SERP ANALYSIS: A SHORT STORY
About Me

• Sanjay / Sanj / Jay
• Been doing SEO since April 2016
• 6 years agency side
  • Ex-connective3
• 1 year in-house (and counting) at CAVU
• Doughnut connoisseur
• Drinker of Guinness
• I drink energy drinks in the morning...
What is your inspiration behind this talk?
“SEO is like a house” (Crane, E 2022)
“SEO is a combination of Technical x Content x Links”
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“SEO is a combination of Technical x Content x Links”

- Health checks
- Technical audits
- Page speed review
- Core web vitals
- Log file analysis
- Disavow files
- Link gap analysis
- Broken links review
- Ideation sessions
- Reporting

Keyword research
- Content gap analysis
- Keyword mapping
- Page 2 ranking queries
- Opportunity analysis

SQL
- Advanced Web Ranking
- BigQuery
- Google Analytics
- Google Search Console
- DEEP CRAWL
- MAJESTIC
- ahrefs
- SEMRUSH
- Pivot Tables

Server side rendering
SEO in 2023.....
Keeping it simple
Starting at the end
Starting at the end

I am going to provide you with a framework for the following:

• Head term action plan
• Manage expectations of clients and shareholders when targeting keywords
• Kickstart the conversation between your organic and paid teams for market competitiveness
• Identify direct and in-direct competitors
• Highlight gaps in your content strategy
I’m going to do all this with [mainly] one tool

Spoiler alert*
Let's see this in action

A day in the life of an SEO/Father
A sequence of events

Milestone #1
Had a Covid-wedding
First time home owners
We got a dog

Milestone #2
Welcomed our new born into the world

Milestone #3
I joined CAVU

Milestone #4
Life was good

Milestone #5
My little baby became a toddler....

Milestone #6
Talking to you about it
Toddler requirements
Toddler requirements
Phone insurance
“Phone insurance” is searched 4x more than “iPhone insurance”
This gives us an insight into users and search trends

![Graph showing share of global top 10 best-selling smartphones and monthly rankings for 2022]

- **Apple iPhone 13**: 14,800 Avg searches
- **Apple iPhone 14**: 22,200 Avg searches
- **Samsung Galaxy A03**: 5,400 Avg searches
This is what you see when you search on a desktop device for “phone insurance”

This is the current state of search and highlights how difficult an SEOs job has gotten.

• Increase in paid listings
• Lack of organic screen real estate
• Plus the usual SEO issues
Let's breakdown this SERP

Phone insurance

22,200
Let's breakdown this SERP

Phone insurance

- Authoritative/household brands
- People Also Ask
- FAQs schema
- Niche-specific sites
Let’s break down this SERP

Phone insurance

22,200

- “Compare” messaging shows us where the user is in the purchasing journey
- People also ask feature helps to guide our onsite content strategy
- The bottom organic ranking domains focus on one product – conflicting against the comparison nature of the top-ranking pages.
Can we spot some patterns...

### Phone insurance

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Search Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Moneysupermarket.com</td>
<td>22,200</td>
</tr>
<tr>
<td>2</td>
<td>Gocompare.com</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Barclays.co.uk</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Moneysavingexpert.com</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Comparethemarket.com</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Postoffice.co.uk</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Insurance2go.co.uk</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>O2.co.uk</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>EE.co.uk</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Loveitcoverit.com</td>
<td></td>
</tr>
</tbody>
</table>

### Mobile phone insurance

<table>
<thead>
<tr>
<th>Rank</th>
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<th>Search Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Moneysupermarket.com</td>
<td>14,800</td>
</tr>
<tr>
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<td>Gocompare.com</td>
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<td>Insurance2go.co.uk</td>
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<td>9</td>
<td>Row.co.uk</td>
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<td>10</td>
<td>Loveitcoverit.com</td>
<td></td>
</tr>
</tbody>
</table>

### iPhone insurance

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<th>Website</th>
<th>Search Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Moneysupermarket.com</td>
<td>5,400</td>
</tr>
<tr>
<td>2</td>
<td>Apple.com</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Forbes.com</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>7</td>
<td>Loveitcoverit.com</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Gadget-cover.com</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Covercloud.co.uk</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Protectyourbubble.com</td>
<td></td>
</tr>
</tbody>
</table>
Let's review a domain

**Phone insurance**

1. Moneysupermarket.com
2. Gocompare.com
3. Barclays.co.uk
4. Moneysavingexpert.com
5. Comparethemarket.com
6. Postoffice.co.uk
7. Insurance2go.co.uk
8. O2.co.uk
9. EE.co.uk
10. Loveitcoverit.com

**Mobile phone insurance**

1. Moneysupermarket.com
2. Comparethemarket.com
3. Gocompare.com
4. Moneysavingexpert.com
5. Postoffice.com
6. Barclays.co.uk
7. O2.co.uk
8. Insurance2go.co.uk
9. Row.co.uk
10. Loveitcoverit.com

**iPhone insurance**

1. Moneysupermarket.com
2. Apple.com
3. Forbes.com
4. Gocompare.com
5. Moneysavingexpert.com
6. Insurance2go.co.uk
7. Loveitcoverit.com
8. Gadget-cover.com
9. Covercloud.co.uk
10. Protectyourbubble.com
Why ROW.com?

Lowest price point
No paid presence
Low organic visibility

We’ve found our USP
Who are ROW.com competing against?

Aggregator/comparison sites

Single product URLs
Who are ROW.com competing against?

22,200 searches
Different experiences
Different offerings
But how do we compete?

Aggregator/comparison sites

Single product URLs
Let's basket our DIRECT competitors

Why are these indirect competitors?

Indirect competitors impact our organic visibility.
Can we compete competitively for our head terms?

*https://www.advancedwebranking.com/ctrstudy/

**Phone insurance**

- **22,200**
  - 1. Moneysupermarket.com
  - 2. Gocompare.com
  - 3. Barclays.co.uk
  - 4. Moneysavingexpert.com
  - 5. Comparethemarket.com

**Mobile phone insurance**

- **14,800**
  - 1. Moneysupermarket.com
  - 2. Comparethemarket.com
  - 3. Gocompare.com
  - 4. Moneysavingexpert.com
  - 5. Postoffice.com

**iPhone insurance**

- **5,400**
  - 1. Moneysupermarket.com
  - 2. Apple.com
  - 3. Forbes.com
  - 4. Gocompare.com
  - 5. Moneysavingexpert.com

9. Row.co.uk (1.1%)
Why are these indirect competitors?

MoneySuperMarket
https://www.moneysupermarket.com / gadget-insurance

Compare Mobile Phone Insurance
Mobile phone insurance covers your phone in case it gets accidentally damaged, stolen or lost. It protects your phone even after your warranty expires.

Comparethemarket
https://www.comparethemarket.com / home-insurance

Compare Mobile Phone Insurance
Mobile phone insurance offers cover if your mobile is lost, stolen or damaged. Depending on your policy, it could cover repairs, a refurbished replacement or a...

GoCompare
https://www.gocompare.com / home-insurance / mobile...

Compare Mobile Phone Insurance | GoCompare
Mobile phone insurance protects your phone and helps to pay for repairing or replacing your handset if it gets lost, stolen or damaged.

People also ask:

- Is it worth paying for phone insurance?
- What can I claim on phone insurance?
- Can I put my mobile phone on my house insurance?
- Can I insure my phone after it's broken?

Money Saving Expert
https://www.moneysavingexpert.com / insurance

Compare mobile phone insurance: cover under £5/mth
29 Apr 2023 — Put simply, it’s an Insurance policy that pays out an amount to repair or replace your mobile phone. The exact level of cover depends on the...

Replacement phones may not... Older or overseas phones are...
Benchmarking

Let's set the expectation
Activate our head-term strategy

Process so far:

• SERP analysis for our head terms has provided us with:
  • Brand reach
  • SERP features
  • Competing domains
  • Benchmarked our actual competitors
  • Intent Google is wanting to service

Pull your list of (direct) competitors into an excel sheet

Compare the on-site components to our own

Make a note of components on your indirect competitors

Map out your page wireframe
Setting a framework

<table>
<thead>
<tr>
<th></th>
<th>Row.co.uk</th>
<th>Direct competitor #1</th>
<th>Direct competitor #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Mobile phone insurance from just £1.49</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>H1 tag</td>
<td>Mobile phone insurance</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Content component #1</td>
<td>Quality Mobile Insurance shouldn’t be expensive</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Content component #2</td>
<td>Why choose Row.co.uk</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>CTA #1</td>
<td>Reviews</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>
What’s missing?

- What is mobile phone insurance?
- Do you need mobile phone insurance?
- How much does phone insurance cost?
- What type of phone insurance do you need?
- Compare phone insurance
- What can affect the cost of mobile phone insurance?
- What mobile phones can you insure?
- Common exclusions
Copying your competitors is **NOT** a strategy...

- Use the learnings from our content checklist
- Scrape the SERP PAA suggestions
- Use internal data sources
- Draft your wireframe(s)

**People Also Ask Competitor FAQs**
- Alsoasked.com
- Answerthepublic.com

**PPC keyword data**
- Site search queries
- Customer service team

**Collaborate with internal teams (CRO/UX/PPC).**
Supplementing our head-term action plan

To help maximize the impact of our new wireframe we should look at the following:

• Diversify anchor text to main pages
• Conduct a site-wide technical audit to fix pain points
• Produce a content calendar to schedule blog posts
• Digital PR activation for brand building
• Scope new opportunities...
Scoping new opportunities
Row.co.uk do not have the authority to compete against these brands.... Yet.

Money Supermarket
- Compare Mobile Phone Insurance
  Mobile insurance covers your phone in case it gets accidentally damaged, stolen or lost. It prevents your phone even after your warranty expires.

Compare Mobile Phone Insurance
Mobile phone insurance covers your phone in case it gets accidentally damaged, stolen or lost. It prevents your phone even after your warranty expires.

Comprehensive Tested
- Compare Mobile Phone Insurance
  Mobile phone insurance offers cover if your mobile is lost, stolen or damaged. Depending on your policy, it could cover repairs, a refurbished replacement or a...

Go Compare
- Compare Mobile Phone Insurance | GoCompare
  Mobile phone insurance protects your phone and helps you to pay for repairing or replacing your handset if it gets lost, stolen or damaged.

People also ask
- Is it worth paying for phone insurance?
- What can I claim on phone insurance?
- Can I put my mobile phone on my house insurance?
- Can I insure my phone after its broken?

Money Saving Expert
- Compare mobile phone insurance: cover under £5/mth
  25 Apr 2023 — Put simply, it’s an insurance policy that pays out an amount to repair or replace your mobile phone. The exact level of cover depends on the...

Compare mobile phone insurance: cover under £5/mth
25 Apr 2023 — Put simply, it’s an insurance policy that pays out an amount to repair or replace your mobile phone. The exact level of cover depends on the...

Replacement phones may not... Older or overseas phones are...

UK Post Office
- Mobile Phone Insurance
  Phone insurance protects your phone should something happen to it that's described on your policy. This can take the form of replacement, repair or payout if...

Mobile Phone Insurance
- Mobile Phone Insurance
  Mobile phone insurance protects your phone should something happen to it that’s described on your policy. This can take the form of replacement, repair or payout if...

Row.co.uk
- Mobile Phone Insurance from just £1.49 | Row.co.uk
  Mobile insurance covers your phone in the case of accidental damage. It also protects your phone in situations such as theft or if you lose your phone.
Looking outside of “mobile phone insurance”

Count of sample keywords: 26
Average searches: 10,760

Can we use our previous framework to unearth an opportunity....
Looking outside of “mobile phone insurance”

Look out for seasonal spikes! 😊

<table>
<thead>
<tr>
<th>iPhone insurance</th>
<th>September-2021</th>
<th>December-2021</th>
<th>September-2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone 12 insurance</td>
<td>590</td>
<td>880 (+49%)</td>
<td></td>
</tr>
<tr>
<td>iPhone 13 insurance</td>
<td>480</td>
<td>1,300 (+170%)</td>
<td></td>
</tr>
<tr>
<td>iPhone insurance compare</td>
<td>260</td>
<td>320 (+23%)</td>
<td></td>
</tr>
<tr>
<td>iPhone 14 Insurance</td>
<td>210</td>
<td>880 (+319%)</td>
<td></td>
</tr>
<tr>
<td>Cheap iPhone insurance</td>
<td>210</td>
<td>320 (+52%)</td>
<td></td>
</tr>
</tbody>
</table>
As we look at manufacturer and device searches the SERP is balanced with niche sites outranking aggregator domains.

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Volume</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>iPhone insurance</td>
<td>5,400</td>
<td>Moneysupermarket.com</td>
<td>Apple.com</td>
<td>Forbes.com</td>
<td>Gocompare.com</td>
<td>Moneysavingexpert.com</td>
<td>Insurance2go.co.uk</td>
<td>LoveitCoverit.com</td>
<td>Moneysupermarket.com</td>
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<td>Forbes.com</td>
<td>Protectyourbubble.com</td>
<td>Mobilephoneinsurancedirect.com</td>
<td>Gadget-cover.com</td>
<td>Gocompare.com</td>
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<td>Insurance2go.com</td>
<td>Apple.com</td>
<td>Moneysupermarket.com</td>
<td>Covercloud.co.uk</td>
<td>Covercloud.co.uk (2)</td>
<td>Gonextgen.co.uk</td>
<td>Loveitcoverit.com</td>
<td>Gonextgen.co.uk</td>
<td>Gocompare.com</td>
<td>Moneysavingexpert.com</td>
</tr>
</tbody>
</table>
Now our search queries are more focused we can see Google is looking at serving users product pages

Compared to the broad term “phone insurance” the intent appears to be more transactional for handset related queries.

Price is the biggest CTA

Model specific FAQs

Variation of models are getting listed under main page

How much is insurance for an iPhone 13?

Does iPhone 13 come with insurance?

Is Apple iPhone insurance good?

Can I get insurance on my iPhone 13 Pro Max?
Satisfying search intent is Google's goal!

### TYPES OF USER INTENT

<table>
<thead>
<tr>
<th>Category</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational</td>
<td>“How much is phone insurance”</td>
</tr>
<tr>
<td></td>
<td>“Compare phone insurance”</td>
</tr>
<tr>
<td></td>
<td>“Is my phone covered under home insurance”</td>
</tr>
<tr>
<td>Navigational</td>
<td>“Contact email for”</td>
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<tr>
<td></td>
<td>“Nearest repair for”</td>
</tr>
<tr>
<td></td>
<td>“Facebook”</td>
</tr>
<tr>
<td>Commercial</td>
<td>“Go Compare insurance”</td>
</tr>
<tr>
<td></td>
<td>“Money Saving Expert”</td>
</tr>
<tr>
<td>Transactional</td>
<td>“Buy iPhone insurance”</td>
</tr>
<tr>
<td></td>
<td>“Samsung Galaxy insurance quotes”</td>
</tr>
<tr>
<td></td>
<td>“Cheap phone insurance”</td>
</tr>
</tbody>
</table>
Let's take a look at two competitors that are keeping pace with the big brands within the market.
Both sites use a similar information architecture where internal linking is made easier as head term content is relevant to the product LPs.
There’s an addition layer to this structure that can help give us a competitive edge...

The blog can be used to create unique content tailored for pages that fall within our IA.
There is scope to improve Rows manufacturer pages and product listing pages!

- No new apple products since iPhone X
- Other insurance products can help the brand to build in other markets.

**Row.co.uk Blog**

**Ultimate Guide To Kitchen Appliances: What To Buy and What To Look For**
Posted on January 18, 2021

Ultimate Guide To Kitchen Appliances. We’re here to explain what to buy and what to look for when you’re coming up with the kitchen of your dreams! (More)

*The information in this blog is intended to provide helpful information on the subjects discussed. Please seek professional for expert advice as we can not be held responsible for any damages or negative consequences upon following this information.*

**What is 5G technology: Everything You Need to Know**
Posted on December 16, 2020

What is 5G? There’s been a lot of discussion and debate around what 5G is, how it works, and what it can and will do. (More)

*The information in this blog is intended to provide helpful information on the subjects discussed. Please seek professional for expert advice as we can not be held responsible for any damages or negative consequences upon following this information.*

- The blog hasn’t been updated since 2021.
- We could look at building out subcategories within the blog per product.

- Our hub pages have the same content
- We need to differentiate our content to ensure we provide our users with the best experience (also helps with additional internal links to PLPs).
Learnings & activation
How do we active our strategy?

**Page refresh**
Update our current phone insurance and manufacturer pages to help align with current search demand.

**Invest in PLPs**
With the low competition, invest the time in creating PLPs taking into consideration common content/topics and IA.

**Digital PR**
Gain coverage relating to your main topics/products and reach your target audience.

**Supplementary content**
Create useful and insightful content on the blog to help supplement your transaction pages.
Additional considerations

• Tailor your content to the search intent
• Use in-house data sources/resources to further bolster your content
• Improve your IA/structure of your site to pass equity across key LPs
• Flex PPC where needed to increase SERP presence and maximize it during seasonal spikes
• Test and Learn

• Monitor the SERPs for fluctuations and changes in competitor rankings!
Thank you!