

COMPETITIVE DIGITAL MARKETING ANALYSIS FOR ABC COMPANY

Prepared in October 2016

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ABC COMPANY'S ONLINE HEALTH



A company's online health can make all the difference in helping your prospects find you while giving your company a professional look and feel. It spans a range of areas including social media, search marketing, content marketing, and even the technical configuration of your company's website.



HERE'S HOW YOUR TOP CONTENT IS PERFORMING ACROSS SOCIAL CHANNELS...

TITLE	TOTAL SHARES	FACEBOOK SHARES	GOOGLE+ SHARES	TWITTER SHARES	LINKEDIN SHARES
An introduction to the ConceptNet Vector Ensemble	88	17	0	44	26
5 tips for using text analytics to give customers what they really want	72	0	0	2	70
Why text analytics is critical for your business	66	0	0	5	61
[Infographic] Text analytics: then and now	64	3	0	7	54
Join us at the AI Summit in San Francisco next month!	62	0	0	5	57
When “wicked” means “good”: dialects, cultures, and customer feedback	58	4	1	8	45
Newsroom Lufthansa	57	0	0	0	57
How disruptive will the new dawn of artificial intelligence be?	53	0	0	0	53
Using your live chat data to drive insights	52	0	0	3	49
Opportunity Lufthansa	50	35	0	0	15
[Case study] Why you shouldn't ignore positive customer feedback	50	0	0	5	45



HERE ARE THE **TOP MENTIONS** OF YOUR COMPANY ONLINE...

Mentions are a useful way to track where and how prospects or influencers are talking about you online.

TITLE	f	in	tw	G+	TOTAL SOCIAL SHARES
Sep 22, 2016: [Case Study] Open-ends and NPS: the Sherlock Holmes to your Watson blog.com - by	0	1	0	0	1
Sep 21, 2016: Eye Makeup Tutorial with MOTD Cosmetics Brushes (Cruelty Free & Vegan!) – Logical Harmony forevermakeups.thefreecpanel.com - by Kamel21	0	0	2	0	2
Sep 21, 2016: FALL GLAM Copper Glitter Cut Crease1 youtube.com	0	0	2	0	2
Sep 21, 2016: Kono Automatically Schedules Your Meetings with Text Analytics from Basis Technology cleveland19.com - by HomeMust	0	0	0	0	0
Sep 21, 2016: Kono Automatically Schedules Your Meetings with Text Analytics from Basis Technology wistv.com - by WIS News 10	0	0	0	0	0

Not seeing as many shares as you would hope? You likely need to expand your social media, influencer engagement, and media relations efforts.





TECHNICAL SITE AUDIT: 5 AREAS FOR IMPROVEMENT

A technical site audit crawls the html on your website to find errors that could be impacting your site's performance and rankings in Google.

Technical site audits are important for your website's performance and rankings in Google. A full site audit analyzes dozens of factors, but here is a snapshot highlighting a few areas to improve.

Not sure what to do with this information? Start by sharing this with your web developer.



CUSTOM 404 ERROR PAGE

✘ No custom 404 error page detected

W3C CSS VALIDATION

✘ Status: FAILED [42 error(s)]

DMOZ

✘ Not listed

TEXT TO HTML RATION

— The Text to HTML ration is 18.73%

W3C MARKUP VALIDATION

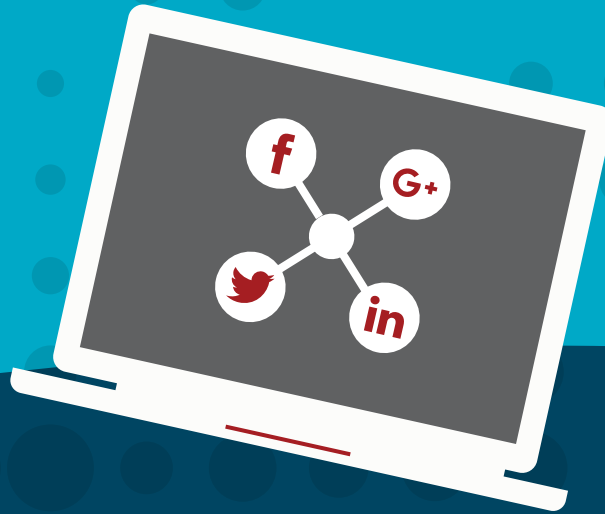
✘ Status: FAILED [3 errors, 4 warning(s)]



YOUR TOP 10 ORGANIC KEYWORDS

Organic keywords are words used in the content of your website that, when executed correctly (through search marketing efforts), will show in search results for free.

KEYWORD	POSITION	MONTHLY SEARCH VOLUME
feedback analytics	14	10
*****	1	40
*****	1	0
*****	1	170
back-end development careers massachusetts	30	0
back-end development careers ma	33	0
natural language processing companies	25	30
back-end development massachusetts	41	0
color survey results	10	10



YOUR COMPETITOR:

CLARABRIDGE



CLARABRIDGE'S TOP CONTENT SHARED ON SOCIAL MEDIA

TITLE	TOTAL SHARES	FACEBOOK SHARES	GOOGLE+ SHARES	TWITTER SHARES	LINKEDIN SHARES
Social Media Etiquette: Your Guide to Engaging as a Person, Not a Logo	498	0	0	5	493
5 Tips for Transforming B2B Customer Feedback into Action Clarabridge	206	0	1	34	171
Jump on these 3 Customer Experience Trends Clarabridge	193	1	1	99	92
Clarabridge Announces Customer Experience Champion (CXC) Award Winners for North America Clarabridge	191	3	0	50	138
ADP Shares how they've Taken Customer Experience across the Globe Clarabridge	189	0	1	38	150
3 Ways CX Leaders Personalize the Customer Experience Clarabridge	186	0	0	51	135
Webinar: CX Journey Mapping	184	0	0	1	183
Clarabridge Announces the Appointment of Yuchun Lee as CEO Clarabridge	183	3	0	9	171
The Top 14 Customer Experience (CX) Stats of 2016 Clarabridge	183	0	0	91	92
C3-2016 Clarabridge	177	10	1	21	144



QUESTIONS TO ASK YOURSELF

Where are your competitors most active on social media?

What types of topics are your competitors writing about most?



CLARABRIDGE'S TOP ONLINE MENTIONS

TITLE	f	in	tw	G+	TOTAL SOCIAL SHARES
Oct 4, 2016: Billion Dollar Unicorns: Blippar Bets on its Visual Browser sramanamitra.com - by OneMillion	0	2	4	0	6
Oct 3, 2016: Rethinking Customer Experience: What Are We Measuring and Why? - Steadware - We evangelize the best tech stuff! steadware.com - by GoodGuy	0	0	1	0	1
Oct 3, 2016: Webinar: Ignoring Managers is Killing Your Customer Experience go.clarabridge.com	0	0	1	0	1
Oct 3, 2016: 21 Of The Best Donald Trump Cartoons You've Ever Seen, Believe Me steadware.com - by GoodGuy	0	0	1	0	1
Oct 3, 2016: Social Media Referrals to eCommerce Sites Have Increased 198 Percent - SteadWare - We evangelize the best tech stuff! steadware.com - by GoodGuy	0	0	1	0	1



QUESTIONS TO ASK YOURSELF

How effectively are your competitors leveraging social media to generate brand awareness?

How similar is their thought leadership content to yours?



CLARABRIDGE'S TOP KEYWORDS

TOP ORGANIC KEYWORDS

KEYWORD	POSITION	MONTHLY SEARCH VOLUME
reston the web platform today	34	0
cem companies	5	0
clara bridge	1	90
clarabridge	1	3600
nps analytics platform	36	0
Survey sentiment software	9	0
cem company	12	20
customer experience management analytics	9	0
cem analytics	6	0
clarabridge inc	1	50

ESTIMATED GOOGLE
ADWORDS BUDGET:
\$4.2K PER MONTH

TOP PAID KEYWORDS FOR GOOGLE ADVERTISING

KEYWORD	POSITION	DAILY SEARCH VOLUME
social crm	7	33.33
voice of the customer	5	53.33
social customer service	14	7
customer experience metrics	4	3.67
social media customer support	7	0.67
customer service tools	3	3.67
customer experience management	14	33.33
crm social	10	0.67
customer experience management software	6	4.67
managing customer experience	5	0.33

 **QUESTIONS TO
ASK YOURSELF:**

Are your competitors ranking for the keywords important to your business?

What can you learn about your competitors based on their keyword choices?

How do these keywords compare to your keywords?



YOUR COMPETITOR: LEXALYTICS



LEXALYTIC'S TOP CONTENT SHARED ON SOCIAL MEDIA

TITLE	TOTAL SHARES	FACEBOOK SHARES	GOOGLE+ SHARES	TWITTER SHARES	LINKEDIN SHARES
You Can Now Predict Trends with this Tool	39	0	0	3	36
Partner Coveo Again Named Most Visionary Leader - Lexalytics Blog	17	0	0	11	6
Sentiment Analysis	15	10	1	4	0
Semantria Web Demo	11	3	0	7	1
An Analysis of the Democratic Debate	10	0	0	10	0
Lexalytics - Blog	5	0	3	2	0
Free Social Media Marketing Courses Through Coursera - Lexalytics Blog	4	0	0	4	0
Lexalytics® Brings Enterprise-Level NLP and Sentiment Analysis to Social Media and Messaging Apps for Android	4	1	0	0	3
Our Hospitality and Restaurant Industry Packs are Here to Work for You - Lexalytics Blog	3	0	0	3	0



QUESTIONS TO ASK YOURSELF

*Where are your competitors most active on social media?
What types of topics are your competitors writing about most?*



LEXALYTIC'S TOP ONLINE MENTIONS

TITLE	f	in	tw	G+	TOTAL SOCIAL SHARES
Oct 4, 2016: Comparison of Linguistic APIs - Named Entity Recognition - Persons, Locations, Organizations linkedin.com - by Yuri Kitin	2	52	9	1	64
Oct 3, 2016: Pharmaceutical Research Made Simple arnoldit.com - by Stephen E. Arnold	1	2	3	1	7
Oct 1, 2016: Pharmaceutical Research Made Simple esg-global.com - by Kari Oldach	3	13	3	1	19
Sep 30, 2016: Wrap-Up on Backup from Microsoft Ignite (with Video) esg-global.com - by Jason Buffington	0	0	3	0	3
Sep 29, 2016: Text Analytics - an important AI Building Block for Business Applications linkedin.com - by Teewee Ang	4	2	1	0	7



QUESTIONS TO ASK YOURSELF

*Are your competitors more active on social media than you are?
How similar is their thought leadership content to yours?*



LEXALYTIC'S TOP KEYWORDS

TOP ORGANIC KEYWORDS

KEYWORD	POSITION	MONTHLY SEARCH VOLUME
software text analysis	16	10
saas analytics software	34	0
text analysis api	20	0
free text analysis	22	0
sentiment analytics software	6	0
text analytics software	12	140
lexalytics	1	480
product sentiment analysis	23	0
free text analytics software	17	0
website text analysis	12	10

ESTIMATED GOOGLE
ADWORDS BUDGET:
\$2.9K PER MONTH

TOP PAID KEYWORDS FOR GOOGLE ADVERTISING

KEYWORD	POSITION	DAILY SEARCH VOLUME
free survey	4	53.33
text analytics	2	33.33
what is text mining	2	3
data analytics tools	10	8.67
text analytics tools	6	1.33
text mining	2	53.33
online data analysis	10	1.67
assessment survey	1	1.33
text analysis	3	33.33
market research survey	4	8.67

 **QUESTIONS TO
ASK YOURSELF:**

Are your competitors ranking for the keywords important to your business?

Can you learn anything from which keywords your competitors have chosen to spend money?

How do these keywords compare to your keywords?

WANT TO LEARN HOW TO **STAND OUT** FROM YOUR COMPETITORS ONLINE?

CONTACT US TODAY FOR INSIGHTS AND RECOMMENDATIONS
BASED ON THE FINDINGS OF THIS REPORT.

Magnetude Consulting is a B2B marketing agency that specializes in working with entrepreneurial companies looking to market the right way in today's increasingly complex environment by providing full-service, fractional marketing department services. Interested in hearing more about our capabilities?

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