

# DIGITAL MARKETING WORKSHEET

## LEARN TO IMPROVE WEBSITE TRAFFIC

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Imagine Your Website. You will be comparing Your Website to the websites of your sample 3 competitors. You own a landing page for a product or service that you are selling. Then imagine 3 other competitors who also have landing pages selling similar products or services to you; these 3 sample competitors are named Kevin, Jess, and Tyson.

### STEP 1:

Review the bullet points for Competitor A "Kevin," Competitor B "Jess," and Competitor C "Tyson" found below. Notice that each competitor is selling a product or a service. Imagine that their product or service is similar and in competition with what your website is selling on your landing page.

### STEP 2:

Compare the social media content and subscriber numbers for Kevin, Jess, and Tyson's YouTube channels.

### STEP 3:

**Compare the social media content and followers numbers for Kevin, Jess, and Tyson's Instagrams.**

### STEP 4:

**Create a free trial account on Neil Patel's [www.Ubersuggest.com](http://www.Ubersuggest.com) website. This will give you a general traffic overview of your website. [Ubersuggest will only allow you 3 searches per day on a free trial]. Review the Traffic overview notes provided for each of your 3 sample competitors. Notice how they differ for: organic keywords, organic monthly traffic, domain authority, and backlinks.**

### STEP 5:

**Use Ubersuggest to create a Traffic overview of your own.**

## STEP 6:

**Create a Traffic summary of your own based on your Ubersuggest Traffic overview.**

## STEP 7:

**Use Ubersuggest on 2 of your REAL competitors. Compare their Traffic overview and their Traffic summary to your own.**

**·Competitor A "Kevin" [PRODUCT OR SERVICE FOR SALE]:**

**Kevin (YT 3 vids, 40 shorts, 93 subscribers, main website: [kevin.eu/](https://kevin.eu/), <https://linktr.ee/kevin>, ig: <https://www.instagram.com/kevin/> (IG: 83 posts, 619 followers, 565 following)**

**oTraffic overview: 0 organic keywords, 0 organic monthly traffic, 14 domain authority, 5131 backlinks; not ranking for any keywords, does not get any total organic traffic from organic keywords, not a great ability to rank and not likely to rank on search engine result pages (SERPs), has a lot of incoming hyperlinks from other websites to his main website domain. He has 67 unique domains linking back to his website.**



Jess (YT 10 vids, 21 short, 1.64k subscribers, main website: [jess.com/](http://jess.com/), [linktr.ee/jess](http://linktr.ee/jess) ig: <https://www.instagram.com/jess/> (IG: 69 posts, 2069 followers, 1805 following)

oTraffic overview: 2 organic keywords, 0 organic monthly traffic, 1 domain authority, 0 backlinks.

§Traffic summary: Jess is ranking for 2 keywords, does not get any organic traffic from organic keywords, and he is not as established as Kevin as far as ability to rank; he is not likely to rank on search engine result pages (SERPs). He has no incoming hyperlinks from other websites to his main website domain.

·Competitor C "Tyson" [PRODUCT OR SERVICE FOR SALE]:

Tyson (YT 94 vids, 188 short, 43.6k subscribers, main website: [www.tyson.com](http://www.tyson.com) ig <https://www.instagram.com/kevin/> (IG: 152 posts, 11.6k followers, 1613 following)

oTraffic overview: 49 organic keywords, 28 organic monthly traffic, 10 domain authority, 130 backlinks.

§Traffic summary: Tyson is ranking for 49 keywords, gets decent organic traffic from organic keywords, he is not as established as Kevin as far as ability to rank, but he is able to rank on search engine result pages (SERPs). He has 130 incoming hyperlinks from other websites to his main website domain which is better than Jess, but not as good as Kevin.

·My Website [PRODUCT OR SERVICE FOR SALE]:

My YouTube (YT -- vids, -- shorts, -- subscribers, main website:

-----, <https://linktr.ee/>-----, ig: <https://www.instagram.com/>-----/ (IG: -- posts, --- followers, --- following)

oTraffic overview: -- organic keywords, -- organic monthly traffic, -- domain authority, -- backlinks.

§Traffic summary: I am ranking for ----- keywords, and I am receiving ----- organic traffic from organic keywords; I have ----- ability to rank and I am ranking ----- on search engine result pages (SERPs), I have ----- of incoming hyperlinks from other websites to my main website domain. I have --- unique domains linking back to my website.







