

# Competitive Search Engine Optimization Analysis

Presented to:

**Wilderness Aware Rafting**

**www.InARaft.com**



**Customer Paradigm is a full-service interactive media firm, helping businesses acquire, retain and interact with their customers.**

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## Search Engine Optimization – Competitive Analysis

June 26, 2012

Jeff,

Thanks for requesting a free, no-obligation competitive analysis of how your organization's Website compares to your top two competitors.

Our search marketing team took a look at the following data points:

- Domain Authority (score of 1-100, overall total score for site)
- Domain MozRank (score of 0-10, similar to Google's Page Rank)
- Internal Followed Links (links from within the same site)
- External Followed Links (links for external sites linking to your site that are "followed")
- Total External Links (all external links, including no-follow links)
- Total Links (all links)
- Followed Linking Root Domains (how many actual sites link to you)
- Linking C-Blocks (checks to make sure all of the sites linking to you are not hosted in same place)
- Followed vs. Non-Followed Links (chart)
- Followed vs. Non-Followed Root Domains (chart)
- Times Shared on Facebook
- Facebook Likes
- Times Share on Google +
- Total Social Media Shares
- Domain Registration Age

I've had my search team review your site, [www.InARaft.com](http://www.InARaft.com), and our report, summary and top-level recommendations are included below.

If you'd like to schedule a free, no-obligation phone call to review what this report means (as well as some ideas we have to help you increase your search engine placement), please give me a call at 303.473.4400.

Sincerely,

Jeff Finkelstein  
Customer Paradigm  
303.473.4400 x 8282  
[jeff@customerparadigm.com](mailto:jeff@customerparadigm.com)

### Clients Include:



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## What Makes Customer Paradigm's SEO Approach Different?

- **No Long Term Contracts.**  
If you don't like the work we do, you don't have to sign up again.  
This means we have to work hard each month to deliver results.
- **Customized, Tailored Approach.**  
We don't use a one-size-fits-all cookie-cutter approach.  
We discuss your goals (drive more traffic, more sales, decrease abandonment),  
and create a plan each month that will deliver long-term results.
- **Data-Driven (No Guesswork).**  
We measure and track our progress. Did we increase traffic to the site?  
Did we increase your search rankings for keywords? Decrease customer acquisition costs?  
We conduct A-B Split testing to test Cost Per Click (CPC) ad copy, landing pages and more.
- **Sustainable & Ethical Practices.**  
We only use legitimate, proven techniques to increase your search engine rankings,  
and avoid techniques that will cause Google to permanently ban your site from their search results.
- **Technical Web Expertise.**  
We work on both small and large-scale websites, including complicated eCommerce systems.  
We have the technical expertise to make changes to your site (such as URL rewrites, Title Tags,  
RDFa tagging, Google XML sitemaps, and 301 redirects) that can dramatically improve your rankings.
- **Affordable.**  
We never mark up Cost Per Click (CPC) advertising (this is billed directly to you).  
Depending on your budget and search marketing goals, we can create a plan that is affordable and  
predictable.

***Call 303.473.4400 today!***

## SEO Competitive Analysis Report:

	www.inaraft.com	www.raftecho.com	www.buffalोजoe.com
<b>Page Authority:</b>	✔ <b>64</b>	<b>60</b>	<b>57</b>
<b>Page MozRank:</b>	✔ 5.32	5.29	4.84
<b>Page MozTrust:</b>	✔ 6.39	6.04	6.34
<b>Internal Followed Links:</b>	✔ 316	141	66
<b>External Followed Links:</b>	2,666	✔ 2,817	792
<b>Total Internal Links:</b>	✔ 316	141	66
<b>Total External Links:</b>	✔ 3,033	2,868	825
<b>Total Links:</b>	✔ 3,349	3,009	891
<b>Followed Linking Root Domains:</b>	✔ 321	214	234
<b>Total Linking Root Domains:</b>	✔ 372	233	254
<b>Linking C Blocks:</b>	✔ 272	172	144
<ul style="list-style-type: none"> <li>● Followed Links vs Nofollowed Links:</li> <li>● Internal Links vs External Links</li> </ul>			
<b>Times Shared on Facebook:</b>	90	191	132
<b>Facebook Likes</b>	25	55	24
<b>Times Shared on Twitter:</b>	3	13	3
<b>Times Shared on Google +1:</b>	6	0	3
<b>Total Social Shares:</b>	99	204	138

## Executive SEO Competitive Analysis Summary:

- The competitive link analysis for Customer Paradigm SEO client Wilderness Aware Rafting shows that it has a stronger Domain Authority (composite link score) than its competitors, based on it's stronger Domain MozTrust and highest number of Followed Linking Root Domains (unique websites that link to inaraft.com).
- Although Wilderness Aware has the second fewest total external links (links coming in to the website from other sites), it's getting the most value from its overall link profile. In this case, the quality of Wilderness Aware's links is winning out over the quantity of its competitors links.

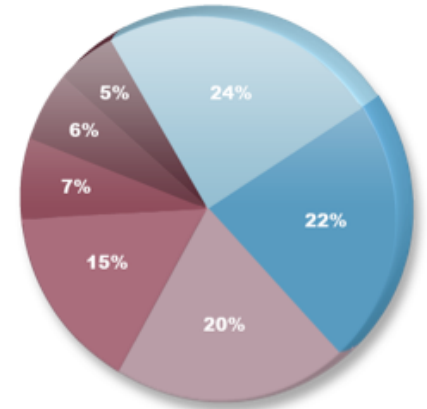
## Recommendations for SEO Improvement:

**Please call us at 303.473.4400 to schedule a time to discuss our specific recommendations for improving your search rankings.**

### **Tactical options may include:**

- **Increasing inbound, followed links to the site**
- **Listing in free and paid directories**
- **Adding content to the site**
- **Updating technical portions of the site (title tags, page names, image names, URL structure, 301 redirects)**
- **Guest blogging**
- **Social Media**
- **Cost Per Click Advertising**
- **+ more**

## Overall Ranking Algorithm



- 24% Trust/Authority of the Host Domain
- 22% [Link Popularity](#) of the [Specific Page](#)
- 20% Anchor Text of External Links
- 15% [On-Page Keyword Usage](#)
- 7% Traffic and Click-Through Data
- 6% Social Graph Metrics
- 5% Registration and Hosting Data

## **Frequently Asked Questions: What Really Matters to Search Engine?**

**What really matters to a search engine like Google? Here's a breakdown of the most important factors:**

### **24%: Trust / Authority of the Website / Domain:**

Nearly a quarter of your search engine ranking is based on the overall trust and authority of your website and domain name. If your site has original content, doesn't appear "scammy" or "fly-by-night" and other people rely on your site as a resource for information, you'll have a strong page rank and trust score.

Page Rank (named for Larry Page, co-founder of Google) assigns a numerical ranking to your site. Ten is the best -- and only a handful of sites have a Page Rank of 10. Page rank 9 is reserved for top sites like the New York Times, CNN.com and others. Denver Craigslist is a 6, as is the Customer Paradigm site. Many sites have a zero page rank, especially if the site is new or doesn't have much relevant content. Want to know your site's Page Rank? Email me back, and we'll let you know.

### **22%: Links to the specific page:**

This does not mean any link to any page on your site (i.e. the home page). This measures how many inbound links you have to the specific page you rank for. The more inbound links to the page, the better.

That said, not all links are created equal. A single link from a highly trusted domain (see above) can be worth more than hundreds of inbound links from less relevant sites.

When CNN.com or NYTimes.com (both Page Rank 9 sites), for example, linked to my wife's site, [www.AdventureRabbi.org](http://www.AdventureRabbi.org), this drastically boosted the overall relevancy of her site.

### **20%: Anchor Text of External Links:**

Just having a link isn't enough. Another 20% of your ranking is based on the words inside the link. You need the words in the link to specifically use keywords that matter.

For example a link that simply says, Click Here, ranks for the words, "Click Here." Not very helpful.

Instead, a link that reads - Visit here for Expert Magento Developers, ranks for "Expert Magento Developers."

### **15%: On Page Keyword Usage:**

Content is still king. The words that you use on your page still matter. If you don't have content on your site that matches what people are searching for, you're likely not going to be ranked for those terms. Title tags are critical. H1 Headings show search engines what content is most important. Boldface text helps. Meta keywords, though, are just ignored.

### **7%: Traffic and Clickthrough Data:**

You might think that it's enough to have relevant text, a strong domain name, and great links pointing to your site. But if people "bounce" back to a search engine after briefly looking at your site, then your rankings will be diminished. Google and other search engines want to display the most relevant search results possible, and they track any time you:

- Type in a search query
- Visit a site
- Hit the "Back" button to return back to the search results page

This is what is known as a "Bounce" in search engine marketing. In email marketing, bounces are when an email address doesn't exist.

### **6%: Social Media Metrics:**

Six percent of your search results rankings are based on social media metrics. For example, if there are a lot of people on Facebook or Twitter who post links to your site, this will help.

Think of it as a high school popularity contest. If everyone is pointing to you (via tweets on Twitter or "Likes" on Facebook or +1 on Google), then you're considered the popular person, and seen as the authority. Google and other search engines reward you as a result.

I'd expect social media metrics to play an increasingly prominent role going forward in search engine rankings.

**5%: Registration and Hosting Information:**

Google and other search engines value websites that have "Withstood The Test of Time." Funny for an industry that's only about 12 years old. But in order to prevent someone like me from registering a domain today, building a website tonight and stuffing it with keywords, Google places about 5% of your score based on domain name factors such as how old your domain is. A domain that was registered in 1999 will often outrank one that was just registered last week. In fact, many sites won't even show up in Google's index for six months or more. This is known as the Google Sandbox, although there are ways to have your site appear faster.

Top level domain name extensions matter. In the US, .com is considered the best for businesses. A .biz, .ws, .us or .net domain name is often secondary.

Where your site is hosted matters, too. If your site is hosted in Russia or China (the source of many shady businesses), you may be ranked lower than someone else who is hosted in the same country their business is located.

Finally, Google and other search engines look to see if all of your inbound links are coming from sites that are hosted at the same hosting company. For example, if all of your inbound links are from similar IP addresses, your site may not be perceived as relevant.

**Questions?**

**Want to talk to an SEO expert for a free,  
no-obligation call?**

**Call 303.473.4400 or visit: [www.CustomerParadigm.com](http://www.CustomerParadigm.com)**