

TECHNICAL

SEO

COMPETITIVE

ANALYSIS

Hello!

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TECHNICAL
COMPETITIVE
ANALYSIS

“

Keep your friends close, and your enemies closer.

Michael Corleone



THE PROCESS



COMPETITORS

1.
Identify
competitors

- **3-5 competitors**

COMPETITORS

1.
Identify
competitors


- **Mobile**
- **Desktop**

COMPETITORS

1.
Identify
competitors

- Search Volume

■ GATHER DATA



2.
Gather data

- Sheets Template
- Data Studio Template

GATHER DATA

2.
Gather data

- **ScreamingFrog**
- **MobileMoxie**
- **ThinkWithGoogle**
- **Structured Data Testing Tool**



**3.
Look for
opportunities**

SITE	PAGE SPEED	PAGE INDEXATION	STRUCTURED DATA	404 ERRORS
Competitor 1	B	B	B	A
Competitor 2	B	B	B	C
Competitor 3	C	C	C	A
Client	A	B	B	A

A = Great! No action required

B = Good. Opportunities for improvement.

C = Below recommended benchmarks.

PAGE SPEED

United States 4G

Enter another website (4/10)

Rank	Domain	Site Speed	
1	Client	2.8s	
2	Competitor 1	3.5s	×
3	Competitor 2	3.8s	×
4	Competitor 3	4.0s	×

RESET

Google Chrome Version 76.0.3809.132

Microsoft Windows 10 Pro 32-bit Build 6.2.9200

PAGE INDEXATION

SITE	# OF INDEXABLE PAGES	# OF PAGES INDEXED	CRAWL DEPTH*	AVG. WORD COUNT
Competitor 1	1,203	3,650	160	711
Competitor 2	313	2,840	167	999
Competitor 3	4,008	11,500	3,034	712
Client	464	565	81	1,297

*Crawl depth is the number of URLs that it would take more than 3 clicks to get to.

STRUCTURED DATA

SITE	STRUCTURED DATA PRESENT	STRUCTURED DATA TYPE(S)
Competitor 1	Yes	Breadcrumb, Article, Website
Competitor 2	Yes	Residence
Competitor 3	No	None
Client	Yes	Breadcrumb, Residence

404 ERRORS

SITE	# OF 404 ERRORS
Competitor 1	2
Competitor 2	213
Competitor 3	2
Client	0

CMS

SITE	CMS
Competitor 1	WordPress
Competitor 2	WordPress
Competitor 3	ASP.net
Client	Sitecore

RECAP

Why

- Client isn't implementing
- Drop in organic traffic
- Decreased SERP visibility

Process

- Identify competitors
- Gather data
- Identify opportunities

Convince the Client

- Approach the right person
- Prioritize opportunities

“

*The best place to bury a dead body is page 2 of
Google Search Results.*

- Michael Corleone

THANKS!

Any questions?

You can find me at @nikers85