



Competitive Analysis Worksheet

Use this worksheet to evaluate and rate your key competitors in a specific market niche. You need to know your competitors well

Keyword Phrase:				
Competitor URL:				
Item #	Page Element	Present 1 if yes 0 if no	Weighting Factor	Page Element Score
1	Keyword phrase in URL		10	
2	Keyword phrase in HTML Title Tag		8	
3	Keyword phrase in HTML Description Tag		6	
4	Keyword Phrase in HTML H1 Tag		8	
5	Keyword Phrase in HTML H2 Tag		4	
6	Keyword Phrase Density 0.5-2.0%		2	
7	Keyword Phrase using bold, underline or italicized text		2	
8	Keyword Phrase used as image alt text		1	
9	Keyword Phrase used as anchor text link		2	
10	XML Sitemap		5	
11	Page has over 250 words		2	
Total				