SEM Coaching 69



Google SERP Analysis





Introduction

- Google SERP Analysis is the analyzing of top search results in Google's Search Engine Results Pages (SERPs)
- The goal 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.
- The weaker the existing competition, the higher the chances and the quicker you'll be able to outrank them in the SERPs
- We use a Competitive Analysis Matrix Table to map out the competitive landscape





Competition Analysis Matrix Template





Www.imarketing.courses Competition Analysis Matrix **Template**

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ŀ	Home Insert Page	Layout Formula	s Data Review	View							©	• •
K26 $\stackrel{\wedge}{\mathbf{v}}$ \times \checkmark $f_{\mathbf{x}}$												
	A	В	С	D	E	F	G	Н	1	J	К	L
1	Keyword	dog training singapore										
2	Competitors	Branded Domain? (e.g. neocatering.com)	Root Domain Instead of Sub- Directory Showing? (e.g. catering.com.sg instead of catering.com.sg/halal- catering)	KW in Title? (e.g. Catering Singapore I Best Catering)	Long URL?		majestic.com External Backlinks	majestic.com Trust Flow	majestic.com Citation Flow			
3	dogtraingsingapore.org	Υ	Υ	Y	N	N	45	7	9			
4	waggie.com.sg	Υ	Υ	Υ	N	N	800	11	24			- 1
5	<u>hij.com</u>	Y	Υ	Υ	Υ	Υ	400					_
	klm.com	Υ	N	N	Υ	Υ	600					
_	nop.com	Y	Υ	Y	Υ	Υ	800					
	<u>qrs.com</u>	Y	N	N	Y	Y	1000					
	tuv.com	N	N	N	N	N						
	wxyz.com	N	N	N	N	N						
	<u>123.com</u>	N	N	N	N	N						
12												
13												





Terminology

- Branded Domain Whether the domain name indicates it serves a specific niche (e.g. catering.com vs everything.com)
- Root Domain Whether the root domain versus its inner directory or pages is ranking (e.g. catering.com vs catering.com/halal
- Keyword in Title Is the keyword present in the Title of the page?
- Long URL Is this a long URL? (e.g. catering.com/articles/cuisine/french/french-beans)
- Social Media/Directory Site Is this a social media or directory site?



Terminology

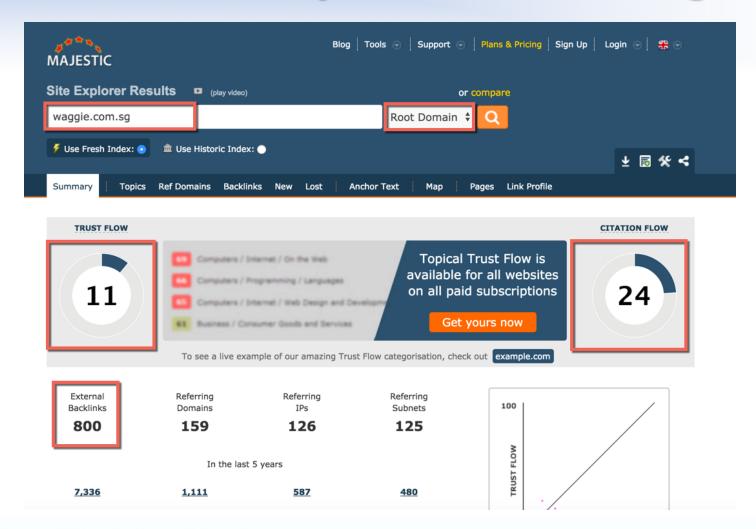
- Majestic.com External Backlinks Number of external backlinks
- Majestic.com Trust Flow Trust Flow value
- Majestic.com Citation Flow Citation Flow value





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'Live' Demo





Questions?

