

Directly competing sites (Column D) are those that have the exact keyword phrase you are analyzing in the anchor text (the text the user clicks) of links to their site from other websites (rather than simply having the words in that phrase on their pages). Directly competing sites are your serious competition: They are likely already to have invested time and energy into search engine optimization campaigns. They are also likely to continue doing so in the future.

To work out D for any search phrase, I use the allinanchor: Google operator. For example, a search on “allinanchor:business cards” returns 365,000 results and “allinanchor:online business card printing” returns just 13,300. Brad is beginning to smile at last – suddenly the odds don’t look quite so daunting.

Perform an allinanchor: search on Google for each term in turn and enter the number of results into your spreadsheet in Column D. A numerical sort of the column gives you, in ranking order, a better idea of the truly competitive search terms related to your business, products, and services. By now, your spreadsheet should look something like this early draft of Brad’s:

Keywords	Monthly searches	Raw competition	Directly competing	KEI	KOI
Business cards	214,349	245,000,000	365,000		
Business card printing	19,524	42,100,000	36,600		
Online business card printing	1,265	516,000,000	13,300		



To speed up your extraction of Google search results numbers, you may wish to make use of another neat tool, the Google Smackdown analyzer at www.onfocus.com/googlesmack/