

Communication Edge

Free Consultation

---

# MEASUREMENT & COMPETITION STRATEGY

# Session 1

## Measurement & Competition

Establish transparency

- Where we are now?
- Measure Progress  
Find out where we can aim for
- Agree a plan
- Measure progress



# Agenda

**Current Website Status**

**Competitor Analysis**

**Technical Insights**

**Fixing & Improving**

**Search & Content Performance**

**Resources & Timeline**

**Website Optimization**

**Summary and Next Steps**

# Measurement Tools



Where are we now?  
Pages – are they indexed?  
Are they full of errors  
What does Google think – technically  
Insight

- Remedial errors
- Instant fixes
- Glaring errors



Where are we now?  
Search volume  
Page Performance  
Channel performance  
Drop Off Rates  
Bounce Rates  
Insight

- Good
- Bad
- Ugly



Where are we now?  
Website performance

- Mobile rendering
- Desktop rendering
- Errors
- Images format / size

Insight  
- Initial fixes



Where are we now?  
Website Audit  
Insight

- Fix List
- Security
- Domain strength
- Page strength

Competitors

- Insight
- Their Search Volumes
- Their Keywords



# CURRENT WEBSITE STATUS

## INDEXATION STATUS

Examine the website's indexation to ensure search engines properly recognize all pages. Identify and rectify errors that may hinder visibility or ranking on search results.





# Measurement Tools

Where are we now?

Pages – are they indexed?

Are they full of errors

What does Google think – technically

Insight

- Remedial errors
- Instant fixes
- Glaring errors

Verify the site

- Allows Search Console insights

Fix the instant issues

- Push Indexing – force Google to rank pages immediately
- Site Map(s) – ensure the latest site map is indexed

Assess Page Performance

- Content – what is generating traffic?
- Images – are the images optimized in format and alt tagged to rank?
- Video – are the video's being indexed?



## Identify crucial performance metrics

Evaluate essential performance metrics such as search volume, page performance, bounce rates, and identify website errors.

# Performance Metrics

## Trending & Performance

How's the traffic levels trending?

Have any Google Algorithms changed the traffic patterns?

Where is traffic coming from?

- Social?
- Organic?
- Paid Activity?
- Direct?

Which channel is performing?

- For traffic?
- For Clicks?

What are the website pages bounce & conversion rates?

- What insights are we getting from the above?



Where are we now?  
Search volume  
Page Performance  
Channel performance  
Drop Off Rates  
Bounce Rates  
Insight

- Good
- Bad
- Ugly

# Measurement Tools



## Verify the site

- Set up GA Tags in the website header
- This allows Analytics tracking / insights

## See site volumes & trending

- ID bounce rates
- ID where traffic is coming from
- ID current customer journeys

## Assess Page Performance

- Content
- Images
- Video

# WEBSITE OPTIMIZATION & SECURITY

## WEBSITE SPEED

Improving website speed is crucial for retaining visitors. Assess and optimize elements to boost performance.



## SECURITY CHECKS

Conduct comprehensive security assessments to identify vulnerabilities and reinforce your website's protection.

## MOBILE/DESKTOP RENDERING

Ensuring compatibility for all devices is essential. Test your site thoroughly for both mobile and desktop views.



## DOMAIN STRENGTH

A strong domain increases trust and SEO ranking. Evaluate your domain's authority regularly for optimal results.



# Measurement Tools

Where are we now?

Website performance

- Mobile rendering
- Desktop rendering
- Errors
- Images format / size

Insight

- Initial fixes

Install Lighthouse Chrome Extension

- Run diagnostics
- Mobile <3 secs rendering?
- Desktop under 1 sec rendering?
- What are the performance indicators?

Assess Website Performance

- Speed
- Issue list
- Immediate fixes



# Measurement Tools

Where are we now?

Website Audit

Insight

- Fix List
- Security
- Domain strength
- Page strength
- Competitors
- Insight
- Their Search Volumes
- Their Keywords

Set up the domain project

Connect Google Analytics

Connect Google Search Console

Insert top competitors x 5

- Ascertain their current search volumes & trending
- Ascertain their keywords and import them
- Ascertain their domain ranking
- Research each of their domains

Output

Whose weak / strong / doing well

How are we doing against their keywords

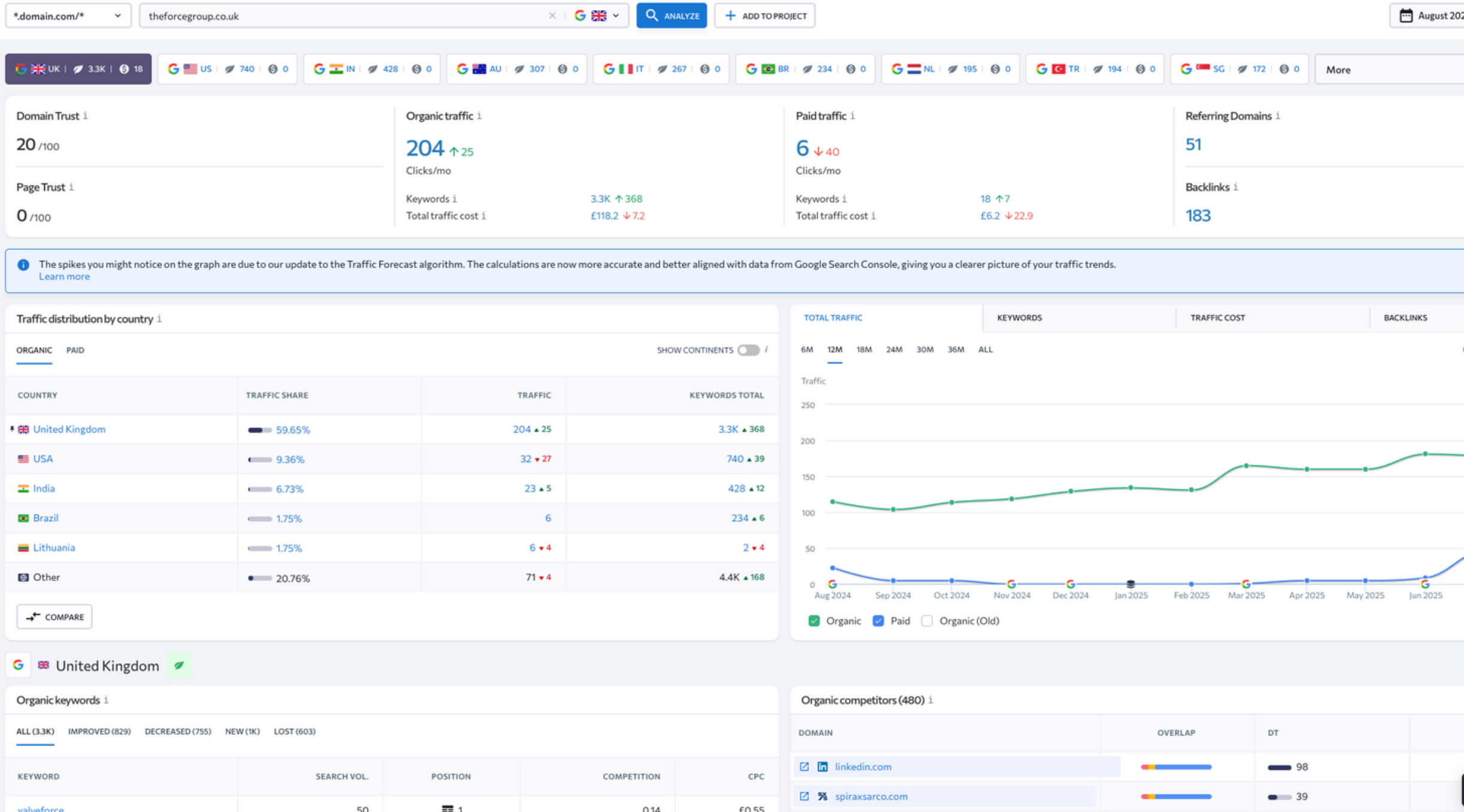
Which Keywords are relevant to us?

What is our traffic share?

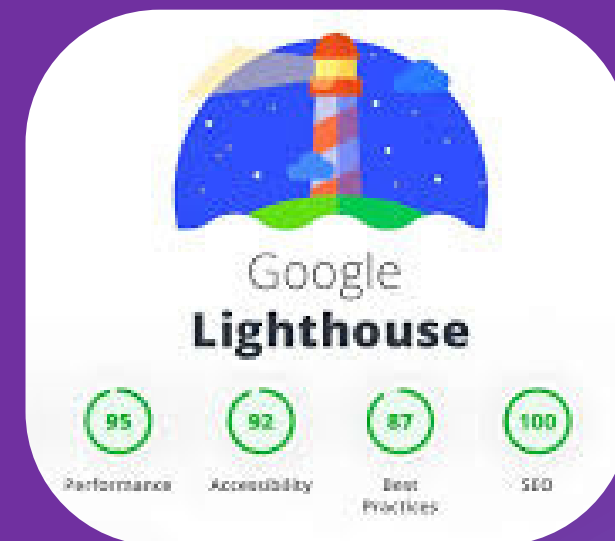
What could we get to?

# COMPETITOR INSIGHTS

- Who is performing?
- What are their trends?
- What share of traffic?
- This table analyzes key competitors based on their search volume and targeted keywords



# What have we achieved?



## Transparency

- Where you are
- Where the competitors are

## Fix List

- Where the issues are
- What it takes to fix them

## Current share of traffic

- How hard it is to rank?
- What content we need?
- What keywords we are targeting?
- How is our current content is ranked?
- What resources we need
- How long the Lifting is to:
  - A) Fix
  - B) Accelerate

## Action & Resources

### Immediate

- Identify key fixes needed to enhance website performance and usability.
- Develop content strategies targeted towards improving search engine visibility.
- Assess the resource needs for effective implementation of changes.
- Establish a timeline for executing the improvement plan.
- Outline next steps to monitor the effectiveness of implemented strategies.

