Competitor SEO Analysis
Score Card

Last Updated on 19th Jan 2016

References

- https://www.google.co.uk/advanced_search
- http://www.googleguide.com/advanced_operators_reference.html
- https://developers.google.com/custom-search/docs/xml_results

Internal Data

Search	Result
1. How many pages are in the Google index?	
site: www.ebuyer.com	
2. How many pages from a certain subdirectory are in the Google index?	
site:www.ebuyer.com/store/Computer/cat/Laptops (Optional)	
3. How many pages have a certain keyword in the title?	
intitle:laptop -bag site:www.ebuyer.com (ie: laptop not bag)	
4. How many pages have a certain keyword in the URL	
allinurl:laptop -bag site:www.ebuyer.com (ie: laptop not bag)	
5. How many pages contain a certain word	
"cheap laptops" -bag site:www.ebuyer.com (ie: phrase search)	

External Data

Search	Result
1. How many external pages contain the business name	
"www.pimlicoplumbers.com" -site:www.pimlicoplumbers.com	
2. How many external pages contain the business name in their URLs	
allinurl:"www.pimlicoplumbers.com" -site:pimlicoplumbers.com	
3. How many external pages contain the business name in anchor text?	
allinanchor:"pimlico plumbers" -site:www.pimlicoplumbers.com	
4. How many external pages contain the business name in the title?	
intitle:"pimlico plumbers" -site:www.pimlicoplumbers.com	