

# SEO SWOT Guide

Marcus Miller

Managing Director - Bowler Hat

Bowler Hat

[www.bowlerhat.co.uk](http://www.bowlerhat.co.uk)



# The SWOT Analysis Chart

Helpful  
to achieving the objective

Harmful  
to achieving the objective

Internal Origin  
(attributes of the organisation)

# S

## STRENGTHS

# W

## WEAKNESSES

External Origin  
(attributes of the environment)

# O

## OPPORTUNITIES

# T

## THREATS

- Industry expertise
- Expert content

- Low domain authority metrics
- Poor rankings for primary commercial keywords
- Site not well optimised
- Some duplicate content

- Rank in the top 5 results for commercial search terms by building links and authority
- Improve the ranking of existing useful and informational content
- Continue to publish useful content
- Target featured snippets & people-also-ask results

- Gap is growing between the major competitors
- Newer and less experienced competitors are overtaking Bob's Widgets in organic
- The gap in authority is growing between Bob's Widgets and competitors



# SEO SWOT Questions

The following questions will help you put this into action for your business - if you can't answer some of these questions then this also highlights more weaknesses.

## SEO Strengths

Strengths are an internal factor and are typically the easiest thing to detail so we start here.

- What do you rank well for currently?
- What are your digital assets? Website? Content? Tools? Knowledge?
- What is your very best asset?
- What makes you better than your competitors?
- What ranks well currently?
- What drives the most organic traffic?
- What are your best links?
- What previous SEO had the best results?

## SEO Weaknesses

Weaknesses are again internal. And determining weaknesses is not so easy. You will have to be honest. Smart competitors will target your weaknesses so you too must target them as opportunities for improving your SEO.

- Which areas need improvement? Website? Content? Links? Strategy?
- What do your competitors do better than you?
- Where are your competitors stronger than? Content? Links?
- Do you have the requisite SEO skills in house?
- Do you have the budget required to reach your SEO objectives?
- How far are you behind the competition? In what areas?
- What content is currently driving little to no traffic?
- Which SEO tactics have previously failed to deliver?

## SEO Opportunities

Your SEO opportunities are born out of the strengths and weaknesses. Strengths are areas to be built upon. Weaknesses are areas to be explored.

- What content could be built that would have significant impact?
- What aspects of the site could be optimised to improve results?
- What areas of the site that do well could be expanded to do better?
- What weaknesses are easily resolved?
- What link sources are we yet to tap into?
- Are there any changes to the search engine results we can leverage?

## SEO Threats

Threats are the hardest element and needs to be based on an understanding of your own weaknesses and your competitors strengths. This also needs a critical appraisal of how search engine results are changing in ways that could impact your business.

- Which competitors are strong where you are weak?
- Are newer, less experienced competitors improving their SEO?
- Is the gap between you and your competitors growing?
- Are search engine results changing in a way that could impact your business? (more ads, new SERP features etc)
- Are any new start-ups aggressively gathering market share?



# Print it Out and Try it Yourself!

Fill out the chart below to help you apply the SWOT analysis to your own business strategy.

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STRENGTHS

W

WEAKNESSES

O

OPPORTUNITIES

T

THREATS



# DIGITAL MARKETING SIMPLIFIED.



## Contact




01213 142 001



[Clients@bowlerhat.co.uk](mailto:Clients@bowlerhat.co.uk)



[www.bowlerhat.co.uk](http://www.bowlerhat.co.uk)



Bowler Hat, The Custard Factory, 112 Zellig, Gibb Street, Digbeth, Birmingham, B9 4AA