



## Thirty Day Challenge 2009 – Training – Day 03

### 2009TDC03b: Introduction to SEOC

Running Time: 9mins



### Intro

Hi everyone, it's Anthony from the Noble Samurai team here again, and I hope you're enjoying the Thirty Day Challenge so far.

In this video, I'd like to give you a tour of the Market Samurai SEO Competition Module, which gives you an easy, but incredibly powerful way, to assess the strength of the competition in the Micro-Niches that you're currently exploring.



## How Google Ranks Pages (On-Page and Off-Page Factors)

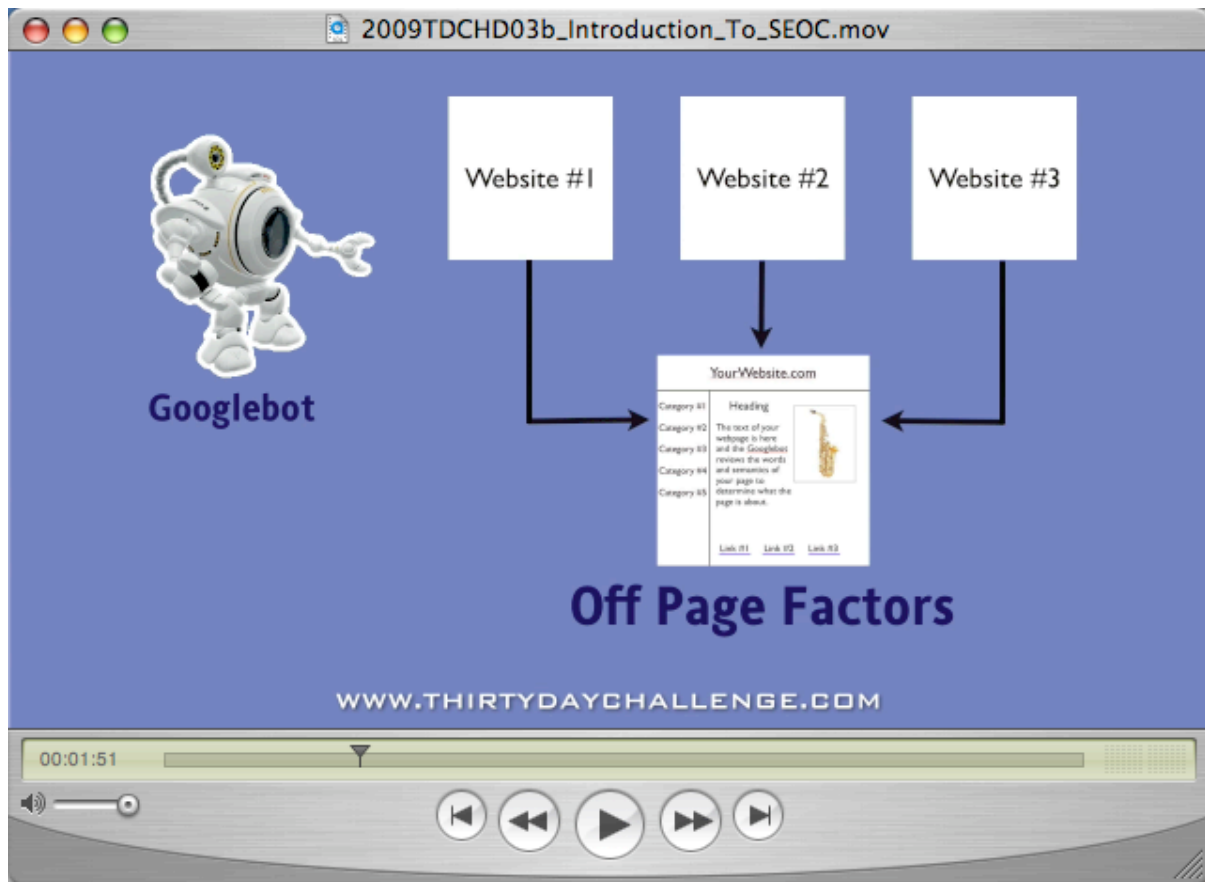
[Starts at 00:00:22]

But before we get to Market Samurai, I'd like to take a moment to give you some background information on how Google decides which websites should appear on the front page of its results for each search phrase. [Known in the business as "Page Ranking"]



A good way to visualize the process of page ranking is to imagine that Google sends out an automated robot, called the "Googlebot", to review your Website. When the Googlebot visits your site, it reviews two main things, to decide how relevant your Website will be to Google's users:

The first thing that Googlebot looks at is the content of your pages. By reviewing the Titles, Descriptions, Headings and some other factors on your pages, the Googlebot can accurately determine what your site is about. These factors are called the "On-Page Factors", and can play a big part in determining the Rank of your Website.



But, the Googlebot doesn't stop there. In addition to assessing the on-page factors, the Googlebot also examines the number and type of other websites that link to your Web Page. The idea behind this is that if a lot of high-quality websites are linking to yours, then you must be delivering valuable content.

Factors such as the number of incoming links to your page, and the age of your domain, are known as "Off-Page Factors".

So, in summary, the Googlebot uses a combination of on-page factors and off-page factors to determine the value of your Website, which, in turn, determines where it will appear in the Google Rankings for various Keyword Phrases.

OK, let's now go and check out the SEO Competition Module in Market Samurai, to see what this means for you and your online business.



## Introducing the SEO Competition Module

[Starts at 00:02:19]

I'm going to continue to use my example of the "how to play saxophone" Micro-Niche. To access the SEO Competition Module, all I have to do is go across here to the left, and click on the SEO Competition tab.

The screenshot shows the Market Samurai software interface. The left sidebar contains a navigation menu with the following items: PROJECT SETTINGS (Saxophone), NEW KEYWORD, RANK TRACKER, KEYWORD RESEARCH, **SEO COMPETITION** (highlighted with a red arrow), FIND CONTENT, PROMOTION, PUBLISH CONTENT, MONETIZATION, and ADWORDS. The main window displays the 'Keyword Research' section for the keyword 'how to play saxophone'. It includes various filters and a table of search results.

Keyword (4 active, 0 removed, 178 filtered)	Searches	SEOT	PBR	SEOC	Trends
how to play saxophone	398	167	30%	14,700	[Trend Graph]
how to play recorder	730	306	16%	2,810	[Trend Graph]
how to play ocarina	268	111	20%	1,780	[Trend Graph]
how to play band	325	136	4%	876	[Trend Graph]

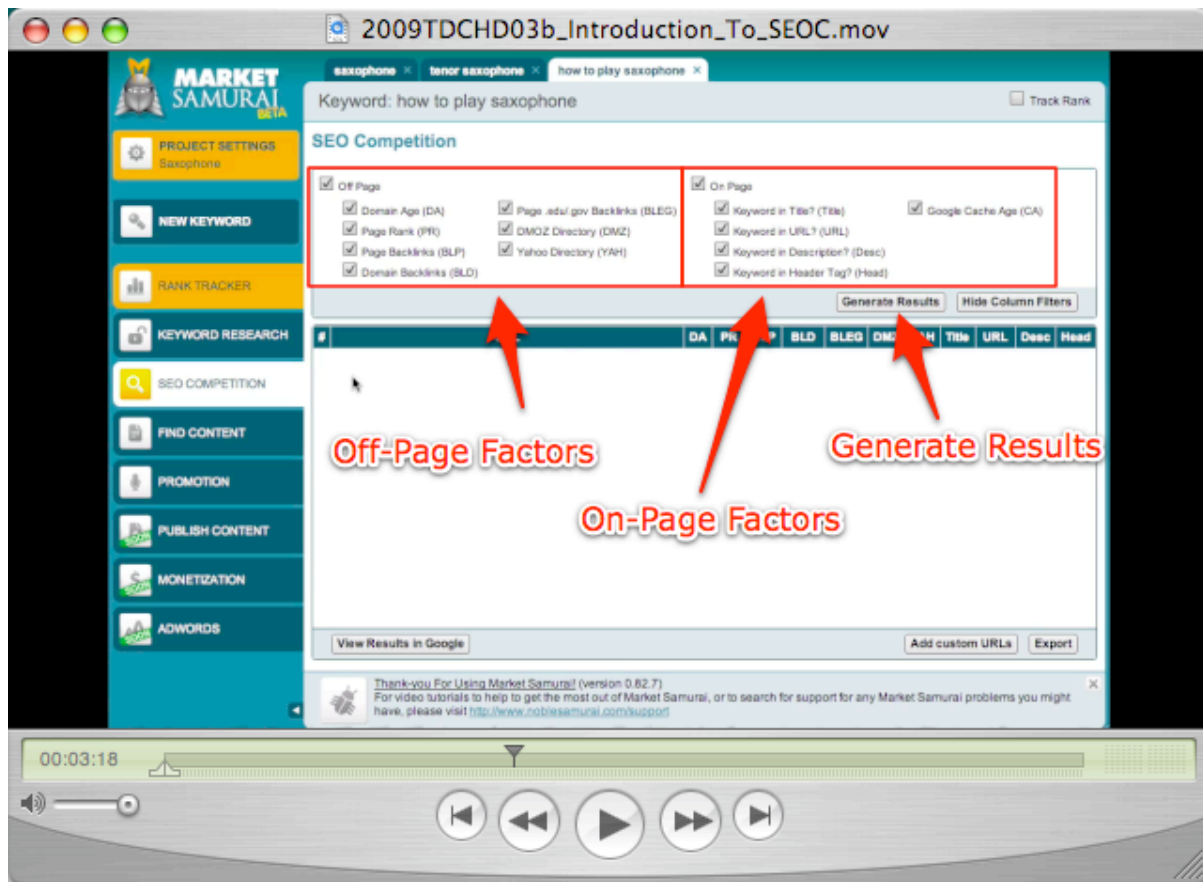
A red arrow points to the 'SEO COMPETITION' tab in the left sidebar. The text 'SEO Competition Tab' is overlaid in red on the main window.

What this module allows you to do is to conduct a real-time SEO Analysis of the top Websites that are currently competing for the Micro-Niche keywords that you're interested in. The great thing about this is that you can assess the quality of your competition before you try and build a Website.

So, instead of wasting time and effort trying to compete in niches that are extremely competitive, Market Samurai allows you to explore and identify niches that have a much lower level of competition, and are therefore much more accessible to you and your new online business.

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there is no charge for awesomeness



At the top of the screen, you'll see a list of the **Off-Page** and **On-Page** factors that Market Samurai allows you to investigate.

To begin my SEO Analysis for the "how to play saxophone" keyword, all I have to do is come down here and click the "**Generate Results**" button.

Market Samurai then goes out and researches my keyword and conducts a real-time SEO analysis in order to populate this SEO matrix.

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The screenshot shows the Market Samurai interface with the keyword 'how to play saxophone'. The 'SEO Competition' section is active, displaying a table of search results. The table columns are: #, URL, DA, PR, BLP, BLD, BLEG, DMZ, YAH, Title, URL, Desc, Head, CA. The rows are color-coded: green (1, 2, 3, 5, 6, 7, 8, 9, 10), orange (4), and red (10).

#	URL	DA	PR	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://www.ahow.com/how_909_begin-play-sax">http://www.ahow.com/how_909_begin-play-sax</a>	10	3	62	2510000	0	Y	Y	Y	N	Y	Y	3
2	<a href="http://www.ahow.com/videos-on_3174_play-all">http://www.ahow.com/videos-on_3174_play-all</a>	10	1	0	2510000	0	Y	Y	Y	Y	Y	Y	2
3	<a href="http://www.5min.com/Video/How-to-Play-the-Sa">http://www.5min.com/Video/How-to-Play-the-Sa</a>	7	3	10	477000	0	N	Y	Y	Y	Y	Y	2
4	<a href="http://www.wikihow.com/Play-the-Saxophone">http://www.wikihow.com/Play-the-Saxophone</a>	4	3	4	181000	0	Y	Y	Y	N	Y	Y	6
5	<a href="http://www.the-saxophone.com/how-to-play-sax">http://www.the-saxophone.com/how-to-play-sax</a>	4	2	1	270	0	Y	N	Y	Y	Y	Y	5
6	<a href="http://www.youtube.com/watch?v=p_c988QC">http://www.youtube.com/watch?v=p_c988QC</a>	4	0	9	12200000	0	Y	Y	Y	N	N	Y	1
7	<a href="http://www.petathomas.co.uk/learn-to-play-saxo">http://www.petathomas.co.uk/learn-to-play-saxo</a>	11	3	10	18200	0	N	N	Y	N	Y	Y	3
8	<a href="http://answers.yahoo.com/question/index?qid=2">http://answers.yahoo.com/question/index?qid=2</a>	4	0	0	13900000	0	N	Y	Y	N	N	Y	6
9	<a href="http://books.google.com/books?id=mCnJ2nFnz">http://books.google.com/books?id=mCnJ2nFnz</a>	4	5	0	2720000	0	N	Y	Y	Y	N	Y	-
10	<a href="http://www.howcast.com/videos/97785-How-To-">http://www.howcast.com/videos/97785-How-To-</a>	10	0	1	103000	0	N	Y	Y	Y	Y	Y	5

Generally speaking, Market Samurai uses a **colour-code** to illustrate how well optimised each of these factors are for the top websites:

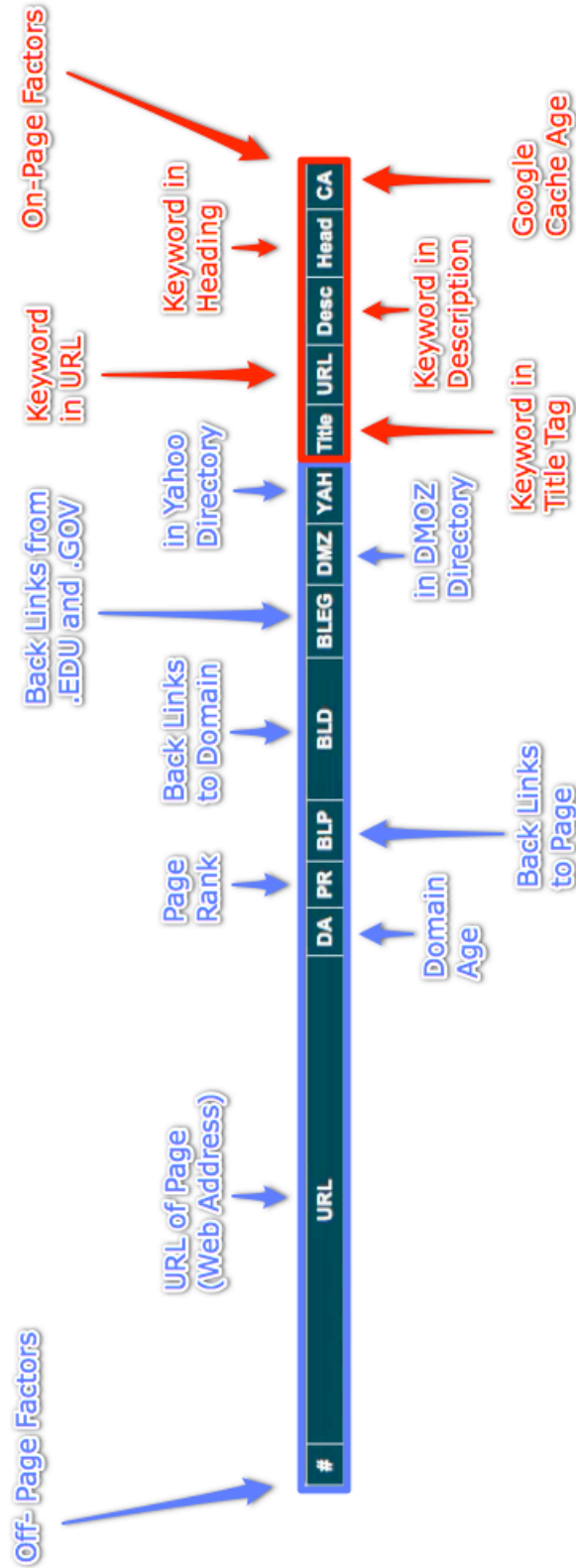
- 1 **Green** cells indicate that you have a **good opportunity** to compete in this niche
- 3 **Orange** cells indicate that it might be **challenging**
- 8 **Red** cells indicate a **higher level of competition**.

So, if your SEO Matrix is very green, then you've probably found an accessible Micro-Niche. Whereas, if most of the cells of your SEO Matrix are red, then you're probably looking at a very competitive niche.

Don't be too concerned if this all looks a little complicated at first - we're going to go through each of the columns one at a time.



## Market Samurai – SEO Competition Module Quick-Reference





## Off-Page Factors

[Starts at 00:04:36]

### URL - Universal Resource Locator (Web Address)

The first column shows the **URL** [web address] of the top 10 websites for my search term, "how to play saxophone". If I wanted to visit any of these sites, all I have to do is click on the link [the address shown in the column] and Market Samurai opens the Website in a new window [clicks the first address - it opens the Website in Firefox].

### DA - Domain Age

The next column is **DA**, which stands for **Domain Age**. Google tends to give some ranking preference to Websites that have been online for a number of years. Now, if new or young websites are ranking in the top 10 of google, it can be an indication that the niche is more accessible.

### PR - Page Rank

The **PR** column contains **Page Rank** values. Page Rank is Google's estimate of the authority of a domain - the higher the page rank, the more authority a site has. So if you see lots of red cells in the PR Column, it means that you'll be trying to compete against a large number of high-authority Websites.

Alternatively, if sites with low or zero page rank are ranking in the top 10, it means that the niche be more accessible.

### BLP - Back Links to Page

The **BLP** column shows the number of **Back Links** to the specific **Page** listed in the Google rankings. If there are no - or only a few - backlinks to pages that are ranking well, it again means that you have a good chance to compete in this Micro-Niche.

### BLD - Back Links to Domain

The next column is the **BLD** column, or the **Back Links to Domain** values. This shows the total number of links pointing not just to a specific page, but the entire domain [anything on the whole website].

If the BLP is low, but the BLD is high, then the site is probably ranking because of the overall domain rather than any specific page.

### BLEG - Back Links from .EDU and .GOV

The **BLEG** column indicates the number of **Back Links** that are coming from **.EDU** or **.GOV** domains - because Google has decided that links from **.EDU** [Education Websites - Schools and Universities] and **.GOV** [Government and Local Authority] Websites have a higher authority than links coming from other domains.

### DMZ - Listed in the DMOZ Directory [Yes/No]

The next column indicates whether or not each of the sites is listed in the **DMOZ** directory, which is one of the largest Human-Review directories on the Internet.



## YAH - Listed in the Yahoo Directory [Yes/No]

The **YAH** column indicates whether or not each site is listed in the Yahoo directory, which is now a paid directory which currently costs around \$300 a year.

So these first 7 columns refer to Off-Page Factors, and together, they give you a good indication of the strength of the link-network that exists for each of the [top 10] Websites currently competing in your Micro-Niche.

They also give you a good idea of the kind of link-network that you're going to have to develop in order to achieve a front-page Google listing.

## On-Page Factors

### [Starts at 00:07:34]

The last five columns on the SEO Matrix relate to On-Page SEO Factors.

### Title - Keyword in the Page Title Tag [Yes/No]

The first column, **Title**, Indicates whether or not the keyword you're investigating appears in the **Title** Tag [not visible on a Web Page] of each of the ranking pages.

### URL - Keyword in the Page URL [Yes/No]

Similarly, the **URL** column indicates whether the keyword appears in the URL [full Web Address] of the listed Web Page.

### Desc - Keyword in the Page Description Tag [Yes/No]

The next column is **Description**, and it shows whether or not the keyword is present in the **Description** Tag [not visible on a Web Page] of the Web pages.

### Head - Keyword in Headings (H1, H2 etc) on the Page [Yes/No]

The **Head** column indicates whether the keywords appears within **Heading** tags, such as H1, H2 or H3 tags [visible on the page]

### CA - Google Cache Age

Finally, the **CA** column indicates the number of days it's been since the Googlebot re-indexed [visited] the Website [the **Cache Age**].

## Up Next...

Now, I know that's a lot to take in if you're new to SEO. So, in the next video, we'll take a step back and take a look at what all of this data actually means, and how you should go about using it.



## Summary

### How Google Ranks Pages

- Google uses On-page and Off-Page Factors to Rank Pages
- **On-Page Factors**
  - o Page Titles
  - o Keywords
  - o Descriptions
  - o Headings
  - o Content
- **Off-Page Factors**
  - o **Number of Links** to your page from other Websites
  - o **Quality** of those links

### Accessing the SEO Competition Module

- Click the **SEO Competition** tab on the left of the screen

### Column Headings

- **Off-Page Factors**
  - o **URL** - Web Addresses for top 10 sites for that phrase
  - o **DA** - Domain Age
  - o **PR** - Page Rank
  - o **BLP** - Back Links to Page
  - o **BLD** - Back Links to Domain
  - o **BLEG** - Back Links from .EDU and .GOV
  - o **DMOZ** - Listed in the DMOZ Directory [Yes/No]
  - o **YAH** - Listed in the Yahoo Directory [Yes/No]
- **On-Page Factors**
  - o **Title** - Has the Keyword in the Page Title Tag [Yes/No]
  - o **URL** - Has the Keyword in the Page URL [Yes/No]
  - o **Desc** - Has the Keyword in the Page Description Tag [Yes/No]
  - o **Head** - Has the Keyword in Headings (H1, H2 etc) on the Page [Yes/No]
  - o **CA** - Google Cache Age

### Links:

Download Market Samurai: <http://www.marketsamurai.com/thirtydc>

Market Samurai Knowledgebase, Forums, Tutorials - <http://www.noblesamurai.com/support/>

Email Market Samurai Support: <http://bit.ly/2009tdcmss>