

# SEM Coaching 70

# Google SERP Analysis – Part 2

# Introduction

- Earlier, we discussed about the goal of Google SERP Analysis, which is to analyze the DEGREE OF DIFFICULTY of the keyword competition BEFORE embarking on SEO for that keyword - and help you better understand the quality of the competition and their relative SEO strength.
- We also introduced the use of a Competitive Analysis Matrix Table to map out the competitive landscape.
- In this session we introduce a powerful FREE add-on to help you quickly and easily analyze the RELATIVE STRENGTH of each SERP competitor

# Installing MozBar

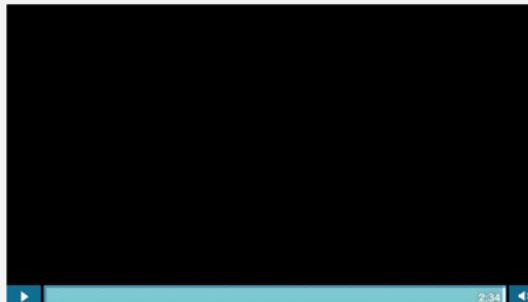
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We've got a toolbar that makes SEO easier.  
Download the MozBar to streamline your SEO. The MozBar provides easy access to the most powerful SEO tools and data while you surf the web.

[Download for Chrome](#)  
version 3

[Download for Firefox](#)  
version 2.65 (version 3 awaiting Mozilla review)

By downloading the MozBar, you agree to the Moz Terms of Use.



MozBar lets you:

- Access important SEO metrics at a glance as you surf the web.
- Create custom searches by search engine, country, and region or city.
- See how difficult it is to rank for a given keyword.
- Expose page elements with the Analyze Page overlay.
- Preview and validate authorship, schema.org, and other markup inside the browser.
- View social metrics for Facebook, Twitter, and Google+.



Create Custom Searches



SERP Overlay with Detailed Metrics



Highlight Links and Keywords



Analyze Page Overlay

<https://moz.com/tools/seo-toolbar>

Search the store

Featured

Apps Games Extensions Themes

TYPES Chrome Apps Websites

CATEGORIES All

FEATURES Runs Offline By Google Free Available for Works with

RATINGS ★★★★☆ ★★★★★ & up

**MozBar**  
offered by **Moz**  
★★★★★ (632)

**OVERVIEW**

Add "MozBar"?

**It can:**

- Read and change all your data on the websites you visit

Cancel Add extension

+ ADD TO CHROME

G+ 1k

Compatible with your device

**MozBar from Moz**

Moz's SEO Toolbar for Chrome

Streamline your SEO while you surf the web. This toolbar from Moz lets you create custom searches, compare link metrics, highlight links and keywords, quickly expose page elements, and access other powerful SEO tools—all in-line with your browser.

MozBar lets you:

- Access important SEO metrics at a glance as you surf the web.
- Create custom searches by search engine.

Website Report Abuse

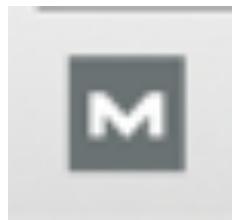
Version: 3.1.59  
Updated: November 20, 2015  
Size: 915KIB  
Language: English

Word Online Seal IN+

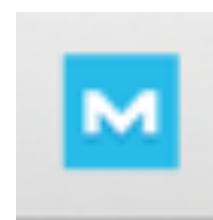
<https://moz.com/tools/seo-toolbar>

## How MozBar Works

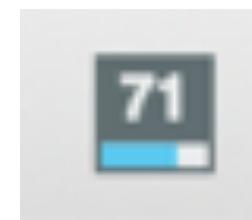
# Toggling MozBar



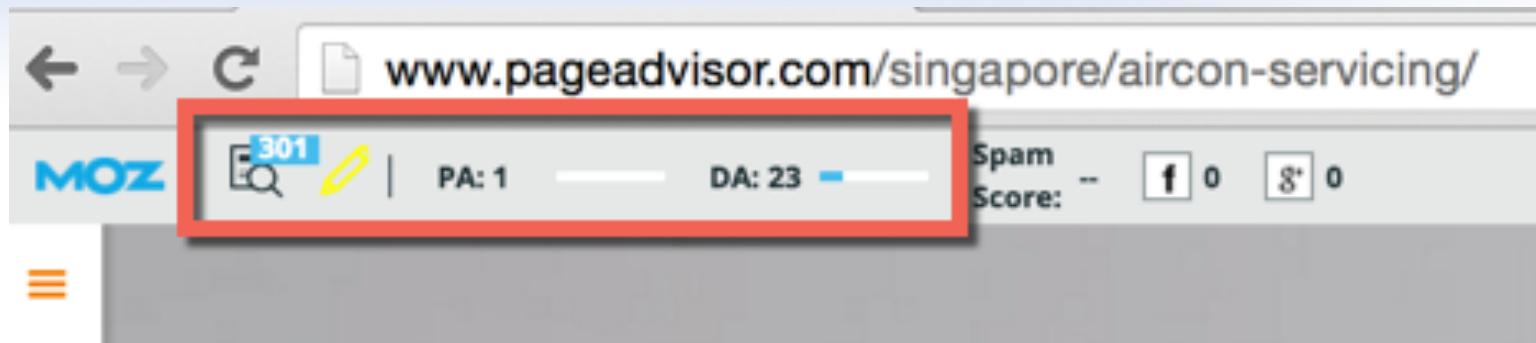
Off



On

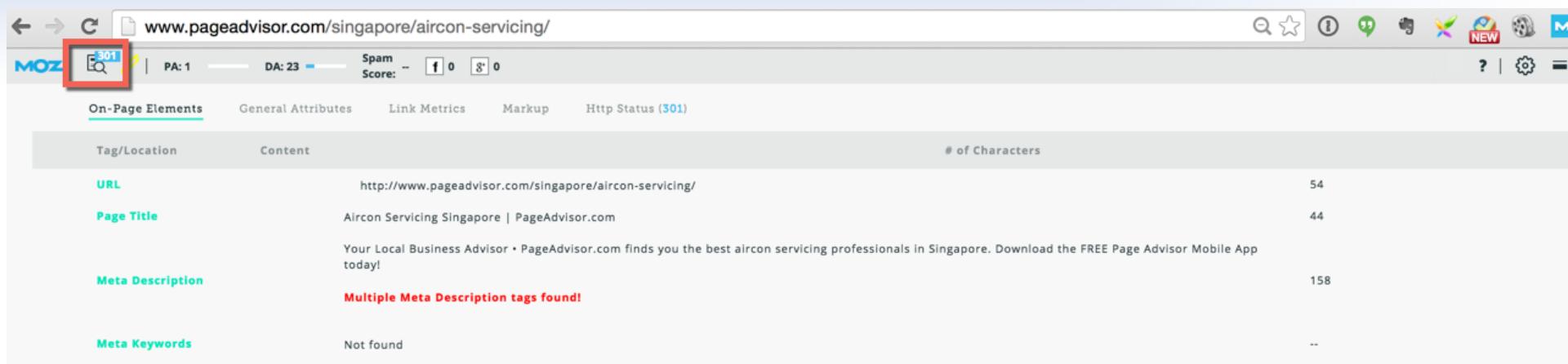


**Domain Authority  
Mode**



From Left to Right:

- *Page Analysis*
- *Highlight Links*
- *Page Authority*
- *Domain Authority*



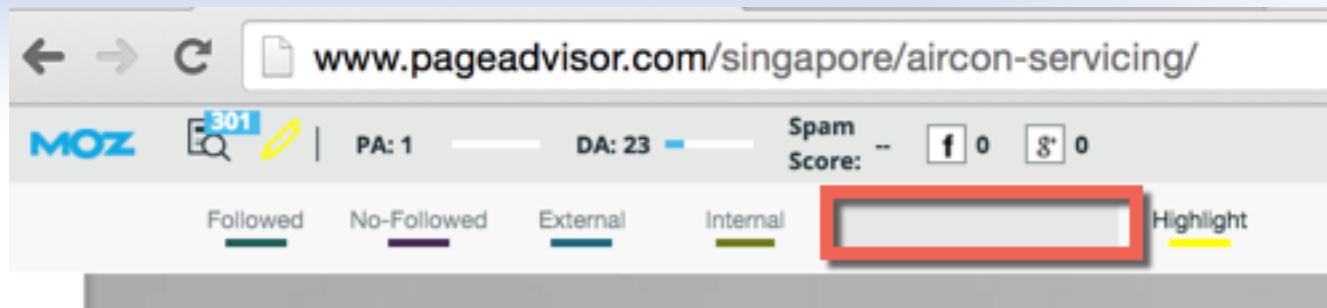
The screenshot shows the Page Advisor interface for the URL [www.pageadvisor.com/singapore/aircon-servicing/](http://www.pageadvisor.com/singapore/aircon-servicing/). The top navigation bar includes links for On-Page Elements, General Attributes, Link Metrics, Markup, and Http Status (301). The Http Status (301) link is highlighted with a red box. Below this, there's a table with columns for Tag/Location, Content, and # of Characters. The table rows include:

Tag/Location	Content	# of Characters
URL	<a href="http://www.pageadvisor.com/singapore/aircon-servicing/">http://www.pageadvisor.com/singapore/aircon-servicing/</a>	54
Page Title	Aircon Servicing Singapore   PageAdvisor.com	44
Meta Description	Your Local Business Advisor • PageAdvisor.com finds you the best aircon servicing professionals in Singapore. Download the FREE Page Advisor Mobile App today!	158
Multiple Meta Description tags found!		
Meta Keywords	Not found	--

## From Left to Right:

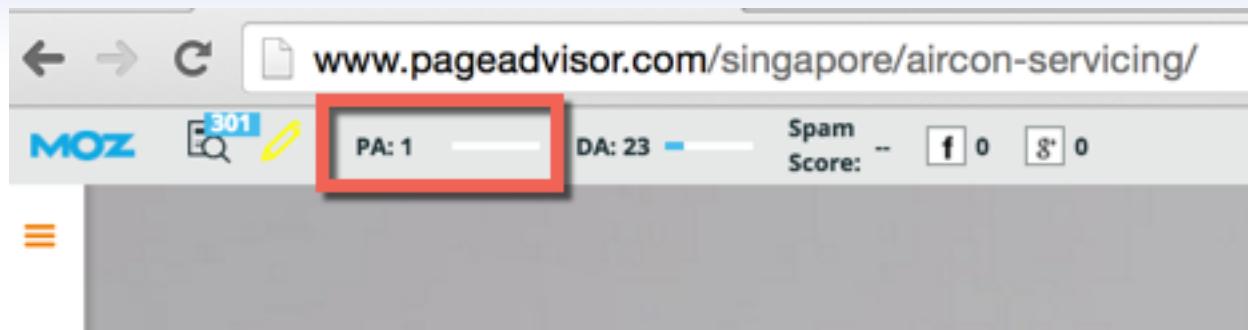
- *On-Page Elements*
- *General Attributes*
- *Link Metrics*
- *Markup*
- *Http Status (301)*

# Highlight Links



## Highlights:

- *Keyword Placement*
- *Link Type*
  - *Followed*
  - *No-Followed*
  - *External*
  - *Internal*



Page Authority computes the authority of the page in question, and not the authority of the domain.

A lower Page Authority score suggests the page is low in authority.

However, it should be assessed along with Domain Authority, as Domain Authority reveals the authority of the root domain.

# MozBar & Pro Subscription

# MozBar With Pro Subscription

## Home Services Singapore & Malaysia | PageAdvisor.com

[www.pageadvisor.com/](http://www.pageadvisor.com/) ▾

Looking for reliable home & lifestyle services? With Page Advisor, you can hire local service providers from over 100 specialisation across 39 different service.

1) PA: 33  24 links / 19 RDs | DA: 23  77 links / 27 RDs |  Link Analysis

## About Us, Skilled Nursing Facility, Patient Home Care

[www.nursesathome.com.my/about.html](http://www.nursesathome.com.my/about.html) ▾

... the best medical facilities, home care and hospital nursing services in Malaysia. ...

Nurses At Home is a professionally operated and hospital-linked service ...

2) PA: 21  22 links / 3 RDs | DA: 25  17,723 links / 362 RDs |  Link Analysis

## Malaysia Home Services | Renovation, Interior Design ...

[homeservices.iproperty.com.my/](http://homeservices.iproperty.com.my/) ▾

Comprehensive database of Malaysia Home Renovations and Home Improvement companies including interior design, furniture, finance, electronics, ...

3) PA: 45  45,255 links / 3 RDs | DA: 47  6,850,672 links / 611 RDs |  Link Analysis

## Homeloq: Home Services, Home Repairs, Contractor ...

[www.homeloq.my/](http://www.homeloq.my/) ▾

Home Services, Home Repairs, Contractor Services, Handyman Services related in Malaysia.

4) PA: 27  990 links / 3 RDs | DA: 18  108,483 links / 4 RDs |  Link Analysis

## Wefix: Home Repair Services Company Malaysia

[www.wefix.my/](http://www.wefix.my/) ▾

We are reputable home repair services firm in Malaysia with years of experience in home emergency maintenance and plumbing services.

5) PA: 21  1 links / 1 RDs | DA: 5  1 links / 1 RDs |  Link Analysis

If you have a Moz subscription, you will be able to see critical Page Authority and Domain Authority scores for each listing in the SERPs quickly and easily.

# ‘Live’ Demo

# Questions?