

Competitive Intelligence Tools and Tricks to Grow Your Business



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Content Marketing Webinar
Wednesday August 31, 2011
Monthly Webinar Series

ideaLaunch™





**The Content
Marketing Revolution**



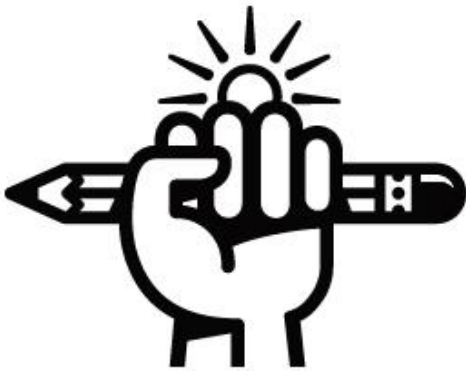
**Top Competitive
Intelligence Tools**



**Competitive Intelligence
Tricks**



What is Content Marketing?



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It's the art of listening to your customers' wants and needs

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires



And the science of delivering it to them in a compelling way

- Articles
- Blogs
- Books
- eBooks
- RSS Feeds
- Printed Books
- Newsletters
- Videos
- Web
- Widgets



It's catching readers orbiting at high speeds

- ➔ Applet
- ➔ Desktop
- ➔ Events
- ➔ Information Portals
- ➔ Mobile
- ➔ Podcasts
- ➔ RSS Feeds
- ➔ Social Networks
- ➔ News



With information they want and need

Love It Metrics

- ➔ Downloads
- ➔ Time on Site
- ➔ Repeat Visitation
- ➔ Send to Friend
- ➔ Post to Network
- ➔ Link to Page



It's testing campaigns to learn what works best

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Track Testing
- ➔ Segmentation Testing
- ➔ Geo Target Testing
- ➔ Usability Testing
- ➔ Content Testing



And finding the most efficient path to engagement and sales

The Trust Pipeline

- ➔ Score Engagement
- ➔ Qualify Lead
- ➔ Evaluate Intent
- ➔ Induce Trial
- ➔ Motivate Purchase
- ➔ Get the Sale
- ➔ Correlate Assets to Sale



Content Marketing is a Process and Workflow

Content Planning

- Competitive Intelligence
- Keyword Research
- Customer Research
- Style Guides
- Website Audit

Content Creation

- Content Audit
- Topic Research
- Editorial Calendars
- Content Sampling
- Content Creation

Content Optimization

- Keyword Silos
- SEO Scoring
- Page Optimization
- Link Building
- Tag Optimization

Content Editing

- Style Proofing
- Brand Infusion
- Copy Checking
- Copy Testing
- Proof Publishing

Content Distribution

- Twitter
- Facebook
- WordPress
- Linked In
- Blog

Content Performance

- Listing Positions
- Traffic
- Time on Site
- Repeat Visitation
- Conversion Rates



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Competitive Intelligence Tricks to Grow Your Business



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Content Planning is where Competitive Intelligence Fits In

What's in the Content Plan?

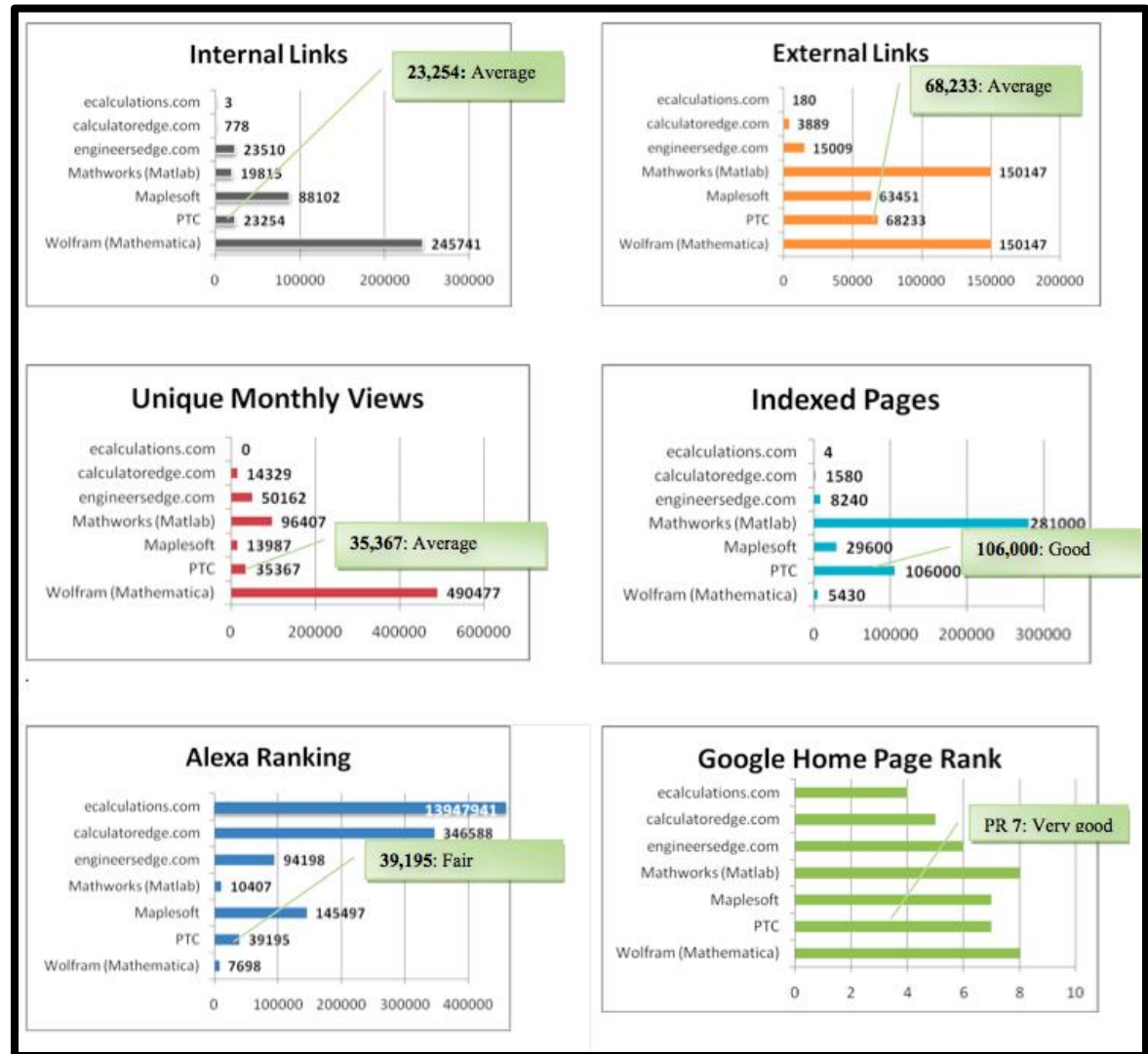
- Competitive Research
- Customer Research
- Market Share Research
- Style Guide
- Content Asset Allocation

Why create a Content Plan?

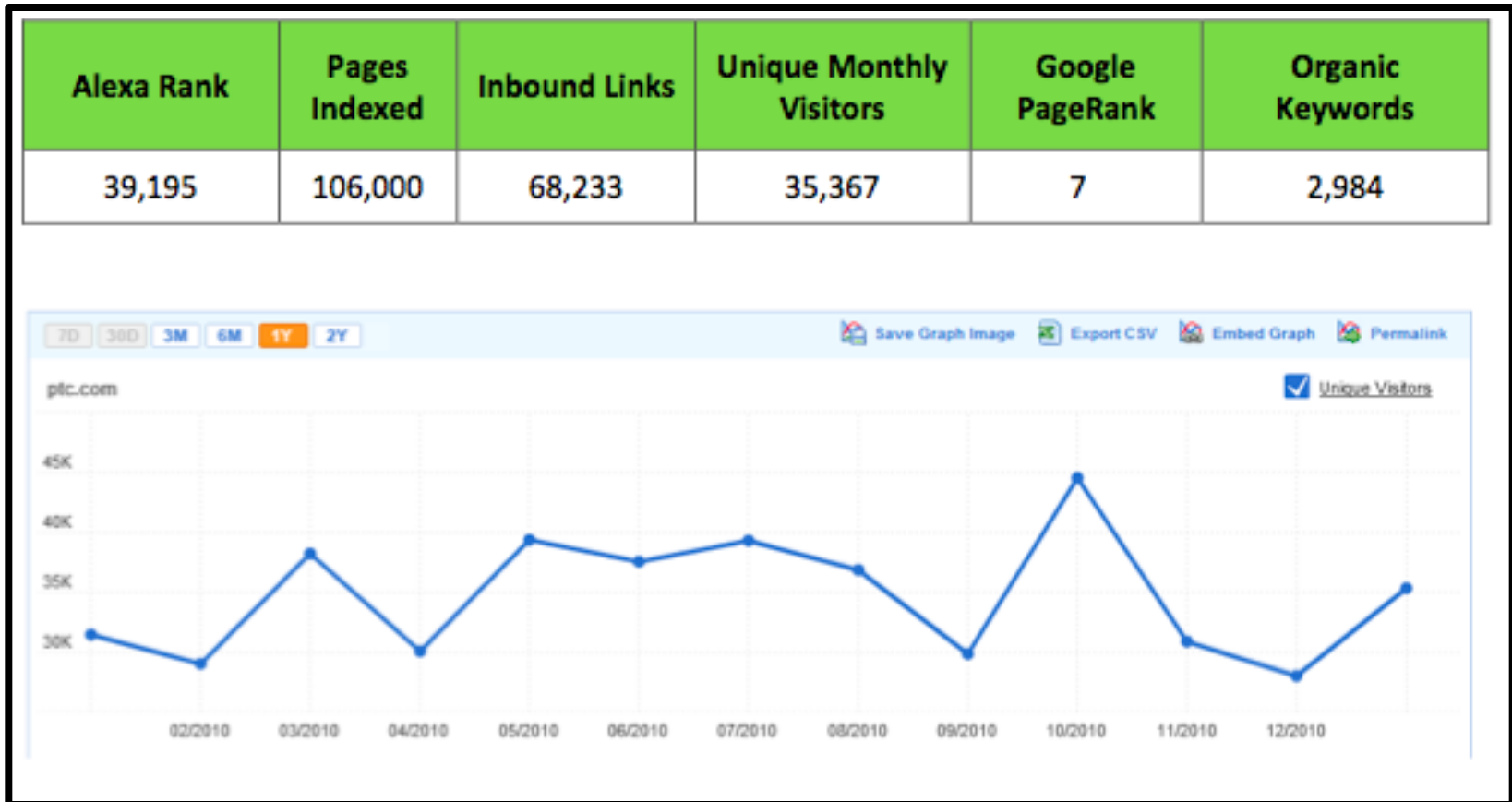
- How much content?
- How frequently?
- How good is it?
- What distribution channels?



Top Level Competitive Research



Top Level Competitive Research



Competitive Comparison: Content Quality, Frequency and Quality

Quantity	Articles	Blogs	eBooks	FAQs	Job Descriptions	Copy	Tips	News
24 Seven Talent	16	0	0	14	200	18	15	114
Aquent	24	310	0	8	228	19	0	180
Creative Circle	0	0	0	0	406	6	0	0
Creative Group	9	0	9	13	225	62	15	100
Guru	0	0	0	25	0	9	27	16
Artisan Talent	0	593	0	0	44	64	44	120
Frequency								
24 Seven Talent	Monthly	-	-	Static	Weekly	Static	Static	Weekly
Aquent	Static	Weekly	-	Static	Weekly	Static	-	Weekly
Creative Circle	-	-	-	-	Weekly	Static	-	-
Creative Group	Static	-	Static	Static	Daily	Static	Static	Weekly
Guru	-	-	-	Static	-	Static	Static	Monthly
Artisan Talent	-	Weekly	-	-	Weekly	Static	Static	-
Quality								
24 Seven Talent	C	-	-	C	D	C	A	B
Aquent	A	B	-	A	B	B	-	B
Creative Circle	-	-	-	-	C	B	-	-
Creative Group	A	-	A	A	A	A	A	A
Guru	-	-	-	D	-	D	C	C
Artisan Talent	-	B	-	-	B	C	B	B



Competitive Comparison: Additional Content Assets

Quantity	Photo Galleries	Podcasts	Webinars	Videos
24 Seven Talent	41	0	0	0
Aquent	0	0	25	2
Creative Circle	0	0	0	0
Creative Group	372	9	0	0
Guru	13,450	0	0	0
Artisan Talent	70	0	0	1
Frequency				
24 Seven Talent	Static	-	-	-
Aquent	-	-	Static	Static
Creative Circle	-	-	-	-
Creative Group	Static	Semi-Monthly	-	-
Guru	Static	-	-	-
Artisan Talent	Static	-	-	Static
Quality				
24 Seven Talent	B	-	-	-
Aquent	-	-	C	A
Creative Circle	-	-	-	-
Creative Group	A	B	-	-
Guru	C	-	-	-
Artisan Talent	A	-	-	B



Competitive Comparison: Social Media Analysis

Quantity	Facebook	LinkedIn	Twitter
Aquent	4237	6253	2000
24 Seven Talent	3432	-	2077
Guru	2777	-	1570
The Creative Group	9081	1220	1191
Creative Circle	-	-	-
Artisan Talent	873	273	398
Frequency			
Aquent	Daily	0	Weekly
24 Seven Talent	Daily	-	Daily
Guru	Weekly	-	Weekly
The Creative Group	Daily	0	Daily
Creative Circle	-	-	-
Artisan Talent	Daily	0	Daily
Quality			
Aquent	A	A	B
24 Seven Talent	C	-	B
Guru	B	-	D
The Creative Group	D	A	C
Creative Circle	-	-	-
Artisan Talent	D	A	B



Competitive Comparison: Content Widgets and Application

	Find Work	Refer Job to a Friend	Apply Now	Search by Tested Skills	Find Freelancers by Budget	Ask a Question
Aquent	✓		✓			
24 Seven Talent	✓		✓			
Guru				✓	✓	✓
The Creative Group	✓		✓			
Creative Circle	✓	✓	✓			
Artisan Talent	✓	✓	✓			
Quality						
Aquent	A	-	A	-	-	-
24 Seven Talent	B	-	B	-	-	-
Guru	-	-	-	A	A	A
The Creative Group	B	-	B	-	-	-
Creative Circle	B	B	B	-	-	-
Artisan Talent	A	A	A	-	-	-

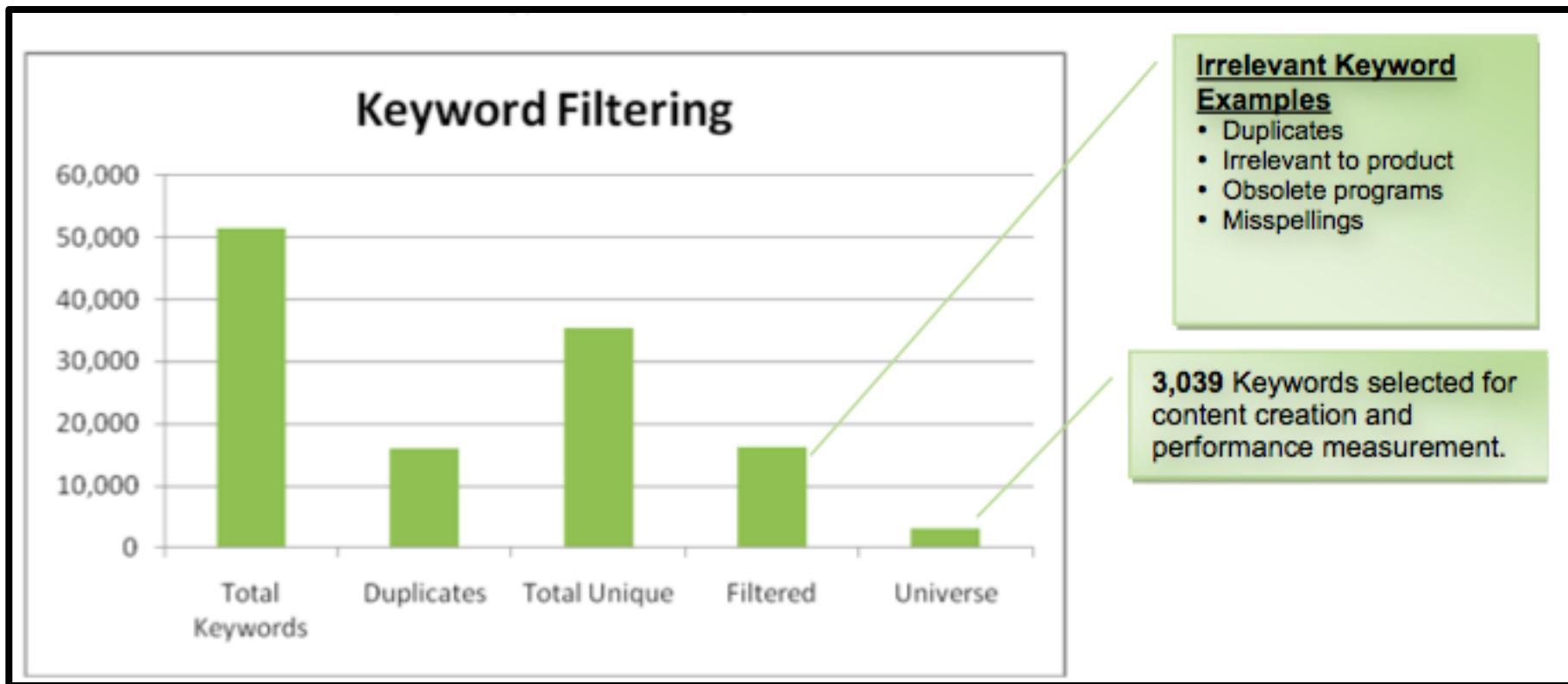


Competitive Comparison Summary

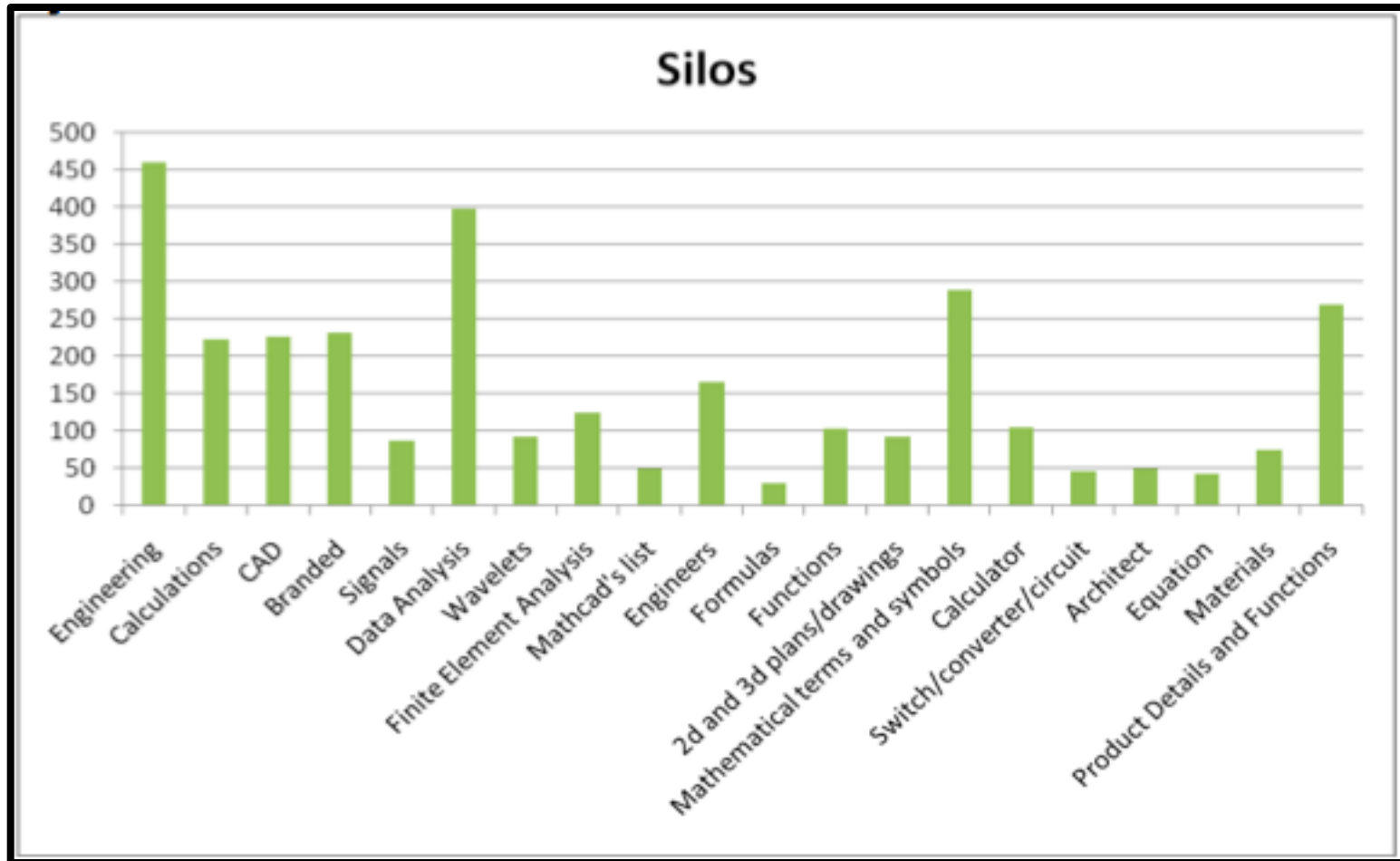
Content Asset	YourSite.com	Competitor.com
Traffic	A	C
PPC Spend	B	A
Content Portfolio	B	B
Content Authority	C	B
Publishing Frequency	D	C
Social Reach	F	D
Social Conversations	F	F
Testimonials	A	F
Partnerships	B	A
Internal Links	C	B
Inbound Links	C	C
SEO Strength	A	C
SEO Performance	B	A
Testing Methodology	A	B



Find the competitive keywords and filter them down



Filter those select keywords into your keyword silos



Keyword silos make it easy for writers to score content.

Score Content

Score content on a scale of 1 to 100, 100 being the best it can be. Scores are based on data crunching of All Keywords entered into WordVision. Improve scores by using the [Keyword Cloud](#) to find the best keywords to include in your content.

The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore

Label Content for Easy Reference:

Analyze

Grade B	Phrase: Disney URL: http://www.go.com	PageRank 8	
Meta Analysis	Content Analysis	Link Analysis	Performance Analysis
KW in Title: No	Words on Page: 452	Google Link Popularity: 3500	Google Position: > 100
KW in Descr.: No	Phrase Exact Match: 23	Yahoo Link Popularity: 42500	Yahoo Position: > 100
KW in Keywords: Yes	Phrase Partial Match: 0	MSN Link Popularity: 7	MSN Position: 0



Competitive Intelligence Tools to Grow Your Business



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Competitive Research: Lots of Free and Paid for Tools

Free Research Tools

- WordVision.com
- SpyFu.com
- Compete.com
- Quantcast.com
- SEOMajestic.com
- Raven-SEO-Tools.com
- Tools.SEOBook.com
- SEOToolSet.com
- LinkVendor.com
- MarketLeap.com

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MAJESTIC SEO

qu α ntcast

HubSpot

compete

SEOBOOK
LEARN. RANK. DOMINATE.



The Search Monitor

Highlights

- ➔ Monitor lots of competitive data including market share, page rank, ad copy, landing page and budget of competitors paid and organic search.
- ➔ Affiliate monitor to check special TOU compliance checker and new affiliate signing up to then recruit them away.

Special Offers by Competitor

Special Offers by Competitor shows what offers or deals are being promoted by your competitors.

Report Options

Keyword Group: All Groups | Keyword: All keywords | Competitor: All Competitors | Time Period: 7 days

Export Report

Displaying results 1 - 15 of 15

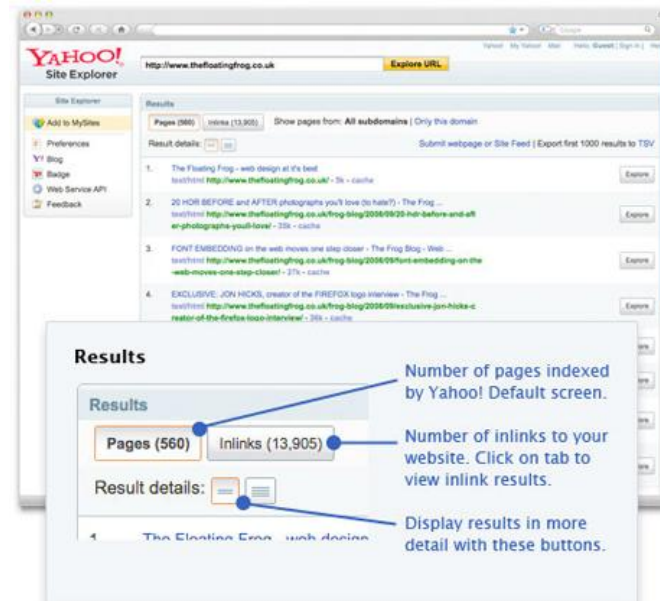
Competitor	Free Shipping	Discount Shipping	Free Trial	Sale/Deal	In-Store
amazon.com	0	0	0	1.0	0
amazon.com	1.0	2.0	0	0	0
amazon.com	1.0	0	0	0	0
amazon.com	0	0	0	1.0	0
amazon.com	2.0	0	0	0	0
amazon.com	2.0	0	0	0	0
amazon.com	0	0	0	1.0	0
amazon.com	0	0	4.0	0	0
amazon.com	0	0	0	1.0	0
amazon.com	0	0	0	1.0	0
amazon.com	1.0	0	0	0	0
amazon.com	0	0	0	1.0	0
amazon.com	0	0	0	2.0	0
amazon.com	0	0	0	0	1.0
amazon.com	1.0	0	0	0	0
amazon.com	0	0	0	1.0	0



Yahoo Site Explorer

Highlights

- ➔ Explore all pages indexed by Yahoo for a particular domain name
- ➔ Discloses the number of inbound links to the website
- ➔ Dive deep in for a closer look at a domain name



Compete

Highlights for Compete Pro

- ➔ Paid and organic search trends, historic data and filter ability for top performing keywords.
- ➔ Nice Search Referrals tool to see keywords that drive traffic to a given site (Without access to their Google Analytics Account ; -)



Copernic Tracker

Highlights

- Looks for new content on web pages, throttled as frequently as you like
- Notification by email including copy of the changes on a page highlighted
- Note some reports that this may no longer be serviced or supported.

New Tracking Task

Tracked Page Alerts Advanced Note

Tracked Page

General

Address:

Name:

Schedule:

Folder: [My Tracked Pages](#)

Change Detection

Alert when at least words change

Alert if changed words match this query:
(no query specified)

Alert if new links are found

Alert if new images are found

Pause schedule for this page tracking

OK Cancel

Update Patrol

Highlights

- Similar to Copernic, and maybe more updated.
- Discloses the number of inbound links to the website
- Dive deep in for a closer look at a domain name

IMPORTANT: Please understand that UpdatePatrol is sold with **NO TECHNICAL SUPPORT**.

We can not help you examine why UpdatePatrol does not work with particular sites, we cannot help with regular expressions, email notification problems etc. If that is a requirement for you, then please **DO NOT ORDER** UpdatePatrol. We actually discontinued UpdatePatrol, but due to many requests from customers and trial users, decided to keep selling it as-is, without any support.

If you require technical support, **DO NOT ORDER** UpdatePatrol.



Post Rank

Highlights

- ➔ Recently purchased by Google
- ➔ Monitor the attention your content receives
- ➔ Dive deep in for a closer look at a domain name

Identify your influencers

Grow your audience

Off-site engagement now accounts for 80% of the attention your content receives. Measure your performance, learn how to improve and discover your audience.

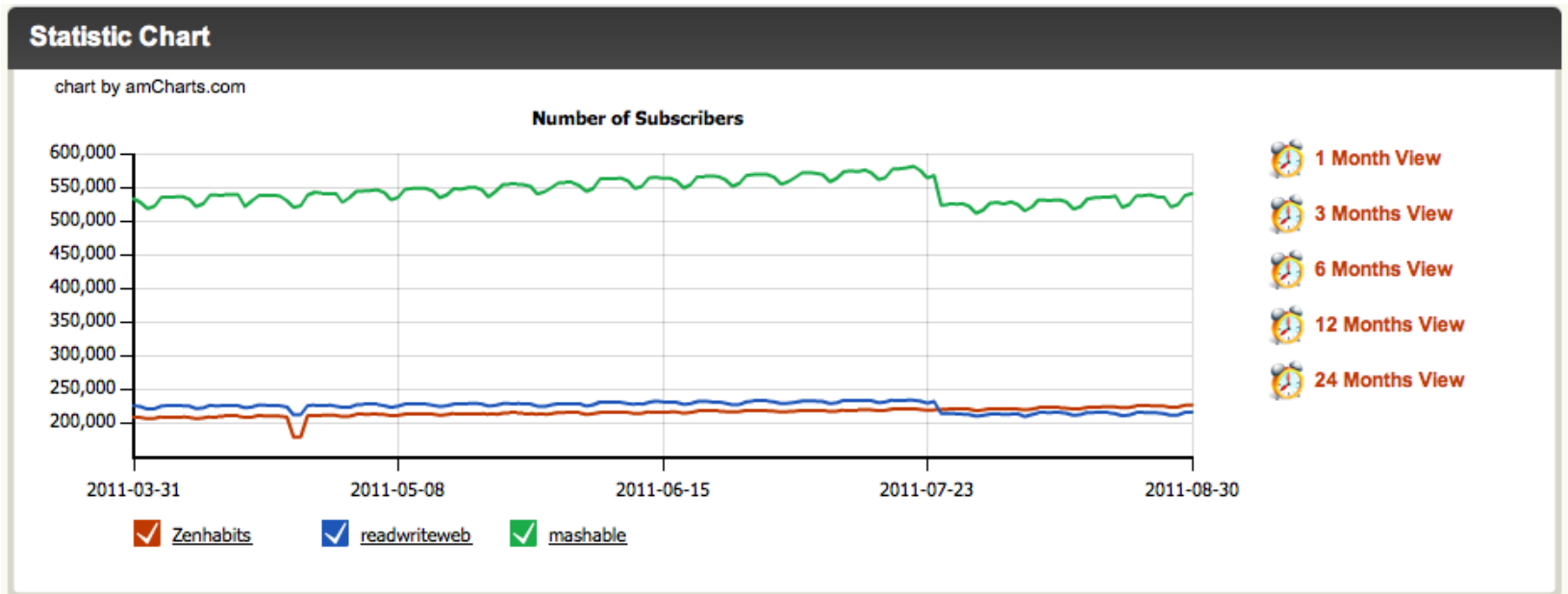
Join our beta list



Feed Compare

Highlights

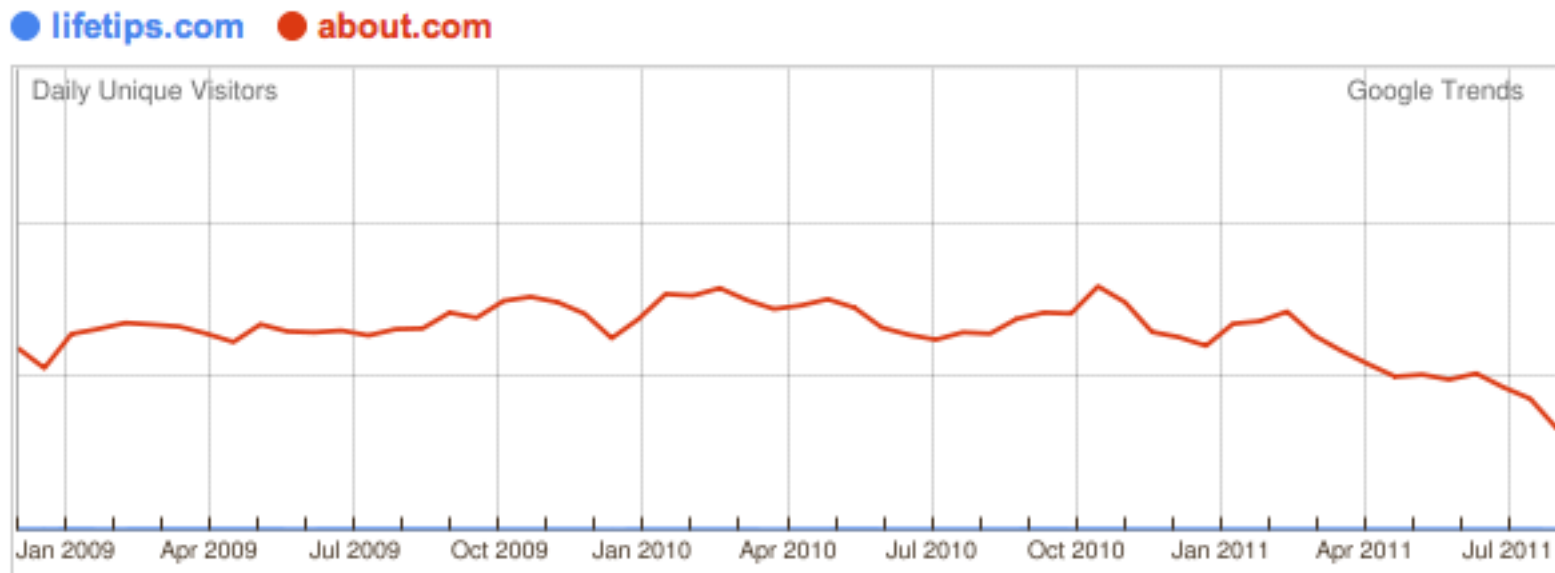
- ➔ Compare your FeedBurner subscribers to another company in one single graph



Google Trends

Highlights

- ➔ Compare traffic to your site vs another site
- ➔ Google hides the numbers but you can make educated guesses



WayBackMachine

Highlights

- The history of the web is archived for you on this cool tool
- Find old designs of even your own site: LifeTips 2004

The screenshot shows the WayBackMachine interface for the website Lifetips.com. The URL bar indicates the archived page is from 1 Mar 00 - 2 Jul 11. The website layout includes a header with the Lifetips.com logo and a search bar. Below the header, there are several promotional sections: 'About Life Tips', 'Become a Guru!', and 'Guru of the Week'. A central banner advertises 'LifeTips Stats' with 59,533 tips and 122 featured guru tip sites. Below this are several sponsored links for services like XanGo, Discount Hotels, and birthcontrol.com. The main content area is a grid of category links for various topics such as Arts, Career, Autos, Health, and Crafts.

Arts / Entertainment	Business / Technology	Home Life / Shopping	Personal / Growth	Sports / Hobbies
Arts ArtSupplies BodyArt Ceramics Magic Photography	Career/ Job Hunting Career Internet/Online Web-Master WebCopywriting WebDesign	Autos Car RV Gardening Garden Lawn Home Cleaning FramedArt SwimmingPool	Alternative Health AlternativeHealth Detox EnergyHealing GreenTea HerbSupplements Autos CarDonation Challenges ADD-ADHD Backpain Divorce Fibromyalgia Funeral WeightWatch	Crafts Beadwork Crochet CrossStitching DollMaking Quilting Scrapbook Sewing SewingMachineArts Exercise/ Fitness Exercise Muscle Yoga Misc Smoking One on One Golfing Outdoors Camping Skiing Recreation Beach
Books/Literature Book SelfPublishing	Marketing InternetMarketing PromotionalProducts Professional Legal Nurse Office Selling Small Business HomeOffice Software Software Visual Arts/ Design	Parenting Adoption BreastFeeding ChildBirth Funeral Conception Pregnant SingleParent Toddler Pets AssistanceAnimals Bird Cat Dog Fleas	Education Academic College HomeSchool Health AirPurification Cosmetic Hair	



Readability.Info

Highlights

- Check the readability and characteristics of the content on a particular page

Readability report for <http://lifetips.com>

```
readability grades:
  Kincaid: 34.1
  ARI: 44.3
  Coleman-Liau: 18.1
  Flesch Index: -11.6
  Fog Index: 36.5
  Lix: 112.6 = higher than school year 11
  SMOG-Grading: 20.9

sentence info:
  4452 characters
  773 words, average length 5.76 characters = 1.65 syllables
  10 sentences, average length 77.3 words
  90% (9) short sentences (at most 72 words)
  10% (1) long sentences (at least 87 words)
  3 paragraphs, average length 3.3 sentences
  0% (0) questions
  30% (3) passive sentences
  longest sent 660 wds at sent 6; shortest sent 2 wds at sent 9

word usage:
  verb types:
  to be (3) auxiliary (0)
  types as % of total:
  conjunctions 1(7) pronouns 1(11) prepositions 2(15)
  nominalizations 4(30)

sentence beginnings:
  pronoun (3) interrogative pronoun (0) article (0)
  subordinating conjunction (0) conjunction (0) preposition (0)
```



Google Alerts

Highlights

- ➔ Monitor news stories and keep abreast of what your competitors are doing.

Google Alert for today

From: **Google Alerts** <googlealerts-noreply@google.com>
To: Byron@ideaLaunch.com

Blogs 16 new results for **Content Marketing**

What It Takes to Effectively Manage Content Marketing | Content ...
By Robert Rose
A new book from Joe Pulizzi and Robert Rose: *Managing Content Marketing – The Real-World Guide for Creating Passionate Subscribers to Your Brand.*
[Content Marketing Institute](#)

Announcing My New Book: Managing Content Marketing
By Joe Pulizzi
Managing Content Marketing is the how-to manual for how to integrate *content marketing* into your organization.
[The Content Marketing Revolution](#)

Content marketing alert: Googlebot takes over News crawling ...
By Katherine Griwert
Rather than using a dedicated web crawler to index news pages, Google announced that Googlebot will now crawl web *content* and news *content*.
[Brafton](#)

Ventana New Media Launches Integrated Content Marketing ...
By paulventanapr
New Media Platform Accelerates *Content* Placement across Social Networks, News and Social Journalism Sites, Blogs, and Rich-*Content* Channels to.
[Your-Story.org](#)

SEO content marketing roundup, week ending August 31st | SEO ...
By Laura
It's been a very busy week! Top stories from this week's latest and greatest web writing news include: Apple's Steve Jobs resigns amid much buzz, *content*.
[SEO Copywriting](#)

60 Second Guide: Copywriting and Content Marketing for SEO ...
By admin
<http://www.koozai.com> - A quick guide on how to write *content* for SEO purposes from one of the SEO Copywriters at Koozai. Including: An introduction to SEO.
[SEO Marketing Blog](#)



Twitter Search

Highlights

- ➔ Tweets about you or the competition are easy to find

Results for **idealaunch**

Most relevant

All Tweets

Tweets with links

Refine results »



ByronWhite ByronWhite

Now prepping for another the monthly content marketing webinar today with Mike Roberts, SpyFu. Free Sign Up Here:

idealaunch.com/content-market...

2 hours ago



mikemawhorter Mike Mawhorter

Content Marketing Tips from **idealaunch.com**:

mikemawhorter.tumblr.com/content-marketing-tips (more coming soon)

29 Aug

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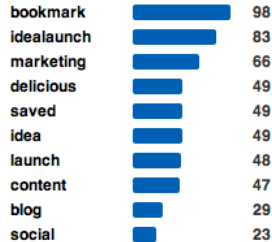
Social Mention



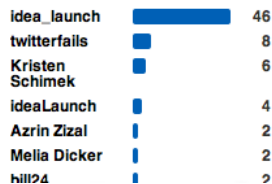
Sentiment



Top Keywords



Top Users





Highlights

- ➔ Search for content across the social media universe

Mentions about ideaLaunch

Sort By: Results:

Results 1 - 15 of 97 mentions.

- ➔ [Now prepping for another the monthly content marketing webinar today with Mike Roberts, SpyFu. Free Sign Up Here:
http://t.co/FQVlqaX](#)
[twitter.com/ByronWhite/statuses/108958653431816193](#)
3 hours ago - by  @ByronWhite on [twitter](#)
- ➔ [Content Marketing Tips from idealaunch.com:
mikemawhorter.tumblr.com/content-marketing-tips \(more coming soon\)](#)
[twitter.com/mikemawhorter/statuses/108303719048822784](#)
2 days ago - by  @mikemawhorter on [twitter](#)



SEMRush

Highlights

- ➔ Advanced competitors research tool
- ➔ View common keywords, SE keywords, SE Traffic SE Price

Tool for Google organic and AdWords competitors keywords research




194 874 users




Join SEMRush PRO

\$69.95 /Month PRO Service

US UK RU DE FR ES IT BR

Results from 1 to 100 out of 5,102,563

Export:   

Domain	Common keywords	SE Keywords	SE Traffic	SE Traffic price	AdW Keywords
 wikipedia.org	5,038,968	17.1m	2652.7m	2133.2m	396
 yahoo.com (AdSense)	2,127,773	8.8m	401.1m	304.0m	1.4m
 nextag.com	1,639,306	1.5m	54.3m	70.3m	2.1m

Get the list of your competitors in organic and paid Google search results

Get Google keywords

Get AdWords keywords

See your competitors

Estimated SE and AdWords traffic

Find hidden keywords

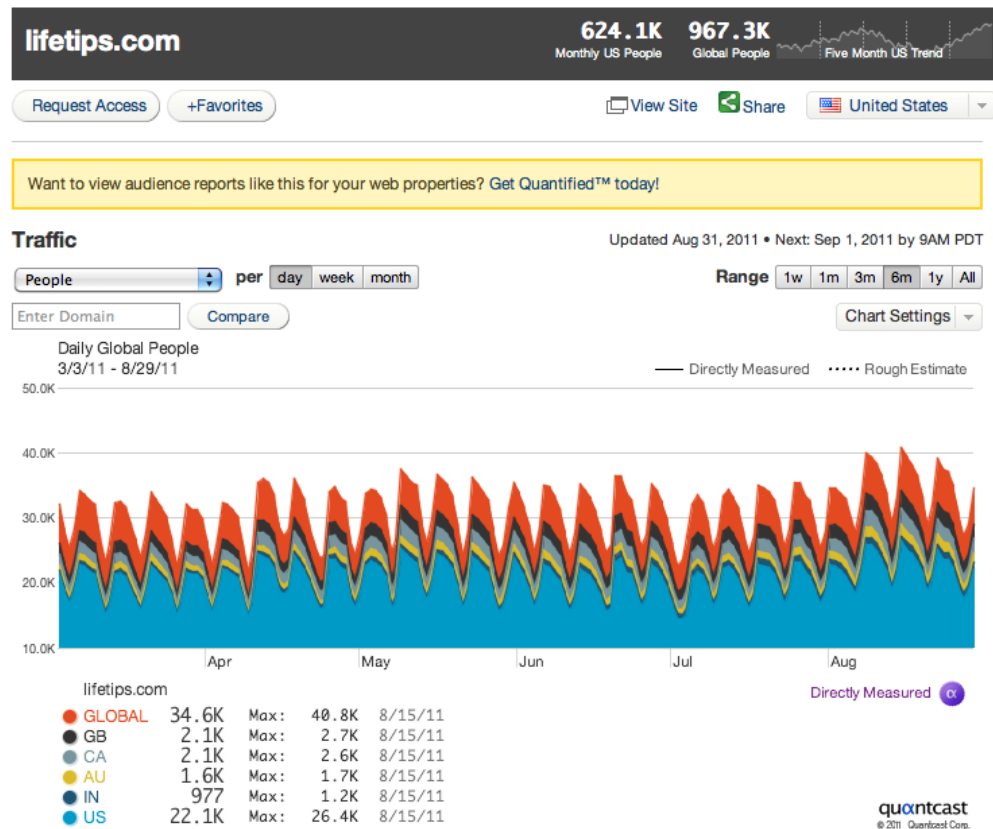
Order custom report



Quantcast

Highlights












- Learn demographic information and see how you stack up with the competition



SEOMoz and Open Site Explorer

Highlights

➔ Get all the backlink data you need for you and the competition

Inbound Links	Top Pages	Linking Domains	Anchor Text	Compare Link Metrics	Advanced Reports
<p> The URL you've entered redirects to another URL. We're showing results for www.lifetips.com/ since it is likely to have more accurate link metrics. See data for LifeTips.com instead? X</p>					
Show <input type="text" value="all"/> links from <input type="text" value="all"/> pages to <input type="text" value="this page"/> and <input type="text" value="show links ungrouped"/> <input type="button" value="Filter"/>					
1 - 50 inbound links from 329 domains <input type="button" value="First"/> 1 2 3 4 5 6 <input type="button" value="Download CSV"/>					
Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority		
Custom Publishing Program for Writers   www.lifetips.com/services/service-writer-publishing.html	(img alt) LifeTips, Move Up In Life	62	60		
Get Tips & Advice on Beauty, Weight Loss, Garde...   www.lifetips.com/SiteMap.html	(img alt) LifeTips, Move Up In Life	62	60		
Unsubscribe from LifeTips Newsletters   www.lifetips.com/about/unsubscribe.html	(img alt) LifeTips, Move Up In Life	62	60		
LifeTips Radio Shows Downloads LifeTips Shows...   www.lifetips.com/about/radio-show.html	(img alt) LifeTips, Move Up In Life	59	60		
(nofollow) 5 Legitimate Work From Home Jobs & Opportunities   christianof.com/leitimate-work-from-home-jobs/	http://lifetips.com	55	69		



WordVision



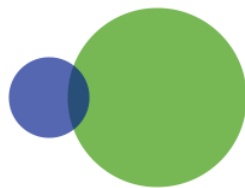
● **junta42.com** vs. idealaunch.com ●

junta42.com	Keyword Overlap	idealaunch.com
113	29	232



● **contentmarketinginstitute.com** vs. idealaunch.com ●

contentmarketinginstitute.com	Keyword Overlap	idealaunch.com
105	19	242



● **contentmarketingtoday.com** vs. idealaunch.com ●

contentmarketingtoday.com	Keyword Overlap	idealaunch.com
43	10	251



● **verticalmeasures.com** vs. idealaunch.com ●

verticalmeasures.com	Keyword Overlap	idealaunch.com
60	8	253



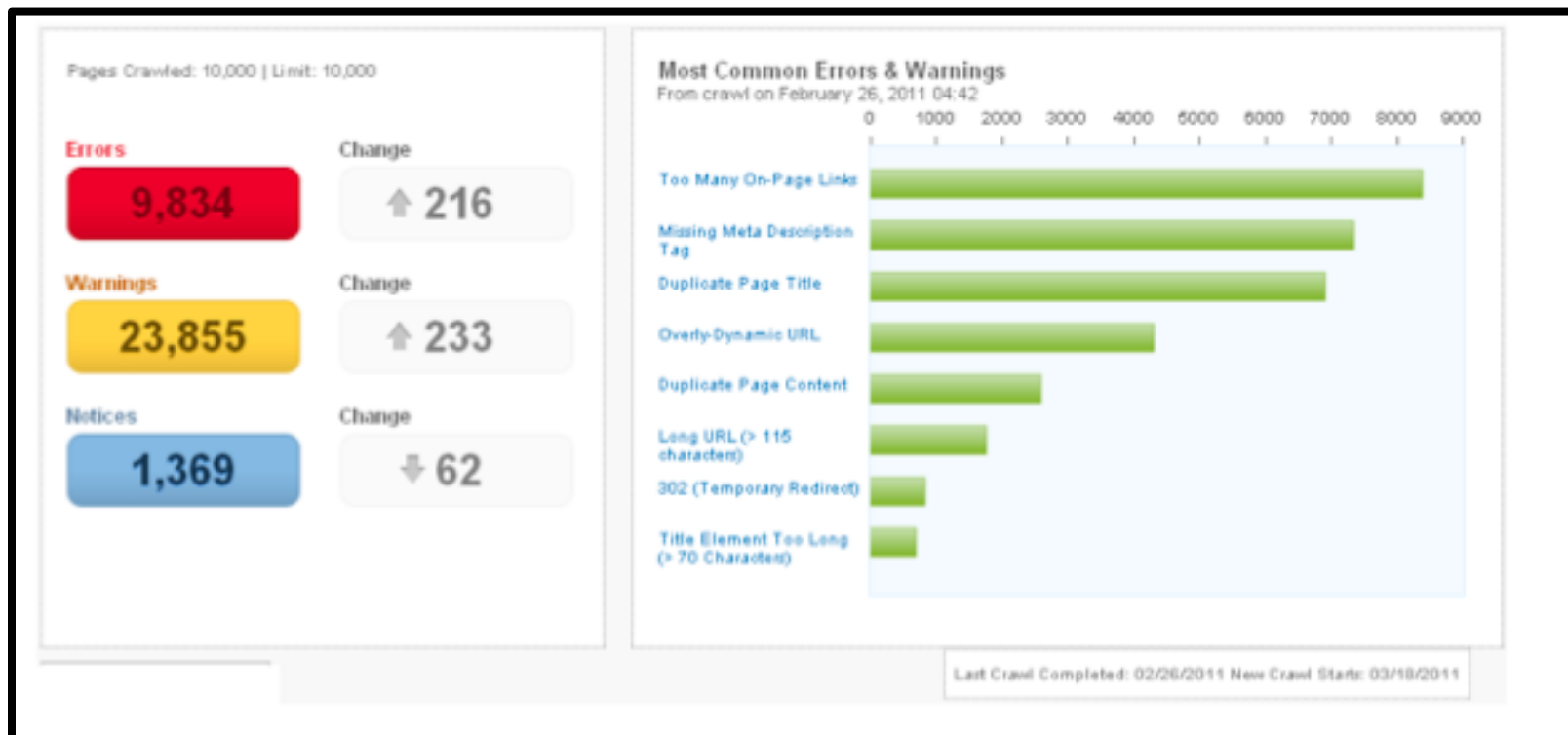
Highlights

- ➔ Compare your domain authority with the competition



Highlights

- ➔ Crawl your site and your competitors and find the errors



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**“The only marketing
left is content
marketing.”
*Seth Godin***

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