

Mind Tools Industry Ranking Analysis

Last Updated: 7 June 2007. To contact Mind Tools in connection with this analysis, visit http://www.mindtools.com/php/eprocess.php?e=rdggeneral.

1. Introduction

This document shows the analysis supporting Mind Tools claim to be "The Internet's Most Visited Career Training Site".

2. Methodology

The methodology for checking the claim is as follows:

- 1. The keywords most likely to be associated with Mind Tools' claim to be "The Internet's Most Visited Career Training Site" were identified ("career skills", "career training", "career development", and "management training");
- 2. For each of these keywords, the ten most highly ranked sites on Google.com were identified. Google is the Internet's most widely used search engine, with a market share of approximately 50% of all searches conducted (market share estimate varies depending on source);
- 3. Other known sites in related areas were identified:
- 4. The Alexa.com rank for each of these sites was checked and tabulated; and
- 5. Sites with higher Alexa rankings were reviewed for relevance.

The Alexa rank is the Internet's most widely used measure of site popularity. It operates in reverse order, with a rank of 1 for the Internet's most popular site. For more information on Alexa ranking, visit http://pages.alexa.com/prod_serv/traffic_learn_more.html.

Note: Alexa ranking applies to the home page of the website and not for the specific page appearing in the Google search result – this means that Alexa rankings are unhelpful where career sections are small parts of much larger sites. These are identified in the tables below.



3. Google search on Keyword phrase: "Career Skills"

Website URL	Google Rank	Alexa Ranking	About the website
http://www.mindtools.com/	1,2	18,477	
getcareerskills.com	3	Not in top 100,000	
http://online.onetcenter.org/skills/	4	44,967	
www.careerskills.pe.ca	5	Not in top 100,000	
careerplanning.about.com/od/careerch oicechan/a/transferable.htm	6	N/A	One of 570 sites aggregated into the About.com network (Alexa 110). Not possible to assess independently.
www.newcareerskills.co.uk	7	1,385,588	·
www.city.ac.uk/careers	8	28,253	Subsite of City University, UK. Cannot assess career site independently.
www.rdg.ac.uk/ccms/	9	48,688	
www.careerskills.com	10	2,435,411	



4. Google search on Keyword phrase: "Career Training"

Website URL	Google Rank	Alexa Ranking	About the website
www.mindtools.com	1	18,477	
www.careerexplorer.net	2	148,764	
www.gatlineducation.com	3	133,828	
encarta.msn.com/encnet/departments/ careertraining	4	2	Page in Microsoft Encarta subsite. Cannot rank independently, but by nature likely to be lower traffic.
dir.yahoo.com/Business_and_Econom y/Business_to_Business/Training_and _Development/Career_Specific	5	1	Page in Yahoo directory. Cannot rank independently, but by nature likely to be lower traffic.
www.gotrain.com/	6	1,323,612	
www.careeronestop.org/TRAINING/Tra iningEduHome.asp	7	202,807	
www.freeacademy.com	8	475,425	
www.careertraining.org	9	7,193,001	
www.artistcareertraining.com	10	2,859,911	



5. Google search on Keyword phrase: "Career Development"

Website URL	Google Rank	Alexa Ranking	About the website
www.managementhelp.org/career/care er.htm	1	33,907	
www.cdm.uwaterloo.ca/	2,3	7,733	Subsite of University of Waterloo, Canada. Cannot rank independently, but by nature likely to be lower traffic.
www.ncda.org	4	2,220,146	
www.alumni.caltech.edu/~rouda/T4_C D.html	5	Not in top 100,000	
www.jobweb.com/Career_Developmen t/Default.htm	6	66,786	
en.wikipedia.org/wiki/Career_development	7	9	One page of many millions within Wikipedia. Cannot rank independently, but by nature likely to be lower traffic.
www.michigan.gov/mdcd	8	8,103	
www.dest.gov.au/sectors/career_devel opment	9	58906	
www.direct.gov.uk/en/EducationAndLe arning/AdultLearning/CareerDevelopm entLoans	10	6,435	Page on UK government access site – not relevant.



6. Google search on Keyword phrase: "Management Training"

Website URL	Google Rank	Alexa Ranking	About the website
www.mindtools.com	1	18,477	
www.management-training- development.com	2	899,128	
www.amanet.org	3	87,493	
www.m-t-d.co.uk	4	790,421	
www.hemsleyfraser.co.uk/managemen t	5	646,769	
www.phoenix-training.co.uk	6	1,050,921	
www.impactfactory.com	7	126,922	
www.learningtree.com	8	160,800	
www.cmctraining.org	9	153,998	
www.gatlineducation.com/management _training_course.html	10	134,251	



7. Other Relevant Websites

Sites identified in a scan of sites in Mind Tools-related categories in the Alexa.com directory, covering sites up to 50,000.

Website URL	Alexa Ranking	About the website
Monster.com, careerbuilder.com, careerbank.com, etc.	n/a	Off topic: Job search, not career skills.
www.vault.com	9,250	Off topic: Focus of career search information.
www.selfgrowth.com	9,301	Off topic: General self- improvement focus rather than career skills focused (however some overlap in some areas.)
www.businessballs.com	18,578	
www.quintcareers.com	22,271	Off topic: "Career and job search advice".
www.careerjournal.com	36,352	Off topic: Focus on career and job search.