

Client Logo

Competitor Website SEO Analysis

Prepared For

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On

Add Date

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OVERVIEW

This report reviews six key competitors to help gain insights for **Clients** digital marketing strategy. It includes an analysis of how each competitor drives traffic online – from search, referrals, social media, email, display advertising and direct traffic.

We also take a look at the website content, size and speed for each competitor, and how each site is set up to convert visitors into customers.

We finally analyse the backlinks to all websites.

Competitors analysed include:

- rackspace.com/au
- netbk.com
- equinix.com.au
- digitalpacific.com.au
- serversaustralia.com/au
- globalswitch.com/au

TRAFFIC SOURCES

A summary of your competitors' traffic and sources is shown below:

	Monthly Traffic	Organic + Paid Search	Direct	Referrals	Social	Email	Display
Rack Space	8.34M global	26.75%	63.9%	2.92%	2.02%	4.11%	0.29%
NEXTEC	<i>Not enough data</i>	34.92%	52.46%	12.60%	0.02%	0%	0%
Equinix	<i>Not enough data</i>	75.36%	17.21%	7.09%	0%	0%	0.35%
Digital Pacific	129,840	28.28%	57.62%	3.80%	1.99%	5.93%	2.39%
Servers Australia	58,120	77.44%	11.48%	2.16%	7.54%	1.37%	0.00%
Global Switch	<i>Not enough data</i>	65.03%	24.76%	0.00%	7.31%	0.00%	2.89%

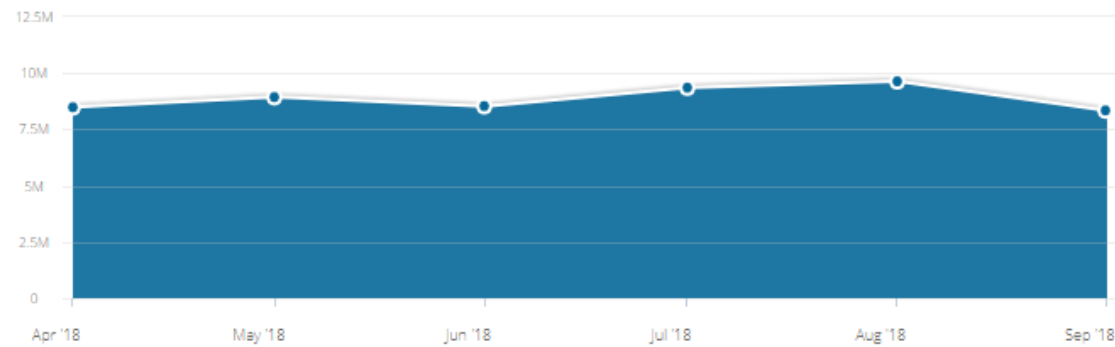
Detailed analysis is provided on the next few pages.

Competitor 1

Traffic Overview

Our research suggests that **Competitor 1** receives on average 8.34 million global visitors per month, with an average time of 4 minutes 7 seconds spent on site (which is good). Because they don't have a **country** specific website or domain, we could only analyse the global site:

On desktop & mobile web, in the last 6 months



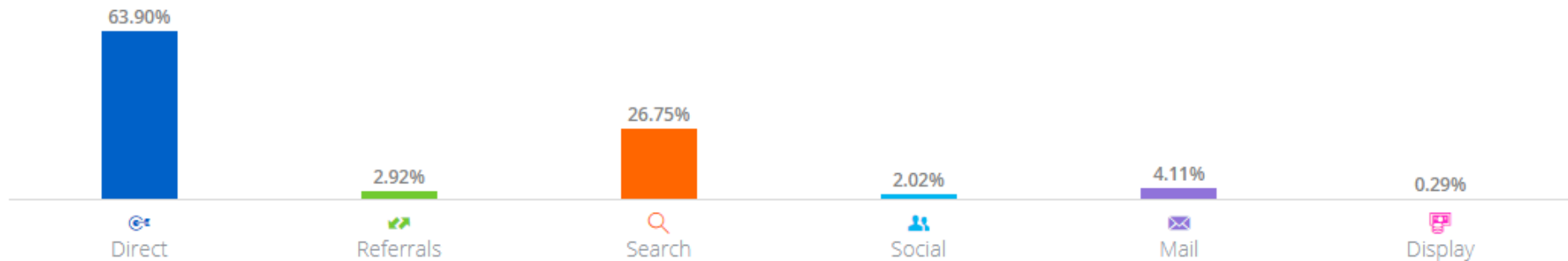
Total Visits	8.34M ▼ 13.43%
Avg. Visit Duration	00:04:07
Pages per Visit	3.77
Bounce Rate	36.93%

Over 55% of **Competitor 1's** global traffic comes from the US:

United States	56.23% ▼ 15.06%
United Kingdom	5.63% ▼ 20.86%
India	3.96% ▲ 1.12%
Canada	3.09% ▼ 9.86%
Mexico	2.72% ▼ 24.94%

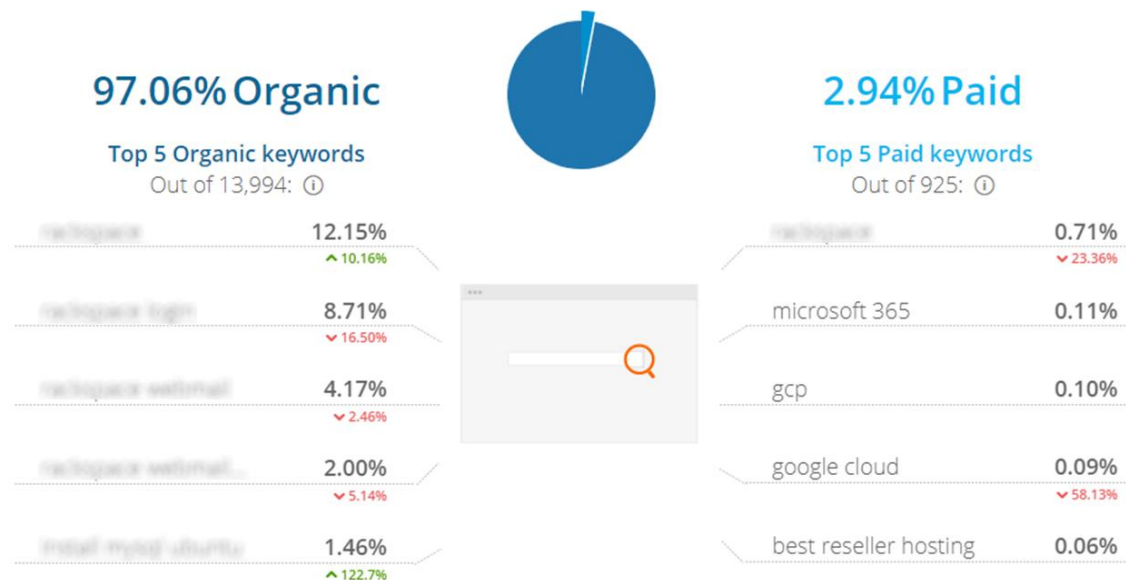
Traffic Sources

Over 63% of **Competitor 1's** site traffic comes direct, with only 26.75% from search:



Search

Because of the strength of its brand, **Competitor 1** relies less heavily on Search than its competitors. Only 2.9% of the company's search traffic comes from paid search ads:



Organic Keyword Traffic

The estimated top queries that drive **Competitor 1's** organic search engine traffic are listed below.



Note this graph is taken from a different data set from the keywords on page 7, so there are slight differences in the keyword data.

Social Media

Our research suggests that **Competitor 1's** drives 2.02% of its traffic from social media, particularly YouTube and Facebook:




2.02%

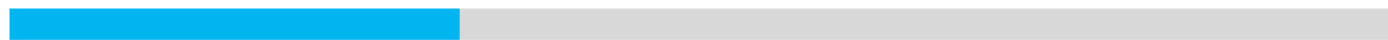
Of traffic is from Social

 Youtube



34.78%

 Facebook



32.53%

 WhatsApp Webapp



14.84%

 LinkedIn



5.43%

 Reddit

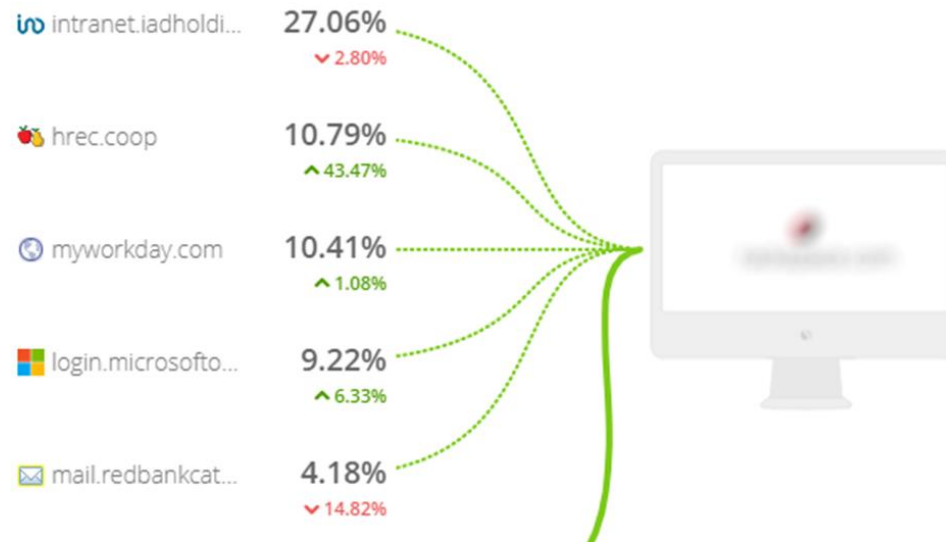


3.56%

Referral Traffic

Our research suggests that **Competitor 1** receives 2.92% of its traffic as referrals from other websites. Details of this referral traffic are shown below:

Top Referring Sites: ⓘ



Traffic Insights

The analysis shows that your competitors drive website traffic from a variety of sources, predominately organic, paid and direct traffic. Competitor, Competitor and Competitor received over 60% from search, whilst Competitor, Competitor and Competitor received under 35%.

The highest proportion of your competitors' traffic is organic search, though paid search also contributes with all competitors receiving some traffic from paid ads. Competitor, Competitor and Competitor drive 34%, 8% and 6% respectively of their search traffic from paid ads.

11% to 64% of your competitors' traffic is direct, indicating a high level of brand awareness. There were also a high number of brand names searches.

	Monthly Traffic	Organic + Paid Search	Direct	Referrals	Social	Email	Display
Competitor 1	8.34M global	26.75%	63.9%	2.92%	2.02%	4.11%	0.29%
Competitor 2	<i>Not enough data</i>	34.92%	52.46%	12.60%	0.02%	0%	0%
Competitor 3	<i>Not enough data</i>	75.36%	17.21%	7.09%	0%	0%	0.35%
Competitor 4	129.84K	28.28%	57.62%	3.80%	1.99%	5.93%	2.39%
Competitor 5	58.12%	77.44%	11.48%	2.16%	7.54%	1.37%	0.00%
Competitor 6	<i>Not enough data</i>	65.03%	24.76%	0.00%	7.31%	0.00%	2.89%

WEBSITE ANALYSIS

How a website is set up has a fundamental effect on its search engine performance. We compared your existing website to your competitors' websites in a few key areas.

Content

The search engines also look at the theme of a website's content to see whether the website is a generalist or specialist within its field. See a summary below of your competitors' websites:

Competitor 1	A range of managed hosting, managed cloud, collocation, application services, migration, data and security services.
Competitor 2	A focus on data centre services.
Competitor 3	A range of interconnection and connectivity, data centres, collocation, data hub and disaster recovery.
Competitor 4	A focus on web hosting, dedicated hosting, and DNS.
Competitor 5	A range of dedicated servers, cloud hosting, collocation and managed solutions.
Competitor 6	A focus on data centre services.

Website Size

One indicator of the authority of a website is the number of pages that are indexed by Google.

See a summary of the number of pages on your website indexed by Google vs. your competitors:

Client	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6
260	200	1,970	2,790	976	180	203

As you can see, **Competitor 3** and **Competitor 2** have the highest number of pages however, this value should be discounted as they have automatically generated pages indexed including paginated blog pages or specification download pages with low quality content.

Client have a relatively high number of pages but 90 of these are duplicate blog posts that also appear on **Clients Website**. For further details see accompanying report INITIAL WEBSITE ANALYSIS AND RECCOMENDATIONS page 40.

LINK ANALYSIS

Backlinks are the links pointing to your website from other sites; these are very important for good search engines rankings.

All links are not equal, so link weight is an estimate of the total value of all links pointing to the website. Referring domains are the number of different websites linking back to a site.

The following summarises the links to your website vs. your competitors.

	Client	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6
Link Weight	36	88	65	46	80	74	4.9
Referring Domains	97	268 AU 23.4 K Global	405	189	2.79k	964	17

The next few pages contain a more detailed presentation of the links to your and your competitors' websites.

Client

Total Link Weight: 36

Referring Domains: 97

The number of domains linking to the site over the past 12 months:



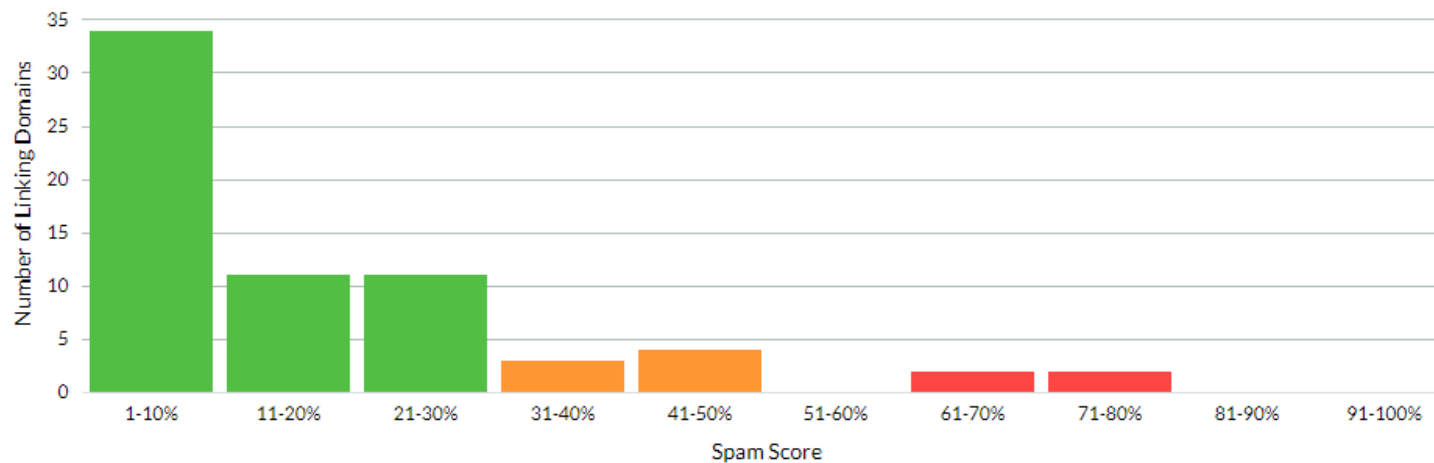
Anchors

The text behind the links to the website:



Link Quality Analysis

Green and orange columns indicate higher quality and red columns low quality, so the more green and orange columns the better:



Competitor 1

Total Link Weight: 88

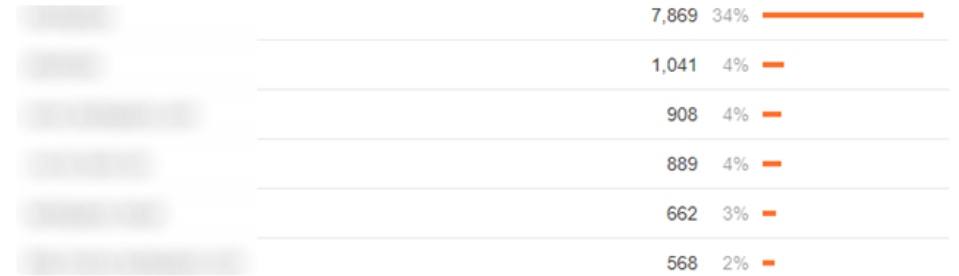
Referring Domains: 269 AU, Globally - 23.4K

The number of domains linking to the site over the past 12 months:



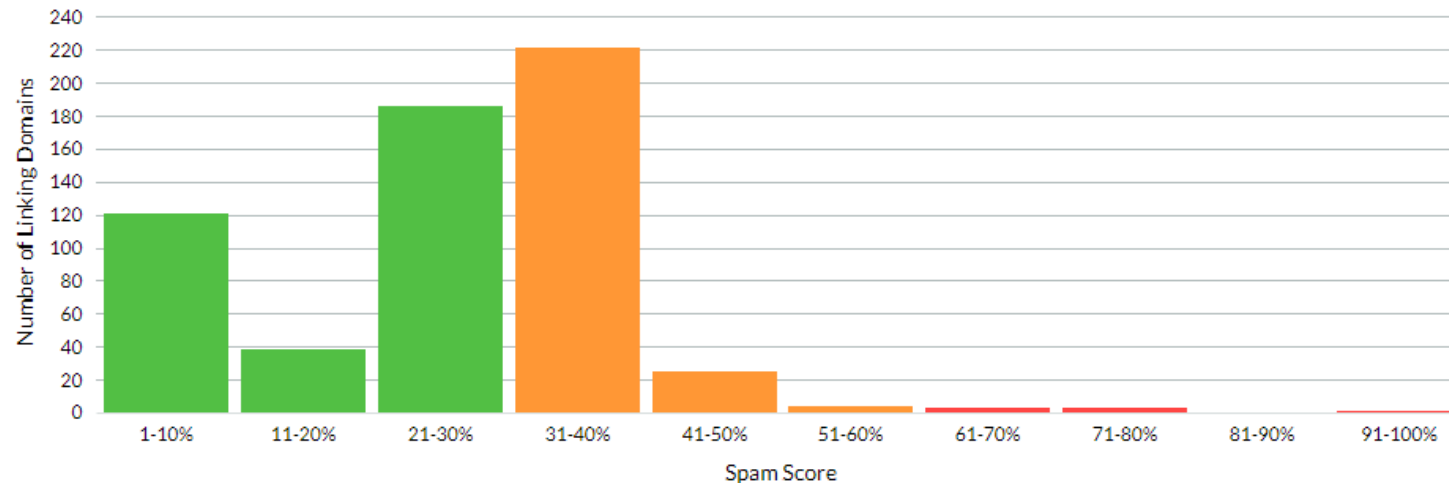
Anchors

The text behind the links to the website:



Link Quality Analysis

Green and orange columns indicate higher quality and red columns low quality, so the more green and orange columns the better:



LINK INTERSECT

Conducting research into competitors backlinks will generate opportunities to target in the link building campaign.

A link intersect found that **client** did not have links from these quality domains but competitor 1 and competitor 4 did.

Referring domain	DR	Ahrefs rank ↑	1	2
prnewswire.com ▼	91	383	35	12
corporate-ir.net ▼	90	1,413	448	12
tmcnet.com ▼	83	5,947	102	8
sys-con.com ▼	82	8,252	17K	4
benzinga.com ▼	81	9,581	7	4
chambermaster.com ▼	80	11,021	2	2
equinix.com ▼	78	16,583	226	55
peeringdb.com ▼	78	16,831	28	4
4-traders.com ▼	77	20,186	61	2
ycharts.com ▼	74	43,328	6	4
gurufocus.com ▼	72	67,395	1.4K	4
itbusinessnet.com ▼	71	69,088	58	8
stockwatch.com ▼	69	113,595	60	16
telecomramblings.com ▼	62	214,805	34	4
forwardgeek.com ▼	61	235,494	178	5
media.yahoo.com ▼	59	271,551	1	4
dailyhostnews.com ▼	49	703,917	20	1
fst.net.au ▼	48	762,753	2	1

LINK COMMENTS

This analysis shows that the majority of your competitors have a good number of links on their AU domains.

The link weight is also significantly higher compared to **client**.

In order to successfully compete for some of the more competitive search terms, a sustained link building campaign in line with that of your competitors will be required.

LOCAL ANALYSIS

Google My Business (GMB) and Citations are very important to your local pack ranking position. Key considerations are the verification of GMB listing, number of citations, number of reviews and quality of rating, photos and category. See how your business compares for the terms 'keyword 1', 'keyword 2', 'keyword 3' and 'keyword 4'

'Keyword 1'

Rank	Business Name	Verified	Citations	Review Count	Star Rating	Photos	Categories
>17	Business Name	✓	69	5	5 ★★★★★	1	Computer Support and Services
1	Business Name	✓	423	14	4.4 ★★★★☆	29	Web Hosting Company
2	Business Name	✗	138	5	5 ★★★★★	0	Web Hosting Company
3	Business Name	✓	2	0	n/a	0	Telecommunications Service Provider
4	Business Name	✓	72	4	3.8 ★★★★☆	2	Computer Support and Services
5	Business Name	✓	34	0	n/a	1	Web Hosting Company
6	Business Name	✓	8	1	5 ★★★★★	5	Web Hosting Company
7	Business Name	✓	9	0	n/a	0	Web Hosting Company
8	Business Name	✓	34	0	n/a	3	Web Hosting Company
9	Business Name	✓	64	2	4.5 ★★★★☆	0	Web Hosting Company
10	Business Name	✓	46	13	2.2 ★★★☆☆	1	Web Hosting Company

Google My Business

The reports above gives some indication of the importance of a listing that has numerous good reviews and photos. Competitors ranking in first position typically had high numbers of reviews, citations, some images and shared the category of 'Web Hosting Company'.

Location was the only Google My Business location found for **Client**. Setting up GMB and optimising these profiles for all other physical locations belonging to **Client** will assist in the successful ranking for local search queries.

Reviews are an incredibly important ranking consideration for local searches, gathering reviews across all locations is a priority in your local SEO strategy.

	Client	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6
Reviews	5	2	45	59	22	17	45

Local Business Listings / Citations

Across all Client locations, there are very few citations in the top 40 websites. Citation building will be essential to improving the local authority and ranking of your website and Google My Business listings.

	Location 1	Location 2	Location 3	Location 4	Location 5
Citations in Top 40	5	0	0	0	0

KEY INSIGHTS

This section highlights some of the key insights from the competitor analysis.

TRAFFIC

Our analysis shows that your competitors drive website traffic from a variety of sources, predominately Search and Direct.

All competitors show brand awareness, with high levels of direct traffic and searches for brand names.

	Monthly Traffic	Organic + Paid Search	Direct	Referrals	Social	Email	Display
Competitor 1	8.34M global	26.75%	63.9%	2.92%	2.02%	4.11%	0.29%
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SIZE

Having analysed the websites of competitor and competitor, it is clear that they all have a large number of low-quality, automatically generated pages. This makes it difficult to learn are great deal from these numbers without detailed analysis of the number of high-quality pages on these sites.

Client will need a good number of high-quality content pages in line with the services they are targeting, as discussed in our Keyword Research and Opportunities Report. This should also include blog posts, in line with these competitors.

LINKS

Client will need to build links in line with their main competitors, it is worth spending time reviewing competitor's backlink through the Link Intersect tool to identify opportunities for link building.

	Client	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6
Link Weight	36	88	65	46	80	74	4.9
Referring Domains	97	268	405	189	2.79k	964	17

LOCAL

Google My Business

The reports above gives some indication of the importance of a listing that has numerous good reviews and photos. Competitors ranking in first position typically had high numbers of reviews, citations, some images and shared the category of 'Web Hosting Company'.

Sydney was the only Google My Business location found for **Client**. Setting up GMB and optimising these profiles for all other physical locations belonging to **Client** will assist in the successful ranking for local search queries. Reviews are an incredibly important ranking consideration for local searches, gathering reviews across all locations is a priority in your local SEO strategy.

	Client	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6
Reviews	5	2	45	59	22	17	45

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Across all **Client** locations, there are very few citations in the top 40 websites. Citation building will be essential to improving the local authority and ranking of your website and Google My Business listings.

	Location 1	Location 2	Location 3	Location 4	Location 5
Citations in Top 40	5	0	0	0	0