

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

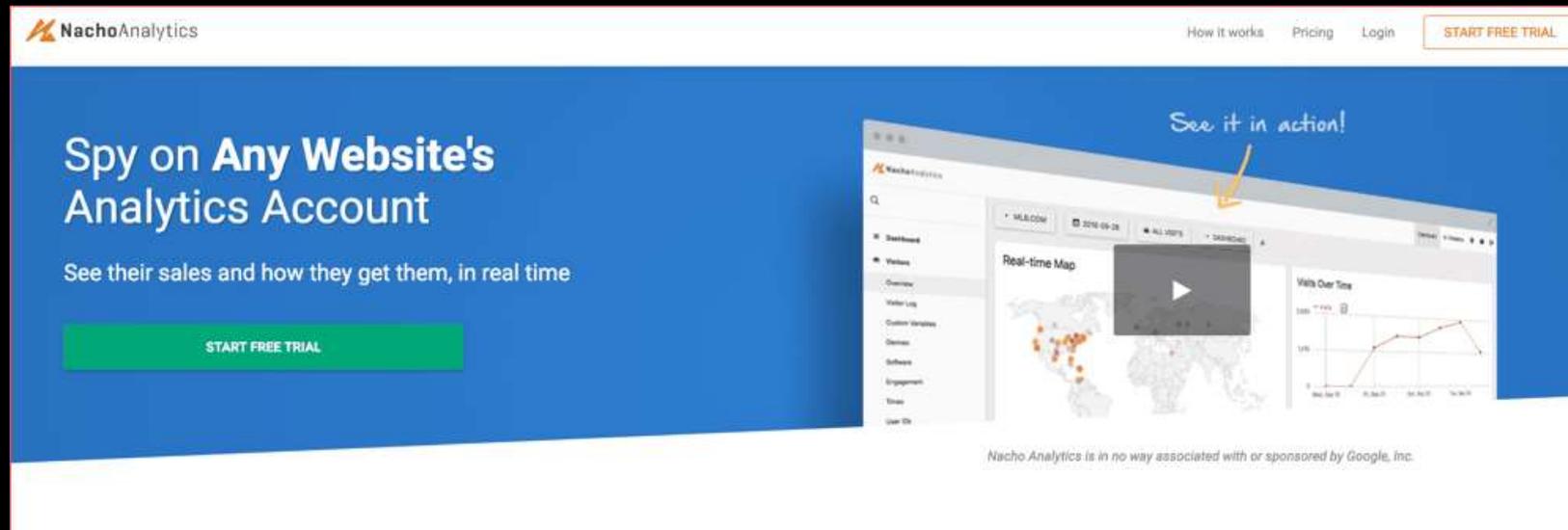
Paid keywords

Backlinks

Referring domains

Landing pages

NACHO ANALYTICS



The screenshot shows the Nacho Analytics website. The header includes the logo, navigation links for 'How it works', 'Pricing', and 'Login', and a 'START FREE TRIAL' button. The main content area features a blue background with the text 'Spy on Any Website's Analytics Account' and 'See their sales and how they get them, in real time'. A green 'START FREE TRIAL' button is positioned below this text. To the right, a video player displays a dashboard with a 'Real-time Map' and a 'Walks Over Time' line graph. A yellow arrow points to the video player with the text 'See it in action!'. At the bottom of the screenshot, a disclaimer reads: 'Nacho Analytics is in no way associated with or sponsored by Google, Inc.'

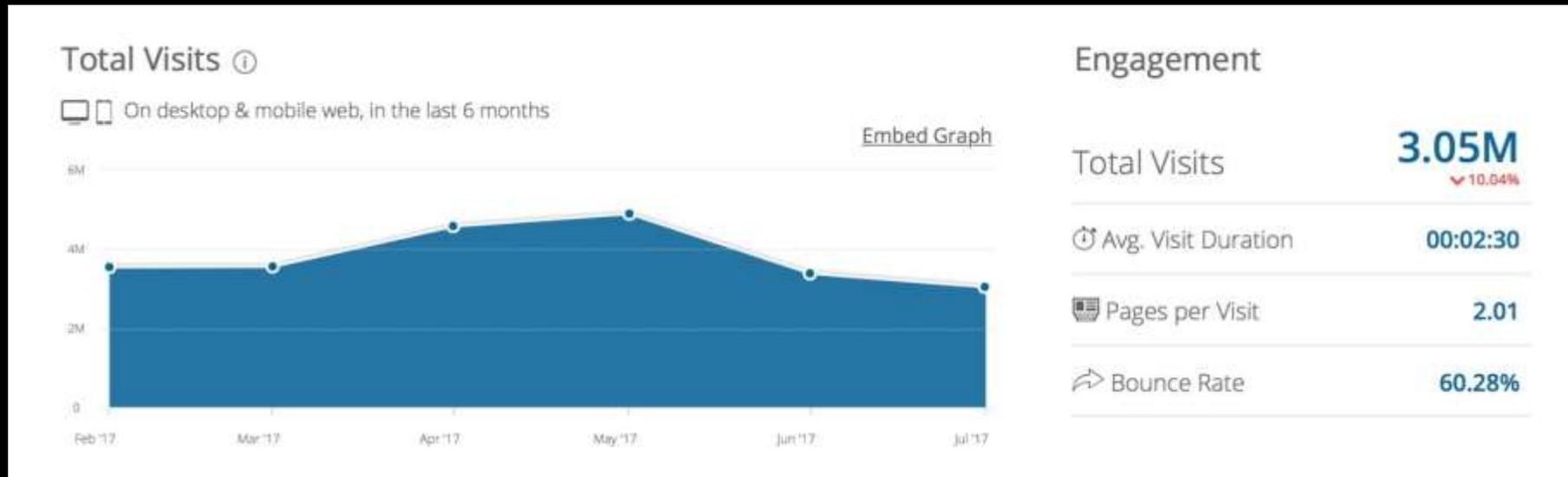
Access your competitors website google analytics account

RANK SIGNALS



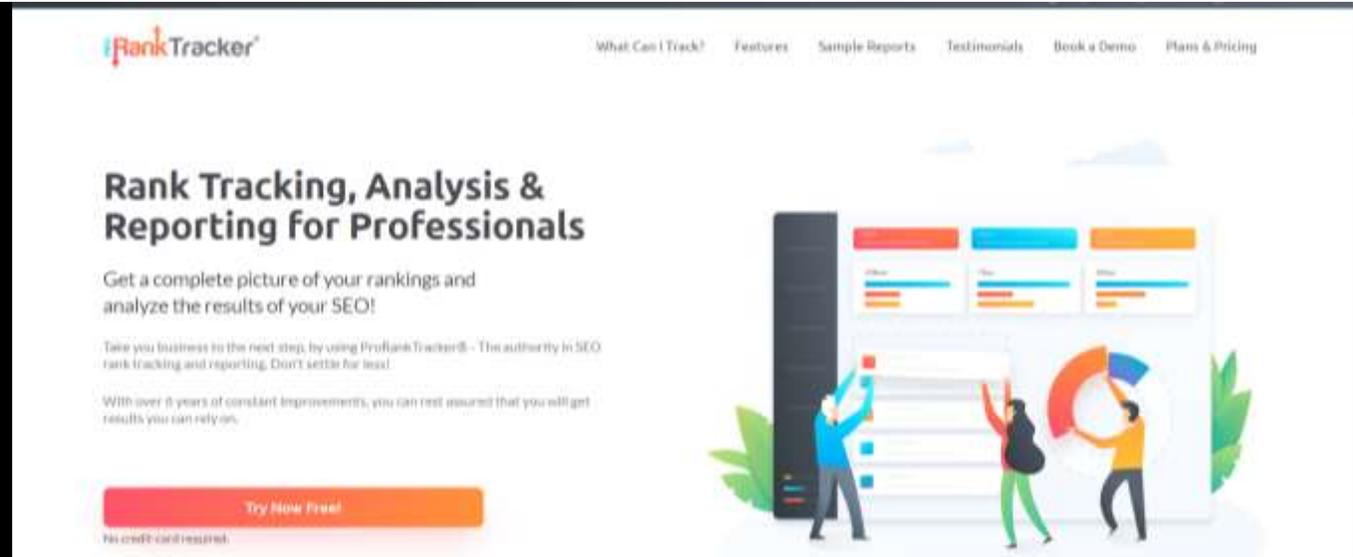
- Enter your competitor's URL and click "Explore Links."

SIMILARWEB



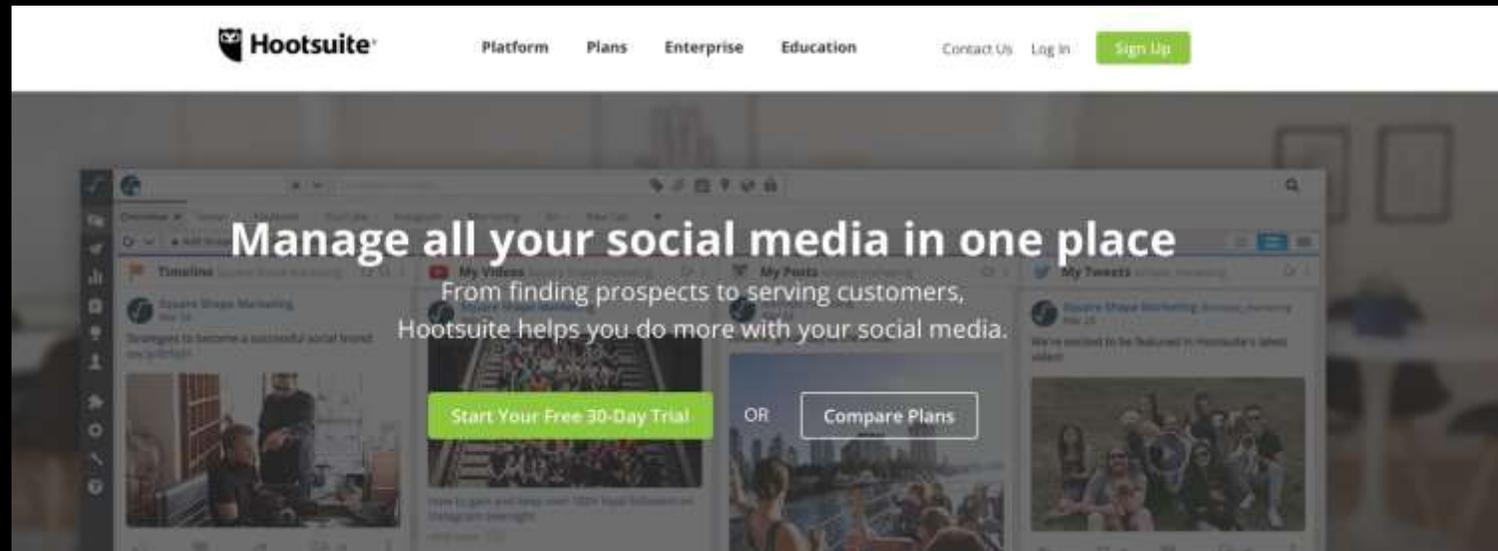
- Traffic analysis is essential for getting a solid gauge on a competitor's overall web performance.

PRO RANK TRACKER



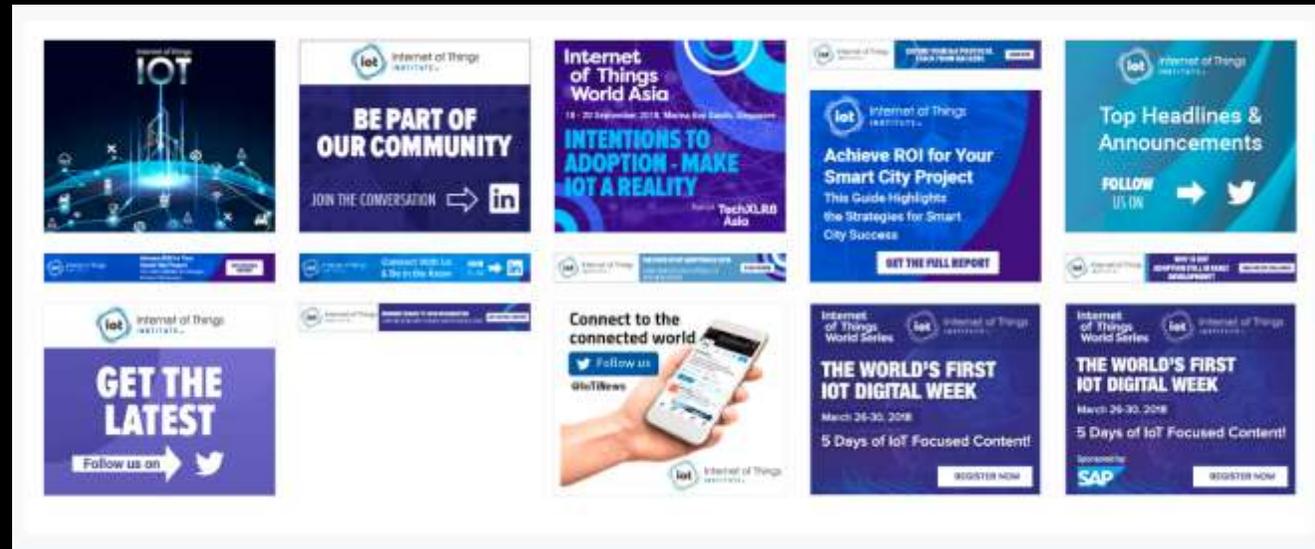
- It's a tool that allows you to type in your competitor's URL and a group of keywords to see how they rank.

HOOTSUITE



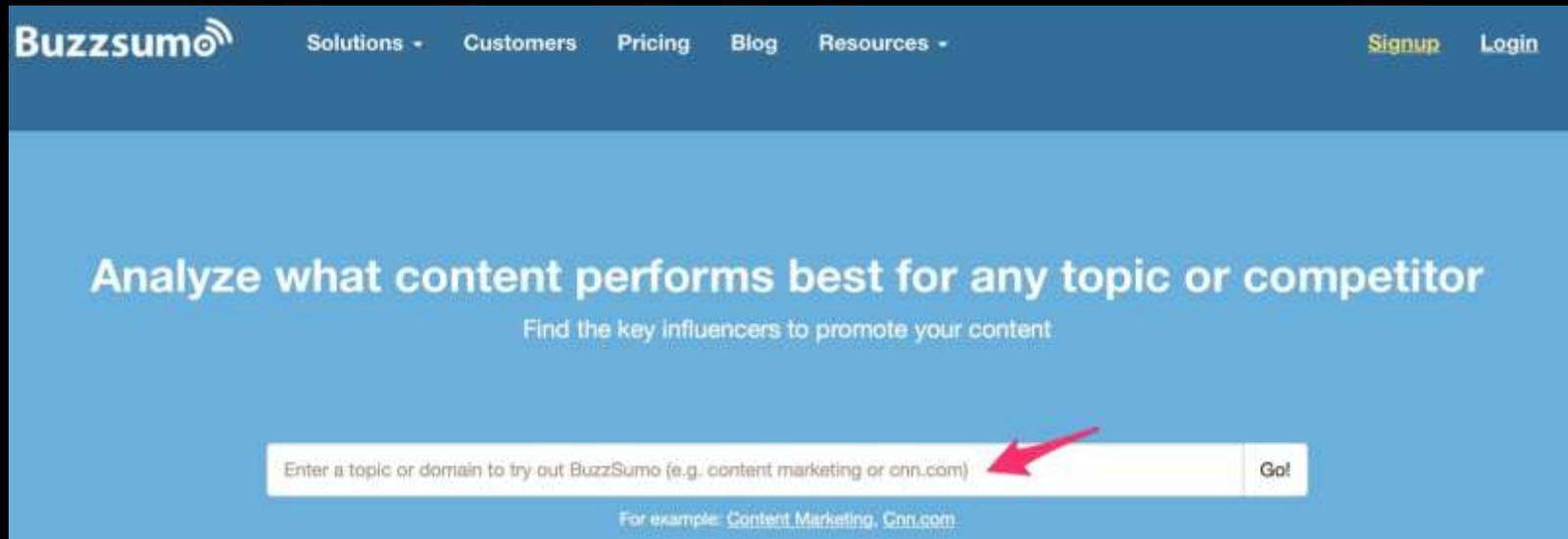
- Hootsuite is by far one of the best tools (if not the best) for tracking social media analytics.

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 😊

