

# 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



# Competition Analysis Matrix Template

SEMCoaching-69-CompetitionAnalysisMatrix											
Search Sheet											
Home	Insert	Page Layout	Formulas	Data	Review	View					
K26											
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   Best Catering)	Long URL?	Social Media or Directory Site?	majestic.com External Backlinks	majestic.com Trust Flow	majestic.com Citation Flow		
3	<a href="http://dogtraingsingapore.org">dogtraingsingapore.org</a>	Y	Y	Y	N	N	45	7	9		
4	<a href="http://waggie.com.sg">waggie.com.sg</a>	Y	Y	Y	N	N	800	11	24		
5	<a href="http://hij.com">hij.com</a>	Y	Y	Y	Y	Y	400				
6	<a href="http://klm.com">klm.com</a>	Y	N	N	Y	Y	600				
7	<a href="http://nop.com">nop.com</a>	Y	Y	Y	Y	Y	800				
8	<a href="http://qrs.com">qrs.com</a>	Y	N	N	Y	Y	1000				
9	<a href="http://tuv.com">tuv.com</a>	N	N	N	N	N					
10	<a href="http://wxyz.com">wxyz.com</a>	N	N	N	N	N					
11	<a href="http://123.com">123.com</a>	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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**CITATION FLOW**


To see a live example of our amazing Trust Flow categorisation, check out [example.com](#)

External Backlinks	Referring Domains	Referring IPs	Referring Subnets
<b>800</b>	<b>159</b>	<b>126</b>	<b>125</b>
In the last 5 years			
<b>7,336</b>	<b>1,111</b>	<b>587</b>	<b>480</b>







# 'Live' Demo



# Questions?

