

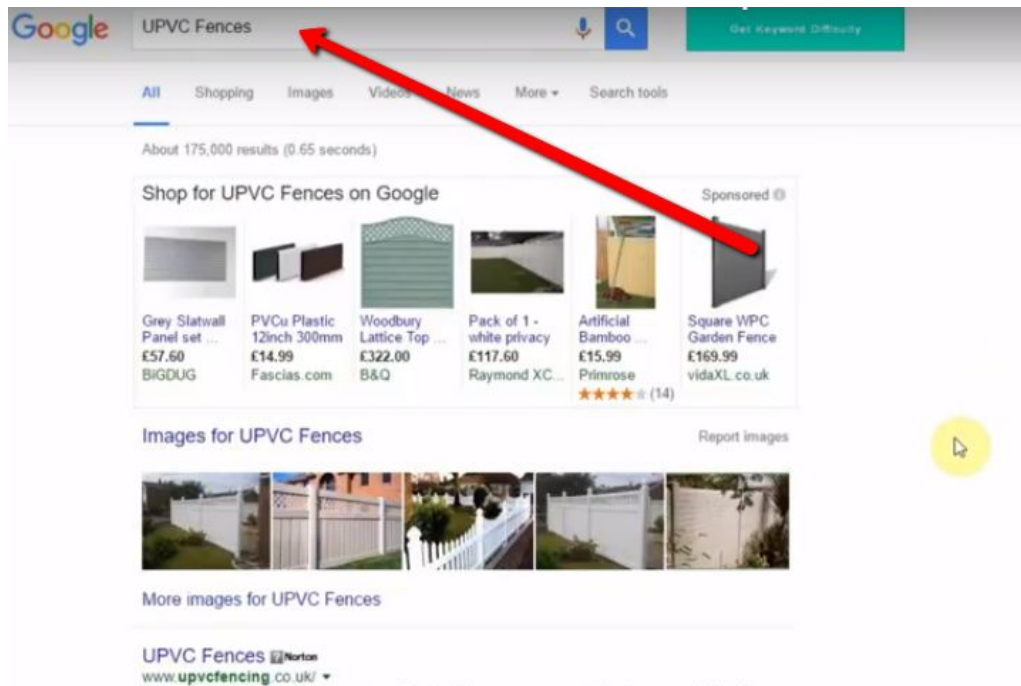
Competition Analysis

- Install [MozBar](#)
- Make sure the icon is blue or it won't work



Low Competition

- Enter search phrase into google. For this example, let's use 'UPVC Fences'



→ Wait for a few seconds for mozbar to pull in the data. You will see the tool data under each google listing.

The screenshot shows four organic search results for 'UPVC Fences'. Each result has a MozBar data bar below it, which is highlighted with a red box. The data for each listing is as follows:

Rank	Listing	PA	DA	Links	RDs
1)	UPVC Fences	25	11	8	5
2)	Upvc Fencing eBay	1	88	37,862,781	51,037
3)	uPVC Plastic Fencing Ltd - Plastic Fencing, Decking & Gates.	27	12	14	5
4)	Fitrite uPVC Fencing Picket Fencing Semi Privacy Fencing Eco ...	12	22	2	1

→ Analyze the top 10 organic listings

→ Write down the PA, which stands for Page Authority, of each of the 10 listings

This screenshot shows the same four organic search results as the previous one. The Page Authority (PA) values for each listing are highlighted with red boxes:

- 1) PA: 25
- 2) PA: 1
- 3) PA: 27
- 4) PA: 12

- In this example, we have 25, 1, 27, 12, and so on until you've written down all 10.
- Add the numbers together and then divide that sum number by 10. That will give you the average page authority of the top 10 listings.
- Do the same process with the Domain Authority (DA)
- You will find out the relevance of the data when we've looked at all three examples

Medium Competition

- Let's take a look at the search term 'DUI Lawyer Pasadena'
- Enter the phrase in google
- Analyze the top 10 organic listings
- Do the same process of getting the average PA and DA of the top 10 listings. Make a note of the PA and DA data, add the numbers together then divide the sum number by 10.

High Competition

- Let's use the search term 'How to Lose Belly Fat Men'
- Enter the phrase into google
- Do the same exercise as you did before. Make a note of the PA and DA data, add the numbers together then divide the sum number by 10.

Determining the Level of Competition

- Now that you have your average scores, this is how you determine the level of competition
 - ◆ Low Competition - Average PA/DA is less than 25
 - ◆ Medium Competition - Average PA/DA is greater than 25 but less than 40
 - ◆ High Competition - Average PA/DA is greater than 40

UPVC Fences	AVERAGE PA	16.9
	AVERAGE DA	23.8
	TOTAL	40.7
	AVERAGE PA/DA	20.35

DUI
Lawyer
Pasadena

AVERAGE PA	29.2
AVERAGE DA	46.1
TOTAL	75.3
AVERAGE PA/DA	37.65

How to
Lose Belly
Fat Men

AVERAGE PA	47
AVERAGE DA	77.3
TOTAL	124.3
AVERAGE PA/DA	62.15

Final Output

- Put in the **comment section** under this task on Joblist whether the niche has low competition, medium competition or high competition