

Competitor report for
MODELANDROVER.COM
DEC 2013



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OBJECTIVE

1. To pinpoint the competitors of MODELANDROVER.COM
2. To discover the strengths and weaknesses of the competitors
3. To discover the most lucrative keywords used by the competitors
4. To discover relevant keywords that are not used by the competitors
5. To outline the initial linking opportunities

During the research, following 10 competitors were identified:

<http://paddockspares.com>

<http://johncraddockltd.co.uk>

<http://brookwell.co.uk>

<http://mm-4x4.com>

<http://famousfour.co.uk>

<http://land-rover-parts-shop.com>

<http://lrparts.net>

<http://lrdirect.com>

<http://island-4x4.co.uk>

<http://dls-uk.co.uk>



3.

COMPETITOR OVERVIEW: THE METRICS

Domain	PR	Index	DA	Alexa	SemRush	CF	TF
modelandrover.com	0	28,800	38	5000345	9457207	39	9
paddockspares.com	3	56,600	37	204154	459225	42	24
johncraddockltd.co.uk	3	27600	35	432363	1641121	33	23
brookwell.co.uk	2	595,000	29	1028140	4374691	21	31
mm-4x4.com	3	4,050	30	1781416	2445889	37	15
famousfour.co.uk	3	352,000	32	952800	4756186	33	42
land-rover-parts-shop.com	3	5,490,000	32	630919	1858513	31	37
lrparts.net	3	6850	30	1268003	2945445	31	40
lrdirect.com	2	148,000	27	989794	3036059	26	20
island-4x4.co.uk	1	134000	27	807602	4468239	33	8
dls-uk.co.uk	3	41000	23	5108533	4734669	25	22

This table shows the most important optimisation metrics.

Please note that beating the competitors on all metrics doesn't guarantee winning them in the search engine rankings or being able to make more money than they're making.

Please see the Glossary for explanation.



4.

COMPETITOR OVERVIEW: BACKLINKS

Domain	Backlinks	Domains	Unique IPs	Unique Subnets
modelandrover.com	17092	740	490	453
paddockspares.com	33540	955	729	641
johncraddockltd.co.uk	12827	417	350	327
brookwell.co.uk	1812	322	270	241
mm-4x4.com	8566	291	235	214
famousfour.co.uk	18460	287	242	224
land-rover-parts-shop.com	230177	274	245	228
lrparts.net	2227	200	164	153
lrdirect.com	1894	156	123	117
island-4x4.co.uk	2719	164	139	134
dls-uk.co.uk	7005	81	71	70

This table shows the number of backlinks each competitor has acquired.

Please note that building a higher number of links doesn't guarantee winning the competitors in the search engine rankings or being able to make more money. Overdoing the link building effort may cause a Google penalty.

It's important to focus on creating quality content and curating relevant, high-quality links based on merit of the content.

Please see the Glossary for explanation.



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Your Site Overview

:: stands out ::

A striking and modern design. "Why shop with us?" questions answered.

:: onsite issues ::

The JavaScript-based navigation is a major concern. Although it may be considered user-friendly, this is certainly not search engine friendly. The search engines can't currently navigate their way to your most important pages.

Some of the landing pages are too SEO-focused. You have to forget about keyword density and create pages that add value to the user.

There is only one post on the blog section. This needs to be addressed ASAP. Please see Part2 for content suggestions.

:: backlink profile ::

Your TrustFlow is only 9. There are not enough authority sites linking to you.

I have identified a major issue with your backlink profile that needs to be resolved instantly. Please see the email.

:: estimated traffic from Google ::

I've looked at your Google Analytics account and shared my insights in an email.

:: best ranked keywords ::

land rover parts(90), land rover discovery parts(24)



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COMPETITOR BREAKDOWN

1. <http://paddockspares.com>

:: stands out ::

GeoTrust and PayPal logos in the footer adding credibility. Good product subcategory design.

:: onsite issues ::

The number of internal links is a serious issue. The homepage links to 546 internal pages dissipating the link authority. The featured products slider is a total mess.

:: backlink profile ::

A natural link profile with no evidence of spam links. The bulk of the links is coming from Land Rover forums where people discuss repairs and reference spares from a catalogue. There are also some links from relationships with clubs, suppliers and enthusiasts.

:: sample of the best backlinks ::

<http://www.invictalandroverclub.com/Links.htm>

<http://www.series2club.co.uk/pages/directory/directory.html>

<http://www.evanscoolants.co.uk/stockists>

<http://www.landroverweb.com/landrover/bulkhead-repair-land-rover-series/>

<http://www.rangerovers.net/forum/6-range-rover-mark-iii-l322/16552-l322-diff-problem-info-update-20.html>

<http://www.4x4.com/land-rover-4x4/>

<http://www.landyzone.co.uk/lz/f8/exhaust-broken-one-should-i-buy-232658-2.html>

<http://www.rrsport.co.uk/forum/topic33335.html>

<http://www.viking4x4club.com/19.html>

<http://www.discodon.co.uk/Links.html>

<http://www.okoffroad.com/okrovers/roverlinks.htm>

<http://www.cowdery.org.uk/landie.php>

http://www.leicestershireandrutland4x4response.org.uk/?page_id=161

<http://www.afundit.co.uk/Classic1.htm>

<http://www.lforum.com/forum/index.php?showtopic=68487>

<http://www.motorbase.com/contact/by-id/1250367425/>

<http://www.reeftopia.com/links.html>

:: estimated traffic from Google ::

7,000 to 10,000 unique UK visitors per month. The site is spending around £200 on PPC per month.

:: best ranked keywords ::

land rover parts(1), land rover spares(1), land rover discovery parts(2), land rover accessories(4)



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7.

2. <http://johncraddockltd.co.uk>

:: stands out ::

They are copying some layout elements from Paddockspares (or vica versa) nevertheless the design is clean and pleasant. The navigation bar is as good as it gets.

:: onsite issues ::

The heading tags are a total mess. They have 27 occurrences of the H1 tag. The url <http://www.johncraddockltd.co.uk/index.asp> resolves without a redirect, which may indicate some underlying problems.

:: backlink profile ::

A link profile similar to Paddockspares. There is no anchor text manipulation whatsoever. The links appear to be natural and mainly branded links. Apart from relationships with clubs, this site seems to be sponsoring 4x4 events.

:: sample of the best backlinks ::

http://www.mantec.co.uk/stockists.cfm?stockists_continent=UKEU
<http://www.lrfaq.org/FC/FAQ.FC.101.html>
<http://www.rangerovers.net/repairdetails/tailgate.html>
<http://www.thisfabtrek.com/journey/europe/england/20050115-london.php>
<http://www.hbro.co.uk/links.htm>
<http://forums.lr4x4.com/index.php?showtopic=84401&page=3>
<http://www.heroevents.eu/HEROPages/mechanicalsupportandassistance/>
<http://www.landyzone.co.uk/lz/f42/lt95-overdrive-224796.html>
<http://forum.difflock.com/viewtopic.php?p=748549>
<http://www.4x4i.com/features/features/1173-making-the-right-tyre-choice.html>
<http://www.war-horses.nl/links.htm>
<http://www.craevents.eu/HEROPages/mechanicalsupportandassistance/>
<http://www.landroversonly.com/forums/f12/defroster-outlet-lightweight-18114/>
<http://www.ylroc.com/links/>
<http://www.ep90.com/index.php?id=85>
<http://www.oldenglishcars.com/id53.html>

:: estimated traffic from Google ::

More than 5,000 UK visitors per month. The site is not currently spending money on PPC.

:: best ranked keywords ::

land rover parts(3), land rover spares(2), range rover parts(2), land rover roof rack(4)



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8.

3. <http://brookwell.co.uk>

:: stands out ::

Although the colours and styles are unbalanced, they've created a clever make/model menu. The anniversary badge and branch contact details signal that it's a real brick and mortar business.

:: onsite issues ::

Some page titles are slightly over-optimised. Various problems with heading tags. They're not making the most of the image ALT attribute.

:: backlink profile ::

They have used some directories and irrelevant sites to build links in the past. Overall, the link profile is not bad, the anchor text is not manipulative, however, authoritative links are missing and they're not getting anywhere near as many forum references as the two larger competitors.

:: sample of the best backlinks ::

<http://www.4x4er.co.uk/links.html>

<http://www.landroverweb.com/landrover/part-suppliers-mailorder-and-reconditioning/>

<http://www.discoverybirthdayparty.co.uk/>

<http://www.exmoortrim.co.uk/world-wide-distributors.html>

<http://www.qtservices.co.uk/partners/>

<http://www.southdevonoffroadclub.co.uk/sponsors.html>

:: estimated traffic from Google ::

1500+ unique UK visitors per month. The site is spending small amounts of money on PPC.

:: best ranked keywords ::

land rover parts(9), land rover spares(6), range rover p38 parts(3)



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9.

4. <http://mm-4x4.com>

:: stands out ::

Not much. Their Facebook page is good, which may partly explain the high number of branded search queries that drive them traffic.

:: onsite issues ::

It's yellow. The code is bloated, titles and headings are off. The design hasn't changed since 2007 and it is many years behind even for the standards of year 2007.

:: backlink profile ::

At the first glance the link profile seems ok but a large chunk of links come from a 4x4 site network, which is bound to backfire at some point. They're also linking from sites that they themselves own. On a more positive note, they've established relationships with some clubs, although not as many as the larger competitors.

:: sample of the best backlinks ::

<http://www.landroverworld.co.uk> (banner)

<http://www.landrover-awards.com/Listing-Detail.aspx?id=50>

<http://www.mlroc.co.uk/links/4517999147>

<http://www.tohelandback.org.uk/>

<http://www.bulletpolish.co.uk/>

<http://www.jloc.org.je/links.htm>

<http://www.lrforum.com/forum/index.php?showtopic=68411>

<http://www.offroad-forum.de/viewtopic.php?t=3881>

:: estimated traffic from Google ::

1500+ unique UK visitors per month. The site is not spending money on PPC.

:: best ranked keywords ::

range rover classic parts(5), discovery parts(6), range rover brake pads(5)



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10.

5. <http://famousfour.co.uk>

:: stands out ::

The "Specials" is an interesting section. The overall navigation is good.

:: onsite issues ::

Duplicate content issues due to an unresolved www/non-www conflict, the subsection titles are totally wrong, some headings missing.

:: backlink profile ::

Although their backlink profile is not spammy, there aren't any stand-out links. Most of the links come from the resources pages of clubs. They are sponsoring a section on LandyZone forum, which must be driving decent traffic.

:: sample of the best backlinks ::

<http://www.landyzone.co.uk/lz/> (forum sponsors)

<http://www.bhclrc.org.uk/links.htm> (discounts)

<http://www.wyeandwelshlrc.co.uk/site2.html>

<http://www.louthlincs.co.uk/louth/sites/Famous-Four-4WD-Products.htm>

<http://www.venture4x4.co.uk/links.php>

<http://www.lincolnshire4x4response.org.uk/support-us/our-supporters/>

<http://www.carandclassic.co.uk/user/ccts2820>

<http://www.olrg.org.uk/links.html>

<http://www.jpurnell.com/RR/repairs/springs.htm>

<http://www.classicandsportscar.com/news/general-classic-car-news/something-for-the-weekend-%E2%80%93-land-rover-series-iiii>

<http://www.lrforum.com/forum/index.php?showtopic=62458>

http://www.thelandroverclub.co.uk/charity_activites.html

:: estimated traffic from Google ::

Between 800 and 1000 unique UK visitors per month. The site is not currently spending money on PPC.

:: best ranked keywords ::

range rover parts(3), land rover spares(7), land rover discovery parts(5)



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11.

6. <http://land-rover-parts-shop.com>

:: stands out ::

Their vehicle menu looks exactly like the one of BrookWells, which may suggest that they are partners or maybe owned by the same company. This site is registered by a company called Allmakes.

:: onsite issues ::

They've got several versions of the site for different countries. There's a lot of content duplication between the English/Irish and Belgian/French versions. They're using neither robots.txt nor canonical tag to battle the issue. Regardless of the issues, they seem to be ranking well in Spain and France, too.

:: backlink profile ::

The site might be subject to the EMD penalty because of their hyphenated exact-match domain. They also have a lot of sitewide links, which explains the huge gap between the backlink count and the number of referring domains. They have been acquiring links from some general web directories in the past.

:: sample of the best backlinks ::

Very few backlinks worth mentioning

<http://www.scotoffroad.co.uk/links.html>

<http://www.landmania.com/Static-Docs-PagesPro-LRPartsShop-index.html>

<http://www.dingocroft.co.uk/acatalog/shop.htm>

<http://www.lroac.com/Links.html>

<http://www.onelifeadventure.co.uk/links.htm>

<http://www.allterrainservices.co.uk/links.html>

<http://www.dakar.co.uk/Dakar Parts.htm> (also related to Allmakes)

<http://www.allmakes4x4.com/services.php?subj=webcat> (the mothership)

<http://www.4x4offroads.com/team-mud-in-mac4x4.html>

:: estimated traffic from Google ::

1,500+ unique UK visitors per month. This site is spending around £200 per month on PPC trying to position itself as a pan-European supplier of parts.

:: best ranked keywords ::

land rover parts(2), range rover parts(5), land rover shop(3)



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12.

7. <http://lrparts.net>

:: stands out ::

The Light Conversion and Facelift sections are interesting.

:: onsite issues ::

Issues with heading tags. There are 469 internal links on the homepage.

:: backlink profile ::

There is some anchor text manipulation although not to an extent where it's causing a problem as of yet. There are very few high-quality links in their link profile. The majority of links come from forums.

:: sample of the best backlinks ::

<http://forums.lr4x4.com/index.php?showtopic=84994>
<http://www.4x4cb.com/public/intaprofile.cfm?showMember=6473>
<http://www.disco3.co.uk/forum/topic99979.html>
<http://www.howrep.com/category/land-rover/>
<http://www.lrforum.com/forum/index.php?showtopic=67973>
<http://www.merseyworld.com/a-zindex/>
http://www.muddy4x4offroad.co.uk/resources_clubs_links.htm
<http://www.rrsport.co.uk/forum/topic23122.html>

:: estimated traffic from Google ::

Around 2,000 unique monthly visitors from the UK. The site is spending a small amount of money on PPC.

:: best ranked keywords ::

land rover parts(4), range rover parts(4), land rover defender parts(6)



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13.

8. <http://lrdirect.com>

:: stands out ::

The way they highlight the free shipping options and customer service.

:: onsite issues ::

A cluttered homepage, serious issues with navigation (when browsing for parts instead of searching) and with subpage titles.

:: backlink profile ::

Although there is no evidence of spammy tactics, there's nothing that sets them apart from the competitors. It's a very limited and idle link profile with virtually no high-profile incoming links.

:: sample of the best backlinks ::

<http://www.landroverweb.com/landrover/part-suppliers-mailorder-and-reconditioning/>

<http://forums.lr4x4.com/index.php?showtopic=84866>

<http://www.rrsport.co.uk/forum/post395636.html>

<http://www.landyzone.co.uk/lz/f16/best-place-buy-parts-uk-220250.html>

<http://www.rangerovers.net/forum/7-range-rover-mark-ii-p38/59234-replacing-stolen-car-toyota-vs-range-rover-11.html>

<http://www.v8register.net/subpages/news200910v8itemsoneBay.htm>

<http://www.landroverfaq.com/viewtopic.php?f=24&p=82246>

:: estimated traffic from Google ::

400 - 500 unique monthly visitors from the UK. The site is spending a small amount of money on PPC.

:: best ranked keywords ::

land rover parts shop(5), genuine land rover parts(7), used land rover parts(8)

14.



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9. <http://island-4x4.co.uk>

:: stands out ::

A decent navigation that works both for search engines and visitors.

:: onsite issues ::

Extremely long titles, especially on the homepage.

:: backlink profile ::

There's just not enough good links to give them decent ranking positions. All they've done is copy part of the bigger competitors' backlink profile. The site has got an extremely low TrustFlow at 8, which means the search engines won't trust it enough to feature it in Top10 for any meaningful query.

:: sample of the best backlinks ::

<http://www.fullfatrr.com/forum/post213866.html>

<http://www.hampshire4x4response.co.uk/forum/phpBB3/viewtopic.php?f=30&t=651&p=3786>

<http://www.jloc.org.ie/links.htm>

<http://www.landyzone.co.uk/lz/f10/2006-l322-3-0td6-diesel-lift-pump-211509.html>

<http://www.lpgforum.co.uk/viewtopic.php?f=30&t=12147&start=30>

<http://www.rangerovers.net/forum/7-range-rover-mark-ii-p38/65265-oil-cooler-hose.html>

http://www.silverlinetools.com/find_a_stockist

:: estimated traffic from Google ::

Around 300 unique UK visitors per month. The site is not spending any money on PPC.

:: best ranked keywords ::

land rover part numbers(6), land rover body parts(4)

15.



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10. <http://dls-uk.co.uk>

:: stands out ::

Nothing special, although the step-by-step part selection journey works very well.

:: onsite issues ::

Very little original content on the site. 540 internal links in the horizontal navigation bar.

:: backlink profile ::

The backlink profile is not strong enough to garner high rankings. A large portion of links are coming from foreign car forums, which apparently is not helping them with UK rankings.

:: sample of the best backlinks ::

<http://www.4x4cb.com/public/intaprofile.cfm?showMember=186>

<http://www.olrg.org.uk/links.html>

<http://www.wods.dk/rangerover/sp/r-spare.htm>

<http://www.garageservices101.co.uk/east-midlands.html>

<http://www.motorbase.com/contact/by-id/144213742/>

<http://www.davecandoit.com/Landy/SeriesIII/>

<http://www.discovery-tr.com/linksC.htm>

<http://www.iangclark.net/lr.html>

:: estimated traffic from Google ::

Just a couple of hundred unique monthly visitors from the UK. The site is not spending any money on PPC.

:: best ranked keywords ::

land rover derby(3), land rover spares uk(10), land rover breakers uk(5)



SOCIAL MEDIA

Activity on Twitter, Facebook and Google+. The cells represent the number of followers/fans each competitor has acquired. Clicking on the number will open the social media profile in a browser.

Domain	Twitter Followers	Facebook Fans	Google+ Circles
modelandrover.com	1365	178	profile
paddockspares.com	1005	14429	29
johncraddockltd.co.uk	inactive	inactive	profile
brookwell.co.uk	248	888	89
mm-4x4.com	inactive	3452	inactive
famousfour.co.uk	70	439	profile
land-rover-parts-shop.com	inactive	inactive	profile
lrparts.net	inactive	inactive	60
lrdirect.com	inactive	inactive	profile
island-4x4.co.uk	inactive	inactive	profile
dls-uk.co.uk	15	630	profile

PAGE LOAD TIMES

This table shows the size and load times of the homepages. Although there's no proof that load time is a major ranking factor, it's worth keeping the load time in mind for the sake of user experience.

Domain	Page Size	Load Time	Per Kb
modelandrover.com	46.31 KB	0.81 seconds	0.02 seconds
paddockspares.com	291.76 KB	1.94 seconds	0.01 seconds
johncraddockltd.co.uk	54.75 KB	5.62 seconds	0.1 seconds
brookwell.co.uk	216.49 KB	3.38 seconds	0.02 seconds
mm-4x4.com	101.73 KB	2.68 seconds	0.03 seconds
famousfour.co.uk	26.57 KB	5.82 seconds	0.22 seconds
land-rover-parts-shop.com	197.04 KB	3.13 seconds	0.02 seconds
lrparts.net	131.58 KB	2.62 seconds	0.02 seconds
lrdirect.com	22.03 KB	2.98 seconds	0.14 seconds
island-4x4.co.uk	29.22 KB	2.63 seconds	0.09 seconds
dls-uk.co.uk	187.17 KB	8.59 seconds	0.05 seconds



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17.

LINKING OPPORTUNITIES

This list of urls contains websites that link out to at least 3 of your competitors. If they link to the competitors, there's no reason why you couldn't get them to link to your site by producing an appropriate linkable asset. Please note that replicating the competitors' links is neither a very sustainable nor creative approach, however, these easy linking opportunities shouldn't be ignored.

You'll see from this list that there are many enthusiast clubs and forums. Creating linkable assets and special offers that can be offered to club/forum members and reaching out to the clubs can be part of your link acquisition strategy.

<http://landyzone.co.uk>

<http://rangerovers.net>

<http://lr4x4.com>

<http://lro.com>

<http://landrovernet.com>

<http://blacklandy.eu>

<http://landroverweb.com>

<http://macks4x4info.com>

<http://landroveronly.com>

<http://difflock.com>

<http://defender2.net>

<http://fullfattr.com>

<http://disco3.co.uk>

<http://freel2.com>

<http://fourwheeldriveclub.com>

<http://landrover-awards.com>

<http://militarylightweight.co.uk>

<http://web-rover.co.uk>

<http://series2club.co.uk>

<http://rrsport.co.uk>

<http://terrafirma4x4.com>

<http://v8forum.co.uk>

<http://disco4.com>

<http://lr-club.com>

<http://landroveraddict.com>

<http://motorbase.com>

<http://hmvf.co.uk>

<http://clri.net>

<http://thehuntinglife.com>

<http://arbtalk.co.uk>

<http://pocuk.com>

<http://rodsnsods.co.uk>

<http://4x4.com>

<http://bigjimny.com>

<http://4x4i.com>

<http://mud-club.com>

<http://great-cars.co.uk>

<http://theoverlander.org>

<http://thelandroverclub.co.uk>

<http://qtservices.co.uk>

<http://shropshire-suzuki.co.uk>

<http://funrover.com>



18.

COMMON KEYWORDS

This table shows the keywords that the competitors (column C) have in common. The more often occurring keywords are at the top of the table. Although the top of the table might contain the most lucrative keywords, they are also more difficult to crack. For a new website, it might be better to start targeting keywords from the middle of the table but it is essential to set a goal to conquer the highly-competitive keywords as well. You also need to build your content strategy in a way that it targets the more lucrative keywords.

Keyword	C	Srch Vol	CPC, £	Keyword	C	Srch Vol	CPC, £
land rover parts	9	v high	0.38	land rover discovery body repair panels	7	v low	0.77
land rover spares	9	high	0.41	land rover accessories price list	7	v low	0.58
range rover spares	9	low	0.52	land rover defender parts uk	7	v low	0.61
range rover parts uk	9	low	0.37	land rover discovery 300tdi parts	7	v low	0.47
range rover parts	8	medium	0.49	freelander brakes	7	v low	0.67
land rover discovery parts	8	medium	0.32	land rover uk accessories	7	v low	0.57
land rover parts uk	8	medium	0.29	land rover discovery brake pads	7	v low	0.90
land rover spare parts	8	low	0.47	land rover discovery upgrades	7	v low	0.42
land rover spares uk	8	low	0.46	range rover accessories	6	medium	0.49
range rover spare parts	8	low	0.53	freelander accessories	6	medium	0.27
land rover body panels	8	low	0.54	land rover Freelander parts	6	medium	0.39
land rover part	8	low	0.35	land rover discovery accessories	6	low	0.35
land rover spare parts uk	8	low	0.64	range rover p38 parts	6	low	0.40
range rover spares uk	8	low	0.64	discovery 2 parts	6	low	0.29
range rover sport spares	8	v low	0.62	land rover discovery spares	6	low	0.35
land rover uk parts	8	v low	0.66	freelander exhaust	6	low	0.37
range rover sport parts uk	8	v low	0.74	land rover discovery 3 parts	6	low	0.58
land rover discovery body parts	8	v low	0.52	freelander 1 accessories	6	low	0.41
land rover discovery spare parts uk	8	v low	0.51	land rover discovery 4 accessories	6	low	0.65
land rover accessories	7	high	0.42	range rover l322 parts	6	low	0.52
freelander parts	7	high	0.35	land rover 90 parts	6	low	0.49
range rover classic parts	7	low	0.30	land rover defender 90 parts	6	low	0.49
discovery parts	7	low	0.29	land rover discovery 2 accessories	6	low	0.75
land rover discovery 3 accessories	7	low	0.62	land rover doors	6	low	0.34
land rover Freelander spares	7	low	0.64	range rover exhaust	6	low	0.44
land rover series parts	7	low	0.33	land rover defender snorkel	6	low	0.50
land rover defender accessories uk	7	low	0.52	land rover discovery spare parts	6	v low	0.49
land rover discovery parts uk	7	low	0.57	land rover exhaust	6	v low	0.55
land rover discovery td5 parts	7	low	0.53	land rover parts online	6	v low	0.41
classic range rover parts	7	low	0.34	range rover accessories uk	6	v low	0.57
land rover accessories uk	7	low	0.76	range rover p38 accessories	6	v low	0.32
land rover body parts	7	low	0.56	land rover defender parts for sale	6	v low	0.63
land rover chassis parts	7	low	0.51	land rover discovery accessories uk	6	v low	0.55
land rover genuine parts	7	low	0.53	land rover discovery exhaust	6	v low	0.39
land rover 4x4 parts	7	v low	0.61	freelander td4 parts	6	v low	0.74



19.

Keyword	C	Srch Vol	CPC, £	Keyword	C	Srch Vol	CPC, £
land rover discovery 4 parts	6	v low	0.70	land rover discovery body panels	5	v low	0.49
land rover freelander exhaust	6	v low	0.48	land rover discovery fuel pump	5	v low	0.45
range rover body parts	6	v low	0.55	land rover freelander 1 parts	5	v low	0.65
freelander exhaust prices	6	v low	0.59	land rover freelander 2 parts	5	v low	0.60
parts for freelander	6	v low	0.79	range rover accessories price list	5	v low	0.50
parts for land rover discovery	6	v low	0.55	freelander rubber mats	5	v low	0.66
land rover defender parts	5	medium	0.46	land rover defender accessories price list	5	v low	0.54
range rover sport accessories	5	medium	0.39	land rover defender spare parts	5	v low	0.42
defender parts	5	low	0.35	land rover discovery 3 accessories uk	5	v low	0.62
defender accessories	5	low	0.34	land rover discovery alternator	5	v low	0.52
genuine land rover parts	5	low	0.52	land rover freelander 2 mud flaps	5	v low	0.46
land rover parts shop	5	low	0.46	discovery spare parts	5	v low	0.30
land rover discovery 2 parts	5	low	0.48	freelander exhaust system	5	v low	0.55
land rover series 3 parts	5	low	0.33	land rover discovery 3 brake pads	5	v low	0.76
range rover sport parts	5	low	0.65	land rover discovery 3 spares	5	v low	0.66
freelander fuel pump	5	low	0.44	land rover discovery parts for sale	5	v low	0.66
land rover defender spares	5	low	0.54	land rover discovery wiper blades	5	v low	1.02
land rover defender wheels	5	low	0.49	land rover freelander accessories uk	5	v low	0.59
freelander 2 parts	5	low	0.62	range rover interior parts	5	v low	0.62
land rover off road parts	5	low	0.92	land rover range rover sport accessories	5	v low	0.61
land rover seats	5	low	0.52	land rover series 3	4	high	0.91
land rover snorkel	5	low	0.57	land rover series 2	4	medium	1.03
defender 90 parts	5	low	0.46	land rover defender accessories	4	medium	0.41
freelander 1 parts	5	low	0.57	freelander 2 accessories	4	medium	0.30
freelander parts uk	5	low	0.63	range rover l322	4	low	0.71
freelander accessories uk	5	low	0.54	freelander 1	4	low	0.74
freelander light guards	5	low	0.40	land rover freelander accessories	4	low	0.32
range rover dog guard	5	low	0.55	range rover air suspension	4	low	0.48
freelander brake pads	5	v low	0.89	land rover part numbers	4	low	0.57
land rover discovery off road parts	5	v low	0.96	land rover parts catalogue	4	low	0.56
land rover freelander 1 accessories	5	v low	0.67	freelander clutch	4	low	0.57
land rover freelander parts catalogue	5	v low	0.69	freelander dog guard	4	low	0.50
land rover lights	5	v low	0.53	freelander propshaft	4	low	0.34
range rover brake pads	5	v low	0.87	land rover defender interior	4	low	1.77
land rover defender 90 accessories	5	v low	0.59	land rover freelander 2 accessories	4	low	0.71
land rover defender lights	5	v low	0.54	land rover side steps	4	low	0.46
land rover discovery 1 accessories	5	v low	0.52	land rover winch	4	low	0.47
land rover discovery steering box	5	v low	0.43	off road land rover	4	low	0.69
land rover freelander parts uk	5	v low	0.89	land rover breakers uk	4	low	0.31
p38 range rover parts	5	v low	0.45	land rover defender seat covers	4	low	0.41
range rover mud flaps	5	v low	0.42	land rover discovery 1 parts	4	low	0.39
land rover defender body panels	5	v low	0.47	land rover shop	4	low	0.75
land rover defender off road parts	5	v low	0.90	land rover defender side steps	4	low	0.51



20.

Keyword	C	Srch Vol	CPC, £	Keyword	C	Srch Vol	CPC, £
land rover dog guard	4	low	0.78	land rover defender 110 parts	4	v low	0.47
range rover gifts	4	low	0.58	land rover defender 90 off road	4	v low	1.55
range rover suspension	4	low	0.54	land rover defender radiator	4	v low	0.49
freelander bike rack	4	low	0.60	land rover Freelander 2 dog guard	4	v low	0.58
freelander parts catalogue	4	low	0.81	land rover Freelander td4 fuel pump	4	v low	0.44
land rover defender rear seats	4	low	0.60	defender spare parts	4	v low	0.35
land rover discovery 2 front bumper	4	low	0.42	land rover defender extras	4	v low	0.51
land rover mud flaps	4	low	0.50	land rover Freelander 2 rubber mats	4	v low	0.50
range rover parts catalogue	4	low	0.58	range rover sports parts	4	v low	0.53
freelander 2 battery	4	v low	0.44	4x4 accessories	3	high	0.58
land rover alternator	4	v low	0.44	range rover p38	3	high	0.57
land rover defender a bar	4	v low	0.35	general grabber tyres	3	medium	0.39
land rover defender dog guard	4	v low	0.54	land rover tyres	3	medium	0.70
land rover discovery front bumper	4	v low	0.34	wheel and tyre packages	3	medium	0.34
land rover discovery repair panels	4	v low	0.69	land rover clothing	3	low	0.51
land rover Freelander spare wheel cover	4	v low	0.37	land rover wheels	3	low	0.66
range rover p38 exhaust	4	v low	0.29	range rover breakers	3	low	0.39
freelander 2 spares	4	v low	0.44	range rover wheels	3	low	0.37
land rover defender gearbox	4	v low	0.82	goodrich tyres	3	low	0.41
land rover defender wheels and tyres	4	v low	0.39	land rover gifts	3	low	0.76
land rover discovery air suspension	4	v low	0.37	land rover off road	3	low	0.55
land rover discovery parts catalogue	4	v low	0.82	p38 spares	3	low	0.17
land rover discovery snorkel	4	v low	0.32	range rover tyres	3	low	0.87
land rover radiator	4	v low	0.52	land rover discovery 1	3	low	1.06
range rover fuel pump	4	v low	0.35	range rover side steps	3	low	0.50
range rover roof bars	4	v low	0.62	safari snorkel	3	low	0.31
range rover sport brake pads	4	v low	1.10	discovery 1	3	low	1.03
freelander accessories catalogue	4	v low	0.56	khumo tyres	3	low	0.60
land rover defender body parts	4	v low	0.47	land rover 4x4	3	low	0.57
land rover defender exhaust	4	v low	0.34	land rover seat covers	3	low	0.47
land rover discovery 2 parts catalogue	4	v low	0.47	land rover defender doors	3	low	0.27
land rover discovery 3 dog guard	4	v low	0.42	4x4 land rover	3	low	0.67
land rover discovery lift kit	4	v low	0.68	freelander tailgate handle	3	low	0.31
range rover radiator	4	v low	0.69	freelander transfer box	3	low	0.27
freelander td4 exhaust	4	v low	0.35	land rover defender tyres	3	low	0.68
freelander wiper motor	4	v low	0.22	land rover discovery off road	3	low	1.29
land rover discovery parts list	4	v low	0.77	land rover spare wheel cover	3	low	0.35
land rover discovery starter motor	4	v low	0.62	land rover wheels and tyres	3	low	0.54
land rover discovery tyres for sale	4	v low	0.88	off road accessories	3	low	0.39
land rover Freelander clutch	4	v low	0.69	range rover alloy wheels	3	low	0.39
range rover air suspension parts	4	v low	0.53	range rover off road	3	low	1.40
range rover grille	4	v low	0.48	freelander gearbox	3	low	0.73
accessories for range rover sport	4	v low	0.52	freelander spares uk	3	low	0.77



21.

Keyword	C	Srch Vol	CPC, £	Keyword	C	Srch Vol	CPC, £
freelander wheel cover	3	low	0.34	land rover defender cubby box	3	v low	0.39
land rover alloy wheels	3	low	0.83	land rover defender seats for sale	3	v low	0.34
land rover defender off road	3	low	0.89	land rover defender spare wheel cover	3	v low	0.56
land rover defender parts catalogue	3	low	0.86	land rover defender workshop manual	3	v low	0.42
land rover steering wheel	3	low	0.69	land rover discovery 2 side steps	3	v low	0.45
range rover seat covers	3	low	0.43	land rover discovery dog guard	3	v low	0.57
used land rover parts	3	low	0.37	land rover discovery td5 battery	3	v low	0.46
freelander roof rack	3	low	0.63	land rover Freelander side steps	3	v low	0.54
land rover Freelander 1	3	low	0.69	land rover Freelander spare parts	3	v low	0.53
land rover wheel cover	3	low	0.41	land rover wheel covers	3	v low	0.35
land rover workshop manual	3	low	0.51	land rover wiper blades	3	v low	0.82
defender alloy wheels	3	low	0.32	range rover alternator	3	v low	0.50
land rover bike rack	3	low	0.55	range rover conversion kit	3	v low	0.48
land rover decals	3	low	0.24	range rover lights	3	v low	0.42
land rover defender alloy wheels	3	low	0.46	range rover sport alternator	3	v low	0.43
land rover discovery 300 tdi	3	low	0.84	range rover wiper blades	3	v low	0.64
land rover p38	3	low	0.65	4x4 range rover	3	v low	0.87
land rover tyres for sale	3	low	1.05	freelander td4 injectors	3	v low	0.28
range rover 4x4	3	low	1.04	land rover defender door	3	v low	0.29
range rover p38 spares	3	low	0.58	land rover defender spotlights	3	v low	0.89
range rover sport dog guard	3	low	0.51	land rover discovery td5 front bumper	3	v low	0.43
range rover steering wheel	3	low	0.37	land rover Freelander fuel pump	3	v low	0.51
range rover wheels and tyres	3	low	0.32	land rover Freelander viscous coupling	3	v low	0.24
range rover wheels for sale	3	low	0.69	land rover Freelander wheels	3	v low	0.61
valeo clutch kit	3	low	0.50	land rover shoes	3	v low	0.49
cheap land rover parts	3	v low	0.76	range rover floor mats	3	v low	0.76
freelander abs sensor	3	v low	0.19	range rover sport wheels and tyres	3	v low	0.51
freelander mats	3	v low	0.79	used range rover parts	3	v low	0.35
freelander service	3	v low	1.49	freelander nudge bar	3	v low	0.22
freelander spare parts	3	v low	0.52	full stainless steel exhaust system	3	v low	0.35
land rover discovery 3 seat covers	3	v low	0.38	land rover defender front seats	3	v low	0.28
land rover mats	3	v low	0.68	land rover defender grill	3	v low	0.32
land rover wheels for sale	3	v low	0.68	land rover defender wheels for sale	3	v low	0.49
range rover bike rack	3	v low	0.67	land rover discovery wheels and tyres	3	v low	0.49
range rover sport accessories uk	3	v low	0.53	land rover Freelander gearbox	3	v low	0.62
range rover sport seat covers	3	v low	0.47	land rover Freelander transfer box	3	v low	0.34
range rover sport spare wheel	3	v low	0.51	range rover kits	3	v low	0.54
range rover styling	3	v low	0.54	range rover side steps for sale	3	v low	0.49
discovery gearbox	3	v low	0.82	range rover sport rear lights	3	v low	0.30
freelander 2 mats	3	v low	0.69	transfer box Freelander	3	v low	0.24
freelander mud flaps	3	v low	0.35	freelander radiator	3	v low	0.70
front discs and pads	3	v low	0.46	freelander wheel covers	3	v low	0.37
land rover defender alloys	3	v low	0.49	land rover clock	3	v low	0.29



22.

Keyword	C	Srch Vol	CPC, £	Keyword	C	Srch Vol	CPC, £
land rover defender 110 accessories	3	v low	0.40	freelander wheels	2	low	0.51
land rover defender floor mats	3	v low	0.82	towing equipment	2	low	0.24
land rover defender wheel cover	3	v low	0.46	freelander roof bars	2	low	0.46
land rover discovery body kits	3	v low	0.70	front brake discs	2	low	0.68
land rover freelander parts list	3	v low	0.69	land rover 90 defender	2	low	0.46
land rover freelander workshop manual	3	v low	0.42	land rover discovery roof rack	2	low	0.99
range rover tyres price	3	v low	0.70	freelander battery	2	low	0.51
spare parts for land rover freelander	3	v low	0.52	freelander lift kit	2	low	0.22
terra firma travel	3	v low	0.06	land rover defender steering wheel	2	low	0.61
defender 90 110	3	v low	0.27	land rover discovery seat covers	2	low	0.49
heavy duty shocks	3	v low	0.00	land rover roof bars	2	low	0.75
p38 rangerover	3	v low	0.30	pro comp shocks	2	low	0.17
exmoor trim	2	high	0.24	range rover gearbox	2	low	0.70
bf goodrich	2	high	0.24	cooper stt tyres	2	low	0.21
cooper tyres	2	high	0.27	freelander snorkel	2	low	0.71
land rover defender 90	2	high	0.67	general tyres uk	2	low	0.49
land rover breakers	2	medium	0.45	land rover alloys	2	low	0.85
all terrain tyres	2	medium	0.50	land rover breakers kent	2	low	0.51
land rover 90	2	medium	0.46	land rover defender 300tdi	2	low	1.08
land rover series 1	2	medium	0.95	land rover defender chassis	2	low	0.46
bf goodrich tyres	2	medium	0.33	range rover keyring	2	low	0.45
range rover classic	2	medium	0.70	freelander alloy wheels	2	low	0.46
discovery 2	2	medium	0.42	freelander rear diff	2	low	0.20
freelander spares	2	medium	0.26	front exhaust pipe	2	low	0.35
optima batteries	2	medium	0.17	land rover car parts	2	low	0.81
land rover chassis	2	medium	0.49	land rover discovery engine	2	low	0.46
clutch master cylinder	2	low	0.31	land rover discovery side steps	2	low	0.49
front brake pads	2	low	0.89	land rover roof racks	2	low	1.14
4x4 wheels and tyres	2	low	0.39	range rover grill	2	low	0.50
brake cylinder	2	low	0.32	range rover mats	2	low	0.75
classic range rover	2	low	1.33	second hand land rover parts	2	low	0.29
ebay land rover defender	2	low	0.47	air bleed valve	2	v low	0.47
land rover discovery 300tdi	2	low	1.17	freelander interior	2	v low	1.16
mud tyres	2	low	0.38	freelander ird unit	2	v low	0.21
range rover sport wheels	2	low	0.66	freelander key fob	2	v low	0.59
4x4 spotlights	2	low	0.39	hid spotlights	2	v low	0.27
freelander viscous coupling	2	low	0.27	land rover defender bulkhead	2	v low	0.43
freelander window regulator	2	low	0.35	land rover defender doors for sale	2	v low	0.29
mud terrain tyres	2	low	0.38	land rover defender manual	2	v low	0.45
range rover alloys	2	low	0.77	land rover discovery 200tdi	2	v low	0.71
coopers tyres	2	low	0.31	land rover discovery repair	2	v low	0.06
freelander seat covers	2	low	0.40	land rover discovery roof bars	2	v low	0.73
freelander side steps	2	low	0.41	land rover discovery spare wheel cover	2	v low	0.44



23.

Keyword	C	Srch Vol	CPC, £	Keyword	C	Srch Vol	CPC, £
land rover freelande off road	2	v low	1.70	viscous coupling freelande	2	v low	0.48
land rover parts for sale	2	v low	0.49	ebay uk land rover defender	2	v low	0.71
land rover wheel spacers	2	v low	0.49	freelande side bars	2	v low	0.23
range rover clothing	2	v low	0.61	freelande spare wheel	2	v low	0.47
range rover rear lights	2	v low	0.48	freelande td4 battery	2	v low	0.46
range rover seats	2	v low	0.69	land rover defender decals	2	v low	0.30
range rover sport exhaust	2	v low	0.52	land rover defender gifts	2	v low	0.74
range rover sport mud flaps	2	v low	0.31	land rover defender stickers	2	v low	0.60
tyres for range rover sport	2	v low	0.80	land rover discovery 3 workshop manual	2	v low	0.24
canvas seat covers	2	v low	0.38	land rover freelande 2 roof bars	2	v low	0.44
freelande drive shaft	2	v low	0.57	land rover freelande 2 side steps	2	v low	0.47
freelande parts list	2	v low	0.47	land rover freelande interior	2	v low	0.59
freelande wiper blades	2	v low	0.70	land rover freelande roof rack	2	v low	0.61
land rover breakers midlands	2	v low	0.46	land rover freelande tailgate handle	2	v low	0.35
land rover bull bars	2	v low	0.37	range rover front grill	2	v low	0.41
land rover defender 90 roof rack	2	v low	0.53	range rover sport towbar	2	v low	0.44
land rover defender winch	2	v low	0.57	range rover sport wiper blades	2	v low	0.64
land rover defender winch bumper	2	v low	0.52	range rover tdi	2	v low	0.66
land rover discovery 2 roof rack	2	v low	0.58	delphi shock absorbers	2	v low	0.39
land rover discovery 2 seat covers	2	v low	0.49	ebay motors land rover defender	2	v low	0.66
land rover discovery 200tdi for sale	2	v low	0.50	land rover defender breakers uk	2	v low	0.22
land rover discovery gearbox	2	v low	0.69	land rover discovery 4 interior	2	v low	0.97
land rover series 2 for sale uk	2	v low	0.46	land rover discovery alloy wheels	2	v low	0.55
land rover touch up paint	2	v low	0.44	land rover discovery headlights	2	v low	0.38
land rover tyres uk	2	v low	0.81	land rover discovery seats for sale	2	v low	0.34
range rover autograph	2	v low	0.54	land rover discovery wheels for sale	2	v low	0.59
used land rover parts uk	2	v low	0.37	land rover discovery workshop manual	2	v low	0.55
freelande aerial	2	v low	0.25	land rover freelande 2 mats	2	v low	0.70
land rover defender bonnet	2	v low	0.34	range rover sport rubber mats	2	v low	0.56
land rover discovery 3 battery	2	v low	0.59	black grille mesh	2	v low	0.04
land rover discovery off road for sale	2	v low	0.75	brake disc front	2	v low	0.77
land rover discovery series 1	2	v low	0.80	brake pads front	2	v low	0.62
land rover discovery tyre size	2	v low	0.73	exmoor seats	2	v low	1.49
land rover freelande rear door handle	2	v low	0.34	freelande snow chains	2	v low	1.07
land rover freelande spares uk	2	v low	0.67	genuine land rover discovery seat covers	2	v low	0.59
range rover rims	2	v low	0.87	piston seal kit	2	v low	0.04
range rover sport bike rack	2	v low	0.44	range parts	2	v low	0.31
range rover sport chrome accessories	2	v low	0.43	range rover sport extras	2	v low	0.54
range rover sport side steps	2	v low	0.86	seat belt belts	2	v low	0.22
range rover sport styling	2	v low	0.39	spotlights 4x4	2	v low	0.35
range rover sport upgrades	2	v low	0.47				



24.

KEYWORD OPPORTUNITIES

The keywords that the competitors are not properly optimised for.

Keyword	Srch Vol	Keyword	Srch Vol	Keyword	Srch Vol
4x4 accessories uk	low	cheap 4x4 tyres uk	low	range rover engine	low
4x4 alloy wheels	low	cheap tyres 4x4	v low	range rover kent	low
4x4 alloy wheels uk	low	cheap tyres for 4x4	v low	range rover liverpool	low
4x4 awning	v low	cheapest 4x4 to run	low	range rover norwich	low
4x4 breakers uk	low	cheapest 4x4 tyres	v low	range rover sport breakers	low
4x4 camping equipment	v low	continental 4x4 tyres	v low	range rover upgrades	low
4x4 car accessories	v low	dartford 4x4	low	range rover vogue parts	v low
4x4 competitions	v low	direct 4x4	medium	range rover wheels for sale	low
4x4 driving experience	low	discovery spares	low	remould 4x4 tyres	low
4x4 driving lessons	v low	extreme 4x4 parts	v low	rexton 4x4	v low
4x4 experience	low	green laning	high	rimmerbros.co.uk car parts	v low
4x4 experience days	low	green laning maps	low	road tax for 4x4	v low
4x4 fife	v low	land rover centre	medium	roh wheels 4x4	v low
4x4 forum	low	land rover conversions	v low	silverline 4x4	low
4x4 gearbox	v low	land rover defender breakers	low	spare parts for land rover discovery	v low
4x4 salvage	low	land rover defender conversions	v low	spotlights for 4x4	v low
4x4 shop	v low	land rover derby	medium	swansea 4x4	low
4x4 stickers	low	land rover discovery breakers	low	traxxas slash 4x4	low
4x4 tires	low	land rover discovery repairs	v low	twyford 4x4	low
4x4 trailers	v low	land rover discovery used parts	v low	tyres 4x4	low
4x4 tyre	low	land rover discovery winch bumper	low	tyres 4x4 prices	v low
4x4 tyre reviews	low	land rover dismantlers	v low	tyres 4x4 uk	v low
4x4 tyres	high	land rover freelanders used parts	v low	tyres for 4x4	v low
4x4 tyres for sale	low	land rover kent	low	uk 4x4 cars	v low
4x4 tyres online	low	land rover liverpool	medium	uk land rover	v low
4x4 tyres online uk	v low	land rover norwich	low	used 4x4 vehicles	v low
4x4 tyres prices	v low	land rover salvage	low	used land rover discovery parts	v low
4x4 tyres uk	low	land rover scrap yards	low	used land rover freelanders parts	v low
4x4 wheels	medium	land rover second hand parts	v low	wheels for range rover sport	v low
4x4 winter tyres	low	land rover used parts	v low	winter 4x4 tyres	v low
best 4x4 mpg	low	lpg 4x4	v low	winter tyres 4x4	v low
best 4x4 tyres	low	off road spotlights	v low	wipac 4x4 spotlights	v low
buxton 4x4	low	range rover breakers yard	v low	yorkshire 4x4	low
cheap 4x4 tyres	medium	range rover derby	v low		
cheap 4x4 tyres online	v low				



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25.

HOW TO USE THIS REPORT

The competitor breakdown gives you an **overview** of each competitor. Pay attention to both things they're doing right and things they're doing wrong. You can learn something from the former and you can use the latter to make sure you don't repeat the same mistakes.

Onsite issues is a good starting point. Because you control 100% of your site's code and content, you can create a website that is better than your competitors'.

Check the competitor breakdown and the **Linking Opportunities** section for link acquisition ideas.

Check the competitor breakdown for the **traffic estimates**. This will help you to **manage expectations** (and also make a sound business plan) as to how many visitors you can hope to attract via the organic search source.

Check the **Social Media** section to thoroughly familiarise yourself with your competitors' social media efforts. If you're using semi-automated tools to build Twitter following, create lists of your competitors' followers and follow the same people. It gives you a **targeted list of people** who are interested in products you're selling. In this particular case, the majority of the competitors don't seem to be using Google+ effectively. You can fill this gap and use it to your advantage.

Check the **Common Keywords** section for some popular and less obvious keywords that are worth targeting.

One particular thing that stands out in this report is that the competitors are not making the most of driving traffic related to general off-roading. The idea is to target keywords that indicate the searcher owns a 4x4. You're making an assumption that if he drives a 4x4 he might need parts at a certain point. By creating content about green laning and other off-road-related things, you get noticed by people who would not otherwise have found your site. Some initial ideas have been outlined in the **Keyword Opportunities** section.

If you require clarification regarding the terminology used in this report or if you have any question about the competitors or how to use the data, please don't hesitate to get in touch with us.



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26.

GLOSSARY

Backlink count – the total number of backlinks acquired.

Referring domains – the total number of sites linking out to the competitors. A large gap between the BC and RD columns may indicate potential problems.

Unique IPs – number of unique IP addresses hosting the Referring Domains. A large gap between the RD and Unique IP columns may indicate manipulative backlinking schemes where links are obtained from link farms.

Unique Subnets – IP addresses consist of 4 octets, like this: 234.123.145.165. The US column omits the last octet to see how many unique wider networks link to the domains.

PR – Google PageRank – A link analysis metric assigning a numerical weighting to a page based on its relative importance. PR has little relevancy these days.

Index – The number of pages indexed by Google. This gives you an idea of the size of the website.

DA – DomainAuthority – Potential strength of a website. The best prediction for how a website will perform in search engine rankings. DA was designed by Moz.com. A higher number means more strength.

Alexa – Traffic volume measurement based on a relatively small data sample. On its own it has little relevancy, nevertheless it is valuable when comparing websites within the same niche. Lower Alexa means more traffic.

SemRush – Similarly to Alexa, lower number means more traffic, however, in this case it is looking specifically at traffic driven to the website via Google organic search results. A lower SemRush number can indicate a site that is ranking well on Google across various search terms.

CF – Citation Flow – This number, designed by MajesticSEO.com, predicts how influential a domain is based on the number of sites linking to it. The more links that the site has, the higher it's Citation Flow.

TF – Trust Flow – This number, also designed by MajesticSEO.com, predicts how trustworthy a domain is based on its backlink proximity to trusted domains. Both with CF and TF, the higher the number, the stronger the domain.