

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=rdqgeneral>.

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/icechan/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_Economy/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/TrainingEduHome.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/career.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_CD.html	5	Not in top 100,000	
www.jobweb.com/Career_Development/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_development	9	58906	
www.direct.gov.uk/en/EducationAndLearning/AdultLearning/CareerDevelopmentLoans	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/management	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.