# Webkick

## Example Company
# Competitor Analysis



**Webkick**

**Competitor Analysis Report**

# About this sample report

This competitor analysis report is based on a real company; although we have anonymised the information for confidentiality.

For a limited time, we are offering a free report to select firms with insights into how you can **get a competitive advantage online**, a changing frontier where business is lost and won.

To request your own bespoke report, complete a short form detailing 4 of your competitors' websites and we will prepare a similar analysis.

https://info.webkick.co.uk/competitor-analysis-report

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*Webkick is a small but powerful team working across the UK and Europe.*

*We tap into marketing talent across the UK and Europe. A group of close-knit creatives and digital marketers with a variety of skills and tonnes of experience; fluent in all things web design, digital marketing and creative services.*

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# Introduction

This report has been produced for Mars Exploration Ltd. and will look at the traffic coming to your website through search engines and compare it to what your competitors are receiving.

Within this, we will also identify opportunities for you to compete against the best in your industry and provide you with ways to increase valuable organic traffic to your site; showing you how to convert that traffic into leads and sales using your content.

Organic traffic is the most valuable source of traffic for your website as you are providing helpful and useful information to people who are actually searching for your products and services and investing in your SEO is the most cost effective way to generate quality traffic and leads.

You have provided us with 3 of your competitors websites to analyse and to do this we have used our cutting edge tools and software and our team's extensive experience and knowledge. Google accounts for around 90% of all searches and the tools we use provide the best data available on Google searches. However as Google does not share their data publicly our results cannot be 100% accurate but rather give the best estimates available.

# Overview

The table below shows an overview of where Example Company stands against their main competitors. The data includes:

**Keywords**: the number of keywords that each site is ranking for on Google in the UK. So when this search term is entered into Google the site is served up as a result however it may be too far down the results to attract any traffic.

**Organic Traffic**: the estimated number of monthly visitors to a site from Google's organic results in the UK.

**Non-branded Organic Traffic**: the amount of monthly organic visits to the site that have not resulted from searches that include the company name in the UK. We look at this data because it shows to what extent each site is tapping into the search traffic that is available from people searching for products and services they offer rather than a brand name.

| Website | Keywords | Organic Traffic | Non-branded Organic Traffic |
|---|---|---|---|
| example-company.com | 510 | 257 | 185 (72%) |
| competitor-1.com | 121 | 237 | 48 (20.3%) |
| competitor-2.co.uk | 132 | 184 | 78 (42.4%) |
| competitor-3.com | 74 | 237 | 68 (28.7%) |
| competitor-4.com | 45 | 4 | 4 (100%) |

## Overall Organic Traffic Comparison:



competitor-4.com
0.4%

competitor-3.com
25.8%

competitor-2.co.uk
20.0%

example-company.com
28.0%

competitor-1.com
25.8%

## Non-branded Organic Traffic Comparison

- competitor-4.com — 1.0%
- competitor-3.com — 17.8%
- competitor-2.co.uk — 20.4%
- competitor-1.com — 12.5%
- example-company.com — 48.3%
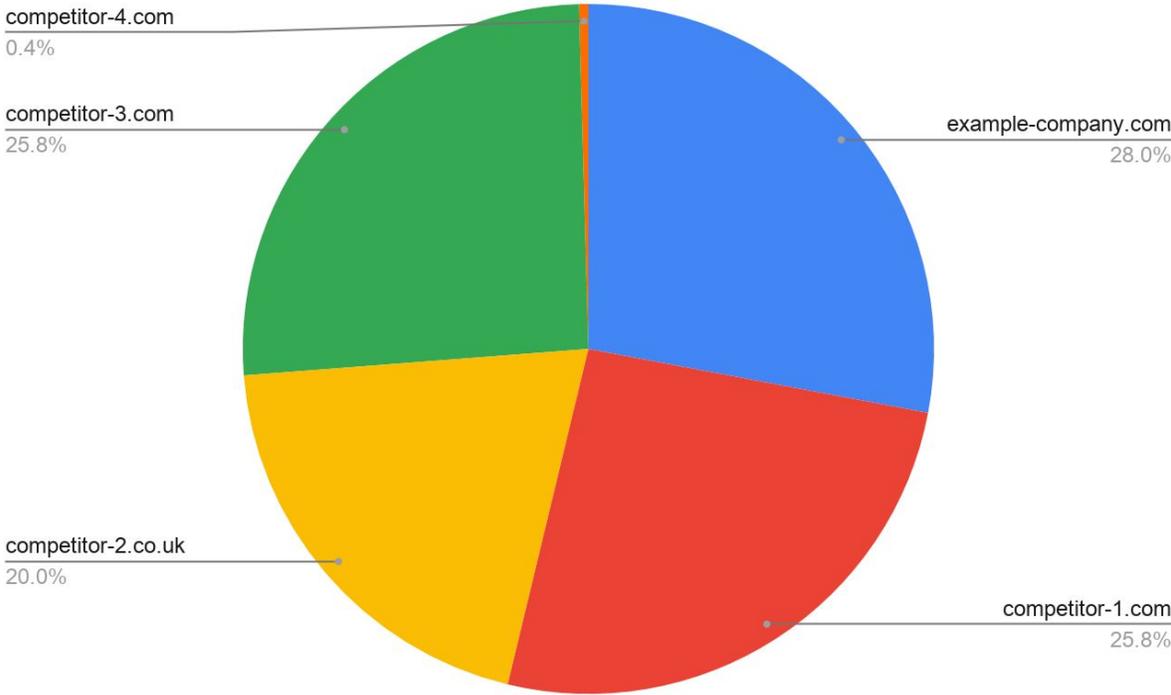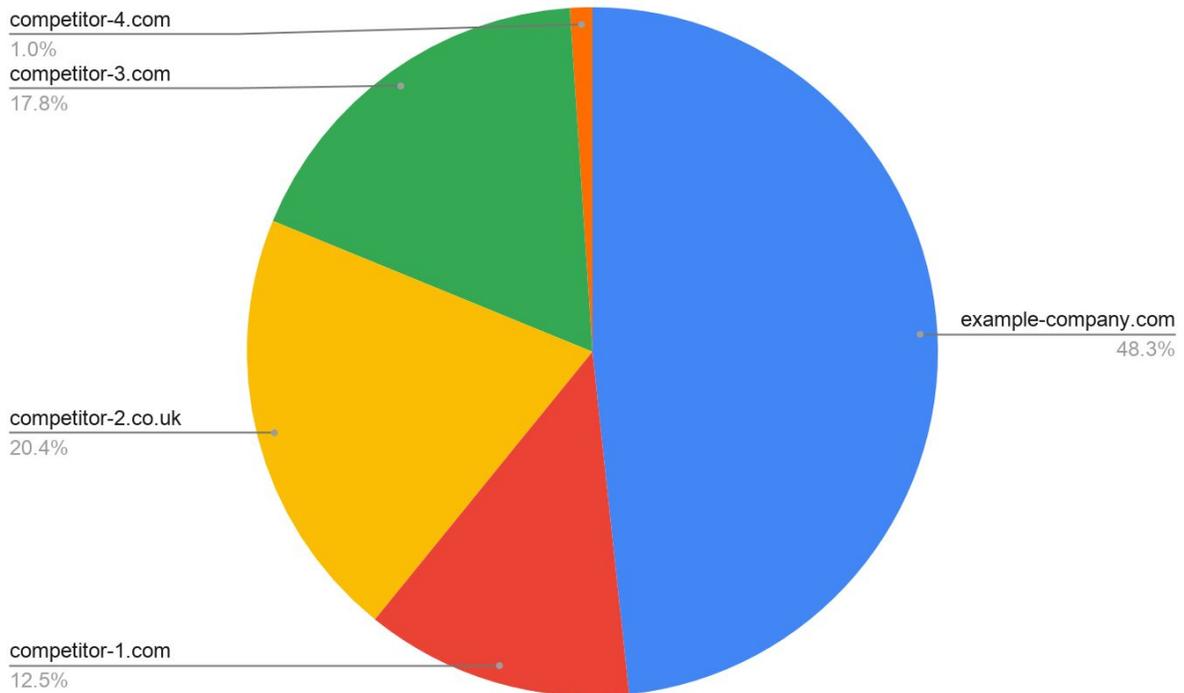
## International

Example Company is an international company with offices in the US, Canada and Australia and organic traffic is being driven to the website in these countries. This report will not go into detail on international traffic however below is an overview of the organic traffic for Example Company and its competitors in those other territories:

| Country | example-company.com | competitor-1.com | competitor-2.co.uk | competitor-3.com | competitor-4.com |
|---------|---------------------|------------------|--------------------|------------------|------------------|
| UK | 257 | 237 | 184 | 237 | 4 |
| US | 51 | 2700 | 0 | 6 | 121 |
| Australia | 165 | 109 | 0 | 0 | 31 |
| Canada | 14 | 354 | 0 | 0 | 29 |

# | Competitor Analysis

## mars-exploration.com

### Overview

| Keywords | Keywords Generating Traffic | Organic Traffic | Non-branded OrganicTraffic |
|----------|------------------------------|-----------------|------------------------------|
| 510 | 33 | 257 | 185 |

### Breakdown

The table below shows the keywords that are generating organic traffic for the Example Company website. The data includes:

**Keyword**: the word or phrase entered into Google that is driving traffic to the website.

**Position**: the position in the Google results that each keyword is appearing at

**Search Volume**: the estimated number of searches carried out in the UK each month for each keyword.

**Traffic**: the estimated amount of traffic to the Example Company website generated by each keyword every month.

| Keyword | Position | Search Volume | Traffic |
|---|---|---|---|
| ░░░░░░░░░░░░░░░░ | 1 | 90 | 72 |
| ░░░░░░░░░░░░░░░░ | 1 | 70 | 32 |
| ░░░░░░░░░░░░░░░░ | 1 | 70 | 32 |
| ░░░░░░ | 10 | 2900 | 17 |
| ░░░░░░░ | 30 | 40500 | 12 |
| ░░░░░░░░░░░░░░ | 2 | 70 | 9 |
| ░░░░░░░░░░ | 11 | 170 | 7 |
| ░░░░░░░░░░░░░░░░░░░ | 4 | 90 | 6 |
| ░░░░░░░░░░░░░ | 27 | 4400 | 6 |
| ░░░░░░░░░░░░░░░░░░ | 2 | 50 | 6 |
| ░░░░░░░░░░░░░░░ | 11 | 90 | 4 |
| ░░░░░░░░░░░░░ | 4 | 70 | 4 |
| ░░░░░░░░░░ | 6 | 90 | 4 |
| ░░░░░░░░░░░░░░ | 3 | 50 | 4 |
| ░░░░░░░░░░ | 10 | 140 | 4 |
| ░░░░░░░░░ | 8 | 140 | 4 |
| ░░░░░░░░░░░░░░░░░ | 6 | 90 | 4 |
| ░░░░░░░░░░░░ | 11 | 70 | 3 |
| ░░░░░░ | 5 | 70 | 3 |
| ░░░░░░░░░░░ | 11 | 70 | 3 |
| ░░░░░░░░░░░░░░ | 15 | 590 | 2 |
| ░░░░░░░░ | 7 | 70 | 2 |
| ░░░░░░ | 18 | 720 | 2 |
| ░░░░░░░░░░░░░░ | 8 | 90 | 2 |
| ░░░░░░░░░ | 24 | 1900 | 2 |
| ░░░░░░░░░░░░░░░░░░░░░░ | 6 | 50 | 2 |
| ░░░░░░░░░░░░░░░░░░ | 15 | 480 | 2 |
| ░░░░░░░░░░░░░░░░░░░░░░░░░░░░░ | 5 | 50 | 2 |
| ░░░░░░░░░░ | 12 | 110 | 1 |
| ░░░░░░░░░░░░ | 9 | 50 | 1 |
| ░░░░░░░░░░░░ | 13 | 170 | 1 |
| ░░░░░░░░░░░░░░░░░░░ | 10 | 50 | 1 |
| ░░░░░░░░░░░░░ | 24 | 720 | 1 |
| **TOTAL** | | | **257** |

## Analysis

Around 28% of the organic traffic coming to the Example Company website is generated by branded keywords and about 72% from non-branded keywords which is good. This branded keyword traffic and any direct traffic will be coming from individuals who already know the company or have discovered Example Company through other offline marketing however the non-branded visits will be from individuals just discovering the company and it's services. Whilst the branded traffic this is valuable the non-branded traffic holds more value. Although the percentage of non-branded traffic is good the volumes are quite low and there is huge potential here to increase these figures.

Since the Coronavirus there is very little scope to continue with traditional marketing methods such as trade shows and even telemarketing. Companies and individuals have moved their buying and selling habits online more than ever so now is the time to seize the opportunities that digital marketing offers.

From this small list of keywords it is easy to see the potential that exists for Example Company with organic search. Below we take just 7 keywords from the list and compare the potential traffic to the actual traffic:

| Keyword | Position | Potential Traffic | Example Company's Traffic |
|---|---|---|---|
|  | 2 | 70 | 9 |
|  | 4 | 90 | 6 |
|  | 2 | 50 | 6 |
|  | 3 | 50 | 4 |
|  | 8 | 90 | 2 |
|  | 6 | 50 | 2 |
|  | 13 | 170 | 1 |
|  | 10 | 50 | 1 |
| TOTAL |  | 620 | 31 |

For every position higher up the results page a keyword climbs there is a significant increase in traffic, especially once in the top 5 results. Just by improving the positions of this small handful of keywords that the site is already ranking for, the Example Company website could increase it's non-branded organic search visits by many times.

This however does not take into account other keywords that may be more relevant to your products and services that you are not currently receiving organic traffic from. Creating and optimising content around these keywords would drive more, and more valuable, traffic to the site. At present Example Company does not have effective lead capture mechanisms in place on their site but these could easily be added to convert the highly relevant and valuable non-branded organic traffic into leads and then sales (see more in Inbound Marketing section).

# competitor-1.com

## Overview

| Keywords | Keywords Generating Traffic | Organic Traffic | Non-branded OrganicTraffic |
|:---:|:---:|:---:|:---:|
| 121 | 21 | 237 | 48 |

## Breakdown

The table below shows the keywords that are generating organic traffic for the competitor-1.com website:

| Keyword | Position | Search Volume | Traffic |
|---|:---:|:---:|:---:|
| | 1 | 90 | 72 |
| | 1 | 90 | 72 |
| | 1 | 50 | 40 |
| | 3 | 90 | 8 |
| | 4 | 90 | 6 |
| | 11 | 90 | 4 |
| | 5 | 90 | 4 |
| | 19 | 1000 | 3 |
| | 7 | 90 | 3 |
| | 4 | 50 | 3 |
| | 4 | 50 | 3 |
| | 5 | 70 | 3 |
| | 6 | 70 | 3 |

| | | | |
|---|---|---|---|
| industrial control room furniture | 10 | 90 | 2 |
| competitor 1 insight console | 2 | 90 | 2 |
| broadcast control room furniture | 7 | 50 | 2 |
| control room furniture design | 6 | 50 | 2 |
| sub control room design | 7 | 70 | 2 |
| competitor 1 list | 2 | 50 | 1 |
| competitor 1 insight console | 3 | 90 | 1 |
| competitor 1 insight console | 4 | 90 | 1 |
| | | | **237** |

## Analysis

Competitor 1 is an American company with a UK office serving Europe and the Middle East. In the US they have relatively high volumes of organic traffic with about 50% of it non-branded. In the UK however their traffic is much lower and only about 20% is non-branded. This indicates that they are a well known brand in the UK but they have not been effectively targeting the UK with their SEO. This site does have some lead generation mechanisms in place but could add more.

Although they are receiving traffic from some relevant and valuable search terms they are not ranking in high enough positions to attract significant amounts of traffic. This represents a great opportunity for Example Company to target these keywords and compete with Competitor 1 and with some work dominate in organic search.

The table below shows some of the keywords that Example Company and Competitor 1 are already competing on in the UK:

| Keyword | Volume | example-company.com | | competitor-1.com Traffic | |
|---|---|---|---|---|---|
| | | Position | Traffic | Position | Traffic |
| security console desk | 70 | 1 & 2 | 41 | 5 & 6 | 6 |
| control room furniture design | 50 | 2 | 6 | 6 | 2 |
| control console desk | 50 | 3 | 4 | 4 | 3 |
| industrial control room furniture | 90 | 4 | 6 | 10 | 2 |
| broadcast control room furniture | 50 | 6 | 2 | 7 | 2 |
| sub control room equipment | 50 | 10 | 1 | 4 | 3 |
| | **360** | | **60** | | **18** |

This table shows that there are huge opportunities for Example Company to move above Competitor 1 on the search engine results page for highly relevant search terms and capture lots more highly valuable traffic. It also shows the huge difference in traffic generated between the first position in the results and those lower down.

# competitor-2.co.uk

## Overview

| Keywords | Keywords Generating Traffic | Organic Traffic | Non-branded OrganicTraffic |
|:---:|:---:|:---:|:---:|
| 132 | 12 | 184 | 78 |

## Breakdown

| Keyword | Position | Search Volume | Traffic |
|:---|:---:|:---:|:---:|
| | 1 | 140 | 65 |
| | 1 | 50 | 23 |
| | 1 | 50 | 23 |
| | 2 | 140 | 18 |
| | 2 | 90 | 11 |
| | 2 | 90 | 11 |
| | 3 | 90 | 8 |
| | 3 | 90 | 8 |
| | 2 | 50 | 6 |
| | 3 | 50 | 4 |
| | 4 | 70 | 4 |
| | 16 | 720 | 3 |
| | | | 184 |

## Analysis

Competitor 2 may only have around 12 keywords that are currently generating organic traffic to their website but they appear to have been concentrating their SEO strategy very hard on these. Their top 10 keywords are all in the positions 1, 2 or 3 and 120 out of the 132 keywords that they are ranking for are in very low positions.

This quality over quantity approach may be generating relatively modest volumes of traffic but it is valuable traffic and it shows that they have a clear strategy that is working. The table below

shows some of the keywords that Example Company and Competitor 2 are currently competing on and shows that Competitor 2 is ranking higher and capturing more traffic on most:

| Keyword | Volume | example-company.com Traffic | | competitor-2.co.uk Traffic | |
|---|---|---|---|---|---|
| | | Position | Traffic | Position | Traffic |
| | 50 | 3 | 4 | 1 | 23 |
| | 50 | 2 | 6 | 1 | 23 |
| | 50 | 6 | 2 | 2 | 6 |
| | 90 | 4 | 6 | 2 | 11 |
| | 90 | 14 | 0 | 2 | 11 |
| | 70 | 1 | 32 | 4 | 4 |
| | 720 | 18 | 2 | 16 | 3 |
| | 1120 | | 52 | | 81 |

Driving relevant organic traffic to their site is the first step. Once there those visitors need to be converted into leads and in this area Competitor 2 are ahead of the competition. They have mechanisms in place across their site where they will be capturing the details of visitors turning them into leads and then sales.

If Competitor 2 continues with this successful strategy they will begin to dominate more and more highly relevant keywords, drive more and more organic traffic to their site and crucially be converting that traffic into leads. This identifies another opportunity for Example Company where they can target the same keywords, compete with Competitor 2 and prevent them from pulling out ahead.

# competitor-3.com

## Overview

| Keywords | Keywords Generating Traffic | Organic Traffic | Non-branded OrganicTraffic |
|----------|----------------------------|-----------------|---------------------------|
| 74 | 11 | 237 | 68 |

## Breakdown

| Keyword | Position | Search Volume | Traffic |
|---------|----------|---------------|---------|
| | 1 | 210 | 168 |
| | 1 | 90 | 42 |
| | 2 | 50 | 6 |
| | 3 | 70 | 6 |
| | 3 | 50 | 4 |
| | 4 | 50 | 3 |
| | 18 | 720 | 2 |
| | 10 | 90 | 2 |
| | 5 | 50 | 2 |
| | 16 | 320 | 1 |
| | 17 | 260 | 1 |
| | | | 237 |

## Analysis

Competitor 3 are ranking in the top 5 for a small number of non-branded keywords however overall they are ranking for just 11 keywords that are generating traffic and are receiving relatively little organic traffic overall. They also have no lead capture mechanisms in place on their site. This represents another huge opportunity for Example Company to get ahead of this competitor in the digital arena before they realise the opportunities online and focus their attention on their digital marketing.

# competitor-4.com

## Overview

| Keywords | Keywords Generating Traffic | Organic Traffic | Non-branded OrganicTraffic |
|---|---|---|---|
| 45 | 2 | 4 | 4 |

## Breakdown

| Keyword | Position | Search Volume | Traffic |
|---|---|---|---|
|  | 7 | 90 | 3 |
|  | 9 | 50 | 1 |
|  |  |  | 4 |

## Analysis

In the UK the Competitor 4 website is receiving next to no organic traffic however they are generating traffic in Spain, the US and Latin America. Below is an overview of the countries driving the most traffic to the Competitor 4 website:

| Country | Keywords | Keywords Generating Traffic | Organic Traffic | Non-branded OrganicTraffic |
|---|---|---|---|---|
| Spain | 575 | 75 | 1000 | 519 |
| USA | 536 | 27 | 117 | 117 |
| Mexico | 402 | 59 | 640 | 463 |
| Colombia | 207 | 9 | 120 | 120 |

Example Company is obviously competing against Competitor 4 in the UK very well. There is definitely an opportunity to compete with them in the US however in Spanish speaking countries would be a bigger challenge. They are in a strong position here ranking for a good number of

keywords and Example Company would need to produce large volumes of content in Spanish to compete.

# Conclusions & Solutions

Comparing the overall data from each of the websites reveals some extremely valuable opportunities.

The Example Company website is receiving the most organic traffic in the UK each month and the most non-branded organic traffic too, however the volumes for all of the sites are relatively low. Analysis of the volumes of organic searches available for relevant keywords for Example Company shows that there is a huge amount of valuable traffic out there that is just waiting to be tapped into.

Most of the competitors do not appear to have effective SEO strategies in place and are missing out on much of this valuable traffic. The exception is Competitor 2 who are successfully targeting a small number of keywords. Armed with this knowledge however Example Company can focus some attention on competing with Competitor 2 as their SEO strategy develops.

## Lead Generation & Client Acquisition

Traffic however is just the beginning. The real aim of increasing traffic should be to generate leads and sales through the website and this is where Example Company can excel. Their competitors may be driving traffic to their websites but other than Competitor 2 none are really effectively capturing leads and nurturing those leads through to sales. This is what Webkick specialise in through the processes of [Growth Driven Design](#) and [Inbound Marketing](#).

# Growth Driven Design

Growth Driven Design is a process of continuous website design based on data not assumptions. It was developed by HubSpot and integrates with inbound marketing concepts and strategies seamlessly.

It focuses on fusing marketing goals with website design and development, and allows the marketer to test theories and run experiments to discover, using data collected from real time visitors to the website, what actually works best for the customer and convert more traffic into enquiries.

## GDD Process

The first step would be to carry out research into identifying the company's ideal customer (or buyer persona) and detailed analysis of the current website. GDD starts with a shorter design period (typically 2-3 months) prior to launch date and the creation of a 'launch pad' website that focuses on the top performing pages.

## Launch & Extend

After launch we would carry out continuous usability testing, A/B testing, heat mapping and user tracking, then using the data collected we make improvements and additions to the site over time. These are improvements to the user experience (UX) and user interaction (UI) to increase the conversion rate of the site based on direct feedback from the people who are using it. We also consistently work on technical SEO improvements to ensure the whole site is continuously optimised.

GDD integrates seamlessly with Inbound Marketing (see below) and over time the launchpad website is extended and built out as a part of the inbound strategy.

# Inbound Marketing

The Inbound Marketing methodology is defined as:

> "A business methodology that attracts customers by creating valuable content and experiences tailored to them. While outbound marketing interrupts your audience with content they don't want, inbound marketing forms connections they're looking for and solves problems they already have."

## Buyer Persona

Inbound starts with detailed research into a company's ideal customers or 'buyer personas' to ensure that all efforts are tightly focused on precisely the right audience. This research includes interviewing those within the company and previous customers, competitor research and much more. Some of the information needed to build a buyer persona is:
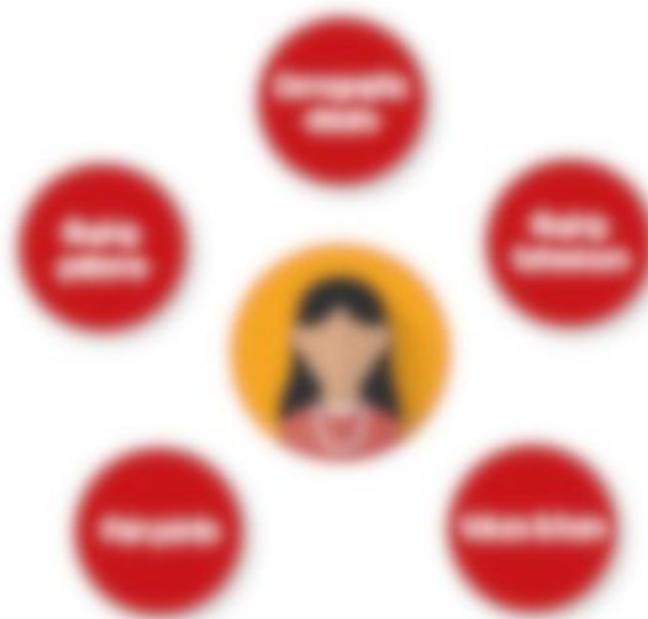


The buyer persona(s) guide all marketing activity.

# Buyer Journey

Your potential customers will all be at different stages in their 'buyer journey'. Some will be ready to commit whilst others will be just beginning their research. The buyer's journey is split into 3 stages:

| Awareness Stage | Consideration Stage | Decision Stage |
|---|---|---|
| Prospect is doing research into a problem that they want to solve | Prospect now knows all about their problem and is doing research into the solution | Prospect now knows all about how to solve their problem and is now doing research to find the right company to help them |

In an inbound marketing strategy different content is created to attract and engage buyers at the different stages of the journey. This starts with buyers at the decision stage as these are ready to commit and are considered the lowest hanging fruit.

To create a long term inbound strategy that provides a sustainable pipeline of leads all stages are targeted and prospects are nurtured along their buyer journey until they are ready to buy.

# KPIs & ROI

Unlike traditional marketing methods, inbound Marketing can clearly show a ROI. Identifying key performance indicators and providing clear reporting is of utmost importance. Inbound marketing methods and the use of the HubSpot platform allows us to clearly show the effectiveness of a campaign and show a clear return on investment.

Aside from traffic to the website the key KPIs that are tracked are the number of leads generated plus the number and value of sales generated. As the HubSpot system is totally integrated we can clearly show these figures and therefore your ROI.

These figures are presented in a clear dashboard format that is available online at all times to review and then we report every month on these figures and the progress of the campaigns.

# Webkick Growth Packages

| Month | Start up Growth | Pro Growth | Phase |
|---|---|---|---|
| 1 - 4 | • Buyer Persona Development<br>• Launchpad website research, planning, design, build & launch<br>• Inbound Strategy creation & setup | | Research, planning + website creation |
| | £1500 pcm | | |
| 5 - 12 | **Inbound Marketing** - 1 campaigns each including<br><br>• 4 blog posts<br>• 1 premium content offer<br>• 1 conversion path created with 5 nurturing emails<br>• Initial PPC campaign<br><br>**Website** - Ongoing reporting & analysis of website performance plus continuous CRO and technical SEO | **Inbound Marketing** - 1 campaigns each including<br><br>• 8 blog posts<br>• 2 premium content offers<br>• 2 conversion paths created with 10 nurturing emails<br>• Initial PPC campaign<br><br>**Website** - Ongoing reporting & analysis of website performance plus continuous CRO and technical SEO | 2 inbound campaigns + ongoing website optimisation |
| | £1500 pcm* | £3000 pcm* | |

*Additional requirements/costs: HubSpot subscription, HotJar subscription, PPC ad spend. Total cost £1500pcm

For more information or to discuss your requirements please [book a time for a call with one of our inbound specialists.](#)