

Miffy Keyword Competitor Analysis

For Jeroen Koldenhof

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Introduction

Google and Baidu searches can be some of the best, and cheapest, advertising. These search engines will look at the content of a webpage and determine how relevant the content is to the user's search. Therefore, a website can be strategically designed to make these search engines consider it "more relevant" than its competitors. In order to have your company's website listed higher up on a page of search results, we can employ a technique called Search Engine Optimization. By including keywords that Google and Baidu consider relevant to the search, your website's listing can be pushed up the page, thus increasing your positive traffic. We analyzed the content of your competitors' websites, scraping millions of words from thousands of web pages, and determined that the following words were the most frequently used. By including these keywords when designing your website's content, we can optimize your search engine efficiency. While we have included the keywords that we find to be the most important, we of course want to know which keywords you find important. In the attached Excel document please list 20-30 additional words that we did not include that you find are very relevant and important to your website. From the information we provided as well as the information that you will provide, we can further narrow down our analysis and find even more powerful keywords. Thank you.

Online Scrapers Analysis

STEP 1



- http://www.....
- http://www.....
- http://www.....
- http://www.....

List of URLs and/or generated URL for search engines like google, baidu, bing etc.

STEP 2



Store in central servers database MASTER.

STEP 3



A single server node picks up the unique URL from the MASTER URL server.

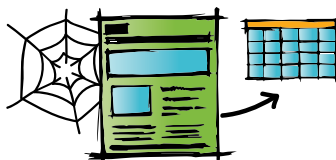
Loop step 2-6 with the help of multiple single servers till the domain depth has been reached.

STEP 6



The new URLs are added to the CENTRAL MASTER SERVER.

STEP 4



The single server uses the URLs to grab the RAW data and puts it in a table.

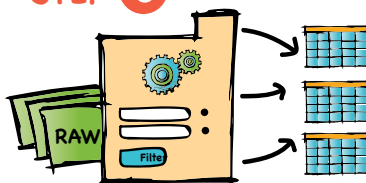
STEP 5



- http://www.....
- http://www.....
- http://www.....

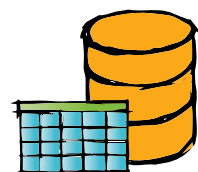
From the RAW data new link/path are extracted and saved as new unique URLs these are only parsed for links.

STEP 8



Parse the RAW data to different tables containing the filtered data.

STEP 7



Combine all single server RAW data in one central RAW data database.

STEP 9



+SQL
DML

Run multiple SQL queries to generate multiple needed fields and put them in different reports.

STEP 10



OPTIONAL

Run multiple SQL queries to generate multiple needed fields and put them in different reports.



Our Target Websites

Below, we have listed the websites which we have analyzed for you in order to determine the most frequently used keywords in this industry. These websites are also listed with the number of pages within that website's domain name. This can give you a good idea of which websites are the biggest and which websites are relatively small. However, keep in mind that some pages, depending on their formats, could not be analyzed, so some websites (especially those near the bottom) may appear smaller than they actually are. We believe that the pages scraped from these websites form a very comprehensive image of the online content in this industry, allowing us to provide a very accurate and effective keyword analysis and ultimately perform search engine optimization.

Webiste Analyzed

Domain Name	Number of Webpages Analyzed
http://www.4007001717.com.cn/	2640
http://www.auspi.cn	1911
http://www.wissun.com/	1337
http://morinaga.tmall.com	533
http://www.nbst.cc/	512
http://www.bellakt.com/en/	492
http://buer.tmall.com	438
http://www.biostime.com.cn/jsp/brand/product1_sujia.jsf	296
http://www.cambricare.com.cn/	293
http://www.nutriciababy.co.nz/	265
http://www.neufit.cc/	235
http://www.duoen.net/	153
http://www.ausupp.com/	149
http://www.cambricare.com.cn/	144
http://www.origimel.com.cn/	139
http://www.dumex.com.cn/index.html	134
http://www.anbolac.com/main.asp	134
http://www.howell.com.cn/BProductList.aspx?cid=33	134
http://www.dumex.com.cn/index.htm	134
http://www.natrapure.com.cn/	127
http://www.celia.cn/	116
http://uprise.tmall.com	109

Domain Name	Number of Webpages Analyzed
http://www.aiyumye.com/	89
http://www.baihuibio.com/babyfood/tanilacmilk/	74
http://www.ekobaby.cn/	70
http://www.yingdun.cn/	64
http://www.purel.com.cn/	62
http://www.alpreen.com/	56
http://www.cuddlecare.com.cn/	53
http://www.mamibaby.cc/	43
http://www.bottsm.com.cn/	42
http://www.a2milk.com.au/faq.php	40
http://www.infavita.com/	36
http://www.brightbeginnings.com.cn/	36
http://www.dorlat.cn/	27
http://www.fernbaby.co.nz/	27
http://www.newmuk.com/	24
http://www.ozmilko.cn/	22
http://www.babyluvchina.com/index.asp	21
http://suprememil.com/	19
http://www.frisochina.com/	17
http://www.dorlat.cn/	17
http://www.meano.co.nz/	16
http://www.nutrilonstandard.com.cn/	13
http://livingpasturesnz.com/	13
http://www.newciyo.com	11
http://www.chgry.com/	10
http://www.anenpro.com/	10
http://mingdaoxiu.tmall.com	7
http://www.bestl.com.cn/	7
http://www.wyethbb.com.cn	6
http://www.fornulife.com/	4

Keyword Report - Milkpowder Chinese

Keyword	% of Web Pages	Total Frequency	Average # of Occurences per Web Page
宝宝	45.10	52210	5.26
奶粉	38.46	47655	4.80
专家	29.22	29937	3.02
孩子	29.57	17875	1.80
配方	33.64	15863	1.60
婴儿	31.26	15748	1.59
系列	25.89	15081	1.52
育儿	34.69	12209	1.23
婴幼儿	32.64	11337	1.14
妈妈	32.29	10589	1.07
营养	44.76	10462	1.05
知识	24.63	10244	1.03
公司	48.52	9483	0.96
岁	35.34	7286	0.73
食物	16.43	6976	0.70
母乳	27.96	6465	0.65
检验	20.16	5892	0.59
幼儿	25.84	5888	0.59
适用	20.10	5871	0.59
小	22.48	5622	0.57
功能	23.25	5602	0.56
孕妇	6.06	5486	0.55
乳	28.23	5251	0.53
小儿	20.11	5038	0.51
发育	19.18	4926	0.50
乳品	22.12	4447	0.45
家庭	21.26	4363	0.44
孕	11.38	4075	0.41
钙	11.79	4050	0.41
证书	19.91	4017	0.40
脱脂	19.46	3913	0.39
注册	20.82	3908	0.39
全脂	19.52	3904	0.39
初生	19.52	3879	0.39

Keyword	% of Web Pages	Total Frequency	Average # of Occurrences per Web Page
进出口	19.18	3815	0.38
安全	26.75	3812	0.38
宝贝	10.96	3798	0.38
电话	31.67	3643	0.37
版权	35.95	3585	0.36
咨询	16.64	3526	0.36
最	22.20	3523	0.35
喝	12.19	3483	0.35
食	11.17	3433	0.35
爱	12.69	3407	0.34
积分	11.29	3389	0.34
登录	20.56	3357	0.34
怀孕	11.89	3315	0.33
地址	28.09	3255	0.33
羊奶	6.90	3250	0.33
水	13.92	3194	0.32
容易	15.36	3140	0.32
喂养	12.40	3129	0.32
睡	9.31	3069	0.31
健康	16.25	3036	0.31
使用	15.38	3029	0.31
儿童	12.82	2993	0.30
先	21.96	2973	0.30
皮肤	9.03	2925	0.29
销售	24.74	2857	0.29
粉	7.44	2823	0.28
儿	9.28	2778	0.28
品牌	14.65	2764	0.28
时候	10.80	2755	0.28
喂	8.00	2755	0.28
成长	16.76	2736	0.28
官方	14.05	2732	0.28
牛奶	11.70	2722	0.27
自然	11.22	2625	0.26
自己	12.64	2618	0.26
优	6.40	2615	0.26

Keyword	% of Web Pages	Total Frequency	Average # of Occurences per Web Page
影响	13.83	2599	0.26
初	22.29	2526	0.25
相关	22.96	2514	0.25
婴	10.54	2510	0.25
家长	10.93	2480	0.25
特点	21.77	2422	0.24
代理	21.52	2396	0.24
小孩	21.79	2390	0.24
补	8.50	2384	0.24
自由	22.23	2367	0.24
性	11.41	2343	0.24
方法	12.82	2324	0.23
合作	22.04	2311	0.23
市场	11.81	2307	0.23
全国	21.42	2300	0.23
人	12.20	2284	0.23
内	12.93	2259	0.23
身体	11.84	2257	0.23
商	21.35	2255	0.23
姓名	4.12	2253	0.23
生长	10.21	2193	0.22
选择	12.74	2180	0.22
牙	6.12	2172	0.22
吸收	10.62	2167	0.22
父母	9.00	2165	0.22
孕期	7.99	2154	0.22
腹泻	7.83	2140	0.22
规定	19.95	2131	0.21
喜欢	10.74	2122	0.21
能力	10.43	2104	0.21
重点	20.09	2088	0.21
检疫	19.35	1993	0.20
分布	19.50	1990	0.20
优先	19.31	1948	0.20
会员	11.04	1939	0.20
店面	19.28	1935	0.19

Keyword	% of Web Pages	Total Frequency	Average # of Occurences per Web Page
商检	19.23	1935	0.19
水果	8.30	1905	0.19
孩	18.99	1898	0.19
发展	10.72	1884	0.19
东西	7.40	1884	0.19
重要	11.88	1871	0.19
护理	8.55	1871	0.19
商城	7.75	1870	0.19
最好	11.57	1862	0.19
促进	9.37	1860	0.19
建议	12.45	1853	0.19
预防	9.43	1802	0.18
夏季	5.76	1799	0.18
补充	8.36	1791	0.18
作用	10.03	1765	0.18
介绍	14.63	1761	0.18
含	9.32	1753	0.18
童	7.22	1748	0.18
胃	8.36	1745	0.18
最新	10.19	1720	0.17
出生	9.87	1701	0.17
含有	8.66	1698	0.17
热	7.52	1692	0.17
适合	11.12	1666	0.17
培养	6.93	1648	0.17
冬季	5.49	1647	0.17
每天	8.75	1636	0.16
论坛	6.80	1624	0.16
用户	6.80	1617	0.16
胎儿	5.42	1612	0.16
一定	10.81	1609	0.16
系统	9.27	1583	0.16
一般	10.39	1581	0.16
发生	9.55	1578	0.16
提高	11.18	1564	0.16
蛋白质	7.17	1562	0.16

Keyword	% of Web Pages	Total Frequency	Average # of Occurences per Web Page
导致	9.57	1557	0.16
蛋白	6.63	1557	0.16
分享	11.19	1552	0.16
帮助	9.98	1546	0.16
正常	8.94	1536	0.15
常见	7.97	1525	0.15
特别	10.65	1492	0.15
保证	10.43	1488	0.15
新生儿	5.32	1472	0.15
生产	6.17	1440	0.15
兑换	7.62	1440	0.15
酸	5.58	1438	0.14
提供	8.28	1410	0.14
人体	6.86	1407	0.14
了解	10.20	1394	0.14
丰富	8.88	1392	0.14
体内	7.77	1391	0.14
过敏	6.19	1388	0.14
很多	9.38	1375	0.14
运动	5.48	1366	0.14
便秘	6.16	1365	0.14
手	6.43	1355	0.14
比较	8.50	1345	0.14
对于	8.78	1337	0.13
减少	8.54	1320	0.13
含量	6.54	1301	0.13
主要	9.35	1280	0.13
服务	9.58	1267	0.13
成分	7.57	1266	0.13
抵抗力	7.03	1252	0.13
避免	8.27	1235	0.12
合适	6.75	1230	0.12
阶段	6.73	1229	0.12
食用	6.81	1226	0.12
脂肪	6.04	1225	0.12
进口	7.98	1214	0.12

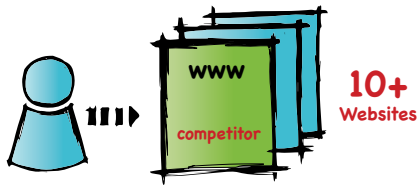
Keyword	% of Web Pages	Total Frequency	Average # of Occurences per Web Page
环境	6.80	1190	0.12
过程	7.58	1185	0.12
准备	7.91	1180	0.12
低	6.76	1170	0.12
症状	6.08	1157	0.12
天然	5.93	1152	0.12
支持	8.60	1149	0.12
产生	7.72	1139	0.11
干燥	7.26	1131	0.11
分娩	7.46	1130	0.11
母亲	7.35	1111	0.11
国际	7.15	1108	0.11
购买	8.77	1071	0.11
口	7.14	1069	0.11
大小	5.59	1068	0.11
不良	6.32	1067	0.11
立即	9.95	1066	0.11
玩	6.23	1063	0.11
制品	5.69	1063	0.11
日常	7.05	1060	0.11
分钟	5.80	1046	0.11
大脑	4.81	1044	0.11
技术	7.49	1040	0.10
富含	6.88	1032	0.10
生活	5.86	1028	0.10
缺乏	6.97	1026	0.10
保持	6.66	1025	0.10
早期	7.74	1024	0.10
免疫	4.70	1011	0.10
上火	7.17	1000	0.10
玩具	3.37	999	0.10
非常	7.40	990	0.10
有机	2.31	978	0.10
增强	6.26	974	0.10
纯净	5.13	962	0.10
品质	6.23	955	0.10

Keyword	% of Web Pages	Total Frequency	Average # of Occurences per Web Page
肚子	4.70	938	0.09
全面	7.50	933	0.09
妈	3.91	910	0.09
体重	4.06	909	0.09
亲子	5.94	901	0.09
免疫力	5.45	895	0.09
医生	4.99	893	0.09
性别	4.16	888	0.09
礼品	4.87	886	0.09
奶瓶	4.73	878	0.09
罐	5.62	872	0.09
家	6.15	869	0.09
爸爸	3.81	867	0.09
摄入	4.81	842	0.08
妈咪	4.26	841	0.08
质量	4.77	840	0.08
表现	5.21	837	0.08
脑	3.90	833	0.08
保护	5.56	824	0.08
膳食	5.56	806	0.08
牙齿	3.19	803	0.08
智	1.92	799	0.08
原装	6.29	783	0.08
糖	4.13	781	0.08
不宜	4.80	775	0.08
不适	6.28	773	0.08
消费者	3.24	763	0.08
邮编	7.51	755	0.08
生日	2.56	755	0.08
缺	3.47	754	0.08
食欲	4.69	746	0.08
快乐	4.08	733	0.07
喂奶	3.17	730	0.07
认证	4.23	721	0.07
世界	5.11	719	0.07
经销商	4.34	715	0.07

Keyword	% of Web Pages	Total Frequency	Average # of Occurrences per Web Page
哺育	4.20	708	0.07
科学	5.28	701	0.07
微量	5.40	688	0.07
锌	3.07	685	0.07
教育	4.98	671	0.07
细菌	3.86	670	0.07
断奶	2.09	670	0.07
免费	6.29	669	0.07
坚持	5.44	667	0.07
胃口	5.76	664	0.07
精华	1.89	662	0.07
增长	5.32	660	0.07
计划	3.87	660	0.07
调理	3.51	656	0.07
新鲜	4.82	655	0.07
满足	5.09	655	0.07
锻炼	3.49	654	0.07
矿物质	4.35	648	0.07
母婴	2.48	645	0.07
记住	5.76	645	0.07
体验	5.07	645	0.07
观察	3.93	643	0.06
教具	2.04	643	0.06
进食	3.71	641	0.06
口腔	2.84	641	0.06
睡觉	3.28	633	0.06
声音	4.39	632	0.06
温度	3.77	631	0.06
餐	3.26	631	0.06
均衡	4.28	625	0.06
客户	3.73	621	0.06
吃饭	2.71	617	0.06
偏食	4.56	614	0.06
肝	3.01	608	0.06
地区	4.65	607	0.06
年龄	4.66	605	0.06
行为	3.08	604	0.06

Keyword Competitor Analysis

1 Client give a list of competitor



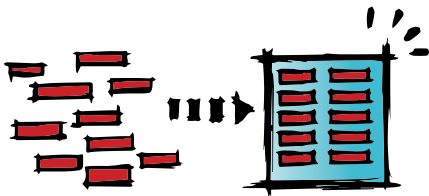
The client give us a list of their competitors, it will easy for us to get the information and find the keywords.

2 We scan all words

We compare all the pages with each other, select out the high frequency words.

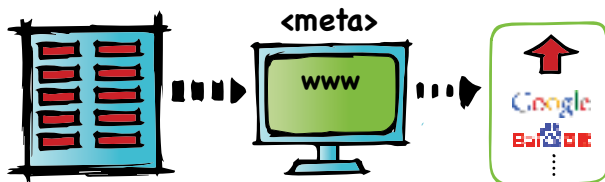


3 Client choose the final words



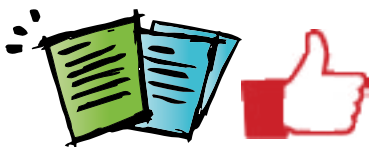
We give all the words we analyze to the client, then they will choose the words they want and sequence them.

4 We publish them to the website



We get all the keywords that the client give us, put them in the website, to make sure the website will have a high ranking in search engines.

5 Give client an advice and report



We will give client a report to show them how the keywords work.

