

WSI Competitor Analysis



Benefits

- ➔ • Identify your competitors Search Engine Strategy
- ➔ • Identify competitors Paid Search strategies, keywords and ads
- ➔ • Estimate your competitors monthly online marketing budget

WSI's Competitor Analysis

To be successful in online marketing, businesses must gain a search advantage over their competition. Not understanding your competitor's online activities will result in lost opportunities. It is important to know what your competitors are doing on the Internet, so that you can combat and reduce any advantage they have. By identifying their Online Marketing strategies you will be in a position to exploit their weaknesses and leverage your company's strengths to effectively acquire, retain and grow your customer base

- Review your website structure to ensure it doesn't have structural or design problems.
- Home page review of top competitor site
- Identify and produce a competitor analysis of the top 5 websites
- Identify competitors' Organic Keyword phrases that rank in Google's top 20.
- Produce a PPC Keyword spreadsheet with bid price & cost per click
- Identify your competitor's quality back links
- We provide a complete competitor dashboard including PPC keywords, daily spend, number of web pages, keyword phrases in the top 20, number of links and most importantly their strategy
- Includes a WebScan audit of all competitors comparing scores for content, quality, optimised search and a site score. An indication of how good the website is and how your competitors stack up against each other
- Includes a suggested internet marketing budget to allow you to understand what it takes to compete effectively online

FOR MORE INFORMATION CONTACT US TODAY!



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