

Competitive Intelligence Tool

Term	Rank	Ads	Date	Volume	Status
+viewer visio	18	21	2005-09-08	0.40%	new
access drivers windows 98	1	11	2005-09-08	0.40%	new
accounting inventory software	4	40	2005-09-07	0.40%	new
accounting system software	5	33	2005-09-07	0.40%	new
advertising merchandise	1	35	2005-09-07	0.40%	new
att cell phone plan	1	23	2005-09-08	0.40%	new
att long distance	4	36	2005-09-08	0.40%	new
att wireless plan	3	15	2005-09-08	0.40%	new
auto insurance rates	26	40	2005-09-07	0.40%	new
aviation africa	9	26	2005-09-07	0.40%	new

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Introduction

The competitive intelligence tool uses internet usage statistics to provide the means to monitor your competitor's web sites and to identify their major traffic sources. You can find out which sites are responsible for sending traffic to their pages, including search engines, the search keywords used and if the keywords are from organic listings or via paid PPC programs.

The three main tools are link intelligence, search intelligence and campaign intelligence.


Link intelligence provides information as to which web sites and web pages are sending traffic (and how much traffic) to the competitor's web site. Search intelligence provides information as to which keywords are sending traffic to the competitor's web site. Campaign intelligence provides information as to which keywords are being bid on in the competitor's paid campaigns.

Throughout the manual, the competitive intelligence tool will be referred to as CI.

The Competitive Intelligence Interface

All the features of the Competitive Intelligence tool can be accessed via the main page. When logged in, CI will display the domains that are included in the current subscription, and the domains currently being monitored.

Subscribed Domains

Domain	Expires	Referrers	Queries	Paid Terms	Ranked	Meta	Subdomains	Graph	PI Rank	Updated
business.com	2008-11-01	14443	80379	85425	137241	43999	10		1,414	2008-01-11

You are currently subscribed to and monitoring the above domains.

Monitored Domains

<input type="checkbox"/>	Domain	Added	Referrers	Queries	Paid Terms	Ranked	Meta	Subdomains	Updated
<input type="checkbox"/>	example.com	2008-01-16	15169	164	86	210	-	6	2008-01-04

The CI interface

Domain:

The domain that has been subscribed to.

Expires:

The date the domain subscription expires.

Referrers:

The number of referrers (web sites) that have sent traffic to the domain.

Queries:

The number of keyword queries that have sent traffic to the domain.

Paid terms:

The number of paid term queries (ppc, adwords etc) that have sent traffic to the domain.

Ranked:

The number of search terms where the domain ranks in the top 100 on Google.

Meta:

The number of unique keywords found inside keyword META tags on the domain.

Subdomains:

The number of subdomains that are available for the domain.

Graph:

A pie graph displaying Organic vs PPC traffic for the whole domain.

PI rank:

The PI rank of the domain. A site's PI rank score is a 3 month rolling average based on unique sessions. The rank is in descending order, with Google the most popular, at #1.

Updated:

The date of the last data update for the domain.

Link Intelligence

Link intelligence provides information as to which web sites and web pages are sending traffic (and how much traffic) to the competitor's web site.

Referrers

To view the referrers that have been sending traffic to a domain, click the number in the referrers column:

domain	Expires	Referrers	Queries	Paid Terms	Ranked	Meta
business.com	2006-09-09	3198	7105	3146	8864	1934

Clicking on the result in the referrers column

The list of URLs that have referred traffic to the domain, will then be displayed:

Results: 1 - 10 of 1791 Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next](#)

Referrer Host	Volume	Updated	PI Rank	Status
www.google.com	49.36%	2005-09-24	1	
search.yahoo.com	12.18%	2005-09-24	5	
www.google.co.uk	5.45%	2005-09-19	10	
search.msn.com	1.92%	2005-09-19	18	
www.google.com.au	1.92%	2005-06-23	28	
www.google.ca	1.76%	2005-08-19	86	
www.google.nl	1.28%	2005-09-19	25	
sea.search.msn.com	1.12%	2005-06-01	752	
www.google.com.sg	1.12%	2005-06-27	763	
searchportal.information.com	0.96%	2005-09-13	1,493	

[Export](#)

Referrer host:

The hostname of the referrer

Volume:

The percentage of the total amount of referrals for a particular referrer

Updated:

The date of the last referral

PI rank:

The PI rank of the domain. The rank is in descending order, with Google the most popular, at #1

Status:

The status column will show NEW when a referrer has been updated in the last 7 days

To view the data showing the actual page that is sending the referral, click on a referrer host.

Domain: 10 [All](#) | [Subdomains](#) | [Referrers](#) | [Search Terms](#) | [PPC](#)

Results: 11 - 20 of 1791 Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next](#)

Referrer Host	Volume	Updated	PI Rank	Status
www.dogpile.com	0.96% <input type="text"/>	2005-08-05	971	
www.allbusiness.com	0.80% <input type="text"/>	2005-09-23	13,115	NEW
www.search.com	0.80% <input type="text"/>	2005-07-28	4,697	
mysearch.myway.com	0.64% <input type="text"/>	2005-08-19	851	
reviews.search.com	0.64% <input type="text"/>	2005-06-01	37,624	
www.alltheweb.com	0.64% <input type="text"/>	2005-06-01	137	
www.google.it	0.64% <input type="text"/>	2005-06-01	20	
www.highrankings.com	0.64% <input type="text"/>	2005-06-01	1,405	
www.iupitermedia.com	0.64% <input type="text"/>	2005-09-23	58,077	NEW
www.metacrawler.com	0.64% <input type="text"/>	2005-06-01	8,046	

Clicking on a referrer host

The list of pages from the referrer host will then be displayed, along with their relevant data

Domain: 10 [All](#) | [Subdomains](#) | [Referrers](#) | [Search Terms](#) | [PPC](#)

Results: 1 - 4 of 4 Page: [Back](#)

Referrer	Volume	Updated	Status
www.allbusiness.com/biz-directory/index.asp?	42.88% <input type="text"/>	2005-09-17	
www.allbusiness.com/biz-directory/index.asp?	28.57% <input type="text"/>	2005-06-01	
www.allbusiness.com/.../2297-2219-2231.html	14.29% <input type="text"/>		NEW
www.allbusiness.com/best_webindex.asp	14.29% <input type="text"/>		NEW

Referrer data from Allbusiness.com

Note: For privacy reasons, all parameters are stripped from dynamic URLs and no data is collected for secure https:// pages.

A working demo of the referrer hosts feature can be viewed at <http://ci.trellian.com/ci-referrer.html?&host=business.com&search=Search>

Sorting the data

Click on a column title to sort the referrer list by the column values. Click the title again to sort the list in reverse order.

Exporting the data

To export the referrers list, click the Export button. You will be prompted to save the data in a csv (Comma Separated Values) file, which can be opened with Microsoft Excel or any text application such as Notepad.

PI rank graphs:

The PI (Popularity Index) rank is a measure of a site's popularity. A site's PI rank is a 3 month rolling average based on unique sessions. The rank is in descending order, with Google the most popular, at #1. To view the PI rank graph for a referrer hostname or referrer, click on the PI rank result for the particular referrer. To toggle between a session view and page view graph, click the relevant links. The page view will take into account each page view regardless of sessions, whereas the session view will only take into account one page view per session. To change the time scale from 30, 60 or 90 days, click the relevant link. To In the example below, this particular page has been experiencing a decrease in popularity. To display PI rank graphs for multiple domains, enter additional domains in the domain fields, and click the Graph domains button.



PI graph showing page views for 60 days


Analyzing the data

In this example, the top 10 sites that send the most traffic to business.com, are search engines. This means that to effectively compete with this domain, you would need to focus your efforts on Search Engine Marketing. Google, is responsible for over 46% of the overall traffic to the business.com domain, so you would want to look at which search terms drive traffic to this domain, and whether they are paying for any advertising on Google.

The PI rank of your competitors can be monitored regularly to see what impact your efforts have had on the levels of traffic your competitors receive. The main purpose of the PI rank is to track how long term strategies impact the overall traffic levels of your competitors. It provides a comparison between your own online marketing efforts and that of your competitors, making it easy to see who is gaining, or losing market share over time.

Subdomains

The above link intelligence data can also be obtained for subdomains. Click on the subdomain results to view the data. You can subscribe to 4 subdomains without any additional charges.

Monitored Domains								
domain	Expires	Referrers	Queries	Paid Terms	Ranked	Meta	Subdomains	PI Rank
business.com	2006-09-29	3198	7105	3146	8864		9	10,07

Clicking on the subdomain results for the business.com domain

Results: 1 - 10 of 10

Subdomain	Referrers	Queries	Paid	Ranked Terms	PI Rank	Subscribed
business.com	3440	8266	7213	10511	8,118	Yes
ctx.business.com	-	-	-	-	-	Yes
forbes.business.com	-	-	-	87	-	Yes
img.business.com	-	-	-	-	-	Yes
my.business.com	1	-	-	70	178,359	Yes
network.business.com	-	-	-	-	-	Yes
rd.business.com	5	-	-	1	14,808	Yes
secure.business.com	-	-	-	2	-	Yes
smallbizsearch.business.com	1	-	-	-	683,383	Yes
www.business.com	-	-	-	-	782,001	Yes

Subdomains for the business.com domain

Search Intelligence

Search intelligence provides information as to which keywords are sending traffic to the competitor's web site. Search intelligence does not only provide a list of terms your competitors are targeting, but also a measure of how effective they are and which search terms they are paying for.































To view the search intelligence data, click on the query results for a domain:

domain	Expires	Referrers	Queries	Paid Terms	Ranked	Meta
business.com	2006-09-29		7105	3146	8864	193

Clicking the query results for the business.com domain

The list of search terms that have provided a referral to the domain (along with other relevant data) are listed:

Results: 1 - 10 of 80379 Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next](#)

Query	Volume	Graphs	KD	Date	Status
business	0.435% 	 	209,061	2008-01-04	
cover letter	0.137% 	 	35,572	2007-12-08	
business directory	0.135% 	 	7,405	2007-12-02	
business to business	0.118% 	 	4,265	2007-07-01	
business search	0.110% 	 	3,918	2007-11-18	
small business credit cards	0.101% 	 	936	2007-10-17	
business.com	0.096% 	 	1,096	2007-12-08	
real estate sales leads	0.088% 	 	18	2007-03-26	
search business	0.087% 	 	114	2007-03-28	
delaware home equity loan	0.083% 	 	16	2007-04-02	

[Help](#) [Export](#)

Queries for the business.com domain

Query:

The keyword/phrase used to find the web site.

Volume:

The percentage that each search phrase contributes to the total search engine traffic for the domain .

Graphs:

Paid vs Organic Traffic Graph.
Search Engine Traffic Share Graph.

KD:

The total number of searches for the term in the KeywordDiscovery database. This figure provides an indication of the overall traffic volume available for the search term. It is important to note that this figure is not the actual number of searches received by the domain. This is provided in the Volume column.

Date:

The date of the last recorded click for the search term. Click data is updated at the beginning of each week

Status:

The status column will display a NEW icon, if the search term has been added to our database in the last 7 days.

Clicking on a search result in the Query column displays a list of the most popular search phrases incorporating the search result. The searches column contains the number of times that each keyword or phrase appears in the keyworddiscovery.com database. For more information on the Analyze and X-ref functions, please see the manual at www.keyworddiscovery.com

Results: [9,813](#) (0.22 secs) Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [Next](#)

<input type="checkbox"/>	Query	Searches 
<input type="checkbox"/>	business directory	283,380
<input type="checkbox"/>	directory business	85,854
<input type="checkbox"/>	small business directory	56,173
<input type="checkbox"/>	nashville music business directory	33,688
<input type="checkbox"/>	business directory economy employment recruitment uae	24,628
<input type="checkbox"/>	home based business directory	18,320
<input type="checkbox"/>	american business directory	9,200
<input type="checkbox"/>	a small business directory	8,828
<input type="checkbox"/>	italy business directory	6,894
<input type="checkbox"/>	home business directory	6,169
<input type="checkbox"/>	small business uk directory	6,085

Search results for the

“business directory”

keyword




















A working demo of the search intelligence feature can be viewed at <http://ci.trellian.com/ci-query.html?&host=business.com&search=Search>

Identifying Paid vs Organic traffic

To identify Paid vs Organic traffic for a keyword, click on the 1st graph icon.

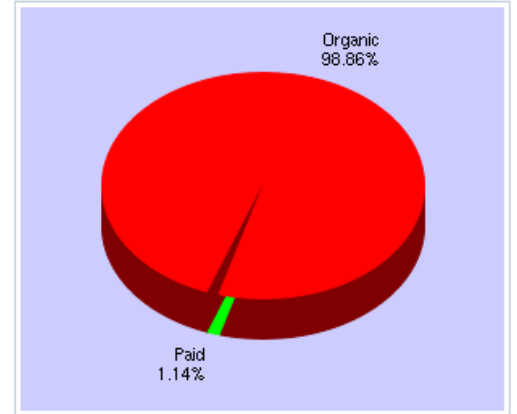
Results: 1 - 10 of 80379

Page: 1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next](#)

Query	Volume	Graphs	KD	Date	Status
business	0.435%	 	209,061	2008-01-04	
cover letter	0.137%	 	35,572	2007-12-08	
business directory	0.135%	 	7,405	2007-12-02	
business to business	0.118%				Paid vs organic traffic for query business directory.
business search	0.110%	 	3,918	2007-11-18	
small business credit cards	0.101%	 	936	2007-10-17	
business.com	0.096%	 	1,096	2007-12-08	
real estate sales leads	0.088%	 	18	2007-03-26	
search business	0.087%	 	114	2007-03-28	
delaware home equity loan	0.083%	 	16	2007-04-02	

Paid vs. Organic Traffic

business directory



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The Paid vs Organic traffic data for the keyword "business directory"

Identifying the Search engines

To identify which search engines are sending the traffic for a keyword, click on the 2nd graph icon to display search engine traffic share.

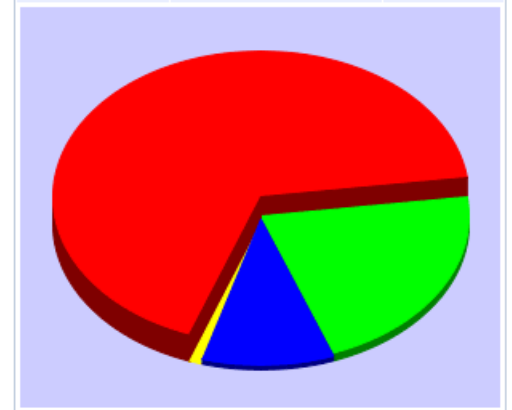
Results: 1 - 10 of 80379

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next](#)

Query	Volume	Graphs	KD	Date	Status
business	0.435%		209,061	2008-01-04	
cover letter	0.137%		35,572	2007-12-08	
business directory	0.135%		7,405	2007-12-02	
business to business	0.118%				Search engine traffic share for query business directory .
business search	0.110%		3,918	2007-11-18	
small business credit cards	0.101%		936	2007-10-17	
business.com	0.096%		1,096	2007-12-08	
real estate sales leads	0.088%		18	2007-03-26	
search business	0.087%		114	2007-03-28	
delaware home equity loan	0.083%		16	2007-04-02	

Traffic for **business directory**

Engine	Volume	Date
Google	67.35%	2007-12-02
Yahoo	21.43%	2008-01-22
MSN	10.20%	2008-01-17
Ask.com	1.02%	2007-10-08



The search engine referral data for the keyword "business directory"

This graph shows that Google is providing 68.75% of the search engine referrals for the keyword "business directory". This may be due to business.com having higher organic rankings on Google, or business.com may be paying for the listing on Google. (The campaign intelligence tool will provide the answer).

Analyzing the data

Identify the search terms that your competitors are getting traffic for and create your own optimized content pages targeting each search phrase. If you can get your listings to display for the same terms, you will increase your traffic and reduce your competitor's traffic.

If an organic listing is not possible, you can look at paid or sponsored links. This will ensure that your pages will be displayed at the top of the results for the terms your competitor is currently receiving traffic for.

The Volume bar provides an indication of how important each search term is to the overall traffic it contributes to. This enables you to prioritize your SEO to target the most important terms first.

Because you know which engines are sending search traffic to your competitors, you know which engines you need to focus on in your Search Engine Marketing efforts in order to win market share.

Campaign Intelligence

Campaign intelligence provides information as to which keywords are being bid on in the competitor's paid campaigns.

To view the campaign intelligence data, click on the result in the Paid Terms column.

domain	Expires	Referrers	Queries	Paid Terms	Ranked	
business.com	2006-09-29	3198	3195	3146	8864	1

Clicking on the Paid terms for business.com

Analyzing the data

The full report will tell you that business.com are running a very comprehensive search engine marketing campaign on Overture / Yahoo Search Marketing, and are paying to have their URL listed in the top 10 search results for hundreds of different search terms.

At the time the above image was captured, business.com had no paid listings on Google.

business.com had no paid listings for the term "business directory". This means that their best performing search term, is due to organic search engine results.

If you know which search terms your competitors are paying for, you can place higher bids on the same search terms. This will dilute the amount of traffic that your competitors receive, while at the same time increasing your own traffic share.

Every listing has a DATE. This tells you when your competitor received the last click from the paid listing, or when the ad has last appeared. This information in itself is quite valuable, because it identifies the search terms that your competitor is no longer bidding for, and can indicate poorly performing keywords with low ROI that have competitors been abandoned.





















You can avoid many costly mistakes by learning from your competitor's past campaign history.

For example: an autoweb.com paid listing for "Buick Estate Vehicles" shows up for "realestate" related searches on Overture. Issues like these you can pick up either by analyzing your competitor's Campaign Intelligence, or your own log files AFTER you have paid for the clicks.

Because the Campaign Intelligence reports include the RANK and the number of competing ads, you can use the data to quickly spot niche terms. It also provides a good indication as to which terms your competitors value more highly, as ads that perform well tend to be ranked higher.

A working demo of the campaign intelligence feature can be viewed at <http://ci.trellian.com/ci-advertisers.html?&host=business.com&search=Search>

Results: 1 - 10 of 700 Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#)

Term	Google Adwords			Yahoo / Overture			Volume	Status
	Rank	Ads	Date	Rank	Ads	Date		
prepaid internet service				 5	37	2005-09-30	0.53%	
business internet				 94	187	2005-09-30	0.46%	
bookkeeping program				 6	35	2005-09-30	0.38%	
ecommerce				 60	157	2005-09-30	0.38%	
petrochemicals				 2	6	2005-09-23	0.38%	
sales presentation training				 1	18	2005-09-30	0.38%	
small business directory				 1	47	2005-09-30	0.38%	
tradeshaw exhibits				 44	55	2005-09-30	0.38%	
training mortgage banker				 1	29	2005-09-30	0.38%	
'aerospace publications'				 3	12	2005-09-30	0.30%	

[Export](#)

The paid term results for business.com

Term:

The paid search term/phrase

Rank:

The rank of the term

Ads:

The number of competing ads for the term

Date:

The date of the last recorded click or ad impression for the paid term. Click data is updated at the beginning of each week

Volume:

The percentage that each paid term contributes to the total paid term traffic for the domain

Status:

The status column will display a NEW icon, if the search term has been added to our database in the last 7 days. The status column will display a red cross if the search term is no longer being paid for.

Competitor Keyword Ranking Intelligence

Ranking intelligence provides a list of known search terms where a domain ranks in the top 100 on Google.

To view the ranking intelligence data, click on the result in the Ranked column.

domain	Expires	Referrers	Queries	Paid Terms	Ranked	Meta	Subd
business.com	2006-09-29	3198	7105	31	8864	1934	

Clicking on a Ranked result for business.com

A working demo of the keyword ranking intelligence feature can be viewed at <http://ci.trellian.com/ci-ranking.html?search=Search&host=business.com>

Results: 21 - 30 of 2641 Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#)

Google Ranking						
Term	G	Change	Date	Type	Status	
accounting applications	37	↑ 2	2005-10-16	Organic		
accounting business	5	↑ 1	2005-10-19	Organic		
accounting computer software	51		2005-10-19	Organic	NEW	
accounting directories	6	↑ 1	2005-10-17	Organic		
accounting firm	22	↑ 5	2005-10-17	Organic		
accounting for small business	28	↓ -2	2005-10-19	Organic		
accounting for software	4	↓ -1	2005-10-19	Organic		
accounting inventory software	19	↑ 1	2005-10-19	Organic		
accounting software	80	↓ -1	2005-10-19	Organic		
accounting software companies	17	↑ 4	2005-10-19	Organic		

[Export](#)

The ranking results for business.com

Term:

The search term/phrase.

Ranking:

The ranking position

Change:

The last recorded movement in the ranking position within the last 30 days

Date:

The date of the last recorded movement

<http://ci.trellian.com/>

Type:

The type of result i.e. organic or paid

Status:

The status column will display a NEW icon, if the search term has been added to our database in the last 7 days

Click on the organic/paid link to view the page on the domain that corresponds to the ranking position.

Meta keywords

Meta keywords provides a list of unique keywords from the domain's keyword meta tag. Only the top 1000 pages from each domain are analyzed for this report. A domain's meta tags can tell you a great deal about the search terms that your competitors want to be found under.

To view the meta keyword data, click on the result in the Meta column.

domain	Expires	Referrers	Queries	Paid Terms	Ranked	Meta	Subdomain
business.com	2006-09-29	3198	7105	3146	895	1934	

Clicking on a Meta result for business.com

A working demo of the keyword ranking intelligence feature can be viewed at <http://ci.trellian.com/ci-meta.html?search=Search&host=business.com>

Results: 1 - 10 of 1934 Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [Next](#)

Term	Pages	KD	Date	Status
21st century insurance annual financials	1	0	2005-11-17	
21st century insurance company profile	1	0	2005-11-17	
21st century insurance info	1	0	2005-11-17	
21st century insurance products	1	0	2005-11-17	
21st century insurance quarterly financials	1	0	2005-11-17	
4 color business card	1	698	2005-11-17	
abroad travel insurance	1	7	2005-11-17	
ace limited fact sheet	1	0	2005-11-17	
ace limited financial reports	1	0	2005-11-17	
ace limited info	1	0	2005-11-17	

The meta keyword results for business.com

Term:

The term/phrase from the meta keyword tag. Click on the term to expand the list using the KeywordDiscovery Search Term database.

Pages:

The number of pages the keyword appears on in the meta tags. Click to open the pages.

KD:

The number of searches for the keyword in the KeywordDiscovery database.

Date:

The date of the last recorded event. i.e., the date of the last recorded click for each search term.

Status:

The status column will display a NEW icon, if the search term has been added to our database in the last 7 days.

The META keywords information provides an additional comparison point to ensure that you are not missing any relevant search terms that your competitors may be targeting.

META tags are often used for rare search terms not used in the page content itself, and as such can provide a source of niche keywords. The results identify new terms (on a weekly basis) as new pages are added.

Reports

An executive report is a custom single page report that includes a snap shot of every CI Report available for a specific competitor.

A range of sub reports can be included in the Executive Report, such as:

- Subdomains List
- Top Referrers
- New Referrers
- Top Search Terms
- New Search Terms
- Top Google/Yahoo Rankings
- New Rankings
- Lost Rankings Report
- PPC Search Terms & Campaigns Report
- New PPC Terms
- Discontinued PPC Terms
- Meta Keywords Report
- New Meta Keywords
- PI Rank Report
- Report can be set to extract either the top 10, 20, 50, or 100 results

Additionally the Executive Report can be customized with your own look and feel.

The Executive Report is ideal for both SEO firms presenting Competitive Intelligence data to their clients and for internal presentations to management.

A sample report can be viewed at

<http://ci.trellian.com/ci-executive-sample-report.html>

To build a report:

If you have more than one domain being monitored, select the domain to work with by clicking on the domain. The reports link in the top right corner will now be clickable.

Domain: 10 [All](#) | [Summary](#) | [Subdomains](#) | [Referrers](#) | [Queries](#) | [PPC](#) | [Ranking](#) | [Reports](#)

Competitive Intelligence Reports: business.com

Description	Total	New	Old
Referrers	4345	110	-
Search Queries	18592	1494	-
Paid Terms	17512	1196	2361
Ranked Terms	21872	2301	8035
Meta Keywords	7326	0	1260
Subdomains	10	-	-

The reports link

Select the items to include in the report. To generate a report with a custom header and/or footer, enter the text to use, in HTML format.

Competitive Intelligence Reports

Domain:

Select Report Options to Include

- Subdomains List
- Top Referrers
- New Referrers
- Top Search Terms
- New Search Terms
- Top Google/Yahoo Rankings
- New Rankings
- Lost Rankings Report
- PPC Search Terms & Campaigns Report
- New PPC Terms
- Discontinued PPC Terms
- Meta Keywords Report
- New Meta Keywords
- PI Rank Report

Keep Links (Links are stripped by default)

Maximum number of results to include:

Custom Report Header HTML

Custom Report Footer HTML

To generate a report with clickable links, ensure that the “Keep links” checkbox is ticked. Otherwise links will be displayed as text.

Select the maximum number of results to include for each section, then click the Build report button. The report will be generated and displayed, and can be printed or saved via the web browser if required.

Competitive Intelligence Executive Report

Domain: **business.com**
Report date: 18 January 2006

1.0 Index

- [1.0 Index](#)
- [2.0 Subdomains](#)
- [3.0 Top Referrers](#)
 - [3.1 New](#)
- [4.0 Search Terms](#)
 - [4.1 New Search Terms](#)
- [5.0 PPC Search Terms](#)
 - [5.1 New PPC Bids](#)
 - [5.2 Discontinued PPC Bids](#)
- [6.0 Rankings](#)
 - [6.1 New Rankings](#)
 - [6.2 Lost Rankings](#)
- [7.0 Meta Keywords](#)
 - [7.1 New Meta Keywords](#)
- [8.0 PI Rank](#)

2.0 Subdomain Report

A total of 10 subdomains of **business.com** have been identified. These include:

Subdomain	Referrers	Queries	Paid	Ranked Terms	PI Rank	Subscribed
business.com	4275	18203	17421	21724	6,501	Yes
cbi.business.com	-	-	-	-	-	Yes
forbes.business.com	-	-	-	87	-	Yes
img.business.com	-	-	-	-	-	Yes
my.business.com	1	-	-	70	764,024	Yes
network.business.com	-	-	-	-	-	Yes
rd.business.com	5	-	-	1	11,654	Yes
secure.business.com	-	-	-	2	-	Yes
smallbizsearch.business.com	1	-	-	-	624,645	Yes
www.business.com	-	-	-	-	749,280	Yes

The competitive intelligence report

Monitoring domains

Domain monitoring allows you to view the amount of data that we have for a domain before actually subscribing. It takes approximately 2 weeks to obtain a full set of data for a domain, however the actual data cannot be viewed until the domain is subscribed to.

There is no charge to monitor domains, and up to 10 domains can be monitored. Subscribed users can monitor an additional 10 domains per each subscribed domain.

To monitor a domain, log into your account and click the All link. You can then enter domains to monitor.

Competitive Intelligence Subscription

To **subscribe** to additional domains, enter the domains you wish to track, one domain per line, and click the **Subscribe** button. You will have full access to data for these domains.

To **monitor** additional domains, enter the domains you wish to track, one domain per line, and click the **Monitor** button. Monitoring domains is free, but you must subscribe to see detailed reports.

Enter Domain: (eg: trellian.com)

Pricing Per Domain:

US\$249.95 (\$150 Once off setup plus
\$99.95 per month per domain)

OR

\$995 per year per domain

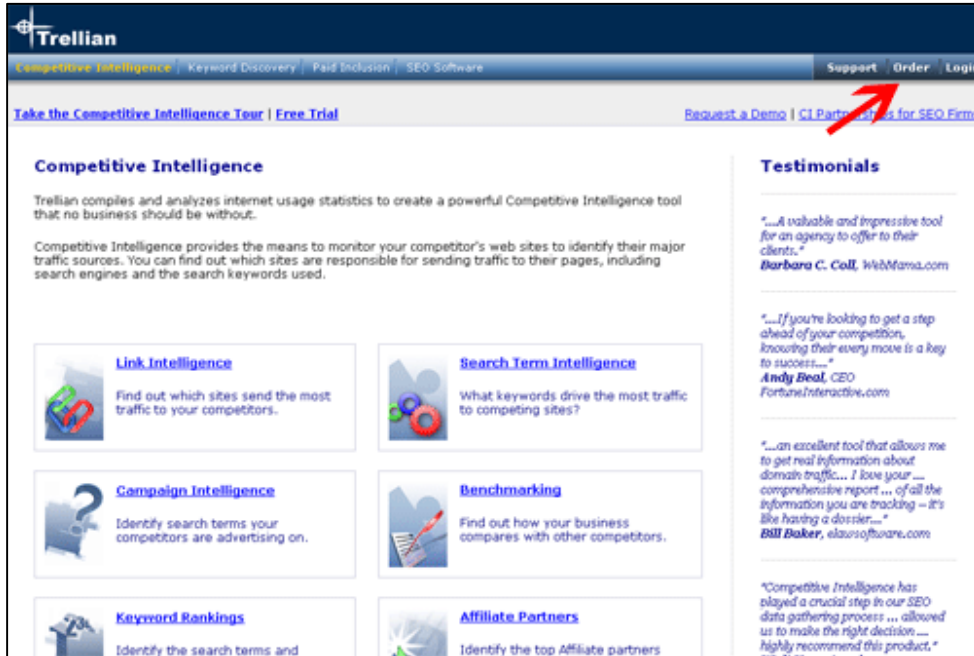
[Contact us](#) for volume pricing.

Monitor

Subscribe

Ordering information

To order a competitive intelligence subscription, visit <http://ci.trellian.com> and click on the Order button.



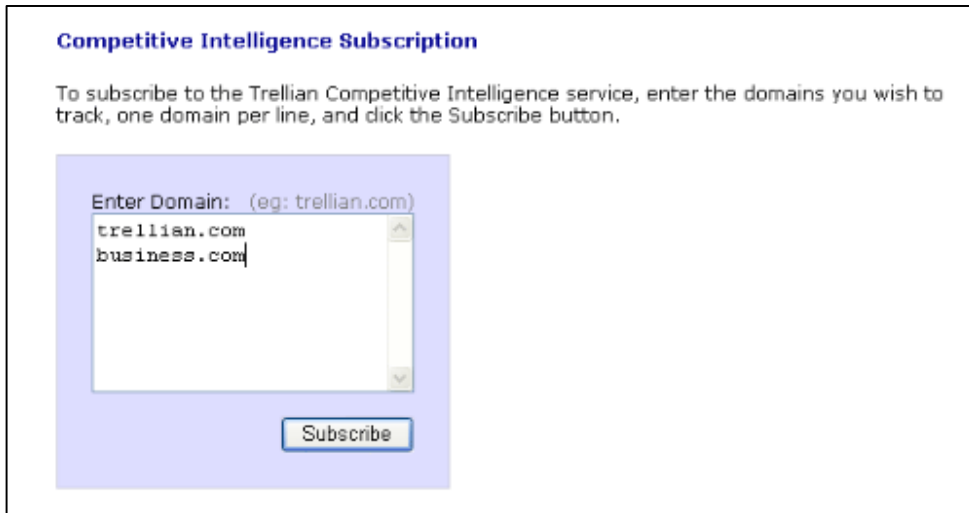
The order button

The subscription types are then displayed. The competitive intelligence subscriptions are \$99.95 per month or \$995.00 per year (Save on a yearly subscription) per domain ordered. A one time setup fee is charged for each domain for MONTHLY subscriptions only. There is NO setup fee for yearly subscriptions. Click on a competitive intelligence link to view the start the order process.

Order Trellian SEO Products and Service	
Competitive Intelligence (*)	Cost \$US
One time setup fee per domain	\$150.00
Standard Subscription (1 month) per domain	\$99.95
Standard Subscription (12 months) per domain	\$995.00
Keyword Discovery	Cost \$US
Standard Subscription (1 Month)	\$69.95
Standard Subscription (12 Months)	\$599.40
Enterprise Subscription with API (1 Month)	\$495.00
Enterprise Subscription with API (12 Months)	\$4455.00

Subscription listings

Enter the domain(s) that you wish to subscribe to. Enter one domain per line. Click the Subscribe button when finished.



Competitive Intelligence Subscription

To subscribe to the Trellian Competitive Intelligence service, enter the domains you wish to track, one domain per line, and click the Subscribe button.

Enter Domain: (eg: trellian.com)

trellian.com
business.com

Subscribe

Entering domains

If you already have a keyworddiscovery.com or prioritysubmit.com account, click on the “CLICK HERE to login first” link. Otherwise enter a username and password, select either monthly or yearly subscription. Click the Submit button when finished.

The order process is now complete. The domain data will not be available until the order has been processed by the sales department. You will receive an email from the sales department when the order has been processed.

The subscription is set to automatically renew by default, and this can be changed at any time via the account section of the competitive intelligence website.

It takes approximately 2 weeks for a full set of data to be available for a newly subscribed domain. If another user is already subscribed to the same domain, the data will be available instantly. There is no limit to the amount of data that is available.

<http://ci.trellian.com/>

Support

To contact our support or sales staff by email, phone or post, visit <http://ci.trellian.com/contact.html>

We also offer a Live chat service between 9am - 5pm Australian Eastern Standard time. See the support page at <http://ci.trellian.com/support.html> for more information