

CHAPTER 12 ASSIGNMENT

Overview

A company called Pool Center competes with another company, Polaris, in selling robotic pool cleaners and wants to outrank Polaris for the keyword “**Robotic Pool Cleaners.**” Currently, Pool Center ranks much lower in search results.

Below are the page elements and backlink metrics for the ranking pages and their respective websites.

Polaris Page Elements

URL: <https://www.polarispool.com/en/products/robotic>

Page title (title tag): Robotic Pool Cleaners | #1 Swimming Pool Cleaner Worldwide | Polaris Automatic Pool Cleaners

Meta description: Polaris automatic robotic swimming pool cleaners, featuring Vortex Vacuum Technology, are the benchmark against which all others pool cleaners are measured.

H1: Robotic Pool Cleaners

Content: This visionary class of robotic cleaners has become the benchmark against which all others are measured.

Pool Center Page Elements

URL: <http://www.poolcenter.com/c/roboticPoolCleaners>

Page title (title tag): Robotic Pool Cleaners, Automatic Cleaners

Meta description: Robotic cleaners for inground and above ground pools, over 2 dozen robot pool cleaners from Aquabot, Dolphin, Hayward, Polaris, SmartPool.

H1: Robotic Cleaners

Content: Keeping your swimming pool clean is one of the biggest challenges of pool ownership and requires a lot of time and effort. You can reduce your pool cleaning time and enhance the efficiency of your pool filter with a robotic pool cleaner. Robotic pool cleaners operate on their own power, and trap debris in their own onboard bag or cartridge. Fully independent of your pump and filter system, robot pool cleaners are easy to operate, quick cleaning and reliable. Most robotic pool cleaners can clean an entire pool in under an hour. Advanced features include remote control operation, onboard lighting, faster or more complete cleaning coverage.

Backlink Metrics	www.polarispool.com/en/products/robotic	www.poolcenter.com/c/roboticPoolCleaners
Domain Authority	46	42
Page Authority	36	36
Total links (Domain-level)	884	925
External followed links (Domain-level)	200	380
Internal followed links (Domain-level)	564	374
Total Linking Domains (Domain-level)	28	20

Instructions

Using your knowledge of on-page and off-page SEO, perform a competitive gap analysis and provide an explanation of why Pool Center is behind Polaris in rankings for its primary keyword (“robotic pool cleaners”). Provide an assessment of what Pool Center needs to do to win and how difficult the SEO campaign will be.

Chapter 12 Assignment Instruction Notes

Pool Center ranks behind Polaris for reasons that relate to both on-page and off-page SEO.

	Pool Center	Polaris
On-Page SEO	Perfectly optimized URL, page title, and content. Partly optimized H1. No https.	Uses a secure site (https) Perfectly optimized page title and H1. Partly optimized URL and content. Insufficient content for ranking purposes.
Off-Page SEO (Page-level)	Page authority = 36	Page authority = 36
Off-Page SEO (Domain-level)	20 linking domains	28 linking domains (and higher domain authority)

All things considered, Pool Center probably has a slight advantage over Polaris in terms of on-page SEO (since title and content are most important), though they could improve their H1 tag and migrating to a secure domain would help long-term.

There is no data given about page-level link metrics other than page authority, but since this is equal for both sites, it can be disregarded.

Pool Center has an obvious gap compared to Polaris by looking at linking domains (and associated domain authority). However, this is a small gap in SEO terms.

Pool Center's main focus should be on link building to build page and site authority. With the small gap in links/authority, this should be a relatively easy SEO campaign, assuming that Polaris is not actively doing link building at the same time.