

Through the process of implementing a web presence it is important to analyze the competition. Using the steps presented in this guide will help you find and analyze your competition.

Keyword Analysis:

First step in finding your competition online is to generate a list of words or small phrases called **keywords** that describe your business. For example, if you are a pen manufacturer you might have words such as: pen manufacture, ball point pen manufacture, pen maker, etc. Try to use words that most closely describe *your independent business*.

Rank	Keyword
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Starting Search Analysis:

While there are hundreds, even thousands of search engines, we recommend using three: Google (www.google.com), Yahoo (www.yahoo.com), and Live (www.live.com). Using these three will give you a good picture of the saturation of your target market and the individual competition that occupies it.

Google:

Enter each keyword in the search box then press the search button. Then check the total number of results than fill out the table below.

Keyword	# Results

Yahoo:

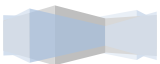
Enter each keyword in the search box then press the search button. Then check the total number of results than fill out the table below.

Keyword	# Results

Live:

Enter each keyword in the search box then press the search button. Then check the total number of results than fill out the table below.

Keyword	# Results



Finding Trends:

In order to find the number of users each keyword gets, we recommend using Google Trends (trends.google.com) to compare all of your keywords. Enter your list of keywords (separated by commas) in the search box and hit the search button. The results will give a relative ratio for each keyword.

Keyword	Result

The +innovative Simple Ratio:

The Timous Design +innovative simple ratio is a simple keyword to results ratio that helps to determine the best keyword for your web presence. While the actual +innovative keyword ratio is quite a bit more complex, the simple one will point you in the correct direction for planning purposes.

$$\text{Ratio: } \frac{\text{Google Keywords Ratio}}{\text{\# of Search Results}}$$

The higher the result is, the better the keyword is. Do this ratio for every keyword in your list than rank them by their ratio number.

Rank	Keyword	Ratio
1		
2		
3		
4		
5		
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10		

Top Competition:

After you have found your best keyword, you now need to find your top ten competitors. Search for the keyword you have selected and then find the first ten businesses in the results. There may be other sites in the results that are not businesses, you must make that distinction.

Business Name	Website

Further Competitive Analysis:

While this is how far this guide goes, there is some more analysis you can do. We suggest using Google Trends to look into regions and other geographic information. Also compare the competitions websites using Google Trends for Websites (trends.google.com/websites). Hopefully this guide has helped you with your keyword research. For more resources, check out www.timous.com.