

# What words describe your business?

## Same Words = Different Results

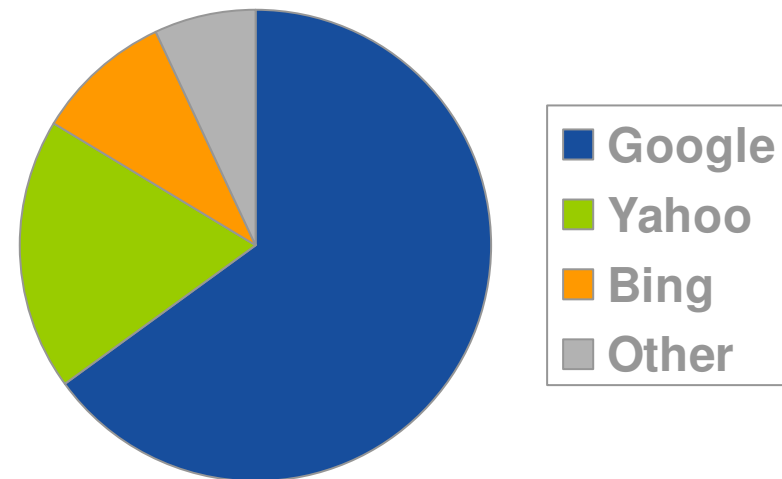
The image displays three search engine results pages for the query "golf products".

- Google:** Shows a search bar with "golf products" and a search button. Below the search bar, there are sponsored links for "TGW - The Golf Warehouse" and "Golfsmith.com".
- Bing:** Shows a search bar with "golf products" and a search button. Below the search bar, there are sponsored links for "golf products" and "Golfsmith.com".
- Yahoo:** Shows a search bar with "golf products" and a search button. Below the search bar, there are sponsored links for "Order Golf Products Now" and "Golfsmith.com".

Arrows point from the text "Paid Results (highlighted)" to the sponsored links in all three search engines. Arrows point from the text "Natural Results" to the organic search results in all three search engines.

# *Opportunities exist because natural results vary between search engines*

- Search engine market share\*
  - Google: 64.9%
  - Yahoo: 18.8%
  - Bing: 9.4%



\*comScore, September 2009

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# *Begin by collecting & analyzing your competition\*: SEO Benchmarking*

- We capture the top 10 “natural search” results on Google, Yahoo & Bing
- We rank them based on search engine market share
- We gather key statistics:
  - Website traffic
  - Inbound link reports
  - Title, Description and Keywords used by each website

\* online, your competitors are anyone using your keywords

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# *Why Competitive Benchmarking?*

- **Identify** keyword competitors and study best practices
- **Discover** new business & partnering opportunities
- **Create** a reference point for making changes and managing progress
- **Learn** what you must do (continue to do?) to rank higher in search results

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# *Create a Custom SEO Benchmark Report for Your Business*

Call to learn more about creating reports for your business, products or services.

David Wogahn

(800) 864-2754 or (760) 942-4227

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For more information call (800) 864-2754 | (760) 942-4227

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# *A Few Definitions*

- Search Term: how you phrase a search engine query.
- Keyword: a word or phrase describing the information found on a page on your website. The objective is for a site's keywords to match search engine queries.
- PageRank: a link analysis algorithm developed by Google to “measure” a site's relative importance.
- In-bound links: links from one website to your website. Google interprets a link from page A to page B as a vote, by page A, for page B.
- DMOZ: a multilingual open content directory of World Wide Web links owned by Netscape and maintained by a community of volunteer editors.
- SEO: Search Engine Optimization

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*This report's\* search term:*

**“golf signs”**

\* October 2009



For more information call (800) 864-2754 | (760) 942-4227

Benchmark	Search Term: golf signs			Domain Name
	Google	Yahoo	Bing	
9.3	1	1	1	www.golfsigns.org
6.7	2		2	www.golfun.net
5.6	5	4	7	www.golfpromos.net
5.2	3			www.tatsupply.com
4.8	6	3		www.golfsignshop.com
4.5	4			www.teesigns.com
3.3	8	7	5	www.teesigns.org
3.0	7		6	www.logosportswear.com
2.5		2	3	www.golf-signs.com
1.3	9			www.discgolfassoc.com
1.2		5		www.golfsigndepot.com
1.0		6		www.iznadgolf.com
0.8		8	9	www.pubsignshop.com
0.7			4	www.golftournamentsigns.org
0.6	10			www.designergolfco.com
0.5		9	10	www.onlinesigns.biz
0.3			8	www.golfgifts.com
0.2		10		www.golfteesigns.net

Benchmark		Page	Indexed		Dmoz	Yahoo	Zoom
Ranking	Domain Name	Rank	Pages	Links In	entry?	entry?	entry?
9.3	www.golfsigns.org	3	0	33	No	No	No
6.7	www.golfun.net	3	411	1,432	Yes	Yes	Yes
5.6	www.golfpromos.net	-	119	238	No	No	No
5.2	www.tatsupply.com	2	5	3	No	No	No
4.8	www.golfsignshop.com	1	84	186	No	No	No
4.5	www.teesigns.com	3	9	37	No	yes	No
3.3	www.teesigns.org	3	9	772	No	yes	No
3.0	www.logosportswear.com	4	2,150	127,430	Yes	No	No
2.5	www.golf-signs.com	-	36	1	Yes	No	No
1.3	www.discgolfassoc.com	5	375	21,527	Yes	No	No
1.2	www.golfsigndepot.com	-	124	326	No	No	No
1.0	www.iznadgolf.com	3	1,130	757	Yes	Yes	Yes
0.8	www.pubsignshop.com	3	3,580	1,750	No	No	No
0.7	www.golftournamentsigns.org	1	5	339	No	No	No
0.6	www.designergolfco.com	-	149	50	No	No	No
0.5	www.onlinesigns.biz	2	877	6,587	Yes	No	No
0.3	www.golfgifts.com	2	0	1,319	Yes	No	No
0.2	www.golfteesigns.net	-	62	N/A	Yes	No	No

Benchmark				
Ranking	Domain Name	Title	Description	Keywords
9.3	www.golfsigns.org	Golf Tee Signs   Reusable Golf Tournament Signs   Free Shipping	missing	golf signs,golf tee signs,golf tournament sign
6.7	www.golfun.net	Golf Gifts:Funny Golf Gifts.Unique Golf Gifts.That Special Golf Gift	Fun golf gifts. Unique golf gifts. Executive and corporate golf gifts.That special golf gift for that special golfer.Balls,clubs,games,books, prints.Free Golf Lafs	golf gifts,golf gift,unique golf gifts,corporate golf gifts,executive golf gifts,novelty golf gifts,funny golf gifts,fine golf gifts,golf tournament gifts,gag golf gifts,golf gift ideas,gifts for golfers,golf balls,novelty golf balls,funny golf balls,hot
5.6	www.golfpromos.net	Golf Signs : Welcome	Golfpromos.net offers Golf Sponsor Tee Signs, Banners, Golf Gifts, and Awards	,gag golf gifts,golf gift ideas,gifts for golfers,golf balls,novelty golf balls
5.2	www.tatsupply.com	Golf Course Accessories, Golf Signs, and Golf Course Supplies from T.A.T. Golf Signs & Supply	T.A.T. Golf Signs & Supply - custom and stock signs, flags, and golf course accessories.	,funny golf balls,hot golf balls,illegal golf balls,golf games,golf novelties
4.8	www.golfsignshop.com	Golf Sign Shop :: Golf Tee Signs - Golf Checks - Golf Banners	Order custom golf signs using our predesigned templates that allow you to create signs with custom messages, photos, and logos. Our print service requires NO MINIMUM QUANTITIES.	,golf signs,funny golf signs,golf prints,golf books,1=golf gifts,fun,unique

Benchmark				
Ranking	Domain Name	Title	Description	Keywords
4.5	www.teesigns.com	golf tournament signs teesigns.com golf tournament hole sponsor signs	golf tournament signs inexpensive hole sponsor signs for fund raising golf tournaments	,executive and corporate golf gifts
3.3	www.teesigns.org	Golf Tee Signs   Quality Sponsor Signs For Golf Tournament Fundraisers	missing	tee signs,golf tournament signs,hole sponsor signs
3.0	www.logosportswear.com	Custom Shirts, Custom T-shirts, Custom Caps, Custom Sweatshirts, Custom Workwear, Team Uniforms, Signs, Banners	Get Custom Shirts, Custom T-shirts, Custom Caps, Custom Sweatshirts, Custom Workwear, Team Uniforms, Signs, Banners without minimum or set-ups	custom shirts,custom t-shirts,custom caps,custom sweatshirts,custom workwear ,custom team uniforms,signs and banners
2.5	www.golf-signs.com	Golf Signs, Tee Signs, Tournament Sponsor Banners - Golf- Signs.com	Your source for custom golf signs, banners, and decals. Customize and order your tee signs online!	golf,sign,tee,banner,tournament,ponso r

Benchmark				
Ranking	Domain Name	Title	Description	Keywords
1.3	www.discgolfassoc.com	Disc Golf Association, DGA   The Company that brought you Disc Golf.	Disc Golf Association is the founding company of disc golf and the leading manufacturer of disc golf course equipment. Information on disc golf equipment , disc golf baskets, disc golf discs, disc golf education, throwing, disc golf tournaments, disc golf	dga disc golf basket course design disc golf association bag course club disc driver equipment game goal putt rules store target tournament video disc pole hole discs frisbee golf course packages flying disc how to play throw outdoor sport park pdga profe
1.2	www.golfsigndepot.com	Welcome to Sign Mart's Golf Sign Depot - Need a Golf Sign? Save online!	Golf tournament signs, hole sponsor signs, golf tournament banners, hole in one signs, golf sign	golf tournament signs, hole sponsor signs, golf tournament banners, hole in one signs, golf sign
1.0	www.iznadgolf.com	Iznad Golf: Gifts, Baskets, Sets, Bags, Clubs, Balls, Clothing, Shoes for Men, Women and Juniors - FREE Shipping	Iznad Golf is your one-stop shop for all your golf equipment and accessories.	golf, accessories, bags, clothing, gifts, baskets, men, women
0.8	www.pubsignshop.com	Personalized Pub Signs, Bar and Tavern Signs from the Pub Sign Shop	Over 4000 personalized pub, bar and tavern signs in wood and metal styles from \$19.99 are available at PubSignShop.com.	groomsmen gifts, buy, sell, pub, bar, sign, signs, metal, wood, tavern, barware, glassware , personalized, coasters, pitchers, glasses, bar rags, parlor, games, dartboards, golf, british, irish, sports, nautical, tropical, tiki

Benchmark				
Ranking	Domain Name	Title	Description	Keywords
0.7	www.golftournamentsigns.org	Golf Tournament Signs   Reusable Golf Tee Signs	--missing--	golf signs,golf tee signs,golf tournament sign
0.6	www.designergolfco.com	Designer Golf Company :: Designer Golf, Golf Signs, Golf Products, Scorecards, Tee Signs, Cast Bronze, Granite	missing	missing
0.5	www.onlinesigns.biz	50% - VINYL BANNERS - SIGN BANNER - SIGNS	Offers vinyl banners including sign banners. 24 HOUR design your own signs online, magnetic signs, car magnets, decals, safety signs.	vinyl banners,sign banners,banner signs,car magnets,magnetic signs
0.3	www.golfgifts.com	GolfGifts.com - Golf Gifts, Golf Accessories Golfers Love!	Fun, personalized, and serious golf gifts for that hard to buy for golfer on your gift list. Christmas golf gift ideas and unique holiday golf gifts.	golf gifts,golf accessories,golf accessory,christmas golf gifts,holiday golf gifts,unique golf gifts,golf gift ideas,personalized golf gifts,gifts for golfers,collegiate golf gifts,fun golf gifts,novelty golf gifts
0.2	www.golfteesigns.net	Custom Golf Signs & Golf tee Signs	Custom golf signs and tournament golf tee signs vinyl lettering or printed.	custom golf signs,golf tee signs,golf signs,golf tournament tee signs,printed golf signs,custom golf tee signs