# Part 1: Competitive Content Analysis

*Estimated Time: 3-5 hours*

*The type and quality of content you produce is important to the success of your SEO campaign. Now you will need to further analyze the type of content your competitors are using effectively. Using the method outlined in our video covering Competitive Content Analysis, take a deeper look at top competitor's sites to get an idea on the type of content that performs well, and how the audience responds to the content. You will need to analyze a minimum of two competitor sites. Use Excel or another spreadsheet tool to create a separate tab for each competitor and note the following:*

- *The URL of the page*
- *The type of content (static page, blog article, etc.)*
- *A description about what the content is*
- *Notes on that content. For example, is it a good resource with videos? Is this content duplicated elsewhere on the site?*
- *Social Media Metrics such as incoming links to that page, tweets and Facebook shares.*

*When you are done, write a minimum of 200 words describing what you may have learned about your audience based on how they share and respond to content; and, the type of content that appeals to them most.*

*Remember: Evaluating how well your competitors are producing content will help guide you in determining what type of content may perform best with your audience, what type of content is already out there, how you may be able to improve upon it, and whether or not there are any missed opportunities for content that nobody has taken advantage of.*

**Competitor 1 Content Analysis:**

| Competitive Content Analysis | |
|---|---|
| **URL** | https://www.shopmoment.com/ |
| **Content** | Tips on how to shoot better with the lens and phone |
| **Content Type** | Videos and aesthetic articles |
| **Notes** | They do a really good job getting users to interact with their website. They have a lot of different articles on "Tips For..." and video curated video by content creators that used their product.<br><br>They also have some normal blog-like articles that are of the product creators or users showcasing their photos and videos with the lens on. |

| | |
|---|---|
| **Links** | https://www.shopmoment.com/momentist/tips-for-shooting-darker-skin-tones<br><br>https://www.shopmoment.com/momentist/pacific-northwest-wonders-15-places-you-must-visit-in-washington-state<br><br>https://www.shopmoment.com/momentist/tele-58mm-gear-review |
| **Twitter** | https://twitter.com/moment |
| **Facebook** | https://www.facebook.com/moment |
| **FB Likes** | 56,000 Likes |
| **Instagram** | https://www.instagram.com/moment/ |
| **IG Likes** | 261,000 Followers |

Being an e-commerce business centered around phone lens that help capture photos better, it makes more sense that there is greater interaction and following on Instagram – a purely visual medium. On average, they have about 8-15 k likes on each photo, meaning that there is high engagement.

This pales in comparison to their Twitter, which usually has about 100 likes or retweets, and their Facebook which has on average, 2-4 k views.

**Competitor 2 Content Analysis:**

| Competitive Content Analysis | |
|---|---|
| **URL** | https://www.vitalydesign.com/ |
| **Content** | Lookbooks and visual editorials of their products |
| **Content Type** | Videos and lookbooks |
| **Notes** | They do a lot of visual content, with videos and photography show casing their product. While they try to go for the minimal approach, they, the few written blogs they do have is more about where they gain their inspiration from and so on. |
| **Links** | https://www.vitalydesign.com/blogs/everyday/void-pt-02-winter-2018-campaign<br><br>https://www.vitalydesign.com/blogs/everyday/trespass-fw18-accessories-editorial |
| **Twitter** | - |
| **Facebook** | https://www.facebook.com/vitalydesign |
| **FB Likes** | 165,625 Likes |

| Instagram | https://www.instagram.com/vitaly/ |
|---|---|
| IG Likes | 368,000 followers |

For this company, they are a lot more focused on visual representation through photography and video. They mainly started off as an accessory brand but began to branch off into clothing apparel. Their whole theme has been about sporting a vintage, street wear look. Thus, it is important to show this off through their photos and videos. Much like the brand above, they also had higher engagement in Instagram, with average of 2-4 k likes.

**What I Learned Overall:**
In the end, what I learned from these two e-commerce companies is that Instagram is a huge market for promotion, especially if it has to do with advertising your product. Facebook, while it does have its strength to capture audiences through Facebook Ads, is a bit weaker than Instagram.

Instagram serves as a visual storyteller, and the fact that you can get other people to purchase your product through tagging is important. People these days don't have time to read through long blocks of text, so Instagram works to really get that visual aspect out there.

# Part 2: Performing an Internal Content Audit
*Estimated Time 2-3 Hours*

*Now that we have a good idea on what type of content our competitors produce and how well the audience responds to that content, the next step is to look at the existing content on our own site and determining how this can be improved upon. You will need to select top level pages of your site based on your navigation. Select a minimum of 10 pages to analyze.*

*You will want to make notes of the following:*

- *The page URL*
- *The type of content it is (text, image, etc)*
- *The seasonality of the content (if any)*
- *Whether or not the content contains images*
- *How this content targets the audience (directly, indirectly, etc)*
- *Whether or not the content includes a call to action (Remember this doesn't have to be direct like "buy our blue widgets" but could also call on the viewer to read more blog posts, sign up for a newsletter, etc)*
- *Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc) Strive to provide additional notes for at least half of the pages you analyze in an effort to get you to think critically about a page.*

*When you have completed your analysis of existing content. Brainstorm ideas for new pages/content for the site. Let your insights from your competitive evaluation, content analysis and keyword research guide you. Create five new content ideas for the site. These can be text based, video based, downloadable resources or any other ideas you might discover. List your idea, what keywords this would focus on, and how it meets an unfulfilled need.*

*Remember: For a real audit, you will want to analyze all major pages on the site, especially if you are working with a real client or on a long-term SEO contract. It's important to keep a running internal content document.*

| Internal Audit 1 | |
|---|---|
| **www.wearaflora.com** | |
| Page URL | https://wearaflora.com/ |
| Type of Content (text, image) | Images and short text introducing the website |
| Seasonality of content | Mainly relevant for summer and autumn |
| Contains Images? | Yes |

| | |
|---|---|
| **How this content targets the audience (directly, indirectly, etc)** | It targets the audience by getting them to read more (the blogs) and click on the images, which in turn results in the potential purchase |
| **Includes call to action of any kind?** | Yes. There is a call to action for subscribing to the newsletter, as well as going to the shop page |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | The title of the webpage is well done, as well as the header. I think the amount of content on this page is perfect. |
| | |

## Internal Audit 2

### www.wearaflora.com

| | |
|---|---|
| **Page URL** | https://wearaflora.com/blogs/news/how-to-wear-a-floral-dress |
| **Type of Content (text, image)** | Several images and long form text (article blog) |
| **Seasonality of content** | The seasonality of the content is relevant for any time really, since as long as you can wear a floral dress, it works. |
| **Contains Images?** | Yes, at least 4 of them |
| **How this content targets the audience (directly, indirectly, etc)** | It targets the audience indirectly, but giving them a bit of information on how to go about wearing a floral dress (in case they are new to this type of fashion). |
| **Includes call to action of any kind?** | The page itself has share buttons, as well as some internal links that lead to some of their products which is smart. |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | I think it can be improved by going into more specifics and linking to their other blog articles. |
| | |

## Internal Audit 3

### www.wearaflora.com

| | |
|---|---|
| **Page URL** | https://wearaflora.com/blogs/news/where-it-all-started |
| **Type of Content (text, image)** | Images and text |
| **Seasonality of content** | It is relevant for any time you can wear a floral dress |

| | |
|---|---|
| **Contains Images?** | Yes, only one |
| **How this content targets the audience (directly, indirectly, etc)** | It targets them indirectly because it gives them the opportunity to think about different ways to accessorize a floral dress, making people more open to it |
| **Includes call to action of any kind?** | Yes, there are links to other recent articles, as well as share buttons |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | The URL of the article is a bit irrelevant to the actual title of the article. They should be the same. Also, they should include a bit more photos |
| | |

## Internal Audit 4

**www.wearaflora.com**

| | |
|---|---|
| **Page URL** | https://wearaflora.com/blogs/news/testing-blog |
| **Type of Content (text, image)** | Images and text |
| **Seasonality of content** | Only relevant for summer, spring, and autumn |
| **Contains Images?** | Yes, only one |
| **How this content targets the audience (directly, indirectly, etc)** | It targets them directly, since it is for anybody really interested in floral dresses, and it gives them a clear cut article on when would be the best time to wear one |
| **Includes call to action of any kind?** | Yes, there are links to other recent articles, as well as share buttons |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | Like the page above, the URL links to something called 'testing-blog' which means they have not updated it. Also, this article is a lot shorter than the other ones, which might mean it is incomplete. |
| | |

## Internal Audit 5

**www.wearaflora.com**

| | |
|---|---|
| **Page URL** | https://wearaflora.com/pages/shipping-delivery |
| **Type of Content (text, image)** | Nothing |

| | |
|---|---|
| **Seasonality of content** | No seasonality to this |
| **Contains Images?** | None |
| **How this content targets the audience (directly, indirectly, etc)** | Supposed to target directly, but there is no content |
| **Includes call to action of any kind?** | The only call to action is the footer, where there is a Subscribe to newsletter button |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | Need to fill this page out. There is nothing inside of here, and since it is the Shipping and Delivery page, it is quite important. This can lose potential customers who are interested in how it gets shipped. |
| | |

## Internal Audit 6

**www.wearaflora.com**

| | |
|---|---|
| **Page URL** | https://wearaflora.com/blogs/news |
| **Type of Content (text, image)** | Images and text |
| **Seasonality of content** | Relevant for summer, spring, and autumn countries |
| **Contains Images?** | Yes, a feature image for each blog article |
| **How this content targets the audience (directly, indirectly, etc)** | It targets the audience quite well, as they made the title for the article action-oriented such as "How to..." and "When to..." This makes readers more interested to click the article and read. |
| **Includes call to action of any kind?** | There are quite a lot, from the recent article links, to the blog links themselves, to text saying "read more" |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | Overall I think this page is well done. It is easy to read, has a side bar menu for easy navigation to other blogs, and is clean. I think maybe the URL is a bit redundant with /blog/news but not sure if that is something that cannot be changed. |
| | |

## Internal Audit 7

**www.wearaflora.com**

| | |
|---|---|
| **Page URL** | https://wearaflora.com/apps/help-center |

| | |
|---|---|
| **Type of Content (text, image)** | Text |
| **Seasonality of content** | No seasonality |
| **Contains Images?** | No |
| **How this content targets the audience (directly, indirectly, etc)** | Direct targetting - as it is questions from the audience by itself. |
| **Includes call to action of any kind?** | Can click the questions and get an immediate answer |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | No real issue. Some of the answers are incomplete so should go about fixing that. |
| | |

## Internal Audit 7

**www.wearaflora.com**

| | |
|---|---|
| **Page URL** | https://wearaflora.com/collections/all/products/pacino-gold-dress |
| **Type of Content (text, image)** | Image and text |
| **Seasonality of content** | Summer, spring and autumn |
| **Contains Images?** | Yes, 5 of them |
| **How this content targets the audience (directly, indirectly, etc)** | Targets directly as it is a product page |
| **Includes call to action of any kind?** | Can ADD to CART, Buy with Paypal, and/or go to other relevant images |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | The page was well done, from Header tags to URL |
| | |

## Internal Audit 8

**www.wearaflora.com**

| | |
|---|---|
| **Page URL** | https://wearaflora.com/collections/summer-collection/products/cardinal-flores-dress |
| **Type of Content (text, image)** | Image and text |
| **Seasonality of content** | Summer, spring and autumn |
| **Contains Images?** | Yes, 5 of them |
| **How this content targets the audience (directly, indirectly, etc)** | Targets directly as it is a product page |
| **Includes call to action of any kind?** | Can ADD to CART, Buy with Paypal, and/or go to other relevant images |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | The page was well done, from Header tags to URL |
| | |

## Internal Audit 9

| | |
|---|---|
| **www.wearaflora.com** | |
| **Page URL** | https://wearaflora.com/collections/summer-collection/products/blueberry-rose-dress |
| **Type of Content (text, image)** | Image and text |
| **Seasonality of content** | Summer, spring and autumn |
| **Contains Images?** | Yes, 5 of them |
| **How this content targets the audience (directly, indirectly, etc)** | Targets directly as it is a product page |
| **Includes call to action of any kind?** | Can ADD to CART, Buy with Paypal, and/or go to other relevant images |
| **Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc)** | The page was well done, from Header tags to URL |
| | |

| Internal Audit 10 | |
|---|---|
| www.wearaflora.com | |
| Page URL | https://wearaflora.com/pages/refund-policy |
| Type of Content (text, image) | Just text |
| Seasonality of content | No |
| Contains Images? | No |
| How this content targets the audience (directly, indirectly, etc) | Direct targetting as it is information on the Refund Policy |
| Includes call to action of any kind? | There are links to the other pages and email |
| Any notes about the content (for example, could the title be improved, should this use heading tags, does the content need to be expanded, etc) | No real problem |

**Brainstorming New Ideas**
**1.** Since there are only long form content, try creating shorter paragraph long pieces
**2.** Create short videos showcasing the product being worn on somebody, rather than images alone.
**3.** Take more photos of more people wearing it rather than one model in the product photos.
**4.** Create guides or infographic on how to properly measure dresses
**5.** Curate IG photos of other users wearing it

I think the website has targeted the essential keywords, but they can add more images and videos for a more visual experience for the user. This way, people can get a better idea of the product, rather than the current photos that are there.

## Part 3: Creating a Keyword Map
*Estimated Time: 1-2 Hours*

*Now that we have a good idea of the content that exists on the site, what might perform best, and the most effective keywords to use, it's time to map out keywords to both existing and recommended pages on your website.*

*Using the Keyword Mapping process, create a keyword map for the pages you analyzed, include a minimum of 10 pages, as well as the additional five new page recommendations you have.*

*Remember: List the primary keywords for the page (the volume of the keyword and current page's rank) as well as any secondary keywords and their volume and current rank.*

| Keyword Mapping Page 1 | |
|---|---|
| **URL** | https://wearaflora.com/ |
| **Primary keywords** | floral dress<br>wear a floral dress |
| **Secondary keywords** | long floral dresses<br>floral dresses online |
| **Volume** | 27,245 |
| | |

| Keyword Mapping Page 2 | |
|---|---|
| **URL** | https://wearaflora.com/blogs/news/how-to-wear-a-floral-dress |
| **Primary keywords** | how to wear a floral dress |
| **Secondary keywords** | floral dresses |
| **Volume** | 73,855 |
| | |

| Keyword Mapping Page 3 | |
|---|---|
| **URL** | https://wearaflora.com/blogs/news/where-it-all-started |
| **Primary keywords** | How to Accessorize a Floral Dress<br>floral dress accessories |
| **Secondary keywords** | floral print dress<br>white floral dress |
| **Volume** | 2900<br>7975 |

| | |
|---|---|
| **Keyword Mapping Page 4** | |
| URL | https://wearaflora.com/blogs/news/testing-blog |
| **Primary keywords** | when to wear a floral dress |
| **Secondary keywords** | spring floral dresses<br>cocktail floral dresses |
| **Volume** | 1031<br>1080 |
| | |
| **Keyword Mapping Page 5** | |
| URL | https://wearaflora.com/pages/shipping-delivery |
| **Primary keywords** | shipping and delivery |
| **Secondary keywords** | floral dress shipping |
| **Volume** | |
| | |
| **Keyword Mapping Page 6** | |
| URL | https://wearaflora.com/blogs/news |
| **Primary keywords** | wear a floral dress |
| **Secondary keywords** | tips on wearing a floral dress<br>womens floral dresses |
| **Volume** | 6600 |
| | |
| **Keyword Mapping Page 7** | |
| URL | https://wearaflora.com/apps/help-center |
| **Primary keywords** | frequently asked questions |
| **Secondary keywords** | faq<br>ask about weara flora |
| **Volume** | 165,000 |
| | |
| **Keyword Mapping Page 8** | |
| URL | https://wearaflora.com/collections/all/products/pacino-gold-dress |
| **Primary keywords** | black floral dress |

| | |
|---|---|
| **Secondary keywords** | floral sundress<br>floral summer dress |
| **Volume** | 1000 |
| | |

## Keyword Mapping Page 9

| | |
|---|---|
| **URL** | https://wearaflora.com/collections/summer-collection/products/cardinal-flores-dress |
| **Primary keywords** | floral dress red<br>sexy floral dress |
| **Secondary keywords** | floral maxi dress<br>long floral dresses<br>red floral dress |
| **Volume** | 40300<br>7816<br>5400 |
| | |

## Keyword Mapping Page 10

| | |
|---|---|
| **URL** | https://wearaflora.com/collections/summer-collection/products/blueberry-rose-dress |
| **Primary keywords** | blue floral dress |
| **Secondary keywords** | blue floral dress<br>floral dresses short |
| **Volume** | 4400<br>6600 |
| | |

## Keyword Mapping Page 11

| | |
|---|---|
| **URL** | https://wearaflora.com/pages/refund-policy |
| **Primary keywords** | refund policy |
| **Secondary keywords** | floral dress refund policy |
| **Volume** | |
| | |

## Keyword Mapping Page 12

| | |
|---|---|
| **URL** | A page on infographic/quick tips for wearing floral dresses |
| **Primary keywords** | wearing floral dress |
| **Secondary keywords** | quick tips on wearing floral dresses |

| Volume | |
|---|---|
| | |

## Keyword Mapping Page 13

| | |
|---|---|
| **URL** | Any page on women wearing floral dresses |
| **Primary keywords** | flower girl dresses |
| **Secondary keywords** | floral girl dresses |
| **Volume** | 207,000 |
| | |

## Keyword Mapping Page 14

| | |
|---|---|
| **URL** | A page on measuring floral dresses |
| **Primary keywords** | measure floral dress |
| **Secondary keywords** | how to measure a floral dress |
| **Volume** | |
| | |

## Keyword Mapping Page 15

| | |
|---|---|
| **URL** | Page on best occasions for floral dresses |
| **Primary keywords** | wedding floral dresses for girls |
| **Secondary keywords** | floral dresses for weddings |
| **Volume** | 40,500 |

## Part 4: Analyzing the Technical Factors
Estimated Time 1-2 Hours

*Analyze any technical factors that may be negatively impacting the ability for search engine robots to crawl and analyze the content on the site. Review the site for the following technical issues:*

*Is there a robots.txt file?*

- *If not, write up recommendations for why a robots.txt file should be created, and include any pages you suggest robots do not crawl. Explain your reasons.*
- *If there is an existing robots.txt file, analyze the file to see if it looks like it was properly setup. Are there any pages you recommend adding to the file? Explain your reasons.*
- *Are there any error pages?*

*Crawl the site to discover any potential error page the site has. If you find any, list what pages are receiving an error, the error the page is receiving and what recommendation you have for correcting it. For example, is this a 404 page that could be better redirected to a new page on the site?*

*Remember: Make a list of the URL receiving the error, what the error is, and what your recommendations are to improve the error.*

---

**Final Technical Factor Suggestions**
There is no robot.txt file. For the most part, I don't think the way this website is set up, there is a need for a robot.txt file.

There are no individual pages and 404 error pages for the robots.txt file to ignore or look at. However, I do think that there are some pages (like the Shipping and Delivery page) that requires to be filled in, and their FAQ page should be completed.