Competitive Intelligence Tools and Tricks to Grow Your Business

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Content Marketing Webinar
Wednesday August 31, 2011
Monthly Webinar Series

The Content Marketing Revolution

Top Competitive Intelligence Tools

Competitive Intelligence Tricks

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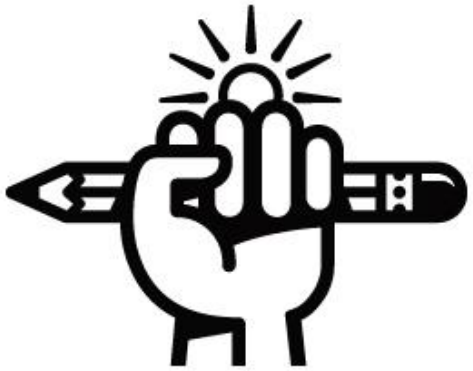
What is Content Marketing?



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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

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

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

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It’s catching readers orbiting at high speeds

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

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With information they want and need

Love It Metrics

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

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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

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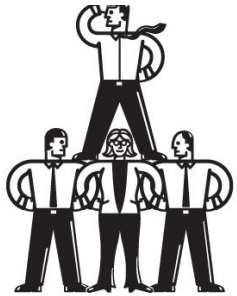
And finding the most efficient path to engagement and sales

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	Content Creation	Content Optimization	Content Editing	Content Distribution	Content Performance
Competitive Intelligence	Content Audit	Keyword Silos	Style Proofing	Twitter	Listing Positions
Keyword Research	Topic Research	SEO Scoring	Brand Infusion	Facebook	Traffic
Customer Research	Editorial Calendars	Page Optimization	Copy Checking	WordPress	Time on Site
Style Guides	Content Sampling	Link Building	Copy Testing	Linked In	Repeat Visitation
Website Audit	Content Creation	Tag Optimization	Proof Publishing	Blog	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

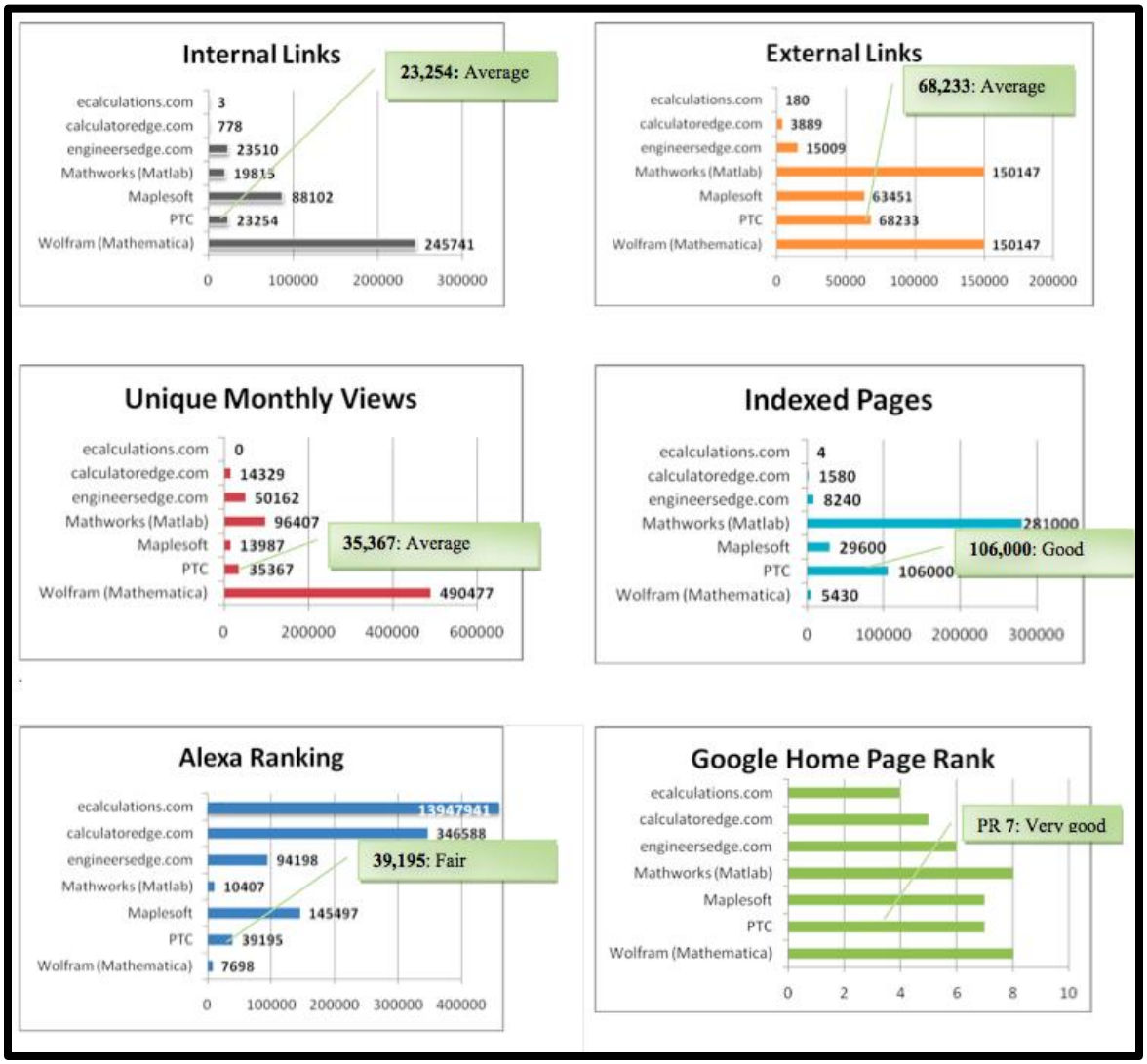
What's in the Content Plan?

- 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



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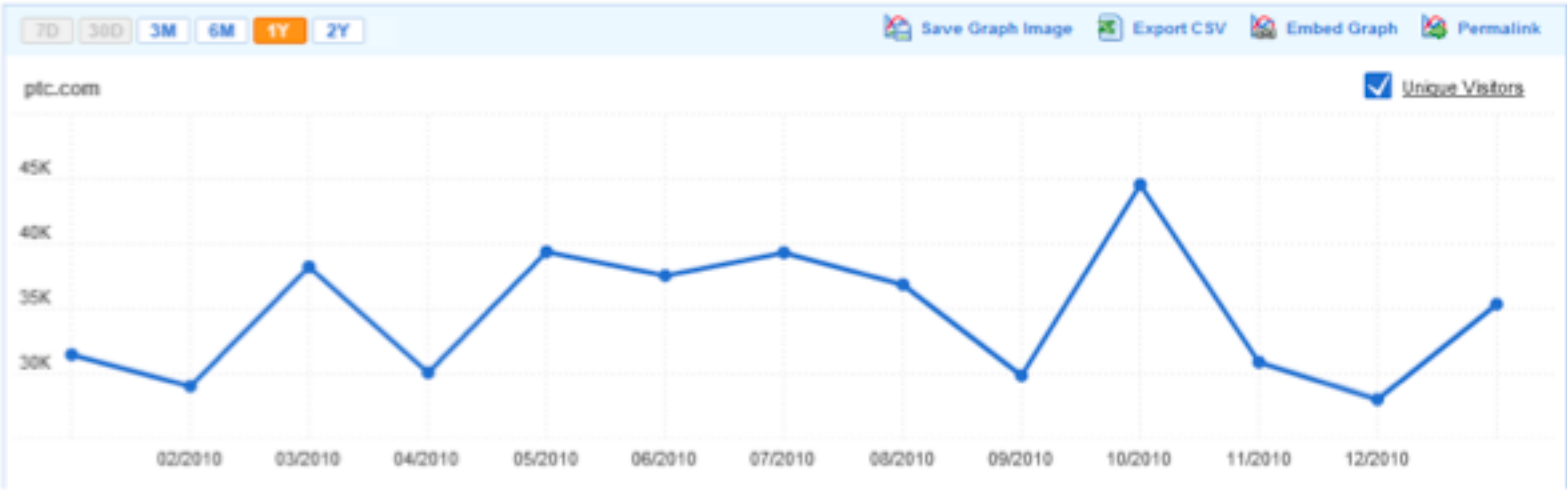
Top Level Competitive Research

Alexa Rank	Pages Indexed	Inbound Links	Unique Monthly Visitors	Google PageRank	Organic Keywords
39,195	106,000	68,233	35,367	7	2,984



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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

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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	-	-	-

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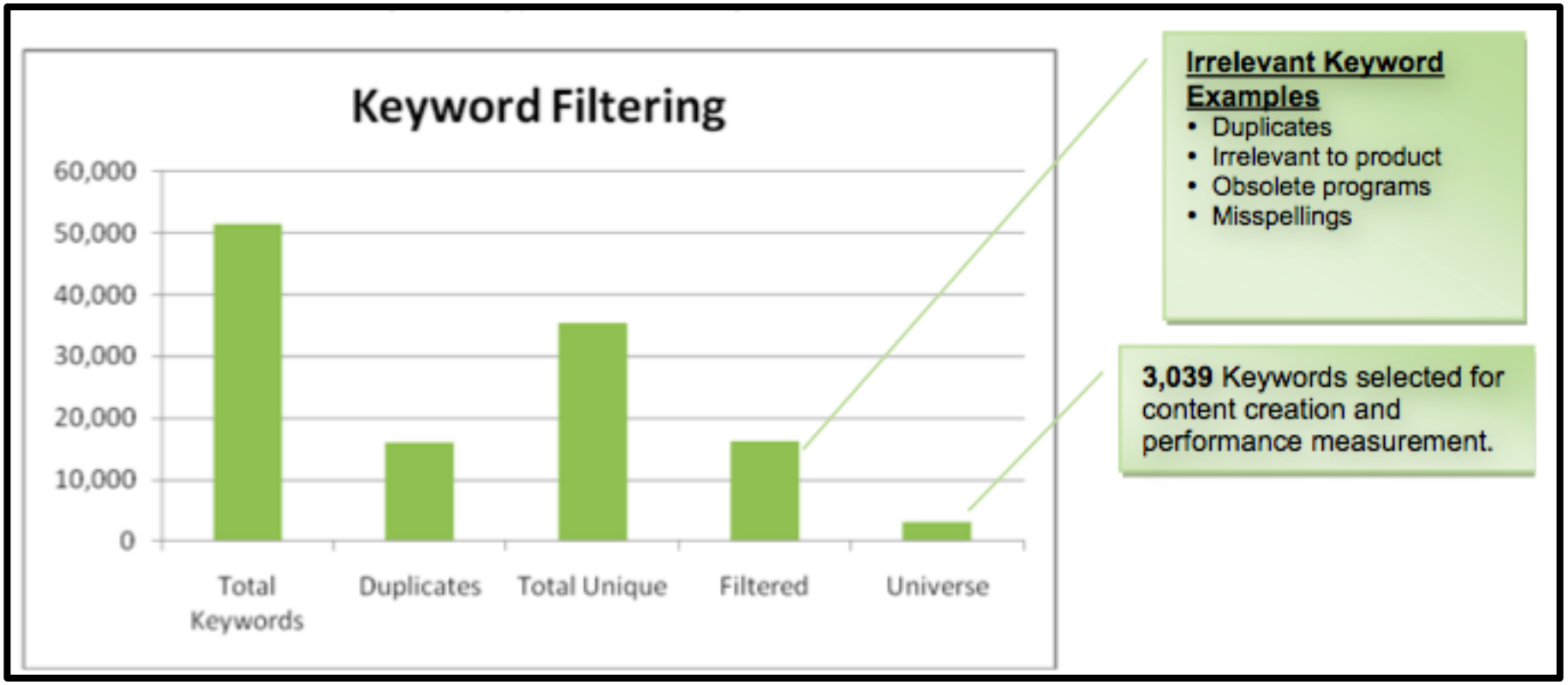
Competitive Comparison Summary

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



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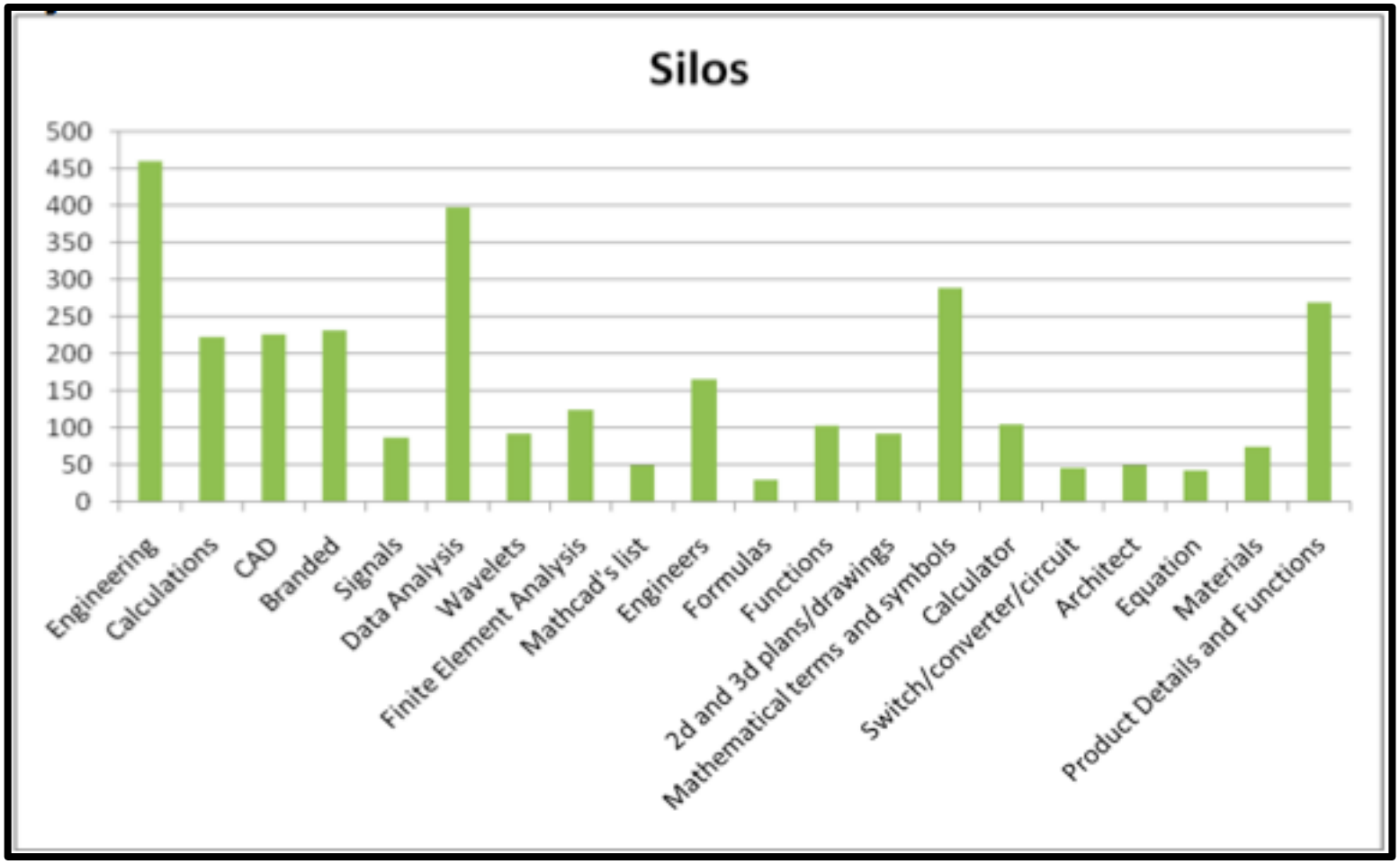
Filter those select keywords into your keyword silos



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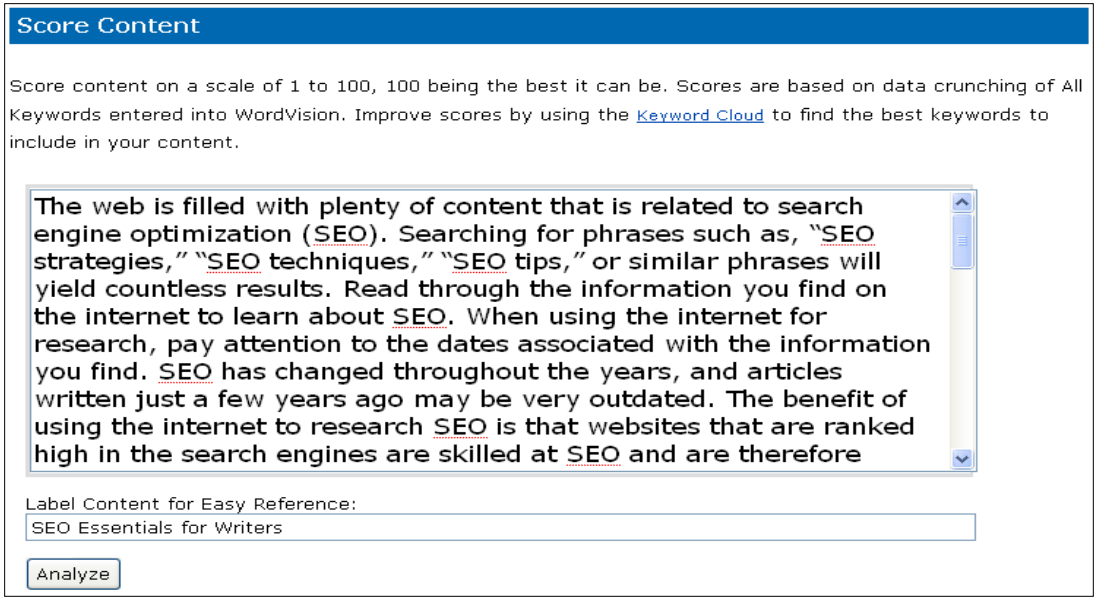
Keyword silos make it easy for writers to score content.



Competitive Intelligence Tools to Grow Your Business

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Competitive Research: Lots of Free and Paid for Tools

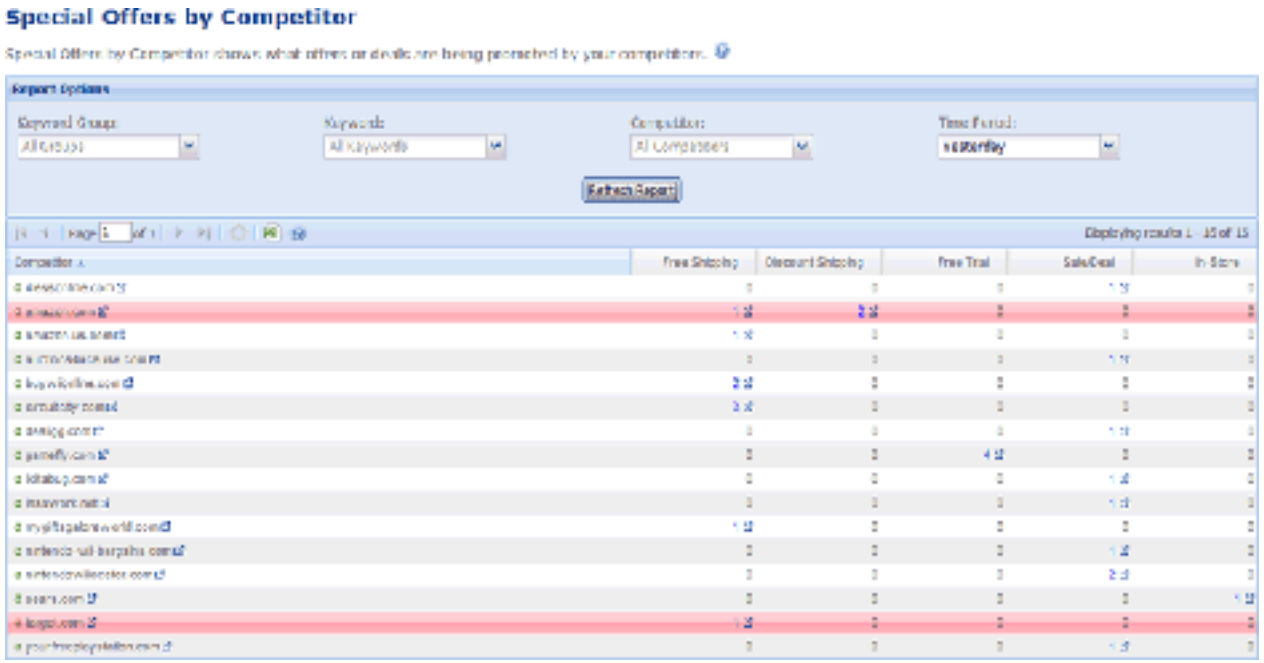
Free Research Tools

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

The Search Monitor

Highlights

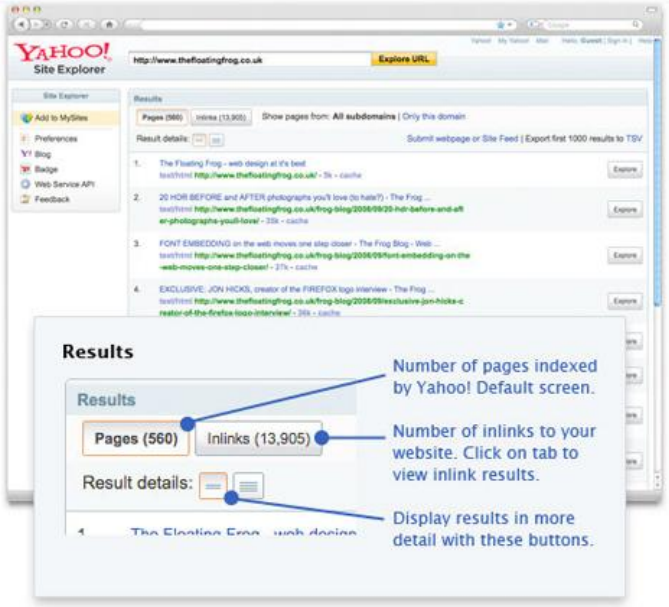
- Monitor lots of competitive data including market share, page rank, ad copy, landing page and budget of competitors paid and organic search.
- Affiliate monitor to check special TOU compliance checker and new affilate signing up to then recruit them away.



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

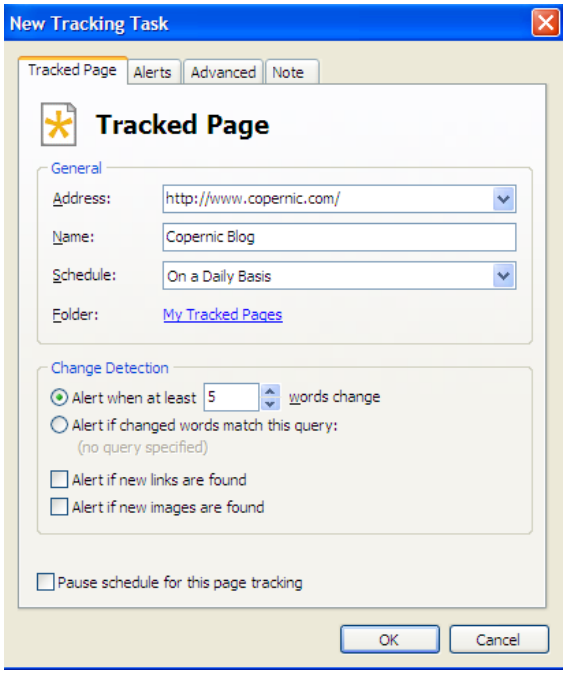
Highlights for Compete Pro

- 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.



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.

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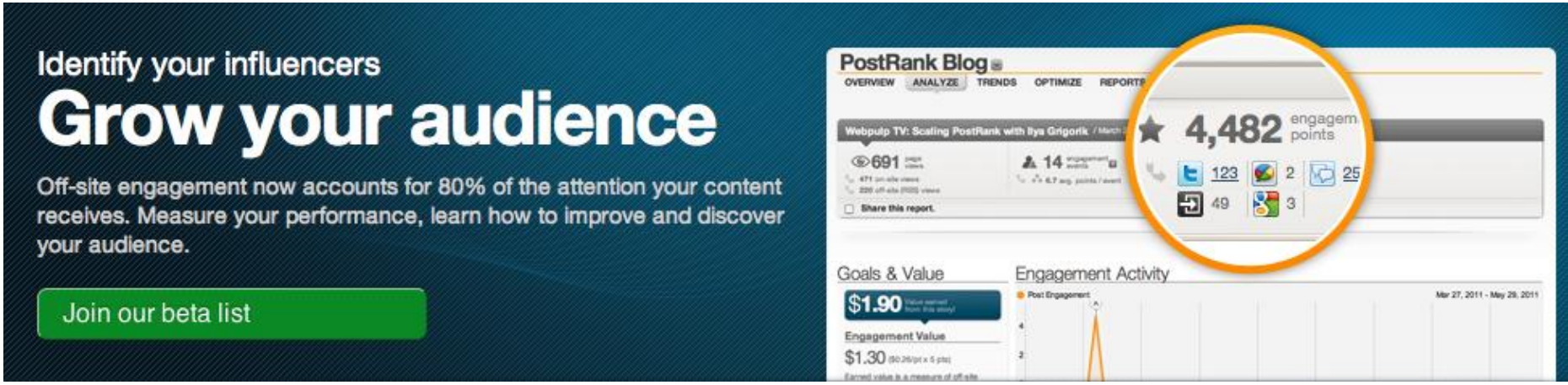
Post Rank

Highlights

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



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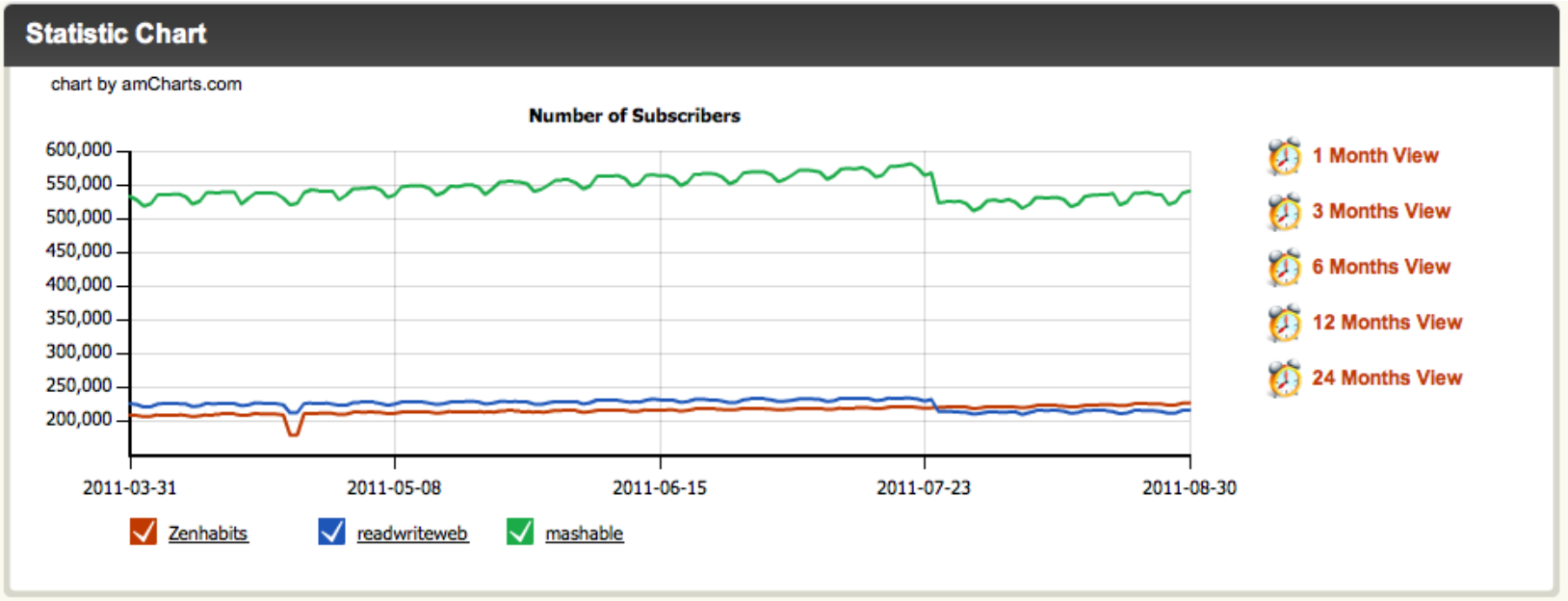
Feed Compare

Highlights

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



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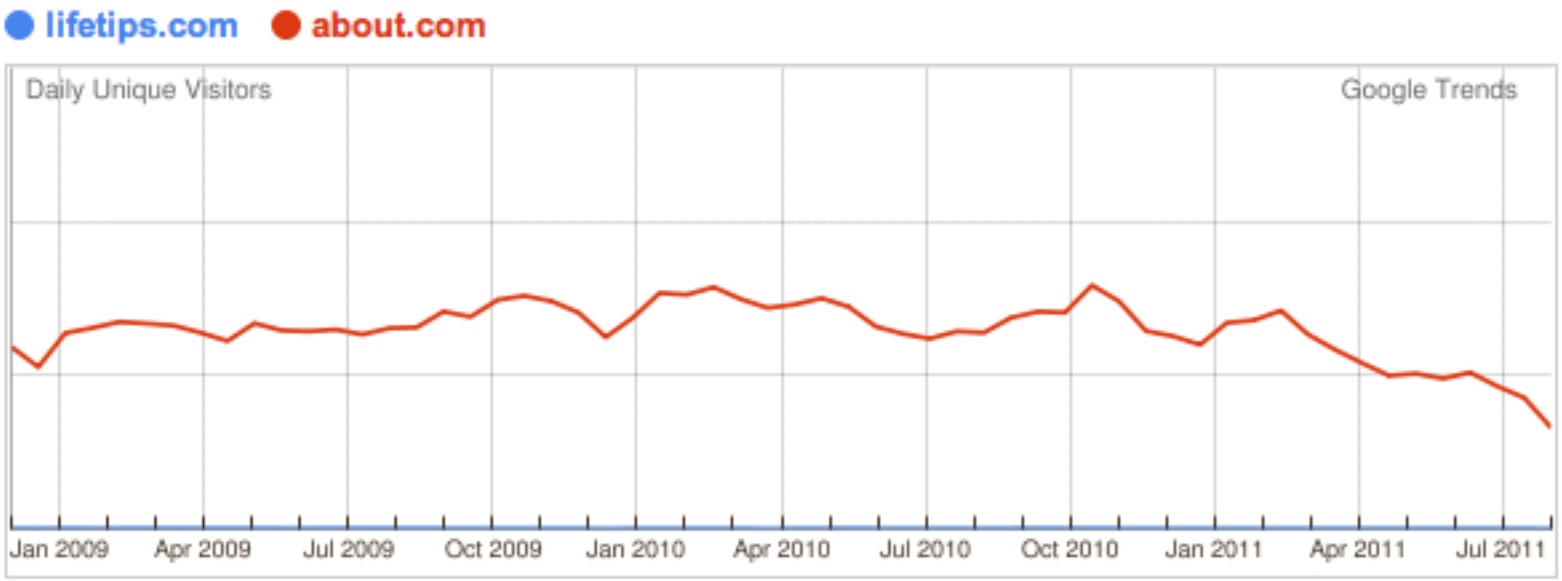
Google Trends

Highlights

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



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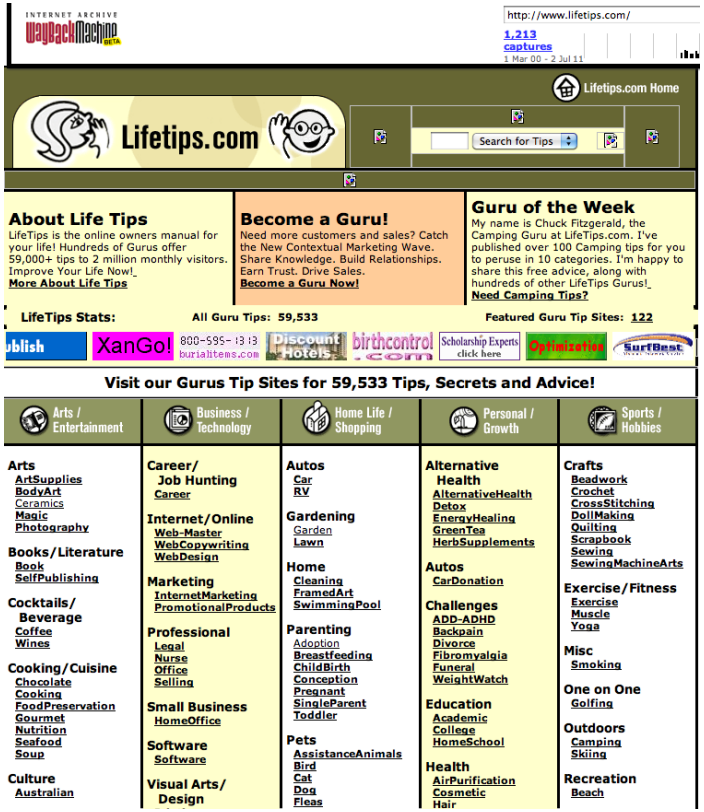
WayBackMachine

Highlights

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



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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)
```

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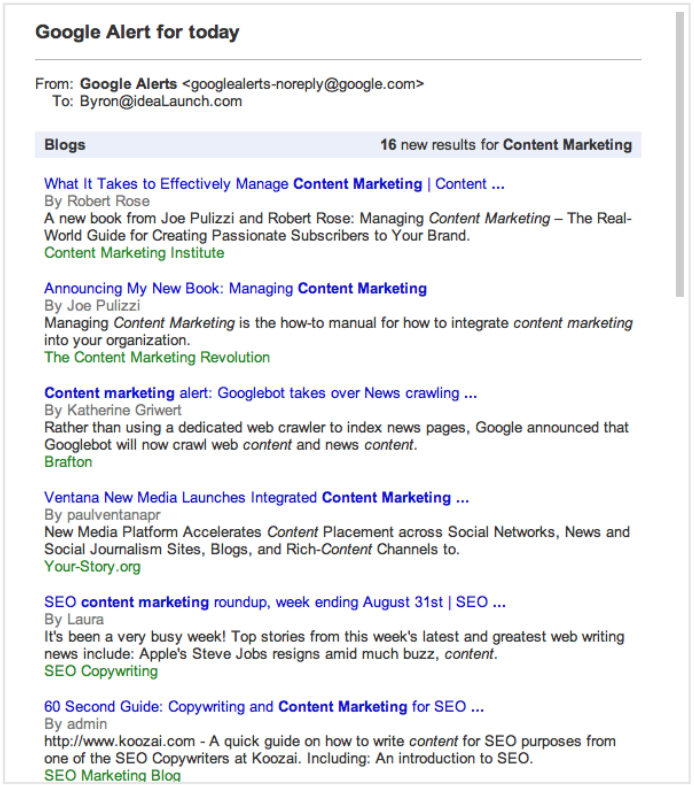
Google Alerts

Highlights

- Monitor news stories and keep abreast of hat 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

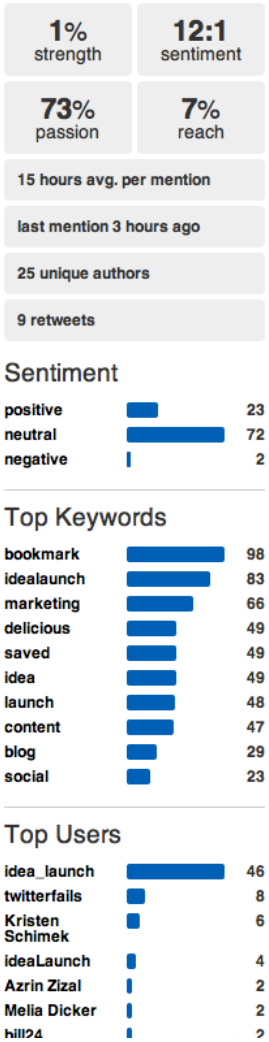
60 Second Guide: Copywriting and **Content Marketing** for SEO ...
By admin
http://www.koozai.com - A quick guide on how to write *content* for SEO purposes from one of the SEO Copywriters at Koozai. Including: An introduction to SEO.
SEO Marketing Blog

Twitter Search

Highlights

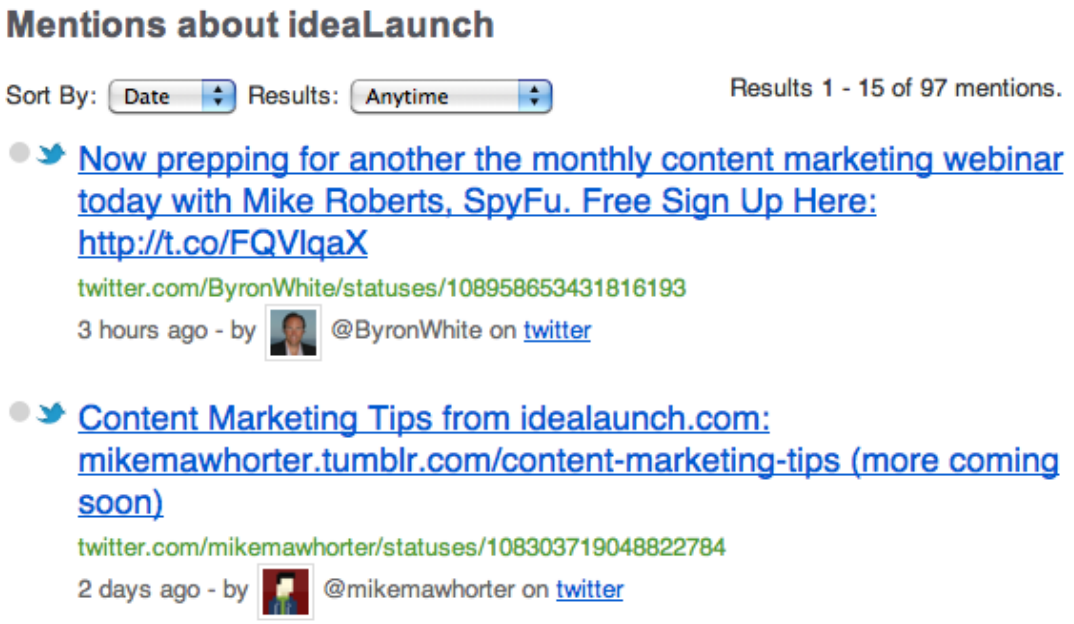
- Tweets about you or the competition are easy to find

Social Mention



Highlights

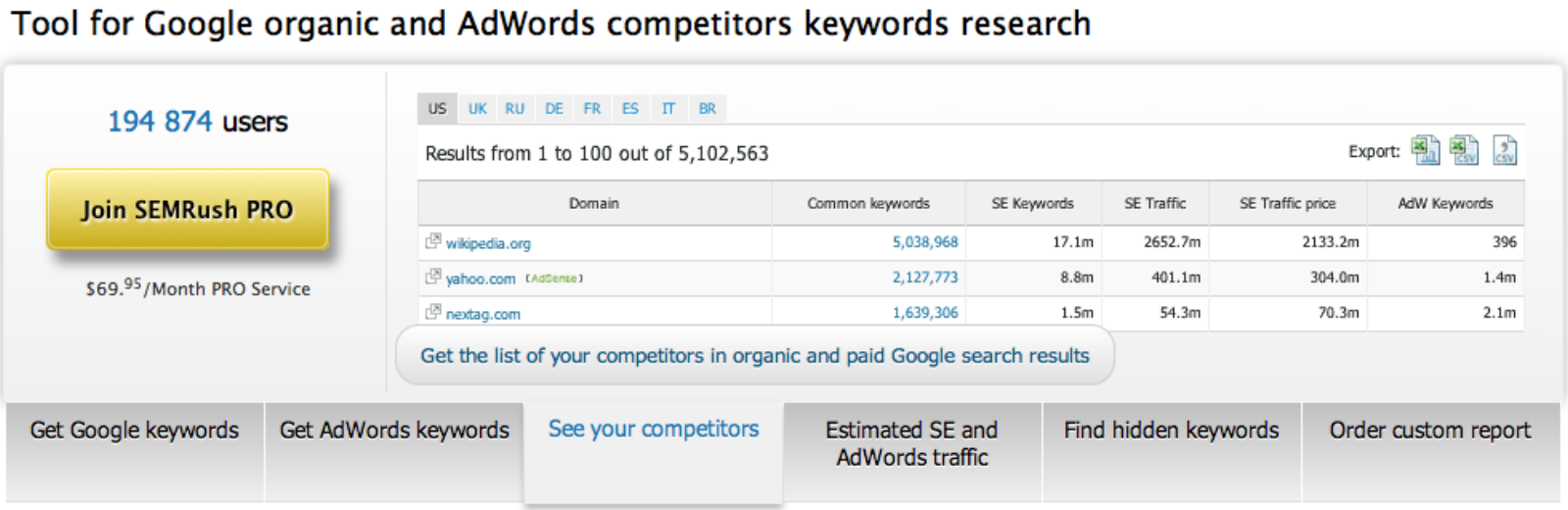
- Search for content across the social media universe



SEMRush

Highlights

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



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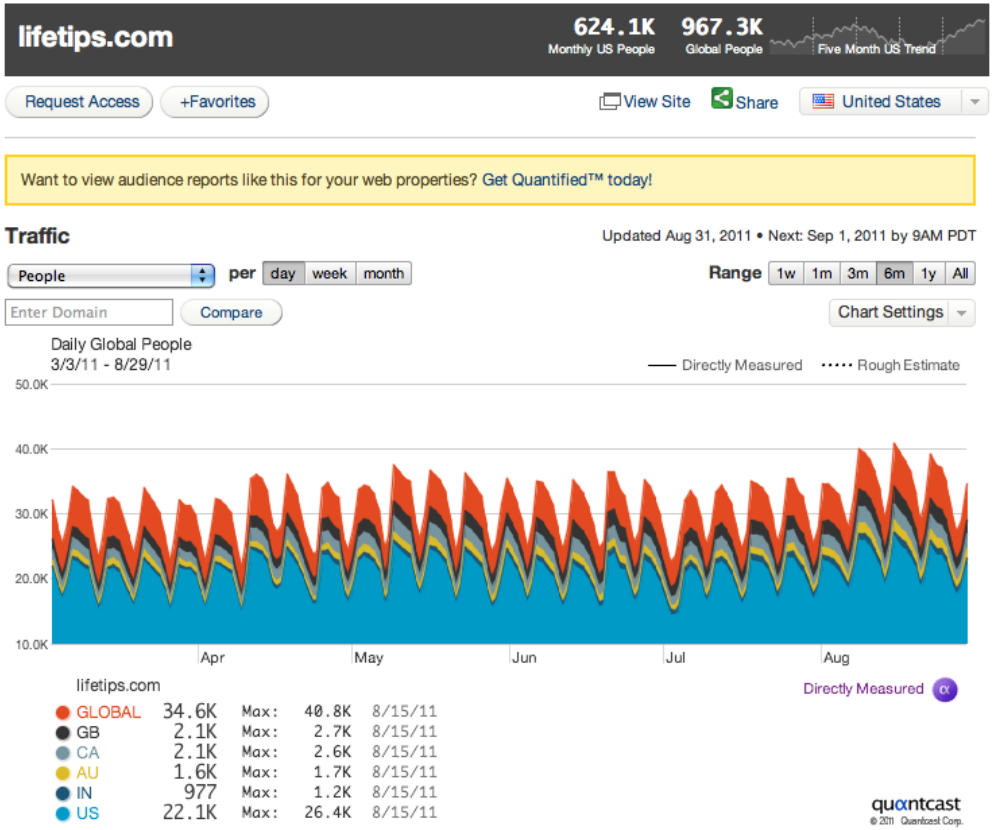
Quantcast

Highlights

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



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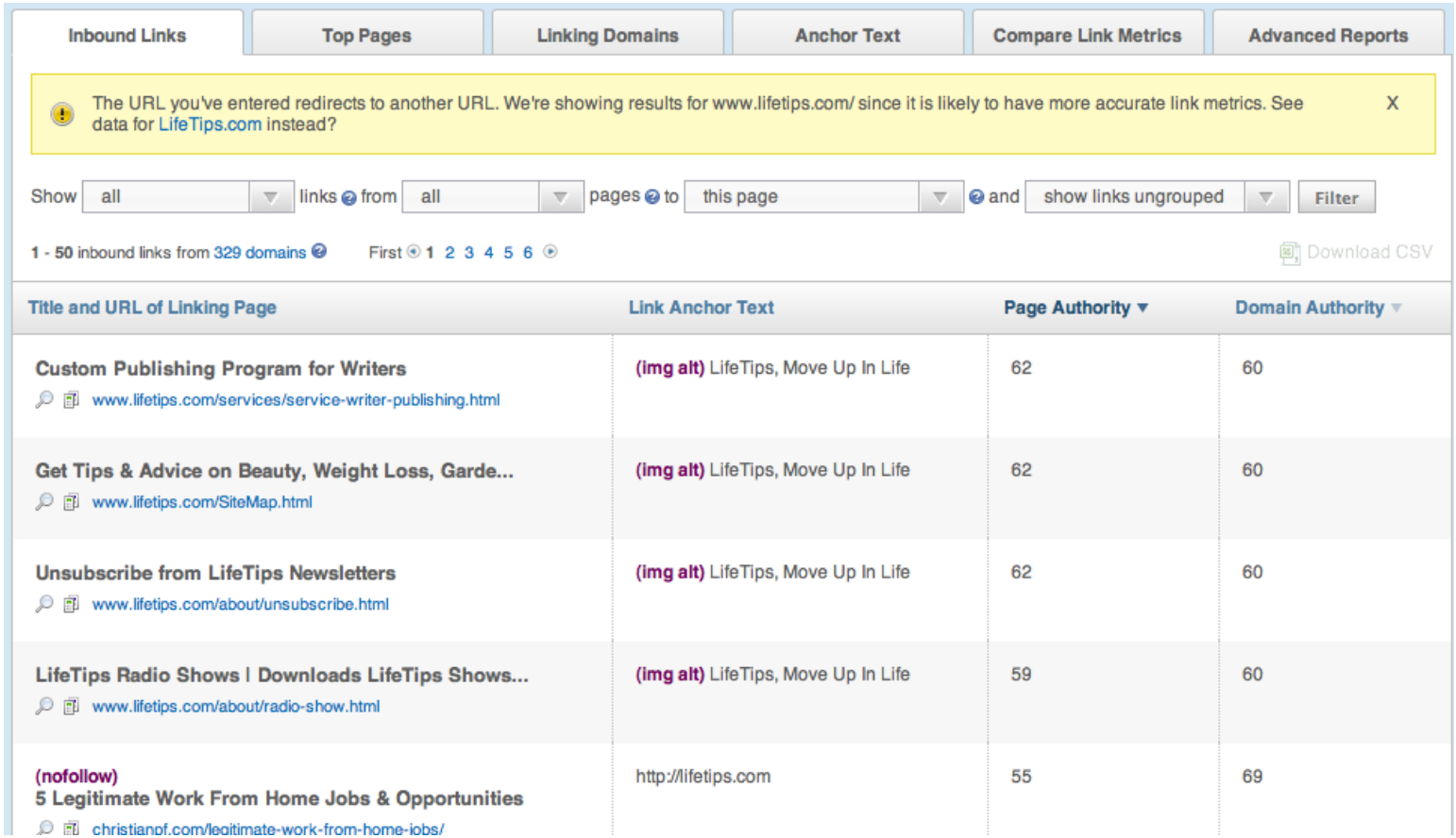
SEOMoz and Open Site Explorer

Highlights

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



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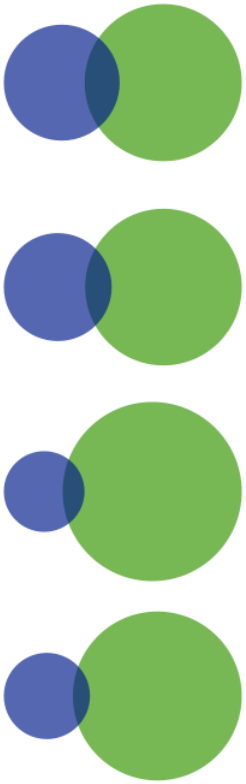
WordVision



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

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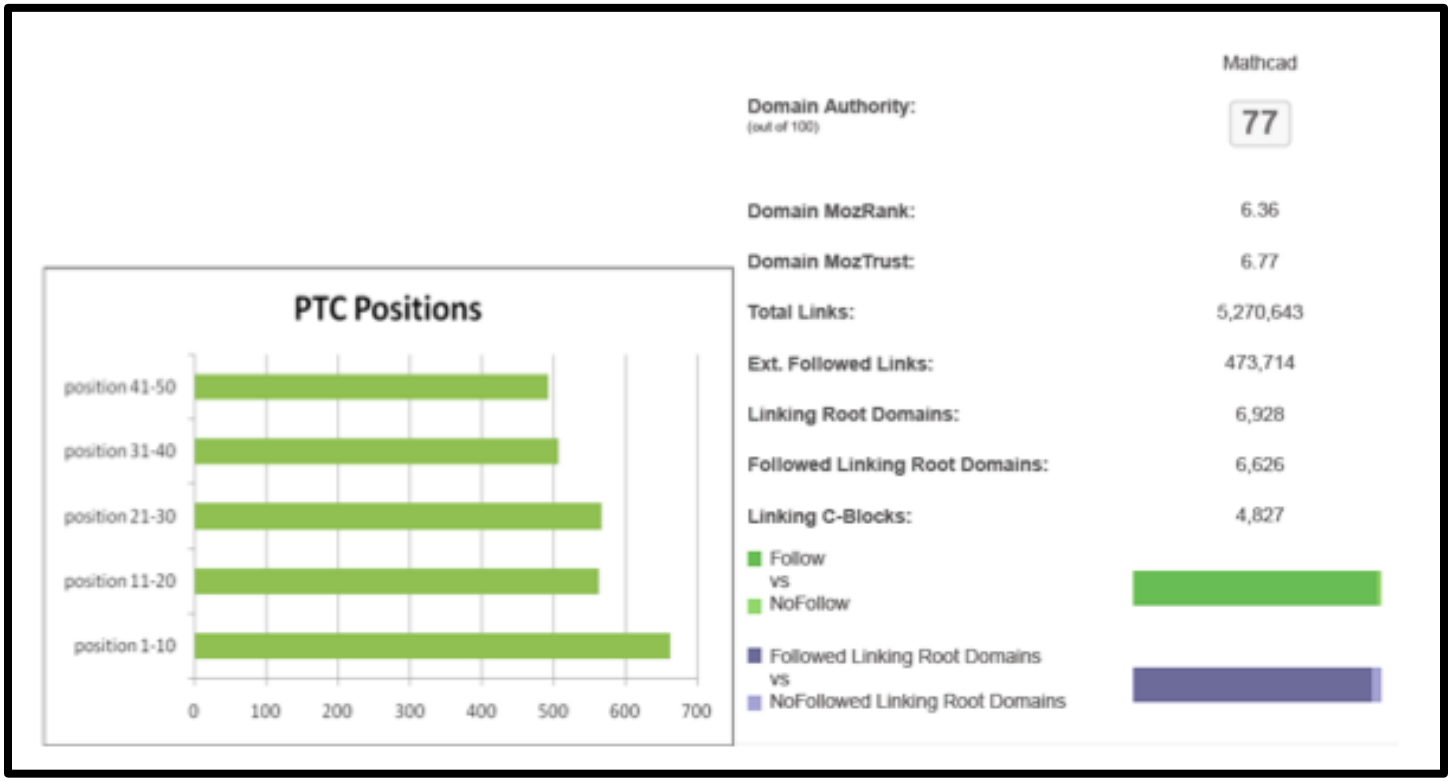
Highlights

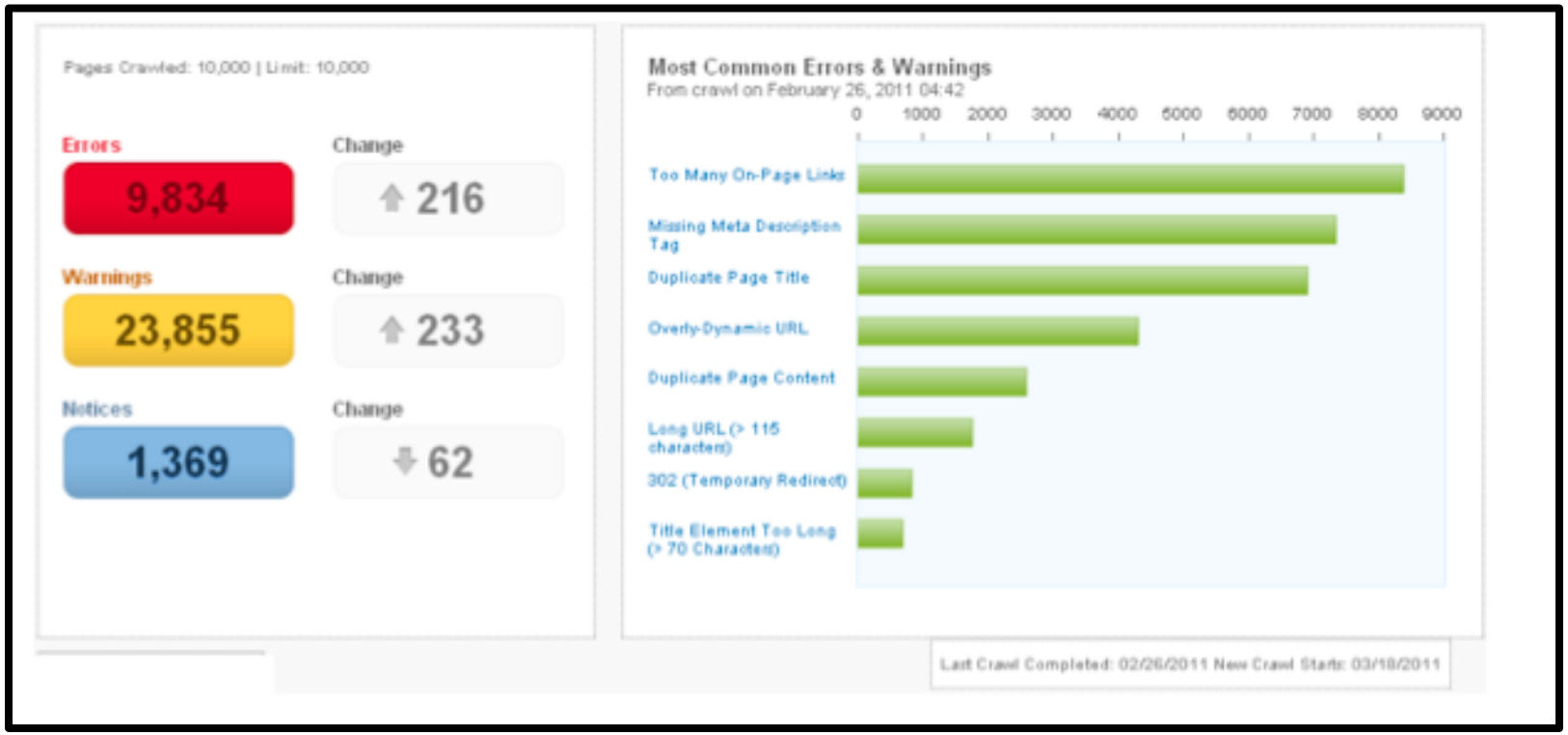
- Compare your domain authority with the competition



SEOMoz

Highlights

- Crawl your site and your competitors and find the errors



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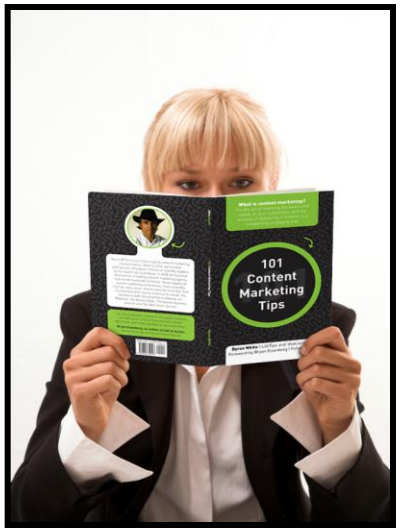

“The only marketing left is content marketing.”
Seth Godin

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