



Thirty Day Challenge 2009 – Training – Day 03

2009TDC03c: How to Assess the SEO Matrix

Running Time: 7mins



Intro

In our last video we took a look at the SEO Competition module in Market Samurai, and we saw that it provides a powerful way to assess the level of competition in various Micro-Niches.

In this video I'd like to look at an example of **how to use the SEO matrix** to make decisions about whether or not a niche is too competitive.



Assessing a very competitive SEO matrix

[Start 00:00:23]

So imagine for a moment that you're a very keen golfer and you'd like to create an Internet business in the **Golf** market.

If you research the **Market Level Keyword** "Golf" using Market Samurai the SEO Competition matrix looks like this.

2009TDCHD03c_How_To_Assess_The_Micro_Niche_SEO_Matrix.mov.qt

Keyword: 'Golf'

#	URL	DA	PR	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.golf.com/	13	7	778000	1320000	199	Y	Y	Y	Y	Y	Y	-
2	http://www.pgatour.com/	12	7	602000	1170000	503	Y	Y	N	N	Y	N	-
3	http://www.pga.com/	13	7	337000	448000	618	Y	Y	N	N	Y	Y	-
4	http://espn.go.com/golf/	11	7	62200	5720000	6	Y	N	Y	Y	Y	Y	-
5	http://www.thegolfchannel.com/	13	7	2210000	927000	195	-	Y	Y	Y	N	N	-
6	http://www.callawaygolf.com/	13	5	46900	82800	68	-	Y	Y	Y	Y	N	-
7	http://www.golfdigest.com/	13	7	647000	964000	233	N	Y	Y	Y	Y	Y	-
8	http://www.cbssports.com/golf/	12	7	72400	18000000	3	Y	N	Y	Y	Y	Y	-
9	http://www.golflink.com/	12	6	596000	662000	9	-	Y	Y	Y	Y	Y	-
10	http://www.taylormadegolf.com/	13	6	31100	70700	43	-	Y	Y	Y	N	N	-

Extremely Competitive

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00:02:10

Now the first thing that you'll notice about this SEO matrix is that the **first four columns are entirely red**.

If we look in more detail, you can see that all of the top ten websites for the search term "Golf" have a **domain age of greater than ten years**. They have **very high Page Ranks** of five and up to seven, and they also have an **enormous number of backlinks** to the ranking pages and also to the overall domain.

Many of the sites also have a **high number of links from .edu or .gov domains**. Most of them appear to be **listed in the DMOZ and Yahoo Directories**, and quite a few of them have also **optimized their On-Page Factors**. What this means is that the ranking pages have the word "Golf" in their Title, in their URL, in their Description and their Header Tags.



This is an example of an **extremely competitive niche**. Quite frankly, it would be almost pointless to compete for the term "Golf" given the strengths of the websites you'd be competing against.

However, this does not mean that you have to give up on your plan to create a golf-related online business. Instead, you just need to **drill down** into the market to **find a more accessible Niche or Micro-Niche**.

Assessing a less competitive SEO matrix

[Start 00:02:12]

For example, instead of trying to target the SEO keyword "Golf", let's take a look at the SEO matrix for the keyword phrase "Golf putter".

#	URL	DA	PR	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.golfputters.net/	8	3	59	180	0	N	Y	Y	Y	Y	N	-
2	http://golf.about.com/cs/equipmentreviews/a/	10	4	168	43700	0	Y	Y	Y	Y	Y	Y	-
3	http://www.odysseygolf.com/	13	5	11700	23100	5	N	N	N	N	N	N	-
4	http://www.golfputter.com/	12	2	51	68	0	Y	Y	N	Y	N	N	-
5	http://www.rockbottomgolf.com/irons-putters	8	3	31	5260	0	Y	Y	Y	Y	Y	Y	-
6	http://www.theworldofgolf.com/clubtype/putter	13	3	3	4260	0	Y	Y	Y	Y	N	Y	-
7	http://www.putterzone.com/	8	3	3520	3850	0	Y	N	N	N	Y	N	-
8	http://en.wikipedia.org/wiki/Putter	7	4	30	66100000	0	Y	Y	N	N	N	N	-
9	http://www.golftravelputter.com/	11	2	160	156	0	N	Y	Y	Y	N	N	-
10	http://www.exoticgolfputters.com/	4	4	1630	2140	0	Y	N	Y	Y	Y	Y	-

Keyword: 'Golf putter'

Quite Competitive

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You'll immediately notice that this SEO matrix is a lot less red than the previous matrix. If we look at the values in the columns, we'll see why.

While the **top ranking pages** are still **very well established**, with most of them having been online for over five years, the **Page Ranks vary** from between two and five, which suggests that this term is **not as competitive** as the term "Golf".

Looking at the backlinks, we can see that there's quite a **wide range** in the number of **Page Backlinks**, from three up to over 10,000. The **Domain Backlinks** also cover quite a wide range.



Only **one** of the domains has **links from .edu or .gov domains**, and some of them appear in the DMOZ and the Yahoo Directories.

When we look at the on-page factors, we can see that only **a few of the ranking pages** have been **optimized** for the term "Golf putter".

Overall, this SEO matrix shows that the term "Golf putter" is definitely **less competitive** than the term "Golf". However, with the **mid-level Page Rank values** and the **number of Page and Domain Backlinks**, it would still take quite a lot of effort to reach the front page of Google if we were focussing on the term "Golf putter".

Assessing a more accessible SEO matrix

[Start 00:03:50]

So now, let's take a look at the SEO matrix for the term "Ladies Driver".

#	URL	DA	PR	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.tqw.com/main.jsp?SITE_ID=A0029	13	4	101	39200	0	Y	Y	N	Y	Y	N	-
2	http://www.nextag.com/taylor-made-ladies-driv	10	1	0	1530000	0	Y	Y	Y	Y	Y	Y	-
3	http://www.globalgolf.com/gallery/golfclub/-/ptj	13	0	0	11700	0	Y	Y	Y	Y	Y	Y	-
4	http://www.overstock.com/Sports-Toys/Ladies-	10	0	0	399000	0	N	Y	Y	Y	Y	Y	-
5	http://www.nevadabobs.com/golferswh/deptLas	11	0	0	1430	0	Y	Y	Y	Y	N	N	-
6	http://www.intheholegolf.com/store/tpdl.html	7	0	0	7530	0	Y	Y	Y	N	Y	N	-
7	http://www.rockbottomgolf.com/ladies-golf-driv	8	4	4	5260	0	Y	Y	Y	Y	Y	Y	-
8	http://www.amazon.com/Nike-Golf-Ladies-590	11	4	0	132000000	0	Y	Y	Y	Y	Y	Y	-
9	http://www.taylormadegolfpreowned.com/golfc	7	2	0	1020	0	N	N	Y	N	N	N	-
10	http://www.pinemeadowgolf.com/golf-clubs/lad	10	0	2	3950	0	Y	Y	Y	N	Y	Y	-

More Accessible

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Once again, the websites that are ranking are all very **well established sites**, but this time there are several pages ranking in the top 10 Google listings that have a **Page Rank of zero**, and also have **zero Page Backlinks**.

The fact that most of these sites have very **few Page Backlinks**, but a **high number of Domain Backlinks**, suggests that these sites are ranking because of the **overall authority of the domain**, rather than the authority of the specific pages.



None of the sites have backlinks from .edu or .gov websites, but many of them are listed in the MOZ and Yahoo Directories.

When we look at the **On-Page factors**, we can see that several of the ranking pages are actually **optimized for the term "Ladies Driver"**.

Comparing the different SEO matrixes

[Start 00:04:50]

'Golf'
More Red = Competitive

#	URL	DA	PR	BLP	BLD	BLED	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.golf.com/	13	7	778000	1320000	150	Y	Y	Y	Y	Y	Y	-
2	http://www.poptour.com/	12	7	602000	1175000	503	Y	Y	N	N	Y	N	-
3	http://www.pga.com/	13	7	337000	448000	618	Y	Y	N	N	Y	Y	-
4	http://www.golfdigest.com/	11	7	62200	972000	6	Y	N	Y	Y	Y	Y	-
5	http://www.thegolfchannel.com/	13	7	2210000	927000	156	-	Y	Y	Y	N	N	-
6	http://www.golfweek.com/	13	5	46900	82800	66	-	Y	Y	Y	Y	N	-
7	http://www.golfdigest.com/	13	7	647000	954000	233	N	Y	Y	Y	Y	Y	-
8	http://www.golfdigest.com/	12	7	72400	1800000	3	Y	N	Y	Y	Y	Y	-
9	http://www.golf.com/	12	6	596000	862000	9	-	Y	Y	Y	Y	Y	-
10	http://www.taylormadegolf.com/	13	6	31100	70700	43	-	Y	Y	Y	N	N	-

'Golf putter'
Less Red = Easier

#	URL	DA	PR	BLP	BLD	BLED	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.golfs.com/	8	3	99	180	0	N	Y	Y	Y	Y	Y	-
2	http://www.fox.com/	10	4	168	43700	0	Y	Y	Y	Y	Y	Y	-
3	http://www.golfdigest.com/	13	5	11700	23100	5	N	N	N	N	N	N	-
4	http://www.golfs.com/	12	2	51	68	0	Y	Y	N	Y	N	N	-
5	http://www.rockwellgolf.com/	8	3	31	5280	0	Y	Y	Y	Y	Y	Y	-
6	http://www.rockwellgolf.com/	13	3	3	4260	0	Y	Y	Y	Y	N	Y	-
7	http://www.golfs.com/	8	3	3520	3850	0	Y	N	N	N	Y	N	-
8	http://www.vikimedia.org/	7	4	30	66100000	0	Y	Y	N	N	N	N	-
9	http://www.golfs.com/	11	2	160	156	0	N	Y	Y	Y	N	N	-
10	http://www.exoticgolf.com/	4	4	1630	2140	0	Y	N	Y	Y	Y	Y	-

'Ladies Driver'
More Green = Easier

#	URL	DA	PR	BLP	BLD	BLED	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.golfs.com/	13	4	101	39200	0	Y	Y	N	Y	Y	Y	-
2	http://www.fox.com/	10	1	0	1530000	0	Y	Y	Y	Y	Y	Y	-
3	http://www.golfs.com/	13	0	0	11700	0	Y	Y	Y	Y	Y	Y	-
4	http://www.golfs.com/	10	0	0	399000	0	N	Y	Y	Y	Y	Y	-
5	http://www.golfs.com/	11	0	0	1430	0	Y	Y	Y	Y	N	N	-
6	http://www.golfs.com/	7	0	0	7530	0	Y	Y	Y	N	Y	N	-
7	http://www.golfs.com/	8	4	4	5260	0	Y	Y	Y	Y	Y	Y	-
8	http://www.golfs.com/	11	4	0	13000000	0	Y	Y	Y	Y	Y	Y	-
9	http://www.golfs.com/	7	2	0	1020	0	N	N	Y	N	N	N	-
10	http://www.golfs.com/	10	0	2	3650	0	Y	Y	Y	N	Y	Y	-

Of the three terms we've looked at, the term **"Ladies Driver"** appears to be the **most accessible**, mainly because the ranking websites **do not** have very strong link networks.

In comparing these SEO matrices the term **"Golf"** is clearly **too competitive** and would be one to avoid. The sites ranking for the phrase **"Golf putter"** appear to have **fairly strong link networks**, as indicated by their backlink values, so this niche still appears to be **quite competitive**.

In contrast, the sites ranking for the term **"Ladies Driver"** do not appear to have very strong link networks, or a high level of Page Rank authority, which suggests that **"Ladies Driver"** would be the **most accessible** of these terms. As this example shows, the strength of competition in a market is determined by a wide range of factors.



The **SEO Competition** module in **Market Samurai** allows you to get real-time snapshot of these factors, so that you can **compare niches** and eventually identify a niche which has an **acceptable level of competition**.

Recap

[Starts 00:06:02]

Now, before I finish this video, I thought I'd just recap your **objective for Day Three** of the **Thirty Day Challenge**.

Your mission, if you choose to accept it, is to **assess your Micro-Niches** and **select at least one niche** which **meets the following criteria**:

- It has an **SEO Traffic** value of **greater** than **80**
- It has an **SEO Competition** value of **less** than **30,000**
- It has a **Phrase-to-Broad-Match** ratio of **greater** than **15%**
- It has at least **three or four Category Keywords**
- And finally, the **SEO matrix** suggests that it's **not too competitive** from an SEO perspective

I hope you enjoy using **Market Samurai** and I'll see you again soon.

Summary:

Assessing Competition

- **Red** indicates a niche with **high competition**
- **Drill down** using **Market Samurai** to find a more accessible niche
- **Few Page Backlinks**, but **high Domain Backlinks** suggests overall authority of the domain, rather than the authority of the specific pages
- **Strong link networks** are indicated by high backlink values and can indicate a **competitive niche**
- The strength of competition in a market is determined by a wide range of factors
- The **SEO Competition** module in **Market Samurai** allows you to **compare niches** in order to **identify an accessible niche**

Objective for Day Three

- **Assess** your Micro Niches
- **Select** at least one niche which meets the following criteria:
 - o **SEOT > 80**
 - o **SEOC < 30,000**
 - o **PBR > 15**
 - o At least **3 or 4 Category Keywords**
 - o The **SEO matrix** is **not too competitive** from an SEO perspective

Links:

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