

Competitor Analysis Report - Kidle				
On Site Factors				
Factors	Website	Competitor : 1	Competitor: 2	Competitor: 3
Website URL	kidle.ae	www.kidsfirstmc.com	neuropedia.ae	highhopestherapy.com
Authority score	0	21	21	9
Semrush Rank	0	29.9M	11.4M	2.4M
Organic Traffic	0	1.9K	1.4K	187
Organic Keywords	0	384	387	130
Reference Domains	0	179	191	22
Paid Keywords	0	0	0	0
Paid Traffic Cost	0	NA	NA	NA
Traffic share	0	54%	41%	5%
Non-branded Keywords	0	13%	34%	9%
Branded keywords	0	87%	66%	91%
Linking websites	0	82	83	7
Mobile Speed Test	NA	37/100	18/100	48/100
Desktop Speed insights	NA	78/100	35/100	77/100
Mobile-Friendliness	NA	Good	Good	Average
Keyword Optimization	NA	Average	Average	No
URL Structure	NA	Good	Good	Good
Internal Linking	NA	Average	Average	Average
Security (HTTPS)	NA	Yes	Yes	Yes

On Page Factors				
Title Tags	NA	Yes - Length 74	Yes , Length - 62	Yes
Meta Descriptions	NA	Yes	Not found	Yes
Header Tags (H1, H2, etc.)	NA	H1-1, H2-1, H3-4 , H4-1	H1-1, H2-2, H3-3 , H4-20	H1-1, H2-1, H3-1 , H4-2
Image Optimization	NA	4 missing the attribute	22 missing the attribute	0
Schema Markup	NA	Yes	Yes	Yes
Local Schema	NA	NA	NA	NA
Keyword Density	NA	1%	2%	0%
Robots.txt	NA	Found	Found	Found
Sitemap.xml	NA	Found	Found	Found
Broken Links	NA	13	32	2
Availability of Search Facility	NA	Found	Found	Found
Language	NA	Declared Language: en-us (English) Language Attribute: None	Declared Language: en-us (English) Language Attribute: None	Declared Language: None Language Attribute: en (English)
Google Webmaster Tool code	NA	Not Connected	Connected	Not Connected
CMS/Navigation Structure	NA	Navigated Properly	Navigated Properly	Navigated Properly
Web Analytics	NA	Not Found	Found	Found
Custom 404 Error Page	NA	Found	Found	Found
Off Page Factors				
Backlinks Quantity	0	677	4.1K	30
Social Signals	0	Good	Good	Not Found
Local Citations	0	Average	Average	Not Listed
Domian Rating	0	19	15	2
Dollow Link	NA	41%	9%	40%
SMO Activities				
Social Media Platforms	NA	Facebook , Instagram, Twitter	Facebook , Instargram, Twitter , Linkedin , YouTube	NA
Facebook Page Likes	NA	3.2K	9.3K	NA
Facebook Page Followers	NA	3.4K	9.5K	NA
Instagram Followers	NA	2818	5,252	NA
Instagram Following	NA	941	3,757	NA