

Why Are My Competitors Ranking Above Me?

Your info here

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Dear XYZ,

My name is Ashley Bryan and I am an Internet Strategist and SEO Professional based in the Sunshine Coast, Queensland. Thanks for requesting the free assessment: "Why Are My Competitors Ranking Above Me?"

This is a common question and quite rightly: business is competitive by nature. Google ranks websites (ranks them in the Search Result Pages or SERPs) based on many factors. These factors combine to give your website value overall and for each page individually as well, and the same applies for your competitors' websites. In essence, the higher value page or website wins and gets higher in the results for target phrases.



While there is a lot to it, there are key areas where we can look and see how well we are doing on Google, compared with our competitors, and from there we can make decisions about what we need to do to improve our rankings. I have assessed your website for these key areas and compared them to your competitors where possible. This information is listed below.

In general, **XYZ** because of the following main reasons:

1. XYZ
2. XYZ

In addition to this:

- XYZ
- XYZ

I provide some suggestions with each section which may help you, and also an option at the end of the document, for me to help you.

I look forward to helping you, if needed.

Ashley Bryan

Key Measures

Comparing your website against your competitors.

Primary phrase: "xyz"

Geo-target: xyz

Number of searches per month for a small sample of possible target keywords:

Search term	Monthly search volume (S. Coast)
xyz	xyz
xyz	xyz
xyz	xyz

Current Rankings (from XYZ) for your **primary phrase** (xyz):

Landing page	Ranking (position)
XYZ	xyz
xyz	xyz
xyz	xyz

You are positioned #xyz of the search results and will be receiving XYZ visitors from this search term.

Recommendation:
Recommendations will be listed here.

Factors influencing rankings

Domain authority is a good indication of how well your website will rank compared with your competitors in general:

Landing page	Page Authority	Domain authority
XYZ	xyz	xyz
xyz	xyz	xyz
xyz	xyz	xyz

This data tells me that XYZ.

The following factors influence rankings in 2018:

Onsite Content Quality & Optimisation

Ranking well is still very much based around identifying relevant search terms (keywords) and placing them correctly on your website in the correct places (ie optimisation). Generally, longer text content is favoured over shorter.

Your landing page, and those of your competitors, all contain a substantial quantity of text content on the target landing page. **Your home page needs more text content.** Your competitors have all paid attention to their onsite optimisation and they have keywords and phrases optimised into their meta tags. Your website does not, as we can see in the Google SERPs:

My observations go here.....

This is a significant issue and will be holding your rankings back.

Recommendation:

Recommendations will be listed here.

Page Load times

The speed at which your pages load for the user is very important for SEO. Comparing landing page load times:

Landing page	Load time (s)
XYZ	xyz
xyz	xyz
xyz	xyz

Your load time is XYZ.

Recommendation:

Recommendations will be listed here.

Links

Links from other websites into yours are very important/essential for good rankings. If an important website links to yours then Google assumes your website is also important. Both the *quality* of links and the *quantity* of links are important. Comparing links:

My observations go here.....

Recommendation:

Recommendations will be listed here.

Social signals

Businesses that are mentioned on social media (eg Facebook, YouTube, Twitter, Pinterest, Instagram) or being linked to from social media builds trust for humans and also builds trust for Google, helping websites to rank. We can compare the number of social signals:

Website	Number Social Signals
XYZ	xyz
xyz	xyz
xyz	xyz

My observations go here.....

Recommendation:

Recommendations will be listed here.

Mobile friendliness

Google is now switching to its "Mobile First" policy which means it will rank your website everywhere, based on your mobile version. So, it is essential that your website is mobile friendly.

My observations go here.....

Recommendation:

Recommendations will be listed here.

Local Presence in the Google SERPs

For a local business it is important to be found for your search phrases by people near to you. Google My Business assists with this by placing your business into the "Google Maps" feature, in the search results.

My observations go here.....

Recommendation:

Recommendations will be listed here.
