

OXFORD PIERPONT BUSINESS SERVICES

3-GIS.com – Competitive Analysis (Level 1)

3-GIS.COM
COMPETITIVE
ANALYSIS

Client Contact Information:

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Client Company Information

Business Name: 3-GIS
Website: 3-GIS.com
Website Rating: 3/5

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SECTION I: SERP ANALYSIS

Search Terms Requested by Client:
- Fiber Network Management
- Prospector Planning
- Asset Management
- Network Construction
- Fiber Networks

3-GIS Business SERP Quality Analysis

Search Term: 3-GIS

#	Qualifier	Y	N
1	Organic Links	Y	
2	Paid Links		N
3	Connected SCHEMA	Y	
4	Owens at least 5/10 organic links	Y	
5	Social Media Results	Y	
6	Top 5 SERP MAP Placement (If Applicable)	-	-
7	Google Business Listing	Y	
8	Has Images	Y	
9	Has Phone Number	Y	
10	Has Hours of Operation		N
11	Has Website Link	Y	
12	Has Positive Reviews	Y	
3-GIS Company Score		9	2
Business SERP Quality Score		82%	

Notes:

- o Add hours of operation to Google Business Listing.
- o Take advantage of the Weekly Google Business Post.
- o Increase number of reviews on Google and Facebook.
- o Add product/service photos with location mapping.
- o Link the Google Business Listing to a targeted landing page, rather than the entire website.

3-GIS Organic SERP Quality Analysis 1 of 3

Search Term: Fiber Network Management

#	Qualifier	Y	N
1	Organic Links		N
2	Paid Links		N
3	Connected SCHEMA		N
4	Owens at least 5/10 organic links		N
5	Social Media Results		N
6	Top 5 SERP MAP Placement (If Applicable)	-	-
7	Google Business Listing	-	-
3-GIS Company Score		0	5
Business SERP Quality Score		0%	

Notes:

- o Top competitor for this search term is **OSPInsight** with dedicated SCHEMA Card.
- o The second competitor is **FiberBase**.
- o 3-GIS returns zero page 1 results for this search term and does not appear until page 4.
 - o <http://www.3-gis.com/throw-away2>

3-GIS Organic SERP Quality Analysis 2 of 3

Search Term: Prospector Planning

#	Qualifier	Y	N
1	Organic Links	Y	
2	Paid Links	-	N
3	Connected SCHEMA	-	-
4	Owens at least 5/10 organic links		N
5	Social Media Results	-	-
6	Top 5 SERP MAP Placement (If Applicable)	-	-
7	Google Business Listing	-	-
3-GIS Company Score		1	1
Business SERP Quality Score		33%	

Notes:

- o 3-GIS is the top relevant result for this search term.
- o The top competitor is **GIS Planning**.
- o The second competitor is **ZoomProspector**.
- o 3-GIS returns two page 1 results for this search term
 - o <http://www.3-gis.com/products/prospector-planning>
 - o https://cdn2.hubspot.net/hubfs/499849/Collateral_brochures_sell%20sheets/3-GIS-Prospector-SellSheet.pdf?t=1512688413748
- o There were no paid links for this search term.

3-GIS Organic SERP Quality Analysis 3 of 3

Search Term: Network Construction

#	Qualifier	Y	N
1	Organic Links		N
2	Paid Links	-	N
3	Connected SCHEMA	-	-
4	Owens at least 5/10 organic links		N
5	Social Media Results		N
6	Top 5 SERP MAP Placement (If Applicable)	-	-
7	Google Business Listing	-	-
3-GIS Company Score		1	1
Business SERP Quality Score		0%	

Notes:

- o Based on the returned results, this term may or may not be relevant to your business as it applies to search.
- o The top competitor is **Dodge Data & Analytics**.
- o 3-GIS returns zero page 1 results for this search term, and does not appear within the first 20 pages.
- o There were no paid links for this search term.

3-GIS SERP Quality Analysis Conclusion

Based on the Data, a customer who is already familiar with the 3-GIS brand is more than likely to find all the information that they need for the business, as there are an abundance of links and resources returned on a direct business search.

When it comes to keyword searches, 3-GIS does not rank successfully for the target search terms, and there are opportunities for improvement in this regard. One positive is that the Google AdWords competition is low or non-existent on SERP's related to the keyword search.

SECTION 2: WEBSITE ANALYSIS

Top 3-5 Competitors According to Client:

- Fiber PlanIT/Comsof
- GE Smallworld (N/A)
- Vetro Fibermap

3-GIS Website Analysis

Website: 3-GIS.com
Rating: 3/5

#	Qualifier	Y	N
1	Responsive website	Y	
2	Modern design with clear branding	Y	
3	Clearly defined products/services	Y	
4	Decision driving content	Y	
5	Click funneling	Y	
6	Clearly defined CTA's	Y	
7	Simplified navigational structure		N
8	Digestible text	Y	
9	Efficient use of images		N
10	Efficient use of videos	Y	
11	Clear of excessive adverts	Y	
12	Optimized Headers/sub-headers with keyword application		N
13	Keyword integrated URL's		N
14	Sitemap.xml file integrated	Y	
15	Optimized page performance	Y	
16	Onsite SCHEMA	Y	
17	Application of target keywords		N
18	Appropriate keyword density		N
19	Rich Meta Titles and descriptions		N
20	Social Media Share Links		N
3-GIS Company Score		12	8
Business SERP Quality Score		60%	

Notes:

- o The navigation bar has redundant top level links which are immediately confusing.
- o If possible, consider integrating more images to as visual aids in the decision-making process.
- o None of the pages had keyword optimized headings/subheadings.
- o None of the URL's integrated relevant long tail keywords.
- o The content is not keyword rich, and do not adequately match products to real world search terms.
- o The product pages have a low keyword density.
- o Meta titles and descriptions throughout the site are severely inadequate.
- o Sharing page links on social media is cumbersome and inconvenient.

FiberPlanIT Website Analysis

Website: fiberplanit.com

Rating: 5/5

#	Qualifier	Y	N
1	Responsive website	Y	
2	Modern design with clear branding	Y	
3	Clearly defined products/services	Y	
4	Decision driving content	Y	
5	Click funneling	Y	
6	Clearly defined CTA's	Y	
7	Simplified navigational structure	Y	
8	Digestible text	Y	
9	Efficient use of images	Y	
10	Efficient use of videos	Y	
11	Clear of excessive adverts	Y	
12	Optimized Headers/sub-headers with keyword application		N
13	Keyword integrated URL's		N
14	Sitemap.xml file integrated	Y	
15	Optimized page performance	Y	
16	Onsite SCHEMA	Y	
17	Application of target keywords	Y	
18	Appropriate keyword density	Y	
19	Rich Meta Titles and descriptions	Y	
20	Social Media Share Links		N
3-GIS Company Score		17	3
Business SERP Quality Score		85%	

Notes:

- o The bright and user friendly design made the content appealing.
- o Their use of defined rows and images made the site easier to read, and they encourage further exploration of the website.
- o While their headers/sub-headers are more descriptive, they still do not clearly include target keywords.
- o When reading through the text, the keywords are used efficiently.
- o There was only 1 obvious video.
- o They have done a decent job of writing effective meta titles and descriptions with integrated keywords.

VETRO FiberMap Website Analysis

Website: vetrofibermap.com

Rating: 3/5

#	Qualifier	Y	N
1	Responsive website	Y	
2	Modern design with clear branding	Y	
3	Clearly defined products/services	Y	
4	Decision driving content	Y	
5	Click funneling	Y	
6	Clearly defined CTA's	Y	
7	Simplified navigational structure	Y	
8	Digestible text	Y	
9	Efficient use of images	Y	
10	Efficient use of videos	Y	
11	Clear of excessive adverts	Y	
12	Optimized Headers/sub-headers with keyword application		N
13	Keyword integrated URL's		N
14	Sitemap.xml file integrated		N
15	Optimized page performance	Y	
16	Onsite SCHEMA	Y	
17	Application of target keywords		N
18	Appropriate keyword density		N
19	Rich Meta Titles and descriptions		N
20	Social Media Share Links		N
3-GIS Company Score		13	7
Business SERP Quality Score		65%	

Notes:

- o Based on the data, it would be hard to find information about this company's product in an organic search or by accident.
- o The website layout felt crowded and cluttered.
- o Very effective click funneling
- o Unless a customer was specifically interested in the FiberMap product offering, it is unlikely that they would stay on this website long.
- o There was only 1 obvious video.

3-GIS SERP Quality Analysis Conclusion

Based on the comparison of 3-GIS, FiberPlanIT, and VETRO FiberMap, it is clear that FiberPlanIT takes the lead, and has the shortest path to organic optimization. With that said, it must be pointed out that only 3-GIS returned results consistently in a variety of searches, and this seems to be due to the aggressive integration of video and relevant blog articles.

In conclusion, if 3-GIS were to overhaul their onsite SEO, take advantage of Google's advanced resources, run AdWords campaigns, and make better use of their library of videos, the company would dominate the SERP on multiple search queries.

