

Legend	Color Grading	Explanation
<i>About</i>		<p>This SERP (Search engine results page) report will help you find out how your competitors are ranking for the keywords (genre) that you want to rank for. All the ranking data are pulled from <i>MOZ & Majestic & Google</i> , which are accurate at the time of report generation. <i>Moz & Majestic are paid services.</i></p> <p>Without a proper knowledge of the competitors on the search results page, we could be ranking for difficult keywords as other websites could be of high authority. This report will also show how your website is ranked compared to other websites. You will also be able to analyze the number of external links, trust, authority, and social share status of your website. This report, if generated on a monthly basis, will be able to used as a gauge for the success and results of the current ongoing SEO efforts. <i>e.g. The amount of backlinks created, the increase in Page Authority, the changes in Facebook & Google+ shares.</i></p>
Basic Information (Header)		<p>1) Top left of the header shows the <i>target country</i> of Google that is used to find the search engine results. <i>e.g. It would be more difficult to rank for a keyword globally, instead of targeting locally.(google.com.sg VS google.com)</i></p> <p>2) Top middle of the header shows the <i>competition & search results</i> . Competition is the average of the "Rank" of all the websites that are listed. The higher the number, the more difficult it is to compete with the chosen keyword. <i>(Below 30 is easy, 31-50 is possible to be ranked, 51-60 is hard, anything above 60 is not advisable)</i> Results are the total search results returned from the keywords searched on the respective Google page.</p>
How to read the table		<p>We understand that there are many variables available on our report to show the statistics of the websites. However, to make things simple, we have highlighted the important variables with color grading for easy analysis. These are: Rank, DA, CF, TF, MR, MT, EELinks, FB, G+, ExtBL, TrustR - They will be explained in details below. First, you would review your own website's ranking and see if your website is performing well. <i>You will be able to judge your website's authority, trust, social shares, contents, by looking at the variables listed above.</i> Next, you will look through the keywords SERP and see if the keywords (genres) you chose have a chance of being ranked among other competitors. Looking at the variables of other websites will serve as a benchmark, as to how much SEO effort that will be required before your website will be ranked. We will only be explaining in details for the 11 variables above. You can see details of the respective variables by clicking on them. Details will be shown in a pop-up.</p>
<i>Thank You</i>		<p>Last but not least, thank you for choosing us as your SEO service provider! For more information, please visit our website at http://glut.it We provide SEO, Video Production & Social Media Marketing services. We also have in-house weekly radio mix, please support us @ https://soundcloud.com/glut_it/sets/glut-it-radio</p>



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TrustR		Trust Ratio Trust Ratio is calculated by = "Trust Flow" divided by "Citation Flow" <i>e.g. Google's TrustR is 1, YouTube is 1.03, Facebook is 1.02, Foodpanda is 0.71</i>
	0	Zero trust. Either both CF & TF is 0, or TF is 0.
	0.1-0.5	Spammy. Most of the backlinks to these websites are from low trust websites.
	0.51-1.0	Good. Most websites are of this range.
	1.0+	Trustworthy. These websites are of high trust.
Rank (0- 100)		Rank is a score calculated by a proprietary formula, which uses all the variables to determine how competitive the website is. The higher the score, the more competitive the website is. The rank is different for different pages. (i.e. Rank is not fixed to a domain) <i>e.g. Google's rank is 91, YouTube is 89, Facebook is 89, Foodpanda is 58</i>
	0-30	Easy to rank higher than websites with ranks from this range.
	31-60	Possible to rank higher than websites with ranks from this range.
	61-100	Difficult to rank higher than websites with ranks from this range.
DA (0 - 100)		Domain Authority (MOZ) This number predicts how well a website will rank on search engines. (All domains that have DA above 70 will be highlighted in red.) Domain authority measures the ranking strength of entire domains/subdomains, while page authority measures individual page. <i>e.g. Google's DA is 100, YouTube is 100, Facebook is 100, Foodpanda is 51</i>
	0-30	Low authority websites.
	31-60	Influential websites.
	61-100	Well-established , industry expert websites.
CF (0 - 100)		Citation Flow (Majestic) This number predicts how influential a URL might be based on how many sites link to it. It does not consider the quality of links. <i>e.g. Google's CF is 83, YouTube is 90, Facebook is 84, Foodpanda is 49</i>
TF (0 - 100)		Trust Flow (Majestic) This number predicts how trustworthy a URL might be based on how trustworthy sites link to trustworthy neighbours. It is important to look at the Trust Ratio (explained below) instead of looking at just CF & TF individually to determine the trustworthiness of the website. <i>e.g. Google's TF is 83, YouTube is 93, Facebook is 86, Foodpanda is 35</i>
MR (0 - 10)		MOZRank (MOZ) MR is a measure of your website's popularity . It is determined by the amount and authority of links from other popular websites. <i>e.g. Google's MR is 8.48, YouTube is 8.09, Facebook is 8.34, Foodpanda is 6.39</i>
MT (0 - 10)		MOZTrust (MOZ) MT is a measure of your website's trust . It is determined by the amount and authority of links from other trusted websites. (e.g. EDU, GOV) <i>e.g. Google's MT is 8.06, YouTube is 7.49, Facebook is 7.33, Foodpanda is 5.87</i>



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EELinks		External (Authority) Links Total external links to the URL, <i>excluding</i> no-follow links. <i>e.g. Google's EELinks is 36m, YouTube is 16m, Facebook is 27m, Foodpanda is 8k</i>
		Root Domain Backlinks Total external links to to URL. All links from the same root domain are considered as one. i.e, If there are 5 backlinks from facebook.com to your website, it is considered 1 backlink.
RD Linking	Below Average	Websites that would be easier to rank against.
	Above Average	One will look at numbers around this range to gauge the amount of backlinks required before the website will be listed on SERP. <i>e.g. If the value is 100, one would expect their website to be listed at the range only after 100 backlinks from unique root domains have been created.</i>
FB		Facebook shares <i>e.g. Google's FB is 4m, YouTube is 5m, Facebook is 132m, Foodpanda is 17k</i>
G+		Google Plus follows <i>e.g. Google's G+ is 10, YouTube is 10, Facebook is 446k, Foodpanda is 0</i>
ExtBL		External Backlinks Total external links to the URL, <i>including</i> all no-follow links. <i>e.g. Google's ExtBL is 49m, YouTube is 66m, Facebook is 145m, Foodpanda is 45k</i>
	0	This color grading applies to EELinks, FB, G+, ExtBL .
	1-20	<i>Normal</i> websites would have links and shares at this range.
	21-100	With a SEO campaign within 3 months, a website would have reached this range.
	101-500	Website that has been doing continuous SEO campaign would be of this range.
	500+	<i>Well-established</i> websites.



