Competitor SEO Analysis Document Sample

1. Overview

This document presents a sample analysis of competitors' SEO performance metrics to identify key strengths, weaknesses, and opportunities.

2. Competitors Overview

Competitor	Website	Industry	Traffic (Est.)
Competitor A	www.compA.com	E-commerce	120,000/mo
Competitor B	www.compB.com	E-commerce	85,000/mo
Competitor C	www.compC.com	E-commerce	77,000/mo

3. Keyword Analysis

Keyword	Volume	Competitor A	Competitor B	Competitor C
best running shoes	22,000	#2	#5	#8
outdoor sneakers	9,500	#4	#1	#9
sports shoes online	6,700	#3	#2	#13

4. Backlink Profile Summary

Competitor	Referring Domains	Total Backlinks	Domain Authority
Competitor A	1,250	12,800	68
Competitor B	890	7,950	62
Competitor C	720	6,120	57

5. Content Analysis

- **Competitor A:** 200+ product pages, active weekly blog, detailed buying guides.
- **Competitor B:** 150 product pages, seasonal promotion pages, 1-2 monthly blog posts.
- **Competitor C:** 90 product pages, user-generated reviews, uses video content.

6. On-Page Factors

- Mobile Optimization: All competitors' sites are responsive.
- Page Speed: Competitor A (85/100), B (90/100), C (78/100).
- Meta Tags: Competitor A and B use unique title tags; Competitor C has some duplicate titles.

7. Opportunities & Recommendations

- Target untapped high-volume long-tail keywords.
- Expand and update buying guides and blog content.
- Improve content structure and unique meta tags.
- Enhance backlink outreach, focusing on high-authority domains.
- Optimize page speed and mobile experience for better ranking.