

**Competitors Analysis: WWW.WEBSITE.COM**

| Websites         | Parameter | Link Backs | PAGES INDEXED |       |       | Alexa Rank | PR |
|------------------|-----------|------------|---------------|-------|-------|------------|----|
|                  |           |            | GOOGLE        | YAHOO | BING  |            |    |
| www.website.com  |           | 107        | 79            | 80    | 67    | 2,603,432  | 3  |
| www.website1.com |           | 69         | 3             | 102   | 525   | 1,915,331  | 3  |
| www.website2.com |           | 1194       | 342           | 1374  | 391   | 582,709    | 3  |
| www.website3.com |           | 725        | 149           | 156   | 813   | 1,314,298  | 4  |
| www.website4.com |           | 7928       | 4830          | 30126 | 16500 | 69,188     | 4  |

**Keyword Rankings: Google.com**

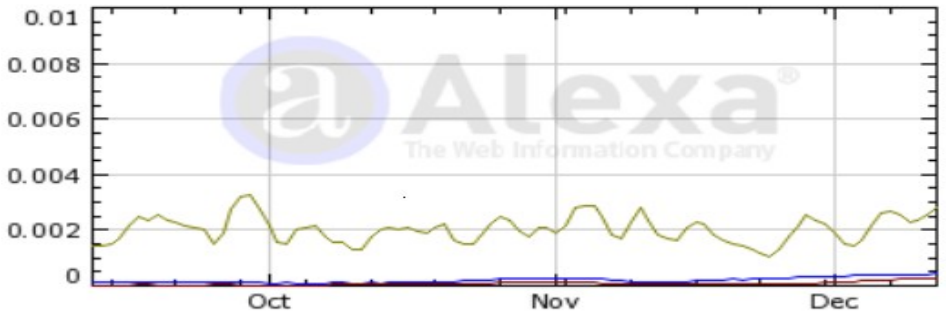
| Keywords | Website | www.website.com | www.website1.com | www.website2.com | www.website3.com | www.website4.com |
|----------|---------|-----------------|------------------|------------------|------------------|------------------|
|----------|---------|-----------------|------------------|------------------|------------------|------------------|

We are already doing Link Building for the Highlighted keywords:

|                                  |    |    |    |    |    |
|----------------------------------|----|----|----|----|----|
| Butcher Block Counter Tops       | 5  | 6  | 10 | 1  | 4  |
| Butcher Block Cutting Board      | 2  | 22 | -  | 4  | 7  |
| Butcher Block Kitchen Island     | 4  | 65 | 32 | 35 | 3  |
| Butcher Block Table              | 1  | 19 | 8  | 2  | 65 |
| Butcher Block                    | 5  | 1  | 4  | 6  | 25 |
| Butcher block counter            | 3  | 4  | 8  | 1  | 6  |
| Butcher block countertop         | 8  | 9  | 6  | 2  | 3  |
| Butcher block island             | 1  | 51 | 8  | 24 | 14 |
| custom butcher block             | 30 | 47 | 1  | 35 | 82 |
| maple butcher block counter tops | 16 | 5  | 11 | 1  | 4  |
| butcher block dining room table  | -  | 48 | 2  | 14 | 50 |
| butcher block for sale           | -  | -  | -  | -  | -  |
| round butcher block table        | 28 | -  | 79 | 16 | 12 |

Alexa Traffic Graph Comparison with all competitor websites.

Daily Reach (percent)



**Analysis:**

- \* Though the website is ranking well for many keywords, there are still some keywords for which the rankings needs to be improved.
- \* Few of the competitors are ahead of butcherblockco.com in terms of Link Popularity, Site Saturation and Alexa Rank.
- \* Website lacks on-page optimization. We need to target 5 relevant keywords for each web page to bring highly focused traffic.