

Halyard Consulting

The Power of the SWOT Analysis

- Identify Internal & External Factors Influencers
 - Internal Factors
 - Strengths
 - Weaknesses
 - External Factors
 - Opportunities
 - Threats



SWOT Analysis

Halyard SWOT Analysis

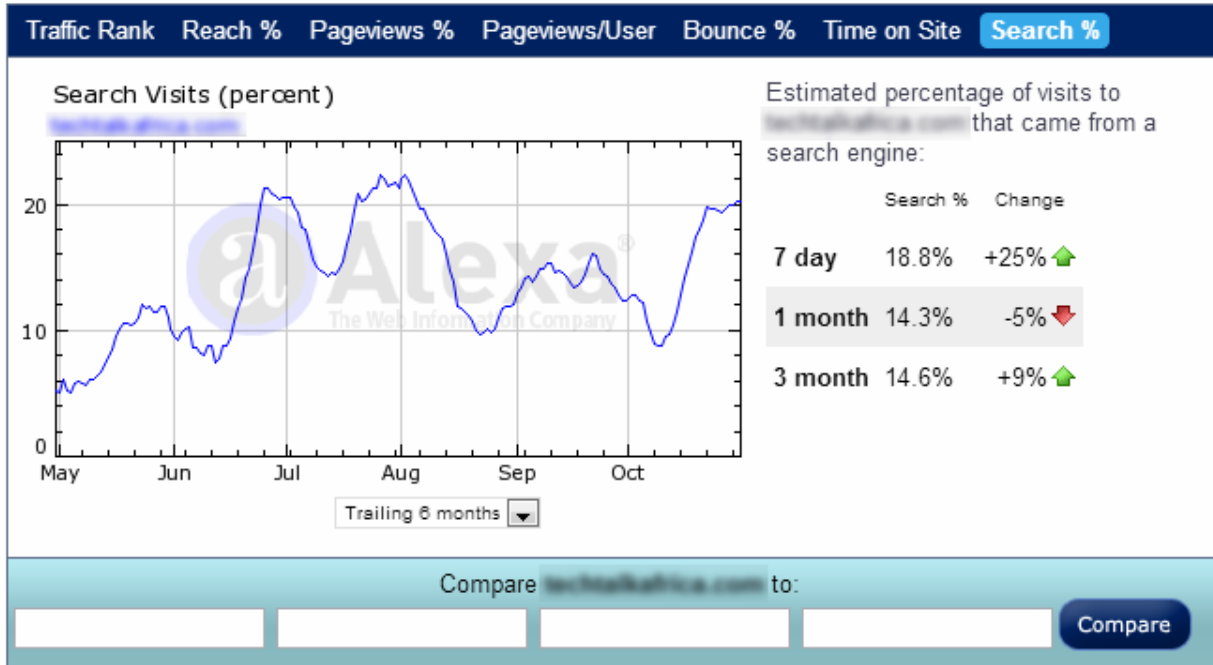
Slightly Different - Online Focused

- Many Internet terms are foreign to the average business owner.
 - Canonicalization - Occurs when web content has more than one possible URL.
 - Domain Authority - A prediction model for how a website will perform in the search engines.
 - Root Domain - The whole of the domain including all pages and subdomains.
 - Sub Domains - Sections of the website indicated in the URL before the root domain. Ex. video.domainname.com

Vocabulary

	adnews24.com	halcyonconsulting.com	spadepage.com	budgetworld.com	goldline.com
Domain Authority	33	48	52	56	✔ 73
Domain MozRank	3.95	5.26	5.04	5.13	✔ 5.8
Domain MozTrust	4.32	5.6	5.42	5.5	✔ 6.47
External Followed Links	3,561	30,607	20,534	20,217	✔ 86,918
Total External Links	3,563	30,743	21,437	25,538	✔ 92,084
Total Links	3,622	908,862	✔ 4,103,581	922,090	769,824
Followed Linking Root Domains	48	344	643	507	✔ 2,230
Total Linking Root Domains	49	378	745	609	✔ 2,716
Linking C Blocks	36	274	498	421	✔ 1,692
<ul style="list-style-type: none"> • Followed Links vs Nofollowed Links: • Internal Links vs External Links 					

Root Domain Competitor Data



Alexa Ranking

URL	Page Authority	Total Links
http://www.halyard.com/na/	37	614
...	36	494
...	29	55
http://www.halyard.com/	26	35
...	26	37
...	26	70
...	26	70
...	24	31
...	20	6
...	20	6

Top Pages Based on Page Authority

URL	Title	Facebook Shares	Twitter Shares
http://www.hedgefundintelligence.com/	Home Your source of hedge fund news and performance data - HedgeFund Intelligence	6	5
/2017	NA	2	14
/Products/2016/Performance/Events/Event/edge-fund-awards-2012.html	Hedge Fund Conferences and Awards HedgeFund Intelligence	2	19
/2015	NA	2	0
/Europe	News and performance data on European hedge funds - Europe	1	27

Top Pages Based on Social Media

URL	Domain Authority
blogspot.com/	94
prnewswire.com/	93
prnewswire.co.uk/	80
publicservice.co.uk/	72
advisorone.com/	70
bingham.com/	66
kattenlaw.com/	59
dechert.com/	57
lowenstein.com/	54
eurekahedge.com/	54

Linking Domains

- Analyze top three competitors.
- Summary Detail
- Overall Observations
- Suggested Project Objectives

Rinse & Repeat



HALYARD
CONSULTING

Phone: 800-641-9157

Email: jgoodman@halyardconsulting.com

Website: <http://halyardconsulting.com>

Facebook: <https://www.facebook.com/halyardconsulting>

Twitter: <https://twitter.com/HalyardConsult>

Google+: <https://plus.google.com/+JonathanGoodman/>

YouTube: <https://www.youtube.com/user/halyardconsult>

Contact Us