



Thirty Day Challenge 2009 – Training – Day 27

2009TDC27e: Competitor Link Analysis

Running Time: 6mins



Intro

So far today, we've looked at 4 different methods for obtaining legitimate Backlinks to your Web Site:

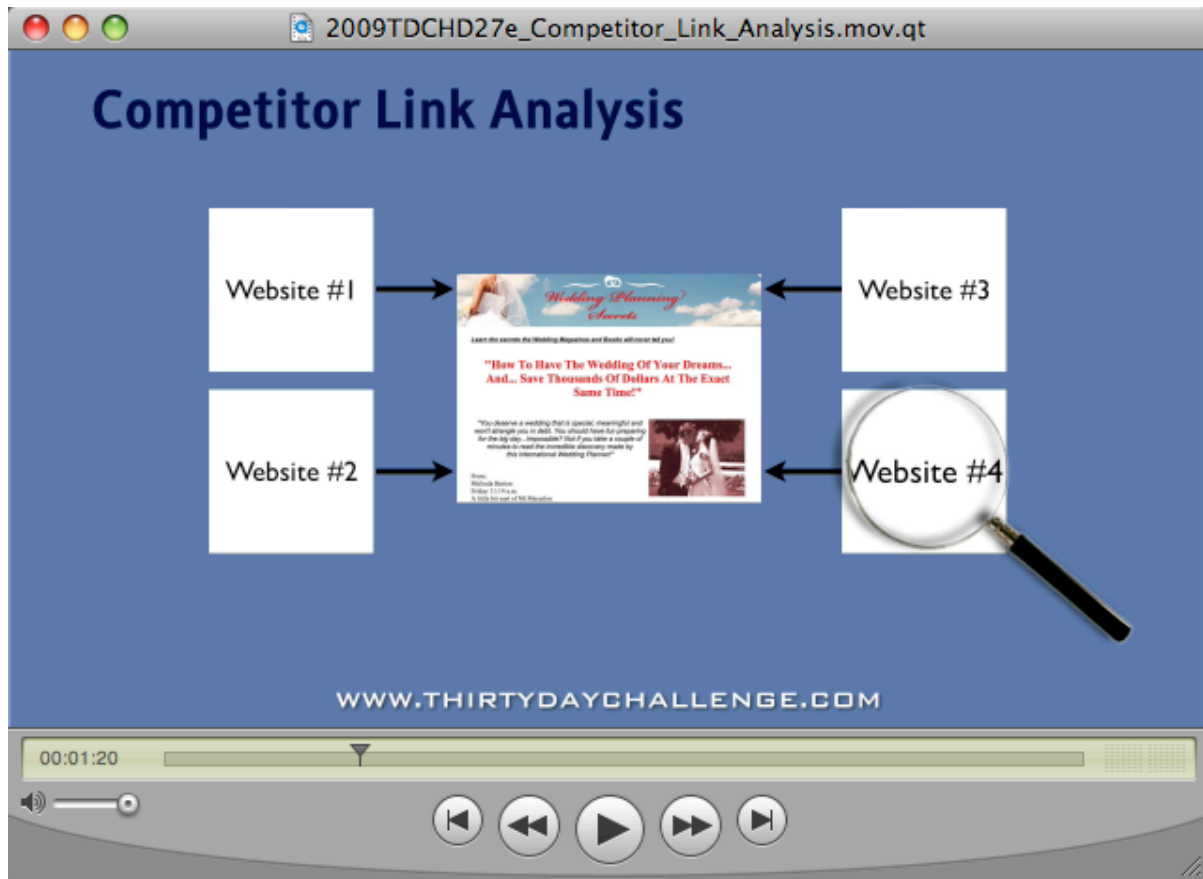
- Leaving comments on relevant Blogs
- Participating in Forums
- Leaving comments on Web 2.0 Web Sites such as Squidoo
- The Pingback strategy (which we looked at in the last video)

In this video, I'd like to share another powerful strategy with you, which is called **Competitor Link Analysis**. I'll also be revealing a fantastic new feature in Market Samurai, which can give you a real edge over your competition.



Competitor Link Analysis

[Starts at 00:00:35]



At the core of the Competitor Link Analysis Strategy is a very simple idea: The Top 10 Web Sites in Google for any particular Keyword are ranking well because of their On-Page relevance and the strength of their Link Network.

If you were able to analyse the Link Networks of these highly-ranked Web Sites and identify exactly where they were getting their Backlinks from, you may be able to get Backlinks from these referring Web Sites for your own Site as well.

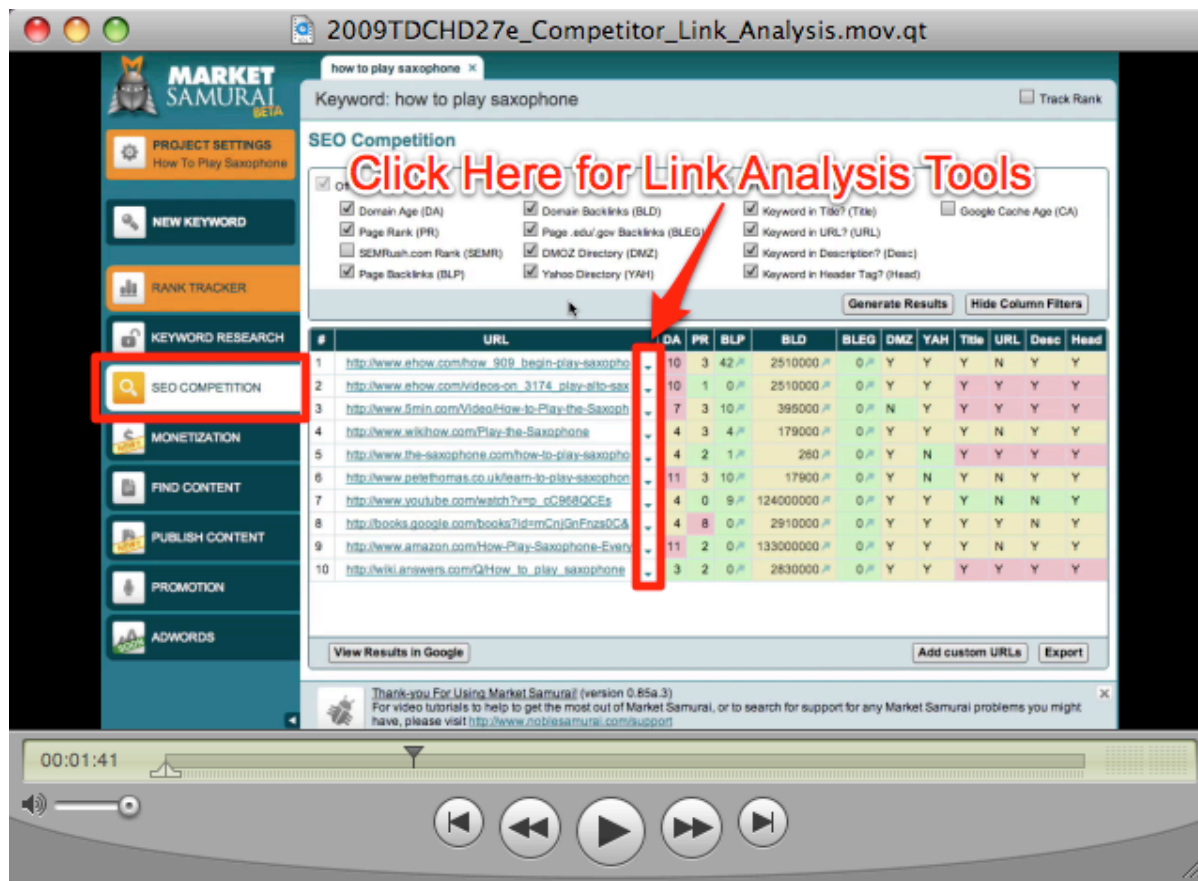
If you can build a bigger and better Link Network than your competition, there's a very good chance that your ranking in Google will steadily improve.

So in this video I'd like to show you how to use Market Samurai to analyse the Link Networks of your competition.



Using Market Samurai to Analyse Link Networks

[Starts at 00:01:23]



[Before you begin researching Backlinks to your Competitors' Sites, open the appropriate **Project** and select the relevant **Keyword Tab** in Market Samurai]

For this example, I'm going to use the **How to Play Saxophone** Micro-Niche Keyword, and to get started I'm going to **select the SEO Competition Module** [from the navigation on the left].

Here is my SEO Matrix for the Keyword Phrase How to Play Saxophone.

To analyse the Link Network of the top Web Site, all I have to do is click on the small green arrow to the right of the Web Site URL:

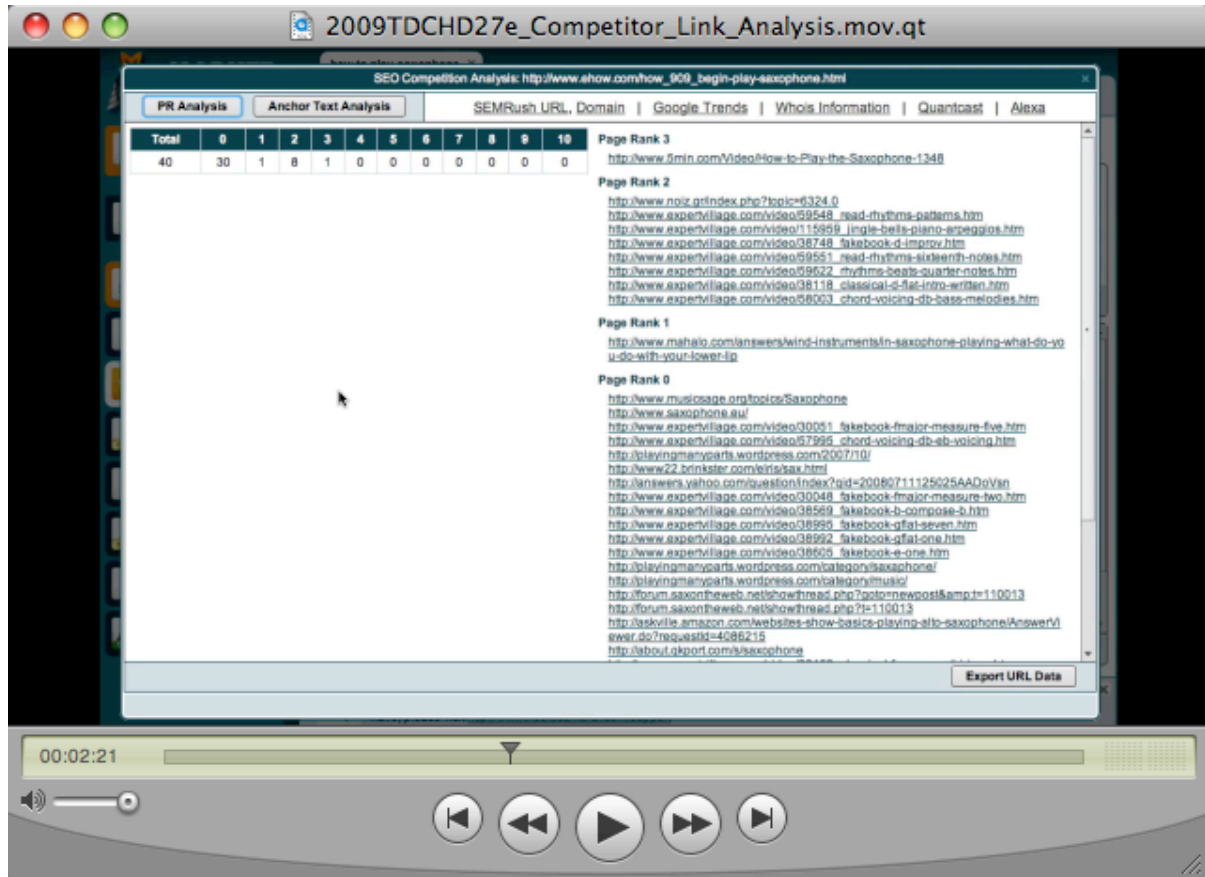
#	URL	DA	PR
1	http://www.ehow.com/how_909_begin-play-saxopho	10	3
2	http://www.ehow.com/videos-on_3174_play-alto-sax	10	1

Market Samurai then presents me with several new options [in a pop-up window]. The Links allow me to analyse my competitors' Web Sites using a series of external services [SEMRush URL, Domain,



Google Trends, WHOIS Information, Quantcast, Alexa]. But what I'm really interested in today are the two buttons on the left [**PR Analysis** and **Anchor Text Analysis**].

Let me show you what happens when I click the **Page Rank Analysis** button [PR Analysis]



Market Samurai opens up a new window, and conducts a real-time Page Rank Analysis. The table shows me the **total number of Backlinks** that point to the Page I'm analysing.

It also shows me the Page Rank breakdown of those Backlinks. So, the Link Network of the site is made up of:

- **30** Backlinks having a **PR of 0**
- **1** Backlink from a Web Page with a **PR of 1**
- **8** From Web Pages with a **PR of 2**
- **1** Backlinks from a Page that has a **PR of 3**

But it gets even better, because over here on the right, we can see the URLs of the actual Pages that are contributing to my competitor's Page Rank.

One of the best things I can do is to explore the links that are providing my competitor with high Page Rank Backlinks.

For example, the top Site in the list is providing a Page Rank 3 Backlink to my competitor's Link Network. To see what this Site is, all I have to is click the link [clicks Web Site URL – site open in a Web Browser]



I can see that this is a VideoPedia Web Site that allows individuals to upload videos. Now, of course, I'm completely free to upload my own video that targets the **How to Play Saxophone** Keyword – and there's a good chance that I might be able to get a High PR Backlink to my Web Site that will improve my ranking in Google. [switches back to Market Samurai]

So, you can probably see that the process of analysing the Link Network of High-Ranking Sites is a very powerful tool that I can use to **find the most effective places to create my own Backlinks**.

Another fantastic feature of the new Competition Analysis Window is that I can also click the Anchor Text Analysis button. Market Samurai now analyses each of the Backlinks that make up the Link Network and displays the actual Anchor Text for each of these links (this can take some time, depending on the number of links that Market Samurai has to analyse).

So in the table that is generated, I can now see the Anchor Text that is used in the incoming links. I can also see the number of times that the different Anchor texts have been used.

Also, the URL list on the right has been updated to show the Anchor Text used for each of the different Backlinking Page URLs. So, for example, the Anchor Text that is producing the Page Rank 3 Backlink [at the top of the list] is simply **eHow**. The Anchor Text that is producing the second PR 3 Backlink is the URL.

[Reminder: Be sure, wherever possible, when you create your own Backlinks to have your **Relevant Keywords as your Anchor Text**]



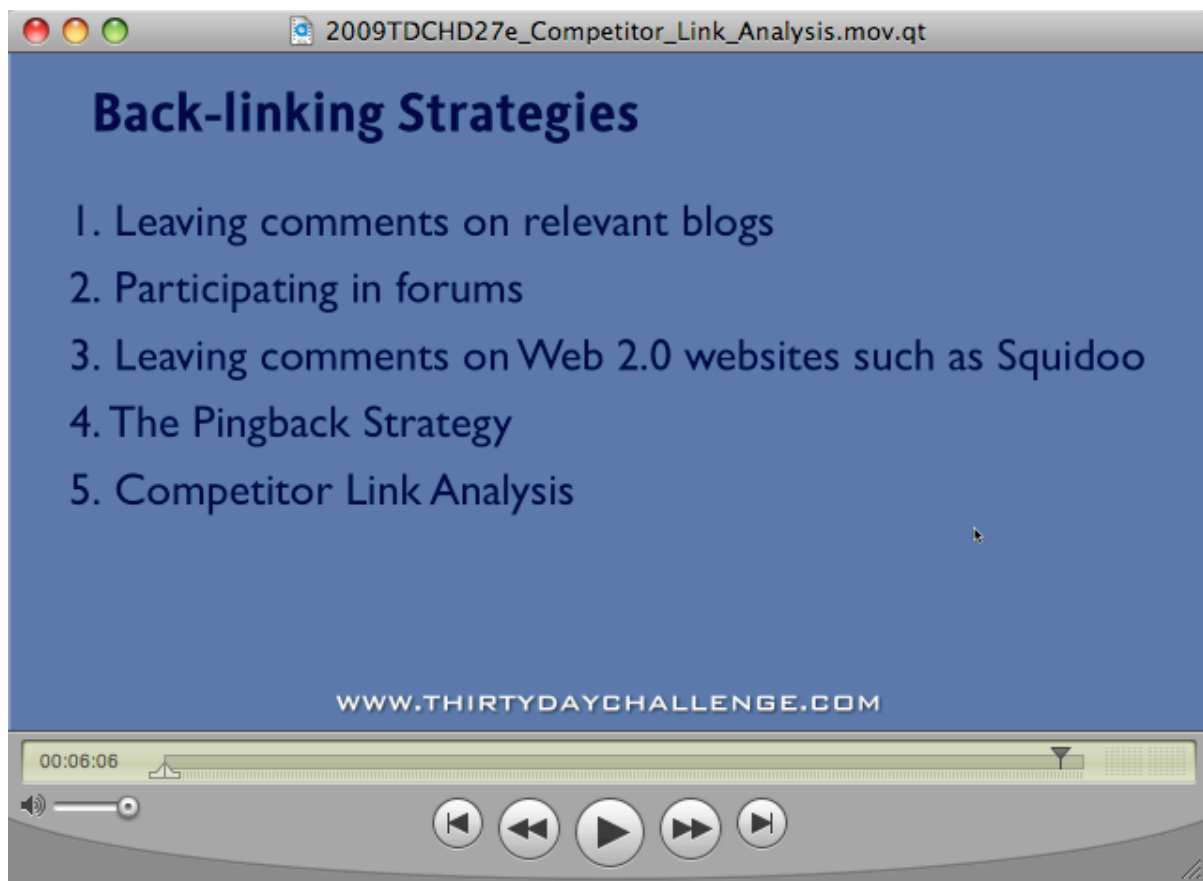
Don't worry if this all seems a little confusing at first. Remember, the basis of the strategy we're using here is quite simple. All we're doing is analysing our competitors' Link Network to identify what sort of Backlinks contribute to their ranking. We can then use this information to create our own Backlinks, and enhance the strength of our own Link Network.

Once you start using this new feature in Market Samurai, you'll very quickly realise what a great advantage it gives you.

Wrap Up

[Starts at 00:05:34]

OK, so let's wrap this up for the day.



When you **combine the strategies** of leaving good-quality comments on relevant Blogs, participating in forums relating to your Niche, leaving comments on Web 2.0 Web Sites, creating Pingbacks using the Pingback Strategy and, finally, using the Competitor Link Analysis to analyse the Link Networks of highly ranked Web Sites, you can pro-actively create a very strong Link Network and **steadily improve your rankings in Google**.

That's all from me today, but I'll see you again tomorrow for our last video.



Summary:

Competitor Link Analysis Technique

- Analyse the Link Networks of highly-ranked Web Sites
 - o Using Market Samurai
- Identify exactly where they were getting their Backlinks from
- Try to get Backlinks from these referring Web Sites for your own Site as well

Using Market Samurai for Competitor Link Analysis

- Open your Project and select your **Theme Keyword** tab
- Select the SEO Competition Module
- If necessary, click the **Generate Results** button
- Click the **Green Arrow** next to the Site of interest
 - o In the popup that appears, click **PR Analysis** button
 - o Look for the High Page Rank sites that are providing Backlinks
 - o Visit those Sites and try to get a Backlink
- Repeat for **Category Keywords**

Links:

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

If you don't already have Market Samurai, click here to get your 40 day free trial.