



Market: The country or region being assessed.



Search demand: How much relevant organic demand exists for the products, services or topics the brand wants to grow.



Competitor strength: How established the main organic competitors are, including their rankings, backlink profiles and local media coverage.



Current authority: How strong the brand’s existing backlink profile is in that market, especially around priority pages and topics.



Commercial opportunity: How valuable growth in the market is to the business, based on revenue potential, margin, strategic importance or expansion plans.



Media opportunity: How realistic it is to earn relevant coverage in that market. This could take into account the size of the media market, journalist appetite for the topic and availability of strong campaign angles.



Investment priority: A final ranking based on all of the above, for example: High / Medium / Low.



Market



Search demand



Competitor strength



Current authority



Commercial opportunity



Media opportunity



Investment priority

Germany

France

Spain

Italy

USA

Canada

Australia