



[www.JoshuaLeeBryant.com](http://www.JoshuaLeeBryant.com) | 423-579-3261

www.pacificpoolsorlando.com - Summary Of Findings & Corrective Action Plan

# Competitor Analysis 11/05/2024

---

**Competitor 1: [www.premierpoolsofcentralfl.com](http://www.premierpoolsofcentralfl.com)**

**Competitor 2: [www.kuradesignpools.com](http://www.kuradesignpools.com)**

## Website Optimization Analysis

### **Page Per Visit / Visit Duration / Bounce Rate**

*Pages Per Visit Explanation:* This metric tells us how many different pages a visitor views on a website during a single visit. It's important because higher pages per visit generally mean that visitors are engaging more deeply with the content. If your competitors have a higher pages-per-visit rate, it could indicate that their website is more engaging or better organized, keeping visitors interested. We can use this insight to adjust your site to encourage more exploration and engagement. (**Goal: Above 1.7 Pages**)

*Visit Duration Explanation:* Visit duration measures the average amount of time a visitor spends on a website. A longer visit duration usually suggests that visitors are finding useful or interesting information, which can lead to higher engagement and conversion rates. If competitors have a longer average visit duration, their content may be more compelling. By identifying these gaps, we can find ways to make your website more engaging and valuable for visitors. (**Ideal Visit Duration: Above 60 Seconds**)

*Bounce Rate Explanation:* Bounce rate shows the percentage of visitors who leave the website after viewing only one page. A high bounce rate often means that visitors aren't finding what they're looking for or aren't motivated to

explore further. If your competitors have a lower bounce rate, it might suggest that their pages are more relevant or easier to navigate. Reducing bounce rate can help retain visitors and encourage them to interact more with your content, boosting the chance of conversion. (**Ideal Bounce Rate: Below 40%**)

#### Results Of Analysis:

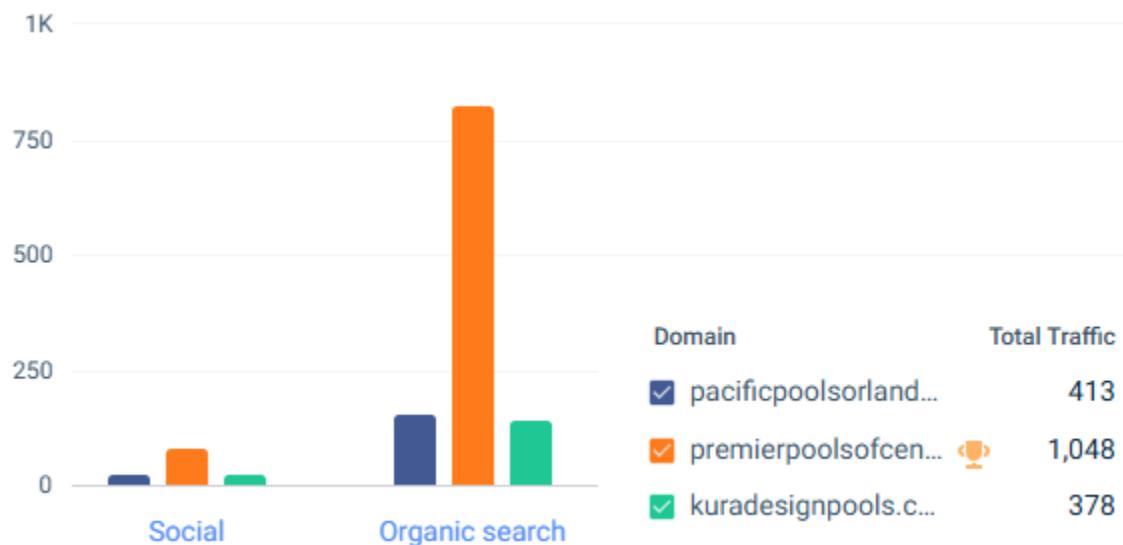
Metric	pacificpoolsorlando.com	premierpoolsofcentralfl.com	kuradesignpools.com
⌚ Visit duration	N/A	00:01:38 🏆	00:01:13
_PAGES Pages per visit	1.02	2.80 🏆	2.37
↗ Bounce rate	43.96%	51.26%	40.11% 🏆

**Action Plan For Solving This Issue:** Reformat your website to be more visually appealing across all viewable devices and create more engaging content to encourage visitors to stay on your website longer to increase the likelihood of conversion.

#### Website Traffic Analysis (Organic Search vs Organic Social)

How many visitors are finding/visiting your site vs your competitors from searching keywords relevant to your industry on Google/Social Media.

#### Results Of Analysis:



## **Top Keyword Ranking Analysis**

*Explanation:* Top keyword ranking indicates where a website appears in search results for specific search terms (keywords) that people frequently use to find products or services like yours. Ranking high for important keywords means that a website is more likely to be seen by potential customers, driving more organic (unpaid) traffic to the site. If your competitors rank higher for relevant keywords, they're likely getting more visibility and traffic. Understanding your ranking and improving it can help your business reach more customers searching for what you offer. **(You Want To Rank In Positions 1-5 For As Many Relevant Keywords As Possible > Your Top Competitors)**

### **Results Of Analysis:**

#### Top Keyword Rankings

##### • [www.pacificpoolsorlando.com](http://www.pacificpoolsorlando.com)

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
pacific pool service	USA	80	90	0
pool pleaser orlando	USA	34	30	0

##### • [premierpoolsofcentralfl.com](http://premierpoolsofcentralfl.com)

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
premier pools	USA	2	5,400	875
pool builders orlando	USA	1	1,000	304
pool companies orlando	USA	1	390	119
premier pools of central florida	USA	1	390	119
premier pools and spas	USA	11	8,100	74
pool contractor	USA	90	27,100	57
orlando pool installation	USA	1	170	52
orlando pool installers	USA	1	170	52
orlando swimming pool contractor	USA	1	170	52
orlando swimming pool contractors	USA	1	170	52

##### • [kuradesignpools.com](http://kuradesignpools.com)

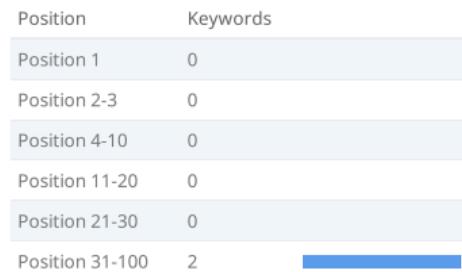
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
kura design pools	USA	1	390	119
kura design pools reviews	USA	5	140	7
pool builders orlando	USA	32	1,000	2
pool companies orlando	USA	45	390	1
pool design	BRAZIL	59	260	1
florida pool designs	USA	88	210	0
kura orlando	USA	49	210	0
design your own pool	USA	59	170	0
orlando pool installers	USA	54	170	0

#### Keyword Positions

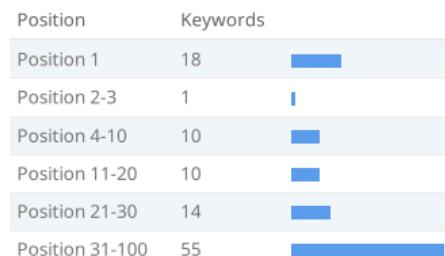
##### • [www.pacificpoolsorlando.com](http://www.pacificpoolsorlando.com)

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.



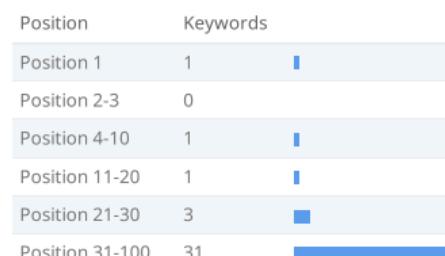
##### • [premierpoolsofcentralfl.com](http://premierpoolsofcentralfl.com)

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.



##### • [kuradesignpools.com](http://kuradesignpools.com)

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.



**Action Plan For Solving This Issue: Create an On-Page game plan to better build content around the keywords (See “Keyword Strategy To Build” Section In This Analysis Summary) that would drive qualified (future customers) traffic to your website. Writing blog posts utilizing these keywords as titles of the posts would also help your ability to rank for them.**

## **Backlink Volume Gap & Domain Strength**

*Explanation:* Backlink volume refers to the number of external websites that link back to a website. These backlinks act as “votes of confidence” and help improve a website’s authority (Domain Strength) and visibility in search engines. The backlink volume gap shows the difference between your website’s backlinks and those of your competitors. If they have significantly more backlinks, they’re likely benefiting from greater search engine authority and traffic. By identifying this gap, we can focus on strategies to build more high-quality backlinks, helping boost your site’s ranking and online presence.  
**(You want a 2:1 ratio backlink surplus minimum from your top competitor)**

### **Results Of Analysis:**

● [www.pacificpoolsorlando.com](http://www.pacificpoolsorlando.com)

You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



Domain Strength

6

2

1

0

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

 366	 104
Backlinks	Referring Domains

 232	 134	 0	 0	 96	 109
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

 484	 326	 0	 0	 188	 224
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

 123	 51
Backlinks	Referring Domains

 44	 79	 0	 0	 50	 52
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

 39	 8
Domain Strength	Page Strength

 120	 50
Backlinks	Referring Domains

 45	 75	 0	 0	 50	 52
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

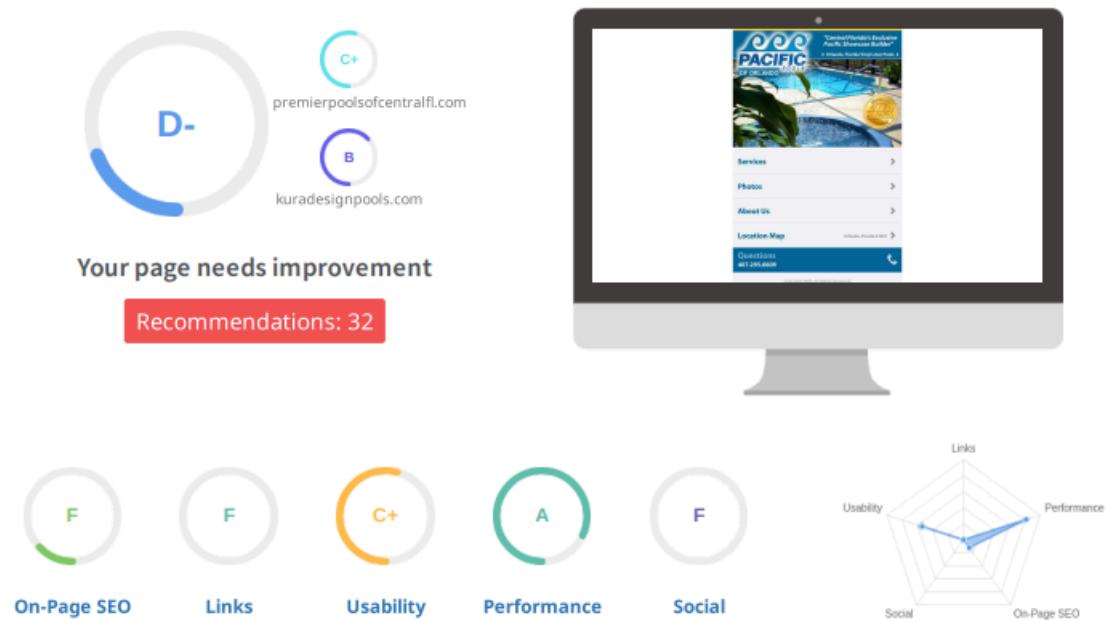
 2	<img alt="Page Strength icon"
---	-------------------------------

## Technical Website SEO Analysis

**Explanation:** Technical SEO ensures your website is set up to perform well in search engines and provides a good user experience. This includes things like **site speed** (how quickly pages load), **mobile friendliness** (how well the site functions on mobile devices), and **site structure** (how content is organized, making it easier for search engines to navigate). It also covers **on-page SEO** elements like metadata (page titles and descriptions), which help search engines understand what each page is about. Together, these factors impact how easily your site is found in search results and how users experience it. Addressing technical SEO is essential to improving both your search rankings and user engagement. **(You want a higher letter grade than your competitors (Idealistically > A))**

**Results Of Analysis: (SEE “Website Optimization – SEO Analysis” FILE FOR FULL ANALYSIS)**

Audit Results for [www.pacificpoolsorlando.com](http://www.pacificpoolsorlando.com)



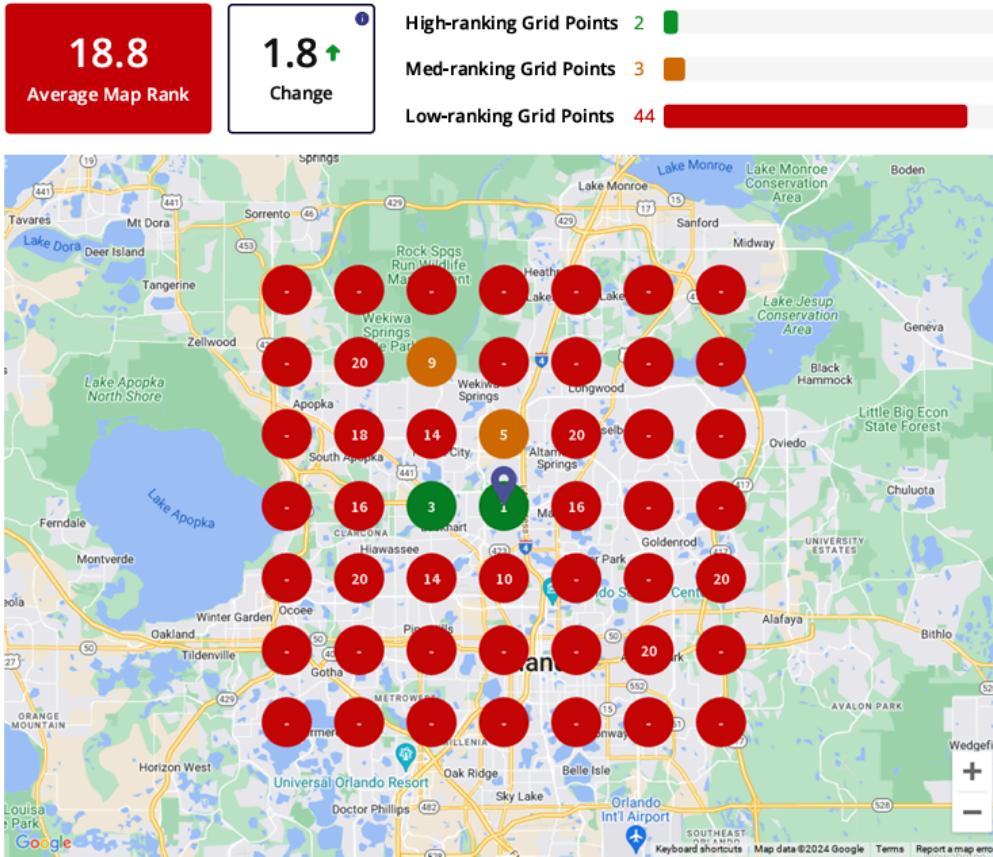
**Action Plan For Solving This Issue: (SEE RECOMMENDATIONS SECTION IN “Website Optimization – SEO Analysis” FILE FOR FULL Corrective ACTION PLAN FOR THESE ISSUES)**

## Local SEO Analysis

### **Local Search Grid/Local Rankings**

*Explanation:* Local search grid and local rankings provide a snapshot of how well your business shows up in local search results within a specific geographic area. This information is crucial for **Local SEO** because it shows where your business ranks when people nearby search for services you offer. A strong local ranking means potential customers in your area can easily find you, especially in searches like “near me” or “in [city].” Understanding this data allows us to pinpoint areas where visibility can be improved, helping you attract more local customers and drive foot traffic. (**You Want To Average Position 1-5**)

**Results Of Analysis: (SEE “Local Search Grid Analysis” FILE FOR FULL ANALYSIS)**



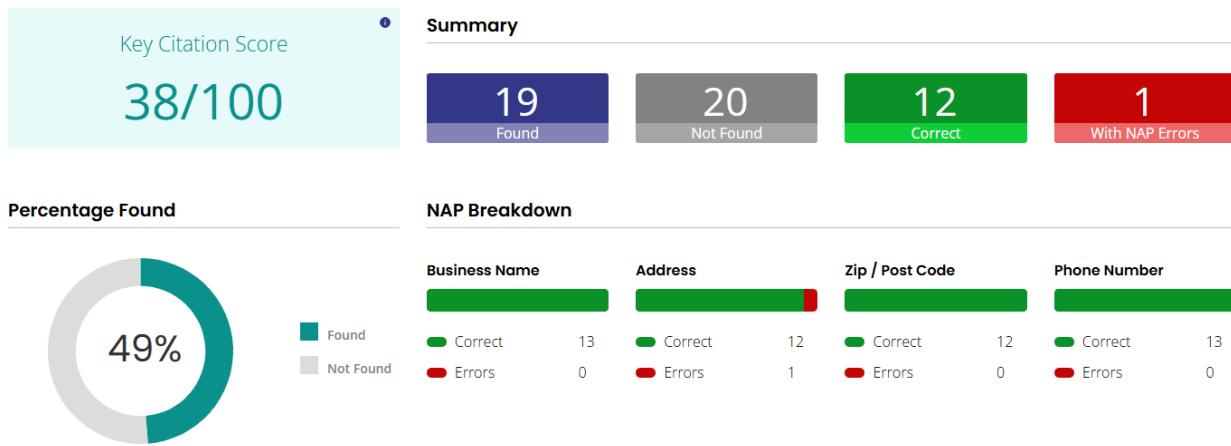
**Action Plan For Solving This Issue: Build Missing Citations, Refine Your Google Business Profile for ranking for the important keywords that a customer will be searching for when looking to do business with you. Also, Look over the “Google Business Review Volume Gap & Customer Sentiment” sections below and ensure that you utilize a reputation management protocol to obtain more high-quality reviews for your business listing on Google vs your competitors (You want to have more 5-star reviews than them).**

## Citations Analysis

**Explanation:** Citations in Local SEO refer to online mentions of your business's name, address, and phone number (NAP) across various directories and websites, like Google Business Profile, Yelp, and industry-specific directories. A **Citations Analysis** reviews the quantity and accuracy of these listings. Consistent and accurate citations help improve your business's credibility and visibility in local search results, making it easier for potential customers to find you. Inaccurate or missing citations can hurt your

local rankings, so this analysis ensures your information is correct and widely available across the web. (**You Should Have No Missing Citations**)

#### Results Of Analysis: (SEE “Citation Analysis” FILE FOR FULL ANALYSIS)



Action Plan For Solving This Issue: Build Missing Citations & Correct NAP Errors. (SEE “Citation Analysis” FILE FOR FULL ANALYSIS & Corrective Action Plan)

#### Google Business Review Volume Gaps

*Explanation:* Review volume gaps refer to the difference in the number of Google reviews between your business and your competitors. In Local SEO, having more positive reviews can boost your visibility and credibility in local search results, as Google often favors businesses with a higher number of quality reviews. If competitors have significantly more reviews, they may appear more trustworthy to potential customers. Identifying and closing this review gap can help improve your local ranking and attract more customers by building social proof and enhancing your online reputation. (**You want to have more 5-star reviews than your competitors**)

#### Results Of Analysis:



### Pacific Pools of Orlando

4.8 ★★★★★ 17 Google reviews

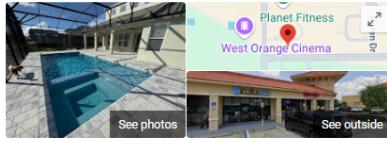
Swimming pool contractor in Maitland, Florida



### Premier Pools of Central Florida

4.5 ★★★★★ 162 Google reviews

Swimming pool contractor in Goldenrod, Florida



### Kura Design Pools

4.7 ★★★★★ 163 Google reviews

Swimming pool contractor in Ocoee, Florida

**Action Plan For Solving This Issue: Utilize a reputation management protocol to obtain more high-quality reviews for your business listing on Google vs your competitors (You want to have more 5-star reviews than them).**

## Customer Sentiment Comparison Analysis

*Explanation:* Customer Sentiment Comparison Analysis examines the tone and themes of customer feedback for your business compared to competitors. It highlights what customers love or dislike about each business, including common praises or complaints. This analysis helps you understand how customers perceive your business relative to others, allowing you to identify strengths to emphasize and areas for improvement. By addressing common pain points and building on positive feedback, you can enhance customer satisfaction and reputation, ultimately attracting more loyal customers.

## Results Of Analysis:

## Pacific Pools of Orlando

1800 Pembroke Dr Suite 300, Orlando, FL

[Write a review](#)

4.8 ★★★★★ 17 reviews [○](#)

 **Bob Itani**  
Local Guide · 153 reviews · 38 photos

★★★★★ 3 years ago

No answer no one called back either

 Like

 **Jimmy Quirola**  
Local Guide · 60 reviews · 432 photos

★★★★★ 4 years ago

Great authenticity

 1

 **Dan**  
11 reviews

★★★★★ 2 months ago

We needed our pool repaired and remodeled but finding someone to do it was almost impossible. We come across Andy and everything turned around for us. His crew was awesome and the work impeccable. I needed him to come check a minor ... [More](#)

 Like

## Premier Pools of Central Florida

4572 N Palmetto Ave, Winter Park, FL

[Write a review](#)

 **Cheryl Beier**  
10 reviews · 2 photos

★★★★★ a year ago

One year later and COUNTLESS issues my brand new \$108,000 pool leaks and Premier Pools of Central FL can't fix it. They are non responsive and frankly not qualified. This experience has been an absolute nightmare. Every single staff member ... [More](#)

 1

**Response from the owner** a year ago

Dear Mrs. Beier, The information you have provided is false. For anyone wishing to see your finished project they may go to the photo gallery and view the most recently posted pool. Your pool is beautiful. The construction process is ... [More](#)

 **Robert Maggi**  
45 reviews

★★★★★ 4 years ago

This company was horrible. We had Matt, as our salesperson. He came over one time to design our pool. After that we made numerous calls to him and he would not get back to us. We also attempted to call the main office number. We were told ... [More](#)

 5

**Response from the owner** 4 years ago

Dear Mr. Maggi. We apologize for your experience with our company. This is not reflective of our normal

## Kura Design Pools

2751 Old Winter Garden Rd, Ocoee, FL

[Write a review](#)

4.7 ★★★★★ 163 reviews [○](#)

 **Leon Lion**  
3 reviews

★★★★★ 3 months ago

NOT REVEALING MY REAL NAME TO PROTECT MY PRIVACY AND INFORMATION BUT IF YOU REPLY BACK TO THIS REVIEW SAYING THIS IS FAKE I WILL CALL YOU TO SHOW YOU AND LET YOU KNOW IT IS NOT. I AM REALLY DISAPPOINTED. ... [More](#)

 Like

**Response from the owner** 3 months ago

Thank you for your feedback. We deeply regret hearing about your experience and apologize for any inconvenience caused. At Kura Design Pools, we strive to provide exceptional service to all potential clients. It is surprising to hear about ... [More](#)

 **Paul Zerba**  
Local Guide · 67 reviews

★★★★★ 2 weeks ago [NEW](#)

It appears they don't need any business. I sent a request via their website. I received back a rather curt response of 'send a copy of your survey' and we will get back to you. Well, no they won't or don't. I sent a follow-up email to my first reply, still nothing. Apparently too busy for their own good.

 Like

**Response from the owner** 2 weeks ago

Thank you for sharing your feedback, and I'm truly sorry for your experience. We have been in communication since the end of September, even through the storms when we both lost power and internet. I apologize that when you sent your ... [More](#)

 **Anne Russell**  
5 reviews

★★★★★ a year ago

**Action Plan For Solving This Issue: Pay attention to similar criticisms of your business to make changes in those areas to increase your customer satisfaction. However, vs your competitors, your customer sentiment is overall excellent!**

## Paid Social & Google Search Ads Analysis

*Explanation:* Paid Traffic Discovery Analysis examines the types of ads your competitors are running on platforms like Google and social media. This includes understanding their ad content, messaging, and which audiences they target. By analyzing this information, you gain insight into which ad strategies are working for your competitors and where you can differentiate your approach. This helps you create more effective ads, target the right audience, and make the most of your advertising budget, ultimately driving more traffic and conversions for your business.

**www.pacificpoolsorlando.com**

### Results Of Analysis:

#### Is Currently Running Google Ads

The image displays three Google Ads cards arranged in a grid. Each card has a light gray header and a white body.

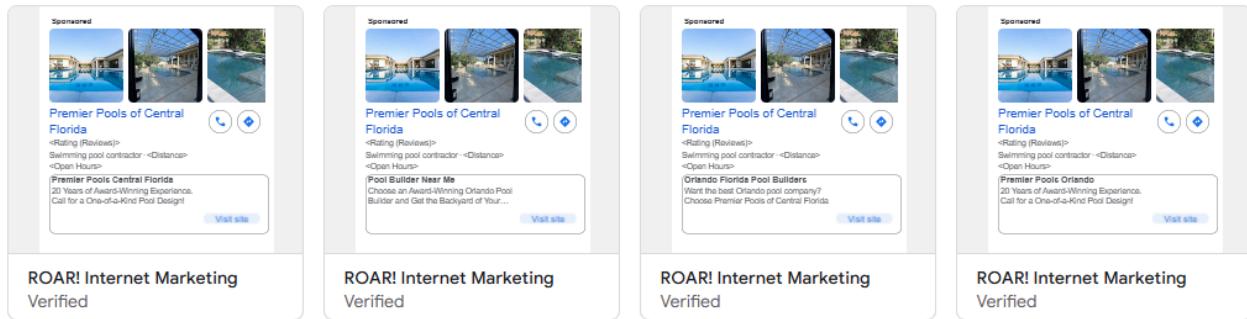
- Pacific Pools Orlando (Top Left):** Sponsored by www.pacificpoolsorlando.com/. The ad text is "Pacific Pools Orlando" and "Vinyl Liner Replacement Central FL Exclusive Pacific Dealer".
- Pacific Pools Orlando - Best Contractors Builders (Top Right):** Sponsored by www.pacificpoolsorlando.com/. The ad text is "Pacific Pools Orlando - Best Contractors Builders" and "Vinyl liner swimming pool replacement, contractors and best builders in Orlando FL Vinyl Liner Replacement Central FL Exclusive... Contact Us · Vinyl Liner Replacement · Pool Kit".
- Improved Drinking Water & Pool Company (Bottom Left):** Verified. The ad text is "Improved Drinking Water & Pool Company" and "Verified".
- Vinyl Liner Replacement (Bottom Right):** Sponsored by www.pacificpoolsorlando.com/. The ad text is "Vinyl Liner Replacement" and "Best Prices and Service Pacific Pools Orlando".
- Improved Drinking Water & Pool Company (Bottom Center):** Verified. The ad text is "Improved Drinking Water & Pool Company" and "Verified".

## Could Not Identify A Facebook Page & No Facebook Ads Are Running

[www.premierpoolsofcentralfl.com](http://www.premierpoolsofcentralfl.com)

### Results Of Analysis:

#### Is Currently Running Google Ads



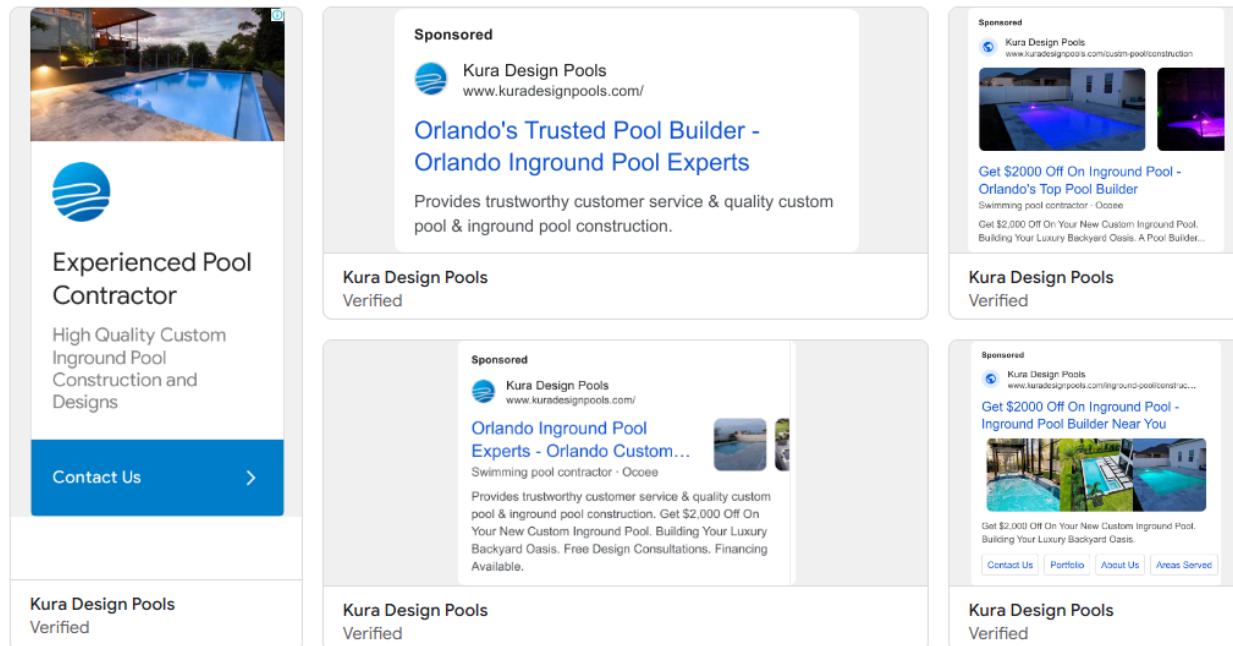
The image displays four Google Ads arranged in a 2x2 grid. Each ad is for 'Premier Pools of Central Florida' and includes a 'Visit site' button. The ads are sponsored and feature images of swimming pools. Below the ads, there are two 'ROAR! Internet Marketing Verified' cards.

## Identified A Facebook Page But No Facebook Ads Are Running

[www.kuradesignpools.com](http://www.kuradesignpools.com)

### Results Of Analysis:

#### Is Currently Running Google Ads



The image displays five Google Ads and one Facebook page card for 'Kura Design Pools'. The ads are sponsored and feature images of swimming pools. The Facebook page card is also for 'Kura Design Pools' and is marked as 'Verified'.

## Identified A Facebook Page & Is Running Facebook/Instagram Ads

Active

Library ID: 406037312361463

Started running on Oct 10, 2024

Platforms

[See ad details](#)

Kura Design Pools

Sponsored

Let's Create Your Perfect Pool Experience!

Transform your home into a haven of fun and relaxation with a custom pool.

For a limited time, seize the opportunity to get \$2,000 OFF your dream inground pool. Your perfect retreat awaits!...

GET STARTED WITH RESORT STYLE LIVING

KURADESIGNPOOLS  
Get \$2,000  
OFF an...  
Orlando Custom

[Learn More](#)

INFINITY EDGE POOLS

KURADESIGNPOOLS  
Infinity Edge  
Pools that...

[Learn More](#)

Active

Library ID: 1051509806477594

Started running on Oct 10, 2024

Platforms

This ad has multiple versions

[See ad details](#)

Kura Design Pools

Sponsored

Get \$2,000 OFF Your Dream Inground Pool! ☀️

Transform Your Backyard Into a Luxury Retreat Today

For a limited time, we are offering \$2,000 OFF your new custom inground pool. Imagine turning your backyard into a personal paradise, perfect for entertaining, relaxing, and creating lasting memories!...

Get \$2,000 OFF an Inground Pool!

[Learn More](#)

Active

Library ID: 1649267128965568

Started running on Oct 10, 2024

Platforms

This ad has multiple versions

[See ad details](#)

Kura Design Pools

Sponsored

Get \$2,000 OFF Your Dream Inground Pool! ☀️

Transform Your Backyard Into a Luxury Retreat Today

For a limited time, we are offering \$2,000 OFF your new custom inground pool. Imagine turning your backyard into a personal paradise, perfect for entertaining, relaxing, and creating lasting memories!...

Get \$2,000 OFF an Inground Pool!

[Learn More](#)

Active

Library ID: 853961003540312

Started running on Oct 10, 2024

Platforms

[See ad details](#)

Kura Design Pools

Sponsored

Get \$2,000 OFF Your Dream Inground Pool! ☀️

Transform Your Backyard Into a Luxury Retreat Today

For a limited time, we are offering \$2,000 OFF your new custom inground pool. Imagine turning your backyard into a personal paradise, perfect for entertaining, relaxing, and creating lasting memories!...

LIMITED TIME  
\$2,000 OFF  
YOUR CUSTOM POOL SCAP

KURA  
DESIGN POOLS

KURADESIGNPOOLS.COM  
Get \$2,000 OFF an Inground Pool!

[Learn more](#)

[Learn More](#)

Active

Library ID: 1582623229325119

Started running on Oct 10, 2024

Platforms

This ad has multiple versions

[See ad details](#)

Kura Design Pools

Sponsored

Get \$2,000 OFF Your Dream Inground Pool! ☀️

Transform Your Backyard Into a Luxury Retreat Today

Don't miss out on this exclusive offer! For a limited time, we are offering \$2,000 OFF your new custom inground pool. Imagine stepping out into your own private paradise, just steps away from your home. Whether you're dreami...

Get \$2,000 OFF an Inground Pool!

[Learn More](#)

Active

Library ID: 933951338588302

Started running on Oct 10, 2024

Platforms

This ad has multiple versions

[See ad details](#)

Kura Design Pools

Sponsored

Get \$2,000 OFF Your Dream Inground Pool! ☀️

Transform Your Backyard Into a Luxury Retreat Today

Don't miss out on this exclusive offer! For a limited time, we are offering \$2,000 OFF your new custom inground pool. Imagine stepping out into your own private paradise, just steps away from your home. Whether you're dreami...

Get \$2,000 OFF an Inground Pool!

[Learn More](#)

**Action Plan For Solving This Issue: Utilize the concepts behind the Google/Social ad copies your top competitors use and refine them to fit your branding and tone. If they work for your top competitors to acquire more customers than you, they are winning creatives. You should also take advantage of a social media retargeting ads campaign that are only showing to people that have interacted with your Google ads to increase the conversion rate.**

**Your current Google ads are very basic/unattractive; refine those to be more appealing.**

## Content Marketing Strategy Analysis

### Website Content Strategy Analysis

*Explanation:* Website Content Strategy Analysis looks at the types of pages/blog posts your competitors publish (Top traffic-producing content), the topics they cover, and how well these posts engage their audience. This analysis reveals what content resonates most with readers and where there might be gaps or opportunities. By understanding competitors' blog strategies, you can develop content that appeals to your target audience, drives more traffic, and positions your business as an industry authority. This helps attract potential customers by offering valuable, relevant information that keeps them coming back to your site.

**www.pacificpoolsorlando.com**

#### Results Of Analysis:

□	SEO TITLE URL	EST. VISITS	BACKLINKS	f	p	o
□	Pacific Pools Orlando FL - Vinyl Liner Replacement Pool ... pacificpoolsorlando.com/	97 <a href="#">View All ▾</a>	100 <a href="#">View All ▾</a>	0	0	0
□	Latham Liner Visualizer pacificpoolsorlando.com/visualizer.html	4 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
□	Orlando Vinyl Liner Swimming Pool Vinyl Liner Replacement pacificpoolsorlando.com/orlando_vinyl_liner_replacement_leak_pool_pools_repair_florida.html	2 <a href="#">View All ▾</a>	18 <a href="#">View All ▾</a>	2	0	0
□	Orlando Florida Vinyl Liner Swimming Pool Builder pacificpoolsorlando.com/orlando_florida_best_swimming_pool_contractors_builders_fl_vinyl_liner_pools.html	1 <a href="#">View All ▾</a>	12 <a href="#">View All ▾</a>	0	0	0
□	STEPS • LOUNGES • BENCHES • SPAS pacificpoolsorlando.com/pdf/Pacific-Pools-Steps-Brochure.pdf	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
□	Vinyl Liner Pools Replacement - Best Orlando Swimming ... pacificpoolsorlando.com/mobile/services-orlando-fl-vinyl-liner-replace-swimming-pools-best-mobile.html	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
□	Photos Pictures Vinyl Liner Pools Orlando FL pacificpoolsorlando.com/mobile/photos-orlando-fl-vinyl-liner-pools-best-builders-mobile.html	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
□	2020 Pacific Vinyl Inground Liners pacificpoolsorlando.com/pdf/Pacific-Pools-Liners-2020.pdf	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
□	Do It Yourself Pool Kits - Orlando Pool Water Testing Kits pacificpoolsorlando.com/new_pool_kit_ingroupound_fiberglass_do_it_yourself_orlando_florida_best_swimming_fl...	0 <a href="#">View All ▾</a>	1 <a href="#">View All ▾</a>	0	0	0
□	Best Vinyl Liner Replacement Prices Repair pacificpoolsorlando.com/mobile/about-orlando-fl-vinyl-liner-pools-best-contractors-mobile.html	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
□	Vinyl Liner Swimming Pool Equipment - Pumps Lights ... pacificpoolsorlando.com/equipment_orlando_vinyl_liner_replacement_pool_pumps_repair_service_fl.html	0 <a href="#">View All ▾</a>	1 <a href="#">View All ▾</a>	0	0	0

**www.premierpoolsofcentralfl.com**

#### Results Of Analysis:

	SEO TITLE 	URL	EST. VISITS 	BACKLINKS 	f 	p 	
<input type="checkbox"/>	Pool Builder Orlando   Premier Pools of Central FL	premierpoolscentralfl.com/	11,646 <a href="#">View All ▾</a>	334 <a href="#">View All ▾</a>	128	0	0
<input type="checkbox"/>	Pool Remodeling and Resurfacing Orlando	premierpoolscentralfl.com/pool-remodeling/	663 <a href="#">View All ▾</a>	40 <a href="#">View All ▾</a>	20	0	0
<input type="checkbox"/>	Custom Swimming Pool Design Pictures	premierpoolscentralfl.com/swimming-pool-design/	297 <a href="#">View All ▾</a>	137 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Best Pool Builder in Orlando   Award Winning Pool Design	premierpoolscentralfl.com/awards/	269 <a href="#">View All ▾</a>	2 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Contact Orlando Builders   Premier Pools of Central FL	premierpoolscentralfl.com/get-in-touch/	26 <a href="#">View All ▾</a>	5 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Pool Builder Windermere Premier Pools of Central Florida	premierpoolscentralfl.com/areas-we-serve/windermere/	21 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Swimming Pool Design Features   Spools Photos	premierpoolscentralfl.com/swimming-pool-design/pool-pictures/spools/	15 <a href="#">View All ▾</a>	24 <a href="#">View All ▾</a>	0	632	0
<input type="checkbox"/>	Questions to Ask a Pool Builder   FAQs for Pool Contractors	premierpoolscentralfl.com/questions-to-ask-a-pool-builder/	10 <a href="#">View All ▾</a>	7 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	The Villages	premierpoolscentralfl.com/areas-we-serve/pool-builder-the-villages/	9 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Pool Contractor Reviews   Custom Pool Builder Reviews	premierpoolscentralfl.com/reviews/	6 <a href="#">View All ▾</a>	14 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Pool Builder Winter Garden	premierpoolscentralfl.com/areas-we-serve/winter-garden/	3 <a href="#">View All ▾</a>	1 <a href="#">View All ▾</a>	0	0	0

[www.kuradesignpools.com](http://www.kuradesignpools.com)

### Results Of Analysis:

	SEO TITLE 	URL	EST. VISITS 	BACKLINKS 	f 	p 	
<input type="checkbox"/>	Kura Design Pools	kuradesignpools.com/	319 <a href="#">View All ▾</a>	14 <a href="#">View All ▾</a>	309	19	0
<input type="checkbox"/>	Clermont Custom Pool Builder	kuradesignpools.com/areas-served/clermont-custom-pool-builder/	15 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Winter Garden Luxury Pool Builder   Orlando Inground ...	kuradesignpools.com/about/	5 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Winter Garden Custom Pools   Clermont Pool Builder	kuradesignpools.com/custom-pools/	5 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	St. Cloud Custom Pool Builder	kuradesignpools.com/areas-served/st-cloud-custom-pool-builder/	3 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Custom Pool Builder in Davenport	kuradesignpools.com/davenport-custom-pool-builder/	1 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Winter Garden Build Your Inground Pool	kuradesignpools.com/custom-pools/build-your-inground-pool-wishlist/	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Baldwin Park Pool Builder   Pool Design & Construction	kuradesignpools.com/areas-served/baldwin-park-custom-pool-builder/	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Custom Pool Builder in Sanford	kuradesignpools.com/sanford-custom-pool-builder/	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Lake Butler Pool Builder   Pool Design & Construction	kuradesignpools.com/areas-served/lake-butler-custom-pool-builder/	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0
<input type="checkbox"/>	Winter Garden Pool Features   Clermont Pool Builder	kuradesignpools.com/pool-features/	0 <a href="#">View All ▾</a>	0 <a href="#">View All ▾</a>	0	0	0

**Action Plan For Solving This Issue: Utilize the top types of performing content and keywords from your competitors and create pages/blog posts for your website using that rhetoric with minor changes to capitalize on their strategy.**

## Social Media Content Strategy Analysis

*Explanation:* Social Media Content Strategy Analysis examines the types of posts your competitors share, how often they post, and which content generates the most engagement (likes, comments, shares). By analyzing these patterns, we gain insights into what resonates with their audience and identify opportunities to improve your own social media presence. This helps you create a more effective content strategy that engages followers, builds brand awareness, and drives potential customers to your business. A strong social media strategy can enhance your visibility and strengthen your connection with your audience.

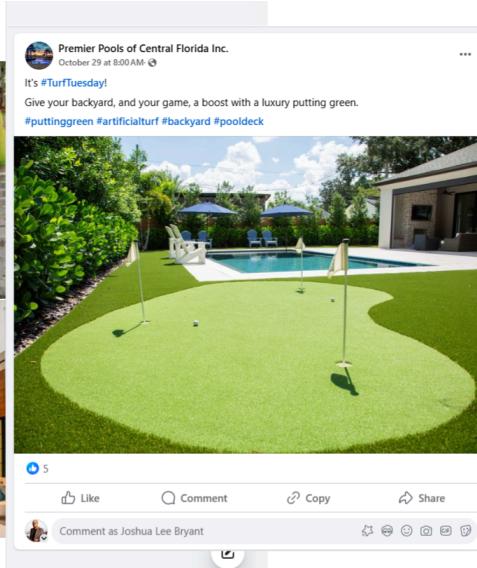
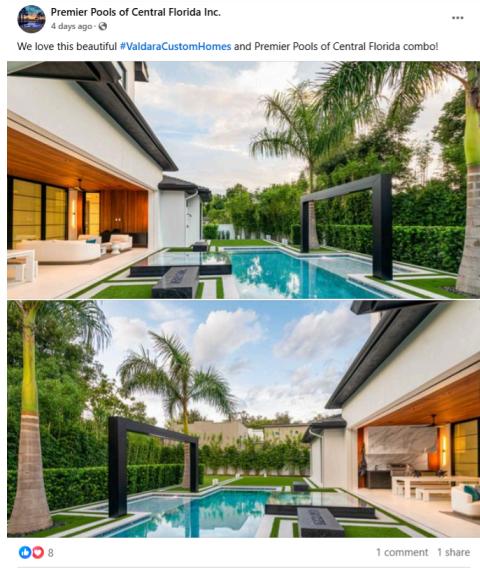
**www.pacificpoolsorlando.com**

**Results Of Analysis:**

**Could Not Identify A Facebook Page**

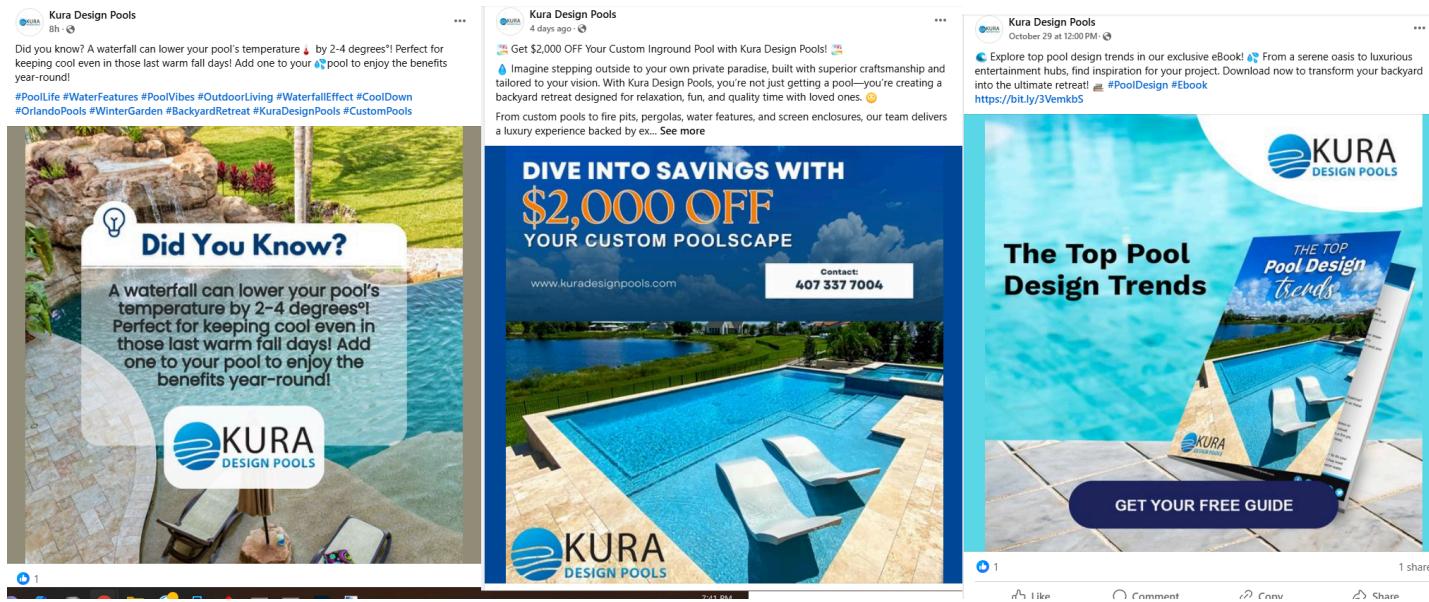
**www.premierpoolsofcenralfl.com**

**Results Of Analysis:**



**www.kuradesignpools.com**

## Results Of Analysis:



**Action Plan For Solving This Issue: Utilize a culmination of the best methods your competitors are finding success with reformatted to fit your brand imaging/tone for social media content. There is a big opportunity here.**

## Keyword Strategy To Build: Content (Social & Blog Posts)/Search Ads/Backlink Anchors Around

*Explanation:* A targeted keyword strategy involves identifying the search terms and phrases that your audience is actively using to find products or services like yours. By building content (such as blog posts and social media), search ads, and backlink anchors around these keywords, you increase the likelihood of appearing in search results when potential customers are looking for what you offer. This strategy boosts visibility, drives relevant traffic to your site, and improves your authority in search rankings, making it easier for your ideal customers to discover and engage with your business.

**Results Of Analysis: (SEE “Keyword Strategy” FILE FOR FULL LIST)**

A	B	C	D	E	F
No	Keyword	Search Volume	CPC	Paid Difficulty	SEO Difficulty
1	custom swimming pool orlando	0	\$0.00	1	4
2	pool remodeling orlando	70	\$21.48	41	3
3	pool builder orlando	1,000	\$6.58	47	12
4	pool remodel companies	1,300	\$14.74	15	18
5	custom swimming pool builders near me	720	\$18.71	3	31
6	pool remodel ideas	480	\$2.97	48	28
7	pool companies in orlando florida	390	\$7.62	64	12
8	pool screen repair orlando fl	210	\$11.07	53	2
9	custom swimming pool	110	\$4.66	63	13
10	pool renovation orlando	110	\$9.74	30	11
11	best pool builder in orlando	20	\$4.58	35	16
12	pool repair companies orlando	0	\$0.00	1	4
13	pool repair companies orlando fl	0	\$0.00	1	4
14	pool remodel contractors near me	0	\$0.00	1	4
15	vinyl pool repair orlando fl	0	\$0.00	1	4
16	pool installation companies orlando fl	0	\$0.00	1	4
17	concrete pool builder near me	0	\$0.00	1	4

**Action Plan For Solving This Issue: Build content (Blog Posts/Social Posts), Ads, & Backlinks Around These Keywords. (SEE “Keyword Strategy” FILE FOR LIST OF KEYWORDS)**

## Product, Service, & Lead Magnet Offering Analysis

### Product & Service Offering Comparison

*Explanation:* Product & Service Offering Comparison evaluates how your offerings stack up against those of your competitors in terms of pricing, features, and customer appeal. This analysis helps you understand where competitors might have an edge or identify gaps in the market that you could fill. By comparing these elements, you can refine your own products or services to better meet customer needs, enhance your market positioning, and make your business stand out in a crowded landscape.

**[www.pacificpoolsorlando.com](http://www.pacificpoolsorlando.com)**

**Results Of Analysis: \$100 off any vinyl liner replacement**



Special Savings Now! **CALL 407.295.6609**  
**New Pools and Vinyl Liners!**

**\$100 Off Any Vinyl Liner Replacement - Limited Time Offer!**



[www.premierpoolsofcentralfl.com](http://www.premierpoolsofcentralfl.com)

**Results Of Analysis: Free Estimates & Free Design Quotes**

**Get A Quote Today**

No obligation!

[Schedule A Free Estimate](#)



[www.kuradesignpools.com](http://www.kuradesignpools.com)

**Results Of Analysis: \$2000 Off A Custom Poolscape & Free Consultations**

**DIVE INTO SAVINGS WITH  
\$2,000 OFF  
YOUR CUSTOM POOLSCAPE**



**Action Plan For Solving This Issue: Craft an offer that can be bigger/better than your competitors (You can always recoup the loss in markups if needed in the quote). Advertise your new offer everywhere!**

### **Lead Magnet Comparison**

*Explanation:* Lead Magnet Comparison analyzes the free resources or incentives (like e-books, webinars, or discounts) that competitors offer to attract potential customers and collect contact information. This comparison helps you see what's working to engage and convert customers in your industry. By understanding which lead magnets resonate most with your target audience, you can design more compelling offers that encourage prospects to interact with your business, ultimately boosting your lead generation and nurturing efforts.

**[www.pacificpoolsonlando.com](http://www.pacificpoolsonlando.com)**

**Results Of Analysis: No Lead Magnet Identified**

**[www.premierpoolsofcentralfl.com](http://www.premierpoolsofcentralfl.com)**

**Results Of Analysis: No Lead Magnet Identified**

**[www.kuradesignpools.com](http://www.kuradesignpools.com)**

**Results Of Analysis: The “Top Pool Design Trends” Guide Free Download**



**Action Plan For Solving This Issue: Craft a unique/valuable (Provide more value than your competitors) Free Lead Magnet For Your Business To Capture Top Of The Funnel Leads -> Nurture Them (Auto or Manual) -> Close More Deals.**

## Summary Of Findings

**A concise overview highlighting the key insights from the entire report, giving you a clear picture of where your business stands in comparison to competitors.**

- Website Bounce Rate, Visit Duration, & Pages Per Visit Needs Attention.
- You are getting fewer organic visitors to your website than your competitors.
- Your business is not ranking at all in positions 1-30 for any important keywords.
- You have  $\frac{1}{3}$  of the backlinks your top competitor has.
- Your technical website analysis rated you a D- which is poor.
- Your average local search map ranking is position 18 which is poor.
- You have 19 of the 40 top Citations & 1 NAP Error. This is roughly 49%.
- Your business only has 17 Google Reviews vs Your Competitors 162 avg.
- You have great customer sentiment about your business!
- The only ads you are running are on Google and they look very basic/unattractive vs your competitors.
- I could not identify social media accounts for your business.
- Your website content strategy is currently not using relevant keywords that would ultimately drive qualified traffic to your website.
- While you have a promotional offer, one of your competitors has a better one.
- I could not identify any use of lead magnets by your business.

## Corrective Action Plan

**The strategic game plan with step-by-step actions designed to help you close gaps, capitalize on strengths, and outshine your competition.**

1. Website - Reformat your website to be more visually appealing across all viewable devices along with create more engaging content to encourage visitors to stay on your website longer to increase the likelihood of conversion.
2. Website - Create an On-Page game plan to better build content around the keywords (See “Keyword Strategy To Build” Section In This Analysis Summary) that would drive qualified (future customers) traffic to your website. Writing blog posts utilizing these keywords as titles of the posts would also help your ability to rank for them.
3. Website - Obtain Quality Backlinks at a 2:1 ratio minimum from your competitor that has more backlinks than you. Ensure the backlinks you are obtaining are from websites that have a high domain strength/authority.
4. Technical Website SEO - (SEE RECOMMENDATIONS SECTION IN “Website Optimization - SEO Analysis” FILE FOR FULL Corrective ACTION PLAN FOR THESE ISSUES)
5. Local SEO - Build Missing Citations, Refine Your Google Business Profile for ranking for the important keywords that a customer will be searching for when looking to do business with you. Also, Look over the “Google Business Review Volume Gap & Customer Sentiment” sections below and ensure that you utilize a reputation management protocol to obtain more high-quality reviews for your business listing on Google vs your competitors (You want to have more 5-star reviews than them).
6. Google/Social ADS - Utilize the concepts behind the Google/Social ad copies your top competitors use and refine them to fit your branding and tone. If they work for your top competitors to acquire more customers than you, they are winning creatives.
7. Website Content Strategy - Utilize the top types of performing content and keywords from your competitors and create pages/blog posts for your website using that rhetoric with minor changes to capitalize on their strategy.
8. Social Media Strategy - Build social media accounts and post elegant photos/videos of your work, promote your special offers & promos.

9. Offers - Craft an offer that can be bigger/better than your competitors  
(You can always recoup the loss in markups if needed in quote).  
Advertise your new offer everywhere!
10. Craft a unique/valuable (Provide more value than your competitors) Free Lead Magnet For Your Business To Capture Top Of The Funnel Leads -> Nurture Them (Auto or Manual) -> Close More Deals.

## Conclusion

**My Competitor Analysis has shed light on the key areas where your business can improve to not only match but surpass your competitors. Each insight and action plan provided in this report is tailored to address specific gaps and elevate your brand's visibility, engagement, and customer reach.**

**I hope you address these issues promptly so you can beat your competitors! However if you don't know how to or have the time to put this action plan in motion, I'd be more than happy to provide you with my services to handle all of these problem areas.**

**By actively managing your SEO and marketing efforts, I can tackle each challenge head-on and drive consistent growth in all areas where your business is currently falling short.**

**With my expertise and proactive approach, you'll have a partner dedicated to enhancing your competitive edge and ensuring sustained success. Together, we'll position your business not just to compete—but to lead. Let's turn these insights into actionable results and propel your business to the forefront of your industry.**

-Joshua Lee Bryant

Marketing | SEO | Web Design

423-579-3261

[josh@joshualeebryant.com](mailto:josh@joshualeebryant.com)

[www.JoshuaLeeBryant.com](http://www.JoshuaLeeBryant.com)

