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Website Promotion - Current Internet Presence / Competition

Example Current Internet Presence / Competitor Comparison

Current
 Domain Name: www.domain.co.uk
 Age 24 Aug 2004 / Country (hosted in) United Kingdom
 Alexa Traffic Rank 0 / Avg. Load Time seconds
 Statistics - Google / Back links 4
 Pages Indexed 67

Competition Comparison

In order to compete with the leading competition, effective KPI's are the number of Search Engine links (web pages containing URL). In an ideal world, KnM would match the number of links, pages etc. of the market leaders in order to be able to compete for the available web traffic generated through natural search.

Competition is defined as any website that ranks highly for popular keywords and not necessarily in terms of size of business. Supplied information includes Google links which provide a good indication of how Google sees Client X and the competition.

As the internet is effectively a computer, competition comparison provides a framework of what is required in terms of page building, links etc. All things being equal, if we mirror the competition who is currently ranked No. 1 then we should also rank highly.



Search Engine Position

Link Popularity

Keyword Suggestion



▶ You might be interested in reading:

- [Internet Marketing Strategy \(IMS\)](#)
- [Example Campaign outlines](#)
- [Implementation](#)
- [Costings and lead times](#)
- [Terms and Conditions](#)



