

COMPETITIVE ANALYSIS - COMPARISON OF 2 COMPETING WEBSITES

Prepared by




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CLIENT VS. COMPETITION

A Snapshot at 12/1/2019



Start looking at what your competitors are doing on their websites. To achieve success and differentiate your brand, you must analyze and assess your competitors' websites to capitalize on what makes you different. Your weaknesses and strengths will be uncovered and exposed. Plus, you will get good creative ideas for your own website. Competitive analysis also gives you a benchmark. Keep in mind that your business can become extinct if you do not stay on top of things. For this study, I analyzed two large commercial printers in New Jersey.

8 Benchmarks Were Selected

- Age Of Website
- Page Load Speed
- Optimization On Mobile Devices
- Having More Than One Website
- Website Security
- Indexing
- XML Sitemap
- Domain Authority

AGE OF WEBSITE

Find out how long a website has been up. According to Google, age of a website does not affect ranking. A website can not rank only on the basis that a domain has been registered before and is old now.

Use this domain age checker:

<https://websiteseochecker.com/domain-age-checker/>

PAGE LOAD SPEED

Page load speed has been a ranking factor for a few years now, especially as the popularity of mobile devices has increased. Smart phones and tablets don't have the same computing power that a desktop computer has so it's important that your website is well-optimized to load quickly on these devices. Sure, page speed is one of the factors Google uses to rank websites. But other than high ranking, page speed is also important for conversion. Nearly 50% of consumers won't wait 3 seconds for a site to load. Amazon even admits that if their pages were to slow down by just one second, they'll lose \$1.6 billion in sales per year.

<https://developers.google.com/speed/pagespeed/insights/>

HAVING MORE THAN ONE WEBSITE

Look at problem of having 2 or more websites. Search engines like Google see duplicate content as creating a poor user experience and as a result, they've adjusted their algorithms to penalize it.

WEBSITE SECURITY

Your web pages should load via https so they are secure. Google, and regular humans, like to see secure pages, even if you're not processing credit cards or obtaining personal information.

INDEXING

How many pages of your site are indexed by Google?

Use the below link to find out: [site:yourdomain.com](#)

XML SITEMAP

An XML sitemap provides a roadmap for your site to search engines, allowing them to understand and find every page on your site.

You want Google to crawl every important page of your website, but sometimes, pages end up without any internal links pointing to them, making them hard to find. An XML sitemap lists a website's important pages, making sure Google can find and crawl them all, also helping it understand your website structure

DOMAIN AUTHORITY

Think of domain authority as an indicator of how well your site will perform on search engines. It is an indicator of how trustworthy search engines, users and the web as a whole consider it. Domain authority is Moz's calculated metric for how well a given domain is likely to rank in Google's search results. Domain authority is represented as a number on a 100-point scale, which is based on several factors including the number and quality of links to your site, domain age of your site, and more. Moz Rank is on a 10 point scale.

Use the following tool: <https://smallseotools.com/domain-authority-checker/>

CLIENT

Domain Authority

6

Page Authority

12

Moz Rank

1.2

COMPETITION

Domain Authority

23

Page Authority

28

Moz Rank

2.8

SUMMARY OF BENCHMARKS

BENCHMARK METRIC	CLIENT	COMPETITION
Age of Website	15 Years	20 Years
Page Load Speed	.2151 seconds for a Google ranking of 75	2.2078 seconds for a Google ranking of 79
Optimized On Mobile Devices?	Yes	Typeset is very small and busy but surprisingly scales well on mobile
Have More Than One Website?	Yes	No
Website Security	Yes	No
Indexing	25 Pages	119 Pages
XML Sitemap	Yes	No
Domain Authority	DA-6, PA-12, MR-1.2	DA-23, PA-28, MR-2.8