

BrightEdge Site Comparison Worksheet

#	Metric	fitbit.com	misfit.com
1	Data Cube Score		
2	Total Organic Keywords		
3	Keywords Ranked on Page 1		
4	Keywords in Row 3 above with more than 999 Search Volume		
5	Long Tail Keywords on Page 1 with more than 99 Search Volume		
6	Total Universal Results (click on Content Strategies under the search bar)		
7	Images		
8	Videos		
9	Carousel		
10	Places		
11	Quick Answers		
12	Local 3-Pack		
13	For Google US Smartphone, Data Cube Score		
14	For Google US Smartphone, Total Organic Keywords		