

ANATOMY OF

# The Maratopia Search Space Analysis



## Understand Your Search Space Environment

- What you and your competitors are ranking on?
- Which competitors are best to model?
- How competitive the search space is?
- Are there fingerprints of previous Google penalties?
- What keyword opportunities there?

## Content Gap Analysis

- How does your content stand up against your competitors
- Is the content thin or duplicate?

## SEO Hygiene & Technical Gap Analysis

- Is your site optimised or structured to best use the content you have
- Are you being penalised for poor **Core Web Vitals**

## Backlink Authority Gap Analysis

- Understand your competitors backlink strengths
- Do you have toxic backlinks?

## Campaign Creation

- Devise a campaign for your website to compete with the best, with an agile campaign to outsmart the best of your competitors' strategies, avoiding their mistakes

# Keywords & Traffic

Understanding your search space opportunities

## KEYWORD TRAFFIC ESTIMATES

Keyword	Volume	Difficulty	Traffic
... (many rows) ...	...	...	...

## KEYWORD ORGANIC DIFFICULTY

Keyword	Difficulty	Organic Traffic
... (many rows) ...	...	...

## KEYWORD PPC COMPETITION

Keyword	Competition	Cost per Click
... (many rows) ...	...	...

## COMPETITOR TRAFFIC COMPARISON



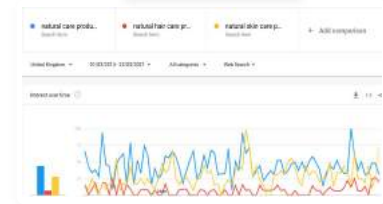
## KEYWORD TRAFFIC ESTIMATES



## COMPETITOR KEYWORD POSITION DISTRIBUTION



## KEYWORD TRENDS



## POTENTIAL ORGANIC TRAFFIC



## PPC COMPETITOR MATCH-UP



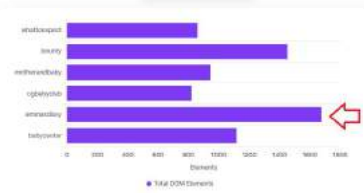
# Core Web Vitals & Speed

Google's New UX Criteria

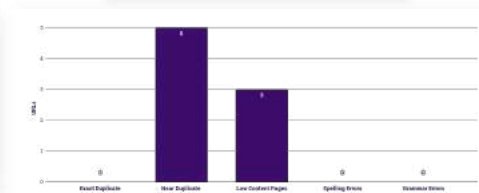
## SITE SPEED



## DOM SIZE



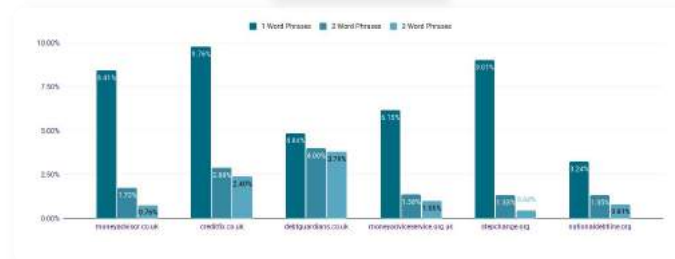
## Duplicate Content



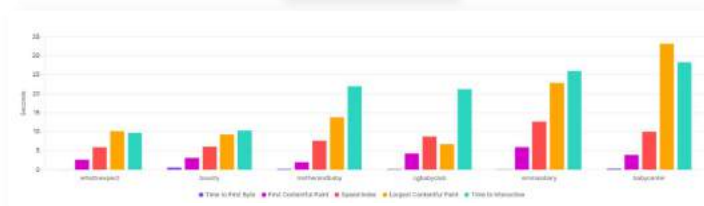
## CRITICAL RENDERING PATH



## KEYWORD DENSITY

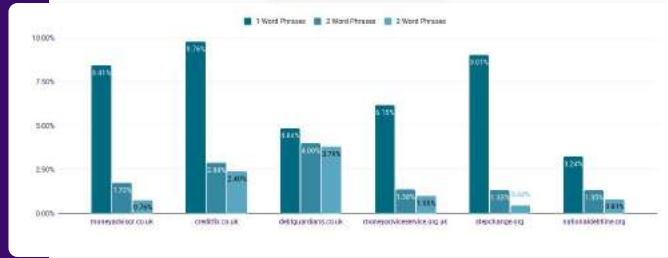


## CORE WEB VITALS

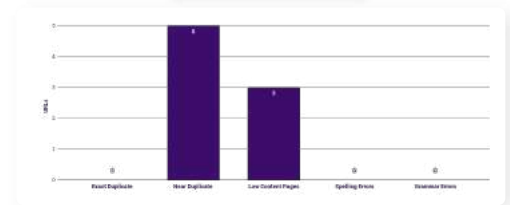


# Content Tests

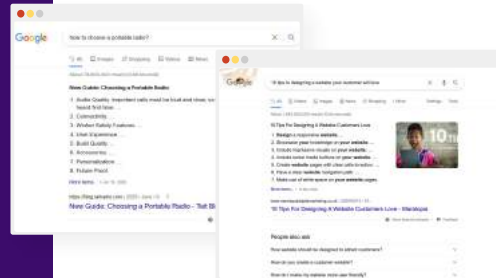
## KEYWORD DENSITY



## DUPLICATE CONTENT



## FEATURED SNIPPET



## BLOG ANALYSIS

Website	Latest Blog Post	Number per month	Designed Posts	Social Shares Links	Content Evaluation	Internal Linking	Image & Video	HREF & Meta Issues
competitorone.com	29th Oct	30	Yes	No	Long	Yes	Yes	No
competortwo.co.uk	9th Oct	1	Yes	Yes	Long	Yes	Yes	No
yourcompany.co.uk	8th Oct (2020)	not consistent	Yes	Yes	Not Long	No	Yes	No

# SEO Hygiene

Give Google What Google Wants

Remove Barriers to Good SEO

Identify and Avoid Google Penalties

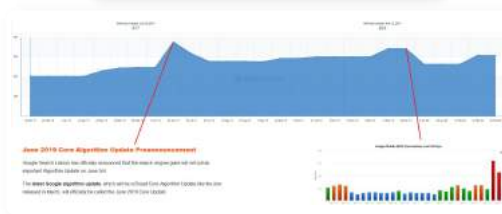
## ON PAGE ISSUES

Issue	Results	Issue Note
Duplicate H1's	11,093 (100%)	H1's are the most important headings on a page. They should clearly and concisely communicate the purpose of the page, using keywords to ensure that Google knows what the content of the page is about, should only be one per page, unique, and no more than 70 characters.
H1's Too Long	1 (0.01%)	
Missing H2's	2 (0.02%)	H2's are the next step down in the heading structure; should provide context to the content, and signal key sections; should not be used to style generic words such as "Basket", but should naturally contain keywords from the page to give the best possible chance of ranking for those words. They should be unique, relevant to the content on the page, and not longer than 70 characters.
Duplicate H2's	11,059 (99.69%)	
Images Too Large	6 (0.01%)	Large images are one of the common causes that slow a website down. They should be optimised to be less than 100kb. Google also does not see images, so each image should have unique, descriptive alt text.
Images Missing Alt Text*	35 (0.06%)	
Duplicate page titles	233 (2.10%)	
Page Title The Same As H1	0 (0.0%)	Page titles are one of the key pieces of information Google uses to determine what your page is about. When they are missing, not relevant to the page or not the correct length, you are missing an opportunity to tell Google, and potential customers, what your page is about, and therefore hampering your ability to rank strongly in search results. They should be between 35 and 65 characters.
Page Titles Too Short	10 (0.09%)	
Duplicate Meta Description	232 (2.09%)	Meta descriptions inform Google, and browsers, about the content of your page, and are the text that Google will show in its search results.
Meta Description Too Long	0 (0.0%)	Descriptions should be unique, relevant to your content, and contain keywords that you want to capture traffic for. The ideal length is around 150 characters; if the description is more than 155 characters, it will truncate in the results, and may result in important information not displaying. If it is less than 70 characters it will look very bare in the results.
Meta Description Too Short	2 (0.02%)	

## SITE STRUCTURE



## GOOGLE ALGORITHM PENALTY REVIEW



## CRAWL DEPTH

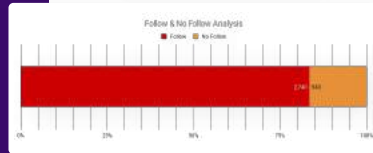


## IMAGE OPTIMISATION

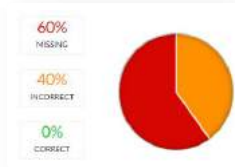


# Offsite / Backlink Tests

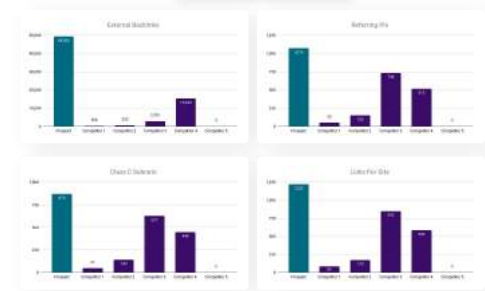
## Follow No Follow Ratio



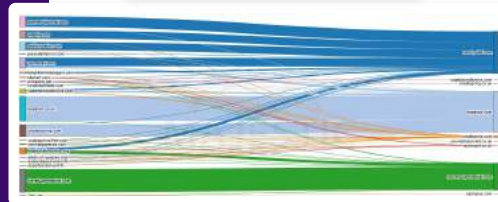
## Citation Audit



## Backlink Analysis



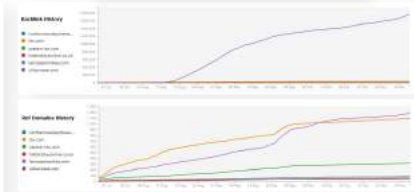
## Competitor Backlink Tracking



## Sitewide Backlink Issues

Domain	Issue Type	Count	Severity
example.com	Broken Link	15	High
example.com	Spammy Link	8	Medium
example.com	Low Authority	22	Low
example.com	Over-optimized	5	Medium
example.com	Unnatural Link Profile	12	High

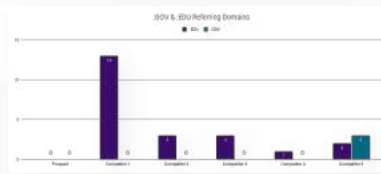
## Competitor Backlink Growth



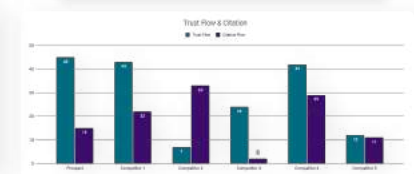
## Topical Trust Flow

Domain	Trust Flow	Citation Flow
example.com	1.2	1.8
example.com	0.8	1.5
example.com	1.5	2.2
example.com	0.5	1.0
example.com	1.0	1.5
example.com	0.7	1.2

## .gov & .Edu backlinks



## Trust Flow and Citation Flow Analysis



## Toxic Backlinks

URL	Domain	Score
http://www.spammy.com/	spammy.com	-1
http://www.toxic.net/	toxic.net	-2
http://www.badlink.org/	badlink.org	-3
http://www.poorquality.com/	poorquality.com	-4
http://www.unnatural.com/	unnatural.com	-5
http://www.lowauthority.com/	lowauthority.com	-6
http://www.overoptimized.com/	overoptimized.com	-7
http://www.spammy.com/	spammy.com	-8
http://www.toxic.net/	toxic.net	-9
http://www.badlink.org/	badlink.org	-10
http://www.poorquality.com/	poorquality.com	-11
http://www.unnatural.com/	unnatural.com	-12
http://www.lowauthority.com/	lowauthority.com	-13
http://www.overoptimized.com/	overoptimized.com	-14
http://www.spammy.com/	spammy.com	-15
http://www.toxic.net/	toxic.net	-16
http://www.badlink.org/	badlink.org	-17
http://www.poorquality.com/	poorquality.com	-18
http://www.unnatural.com/	unnatural.com	-19
http://www.lowauthority.com/	lowauthority.com	-20
http://www.overoptimized.com/	overoptimized.com	-21
http://www.spammy.com/	spammy.com	-22
http://www.toxic.net/	toxic.net	-23
http://www.badlink.org/	badlink.org	-24
http://www.poorquality.com/	poorquality.com	-25
http://www.unnatural.com/	unnatural.com	-26
http://www.lowauthority.com/	lowauthority.com	-27
http://www.overoptimized.com/	overoptimized.com	-28
http://www.spammy.com/	spammy.com	-29
http://www.toxic.net/	toxic.net	-30

## FORENSIC TOP 10 ANALYSIS FOR KEYWORDS

Keyword		Country	Searches	Off Page										Core Web Vitals							On Page		
Avg Posn	Ranked Page	Page Title	Primary Topic	Page Trust Flow	Page Citation Flow	Subdomain Ref Domains	Avg Internal Links per Page	Home (root) TF	Home (not CF)	Home Ref Domains	Mobile score	TF99 (m)	First Contentful Paint (s)	Largest Contentful Paint (s)	Cumulative Layout Shift (s)	Total Blocking Time (ms)	Sec (KIS)	Word count	Corrected word count	Anchor text words	Anchor tags	H1	
1	https://www.camras.co.uk/shop/audioc-and-headphones/audioc-hi-fi-systems-and-speakers/553_8278_1197_Lt_w/0/s_criteria.html	Hi-Fi systems and speakers - Cheap Hi-Fi systems and speakers   Europe Hi-Fi Music	Shopping	82	40	99	53	65	58	18950	31	210	2.8	5.5	0.2	69370	2,426	2,824	997	1,827	65	Hi-Fi systems and speakers Best Hi-Fi systems 2021: micro, vinyl and streaming music systems	
2	https://www.audiokit.com/Send-Separate-Hi-Fi-System-Best-Deals-2021	Send Hi-Fi systems 2021: music, vinyl and streaming music systems   What Hi-Fi?	Business	25	34	37	236	38	19	11,394	29	100	2.9	4.7	0.0	30,550	4,271	4,624	3,127	497	11		
3	https://www.rogos.co.uk/news/technology/hi-fi-systems/300135	Hi-Fi Music Systems   Stereo Systems   Rogos	Sports/Leisure	19	27	5	6	63	48	22,213	25	170	2.8	4.1	0.0	7,600	806	1,354	816	388	32	Hi-Fi systems	
4	https://ao.com/hi-fi-systems/1207-164-1107	Hi-Fi System   ao.com	Home/Gardening	10	14	2	6	15	10	5,400	17	880	3.1	25.0	0.1	37,230	2,290	7,548	6,192	1,456	10	Hi-Fi Systems	
5	https://www.richesounds.com/hi-fi/hi-fi-separates/hi-fi-t1.html	Hi-Fi Hi-Fi Separates - Hi-Fi	Shopping	36	36	1	1	53	47	2,872	20	2,620	3.0	24.1	0.1	5,120	3,320	2,514	200	2,805	92	Hi-Fi	
6	https://www.richesounds.com/hi-fi/hi-fi-separates/hi-fi-5-way-speakers.html	Hi-Fi Hi-Fi System Deals - Hi-Fi Separates - Hi-Fi	Shopping	36	36	1	1	53	47	2,871	21	4,710	3.3	24.2	0.1	2,100	3,341	2,395	183	2,310	92	Hi-Fi	
7	https://www.bmradio.co.uk/hi-fi-systems/hi-fi-system	Amesex.co.uk - Hi-Fi system	Shopping	0	0	0	0	70	64	391,189	38	700	2.9	3.5	0.2	5,000	1,048	1,559	496	1,083	68	1-14 of over 3,000 results for "Hi-Fi system" Sorted By Featured Price: Low To High	
8	https://www.rhph.co.uk/audi/hi-fi-systems/hi-fi-systems/	Hi-Fi System   Hughes	Shopping	81	37	10	5,919	46	49	1,558	27	130	2.7	8.1	0.1	1,480	2,181	1,670	553	1,519	67	Hi-Fi Systems	
9	https://www.cdn.com.au/hi-fi/hi-fi-separates-systems-combos/7370/0/s_criteria.html	Hi-Fi Hi-Fi Separates Systems & Combos for sale   eBay	Shopping	14	11	2	5	79	66	100,655	77	1,040	2.1	2.9	0.0	330	675	2,376	870	1,501	63	Home Hi-Fi Separates Systems & Combos	
10	https://www.johnlewis.com/brands/citrus/hi-fi-audio-speakers/hi-fi-systems/citrus/hi-fi-speakers/16	Hi-Fi System   Citrus Players   John Lewis Hi-Fi System	Shopping	14	14	3	8	68	17	30,002	42	140	1.8	6.1	-0.1	1,170	908	2,074	1,091	917	40	Hi-Fi Systems & CD Players (23)	
				Average	22	26	19	623	59	15	17,981	34	1,009	2.8	10.6	0.1	14,363	2,177	2,890	1,544	1,331	68%	
41	https://www.fix.co.uk/hi-fi	Hi-Fi Hi-Fi - The Hi-Fi Professionals	Shopping	13	25	5	5	17	11	711	14	1420	6.7	8.8	0.2	1790	1708	1,890	981	1,022	81%	Hi-Fi Systems	

# Forensic Analysis

BLUEPRINT TO PAGE 1 RANKINGS

## For Each Core Keyword

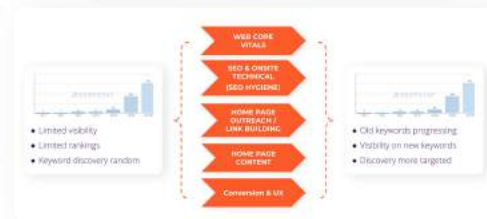
- A forensic breakdown of 22 key ranking drivers
- For each to 10 position on Google
- To deliver a precise strategy for each keyword
  - On Page
  - Off Page
  - Core Web Vitals

# Strategy Selection

## QUICK RESULTS



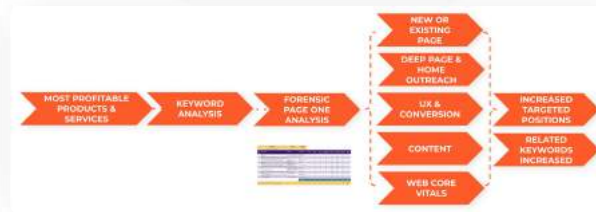
## IMPROVING BROAD KEYWORD VISIBILITY



## BRAND ENGAGEMENT



## IMPROVING SPECIFIC KEYWORDS





# Some Companies We've Worked With



# Why Maratopia

## ***Our Vision***

*is to be our clients' most trusted advisors*

## ***Our Mission***

*Increase the Value of your Business  
through Cost Effective  
Agile and Forensic  
Search Marketing Strategies*

# Our Exclusivity Promise

## If we work with YOU:

1. We will not work with a competitor of yours
2. This means that the **Industry Search Space Analysis** becomes your exclusive property and that we won't share this with anyone else in your industry, especially your named competitors
3. When we work with you we will not pick up the phone to your competitors, we will be exclusive to you
4. We will happily sign a NDA
5. Will use plain English, shoot from the hip and be jargon free
6. **Price Match** - any onshore agency, if a big city agency is cheaper- THEY WILL BE CUTTING CORNERS

# Additional Questions?

## Steve

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01484 556 704

[www.maratopia.co.uk](http://www.maratopia.co.uk)

## Maratopia Services

### Search Marketing

- Search Engine Optimisation (SEO)
  - Technical SEO
  - International SEO
- Outreach / Link Building / Earning
- Content Marketing & Blogging
- Paid Search
  - Google Ads
  - Bing Ads
  - Social Media Ads
  - Display
- Social Media Management
- Conversion Analysis & UX
- Strategy & Consulting

### Web Design & Development

- WordPress
- Woo Commerce
- Shopify
- Design & Infographics