

## RANKING WITHOUT PAGE RANK OR LINKS?

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Minimum work, maximum impact



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## TABLE OF CONTENTS

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Preface .....	4
The Example Search Phrases .....	5
Example 1 - Does type 2 diabetes require insulin .....	6
Example 2 - How does insulin work.....	9
Example 3 - Sugar spikes .....	12
Example 4 - Sugar readings .....	15
Example 5 - Diabetic cake mix .....	18
Example 6 - Glucose monitor kits.....	20
Example 7 - Blood sugar spikes.....	23
Why Do I think my pages have out-performed higher PR, higher authority pages? .....	25
How long do rankings last?.....	26
Problem 1 - Competitors .....	26
Problem 2 – Poor Content.....	29
How Web Content Studio can help you write quality themed content.....	30

## PREFACE

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I released a report recently called “Google Authority Sets – Meet the A-List Celebrities in your Niche”. If you missed it, you should read that first.

The overall message from that report was that you need to theme your content. The advantages to doing so are described in that report, but to summarize, not only do you have a better chance of being recognized as an “A-List Celebrity” in your niche, but it also means you can forget trying to optimize for the long-tail.

The feedback from that report has been great, and mostly positive.

One or two people commented that they still think links and Page Rank are the most important thing, so I wanted to address that in another report – this one. While I am not going to tell you that Page Rank and links are not important, what I hope this report will show you is that you can still compete against higher PR and authority pages, even if you have very little Page Rank yourself, no domain age and no external incoming links to the specific pages.

I don’t want this report to be too long, but I do want you to feel that you have seen enough data to make up your own mind. I have therefore chosen half a dozen or so pages from one of my own site to use as examples – [bloodsugardiabetic.com](http://bloodsugardiabetic.com). This site is the one that I built in my [Wordpress for Affiliate Sites Course](#). Students who have taken the course (or who decide to take the course in the future) will have seen the site built from scratch.

The examples I have chosen range in competitiveness, with competitiveness being measured the way most keyword research tools measure it – broad match and exact match searches in Google (i.e. with and without quotes around the phrase).

The rankings and information I provide in this report were correct on the 23<sup>rd</sup> February 2010 in Tenerife, Spain where I live.

## THE EXAMPLE SEARCH PHRASES

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Since these examples all come from my diabetic website, they are naturally phrases related to diabetes.

Below are the search phrases with the reported number of matching pages when searched without quotes (Broad Match) and the amount of competition reported when enclosed in quotes (Exact Match) at Google.

As you move down the table, the exact match competing pages increases from under a thousand in the first example, to over 1.5 million in the last example. Remember, exact match is the number of pages that include the phrase exactly as written in the table, and is often used as a better indicator of competition than the broad match.

Search Phrase	Broad Match Competition	Exact Match Competition
Does type 2 diabetes require insulin	27,100,000	1,040
How does insulin work	1,450,000	2,610
Sugar spikes	560,000	28,700
Sugar readings	1,280,000	32,100
Diabetic cake mix	693,000	174,000
Glucose monitor kits	520,000	231,000
Blood sugar spikes	47,900,000	1,390,000

## EXAMPLE 1 - DOES TYPE 2 DIABETES REQUIRE INSULIN

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**Keyword Phrase:** Does type 2 diabetes require insulin

**Where My Page Ranks:** #1

**Broad Match Competition:** 27,100,000

**Exact Match Competition:** 1,040

### BROAD MATCH SCREENSHOT FROM GOOGLE:

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The screenshot shows a Google search for "Does type 2 diabetes require insulin". The search bar contains the query, and the "Search" button is visible. Below the search bar, the results are displayed. The first result is highlighted in yellow and is titled "Does type 2 diabetes require insulin". The snippet for this result reads: "14 Oct 2008 ... There is a lot of confusion over whether **type 2 diabetes** requires **insulin**. We can shed light on this, though you do need to contact your ... bloodsugardiabetic.com/diabetestreatment/insulin/does-type-2-diabetes-require-insulin/ - Cached - Similar". The second result is titled "Insulin For Type 2 Diabetes: Who, When, And Why? - Diabetes Health" and the snippet reads: "20 Mar 2009 ... Most patients with **type 2 diabetes** will eventually need **insulin** to .... (For more information on A1c's, see "What Is A1C And What Does It Measure? ... The overwhelming majority of type 2s eventually **require insulin** to ... www.diabeteshealth.com/.../insulin-for-type-2-diabetes-who-when-and-why/ - Cached - Similar". The third result is titled "Diabetes mellitus type 2: Insulin treatment" and the snippet reads: "Oral medication plus **insulin** — Some people with **type 2 diabetes** **require** only oral medications for treatment. Other people will need to add **insulin** or ... www.utdol.com/patients/content/topic.do?topicKey... - Cached". The fourth result is titled "Type 2 Diabetes - Diabetic - Diabetes - Obesity and Diabetes ...". At the top right of the results area, it says "Results 1 - 10 of about 27,100,000 for 'Does type 2 diabetes require insulin'".

### EXACT MATCH GOOGLE COMPETITION SCREENSHOT:

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The screenshot shows a Google search for "Does type 2 diabetes require insulin". The search bar contains the query, and the "Search" button is visible. Below the search bar, the results are displayed. The first result is highlighted in yellow and is titled "Does type 2 diabetes require insulin". The snippet for this result reads: "14 Oct 2008 ... There is a lot of confusion over whether **type 2 diabetes** requires **insulin**. We can shed light on this, though you do need to contact your ... bloodsugardiabetic.com/diabetestreatment/insulin/does-type-2-diabetes-require-insulin/ - Cached - Similar". The second result is titled "Insulin For Type 2 Diabetes: Who, When, And Why? - Diabetes Health" and the snippet reads: "20 Mar 2009 ... Most patients with **type 2 diabetes** will eventually need **insulin** to .... (For more information on A1c's, see "What Is A1C And What Does It Measure? ... The overwhelming majority of type 2s eventually **require insulin** to ... www.diabeteshealth.com/.../insulin-for-type-2-diabetes-who-when-and-why/ - Cached - Similar". The third result is titled "Diabetes mellitus type 2: Insulin treatment" and the snippet reads: "Oral medication plus **insulin** — Some people with **type 2 diabetes** **require** only oral medications for treatment. Other people will need to add **insulin** or ... www.utdol.com/patients/content/topic.do?topicKey... - Cached". The fourth result is titled "Type 2 Diabetes - Diabetic - Diabetes - Obesity and Diabetes ...". At the top right of the results area, it says "Results 1 - 10 of about 1,040 for 'Does type 2 diabetes require insulin'".

OK, my page ranks #1 for this term, but what is the calibre of web page that mine is up against?

Here is a screenshot from Market Samurai showing the SEO Competition data. Incidentally, Market Samurai's SEO Competition modules is just one of many features of this amazing tool. It's also do keyword research, publish content and a host of other cool stuff. [Get a free 30 day trial of Market Samurai and try it for yourself.](#)

**NOTE:** In these screenshots I'll highlight the position of my web page in yellow. Market Samurai does use some colour of its own, so just ignore all colours except the yellow in these competition screenshots:

Keyword: Does type 2 diabetes require insulin

☐ Track Rank

### SEO Competition

☒ Off Page

☒ Domain Age (DA)☒ Page Rank (PR)☒ Google Index Count (IC)☒ Page Backlinks (BLP)

☒ On Page

☒ Domain Backlinks (BLD)☒ Page .edu/.gov Backlinks (BLEG)☒ DMOZ Directory (DMZ)☒ Yahoo Directory (YAH)

☒ Keyword in Title? (Title)☒ Keyword in URL? (URL)☒ Keyword in Description? (Desc)☒ Keyword in Header Tag? (Head)

☒ Google Cache Age (CA)

Type of Backlink: External

Generate Results

Hide Column Filters

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://bloodsugardiabetic.com/diabetestre">http://bloodsugardiabetic.com/diabetestre</a>	-	1	166	0	109	0	N	Y	Y	Y	N	Y	5
2	<a href="http://www.diabeteshealth.com/read/2009/">http://www.diabeteshealth.com/read/2009/</a>	13	3	6,110	3	7,540	0	Y	Y	N	N	N	N	0
3	<a href="http://www.utdol.com/patients/content/topi">http://www.utdol.com/patients/content/topi</a>	9	3	249,000	0	9,830	0	N	N	N	N	N	N	13
4	<a href="http://diabetes.about.com/od/whatisdiabet">http://diabetes.about.com/od/whatisdiabet</a>	10	4	1,520	87	15,600	0	N	N	N	N	N	N	0
5	<a href="http://www.aafp.org/afp/20040801/489.ht">http://www.aafp.org/afp/20040801/489.ht</a>	13	3	34,800	38	133,000	1	Y	Y	N	N	N	N	-
6	<a href="http://www.diabetes.org/living-with-diabete">http://www.diabetes.org/living-with-diabete</a>	13	5	2,200	24	191,000	1	Y	Y	N	N	N	N	1
7	<a href="http://www.diabetes.org/diabetes-basics/t">http://www.diabetes.org/diabetes-basics/t</a>	13	6	2,200	728	191,000	24	Y	Y	N	N	N	N	2
8	<a href="http://effectivehealthcare.ahrq.gov/ehc/">http://effectivehealthcare.ahrq.gov/ehc/</a>	4	4	1,640	1	4,690	0	N	N	N	N	N	N	-
9	<a href="http://www.endocrineweb.com/diabetes/2">http://www.endocrineweb.com/diabetes/2</a>	11	3	944	45	6,800	4	Y	Y	N	N	N	N	9
10	<a href="http://diabetes.niddk.nih.gov/dm/pubs/me">http://diabetes.niddk.nih.gov/dm/pubs/me</a>	6	5	505	161	19,900	45	Y	N	N	N	N	N	5

Data Courtesy of [Market Samurai](#)

My Page Rank 1 webpage is beating the others in this list, despite the fact that the other 9 of the top 10 are PR3, PR4, PR5 & even PR6 web pages – and that's the PR of the webpage, not the domains homepage. If you look at position 6 & 7, they are taken up by one of THE authority site in the diabetes niche – diabetes.org – a Page Rank 7 domain.

Also look at the BLP column. This is the number of backlinks pointing to the page from an **external domain**. My page has no backlinks reported from external domains. Apart from the page at #3, all others in the top 10 do have backlinks, and remember these are backlinks to the page itself, not the domain homepage!! The BLD column lists domain backlinks, and my 109 is dwarfed by the other 9 in the top 10, with their backlinks ranging from 4,690 up to 191,000.

Some of the other top 10 also have backlinks from coveted .edu and .gov domains. This information is in the BLEG column. Mine doesn't.

Several of the other top 10 pages also have listings in DMOZ – my page does not. I do have a listing in the Yahoo directory for my domain though, but so do 5 of the other top 10 pages.

We have all heard how important an aged domain is as well, haven't we? Well mine has no age according to Market Samurai (actually it will be 2 years old in July/August 2010). Look at the ages of the other top 10 pages? Most are 10 years or older!!

So what can we conclude from this?

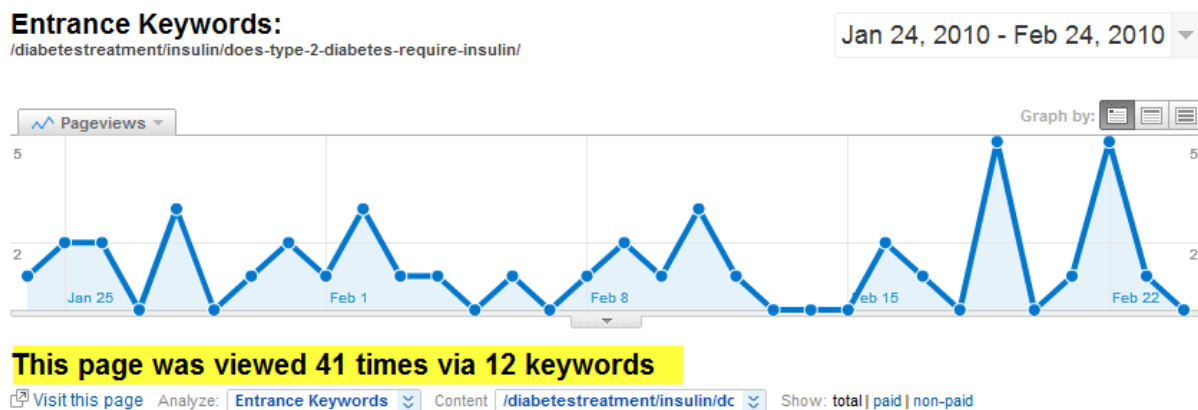
I think you'll agree that looking at this table, my page certainly seems to be punching above its weight class.

OK; this example shows a relatively low competition phrase. When a phrase has such low competition, it can be argued that the competition is not really optimizing for the exact phrase.

That argument is borne out in the exact match competing pages of 1,040.

Only around 1000 pages in Google have the exact phrase "Does type 2 diabetes require insulin" on their page. Still, coming first from a pool of 1,040 pages is quite good when you look at how poorly my page compares to the other top 10 pages.

As a typical low competition phrase, this page doesn't get much traffic. Here are the traffic stats for the last month:



You will see that the page has been found 41 times for 12 different keywords. 18 of those 41 times were for the main long tail phrase "does type 2 diabetes require insulin". That means this page has been found more often for un-optimized phrases than for the main phrase of the page. Remember this fact as we look at the next few examples.

Let's look at a slightly more competitive phrase.



## EXAMPLE 2 - HOW DOES INSULIN WORK

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**Keyword Phrase:** How does insulin work

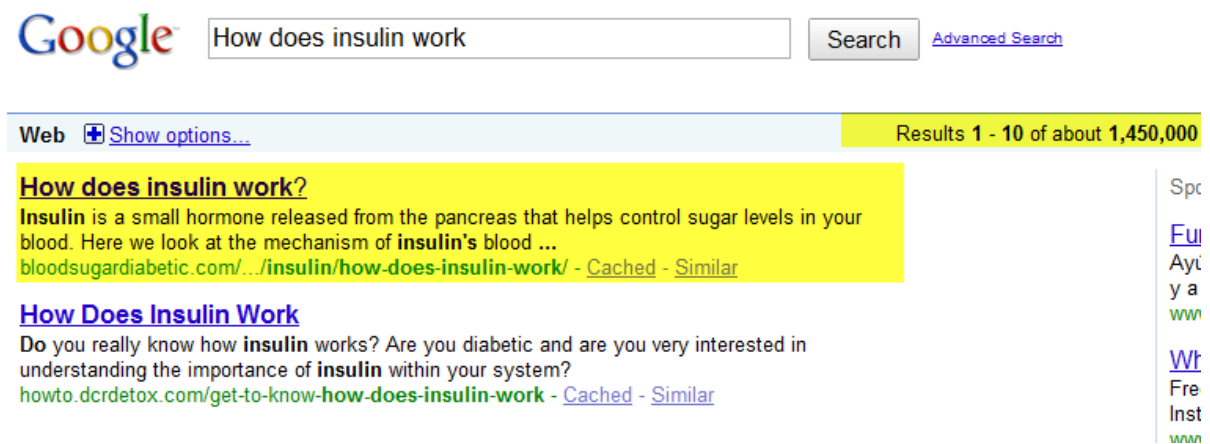
**Where My Page Ranks:** #1

**Broad Match Competition:** 1,450,000

**Exact Match Competition:** 2,610

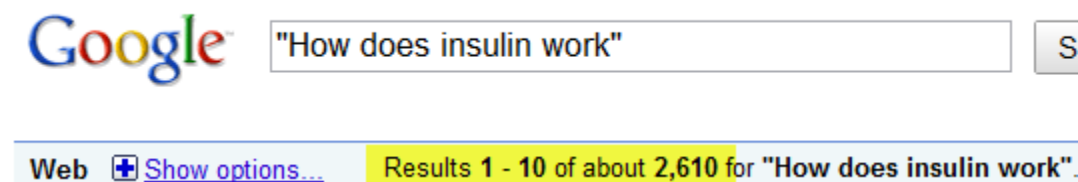
### BROAD MATCH SCREENSHOT FROM GOOGLE:

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### EXACT MATCH GOOGLE COMPETITION SCREENSHOT:

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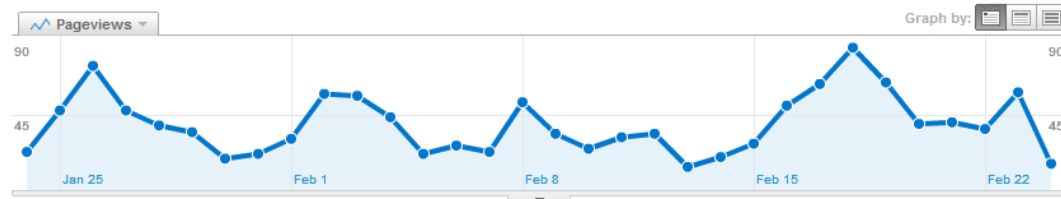


Before we look at the Market Samurai competition for this phrase, I'd like to show you the traffic stats for the page for the last month:

### Entrance Keywords:

/diabetestreatment/insulin/how-does-insulin-work/

Jan 24, 2010 - Feb 24, 2010



**This page was viewed 1,270 times via 134 keywords**

This page might not have a lot of competition, but it delivers a lot more visitors than the last example we looked at – around 40 visitors a day. Look though at the number of keywords this page is found for – 134 different phrases in the last month alone. About 60% of the hits to this page are from the main phrase – “how does insulin work”, while 40% are from other long tail phrases. This page has actually been found for 699 different phrases over the last year with 63% of hits coming from the main phrase.

The beauty of themeing, is that you can rank well for your chosen phrase as well as a stack of other long tail phrases that you cannot possibly come up with if you sat down and tried.

The more true competition you have, the harder it will be to rank for your chosen phrase. You'll have to work on some inbound links for starters, but all the time, while your main phrase is climbing the search engine rankings, you'll be getting traffic for the long tail.

Let's look at the Market Samurai SEO Competition screenshot for this term:

Keyword: How does insulin work ☐ Track Rank

### SEO Competition

☒ Off Page
 ☒ On Page

☒ Domain Age (DA)
 ☒ Domain Backlinks (BLD)
 ☒ Keyword in Title? (Title)
 ☒ Google Cache Age (CA)

☒ Page Rank (PR)
 ☒ Page .edu/.gov Backlinks (BLEG)
 ☒ Keyword in URL? (URL)

☒ Google Index Count (IC)
 ☒ DMOZ Directory (DMZ)
 ☒ Keyword in Description? (Desc)

☒ Page Backlinks (BLP)
 ☒ Yahoo Directory (YAH)
 ☒ Keyword in Header Tag? (Head)

Type of Backlink:

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://bloodsugardiabetic.com/dia">http://bloodsugardiabetic.com/dia</a>	-	1	166	2	109	0	N	Y	Y	Y	N	Y	1
2	<a href="http://howto.dcrdetox.com/get-to-k">http://howto.dcrdetox.com/get-to-k</a>	-	0	127	6	2,140	0	N	N	Y	Y	N	Y	7
3	<a href="http://abcnews.go.com/Health/Dia">http://abcnews.go.com/Health/Dia</a>	11	3	819,000	1	4,250,000	0	Y	Y	Y	N	N	Y	-
4	<a href="http://www.ewhow.com/how-does">http://www.ewhow.com/how-does</a>	10	2	4,420,000	0	1,940,000	0	Y	Y	Y	Y	Y	Y	7
5	<a href="http://www.ewhow.com/how-does">http://www.ewhow.com/how-does</a>	10	1	4,420,000	0	1,940,000	0	Y	Y	Y	Y	Y	Y	11
6	<a href="http://www.aboutkidshealth.ca/Re">http://www.aboutkidshealth.ca/Re</a>	-	3	9,260	0	12,900	0	N	Y	N	N	N	N	13
7	<a href="http://www.bio.davidson.edu/Cour">http://www.bio.davidson.edu/Cour</a>	11	2	7,910	0	8,310	0	Y	N	N	N	N	N	21
8	<a href="http://wiki.answers.com/Q/How_d">http://wiki.answers.com/Q/How_d</a>	3	1	31,800,000	0	2,840,000	0	Y	Y	N	N	N	N	2
9	<a href="http://www.buzzle.com/articles/ho">http://www.buzzle.com/articles/ho</a>	9	1	229,000	0	135,000	0	Y	Y	Y	Y	Y	Y	8
10	<a href="http://www.medbio.info/Horn/Time">http://www.medbio.info/Horn/Time</a>	8	0	200	0	757	0	N	N	N	N	N	Y	21

Data Courtesy of [Market Samurai](#)

Again, looking at the data in the table, my site has poor domain age, low Page Rank (though so do most of the others in the table), low backlinks to the domain compared to the others, no DMOZ etc. I do however have two external links to the page. Here is what Yahoo Site Explorer says about those two links:

The screenshot shows the Yahoo Site Explorer interface. At the top, the URL <http://bloodsugardiabetic.com/diabetestreatment/insulin/> is entered, with an "Explore URL" button next to it. Below this, the "Results" section is displayed. It has tabs for "Pages (1)" and "Inlinks (2)", with "Inlinks (2)" being the active tab. A dropdown menu for "Show Inlinks:" is set to "Except from this domain". There are icons for "Result details:" and a link to "Submit webpage or Site Feed | Export first 1000 results to TSV". The results list shows two inlinks:

1. Best Way - Home Remedies for Lowering Blood Sugar Levels ...  
text/html [http://www.ehow.com/way\\_5330331\\_home-lowering-blood-sugar-levels.html](http://www.ehow.com/way_5330331_home-lowering-blood-sugar-levels.html) - 70k Explore
2. How Does Insulin Control Blood Glucose Levels? | LIVESTRONG.COM  
text/html <http://www.livestrong.com/article/30351-insulin-control-blood-glucose-levels/> - 42k Explore

**IMPORTANT:** I really need to stress another advantage to creating high quality, themed content. I did not request either of these links, nor did I have anything to do with them. They are natural links that people have added to their pages because my content was good enough to warrant a reference. When I build a new site, I get a couple of good authority links, and leave it at that. The other links just come through natural linkage from sites that appreciate my content.

### Conclusions about this example?

Maybe this one is not quite so surprising a top #1 position as the previous example, though you could argue that 7 or 8 of the other top 10 should potentially beat me based on the information in the chart (especially when you see top authority sites in the list).

## EXAMPLE 3 - SUGAR SPIKES

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**Keyword Phrase:** Sugar spikes

**Where My Page Ranks:** #1

**Broad Match Competition:** 560,000

**Exact Match Competition:** 28,700

### BROAD MATCH SCREENSHOT FROM GOOGLE:

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The screenshot shows a Google search interface with the query 'Sugar spikes' entered in the search bar. The search button is labeled 'Search' and there is a link for 'Advanced Search'. Below the search bar, the results are displayed under the heading 'Web' with a link to 'Show options...'. The results show 'Results 1 - 10 of about 560,000'. The first result is titled 'What is a **sugar spike** when you have diabetes' and is dated '5 Nov 2008 ...'. The snippet mentions 'Sugar spikes affect everyone, but they are not something normal, healthy people have to worry about unnecessarily. However, in diabetics it ...'. The URL is 'bloodsugardiabetic.com/.../diabetesdiet/diabetes-sugar-spike/' and it is marked as 'Cached - Similar'. The second result is titled 'Sugar N. Spikes | MySpace - myspace.com/iamsweetonsugar' and is dated '14 posts - 8 authors - Last post: 17 Oct 2009'. The snippet describes a MySpace profile for 'Sugar N. Spikes' and mentions 'Find friends, share photos, keep in touch with classmates, and meet new people on MySpace.' The URL is 'www.myspace.com/iamsweetonsugar' and it is marked as 'Cached - Similar'. The third result is titled 'Sugar & Spikes | MySpace - myspace.com/sugarnspikes' and is dated 'MySpace profile for Sugar & Spikes. Find friends, share photos, keep in touch with'.

### EXACT MATCH GOOGLE COMPETITION SCREENSHOT:

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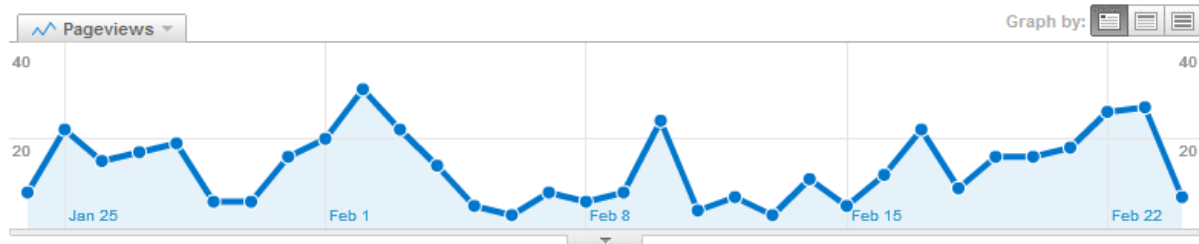
The screenshot shows a Google search interface with the query '"Sugar spikes"' entered in the search bar. The search button is labeled 'S'. Below the search bar, the results are displayed under the heading 'Web' with a link to 'Show options...'. The results show 'Results 1 - 10 of about 28,700 for "Sugar spikes"'. The first result is titled 'What is a **sugar spike** when you have diabetes' and is dated '5 Nov 2008 ...'. The snippet mentions 'Sugar spikes affect everyone, but they are not something normal, healthy people have to worry about unnecessarily. However, in diabetics it ...'. The URL is 'bloodsugardiabetic.com/.../diabetesdiet/diabetes-sugar-spike/' and it is marked as 'Cached - Similar'. The second result is titled 'Sugar N. Spikes | MySpace - myspace.com/iamsweetonsugar' and is dated '14 posts - 8 authors - Last post: 17 Oct 2009'. The snippet describes a MySpace profile for 'Sugar N. Spikes' and mentions 'Find friends, share photos, keep in touch with classmates, and meet new people on MySpace.' The URL is 'www.myspace.com/iamsweetonsugar' and it is marked as 'Cached - Similar'. The third result is titled 'Sugar & Spikes | MySpace - myspace.com/sugarnspikes' and is dated 'MySpace profile for Sugar & Spikes. Find friends, share photos, keep in touch with'.

Before we look at Market Samurai SEO Competition, let's look at the traffic stats for this page:

### Entrance Keywords:

/diabetestreatment/diabetesdiet/diabetes-sugar-spike/

Jan 24, 2010 - Feb 24, 2010



**This page was viewed 433 times via 114 keywords**

Visit this page Analyze: Entrance Keywords Content /diabetestreatment/diabetes Show: total | paid | non-paid

This page has been found 433 times in the last month, for 114 different keyword phrases. This page was found for the main phrase "diabetes sugar spike" just 10 times. Note that this is the actual main phrase of the page as this is the phrase I used in my filename. Over the last year, this page has been found for 953 DIFFERENT phrases.

You'll see in the last example of this report that this page also ranks for a higher competition phrase – and that phrase is the one that this page has been found the most times for in the last month – blood sugar spikes.

Let's look at the Market Samurai SEO Competition screenshot for this term:

Keyword: Sugar spikes ☐ Track Rank

### SEO Competition

☒ Off Page
 ☒ On Page

☒ Domain Age (DA) ☒ Domain Backlinks (BLD) ☒ Keyword in Title? (Title) ☒ Google Cache Age (CA)

☒ Page Rank (PR) ☒ Page .edu/.gov Backlinks (BLEG) ☒ Keyword in URL? (URL)

☒ Google Index Count (IC) ☒ DMOZ Directory (DMZ) ☒ Keyword in Description? (Desc)

☒ Page Backlinks (BLP) ☒ Yahoo Directory (YAH) ☒ Keyword in Header Tag? (Head)

Type of Backlink: External

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://bloodsugardiabetic.co">http://bloodsugardiabetic.co</a>	-	1	166	0	109	0	N	Y	N	N	Y	Y	5
2	<a href="http://www.myspace.com/sug">http://www.myspace.com/sug</a>	13	3	125,000,000	25	156,000,000	0	Y	Y	Y	Y	Y	N	7
3	<a href="http://www.myspace.com/iam">http://www.myspace.com/iam</a>	13	2	125,000,000	2	156,000,000	0	Y	Y	Y	N	Y	N	13
4	<a href="http://www.online-diabetes-in">http://www.online-diabetes-in</a>	3	1	296	4	535	0	N	N	N	N	Y	N	7
5	<a href="http://en.wikipedia.org/wiki/Su">http://en.wikipedia.org/wiki/Su</a>	7	4	6,550,000	22	55,800,000	0	Y	Y	N	N	N	N	25
6	<a href="http://www.eteamz.com/sugar">http://www.eteamz.com/sugar</a>	10	0	233,000	0	490,000	0	Y	Y	Y	Y	Y	Y	5
7	<a href="http://www.fi.edu/learn/brain/d">http://www.fi.edu/learn/brain/d</a>	13	5	5,220	36	92,700	0	Y	Y	N	N	N	N	13
8	<a href="http://sugarandspikes.com/">http://sugarandspikes.com/</a>	6	0	16	0	0	0	N	N	Y	Y	N	N	12
9	<a href="http://www.sugarnspike.com/">http://www.sugarnspike.com/</a>	-	3	5	20	22	0	N	Y	N	N	N	N	8
10	<a href="http://www.nytimes.com/2009">http://www.nytimes.com/2009</a>	13	4	12,900,000	67	18,500,000	0	Y	Y	N	N	N	N	-

Data Courtesy of [Market Samurai](#)

My page looks a little out of place in this table of results. With a Page Rank of just 1, this page is beating other pages with Page Rank 2, 3, 4 and 5. While my page has no backlinks to the page itself, some of the other pages in the top 10 have 20, 30 even 60+ links pointing to them. 6 of the top 10 also have their domain in DMOZ, but I don't. Oh, and don't forget to look at the domain age column.

## EXAMPLE 4 - SUGAR READINGS

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**Keyword Phrase:** Sugar readings

**Where My Page Ranks:** #2

**Broad Match Competition:** 1,280,000

**Exact Match Competition:** 32,100

### BROAD MATCH SCREENSHOT FROM GOOGLE:

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The screenshot shows a Google search interface with the query "Sugar readings". The search bar includes the Google logo, the text "Sugar readings", a "Search" button, and a link to "Advanced Search". Below the search bar, the results section is titled "Web" with a link to "Show options...". The results are displayed in a list format. The first result is "Blood Sugar Levels - My Blood Sugar - Your Source For Better Health!" with a description: "A normal blood sugar reading is 70-120. Like blood pressure monitoring, one high or low reading does not indicate a serious condition. ... mybloodsugar.net/sugar\_levels.htm - Cached - Similar". The second result is "What are Normal Blood Sugar Level Readings?" with a description: "7 Nov 2008 ... Blood sugar levels must be kept within a strict range in the body if long term damage is to be avoided. This is the problem with diabetics, ... bloodsugardiabetic.com/.../what-are-normal-blood-sugar-level-readings/ - Cached - Similar". The third result is "Diabetic Convert Blood Sugar Readings Tools and Calculators for ..." with a description: "This tool allows you to convert a typical United States measure of blood glucose to a measurement more common in European countries and countries using the ... diabeticgourmet.com/Tools\_and.../Convert\_Sugar\_Readings/ - Cached - Similar". On the right side of the results, there is a "Sponsored" section with a link to "Diabetes" and a description: "Get the Ans Diabetes rea www.RightH See your ad". The results are numbered "Results 1 - 10 of about 1,280,000 f".

### EXACT MATCH GOOGLE COMPETITION SCREENSHOT:

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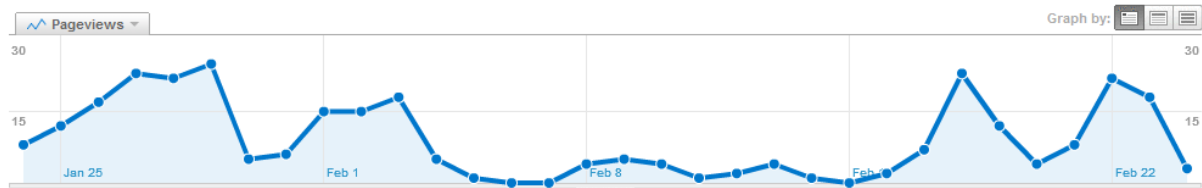
The screenshot shows a Google search interface with the query "Sugar readings". The search bar includes the Google logo, the text "Sugar readings", and a search button. Below the search bar, the results section is titled "Web" with a link to "Show options...". The results are displayed in a list format. The first result is "What are Normal Blood Sugar Level Readings?" with a description: "7 Nov 2008 ... Blood sugar levels must be kept within a strict range in the body if long term damage is to be avoided. This is the problem with diabetics, ... bloodsugardiabetic.com/.../what-are-normal-blood-sugar-level-readings/ - Cached - Similar". The second result is "Diabetic Convert Blood Sugar Readings Tools and Calculators for ..." with a description: "This tool allows you to convert a typical United States measure of blood glucose to a measurement more common in European countries and countries using the ... diabeticgourmet.com/Tools\_and.../Convert\_Sugar\_Readings/ - Cached - Similar". The results are numbered "Results 1 - 10 of about 32,100 for 'Sugar read".

Before we look at the Market Samurai competition, let's look at the traffic stats for this page.

#### Entrance Keywords:

/diabetestreatment/signssymptomsdiabetes/what-are-normal-blood-sugar-level-readings/

Jan 24, 2010 - Feb 24, 2010



Incidentally, over the last year this page has been found for 1,275 DIFFERENT phrases.

Let's look at the Market Samurai SEO Competition screenshot for this term. You will notice that Market Samurai returns my site as third, not second as in my screenshot above. Market Samurai undoubtedly is querying a different server to the one I query here in Spain, but feel free to check the ranking yourself at Google:

Keyword: Sugar readings

☐ Track Rank

#### SEO Competition

☒ Off Page

☒ Domain Age (DA)
☒ Page Rank (PR)
☒ Google Index Count (IC)
☒ Page Backlinks (BLP)

☒ On Page

☒ Domain Backlinks (BLD)
☒ Page .edu/.gov Backlinks (BLEG)
☒ DMOZ Directory (DMZ)
☒ Yahoo Directory (YAH)

☒ Keyword in Title? (Title)
☒ Keyword in URL? (URL)
☒ Keyword in Description? (Desc)
☒ Keyword in Header Tag? (Head)

☒ Google Cache Age (CA)

Type of Backlink: 

External

Generate Results

Hide Column Filters

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://mybloodsugar.net/sugar/">http://mybloodsugar.net/sugar/</a>	9	2	65	9	217	0	Y	N	N	N	N	N	6
2	<a href="http://www.diabetesmonitor.co">http://www.diabetesmonitor.co</a>	11	3	3,520	5	10,100	0	Y	Y	N	N	N	N	8
3	<a href="http://bloodsugardiabetic.com/di">http://bloodsugardiabetic.com/di</a>	-	1	166	0	109	0	N	Y	Y	Y	N	Y	5
4	<a href="http://diabetes-treatment-suite1">http://diabetes-treatment-suite1</a>	2	2	140	49	19,700	0	N	N	Y	Y	N	Y	11
5	<a href="http://www.diabeticseniors.com/">http://www.diabeticseniors.com/</a>	8	0	169	0	944	0	N	Y	N	N	N	N	21
6	<a href="http://diabeticgourmet.com/Tool">http://diabeticgourmet.com/Tool</a>	-	2	1,150	2	3,650	0	Y	Y	Y	Y	N	N	10
7	<a href="http://www.piece-by-piece.net/Di">http://www.piece-by-piece.net/Di</a>	10	0	207	12	952	0	N	N	Y	N	N	N	13
8	<a href="http://www.virginiamason.org/bo">http://www.virginiamason.org/bo</a>	11	0	3,100	1	12,300	0	Y	Y	N	N	N	N	10
9	<a href="http://en.wikipedia.org/wiki/Bloo">http://en.wikipedia.org/wiki/Bloo</a>	7	5	6,550,000	944	55,800,000	7	Y	Y	N	N	N	N	2
10	<a href="http://www.tudiabetes.org/forum">http://www.tudiabetes.org/forum</a>	-	0	67,700	0	3,920	0	Y	N	Y	N	N	Y	24

Data Courtesy of [Market Samurai](#)

Again domain age is working against me, and PR is lower than 3 of the other pages in beats in the top 10. However, look at the backlinks to the pages. Mine doesn't have any, while most of the others in the top 10 do. The authority site in position 9 (Wikipedia) has 944 links to that page on blood sugar including 7 from .edu/.gov pages. And the site in position 4, below mine, has 49 links pointing to it. That page is specifically about blood sugar readings so is a real competitor of my page. My page also beats 4 that are listed in DMOZ.



Once again, I think we can see that Page Rank and links are not the be-all-and-end-all of ranking. Ranking is all about relevancy and quality of not just the content but also the off-page factors.

## EXAMPLE 5 - DIABETIC CAKE MIX

---

**Keyword Phrase:** Diabetic cake mix

**Where My Page Ranks:** #1

**Broad Match Competition:** 693,000

**Exact Match Competition:** 174,000

### BROAD MATCH SCREENSHOT FROM GOOGLE:

---

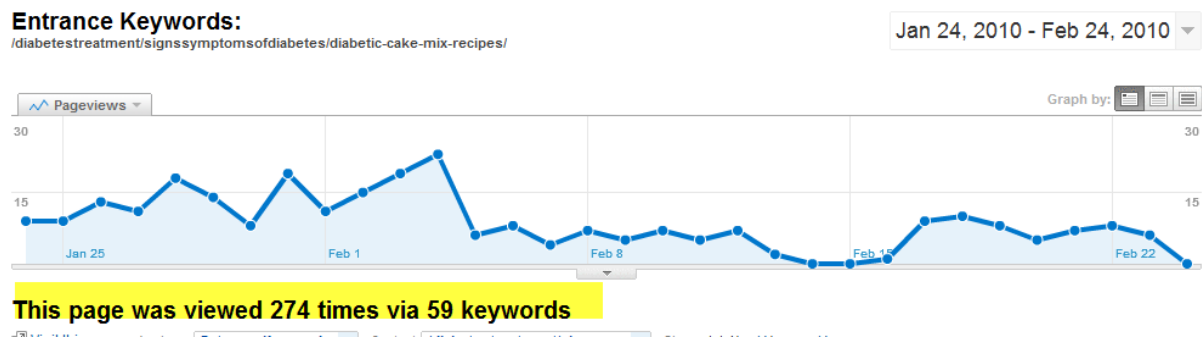
The screenshot shows a Google search for "Diabetic cake mix". The search bar contains the text "Diabetic cake mix" and the "Search" button is visible. Below the search bar, the results are displayed. The first result is "Diabetic Cake Mix Recipes" from bloodsugardiabetic.com, which is highlighted in yellow. Below this, there are two more results: "Diabetic Recipes: Amazing Diet Soda Cake Recipe" and "Diabetic Recipes: Almost Better than Sex Cake Recipe", both from dlife.com. To the right of the search results, there is a sidebar with sponsored links for "Diabeti", "Free Dia", "Lunch - \$", "www.dia", "Free Di", "Get Free", "Find Rec", "www.dia", and "See your". At the top right of the results area, it says "Results 1 - 10 of about 693,000".

### EXACT MATCH GOOGLE COMPETITION SCREENSHOT:

---

The screenshot shows a Google search for "Diabetic cake mix". The search bar contains the text "Diabetic cake mix" and the "Search" button is visible. Below the search bar, the results are displayed. The first result is "Diabetic Cake Mix Recipes" from bloodsugardiabetic.com, which is highlighted in yellow. Below this, there are two more results: "Diabetic Recipes: Amazing Diet Soda Cake Recipe" and "Diabetic Recipes: Almost Better than Sex Cake Recipe", both from dlife.com. To the right of the search results, there is a sidebar with sponsored links for "Diabeti", "Free Dia", "Lunch - \$", "www.dia", "Free Di", "Get Free", "Find Rec", "www.dia", and "See your". At the top right of the results area, it says "Results 1 - 10 of about 174,000 for \"

.. and here is the traffic stats for that page:



Again we can see a page that is being found for a large number of search terms. In the last 10 months (this page has only been around for 10 months), this page was found for 486 keyword phrases.

Let's look at the Market Samurai SEO Competition screenshot for this term:

**Keyword:** Diabetic cake mix ☐ Track Rank

### SEO Competition

☒ Off Page
 ☒ On Page

☒ Domain Age (DA)
 ☒ Domain Backlinks (BLD)
 ☒ Keyword in Title? (Title)
 ☒ Google Cache Age (CA)

☒ Page Rank (PR)
 ☒ Page .edu/.gov Backlinks (BLEG)
 ☒ Keyword in URL? (URL)

☒ Google Index Count (IC)
 ☒ DMOZ Directory (DMZ)
 ☒ Keyword in Description? (Desc)

☒ Page Backlinks (BLP)
 ☒ Yahoo Directory (YAH)
 ☒ Keyword in Header Tag? (Head)

Type of Backlink:

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://bloodsugardiabetic.com/diabet">http://bloodsugardiabetic.com/diabet</a>	-	1	166	0	109	0	N	Y	Y	Y	N	Y	7
2	<a href="http://www.dlife.com/diabetes/diabeti">http://www.dlife.com/diabetes/diabeti</a>	9	1	42,300	3	19,700	0	Y	Y	N	N	N	N	7
3	<a href="http://www.dlife.com/diabetes/diabeti">http://www.dlife.com/diabetes/diabeti</a>	9	0	42,300	0	19,700	0	Y	Y	N	N	N	N	19
4	<a href="http://diet.lovetoknow.com/wiki/Diabe">http://diet.lovetoknow.com/wiki/Diabe</a>	4	2	1,110	4	55,200	0	N	Y	Y	Y	N	Y	6
5	<a href="http://www.cooks.com/rec/search/0,1">http://www.cooks.com/rec/search/0,1</a>	-	2	483,000	9	39,500	0	Y	Y	N	N	N	N	0
6	<a href="http://www.americandiabeteswholes">http://www.americandiabeteswholes</a>	5	0	1,720	1	10,700	0	N	Y	Y	N	Y	N	7
7	<a href="http://organizedwisdom.com/Diabetic">http://organizedwisdom.com/Diabetic</a>	4	2	115,000	0	14,100	0	N	N	Y	Y	N	Y	10
8	<a href="http://www.democraticunderground.c">http://www.democraticunderground.c</a>	9	2	2,270,000	0	530,000	0	Y	Y	Y	N	Y	Y	12
9	<a href="http://blogs.webmd.com/healthy-reci">http://blogs.webmd.com/healthy-reci</a>	-	3	6,530	3	177,000	0	N	N	N	N	N	Y	22
10	<a href="http://www.foodbanter.com/diabetic/1">http://www.foodbanter.com/diabetic/1</a>	6	0	4,030	0	933	0	Y	N	Y	Y	Y	Y	8

Data Courtesy of [Market Samurai](#)

I think I can leave you to draw your own conclusions from this table. Once again we are seeing similar features. From this table, it is difficult to see why my page is #1.

## EXAMPLE 6 - GLUCOSE MONITOR KITS

**Keyword Phrase:** Glucose monitor kits

**Where My Page Ranks:** #2

**Broad Match Competition:** 520,000

**Exact Match Competition:** 231,000

### BROAD MATCH SCREENSHOT FROM GOOGLE:

The screenshot shows a Google search for "Glucose monitor kits". The search bar contains the text "Glucose monitor kits" and the "Search" button is visible. Below the search bar, the results are displayed. The first result is a sponsored link from "Glucose Test Manufacturer" with the URL "www.Accu-Chek.com". The second result is a sponsored link from "Blood Glucose Meter" with the URL "www.ruicare.com". The third result is a sponsored link from "Blood Glucose Meter - Glucose Monitor Kits - Glucose Monitor" with the URL "www.americiandabeteswholesale.com". The fourth result is a sponsored link from "Glucose Monitor Kits" with the URL "bloodsugardiabetic.com". The fifth result is a sponsored link from "True Track Smart System Blood Glucose Monitor Kit" with the URL "Amazon.com". The sixth result is a sponsored link from "Bayer Ascensia Contour Glucose Monitor Kit - Royal Purple" with the URL "American Diabetes ...". The search results are displayed in a list format with the title, URL, and a brief description for each result. The "Sponsored Links" section is highlighted in yellow. The "Results 1 - 10 of about 520,000" banner is also visible.

Google

Glucose monitor kits

Search

Advanced Search

Web [Show options...](#) Results 1 - 10 of about 520,000


**Glucose Test Manufacturer**  
[www.Accu-Chek.com](http://www.Accu-Chek.com) Blood glucose monitoring system by Accu-Chek. OEM and distributor opportunities.

**Blood Glucose Meter**  
[www.ruicare.com](http://www.ruicare.com) Supply all kinds of Glucosemeters Contract Manufacturing/OEM/ODM

**Blood Glucose Meter - Glucose Monitor Kits - Glucose Monitor**  
Buy **glucose monitor kits** and diabetic testing supplies from various brands at discounted prices only at American Diabetes Wholesale.  
[www.americiandabeteswholesale.com/-...Glucose-Monitor-Kits/Categories.bok](http://www.americiandabeteswholesale.com/-...Glucose-Monitor-Kits/Categories.bok) - [Cached](#) - [Similar](#)

**Glucose Monitor Kits**  
10 Dec 2008 ... **glucose-monitor-kits** Blood **glucose monitoring kits** are manufactured by a range of companies including Abbott FreeStyle, Accu-Chek Active, ...  
[bloodsugardiabetic.com/information/.../glucose-monitor-kits/](http://bloodsugardiabetic.com/information/.../glucose-monitor-kits/) - [Cached](#) - [Similar](#)

**Shopping results for Glucose monitor kits**

 **True Track Smart System Blood Glucose Monitor Kit**  
\$21.99 new - [Amazon.com](http://Amazon.com)

 **Bayer Ascensia Contour Glucose Monitor Kit - Royal Purple**  
\$29.99 new - [American Diabetes ...](http://American Diabetes ...)

**Sponsored Links**

[Glucose Test Manufacturer](#)  
[Blood Glucose Meter](#)  
[Blood Glucose Meter - Glucose Monitor Kits - Glucose Monitor](#)  
[Glucose Monitor Kits  
\[True Track Smart System Blood Glucose Monitor Kit\]\(#\)  
\[Bayer Ascensia Contour Glucose Monitor Kit - Royal Purple\]\(#\)](#)

**See y**

### EXACT MATCH GOOGLE COMPETITION SCREENSHOT:

The screenshot shows a Google search for "Glucose monitor kits". The search bar contains the text "Glucose monitor kits" and the "Search" button is visible. Below the search bar, the results are displayed. The first result is a sponsored link from "Glucose Test Manufacturer" with the URL "www.Accu-Chek.com". The second result is a sponsored link from "Blood Glucose Meter" with the URL "www.ruicare.com". The third result is a sponsored link from "Blood Glucose Meter - Glucose Monitor Kits - Glucose Monitor" with the URL "www.americiandabeteswholesale.com". The fourth result is a sponsored link from "Glucose Monitor Kits" with the URL "bloodsugardiabetic.com". The fifth result is a sponsored link from "True Track Smart System Blood Glucose Monitor Kit" with the URL "Amazon.com". The sixth result is a sponsored link from "Bayer Ascensia Contour Glucose Monitor Kit - Royal Purple" with the URL "American Diabetes ...". The search results are displayed in a list format with the title, URL, and a brief description for each result. The "Sponsored Links" section is highlighted in yellow. The "Results 1 - 10 of about 231,000 for 'Glucose monitor kits'" banner is also visible.

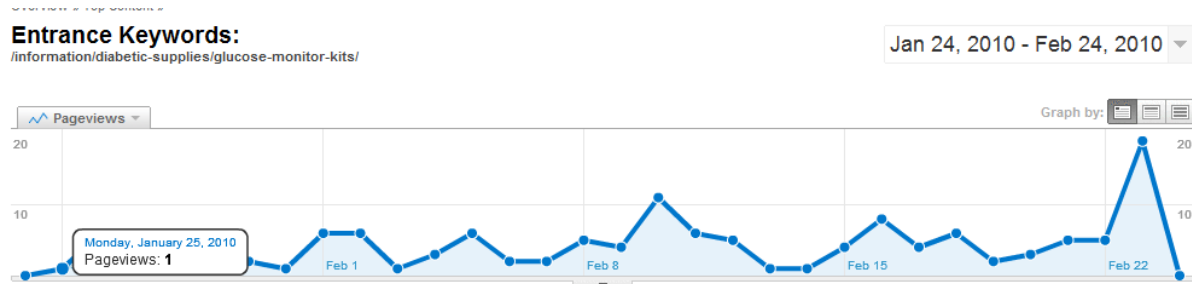
Google

"Glucose monitor kits"

Search

Web [Show options...](#) Results 1 - 10 of about 231,000 for "Glucose monitor kits"

Here is the traffic stats:



**This page was viewed 143 times via 79 keywords**

This page has been found less than some of the others, but we see the typical high number of phrases.

What is worth more to me than the amount of traffic to this page is the amount of targeted traffic to this page. Looking at some of the phrases this page has been found for in the last month, I can see that targeted traffic is coming. Here are a few screenshots of some of the phrases the page has been found for – I have highlighted “makes & models” in the phrases (the types of phrases buyer type in):

28.	prestige iq starter kit
29.	what is in a blood glucose kit?
30.	"sugar spikes"
31.	accu chek aviva start+50strips
32.	accu chek free style lite price in india
33.	advocate diabetes meter kit 4223b blood
34.	advocate diabetes meter kit rating
35.	advocate glucose duo youtube
36.	advocate glucose monitoring sistem
37.	advocate/duo/redi-code
38.	ast meter kit review
58.	freestyle blood glucose testing kit
59.	freestyle freedom lite glucose monitoring system review
60.	freestyle freedom lite strips in india
61.	freestyle lite blood glucose monitoring system review

73.	prodigy autocode review
74.	prodigy autocode talking glucose monitor reviews
75.	prodigy talking combo blood pressure meter and glucose meter
76.	smart check blood kit
77.	wavesense keynote or presto glucose meter rating
78.	wavesense presto cat
79.	which monitor bayer accu-chek or freestyle

Let's look at the Market Samurai SEO Competition screenshot for this term (again you will see Market Samurai putting my site at #3, not #2 as I found when I searched Google.):

Keyword: Glucose monitor kits
☐ Track Rank

### SEO Competition

☒ Off Page
☒ On Page

☒ Domain Age (DA)
☒ Domain Backlinks (BLD)
☒ Keyword in Title? (Title)
☒ Google Cache Age (CA)

☒ Page Rank (PR)
☒ Page .edu/.gov Backlinks (BLEG)
☒ Keyword in URL? (URL)

☒ Google Index Count (IC)
☒ DMOZ Directory (DMZ)
☒ Keyword in Description? (Desc)

☒ Page Backlinks (BLP)
☒ Yahoo Directory (YAH)
☒ Keyword in Header Tag? (Head)

Type of Backlink: External
Generate Results
Hide Column Filters

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://www.americandiabete">http://www.americandiabete</a>	5	3	1,720	185	10,800	0	N	Y	Y	Y	Y	Y	9
2	<a href="http://www.americandiabete">http://www.americandiabete</a>	5	2	1,720	6	10,700	0	N	Y	N	N	N	N	7
3	<a href="http://bloodsugardiabetic.co">http://bloodsugardiabetic.co</a>	-	1	166	4	109	0	N	Y	Y	Y	Y	Y	5
4	<a href="http://www.amazon.com/Abb">http://www.amazon.com/Abb</a>	11	2	198,000,000	0	164,000,000	0	Y	Y	N	N	N	N	16
5	<a href="http://www.amazon.com/b?i">http://www.amazon.com/b?i</a>	11	4	198,000,000	2	164,000,000	0	Y	Y	N	N	N	N	-
6	<a href="http://www.buzzle.com/articl">http://www.buzzle.com/articl</a>	9	2	229,000	0	135,000	0	Y	Y	N	N	N	N	21
7	<a href="http://www.diabetes-supply">http://www.diabetes-supply</a>	9	2	50	8	139	0	Y	N	Y	N	Y	N	12
8	<a href="http://www.independentlivi">http://www.independentlivi</a>	12	1	5,280	1	4,380	0	Y	Y	N	N	N	N	7
9	<a href="http://www.geeks.com/detail">http://www.geeks.com/detail</a>	11	2	43,000	0	77,700	0	Y	Y	N	N	N	N	-
10	<a href="http://www.sammonspresto">http://www.sammonspresto</a>	13	1	7,870	0	3,660	0	N	Y	N	N	N	N	-

Data Courtesy of [Market Samurai](#)

The Page Ranks are a little more obvious here, with only two of the top 10 having the same Page Rank 1 as mine. All the others are 2, 3, or 4.

Domain age is again standing out as an obvious deficiency in my site, as are the lack of a DMOZ.

I'll leave you to look over that table. Let's look at a final example.

## EXAMPLE 7 - BLOOD SUGAR SPIKES

---

**Keyword Phrase:** Blood sugar spikes

**Where My Page Ranks:** #2

**Broad Match Competition:** 48,000,000

**Exact Match Competition:** 1,390,000

### BROAD MATCH SCREENSHOT FROM GOOGLE:

---

The screenshot shows a Google search interface with the query "Blood sugar spikes" entered in the search bar. The search button is labeled "Search" and there is a link for "Advanced Search". Below the search bar, the results are displayed under the heading "Web" with a link to "Show options...". The results show "Results 1 - 10 of about 48,000,000". The first result is titled "Strike the **Spike** :: Diabetes Self-Management" and includes a snippet: "Today's the big day! After months of working hard to achieve tight **blood glucose** control and actually succeeding most of the time, you're about to get the ...". The second result is titled "What is a **sugar spike** when you have diabetes" and includes a snippet: "5 Nov 2008 ... **Sugar spikes** affect everyone, but they are not something normal, healthy people have to worry about unnecessarily. However, in diabetics it ...". The third result is titled "Do you know what to eat for all-day energy? A few key ingredients ..." and includes a snippet: "Baked goods like the ROLL and CROUTONS--which are made with white flour and lack fiber will cause a **spike** in your **blood sugar** level and insulin production. ...".

### EXACT MATCH GOOGLE COMPETITION SCREENSHOT:

---

The screenshot shows a Google search interface with the query "Blood sugar spikes" entered in the search bar. The search button is labeled "Se". Below the search bar, the results are displayed under the heading "Web" with a link to "Show options...". The results show "Results 1 - 10 of about 1,390,000 for 'Blood sugar spikes'".

We have seen this page in an earlier example – Example 3 - Sugar Spikes. You have therefore already seen the traffic stats for the page. Let's have a look at the SEO Competition for this phrase:

Keyword: Blood sugar spikes

☐ Track Rank

### SEO Competition

☒ Off Page
 

☒ Domain Age (DA)
 ☒ Page Rank (PR)
 ☒ Google Index Count (IC)
 ☒ Page Backlinks (BLP)

☒ On Page
 

☒ Domain Backlinks (BLD)
 ☒ Page .edu/.gov Backlinks (BLEG)
 ☒ DMOZ Directory (DMZ)
 ☒ Yahoo Directory (YAH)

☒ Keyword in Title? (Title)
 ☒ Keyword in URL? (URL)
 ☒ Keyword in Description? (Desc)
 ☒ Keyword in Header Tag? (Head)
 ☒ Google Cache Age (CA)

Type of Backlink: External
Generate Results
Hide Column Filters

#	URL	DA	PR	IC	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	<a href="http://www.diabetesselfmanage">http://www.diabetesselfmanage</a>	9	2	7,960	2	17,100	0	Y	N	N	N	N	N	21
2	<a href="http://bloodsugardiabetic.com/di">http://bloodsugardiabetic.com/di</a>	-	1	166	0	109	0	N	Y	N	N	N	N	5
3	<a href="http://www.restoreunity.org/unde">http://www.restoreunity.org/unde</a>	11	0	205	0	339	0	Y	Y	N	Y	N	N	14
4	<a href="http://ezinearticles.com/?How-to">http://ezinearticles.com/?How-to</a>	10	1	2,470,000	0	1,230,000	0	Y	N	N	N	N	N	-
5	<a href="http://www.nytimes.com/2009/0">http://www.nytimes.com/2009/0</a>	13	4	12,900,000	67	18,500,000	0	Y	Y	N	N	N	N	-
6	<a href="http://www.carbs-information.co">http://www.carbs-information.co</a>	6	2	1,510	32	2,030	0	N	Y	N	N	N	N	13
7	<a href="http://www.diabetesincontrol.co">http://www.diabetesincontrol.co</a>	10	2	6,500	5	4,190	0	Y	N	N	N	N	N	-
8	<a href="http://www.articlesbase.com/djs">http://www.articlesbase.com/djs</a>	4	0	876,000	0	484,000	0	Y	N	N	N	Y	Y	2
9	<a href="http://www.ehow.com/how_589">http://www.ehow.com/how_589</a>	10	0	4,420,000	0	1,940,000	0	Y	Y	Y	Y	Y	Y	11
10	<a href="http://www.healthboards.com/b">http://www.healthboards.com/b</a>	11	0	153,000	2	23,700	0	Y	Y	N	N	N	N	9

Data Courtesy of [Market Samurai](#)

You should be able to pick out the important points from this table by now. I should just point out the DMOZ column though. 8 of the top 10 domains for this term are in DMOZ.



## WHY DO I THINK MY PAGES HAVE OUT-PERFORMED HIGHER PR, HIGHER AUTHORITY PAGES?

---

Ranking is clearly more than just Page Rank and inbound links. We have seen several examples here where a page that cannot compete in terms of inbound links, domain authority, Page Rank, domain age, etc, is appearing high up the SERPs.

Why is that?

Creating a site where its pages will rank well is a little like doing a jigsaw puzzle. You need to get all the pieces together and assemble them so that you can see the full picture.

Fortunately, unlike the Christmas jigsaw project I remember as a kid round my granny's house, this puzzle has fewer pieces. Here they are:

1. Site Structure should be set up to maximize Page Rank to the important pages. In addition, related pages should reference each other via text link. Creating a basic silo style site will make this easier, since pages in the same "category" can be more easily linked together, especially if you are using Wordpress to build your site.
2. Content should be of a high quality so that it attracts links. The content should be well-themed around the main idea, concept or phrase you are targeting. This will ensure your page is seen as valuable enough to include in Google's Authority Set, as well as rank for hundreds of long tail phrases. (NOTE: If you use Wordpress, modify the templates so that you eliminate duplicate content on the site).
3. As the competition of your target phrases increases, you will need to do more work to rank for the phrase. While the points above will give you a huge advantage over 99% of webmasters, you still need to work at the more competitive phrases. Quality inbound links are necessary and they need to be on related pages (preferably on authority sites). However, since you have completed parts one and two above, as you work away at getting those links, your page is likely to attract targeted traffic for the long-tail relating to that topic. It's kind of like having your cake and eating it.

## HOW LONG DO RANKINGS LAST?

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Doing everything right on your site can result in fast rankings. I am sure you have seen videos demonstrating this. But do those fast rankings last? Certainly the page may come in and then go out of Google's index only to return a few days later, but what happens over time to a well-ranked page?

Since we have covered the [sugar spike page in example 3 of this report](#), I thought I would just try to answer this question for you.

From my experience, two things are likely to cause your page to drop down the listings. One of these things will even result in your page being removed altogether.

### PROBLEM 1 - COMPETITORS

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The first thing is competitors. When new, better optimized pages come along, they can move ahead of you, so you naturally drop down the rankings. To combat this, you may need to get more links pointing to your page assuming you have done everything you can with the on-page stuff. I have an example page on my Blood Sugar Diabetic site where I was #1 for a long time for the term "i-pet glucose meter". However, when the merchant I promoted left Shareasale, I stopped trying to compete against the other webmasters vying for top spot, so I left the page alone. Over the last year or so, that page slowly dropped down the rankings to around #12. However, that page did not continue dropping and finally disappear like some pages do (I will tell you in a minute why that happens). Recently I found the i-pet glucose meter at Amazon so updated my page. Over the last couple of weeks the page has bounced around the top 10, and as I check right now, its sitting at #4:

[Advanced Search](#)Web [Show options...](#)

Results 1 - 10 of about 27,300 for i-p

**[iPet Glucose Meter - Insulin Syringes, Pen Needles and Lancets ...](#)**

iPet, is the new leader in **glucose meter** technology for **pet's** from the industry's foremost ...

**iPet Blood Glucose Meter; iPet Blood Glucose Test Strips (10) ...**

[www.ulti-care.com/iPet-Blood-Glucose-Monitoring.html](http://www.ulti-care.com/iPet-Blood-Glucose-Monitoring.html) - [Cached](#) - [Similar](#) - [Comments](#) [Print](#) [Close](#)

**[I-Pet Glucose Meter - Hocks.com](#)**

iPet, the new leader in **glucose meter** technology for pets from the industys foremost innovator, UltiMed, Inc. iPet delivers the very latest in blood glucose ...

[hocks.com/hocks-healthcare/hocks-product/U61000.html](http://hocks.com/hocks-healthcare/hocks-product/U61000.html) - [Cached](#) - [Similar](#) - [Comments](#) [Print](#) [Close](#)

**[Shopping results for i-pet glucose meter](#)****[I-Pet Glucose Meter](#)**

\$42.99 new - [Hocks](#)

**[I-Pet Glucose Meter](#)**

\$42.99 new - [NutritionalSupplementPro ...](#)

**[Glucose Meter Kit by I Pet](#)**

\$55.99 new - [DogCatEtc.com](#)

**[reviews ipet blood glucose monitor - Compare Prices and Buy on ...](#)**

iPet Glucose Monitoring Kit for Dogs and Cats iPet is the new leader in **glucose meter** technology for **pet's** from the industry's foremost innovator, UltiMed, ...

[www.shopping.com/-reviews+ipet+blood+glucose+monitor](http://www.shopping.com/-reviews+ipet+blood+glucose+monitor) - [Cached](#) - [Similar](#) - [Comments](#) [Print](#) [Close](#)

**[I-Pet Glucose Meter](#)**

The i-Pet Glucose meter is one of an increasing number of **glucose meters** designed for pets. The i-Pet glucose meter is one of the leaders in **glucose meter** ...

[bloodsugardiabetic.com/tag/i-pet-glucose-meter/](http://bloodsugardiabetic.com/tag/i-pet-glucose-meter/) - [Cached](#) - [Similar](#) - [Comments](#) [Print](#) [Close](#)

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**[Glucose n](#)**

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Contract Mar

[www.taidoc.c](http://www.taidoc.c)

<http://www.tai>

**[Dogs bloo](#)**

Relax. Take i

We have the

[www.RightHe](http://www.RightHe)

<http://www.rigt>

[See your ad](#)

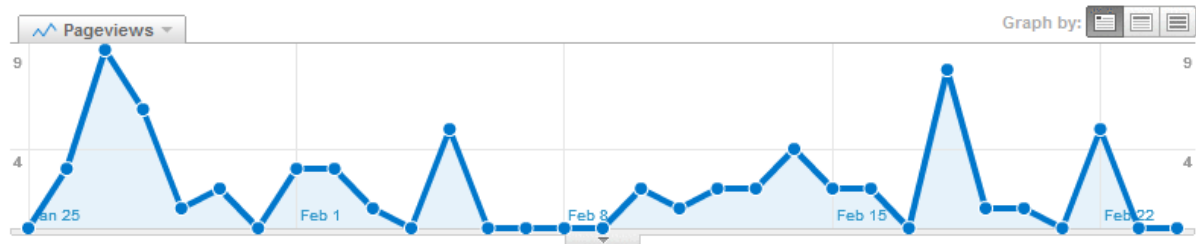
That page is not a huge traffic draw because it's very specific to a product that doesn't have a huge amount of demand, but the traffic that comes is highly targeted.

Here is a screenshot from the last month:

### Entrance Keywords:

/tag/i-pet-glucose-meter/

Jan 25, 2010 - Feb 24, 2010



**This page was viewed 63 times via 21 keywords**

[Visit this page](#) Analyze: **Entrance Keywords** Content: **/tag/i-pet-glucose-meter/** Show: **total** | paid | non-paid

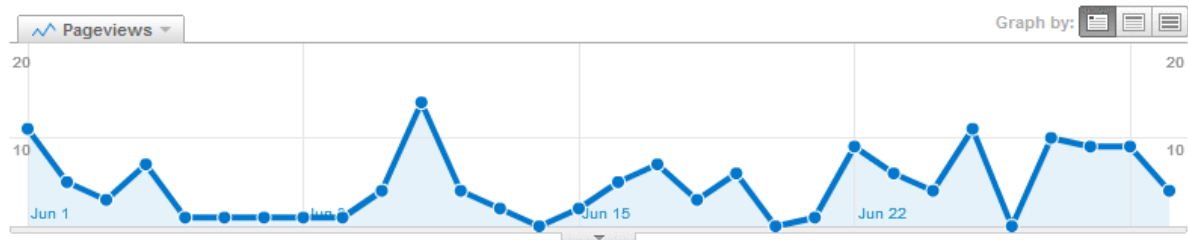
You can see the page was found 63 times in the last month (about twice a day), for a total of 21 different keywords. You see, even on highly targeted product pages you still see the long-tail phrases appear in your logs.

Compare that to the traffic stats when the page was ranked in the top 1-3:

### Entrance Keywords:

/tag/i-pet-glucose-meter/

Jun 1, 2009 - Jun 30, 2009



**This page was viewed 141 times via 34 keywords**

[Visit this page](#) Analyze: **Entrance Keywords** Content: **/tag/i-pet-glucose-meter/** Show: **total** | paid | non-paid

You can see there that the difference between a top 1-3 ranking and a 10 – 12 ranking is significant even for this low demand phrase.

Incidentally, over the lifetime of this page, it has been found for 244 different keyword phrases.

## PROBLEM 2 – POOR CONTENT

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The second, more serious problem that can see your page drop down & out is poor content. It is common for new pages to rank quickly, and quite well. However, as Google starts factoring in the various parts of its algorithm, that page will show its true colours to Google, and Google will award it appropriately – by dropping it down the listings.

OK; what about quality pages that have not seen many new competitors?

Well, let's take a look at the sugar spike page again. When I first wrote that article in November 2008, I recorded a video of the rankings (which took about 6 minutes to get into Google). I haven't done a thing to the page since then. You can watch the YouTube video of that ranking experiment here:

[http://www.youtube.com/watch?v=n\\_oY09XIYc](http://www.youtube.com/watch?v=n_oY09XIYc)

Check the rankings in the video against the current rankings in Google and I think you'll see the answer to the question.

## HOW WEB CONTENT STUDIO CAN HELP YOU WRITE QUALITY THEMED CONTENT

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1. Find Google synonyms by directly querying Google using the tilde search.
2. Find hundreds of potential theme words by querying Google's top ranked pages for any search term you specify using the Keyword Spider built into Web Content Studio. You can see this in action in "[Tutorial 1: Using the Keyword Spider to Find the Most Important Theme Words](#)".
3. Evaluate your selected theme words against the top 10, and optionally auto-deleting those that do not appear on a minimum number of those top 10 pages. You can see this in the video tutorial mentioned in part 2.
4. Article editor with full WYSIWYG, meaning this is the perfect editor for html sites, blogs etc. You can see an overview of the editor in "[Tutorial 3 : WYSIWYG Article Editor](#)".
5. Use the built in Researcher to help you find relevant information, facts etc for your content. You can see the Researcher in action in the "[Tutorial 4 – Researching Information for your Article](#)".
6. Analyze your finished article against your chosen theme words, to make sure it is well-themed. You can watch this in the "[Tutorial 2 : Using and interpreting the Theme Reports](#)".

To read more about Web Content Studio, visit the [Web Content Studio Homepage](#).

If you want a complete course on building affiliate sites with Wordpress, consider my [Wordpress for Affiliate Sites Course](#). In it, you'll watch over my shoulder as I build [Blood Sugar Diabetic](#) – the site featured in this report.

This report was researched and compiled by Dr. Andy Williams

<http://ezseonews.com/>