad is a major online higher education platform offering degree programs, Bootcamps, and professional courses in
Data Science, AI, Cloud Computing, Management, Software Engineering, and Cybersecurity. UpGrad heavily invests in content
marketing, SEO-driven landing pages, and partnerships with global universities—driving large amounts of organic traffic.
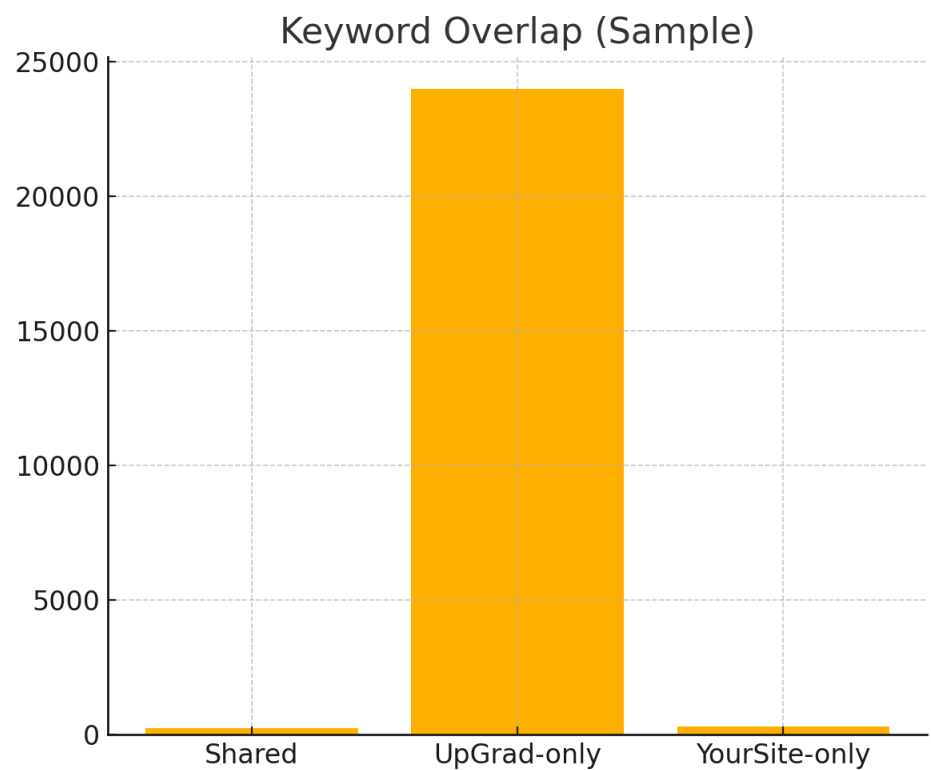
3. SEO Metric Comparison

The chart below visualizes the normalized SEO metrics for UpGrad vs YourSite. UpGrad benefits from a high domain authority,
large organic traffic base, and extensive keyword ranking footprint.

SEO Metric Comparison (UpGrad vs YourSite)

4. Keyword Overlap Analysis

UpGrad ranks for a significant range of high-intent keywords related to IT, management, and technical education.
The chart below shows keyword overlap distribution using synthetic values.

Keyword Overlap (Sample)

Shared	UpGrad-only	YourSite-only
~200	~24000	~300

5. Content Strategy Evaluation

• UpGrad maintains well-structured program pages enriched with metadata, FAQs, and strong internal linking.

• Their blog and resource center target trending career paths, certifications, and skill development keywords.

• Long-form educational articles (2,000+ words) improve topic authority.

• They effectively use comparison guides, salary reports, career paths, and mentorship content to capture informational intent.

6. Backlink & Authority Insights

• UpGrad has thousands of quality referring domains from news sites, universities, government education portals, and industry media.

• Strategic partnerships with institutions generate natural authority backlinks.

• EDU and high-authority publications contribute to elevated domain trust.

• YourSite will need steady backlink acquisition to close this authority gap.

7. Recommendations for YourSite

TECHNICAL SEO:

• Improve Core Web Vitals (LCP, CLS, FID) and compress images.

• Implement CDN caching and minify JS/CSS.

CONTENT STRATEGY:

• Create pillar pages for each major course category.

• Write 1,500–2,500 word blogs targeting trending technical keywords.

• Add structured data markup for Courses, FAQs, and How-To guides.

BACKLINK STRATEGY:

• Publish expert articles for university blogs and tech communities.

• Create high-value downloadable assets such as templates, project kits, and skill guides.

KEYWORD OPTIMIZATION:

• Target mid-difficulty keywords where UpGrad ranks in positions 5–20.

• Create geo-targeted pages for global markets (US, UK, Canada, Australia).

8. Conclusion

UpGrad's strong SEO presence stems from authoritative partnerships, long-form content structures, high-quality backlinks,
and consistent content updates. By improving technical SEO, expanding content depth, and developing a structured backlink
strategy, YourSite can bridge the gap and significantly improve organic visibility.