Michael Marshall, CEO

Overview of SEO Recon Features and Benefits

A recent testimonial

"Mike Marshall is literally one of the brightest minds in the world of Search Engines and Search Engine Optimization (SEO). With a degree in Linguistics that allowed him to absorb concepts like Latent Semantic Indexing and then apply his programming skill, Mike has a grasp on the science (both theoretical and applied) of search engines like few others do. Among many unique qualities Mike has, is his unassuming and open approach to sharing his knowledge with his clients. He doesn't "hold back" to save something for the next contract. When you ask Mike a question he gives you an answer. The right one. I don't know of another person in the world of SEO whose knowledge I trust more than Mike Marshall."

Top qualities: Great Results, Personable, Expert

- Gordon Magee
Internet Marketing and Analysis Manager at Drs. Foster & Smith
Rated #83 in the Internet Retailer 500

Data Collection (partial sample):

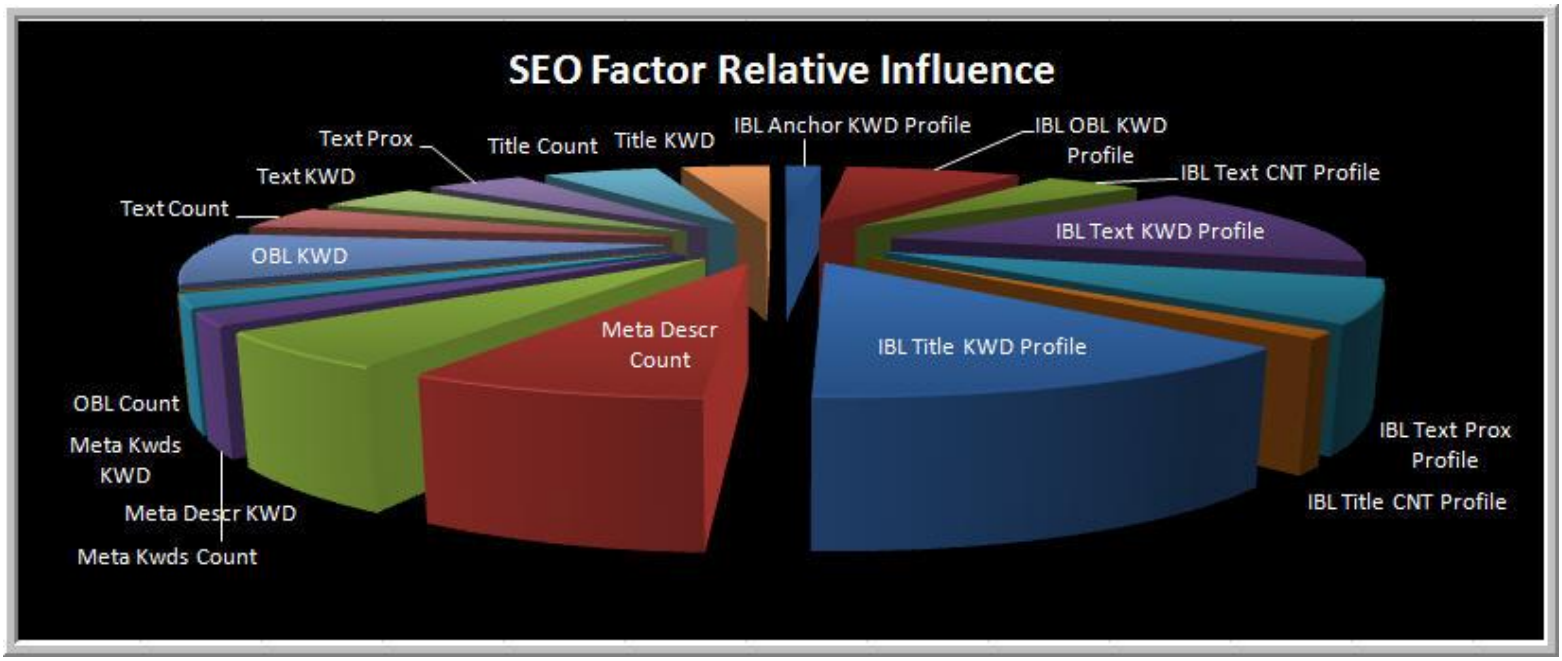
ID	Competitor	Title Count	Title KWD	Meta Descr Count	Meta Descr KWD	Meta Kwds Count	Meta Kwds KWD	Text Count	Text KWD	Text Prox	OBL Count	OBL KWD	IBL Title KWD	IBL Title CNT	IBL Text KWD	IBL Text CNT	IBL Text Prox	IBL OBL KWD	IBL Authority
2	http://www.theplumber.com/	9	0.11111111	17	0.11764706	15	0.66666667	778	0.04498715	1.96551724	451	0.04656319	147.35	117.92	411.45	137.33	2560.10	180.25	875117.13
3	http://en.wikipedia.org/wiki/plumbing	5	0.2	0	0	11	0.09090909	1093	0.02836231	1.96551724	687	0.04221252	289.03	329.18	208.45	225.62	986.93	258.74	6267.15
4	http://www.thisoldhouse.com/toh/plumbing	6	0.16666667	0	0	0	0	730	0.0109589	1.8	1187	0.02611626	244.18	490.87	245.76	600.26	901.92	244.18	18349.45
5	http://www.plumbingkey.com/	20	0.05	22	0	1	1	1042	0.0134357	1.92307692	1293	0.02706883	93.23	694.26	167.83	166.49	1545.27	82.32	486036.81
6	http://www.servicemagic.com/category.plumbing.10216.html	3	0.33333333	22	0	1	0	308	0.02597403	1.875	1441	0.02498265	1.00	1.00	1.00	1.00	1.00	1.00	9664.00
7	http://www.hgtv.com/hgtv/rm_plumbing/	14	0.07142857	9	0.11111111	0	0	361	0.00831025	1.66666667	1775	0.02084507	1.00	1581.64	1581.64	1581.64	1581.64	1.00	19275.31
8	http://www.plumbingweb.com/	21	0.14285714	51	0.09803922	28	0.17857143	236	0.09745763	1.94736842	1827	0.02463054	163.70	99.84	305.14	198.20	2897.36	107.05	449406.65
10	http://www.plumbingsupply.com/	50	0.1	52	0.07692308	21	0.04761905	603	0.02321725	1.875	2274	0.02022867	303.02	175.95	252.82	355.16	2803.59	181.76	535083.63
11	http://www.lowes.com/lowes/lkn?action=howto&p=htindex/plumbing_index.html	4	0	20	0	22	0.09090909	175	0	-1	2370	0.01940928	0.00	0.00	0.00	0.00	0.00	0.00	0.00
12	http://www.meritbadge.com/mb/086.htm	3	0.33333333	11	0	7	0	89	0.05617978	1.75	2420	0.01983471	1.00	741.76	1038.43	446.60	1667.01	1.00	12470.02
13	http://www.masterplumbers.com/	9	0.11111111	66	0	64	0.015625	537	0.01675978	1.88888889	2586	0.02049497	98.42	430.06	211.80	161.93	1926.19	190.24	48753.76
14	http://en.wikipedia.org/wiki/plumbing_fixture	6	0.16666667	0	0	11	0.09090909	1507	0.01194426	1.93333333	2794	0.02111668	1.00	955.09	1017.94	1029.38	1581.64	1017.94	8513.36
15	http://www.amazon.com/b?ie=utf8&node=3754161	13	0.07692308	22	0	12	0.16666667	637	0.0047095	1.66666667	3213	0.0183629	1.00	359.13	189.33	591.02	634.16	1.00	2268.24
16	http://www.theplumber.com/pom.html	6	0.16666667	0	0	0	0	1384	0.00867052	1.9	3226	0.01921885	159.06	291.07	223.45	116.13	1353.81	107.16	244565.25
18	http://www.toolbase.org/toolbaseresources/level3.aspx?bucketid=1&categoryid=9	3	0.33333333	16	0.0625	1	1	2783	0.0176069	1.97368421	4280	0.01962617	80.03	274.14	85.27	349.66	372.35	110.80	15836.72
20	http://www.craneplumbing.com/	3	0.33333333	0	0	0	0	576	0.01736111	1.88888889	4714	0.01824353	244.47	704.72	228.81	407.59	2566.78	83.38	258306.10
21	http://www.ua.org/	20	0.05	0	0	14	0.07142857	164	0.00609756	1	4743	0.01813198	231.42	838.36	130.38	117.97	952.19	159.06	32887.41
22	http://www.pmmag.com/	3	0.33333333	0	0	0	0	633	0.01263823	1.85714286	4996	0.01801441	109.19	227.42	182.00	198.08	2122.10	130.76	100318.37
23	http://www.plbg.com/	83	0.08433735	86	0.05813953	39	0.05128205	569	0.04920914	1.94444444	5026	0.01810585	127.25	174.40	281.11	472.18	3002.49	228.64	721422.04

The above graph depicts a snippet of 18 competitors evaluated for the same keyphrase with respect to on-page and off-page factors. This will be provided with each report so that you have the raw data to go back to. This is a great benefit in productivity, saving you countless hours in gathering this data on your competitors.

1. Body keyword density
2. Body word count
3. Body keyword proximity
4. Description meta tag keyword density
5. Description meta tag word count
6. Keyword meta tag keyword density
7. Keyword meta tag word count
8. Link text keyword density
9. Title tag keyword density
10. Title tag word count
11. In-bound link quantity
12. In-bound link Authority score
13. In-bound link Title tag keyword density (*Important aspect of Link reputation*)
14. In-bound link Anchor text keyword density (*Important aspect of Link reputation*)

Most companies stop here in their SEO research and would only evaluate 20 or competitors, not up to 100. They will then only provide you with very generic recommendations on what to do with your pages from a very simplistic assessment of the data collected. I know from former clients of two of the top 10 SEO firms that they were given nothing as extensive or in-depth as this and their recommendations didn't even include target ranges to shoot for when working with various factors. One of these firms charges $10,000 per month minimum per site for recommendations that fall very short of what is offered here.

Multivariate analysis: (Which Factors are Important?):



The Pie Chart depicts the relative influence of the various factors in a proportional manner. The larger the pie wedge, the more important that factor is. This is a measure of what the competitors are putting effort into and, therefore, what it takes to be competitive for the given keyphrase. *(Meta Tags are an exception as they have little or no positive effect on ranking regardless of the amount of effort put into them.)*

This forms the basis from which SEO recommendations will be given on:

- Relative importance of various SEO factors
- Important optimal values for those factors
- Strengths and weaknesses of competitors (*not merely a report of what everyone else is doing, but actually what they are doing that is worth your attention*)
- Strengths and weaknesses of your page(s)

This is the kind of information that saves you 4 to 5 months of trial and error to learn by hand. **It's worth thousands of dollars in staff hours and opportunity otherwise lost.**

This takes the guesswork out of SEO research, minimizing costly trial and error.

Multivariate Analysis: (Which Competitors are Important?)

Threat Matrix

These pie charts depict the competitive distances between on competitor in the landscape and all the other competitors analyzed. For example, below, we are looking at the threat matrix for the 16th competitor in the list. A small pie slice indicates close competitive distance (similar SEO Factors profile) to the 16th competitor and a large pie slice indicates more dissimilar profile. The competitor number highlighted in **blue** indicates the competitor that is the focal point of the chart. The **red** numbers (3, 6, 11, and 26 in the case below) indicate competitors that are closest to 16 in competitive strength out of the set.

Greater competitive intelligence! This prevents you from being blind-sided by threatening competitors and reveals windows of opportunity for you.

Keyphrase-Specific Recommendations: (What Changes Should I Make?)

This table provides detailed recommendations for each SEO factor so that you know precisely which changes you need make to become more competitive for your target keyphrases.

SEO Factor	Competitive Range Minimum	Maximum
Title Count	8.233333333	17
Title KWD	0.11623212	0.3
Meta Descr Count	17.9	50
Meta Descr KWD	0.051188188	0.22222222
Meta Kwds Count	7	24
Meta Kwds KWD	0.173210623	0.8
Text Count	354.4137931	977
Text KWD	0.017166816	0.05263158
Text Prox	1.223713887	103.5
OBL Count	75.43333333	222
OBL KWD	0.011778187	0.05263158
IBL Title KWD Index	142.2154692	576.0837
IBL Title CNT Index	437.3199722	1147.59539
IBL Text KWD Index	234.949092	620.662644
IBL Text CNT Index	192.5361865	645.292843

Actionable Information: Instead of generic guidelines, you get detailed recommendations you can act on right away.

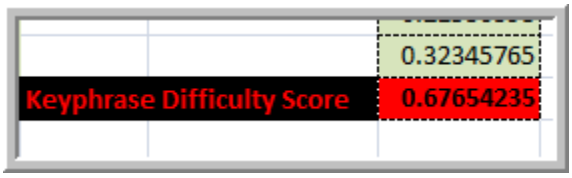
Keyphrase Difficulty Score (Which keyphrases should I tackle first?)

Keyphrase Difficulty Scores: For each keyphrase, a difficulty score is calculated. This score examines how vulnerable high ranking pages are to being unseated in their position and the relative importance of the factors which cause them to be vulnerable. Low vulnerability indicates high difficulty for SEO.

The value is from 0 to 1. The higher the KDS value, the more difficult the keyphrase is for optimization.

Instead of basing how difficult a keyphrase may be for optimization on the mere total number of competing pages, the KDS value basis this on all the on-page and off-page factors for the competitors and how much they are putting effort into the all the important factors for that keyphrase. It also takes into account the competitive distances between the strongest competitors and the weakest competitors based on those same factors.

Another way to understand the KDS value is that it takes into account all the information and intelligence depicted in the Threat Matrix charts from all the competitors.



Set More Realistic Expectations: Prioritize your keyphrase list based on actual intelligence on how well your competitors are doing SEO.

Appendix I: The scientific basis and business case for the principles behind the CI approach

There are two very important questions about a competitive intelligence approach to SEO.

- How legitimate is the scientific basis for CI?
- Is there a business case for the effectiveness of the underlying principles?

In this CI approach, I basically use quantitative analysis in researching a company's online competition, specifically those who are competing for traffic in the search engines for important keyphrases. You could call me a Quant for search engine optimization (SEO) or Internet marketing research.

Quants - Engineers/Programmers who build advanced mathematical models for Quantitative Analysis

> "Brokerages and institutions have used quantitative modeling for years. But there's always been a mystique surrounding it. The actual inputs into the model tend to be closely guarded secrets. The models have been called black boxes, while the models' programmers have often been dubbed "quants" or "rocket scientists," and kept holed up in back rooms."- Source

An article in Business Week last year, " Math Will Rock Your World", discusses the use of advanced mathematics in business applications.

The article talks about how important advanced mathematics has been in improving efficiency for business and marketing in many different industries. Businesses are hiring these quants to help them make sense of the massive amounts of data they have.

> "The world is moving into a new age of numbers. Partnerships between mathematicians and computer scientists are bulling into whole new domains of business and imposing the efficiencies of math." - BusinessWeek Online

(See also this graphic entitled "*How Math Transforms Industries*.")

Multivariate analysis is already used quite effectively with landing page optimization for PPC. "An increasing number of web marketers are turning to multivariate testing as an effective means to determine the optimal set of content on their sites. Marketers are testing variations of everything from landing page copy to navigational structure to registration forms, and optimizing their sites around the versions that most effectively achieve the marketer's goals." – Eric J Hansen, Media Post (August 9, 2007)

> "In one case study, a major auction site operator had a goal of increasing email newsletter subscription rates. The company ran a multivariate test on the newsletter registration form, with variations of the location of the subscription box both (both within the page as well as across sections of the site), alternate copy and text colors, and so on. Using a multivariate testing tool, the Web marketers analyzed their test results and gleaned several insights that were both delightful and surprising. First, the marketers looked at all the data in aggregate and learned that the best set of variations resulted in a 390% lift in subscription rates across all users -- a big success! But then the marketers segmented the users into two groups: first-time vs. return users. What they found was that there were two "best" sets of variations: one set was best for first-time users, and resulted in a 350% subscription rate lift. The other set was best for return users, and caused subscriptions to increase by more than 600%." (*ibid*)

I apply the same kind of math efficiencies to the world of Internet marketing to give a company the business intelligence they need to take better action in their Internet marketing campaigns using search engine optimization (SEO). I have developed techniques, strategies and highly acclaimed tools in the industry to that end.

The ability to learn faster than your competitors may be the only sustainable competitive advantage."
- Arie P. De Geus, former coordinator, group planning, Royal Dutch/Shell quoted by Peter M. Senge (source: The Fifth Discipline")