



SEO: An Hour a Day

Competition Worksheet

Competitor 1: (Name)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of inbound links	Google PageRank
Home Page					
Interior Page 1					
Interior Page 2					
Interior Page 3					
General Characteristics of site:					
Overall Site Ranks:					
PPC Sponsorship Assessment:					
Additional Notes about this competitor:					

Competitor 2: (Name)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of inbound links	Google PageRank
Home Page					
Interior Page 1					
Interior Page 2					

Interior Page 3					
General Characteristics of site:					
Overall Site Ranks:					
PPC Sponsorship Assessment:					
Additional Notes about this competitor:					

Competitor 3: (Name)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of inbound links	Google PageRank
Home Page					
Interior Page 1					
Interior Page 2					
Interior Page 3					
General Characteristics of site:					
Overall Site Ranks:					
PPC Sponsorship Assessment:					
Additional Notes about this competitor:					

Competitor 3: (Name)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of inbound links	Google PageRank
Home Page					
Interior Page 1					
Interior Page 2					

Interior Page 3					
General Characteristics of site:					
Overall Site Ranks:					
PPC Sponsorship Assessment:					
Additional Notes about this competitor:					

Competitor 4: (Name)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of inbound links	Google PageRank
Home Page					
Interior Page 1					
Interior Page 2					
Interior Page 3					
General Characteristics of site:					
Overall Site Ranks:					
PPC Sponsorship Assessment:					
Additional Notes about this competitor:					

Competitor 5: (Name)					
	URL	Keywords of Note	Basic Optimization (yes/no)	Number of inbound links	Google PageRank
Home Page					
Interior Page 1					
Interior Page 2					

Interior Page 3					
General Characteristics of site:					
Overall Site Ranks:					
PPC Sponsorship Assessment:					
Additional Notes about this competitor:					