

In this video, we're going to be looking at how to determine what level of competition your keyphrase is up against. I'm going to show you a method that will act as a rough guide. From the guide, you'll be able to categorize your level of competition and from that, you'll be able to follow the overview in the table further down the page. I'll be looking at three example phrases. One is a low competition phrase, the next is a medium competition phrase and the last is a high competition phrase.

Before you begin your analysis, you'll need to get the [Moz toolbar](#). It's free and you can use it on Chrome or Firefox. You can download it from this page and the link is in this document just under the video. Ok, onto the examples.

The first is the Low Competition. The phrase I am using is UPVC fences. When you have installed the MozBar, make sure that the icon is blue or it won't work. If it's not blue, just click on it. Enter your search phrase into Google and click enter. I've already got the details loaded in and when you do yours you just have to wait a few seconds for the MozBar to pull in the data. You will see the tool data under each google listing just here. We're going to analyze the top 10 organic listings. I find it easiest to highlight the 11th listing. So I just count 1, 2, 3 and so on until I get to the 11th listing and I highlight this like here. Then I go back to the top and make a note of some data. So get a pen and paper handy and write down the PA which stands for page Authority of each of the 10 listings. So with this, I will write 25, 1, 27, 12 and so on until I've written down all 10. And then you have to add them together and then divide that sum number by 10, and that will give you the average page authority of the top ten listings. Now do the same exercise with the domain Authority DA. So that will be 11, 88, 12 22 and so on. Add those number together and divide the sum by ten to give you the Average Domain Authority.

I will show you the relevance of the data when I've shown you all three examples.

Okay, onto the Medium Competition Phrase. I'm using the search term DUI lawyer Pasadena. So I enter the phrase in Google which I've already done. Like in the example I just showed you we're going to analyze the top ten organic listings. Highlight the 11th listing like I showed you in the previous example and then go back to the top and make a note of the PA data. Write the numbers down. So for this one, it will be 1, 35, 36, 42 and so on. Add the sum of 10 numbers together and divide that number by 10 to give you the average PA page Authority. Do the same process with the DA so for this it will be 95, 22, 23, 83 and so on. Add the 10 numbers together and then divide that sum by 10 to give you the average DA Domain Authority.

Now onto the high competition phrase, I'm using the search term how to lose belly fat men. Enter the phrase into Google which I've already done here and do the same exercise as we did before. Highlight the 11th listing so you know when to stop when you get to that listing. Add the PA numbers together and divide by 10 to give you the average PA and do the same with the DA numbers. Add those together and divide that sum by 10 to give you the Average DA.

Okay now that you have your average scores, this is how you determine the level of competition.

Low competition, for my example my average page Authority for the 10 listings was 16.9 and my Average Domain Authority was 23.8. Add these two numbers together and then divide that by two to give you the Average PA/DA score. So for low competition the Average PA/DA score should be less than 25 and for the UPVC fences search phrase, the average is 20.35.

Okay, let's look at the Medium Competition. For my example, my average page Authority for the ten

listings was 29.2 and my average Domain Authority was 46.1 add these two numbers together and then divide by two to give the Average PA/DA Score. So for medium competition, the Average PA/DA Score should be greater than 25 but less than forty, and for the DUI lawyer Pasadena search phrase the average is 37.65.

Now, onto high competition. For my example, my average page Authority for the ten listings was 47 and my average domain Authority was 77.3. Add these two numbers together and then divide by two to give the Average PA/DA Score. So for high competition the Average PA/DA Score should be greater than 40 and for the how to lose belly fat men search phrase the average is 62.15 so that's well into the high competition bracket. You can do the same exercise on a number of your search phrases and determine the competition for those phrases too, and for some phrases you might be surprised at your findings that's how low the competition may be.