

“SEO Analysis”

From E. Sharpe August 2020

Keep in mind, this is not a true SEO analysis as much as it is a game plan for content marketing with some information on competitors. A true SEO workup would consist of what your existing page shows (which we know where we stand) as well as a full plan for improving it. Much of the work herein was already shared with you. This report is a no bells and whistles look at the cut and dry info.

Summary Findings – Strings to Target

In essence, the work done was in looking at what keywords and keyword strings would work best in a content marketing strategy. Obviously, attempting to compete with keywords that have 10,000+ monthly hits is costly. In turn, targeting strings that get less than a 50 hit average might be a waste of time.

Thus, there is a middle ground where keyword strings related to those big hit getting search words (ie “aquaponics”) that get some traction (over 200 hits a month) yet are not being targeted by the heavy hitting aquaponics websites (evidenced by “keyword difficulty”) are where I believe the most success can be found. Below is a list of those keywords/keyword strings I have identified with their respective ranking and hit counts. These results are the majority of the work analysis you paid for. I have also included their assumed cost per click rate for use in advertising efforts:

Keyword	Avg. Search	CPC	Keyword Difficulty	Search Volume by Month January Through July 2020						
				Jan	Feb	Mar	Apr	May	Jun	Jul
aquaponics near me	610	0.98	12	590	590	720	880	720	720	480
aquaponics store	320	0.94	18	320	390	480	480	480	390	320
backyard aquaponics	470	0.31	21	390	390	590	880	720	480	390
aquaponics fish tank kit	240	0.38	22	260	260	320	390	140	140	n/a
aquaponics pond	260	0.46	22	170	170	320	590	480	390	n/a
indoor aquaponics system	380	0.48	22	390	320	480	590	480	320	260
aquaponics plants	850	0.46	23	880	880	1,000	1,300	1,300	880	720
aquaponics grow bed	560	0.37	24	590	480	720	880	880	480	390
tilapia aquaponics	490	0.33	25	390	480	720	880	590	480	390
aquaponics aquarium	780	0.32	26	880	720	880	1,000	880	590	590
aquaponics tank	950	0.31	26	880	880	1,000	1,600	1,300	1,000	880
aquaponics fish tank	5,300	0.31	26	5,400	5,400	5,400	8,100	6,600	5,400	5,400
aquaponics supplies	740	0.8	27	590	720	1,000	1,600	1,000	720	590
aquaponics systems for sale	1,000	0.75	31	880	1,000	1,600	1,900	1,600	880	720
aquaponics fish	1,800	0.37	32	1,600	1,900	2,400	2,900	2,400	1,600	1,300
aquaponic farming	1,100	0.48	33	1,300	1,000	1,000	1,300	1,300	1,000	1,000
small aquaponics system	560	0.33	35	480	590	720	880	720	480	480
aquaponics home system	400	0.55	36	390	320	590	720	590	390	n/a
aquaponics setup	680	0.38	37	480	590	880	1,300	1,000	720	590
diy aquaponics	1,600	0.31	38	1,600	1,600	2,400	2,900	1,900	1,300	n/a
aquaponics books	220	0.37	39	210	260	260	260	260	170	n/a

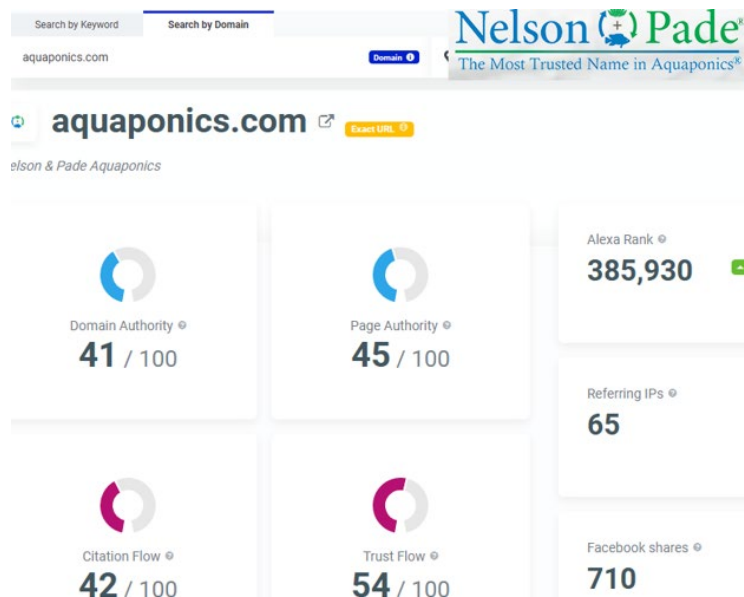
Note that I have emphasized strings that should carry more weight in any content marketing efforts with a box.

Please also note I have included at the end of this document 200 keywords discovered in relation to a search for “aquaponics” from which the above list was culled.

SEO REPORTS ON COMPETITION

Nelson Pade

Their domain scores



Their backlink sources (top referring domains)

Referring domain	CF	TF	Links	Alexa Rank
blogspot.com	88	92	2	39
permaculturenews.org	50	40	1	111,248
geniolandia.com	55	18	1	122,321
editboard.com	50	39	1	594,803
americanpreppersnetwork.net	44	16	2	1m
nhsjs.com	31	14	1	2m
xn--80aahfu4ar.com	14	3	1	N/A





The Aquaponics Source

Their domain scores










theaquaponicsource.com


www.theaquaponicsource.com
Exact URL: 11

Home | The Aquaponic Source

 <p>Domain Authority [⊕]</p> <p>49 / 100</p>	 <p>Page Authority [⊕]</p> <p>50 / 100</p>	<p>Alexa Rank [⊕]</p> <p>358,886</p>
 <p>Citation Flow [⊕]</p> <p>42 / 100</p>	 <p>Trust Flow [⊕]</p> <p>18 / 100</p>	<p>Referring IPs [⊕]</p> <p>67</p>
		<p>Facebook shares [⊕]</p> <p>885</p>

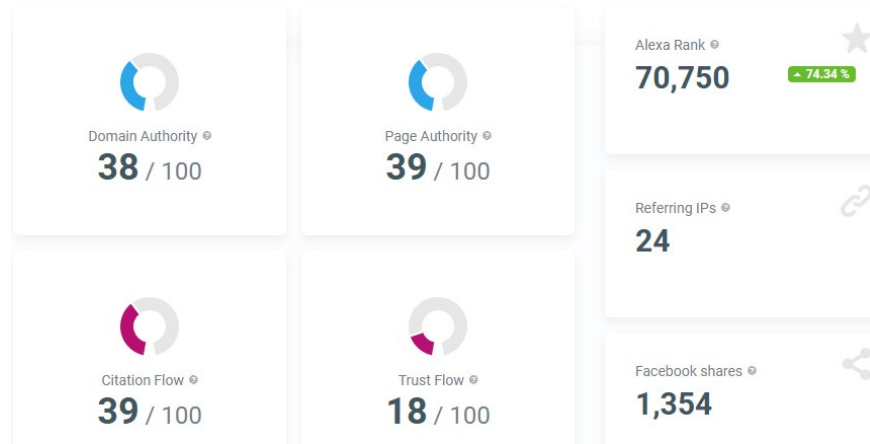
Their backlink sources (top)

Referring domain	CF [⊕]	TF [⊕]	Links [⊕]	Alexa Rank [⊕]	
 blogspot.com	88	92	1	39	⋮
 ning.com	79	72	1	3,312	⋮
 colorado.edu	63	81	1	4,340	⋮
 ycombinator.com	66	58	1	6,300	⋮
 okstate.edu	58	73	1	25,018	⋮
 theeventscalendar.com	53	27	1	28,403	⋮
 sitelinks.info	41	13	1	30,609	⋮
 scanwp.net	37	14	1	36,774	⋮
 netdna-cdn.com	44	39	1	56,920	⋮

Green and Vibrant Their domain scores

www.greenandvibrant.com/  Exact URL

Hydroponics | Gardening Tips || Green and Vibrant



Their backlink sources (top referring domains)

Referring domain	CF	TF	Links	Alexa Rank
homestratosphere.com	53	22	1	28,678
infographicjournal.com	43	47	1	81,220
sejasa.com	41	10	1	165,534
everythingtutorial.com	42	3	1	272,865
baguicityguide.com	32	7	2	289,562
attainable-sustainable.net	42	31	1	330,364
findhistoryhere.com	36	5	1	347,352
offgridweb.com	45	16	2	384,151
vegkitchen.com	47	51	1	472,895

Remaining 15 pages cut due to NDA