

Competition Link Analysis – Example/Demo:

Competitor: **Sanofi Pasteur MSD**

URL: <http://www.spmsd.co.uk>



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Prepared for:

Customer Name
Company Name



Competition Link Analysis

This following table contains a list of link pointing to the selected competitor URL. You can use it to:

1. Analyse competitors advertising, marketing and public relations activity
2. Find marketing opportunities
3. Assess how best to compete using key strengths and weaknesses of your competition
4. Identify business relationships

Definitions:

- **PageRank :**
Page Rank (often denoted PR) is a quantity defined by Google that provides a rough estimate of the overall importance of a web page. Many factors influence Page Rank, thus it is a poor indicator of how well a page ranks for particular keywords. Pagerank however is not what defines ranking within search results. It is merely one of the factors which effect the search-results rank of a website.
- **Anchor text**
It is the visible, clickable text in a hyperlink.
- **Outbound Links**
A link that points away from a website. It is often preferential to use descriptive outbound linking to make it easy for search engines to understand what the target website or web page is about.
- **URL Strength** = $(PageRank + 1)^3 \times 4 / \text{outbound links}$

URL	PageRank	Anchor Text	Type of Link	Outbound Links	Strength	Links To
http://www.nathnac.org/travel/links.htm	5	Sanofi Pasteur MSD	Good	66	13	http://www.spm sd.co.uk
http://www.btha.org/links.asp	5	Sanofi Pasteur MSD	Good	49	18	http://www.spm sd.co.uk
http://www.globalhandwashingday.org.uk/	4	Sanofi Pasteur MSD	Good	30	17	http://www.spm sd.co.uk
http://www.abpi.org.uk/links/Members/full_members.asp	4		Good	67	7	http://www.spm sd.co.uk
http://www.uvig.org/About.html	4	Sanofi Pasteur MSD	Good	7	71	http://www.spm sd.co.uk
http://www.hca-uk.org/HCA-Members	4	Sanofi Pasteur MSD	Good	79	6	http://www.spm sd.co.uk
http://www.bigearth.co.uk/health.html	3	www.spmsd.co.uk	Good	7	37	http://www.spm sd.co.uk
http://www.daycaretrust.org.uk/pages/our-supporters.html	3	www.spmsd.co.uk	Good	25	10	http://www.spm sd.co.uk
http://www.womenshealth.uk.com/iphw2008meeting/sponsprofiles.html	3	[ALT] Sanofi	Good	28	9	http://www.spm sd.co.uk
http://nathnac.org/pro/documents/YFInfoPack.pdf	3	-N/A-	Text	0	0	http://www.spm sd.co.uk
http://news.bbc.co.uk/2/hi/health/7462028.stm	2	Sanofi Pasteur MSD	Good	66	2	http://www.spm sd.co.uk
http://www.medicalnewstoday.com/articles/129676.php	2	http://www.spmsd.co.uk	Nofollow	12	9	http://www.spm sd.co.uk
http://www.ukmi.nhs.uk/filestore/newonsite/Enquiries/answeringguidelines2009.doc	2	-N/A-	Text	0	0	http://www.spm sd.co.uk
http://atlanticrising.wordpress.com/partners/	2	[ALT] Sanofi Pasteur	Good	60	2	http://www.spm sd.co.uk

		MSD				sd.co.uk
http://www.trectravelhealth.co.uk/courses.html	2	Sanofi Pasteur MSD	Good	8	14	http://www.spm sd.co.uk
http://www.starmedical.co.uk/client-testimonials.php	2	[ALT] SPMSD	Good	14	8	http://www.spm sd.co.uk
http://www.medinterna.org/?page_id=31	2	[ALT] sanofi	Good	22	5	http://www.spm sd.co.uk
http://www.know-insurance.co.uk/travel/compare_cover/international_global.htm	1	Travel vaccines/health (SPMSD.co.uk)	Good	8	4	http://www.spm sd.co.uk
http://www.nkran.net/get_to_ghana.jsp	1	-N/A-	Text	2	16	http://www.spm sd.co.uk
http://www.altitudeconsultancy.co.uk/clients.htm	1	Sanofi Pasteur MSD	Good	16	2	http://www.spm sd.co.uk
http://www.primarycaredatabase.org/	0	http://www.spmsd.co.uk	Good	405	0	http://www.spm sd.co.uk
http://cancerdrugnewsblog.blogspot.com/2008/06/uk-chooses-cervarix-over-gardasil-for.html	0	sanofi pasteur MSD	Good	13	0	http://www.spm sd.co.uk
http://www.mh-exhib.com/10-our-clients-exhibition-company.php	0		Good	17	0	http://www.spm sd.co.uk
http://www.pjonline.com/news/diftavax_dopamine_agonists	0	www.spmsd.co.uk	Good	6	1	http://www.spm sd.co.uk
http://www.iridium.gpsurgery.net/index.html?id=1040744	0	clicking here	Good	3	1	http://www.spm sd.co.uk
http://www.europages.hk/qiyeminglu/did-pharma07/hc-07225E/pg-4/jieguo.html	0	-N/A-	Text	13	0	http://www.spm sd.co.uk
http://altiviews.wordpress.com/	N/A	Sanofi Pasteur MSD's	Good	346	0	http://www.spm sd.co.uk
http://www.rsph.org.uk/download.cfm?docid=6DB26	N/A	-N/A-	Text	0	0	http://www.spm

510-FFFF-4A89-928CAFDD0E8517C9							sd.co.uk
http://www.patient.co.uk/showdoc/375	N/A	Sanofi Pasteur MSD	Nofollow	22	0		http://www.spm sd.co.uk
http://uvig.org/Useful_Links.html	N/A	Sanofi Pasteur MSD	Good	34	0		http://www.spm sd.co.uk
http://www.rsmppress.co.uk/bkkiley5section2.htm	N/A	www.spmsd.co.uk	Good	121	0		http://www.spm sd.co.uk
http://www.campbellsoftware.co.uk/clients.html	N/A	Sanofi Pasteur MSD	Good	23	0		http://www.spm sd.co.uk
http://www.frenchweirhealth.co.uk/traveladvice.shtml	N/A	http://www.spmsd.co.uk	Good	8	0		http://www.spm sd.co.uk
http://www.healthinparliament.org.uk/associate-members	N/A		Good	24	0		http://www.spm sd.co.uk
http://www.ganfyd.org/index.php?title=Sanofi_Pasteur_MS_D	N/A	Sanofi Pasteur MSD UK home page	Nofollow	5	0		http://www.spm sd.co.uk
http://aidsmap.com/page/1281077/	N/A	Sanofi Pasteur MSD	Good	81	0		http://www.spm sd.co.uk
http://www.saphna-professionals.org/node/167	N/A	SPMSD	Good	4	0		http://www.spm sd.co.uk
http://www.thesouthamsurgery.co.uk/info/info.html	N/A	www.spmsd.co.uk	Good	5	0		http://www.spm sd.co.uk
http://www.publicservantlifestyle.co.uk/travel/1901/	N/A	www.spmsd.co.uk	Good	8	0		http://www.spm sd.co.uk
http://www.answers.com/topic/sanofi-pasteur-msd-limited	N/A	http://www.spmsd.co.uk	Good	52	0		http://www.spm sd.co.uk
http://www.atlanticrising.org/case-studies/view.asp?id=9	N/A	Sanofi-Pasteur MSD	Good	14	0		http://www.spm sd.co.uk
http://www.practicenursing.co.uk/forum/topic.asp?TOPIC_ID=2504	N/A	www.spmsd.co.uk	Good	3	0		http://www.spm sd.co.uk

http://www.documents.hps.scot.nhs.uk/immunisation/scottish-vaccine-update/issue10-2010-09.pdf	N/A	-N/A-	Text	0	0	http://www.spm sd.co.uk
http://www.medicregister.com/Analgesics/Suppliers/Page2/pid1782.htm	N/A	www.spm sd.co.uk	Good	17	0	http://www.spm sd.co.uk
http://investing.businessweek.com/research/stocks/private/snapshot.asp?privcapId=34283088	N/A	www.spm sd.co.uk	Good	157	0	http://www.spm sd.co.uk
http://ec.europa.eu/health/files/patients/responsibility_consult_200805/industry/european_medicines_group_(emg)_uk_en.pdf	N/A	-N/A-	Text	0	0	http://www.spm sd.co.uk
http://pharmtech.findpharma.com/pharmtech/Article/EMEA-Committee-Adopts-11-Positive-Opinions/ArticleStandard/Article/detail/439538	N/A	Sanofi Pasteur MSD	Good	61	0	http://www.spm sd.co.uk
http://www.thameshospicecare.org.uk/support-us/corporate-support/Corporate_Support	N/A	www.spm sd.co.uk	Good	14	0	http://www.spm sd.co.uk
http://www.spm sd.nl/213/CONTACT.html	N/A	Sanofi Pasteur MSD Engeland	Good	7	0	http://www.spm sd.co.uk
http://farmacia.europages.es/guia-empresas/did-pharma07/hc-07225E/pg-4/Sueros-y-vacunas.html	N/A	-N/A-	Text	38	0	http://www.spm sd.co.uk
http://uk.linkedin.com/pub/david-eley/13/360/510	N/A	Company Website	Nofollow	22	0	http://www.spm sd.co.uk
http://www.pir-interims.com/news_menu/detail.html?news_id=120	N/A	www.spm sd.co.uk	Good	118	0	http://www.spm sd.co.uk
http://www.businesslook.co.uk/companies/pharmaceutical-companies/maidenhead/	N/A	Sanofi Pasteur MSD Ltd	Nofollow	0	0	http://www.spm sd.co.uk
http://simon.worldarcstudio.com/WAS/LandingPage/v1/125/staging/index.php	N/A		Good	66	0	http://www.spm sd.co.uk
http://www.stroudvalleysfamilypractice.nhs.uk/userfiles/docstore/pdf/TRAVELVACCINATIONSSHEET.pdf	N/A	-N/A-	Text	0	0	http://www.spm sd.co.uk
http://pharmacy.europages.co.uk/business-directory-	N/A	-N/A-	Text	39	0	http://www.spm sd.co.uk

europa/did-pharma07/hc-07225E/cc-GBR/United-Kingdom/Serums-and-vaccines.html							sd.co.uk
http://www.spmsd.com/home.asp?lang=1&rub=60	N/A	-N/A-	Missing	1	0		http://www.spmsd.co.uk
http://www.spib.scot.nhs.uk/TUU%20Jun%2007.PDF	N/A	-N/A-	Text	0	0		http://www.spmsd.co.uk
http://www.spmsd.ie/doc.asp?catid=250&docid=438	N/A	-N/A-	Missing	16	0		http://www.spmsd.co.uk
http://www.hps.scot.nhs.uk/travel/wrdetail.aspx?id=45139&wrtype=2	N/A	http://www.spmsd.co.uk	Good	8	0		http://www.spmsd.co.uk
http://www.pharmacyeurope.net/default.asp?title=HPV_vaccine_reduces_Pap_test_abnormalities&page=article.display&article.id=9313&category.id=487	N/A	-N/A-	Missing	5	0		http://www.spmsd.co.uk
http://www.sackvilleroad.gpsurgery.net/Webdesk/documents/gpsSackvilleRoad/Photos+and+Documents/Travel+Information+Booklet.doc	N/A	-N/A-	Text	0	0		http://www.spmsd.co.uk
http://www.pir-group.com/news/pharma_gossip/archive.asp?sort=03d&start=1470	N/A	-N/A-	Missing	25	0		http://www.spmsd.co.uk

Web View

The competitor's URL as it appear to a human:

The screenshot shows the Sanofi Pasteur MSD website. At the top left is the logo with the tagline "vaccines for life". A navigation bar contains links: HOME :: WHY VACCINATE? :: COMPANY INFORMATION :: CAREERS :: NEWS :: LINKS. Below this is a grid of content sections:

	members of the public	healthcare professionals	vis online
<ul style="list-style-type: none"> members of the public healthcare professionals v@xishop - vaccines for life, online! vis online - vaccine information service journalists <p>Sanofi Pasteur MSD is the only company in the UK totally dedicated to vaccines. With a heritage that includes pioneers in vaccination, such as Louis Pasteur (rabies vaccine) and Maurice Hilleman (measles vaccine), we have grown to become a leading supplier of vaccines.</p> <p>Using a combination of research and manufacturing expertise, our purpose is to bring innovative vaccines to the UK, protecting health and preserving quality of life for all ages.</p>	 <p>In this section, you will find Patient Information Leaflets and information on diseases preventable through vaccines currently available in the UK.</p>	 <p>Healthcare professionals can view up-to-date product information, resources and educational materials for our complete vaccine range.</p>	 <p>Vaccine Information Service (VIS) online is a free, easy-to-use resource, designed for healthcare professionals making decisions on travel and general vaccination.</p>

Search Engine View

The competitor's URL as it appears to Google:

[HOME](#) :: [WHY VACCINATE?](#) :: [COMPANY INFORMATION](#) :: [CAREERS](#) :: [NEWS](#) :: [LINKS](#)

[Members Of The Public](#)[Healthcare Professionals](#)[Vaxishop](#)[VIS Online](#)[Journalists](#)

Sanofi Pasteur MSD is the only company in the UK totally dedicated to vaccines. With a heritage that includes pioneers in vaccination, such as Louis Pasteur (rabies vaccine) and Maurice Hilleman (measles vaccine), we have grown to become a leading supplier of vaccines.

Using a combination of research and manufacturing expertise, our purpose is to bring innovative vaccines to the UK, protecting health and preserving quality of life for all ages.

[Members Of The Public](#)

In this section, you will find Patient Information Leaflets and information on diseases preventable through vaccines currently available in the UK.

[Healthcare Professionals](#)

Healthcare professionals can view up-to-date product information, resources and educational materials for our complete vaccine range.

[VIS Online](#)

Vaccine Information Service (VIS) online is a free, easy-to-use resource, designed for healthcare professionals making decisions on travel and general vaccination.

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The “Servier UK” Example - Results of effective web design, development and SEO

The following demonstrate the type of results which can be achieved by effectively utilising advanced web development and online marketing techniques.

The website as it appears to a human:



Results of effective combination of web development and SEO

Healthcare Professionals – Doctors:

Term: “anti-anginal beta blockers” - <http://www.google.co.uk/search?q=anti-anginal+beta+blockers>

The image shows a screenshot of a Google search results page. The search query is "anti-anginal beta blockers". The page displays several search results, with one result highlighted by a red box. The highlighted result is titled "Procoralan - First rate-limiting anti-anginal / beta-blocker" and includes a snippet of text: "12 Feb 2010 ... The European Medicines Agency (EMA) has approved a new indication for Procoralan (nabradine) as the first and only rate-limiting ...". Other visible results include "CV Pharmacology Tutorial - Antianginal Drugs", "Antianginal, Beta-blockers, Nitroglycerin, Isosorbide Dinitrate", "Antianginal - Wikipedia, the free encyclopedia", "Procoralan - First rate-limiting anti-anginal / beta-blocker", "NurseReview.Org - Antianginal Agents Updates (pharmacology classes)", "Anti-anginal, electrophysiologic and hemodynamic effects of", and "Beta Blockers - Beta Blockers for Angina".

Patients and the general public:

Term: "what is angina" - <http://www.google.co.uk/search?q=what+is+angina>

