

Competitive Landscape Scorecard

NICHE IDEAS	_____	_____	_____	_____	_____
Niche Keyword Difficulty Ranking (SEOMoz)					
<u>Niche Focused Sites on Google Page 1</u>					
Avg. PageRank of Homepage					
Avg. PageRank of Ranking Page					
Avg. Unique Linking Domains (Sitewide)					
Niche Focused Sites vs. Generalists					
<u>All Sites Listed on Google Page 1</u>					
Avg. PageRank of Ranking Page					
Avg. Unique Linking Domains (To Page)					
<u>Quality of Competitors' Website</u>					
Quality of Design					
Quality of Product Information					
Reputation & Brand Search Volume					
Subjective Ranking (1 - Easy, 10 - Difficult)					