SPYING ON COMPETITORS MARKETING STRATEGIES

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STARTING WITH A GOAL

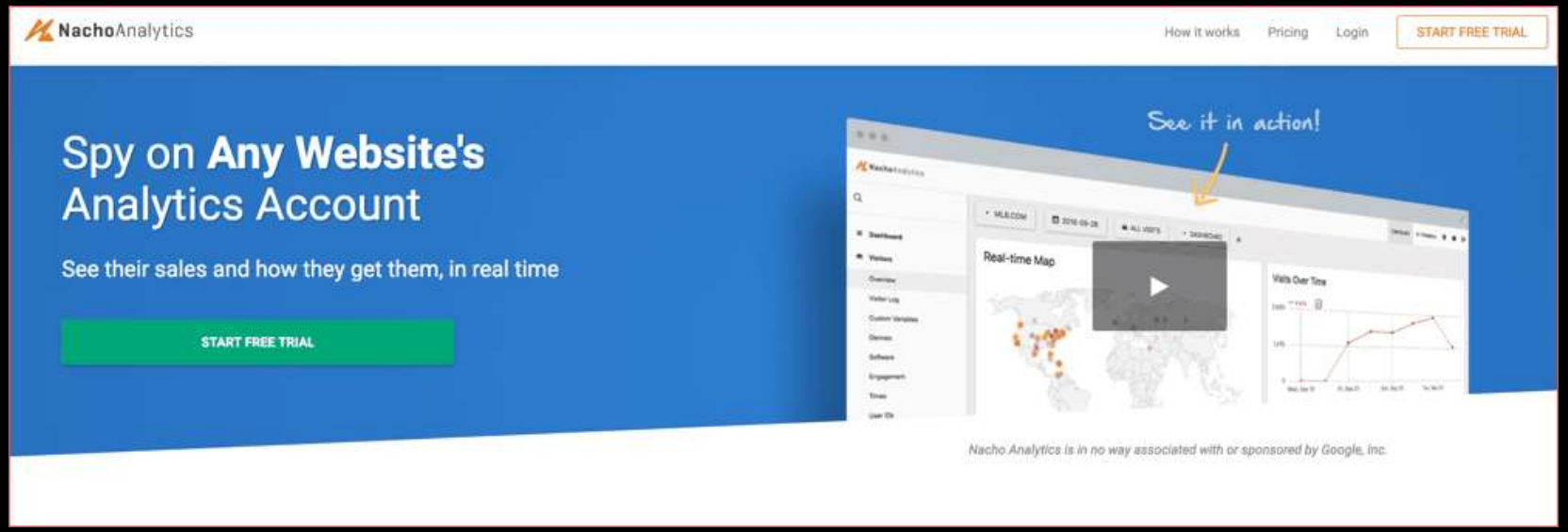
SEMrush lets you track the keyword position of your competitor in any search engine based on their geographical location.

It can also find the keywords that are driving most of your competitor's traffic.

SEMRUSH

- Top organic keywords
- The distribution of how these keywords rank
- Main organic competitors
- A map of where they are positioned organically
- Branded search traffic
- Paid keywords
- Backlinks
- Referring domains
- Landing pages

NACHO ANALYTICS

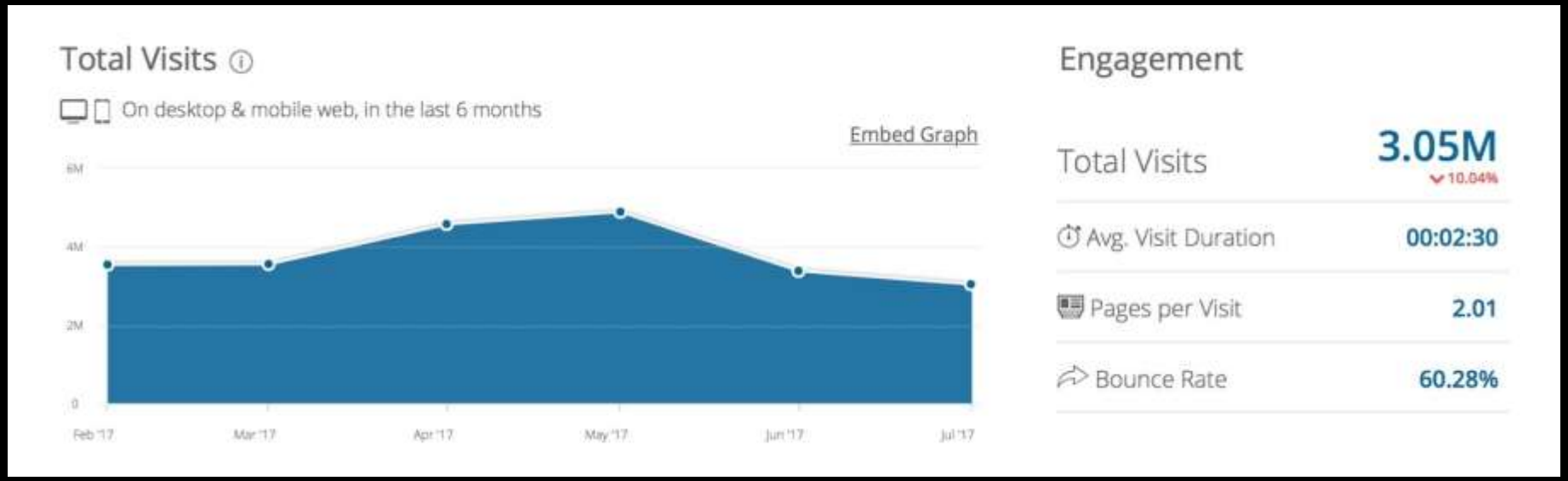


Access your competitors website google analytics account

RANK SIGNALS

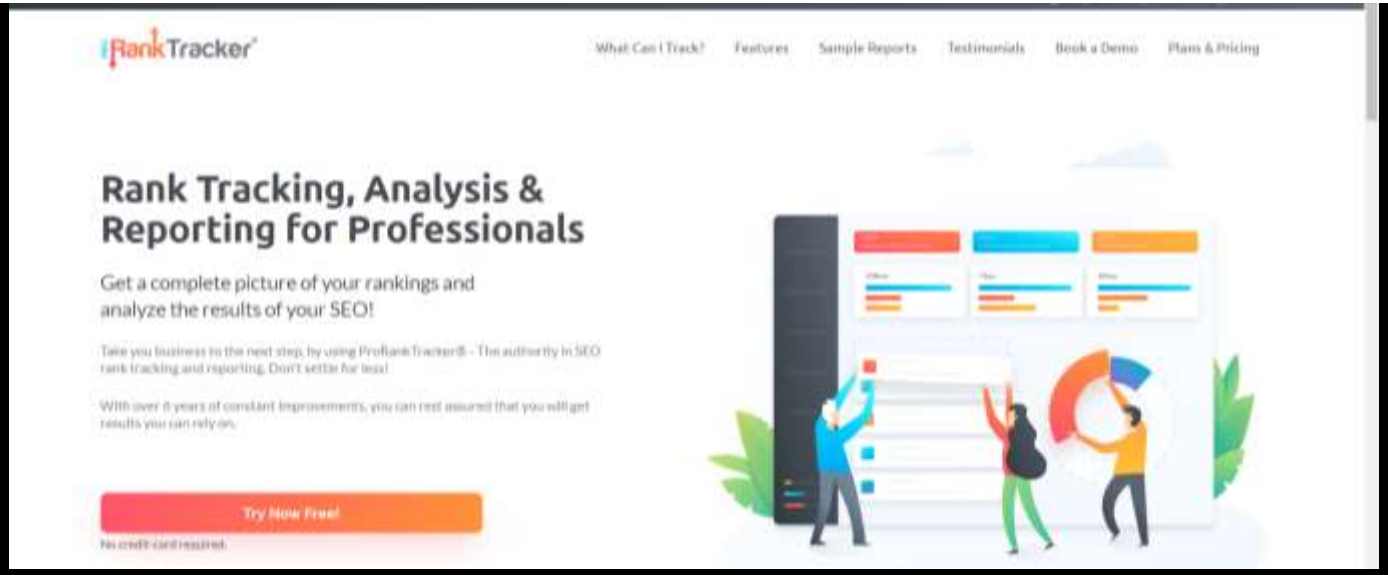
- Enter your competitor's URL and click "Explore Links."

SIMILARWEB



- Traffic analysis is essential for getting a solid gauge on a competitor's overall web performance.

PRO RANK TRACKER



- It's a tool that allows you to type in your competitor's URL and a group of keywords to see how they rank.

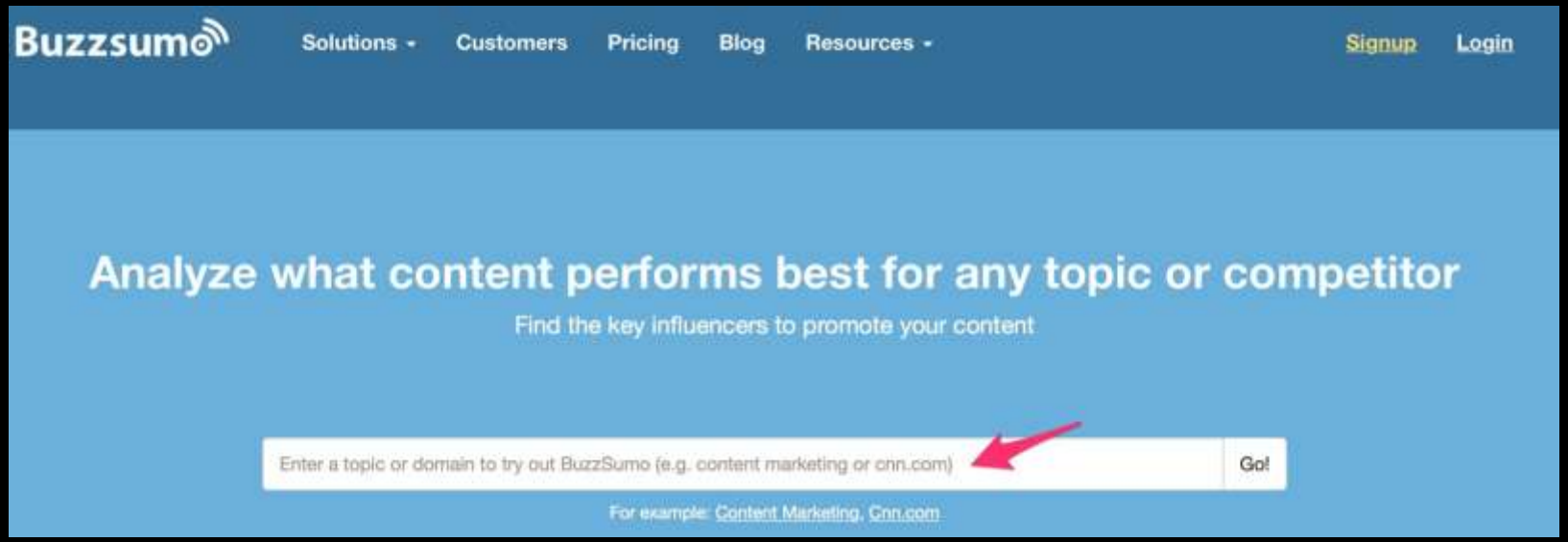
HOOTSUITE

- Hootsuite is by far one of the best tools (if not the best) for tracking social media analytics.

MOAT

- It's a great tool for analyzing your competitors' ad creative.

BUZZSUMO



- find out what content is working for your competitors. The free option is limited.

SPYFU

- If you're a beginner with PPC campaigns, this is the simplest and most effective option.

THANKS ☺

HOW'RE WE DOING?
LEAVE US A
Google
REVIEW!

HOW'RE WE DOING?
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