



# Competitors' Analysis Report

## Document History

<b>Document Created By:</b>	
Date of Creation:	June 25' 10
Approved By:	
Last Modified by:	
Date Modified:	
Document Version:	1.0

### **Abstract:**

[Competitive analysis](#) will help us to understand the internet marketing strategies of our competitors. It will basically include what online marketing activities have they undertaken and how have they approached these activities.

In this report we will compare website ([www.rctlimo.com](http://www.rctlimo.com)) with its major competitor Millenium Limo ([www.milleniumlimo.com](http://www.milleniumlimo.com)).

### **Objective:**

- To know the popularity of our website as compared to our competitor.
- To know the strategies followed by our competitors which we can look into to bring traffic to our website.

### **Basis of Comparison**

#### **Backlinks:**

Backlinks are incoming links to a website or web page. The number of backlinks is one of the indication of the popularity or importance of that website or page. Search engines often use the number of backlinks that a website has as one of the most important factors for determining that website's search engine ranking.

#### ***Company XYZ:***

No. of Backlinks: 110

#### ***Competitor***

No. of Backlinks: 2240

- Number of backlinks for Millenium Limo is very high as compared to our website.
- They link back to not only their home page but also other relevant pages like Services Page; Fleet page; Blog Page etc.

#### **Article marketing:**

Article marketing is a type of advertising in which businesses write short articles related to their respective industry and distributes it online. Well-written content articles released for

free distribution have the potential of increasing the authoring business' credibility within its market as well as attracting new clients.

**Company XYZ:** Article distribution is NIL

**Competitor:** Existed

- Millenium Limo has submitted its articles on various article submission websites such as Ezinearticles; Articlecity, Amazines etc.

For Reference:

<http://ezinearticles.com/?Starting-and-Ending-Your-Saturday-Night-in-Miami&id=149885>

<http://ezinearticles.com/?The-Mechanics-of-Bar-Hopping-in-Miami&id=153163>

[http://www.articlecity.com/articles/recreation\\_and\\_sports/article\\_2941.shtml](http://www.articlecity.com/articles/recreation_and_sports/article_2941.shtml)

- Millenium Limo has placed their articles on their website as well. It engages the reader on the website and in turn reduces the bounce rate.

### **Page Rank:**

PageRank is a link analysis algorithm used by the Google that assigns a numerical weighting to each element ranged between 0-10, with the purpose of "measuring" its relative importance within the set.

**Company XYZ: 0**

**Competitor: 3**

Comparison:








Millenium Limo has higher page rank as its online presence is more as compared to our website.

### **Website Popularity:**

It indicates how popular our website as compared to our competitors.

Site #1: Company XYZ

Site #2: Competitor

	Google	Yahoo	MSN	AllTheWeb	AltaVista	Lycos	AOL
Search engine:							
Site #1	<b>34,300</b>	<b>0</b>	<b>0</b>	<b>90</b>	<b>92</b>	<b>0</b>	<b>34,300</b>
Site #2	<b>373,000</b>	<b>0</b>	<b>0</b>	<b>1,640</b>	<b>1,650</b>	<b>0</b>	<b>373,000</b>

The table below shows the number of webpages that are linking to each of the websites.

## Social Media Presence

Having business presence in various social networking sites such as Twitter, Facebook, LinkedIn, etc increases the overall online presence of the website and makes it popular. Social Media Optimization is the methodization of social media activity with the intent of attracting unique visitors to website content.

**Company XYZ:** Negligible

**Competitor:** It has presence in various social networking sites.

- Twitter: Twitter is a social networking and microblogging service that enables its users to send and read messages known as tweets. We can add followers and follow others on twitter to build our network.
  - URL: <http://twitter.com/competitor>
  - Followers: 8575
  - Following: 8621
  - Tweets: 10 (Updated all the new happenings by tweeting. It creates excitement among their network on twitter to visit the website.)
- Facebook: It is a newly formed social networking site. It is used both more personal and professional person. It is used professionally to get connected with the prospects and for making the website popular.

- URL: <http://www.facebook.com/competitor>
  - Links: Advertised various links on Facebook.
    - ◆ Video on youtube
    - ◆ Advertised about Superbowl limos, etc
  - Properly Updated
- 
- LinkedIn: LinkedIn is a business oriented social networking site. It is mainly used for professional networking. It is widely used around the world
    - URL: <http://www.linkedin.com/competitor>
    - LinkedIn account of Millenium is not updated properly.
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- YouTube: YouTube is a video-sharing website on which users can upload, share, and view videos. It is most famous video sharing website.
    - URL:
      - ◆ <http://www.youtube.com/Competitor>
      - ◆ <http://www.youtube.com/Competitor>
    - (There are few more)