

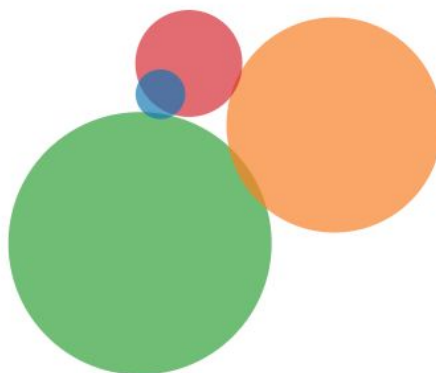
# Organic SEO Competitive Analysis

## 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

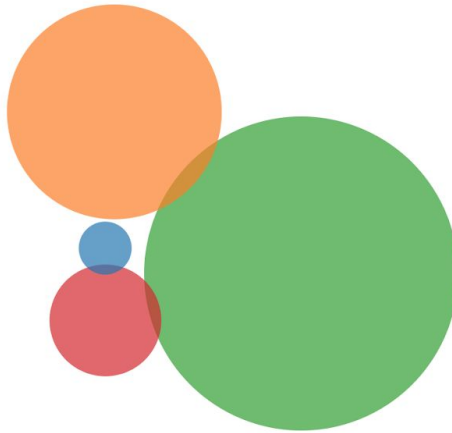
This document provides a benchmark of [CUSTOMER NAME] organic search strength against other competitors including; [COMPETITOR 1], [COMPETITOR 2], and [COMPETITOR 3].



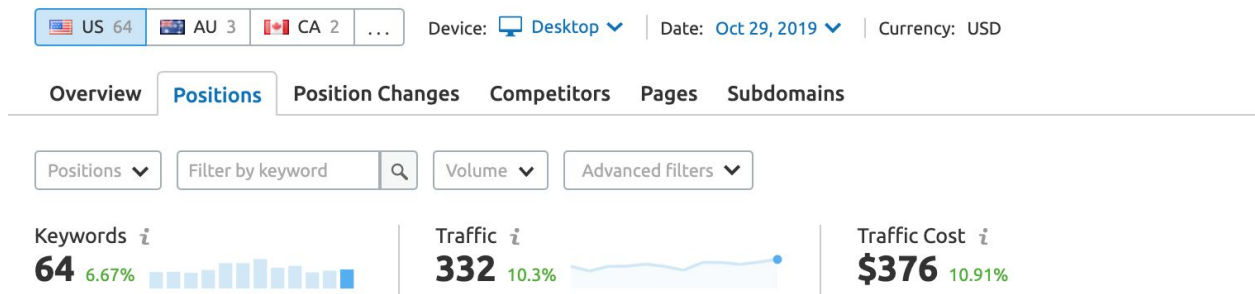
The size of each circle above is a representation of the number of organic keywords each site ranks for. The overlap is the number of keywords they have in common.

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

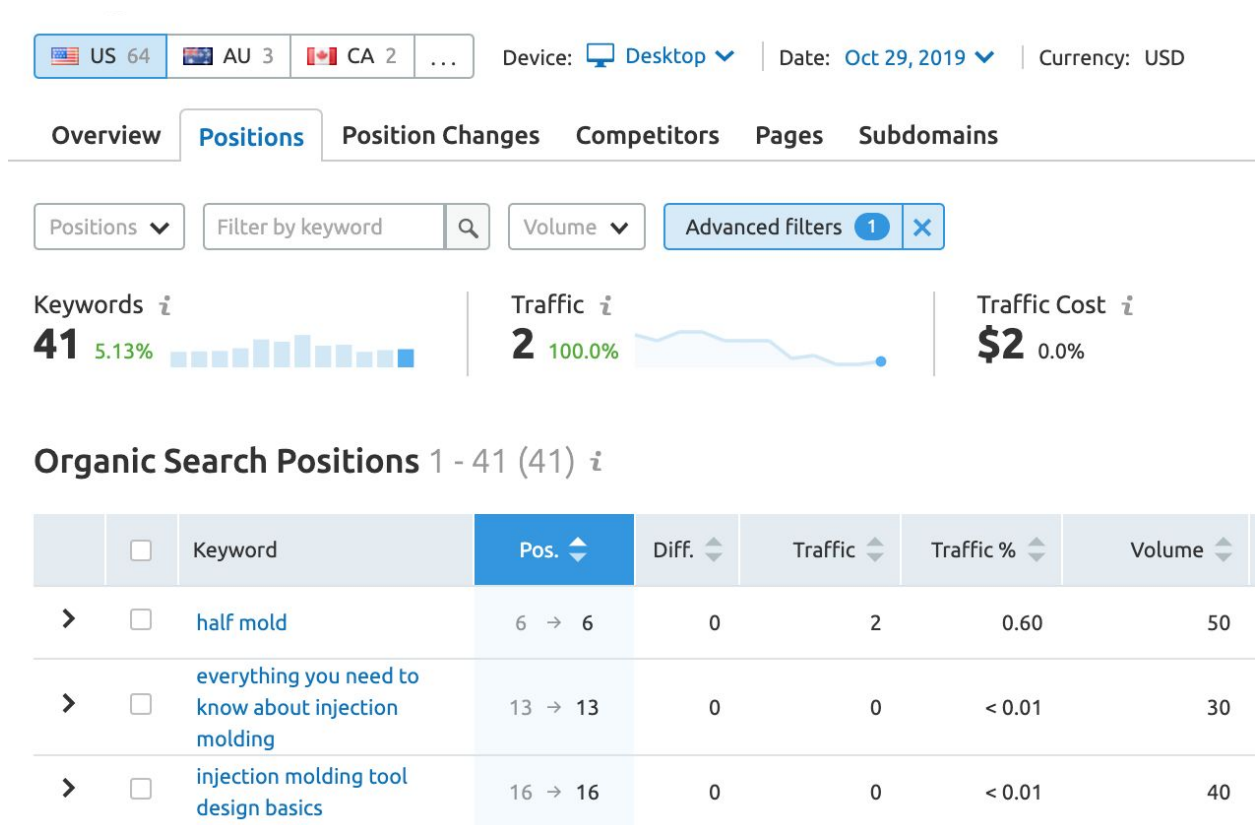
Below is another chart that is filtered by organic keywords that also have a higher than \$1.00 CPC (cost per click). These keywords have more assumed value because of their CPC value, yet the results are similar if not worse for [CUSTOMER NAME].



[CUSTOMER NAME] ranks for 64 keywords total:



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:

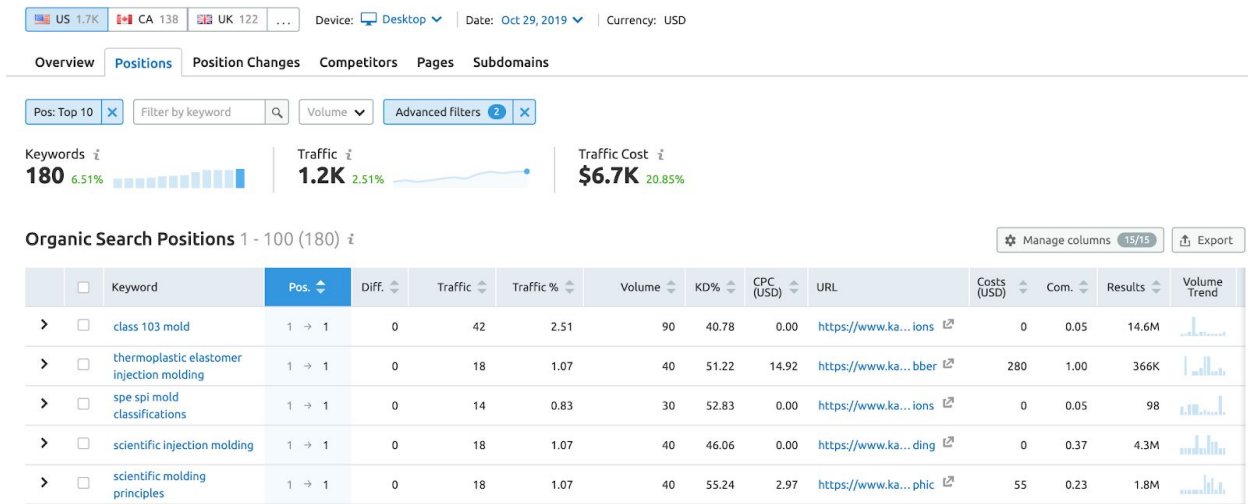


The non-branded keywords that [CUSTOMER NAME] shows up for on Google only brought 2 visits to their site in the last 30 days.

# [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.



[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.

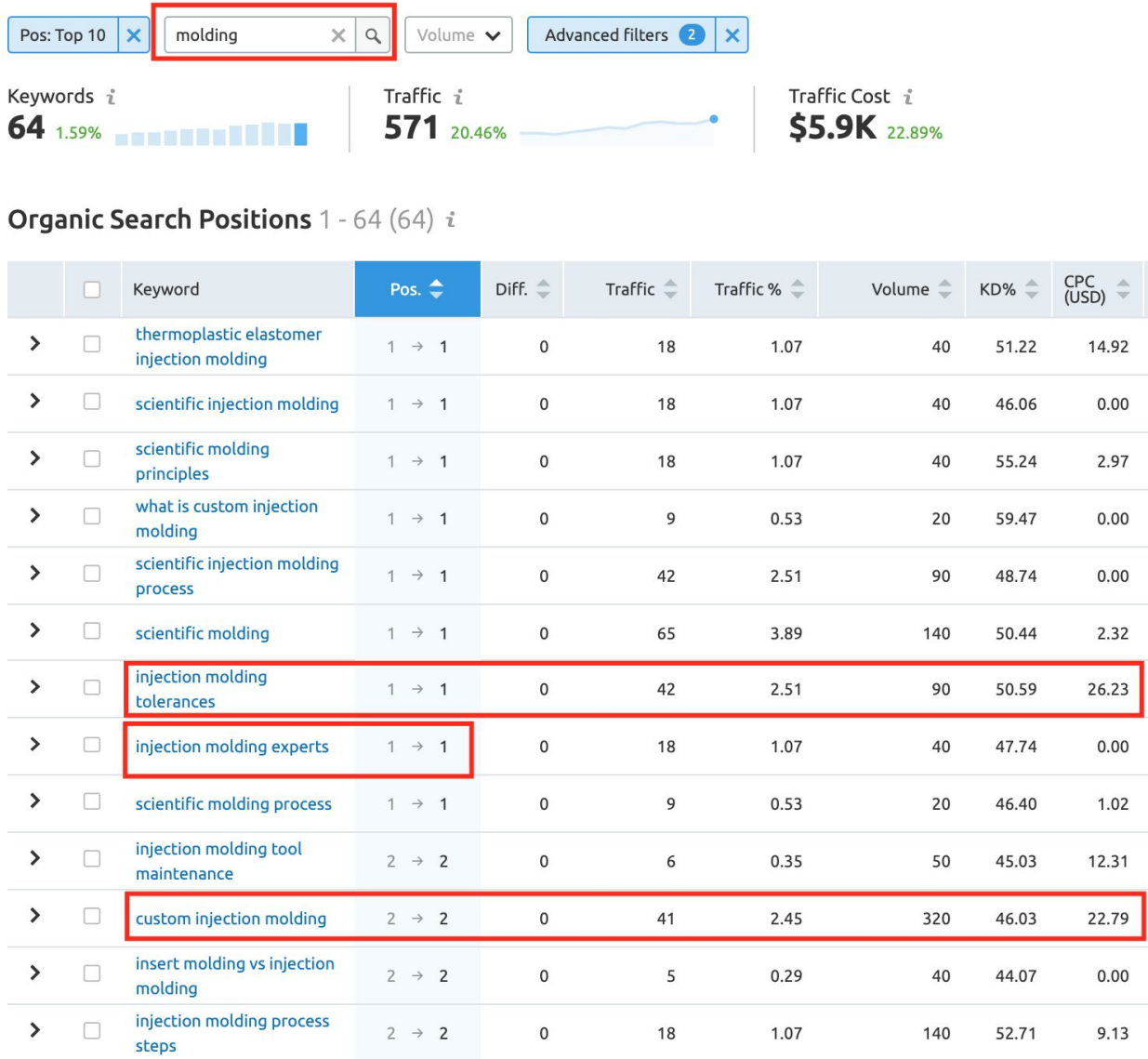
But, [COMPETITOR 1] doesn't pay for that because they've earned it with a very strong domain, backed by a strong blog:



- [Injection Molding Process \(57\)](#)
- [Plastic Part Design \(45\)](#)
- [Medical \(36\)](#)
- [Plastics / Resins \(29\)](#)
- [Tooling / Molds \(22\)](#)
- [Supply Chain \(17\)](#)
- [Automotive \(14\)](#)
- [General Manufacturing \(13\)](#)
- [Military / Defense \(13\)](#)
- [Scientific Molding \(13\)](#)

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.



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.

Keywords **44** 12.82%

Traffic **46** -23.33%

Traffic Cost **\$207** -26.86%

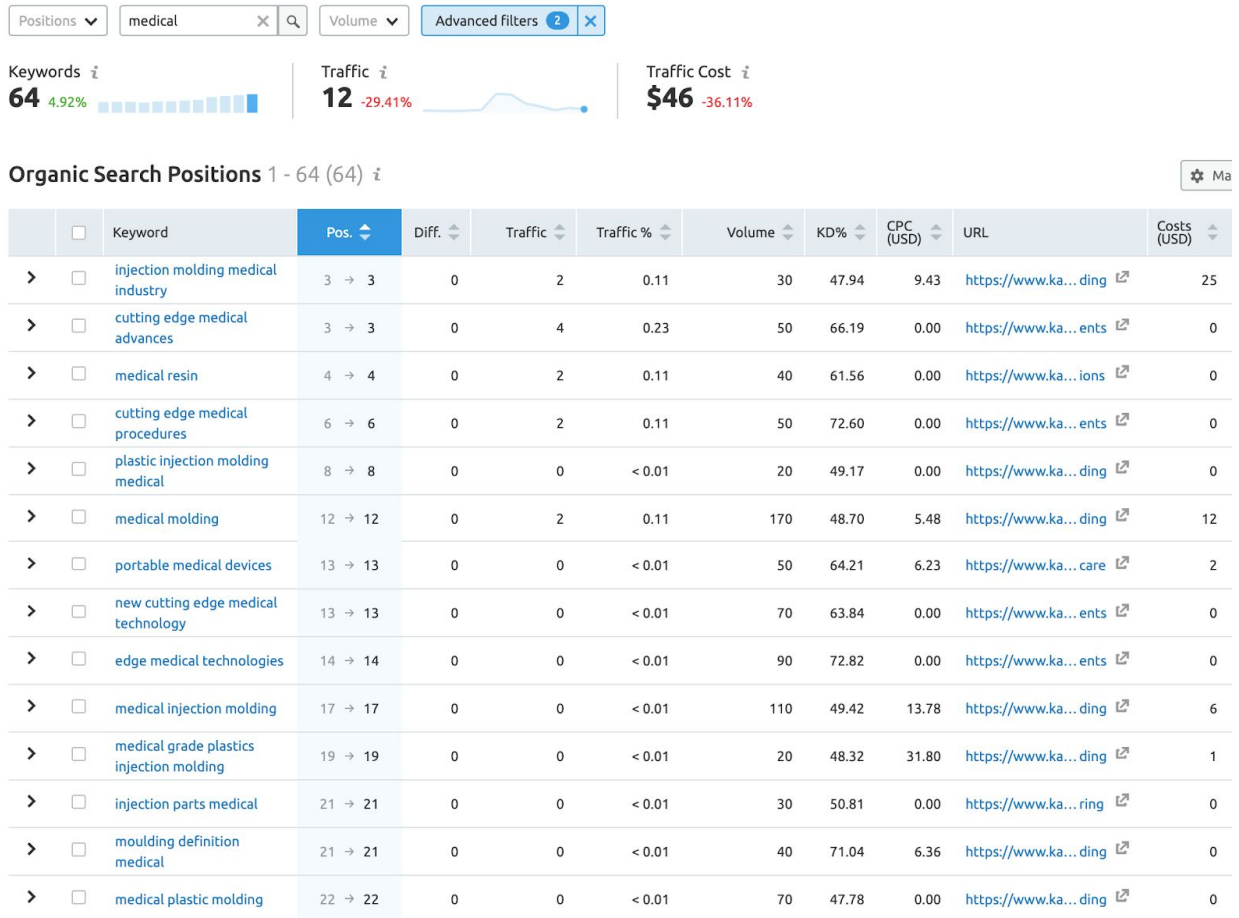
Organic Search Positions 1 - 44 (44)

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

The 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.

## 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.



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.



# Keyword Research

“Medical injection molding” related keywords

US

Broad Match
Phrase Match
Exact Match
Related

By number By volume All keywords: 118 | Total volume: 480 | Average KD: 48.28%

Keyword	Volume	Trend	KD%	CPC (USD)
device	22			
plastic	20			
company	13			
grade	10			
metal	5			
parts	5			
products	5			
service	5			
online	4			
silicone	4			
class	3			
medical injection molding	110		49.42	13.78
medical injection molding machine	70		51.34	5.38
medical grade silicone injection molding	50		51.24	37.93
injection molding medical industry	30		47.94	9.43
medical device injection molding companies	30		49.18	32.38
plastic injection molding medical parts	30		45.33	5.28
medical grade plastics injection molding	20		47.08	31.80
medical injection molding companies	20		43.86	27.81

“Medical assembly” related keywords



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medical assembly US Search Broad Match Phrase Match Exact Match

All Questions Advanced filters

By number By volume

Group "company": 15 | Total volume: 110 | Average KD: 69.55%

All keywords	707
> jobs	151
> device	134
> mn	57

<input type="checkbox"/>	Keyword	Volume	Trend
<input type="checkbox"/>	medical assembly companies near me	70	
<input type="checkbox"/>	medical device assembly companies	20	

### “Medical welding” related keywords

medical welding US Search Broad Match Phrase Match Exact Match Related

All Questions Advanced filters

By number By volume

Group "laser": 14 | Total volume: 50 | Average KD: 52.14%

All keywords	130
> oxygen	38
> application	15
> device	15
> laser	14

<input type="checkbox"/>	Keyword	Volume	Trend	KD%
<input type="checkbox"/>	laser welding medical	20		53.59
<input type="checkbox"/>	laser welding medical devices	20		50.70
<input type="checkbox"/>	medical laser welding	10		n/a

### “Automotive welding” related keywords



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US

Broad Match
Phrase Match
Exact Match
Related

By number By volume

All keywords: **343** | Total volume: **1,980** | Average KD: **67.09%**

All keywords	343	Keyword	Volume	Trend	KD%	CPC (USD)
> industrial	34	<input type="checkbox"/> automotive welding	590		67.87	1.90
> metal	23	<input type="checkbox"/> automotive welding near me	170		57.86	3.19
> laser	21	<input type="checkbox"/> welding robots in automotive industry	90		63.92	6.40
> sheet	21					

### “Automotive injection molding” related keywords

US

Broad Match
Phrase Match
Exact Match
Related

By number By volume

All keywords: **60** | Total volume: **700** | Average KD: **50.90%**

All keywords	60	Keyword	Volume	Trend	KD%	CPC (USD)
> plastic	26	<input type="checkbox"/> injection molding automotive	260		49.88	5.23
> company	8	<input type="checkbox"/> automotive injection molding	210		n/a	8.19
> industrial	8	<input type="checkbox"/> automotive injection molding company suwanee ga	90		75.15	0.00
> system	5					
> fluid	4					
> parts	4	<input type="checkbox"/> automotive plastic injection molding companies	30		46.53	9.96
> interior	3					
> tank	3	<input type="checkbox"/> injection molding automotive industry	30		43.97	0.00
> group	2					
> metal	2	<input type="checkbox"/> automotive injection molding companies	20		47.00	6.38
> ohio	2	<input type="checkbox"/> automotive plastic injection molding	20		42.92	0.00

### “Plastic injection molding prototype” related keywords



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plastic injection molding US Search Broad Match Phrase Match Exact Match Rela

All Questions Advanced filters

By number By volume

Group "prototype": **16** | Total volume: **40** | Average KD: **45.34%**

> home	17	👁
> suppliers	17	👁
> temperature	17	👁
> california	16	👁
> inc	16	👁
> insert	16	👁
> pellet	16	👁
> prototype	16	👁
> texas	16	👁
> bottle	15	👁
> diy	15	👁
> guide	15	👁

<input type="checkbox"/>	Keyword		Volume	Trend
<input type="checkbox"/>	prototype plastic injection molding	≡+	30	
<input type="checkbox"/>	rapid prototyping plastic injection molding	≡+	10	
<input type="checkbox"/>	diy prototype tooling a plastic injection mold	≡+	0	
<input type="checkbox"/>	injection molding plastic car prototype	≡+	0	
<input type="checkbox"/>	plastic injection molded prototypes	≡+	0	
<input type="checkbox"/>	plastic injection molding machines rapid prototyping	≡+	0	
<input type="checkbox"/>	plastic injection molding prototype cost	≡+	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