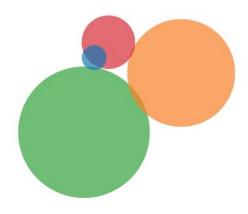
Organic SEO Competitive Analysis

Created For [CUSTOMER NAME]

This is an example of an SEO Competitive Analysis with redacted information. [CUSTOMER NAME] is the customer we built this analysis for. [COMPETITOR] is any competitor that we used to compare our customer to.

Summary

This document provides a benchmark of [CUSTOMER NAME] organic search strength against other competitors including; [COMPETITOR 1], [COMPETITOR 2], and [COMPETITOR 3].

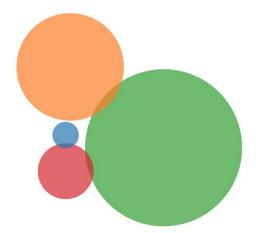


The size of each circle above is a representation of the number of organic keywords each site ranks for. The overlap is the number of keywords they have in common.

- [CUSTOMER NAME] Blue (64 keywords)
- [COMPETITOR 1] Green (1,649 keywords)
- [COMPETITOR 2] Red (276)
- [COMPETITOR 3] Orange (1,110)

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Below is another chart that is filtered by organic keywords that also have a higher than \$1.00 CPC (cost per click). These keywords have more assumed value because of their CPC value, yet the results are similar if not worse for [CUSTOMER NAME].



[CUSTOMER NAME] ranks for 64 keywords total:

S 64 S AU 3 S CA 2	Device: 🖵 Desktop 🗸 🛛 Date: Oct 29, 2019	✓ Currency: USD
Overview Positions Position Char	nges Competitors Pages Subdoma	ins
Positions 🗸 Filter by keyword 🔍	Volume 🗸 Advanced filters 🗸	
Keywords i 64 6.67%	Traffic i 332 10.3%	Traffic Cost <i>i</i> \$376 10.91%

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Filtering the branded traffic (keywords containing the customer's name) leaves the domain ranking for 41 keywords and only one keyword on the first page of Google:

Overview	Positions	Position Char	nges Comp	etitors Pages	Subdoma	ains
ositions 🗸	Filter by ke	yword Q	Volume 🗸	Advanced filters		
ywords i			Traffic i			Traffic Cost i

Organic Search Positions 1 - 41 (41) i

	Keyword	Pos. 🖨	Diff. 🌲	Traffic 🌲	Traffic % 🌲	Volume 🌲
>	half mold	6 > 6	0	2	0.60	50
>	everything you need to know about injection molding	13 → 13	0	0	< 0.01	30
>	injection molding tool design basics	16 → 16	0	0	< 0.01	40

The non-branded keywords that [CUSTOMER NAME] shows up for on Google only brought 2 visits to their site in the last 30 days.

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[COMPETITOR 1]

[COMPETITOR 1] has the largest share of organic keywords amongst the four companies. The focus of our analysis will be on this competitor.

We filtered all of the organic keywords that [COMPETITOR 1] ranks on page one for (positions 1-10) and removed all branded keywords containing their name.

<u> </u>	S 1.7K	CA 138 ₩ UK 122	Device	e: 🖵 Deskto	op 🗸 🛛 Date:	Oct 29, 2019 🗸	Currency: USD							
Ove	view	Positions Position Ch	anges Com	petitors	Pages Sub	domains								
Pos: 1	op 10	× Filter by keyword	Q Volume	Adva	anced filters [
	ords i 6.51%		Traffic 1.2K	-			Traffic Cost <i>i</i> \$6.7K 20.85%							
Orga	nic S	Search Positions 1 -	100 (180)	i							🏚 Ma	anage colum	ins 15/15	🟦 Expor
		Keyword	Pos. 🗢	Diff. 🌲	Traffic 🌲	Traffic % 🌲	Volume 🌲	KD% 🌲	CPC (USD) ‡	URL	Costs (USD)	Com. 🌲	Results 🌲	Volume Trend
>		class 103 mold	1 → 1	0	42	2.51	90	40.78	0.00	https://www.kaions 🛂	0	0.05	14.6M	
>		thermoplastic elastomer injection molding	1 → 1	0	18	1.07	40	51.22	14.92	https://www.kabber 🗳	280	1.00	366K	المالية.
>		spe spi mold classifications	1 → 1	0	14	0.83	30	52.83	0.00	https://www.kaions	0	0.05	98	
>		scientific injection molding	1 → 1	0	18	1.07	40	46.06	0.00	https://www.kading 🖄	0	0.37	4.3M	l.lu.
>		scientific molding	1 → 1	0	18	1.07	40	55.24	2.97	https://www.kaphic	55	0.23	1.8M	

[COMPETITOR 1] appears on page one for 180 keywords that don't include their name.

In the last 30 days, those keywords alone brought in over **1,200 website visitors**. The value of those visits is estimated at **\$6,700**. This means that if [COMPETITOR 1] or another competitor were to have paid (in Google CPC ads) for the traffic that [COMPETITOR 1] received from these keywords in the last 30 days, it would have cost \$6,700.

But, [COMPETITOR 1] doesn't pay for that because they've earned it with a very strong domain, backed by a strong blog:

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• Injection Molding Process (57)

- Plastic Part Design (45)
- <u>Medical (36)</u>
- Plastics / Resins (29)
- <u>Tooling / Molds (22)</u>
- Supply Chain (17)
- <u>Automotive (14)</u>
- <u>General Manufacturing (13)</u>
- Military / Defense (13)
- <u>Scientific Molding (13)</u>

Above is a screenshot of their blog, which indicates how many articles they have written on each topic. "Injection Molding Process" for example, has 57 articles on the topic.

If we filter those 180 top-10 position organic keywords by those that include "molding" we'll see dominance for some great high volume and high-value keywords.

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Pos: Top 10 🗙 molding	X Q Volume V Advanced filters 2 X	
Keywords i	Traffic i	Traffic Cost <i>i</i>
64 1.59%	571 20.46%	\$5.9K 22.89%

Organic Search Positions 1 - 64 (64) i

	Keyword	Pos. 🖨	Diff. 🤤	Traffic 🌲	Traffic % 🌲	Volume 🌲	KD% 🌲	CPC (USD) 🌻
>	thermoplastic elastomer injection molding	1 → 1	0	18	1.07	40	51.22	14.92
>	scientific injection molding	1 → 1	0	18	1.07	40	46.06	0.00
>	scientific molding principles	1 → 1	0	18	1.07	40	55.24	2.97
>	what is custom injection molding	1 → 1	0	9	0.53	20	59.47	0.00
>	scientific injection molding process	1 → 1	0	42	2.51	90	48.74	0.00
>	scientific molding	1 → 1	0	65	3.89	140	50.44	2.32
>	injection molding tolerances	1 → 1	0	42	2.51	90	50.59	26.23
>	injection molding experts	1 → 1	0	18	1.07	40	47.74	0.00
>	scientific molding process	1 → 1	0	9	0.53	20	46.40	1.02
>	injection molding tool maintenance	2 → 2	0	6	0.35	50	45.03	12.31
>	custom injection molding	2 → 2	0	41	2.45	320	46.03	22.79
>	insert molding vs injection molding	2 → 2	0	5	0.29	40	44.07	0.00
>	injection molding process steps	2 → 2	0	18	1.07	140	52.71	9.13

The reason [COMPETITOR 1] dominates is that they have invested in a content and SEO strategy where they share their knowledge and authority on their topic.

Automotive

Looking at [COMPETITOR 1]'s organic rankings, filtering by keywords that include "automotive" we also see a lot of strength.

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US 1.7K	► CA 138	🗄 UK 122	Device: 🖵 Desk	ktop 🗸 🛛 Dat	te: Oct 29, 20	019 🗸 🛛 Currency: USD	
Overview	Positions Po	osition Changes	Competitors	Pages S	ubdomains		
Positions 🗸	automotive	× Q Vol	ume 🗸 🖌 Adva	inced filters 2			
Keywords i 44 12.82%			ffic i 5 -23.33%		~	Traffic Cost i \$207 -26.86%	

Organic Search Positions 1 - 44 (44) i

	Keyword	Pos. 🔷	Diff. 🤤	Traffic 🌲	Traffic % 🌲	Volume 🌲	KD% 章	CPC (USD)
>	plastics in automotive 2017	2 → 2	0	2	0.11	20	62.48	0.00
>	injection molding automotive industry	2 > 2	0	3	0.17	30	40.55	0.00
>	injection molding automotive	3 → 3	0	23	1.37	260	49.88	5.23
>	automotive plastic parts manufacturers	4 → 4	0	2	0.11	40	45.09	0.00
>	plastic automotive components	5 → 5	0	1	0.05	30	51.19	0.00
>	automotive plastic design	7 → 7	0	1	0.05	30	61.36	0.00
>	automotive plastic parts	7 → 7	0	6	0.35	170	46.45	0.00
>	automotive plastics	7 → 7	0	8	0.47	210	66.62	9.47
>	automotive plastic molding	8 > 8	0	0	< 0.01	30	47.29	6.92
>	automotive injection	10 > 10	0	0	< 0.01	20	50.60	0.00
>	automotive plastic injection molding	10 > 10	0	0	< 0.01	20	42.92	0.00

They have about 11 automotive-related keywords on page one of Google and over the last month, these terms have driven 46 additional website visits. Some, like "automotive plastic parts manufacturers" have great, clear intent and a significant volume.

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Medical

Looking at [COMPETITOR 1]'s organic rankings, filtering by keywords that include "medical" we see similar results to automotive. However, they appear to be less dominant.

Positions 🗸	medical ×	٩	Volume 🗸	Advanced filters 2	×	
Keywords i 64 4.92%			Traffic i 12 -29.41%		•	Traffic Cost i \$46 -36.11%

Огда	nic S	Search Positions 1 -	64(64)i								🎝 Ma
		Keyword	Pos. 韋	Diff. 🌲	Traffic 🌲	Traffic % 🌲	Volume 🌲	KD% 🌲	CPC (USD) ‡	URL	Costs (USD)
>		injection molding medical industry	3 → 3	0	2	0.11	30	47.94	9.43	https://www.kading 🛂	25
>		cutting edge medical advances	3 > 3	0	4	0.23	50	66.19	0.00	https://www.kaents 🗳	0
>		medical resin	4 → 4	0	2	0.11	40	61.56	0.00	https://www.kaions	0
>		cutting edge medical procedures	6 → 6	0	2	0.11	50	72.60	0.00	https://www.kaents 🛂	0
>		plastic injection molding medical	8 > 8	0	0	< 0.01	20	49.17	0.00	https://www.kading 🛂	0
>		medical molding	12 → 12	0	2	0.11	170	48.70	5.48	https://www.kading 🛂	12
>		portable medical devices	13 → 13	0	0	< 0.01	50	64.21	6.23	https://www.kacare 🛛	2
>		new cutting edge medical technology	13 → 13	0	0	< 0.01	70	63.84	0.00	https://www.kaents 🛂	0
>		edge medical technologies	14 → 14	0	0	< 0.01	90	72.82	0.00	https://www.kaents 🛂	0
>		medical injection molding	17 → 17	0	0	< 0.01	110	49.42	13.78	https://www.kading 🛂	6
>		medical grade plastics injection molding	19 → 19	0	0	< 0.01	20	48.32	31.80	https://www.kading 🗗	1
>		injection parts medical	21 → 21	0	0	< 0.01	30	50.81	0.00	https://www.karing	0
>		moulding definition medical	21 → 21	0	0	< 0.01	40	71.04	6.36	https://www.kading 🛂	0
>		medical plastic molding	22 → 22	0	0	< 0.01	70	47.78	0.00	https://www.kading 🛂	0

The majority of the keywords that [COMPETITOR 1] ranks for, in regards to medical, are not on page one. "medical injection molding" for instance gets searched on average 110/month nationally, and they are on page 2 of Google in the 17th organic position. The page that ranks in the 17th position is located at [link].

There are a lot of reasons why this could be, but, at first glance, we can see that the number one position for "medical injection molding" has 10 backlinks pointing to it and other pages have 0.

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Keyword Research

"Medical injection molding" related keywords

medical injectio	on molding	📕 US 🗸 Search	Broad Match	Phrase Match	Exact Match	Related	
All Questions	Advanced filte	ers 🗸					
By number By vol	lume	All keywords: 118 Total volume:	480 Average	KD: 48.28%			
All keywords	118	Keyword =		Volume 📻	Trend	KD% =	CPC (USD) =
> device	22 💿	medical injection moldi	ng =+	110		49.42	13.78
> plastic	20 💿	medical injection moldi machine	ng =+	70		51.34	5.38
 > company > grade 	13 ⊙ 10 ⊙	medical grade silicone	=	50	~~~	51.24	37.93
> metal	5 💿	injection molding media	cal =+	30	<u> </u>	47.94	9.43
> parts	5 💿	industry medical device injection	n <u>=</u> +	30	~~	49.18	32.38
> products	5 💿	molding companies					
> service	5 💿	plastic injection moldin medical parts	g =+	30	^	45.33	5.28
> online > silicone	4 ®	medical grade plastics injection molding	=	20	m	47.08	31.80
> class	3 (0)	medical injection moldi companies	ng ≡ ₊	20	L	43.86	27.81

"Medical assembly" related keywords

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	nbly	US V Search Broad Match Phrase M	Natch Exact M	1atch
All Questions	Advance	d filters Group "company": 15 Total volume: 110 Average KD: 69.55	5%	
All keywords	707	Keyword - Vol	lume = 1	Trenc
> jobs	151 💿	medical assembly =+ companies near me	70	
> device	134 💿	medical device assembly	20 🦟	
> mn	57 💿	companies		
nedical welding	Advanced filter	s v	tch Related	
		Group "laser": 14 Total volume: 50 Average KD: 52.14%		
number By volur		Group "laser": 14 Total volume: 50 Average KD: 52.14%	nd KD	D% =
number By volur	me	Keyword Tree Volume Tree		D% == 53.59
number By volur All keywords > oxygen > application	me 130 38 ⊚ 15 ⊗	Keyword - Tre	<u>~</u> 5	
number By volur Il keywords	me 130 38 ☉	Keyword = Volume = Tree laser welding medical =+ 20 laser welding medical =+ 20	∽ 5 ∽ 5	53.59

"Automotive welding" related keywords

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automotive welding			US 🗸	Search	Broad M	1atch	Phrase Match	Exact Match	Related		
All Questions Advanced filters											
By number By volume All keywords: 343 Total volume: 1,980 Average KD: 67.09%											
All keywords	343		Keyword	-			Volume 루	- Trend		KD% =	CPC (USD) 🗐
> industrial	34 💿		automot	ive welding	=		590) ~~~		67.87	1.90
> metal	23 ()		automot me	ive welding n	ear =+		170			57.86	3.19
> laser > sheet	21 ©		welding automot	robots in ive industry	=		9(63.92	6.40

"Automotive injection molding" related keywords

automotive injec	ction molding	US V Search	Broad Match	Phrase Match	Exact Match	Related			
All Questions Advanced filters									
By number By volu	ume	All keywords: 60 Total volume: 7	200 Average K	D: 50.90%					
All keywords	60	Keyword =		Volume 🖅	Trend	KD% =	CPC (USD) 🗐		
> plastic	26 💿	injection molding automotive	=	260	\sim	49.88	5.23		
 > company > industrial 	8 💿	automotive injection molding	=+	210	\sim	n/a	8.19		
> system	5 💿	automotive injection molding company suwanee ga	=	90	~~~	75.15	0.00		
> parts	4 💿	automotive plastic injection molding companies	=	30	~~^^	46.53	9.96		
> tank	3 🐵	injection molding automotive industry	=	30		43.97	0.00		
> group > metal	2 ④	automotive injection molding companies	=	20	^	47.00	6.38		
> ohio	2 ④	automotive plastic injection molding	=+	20	_^	42.92	0.00		

"Plastic injection molding prototype" related keywords

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plastic injection r	nolding	📕 (JS 🗙 Search	Broad Match	Phrase Match	Exact Match	Rela
All Questions	Advanced filte	ers 🗸					
By number By volu	me	Group "pi	rototype": 16 Total vo	ume: 40 Avera	ige KD: 45.34%		
> home	17 💿		Keyword 🗐		Volume 🗐	Trend	
> suppliers	17 💿		prototype plastic	=	30	~~~	
> temperature	17 💿		injection molding				
> california	16 🔍		rapid prototyping plas injection molding	tic =+	10	1	
> inc	16 💿		diy prototype tooling	a =+	0		
> insert	16 💿		plastic injection mold				
> pellet	16 💿		injection molding plas car prototype	tic =+	0		
> prototype	16 💿		plastic injection molde	ed ≡∔	0		
> texas	16 🔍		prototypes				
> bottle	15 💿		plastic injection moldi machines rapid prototyping	ng =	0		
> diy	15 💿						
> guide	15 💿		plastic injection moldi prototype cost	ng 🔤	0		

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Conclusion & Recommendations

Conclusion

[COMPETITOR 1] has a dominant website. They attract a lot of organic traffic by having a really strong blog with well-targeted and well-written content. In the injection molding space, even specifically in the medical and automotive inject molding space, [COMPETITOR 1] brings in a lot of valuable traffic to their site without paying for it. They write about their topics well and do a great job of covering user intent.

Recommendations

Our recommendation is to make sure to execute comprehensive keyword research, keyword mapping, and sitemap planning BEFORE making any changes to your current site.

Your content architecture needs to be built based upon demand (keywords) grouped logically into content based on user intent.

- 1. Analyze data to create an evidence-based content strategy, driven by SEO.
- 2. Create content your audience demands to attract them to your website.
- 3. Engaging content builds your authority, creates brand advocates, and generates leads.

Continue to do a deep dive into your offerings and competitors' content in order to determine:

- Topics to create content around
- How to differentiate your content from the rest
- A map of content to create, prioritized by opportunities
- Changes to make to your existing content

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