

Target Keywords

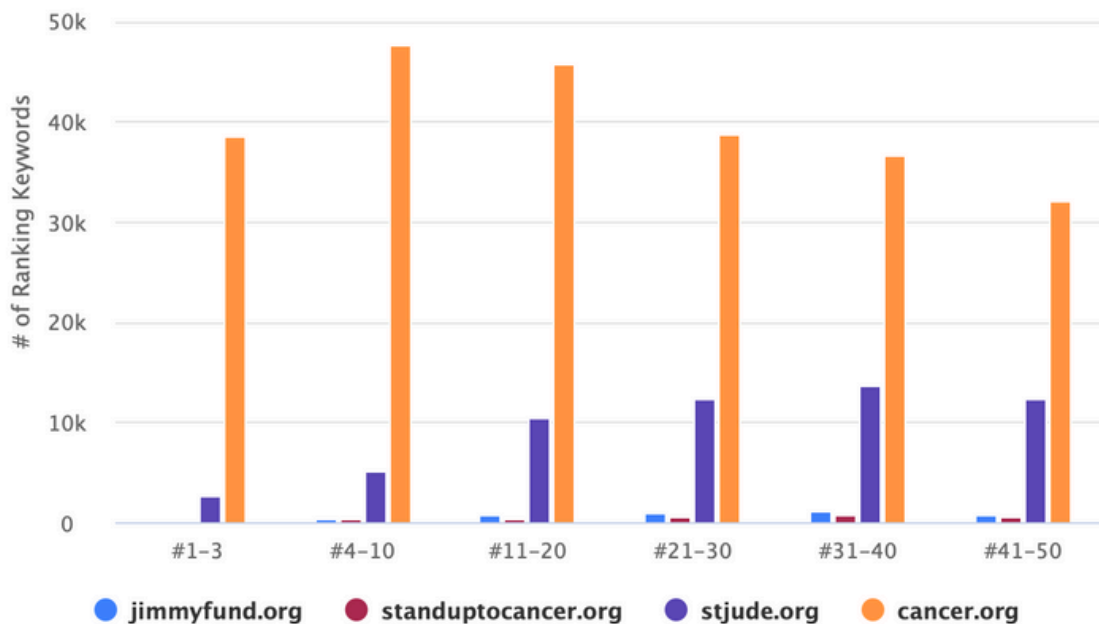
SU2C: Has limited visibility because it doesn't cover a wide range of keywords.

St. Jude: Uses a strong but very focused set of keywords, mainly around pediatric cancer and patient stories.

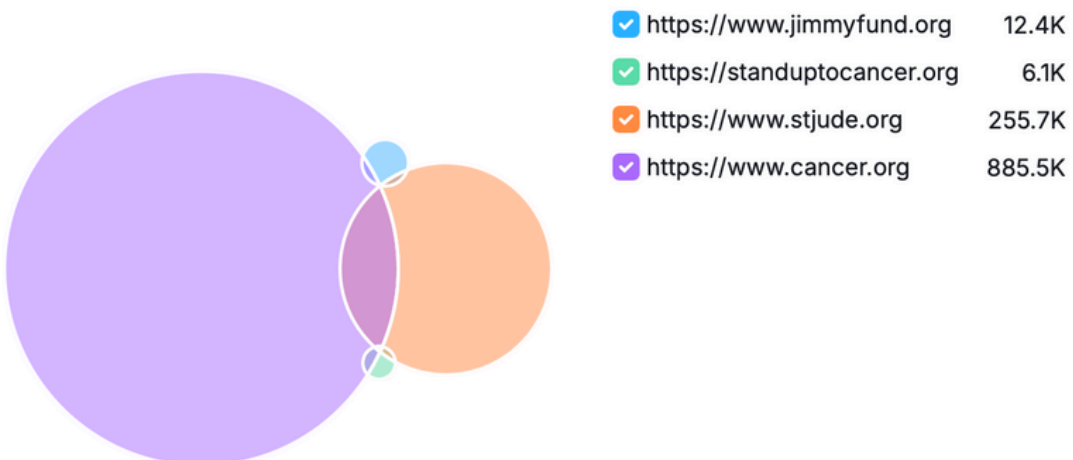
ACS: Has the best keyword coverage of the three, with a large and diverse set of keywords.

The charts below, generated by Moz and Semrush, illustrate ACS's dominance in relevant keywords and the overlap between sites.

Keyword Ranking Distribution



Keyword Overlap



On-Page Optimization

SU2C lacks on-page SEO. They focus more on emotional content and less on using technical or research-specific keywords in their text and headings.

St. Jude does a good job with on-page SEO, optimized headlines, and meta descriptions, especially for pediatric cancer and patient stories. Their focus on emotionally driven keywords can sometimes mean less emphasis on research-specific ones.

ACS uses on-page SEO effectively, including relevant keywords in titles, meta descriptions, and headers.

Backlink Profile

SU2C has a lower authority score due to fewer referring domains and backlinks. They need to work on getting more high-quality backlinks from a variety of sources to boost their authority.

St. Jude has a solid authority score, supported by a good number of referring domains and backlinks.

ACS has a high authority score thanks to its large number of referring domains and a vast backlink profile.

The chart below, generated by Semrush, illustrates ACS's superiority in authority score, referring domains, and backlinks.

Backlink Analytics

Domain/URL	Authority Score	Referring Domains	Backlinks	Referring IPs	Monthly Visits	Organic Traffic
jimmyfund.org	39	5.8K	270K	5.2K	668K	24.5K ▾
standuptocancer.org	43	6.9K	164K	6.1K	39.8K	27.8K ▾
stjude.org	70	49K	1.9M	36.2K	3.6M	2.9M ▾
cancer.org	79	201K	38.9M	118K	4.3M	10.2M ▾