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a) Basic data:

We chose option B: Coca-Cola vs Pepsi vs Heineken because it's interesting to compare such well-known brands in the beverage industry. They have a strong online presence, so the data is reliable and well-documented. Plus, it's a great way to see how they manage their SEO and online visibility. It's also easier to analyze since these companies have a large number of backlinks and referring domains.

This a table including all those metrics we decided to use :

Metric	Definition	Coca-Cola	Pepsi	Heineken
Trust Flow	Measures the quality of backlinks based on their reliability. Higher values indicate more trustworthy links.	59	60	52
Citation Flow	Measures the quantity of backlinks to the site. A high value suggests a high number of links, but not necessarily high quality.	51	48	47
Referring Domains (Fresh)	Number of unique domains linking to the site. More domains suggest a diverse backlink profile, which is beneficial for SEO.	6376	2611	1115

b) Practical questions:

Overall, which company shows the higher online reputation?

Overall, Coca-Cola shows the highest online reputation based on the analyzed SEO metrics. While Pepsi has a slightly higher Trust Flow (60 vs. 59), Coca-Cola leads in Citation Flow (51 vs. 48), indicating a larger number of backlinks. The most significant difference is in Referring Domains, where Coca-Cola has 6,376 unique domains, more than double that of Pepsi (2,611) and nearly six times that of Heineken (1,115). This suggests that Coca-Cola has a broader and more authoritative backlink network, making it the brand with the strongest overall online presence and reputation.

Are the Trust Flow and Citation Flow scores balanced in each of the websites? Please, explain the values obtained.

The Trust Flow and Citation Flow scores are not perfectly balanced in any of the three websites

Website	Trust Flow	Citation Flow	TF/CF Ratio	Analysis
Coca-Cola	59	51	1.16	A well-balanced backlink profile with both high quality and quantity.
Pepsi	60	48	1.25	Slightly higher Trust Flow but lower Citation Flow, meaning fewer but strong backlinks.

Heineken	52	47	1.11	The most balanced TF/CF ratio, but overall lower scores, indicating fewer and less authoritative backlinks.
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Coca-Cola and Heineken have a better balance between Trust Flow and Citation Flow, indicating a more proportional mix of backlink quality and quantity. In contrast, Pepsi has a ratio = 1.25, which suggests that while it has fewer backlinks overall, they come from stronger and more authoritative sources. However, none of the websites show a significant imbalance, meaning their backlink profiles are well-structured and optimized.

Is there any specific data that you would like to collect from Majestic, not found in the Summary page? If yes, please indicate that missing data.

Two of the most important missing data points from the Majestic Summary page are New vs. Lost Backlinks and Top Linking Domains. Tracking New vs. Lost Backlinks helps monitor SEO performance over time, showing whether a website is gaining authority or losing valuable links. This can indicate the effectiveness of recent marketing efforts or potential issues with link removal. Top Linking Domains provide insights into the most authoritative websites linking to the site, helping to assess credibility and identify strong partnerships.

c) Critical comment:

We give link data a 9/10 when it comes to measuring online visibility and business impact. Backlinks play a huge role in SEO rankings, credibility, and brand exposure. The more quality links a company gets from trusted sources, the more visible it becomes online, bringing in more traffic and potential customers. Plus, looking at backlinks helps understand what competitors are doing and where a company stands in the market. While other factors like content and social media also matter, backlinks are one of the strongest signals of a company's online influence.