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BRAND

Competitor SEO Analysis

Milestone 1

URL

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Introduction

This deliverables deck contains 1 competitor SEO analysis for a single domain.

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This content was written by Kelly Wade, a content writer, copywriter and digital marketing strategist based near Canberra, Australia. Kelly specialises in helping businesses tell their unique stories, connect with their target audiences and prove their authority and leadership in their industries. In short, she produces awesome information, sales content and marketing copy aimed at helping businesses grow.



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Deliverable — Competitor SEO analysis

Competitor 1 — Youfoodz

Organic keywords

Total: 15,134 — good

Breakdown: This competitor currently ranks in position 1-3 for 1112 keywords and position 4-10 for 897 keywords. The brand has a strong track record of continuously ranking for new keywords and increasing the number of keywords for which it's ranking in the top 10 positions.

Top SEO keywords:

1. Food's — 301,000 searches per month, Youfoodz ranks in position 7 and gets 7706 monthly organic visits from this keyword
2. Food delivered — 22,200 searches per month, Youfoodz ranks in position 2 and gets 3596 monthly organic visits from this keyword
3. Your foodz — 9900 searches per month, Youfoodz ranks in position 1 and gets 3010 monthly organic visits from this keyword
4. Meal plans + meals plans — 8100 searches per month, Youfoodz ranks in position 1 and gets 2462 monthly organic visits from this keyword
5. Meals prepared — 6600 searches per month, Youfoodz ranks in position 1 and gets 2006 monthly organic visits from this keyword
6. Youfoodz Woolworths — 3600 searches per month, Youfoodz ranks in position 1 and gets 1094 monthly organic visits from this keyword

7. Deliver meals — 3600 searches per month, Youfoodz ranks in position 1 and gets 1094 monthly organic visits from this keyword
8. Lost weight — 22,200 searches per month, Youfoodz ranks in position 5 and gets 1041 monthly organic visits from this keyword
9. Youfoodz review — 2400 searches per month, Youfoodz ranks in position 1 and gets 730 monthly organic visits from this keyword
10. Meals delivered home — 1900 searches per month, Youfoodz ranks in position 1 and gets 578 monthly organic visits from this keyword
11. Healthy meal delivery + meal healthy delivery — 1600 searches per month, Youfoodz ranks in position 1 and gets 486 monthly organic visits from this keyword
12. Healthy prepared meals — 1300 searches per month, Youfoodz ranks in position 1 and gets 395 monthly organic visits from this keyword

What this means:

Youfoodz is a strong competitor. The brand currently ranks for a decent number of organic keywords and, importantly, the brand ranks in the top 10 for a large number of keywords.

Youfoodz has good brand recognition with a large number of branded search queries. The brand ranks for some irrelevant terms, but several of its key search terms would be useful targets for your brand.

SEO traffic

Organic monthly traffic: 39,362 — good

Top SEO pages:

These are the pages that generate the most traffic for this competitor's website. To win more traffic from this competitor, study these pages then 1) produce equivalent content that better serves the needs of your target market and 2) distribute and promote that content.

[1. youfoodz.com/](https://www.youfoodz.com/) — homepage — 26,786 organic visitors per month — 323 backlinks, 34,757 Facebook shares

2. youfoodz.com/collections/meal-plans — meal planner landing page — 3527 organic visitors per month — 7 backlinks, 8,453 Facebook shares
3. youfoodz.com/collections/all — product bundles page — 2364 organic visitors per month — 11 backlinks, 458,810 Facebook shares
4. youfoodz.com/pages/stockists — product stockists page — 1216 organic visitors per month — 3 backlinks, 7831 Facebook shares
5. youfoodz.com/pages/what-is-7030 — service landing page — 586 organic visitors per month — 1 backlink, 1365 Facebook shares
6. youfoodz.com/pages/reviews — social proof page — 455 organic visitors per month — 0 backlinks, 0 Facebook shares
7. youfoodz.com/collections/vegetarian-meals — product category page — 434 organic visitors per month — 1 backlink, 0 Facebook shares

What this means:

Youfoodz benefits from a large, steady stream of monthly organic traffic. This means the brand doesn't have to rely on paid advertising to generate sales if it doesn't want to.

The brand's top SEO page is its homepage. In this case, this is because the page has been search engine optimised properly, and the brand is popular and enjoys significant brand recognition.

The brand's second most useful SEO page is an excellent example of good content marketing. It's a landing page that asks a few simple questions to generate a meal plan that's partially personalised according to the prospect's needs. It then offers an easy way for prospects to subscribe to the plan. The page is clearly an SEO success and no doubt it converts a lot of prospects into paying customers.

The brand has a blog but their top blog post occupies the 21st position in their list of top SEO pages and it only generates 58 organic visitors each month. This means they're not leveraging their blog nearly as well as they could be and there is an excellent opportunity for you to attract more of your target market with a blog that's better than the Youfoodz one.

Domain score:

59/100 — good

What this means:

This competitor's domain score is middle-of-the-range good. This means its content is prioritised by search engines during SERPs ranking and it needs fewer backlinks to rank content in the top 10 positions on the SERPs.

Backlink strategy

Total Backlinks: 3,440

NoFollow backlinks: 853

Referring domains: 345 (0 .gov, 0 .edu)

Top referring links/domains:

+ <https://apps.apple.com/au/app/youfoodz/id1265572034> + <https://itunes.apple.com/au/app/youfoodz/id1265572034?mt=8> — Youfoodz app — domain score = 100, page score = 24 + 0, link type = text, anchor text = not keyword rich

+ https://www.shopify.com/enterprise/heath-ecommerce-wellness-online?utm_source=twitter&utm_medium=social&utm_campaign=pluscm&utm_content=1529507258 — article — domain score = 94, page score = 0, link type = text, anchor text = keyword rich

+ <https://www.oracle.com/au/corporate/pressrelease/youfoodz-implements-netsuite-to-make-healthy-eating-easy-2019-02-05.html> — media release — domain score = 93, page score = 0, link type = text, anchor text = keyword rich

+ <https://www.dailymail.co.uk/femail/article-6587585/Australian-dietitian-busts-common-diet-myths.html> — article — domain score = 92, page score = 27, link type = text, anchor text = keyword rich

+ <http://www.msn.com/en-au/health/nutrition/the-most-common-weight-loss-mistake/ar-AAAIROw> — article — domain score = 92, page score = 0, link type = text, anchor text = keyword rich

[+https://mailchi.mp/fodmapfriendly/your-september-fodmap-fix-has-arrived-690417](https://mailchi.mp/fodmapfriendly/your-september-fodmap-fix-has-arrived-690417) — email newsletter — domain score = 92, page score = 0, link type = image, alt text = not keyword rich

What this means:

Youfoodz has a strong backlink strategy. The brand has attracted lots of really good quality links from domains with an excellent domain score. However, Youfoodz lacks backlinks from pages with a high page score, so that offers a great opportunity where you can improve upon their efforts. The brand is likely reaching out to key influencers to suggest backlinks, however, it is also likely attracting plenty without having to reach out. It is clear that the brand has also been writing media releases and guest posts to generate more backlinks.

Competitors 2 and 3 are not included in this sample

Competition summary

Your top competitors offer very strong SEO competition.

All of them rank well in the SERPs for a large number of keywords. That means they have more opportunities to attract members of their target market. To compete with them, you either need to focus on:

1. Ranking for more keywords
2. Differentiating yourself so your target markets are different

Each competitor has a good domain score. As your domain score is not as good as theirs, you need better content and more backlinks if you want to outranking them for the same keywords.

Your competitors rank well for keywords that are important for your brand. You can become more competitive by doing each of the following:

1. Target relevant long-tail keywords that are easier to rank for (I suggest starting with this activity first)
2. Creating content that is substantially better than theirs for the same keywords in an effort to outrank them

Only one of your top competitors is making good use of their blog. You have an opportunity to produce blog posts that really serve the needs of your target market and then push prospects through the sales funnel to efficiently convert them into loyal customers. If you use your blog strategically, it could be an excellent tool for winning over your target market and it could make you much more competitive.

Your competitors are a mixed bunch when it comes to social media use. Some aren't doing a good job of generating traffic from their social media profiles, but a few are. By using your social media profiles strategically, you have an opportunity to increase your competitiveness and outperform those brands that are not using social media well. Even those brands that are using their social media profiles effectively, are not using them to their fullest extent. None of the competitions I studied is doing a good job of consis-

tently and repeatedly promoting the majority of their content — their focus is on sharing their homepage and a few main pages. By regularly creating fresh content and consistently promoting it on social media, in amongst non-promotional content and along with providing great customer service through your chosen platforms, you have the opportunity to out-perform your competitors and win market share.