Top 3 Competitors, identified through research and comparison to **Client Name**'s business model, emphasis on streaming workout services and fitness blog:

1.   http://dailyburn.com/
2.   https://www.kaylaitsines.com
3.   https://www.yogaglo.com/

These competitors have the highest "Click Value", which is how many views and the value of each site visit each site receives.

General Analysis of Competitor Sites:

http://dailyburn.com
Daily Burn

Content and Design Analysis
    The site loads quickly, and has a very nice visual aesthetic. The company logo in top left corner is simple, with a simple company tag line "A better fit." There is a call to action in the top right corner, and right in the fold/ top of the site picture, "Start your 30-day free trial now." Site does not have any scrolling pictures, and is generally well laid-out with an easy to read theme.

    Below the information at the top of the page, there is a section of icons for "featured in" which shows a robust roster of media coverage and features. Below this area is a "client results"/testimonial section, with scrolling pictures and stories. As one scrolls down, there is additional information to "meet the trainers" and scattered amongst this data are more testimonials and quotes.

    As we approach the bottom of the landing page, there are social media links and additional calls to action, with photos of people doing the workouts nestled within the background scheme, and no borders between the sections.

    Following the Start Trial/Learn More links takes a customer to a page to fill out a login credential and receive more info via email.

    The mobile version of this site is very easy to read, and formats perfectly. The informational text and call to action show immediately upon loading, and scrolling offers concise info and effective pictures to highlight this data. Black text on white background, including pictures that blend well to the aesthetic. On mobile, there are no additional pages to quickly navigate to, which improves the effectiveness of the page overall on phones.

Overall, the site is beautifully designed and loads and functions quickly and correctly. Visitors to the site will be able to understand what the business does immediately, and there are numerous calls to action to learn more and start the free 30 day trial. Site has few additional pages to navigate to, and this simplicity helps the conversion process for potential customers.

SEO Analysis

Page is lacking in meta descriptions and meta keywords. Page title is descriptive of name and tag line, but does not use additional keywords. These keywords are some of the first things a search engine sees and considers when indexing pages to show people searching online results. This could be improved by putting keywords into the title tag and meta description. Page load time is 10.78 seconds. No meta robots found. Meta robots are code that helps search engines index pages for future queries.

Page Authority (PA)	50	--	--
Domain Authority	--	--	69
External Followed Links	392	835	184,523
Linking Root Domains	156	381	19,065

Page authority is 50, which details from 0-100 how likely the page is to rank on a search engine results pages, or SERP. Schema.org is not found on the homepage. This is code that helps search engines return the most relevant data to people searching.

Page has a spam score of 0.

Overall, SEO could be improved by optimizing title tags and meta tags, as well as implementing schema markup, Twitter cards (to help engagement) and addition of microformats (to increase click-through); though this site has very few actual pages aside from landing page.

https://www.kaylaitsines.com
Kayla Latsines

Content and Design Analysis

Site loads to a busy homepage, with dramatic pinkish-red color scheme that is striking though aggressive. A pop-up immediately takes over the screen, urging the visitor to sign up for email updates/newsletter. This pop-up was not as easy to close out of as it could be. The logo is in the top left of the header menu,

with links to additional site pages on the right. The very top of the page is an additional call to action to sign up for the newsletter.

Below the menu, there is a series of fast scrolling advertisements, specials, and info for signing up to services. The menus/pictures change very quickly. It is somewhat apparent what this business does, but this could be easier to understand with less busy content right off the bat. A site visitor would need to examine the page for several seconds to understand the scope of what this business offers. Right below the main intro section is a bio of the company founder, Kayla Itsines, with a picture and some icons detailing the company's media coverage and additional mentions, which is a pretty robust roster.

Business model seems to center around an app and program/community, and there are numerous calls to action to sign up for the community and start the service. The first two pages linked at the top of the page direct a site visitor to an ebook store and product store, followed by a robust blog section. When the "Forum" link is followed, the site redirects to www.sweat.com, which appears to be an over-arching group or company, which www.kaylaitsines.com may be a subsidiary of. Once this page is found in navigation, there is no quick link back to www.kaylaitsines.com, and the browser back button needs to be used. This is less than optimal for converting visitors to customers. At the bottom of the page are social media links.

On mobile, the site is still very busy, and the font on the advertisements could format better for readability. The color scheme makes it a bit difficult to easily read and navigate.

Overall, the site is pretty good, but could benefit from a simpler style, less marketing content/ads, and more information about what the company does right away. This simplification will help keep the reader's attention during search queries, as their questions could be answered in less than 10 seconds. There are some formatting errors as well.

SEO Analysis

Page title tag is descriptive, but could potentially benefit from using some keywords. Meta description is robust, using 138 characters, and the page demonstrates good use of sub-headers and bold font. Page load time is 8.1 seconds in this test. No meta robots found on the home page. Additional site pages are lacking in meta descriptions and good title tags, which can be improved.

Page Authority (PA)	54	--	--
Domain Authority	--	--	52
External Followed Links	9,021	19,112	19,486

Linking Root Domains	2,623	4,054	4,147

Page authority is 54, which is higher than Daily Burn. Schema and microformats are not found, however the site is using Twitter cards to link well to Twitter and increase engagement.

Page spam score is not available.

SEO can be improved on this site with better title tags and meta descriptions for the pages that do not have them, in addition to more text content with keywords. Pictures have no alt text.

https://www.yogaglo.com
YogaGlo

Content and Design Analysis
Site loads quickly to a clean home page, with neutral complimentary colors and logo top left. Right below the logo is a concise description of what the company does, and a price starting point. As a visitor scrolls down the page, the top menu fades and scrolls with the page, allowing access to the subpages and more info easily. Below the top image and info is an easy to read section for more information, including a helpful picture describing how the service is accessible across multiple electronic devices.

There is a call to action at the top of the page, which scrolls with the top menu, next to the login button. Details immediately follow about starting the free 15-day trial. Below this are multiple video testimonials. As a visitor continues scrolling, there are a few more sections with distinct images, information, and buttons to "Learn More." As simple as could be, and very easy to ready. Finally, the page finishes with another call to action. Social media links are at the very bottom, for Twitter, Facebook and Instagram.

The next page, "Our Teachers", starts with a call to action and then includes names and pictures of the team, with links to bios for each one. There are quite a lot of team members/instructors, and each bio page offers a lot of content and more info.

The "Courses" page offers even more content and info, and is well laid out. This page also appears to function as a blog. The 'About Us" page has good use of bold text, in addition to media references and links. Every subpage has a call to action at the bottom.
Mobile site looks and reads just as good as the standard site, and is accessible and friendly.

Overall, this site is very well done and easy to navigate. Of the two previous competitors, www.yogaglo.com is the nicest to look at and navigate,

and has the most robust content. No suggestions for improvement. The site instills confidence, intrigue and excitement for potential customers searching for this type of service.

SEO Analysis

All subpages aside from "Courses" have robust, optimized title tags and meta descriptions. Some additional keywords could potentially be added to these, but they are very good in general. Home page load time is 1.5 seconds. Meta robots are not found on the site.

Page Authority (PA)	54	--	--
Domain Authority	--	--	52
External Followed Links	53,841	63,397	70,440
Linking Root Domains	2,614	3,262	3,639

Page authority is 54, and this site has the highest number of links (root domain) versus kaylaitsines.com and dailyburn.com. Schema and microformats are not found on this site, but it is using Twitter cards for Twitter formatting and improved engagement.

Page spam score is 0.

SEO can be improved on this site by using schema and microformats, and adding title tags and meta descriptions for the "Courses" page. Links are robust, and site content has a lot of space for keywords. Site has numerous subpages, and this content helps SEO purposes.

Client Name
www.**Client Name**.com

Content and Design Analysis

Site has a nice, simple color scheme with easy to read text. Logo is in top left corner, with succinct, impactful tagline included. The very top of the page includes a nice line "Work out with the best world class instructors." Lack of a busy menu helps site visitors navigate and understand the presented info, and including just two links to instructor bios and "FitFashnMusic" is a nice, clean touch.

The home page includes two calls to action, in the main top image and at the bottom of the page. These are easy to see and understand. Including a video next to the company's quick description adds content clout, and the description

gets right to the point. However, there are some minor grammar issues in this section and the next section, "Bringing Fun to Fitness." Under "A Blend of Fitness Methods," the pictures move when moused over and are laid out well. This adds interest.

In the "Instructors" page, inclusion of videos and easy to read bullet points for the instructor bios make this page accommodating and easy to navigate. Robust text content near the bottom allows lots of room for keywords and this amount of content is optimal. Links to the instructor's Instagrams and Spotify playlists are a nice touch, while building links.

The FitFashnMusic blog page will add a lot of solid content and the ability to build links once it is implemented.

The mobile version of the site formats perfectly, and looks great. Cascading the videos, text and additional content flows well and is easy to read and navigate.

Overall, the site is well-designed and encourages a visitor to keep reading. The tasteful pictures add interest and the layout directs the site visitor effectively through important info and marketing blurbs. No recommendations for improvement.

SEO Analysis

No meta descriptions are found, and the title tags for the pages could be optimized to include more text characters and keywords. Headers and bold text could be optimized further. Page load time was 2.9 seconds, and meta robots are missing.

Page Authority (PA)	1	--	--
Domain Authority	--	--	2
External Followed Links	0	0	0
Linking Root Domains	0	0	0

These metrics above are not applicable, as the site has not been launched yet. No spam score available. Site should use schema, Twitter cards, and microformats before launch.

SEO improvements will be implemented during ongoing optimization as part of the campaign.

Side by Side:
-Page Authority
   1. Dailyburn.com: 50

       2. Kaylaitsines.com: 54

       3. Yogaglo.com: 54

       4. **Client Name**.com: n/a

-Links (high to low count)

       1. Dailyburn.com

       2. Yogaglo.com

       3. Kaylaitsines.com

       4. **Client Name**.com (n/a)

-Quality of Meta Descriptions and Title Tags (high to low)

       1. Yogaglo.com

       2. Kaylaitsines.com

       3. Dailyburn.com

       4. **Client Name**.com (n/a)

-Searches by Number (high to low)

       1. Dailyburn.com

       2. Yogaglo.com

       3. Kaylaitsines.com