SEO Benchmarking on a shoestring budget

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- SEO since 2010
- Enjoy Content Writing and Niche research
- The strategic part is always more fun than the execution.
- Leaning away from client SEO towards affiliate SEO

All SEO Tools Available

Tools As A Barrier to Entry

- The Halifax analogy
- There is always another great tool coming onto the market.
- AI will accelerate this process.
- Shiny ~~Object~~ Tool Syndrome.
- You are a business. ⬆ Costs only for ROI
- Are they pushing the needle enough?
- Little Actionable data > Overload of data.

Benchmarking

- Evaluate (something) in comparison with a standard.

Defining the Benchmark

◆ What is the standard?

◆ Niche specificity

◆ What is working?

◆ What is the algorithm rewarding?

FOUR KEYS OF
BENCHMARKING

IDENTIFY
Define the objectives of the benchmarking exercise and identify realistic opportunities for improvements.

COLLECT & ANALYZE
Data is collected by different methods for eg, interviews, visits & questionnaires.

IMPLEMENT
Recommendations based on data are prepared, and action plans for improvement are implemented.

EVALUATE
Periodically evaluate and reset the benchmark in light of changes to market, competition, and/or economy.

● **The Burnie Group**

IDENTIFY

Define the objectives of your business or project.

◆ Consider who is doing it well?

◆ There is your first benchmark

◆ Collect 10-20 properties

◆ Excel is your friend

Keyword	Position	Previous Position	Volume	Traffic (%)	KWGR	AllinTitle
is kokie cosmetics cruelty	11	9	140	0.26	0.03571428571	5
petit vour september 201	3	5	70	0.26	0	
is bare minerals cruelty fr	15	18	1300	0.26	0	
burnetie vs converse	4	4	90	0.26	0	
vegan gel eyeliner	4	7	90	0.26	1.888888889	170
nbeautyreview.com/2013/1	10	8	210	0.26	0	
petit vour review	10	9	210	0.26	0	
nbeautyreview.com/2017/0	3	4	70	0.26	0.01428571429	1
quorn vegan burger revie	3	4	70	0.26	0	
vegan lip plumper	3	4	70	0.26	0	
fairy girl cosmetics	2	2	260	0.26	0	
cruelty free deodorant	17	15	1600	0.26	0	
seri face wash	3	3	70	0.26	0	
is two faced cruelty free	10	11	210	0.26	0.03333333333	7
vegan vs cruelty free	4	4	90	0.26	2.1	189
vegan coconut oil hair ma	2	3	50	0.26	0	
is fiona stiles cruelty free	7	9	170	0.26	0.04705882353	8
is everyone soap vegan	3	3	70	0.26	0.01428571429	1
what not to wear sunny e	3	3	70	0.26	0	
josie maran argan matchi	11	11	140	0.26	0	
is sinful colors cruelty free	11	12	110	0.21	1.672727273	184
is formula 10.0 6 vegan	6	6	110	0.21	0.01818181818	2
vegan cologne	9	11	170	0.21	0	
vegan makeup at ulta	6	7	110	0.21	0	

- Post Length
- Rich Content
- Rich Snippets
- Term Frequency

ANALYSE

- LSI & KWF & KWD

- "Don't reinvent the wheel, Steer it!"

- Latent Semantic Indexing(LSI) came with Hummingbird in a 2013 update.
- It is constantly improving.
- Focus on user intent.
- Audio search enhances this issue
- If BAR == (Pub || Legal Qualification || Metal plank) {
- Did you mean "Pub" }
- Poor semantic == (Poor User Experience)
- Tools often depreciate knowledge

STRATEGISE

- ◆ Close the gap
- ◆ Content
- ◆ Links
- ◆ Relevance
- ◆ Social Media
- ◆ UX
- ◆ UI
- ◆ Loading Speed

EVALUATE

◆ Monthly Evaluation

◆ Quarterly Evaluation

◆ Efforts vs Results

◆ KPIs and Outcomes

◆ Retargeting, what's next?

Step 1

◆ Google

◆ Search: Keyword

◆ Take note of the URLs of all ranking on the first two pages

◆ Place these in an Spreadsheet

Step 2

- Thehoth.com
- Competitor Sniffing & Spining

Step 3

◆ Keywordshitter & NeilPatel's Keyword Tool

◆ Google Adwords Planner

Step 4

- Traffic Travis
- Enter Competitor's URL
- Enter their sitemap
- Track your data and theirs

Step 5

◆ Offer what is missing. Novelty

◆ Skyscrapper method.

◆ Novelty. If not tell, it better or differently.

◆ Make use of offline resources to enhance what is available online.

◆ Don't just say what everyone else is already saying.

Multi Clustering

- Shared vision is important.
- Clustering SEO.

Indexing

◆ LinkCentaur

◆ Post frequency ⬆ Usually leads to ⬆ Site Indexing Speed (TESTED FOR GOOGLE).

Rankings Checker

Book A Call With Joe

Create New Order ▾

Target URL (http://www.example.com)

Enter the URL you'd like check for existing rankings

View Google Rankings

Have questions? Ask me now, I'm online!

Chat now

- Type in your 20 competitors' URLs one by one.
- Pop the results into an Excel file.
- Progressively build up 1000s of potential keywords that you may have not considered.
- You also have a benchmark for pages that are doing well.
- Search top keywords to find more competitors.
- Rinse and repeat!

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The Beginners' Greatest Misconception

◆ Beginners are told, "Pick a niche that you like."

◆ Aligning passion with pay is great, but hardly ever practical.

◆ Follow the money.

◆ Once you find your why, the niche is simply a vehicle.

£200 Budget

- Traffic Travis (Rank and Link Tracking) = £50
- ScrapeBox (SEO Swiss Army Knife) = £80
- Shared Tools (Use these cautiously & Reservedly) = £20
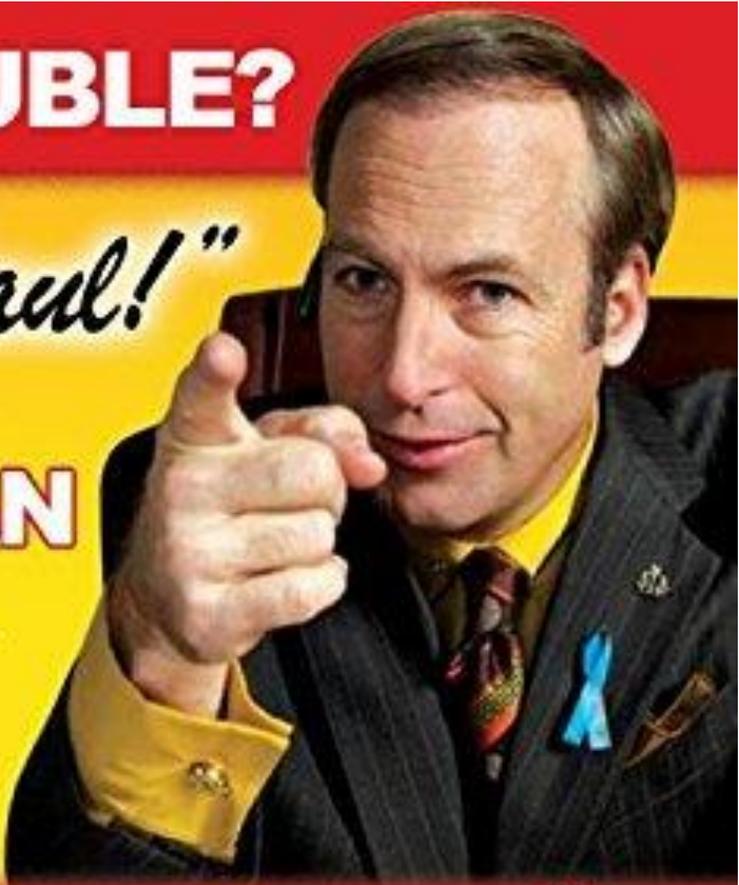- Social Signals = £10
- A link or two = £30
- Web2.0s = £10

Be Future Proof

- Find the pinch and adjust to it.
- Algorithm adjusts to pressure from legislators.
- It adjusts to improve user experience
- Changes in legislation (substances becoming legal).
- New Technology. Anticipate and prepare.

Follow the Money

Follow the legislative bound industries

LIFE & DEATH
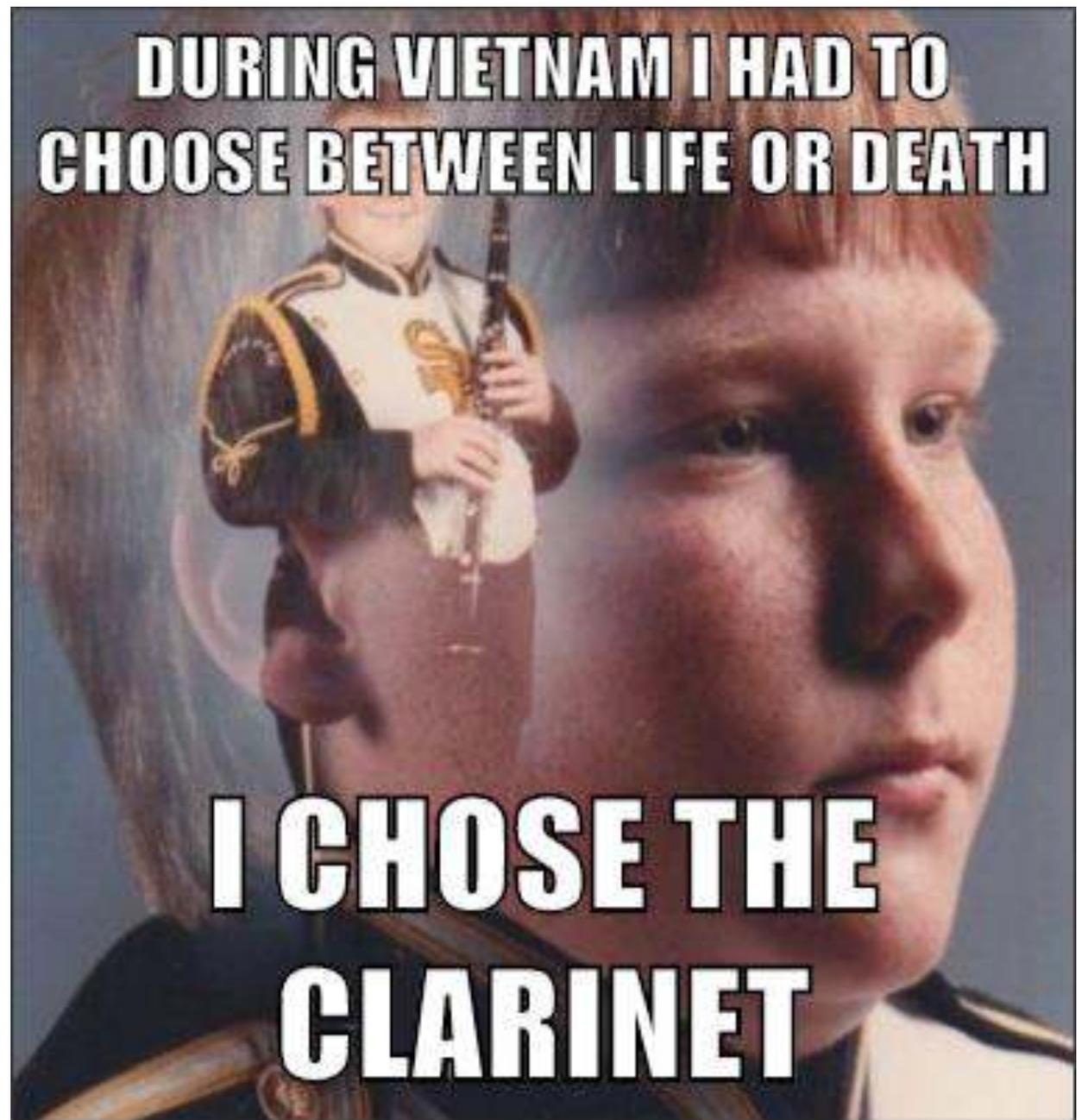
IT"S A "GREY AREA".

Loans, Medical, Legal

Thank You

- Questions are welcome!