

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

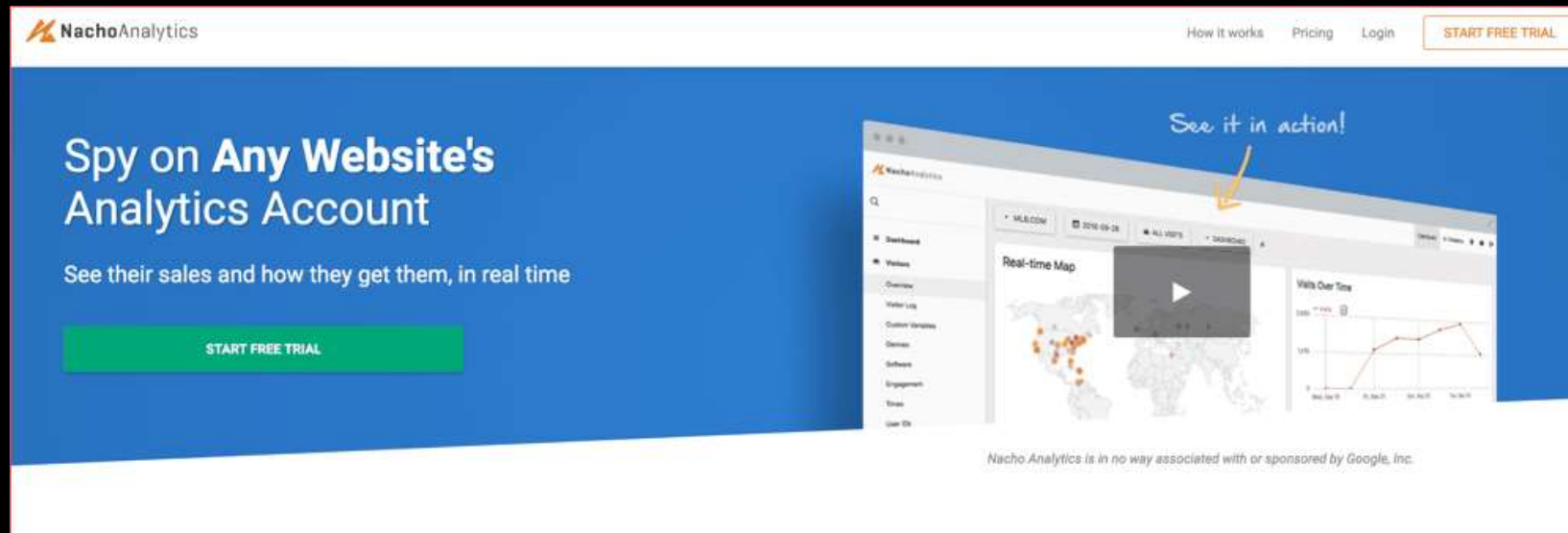
Paid keywords

Backlinks

Referring domains

Landing pages

NACHO ANALYTICS



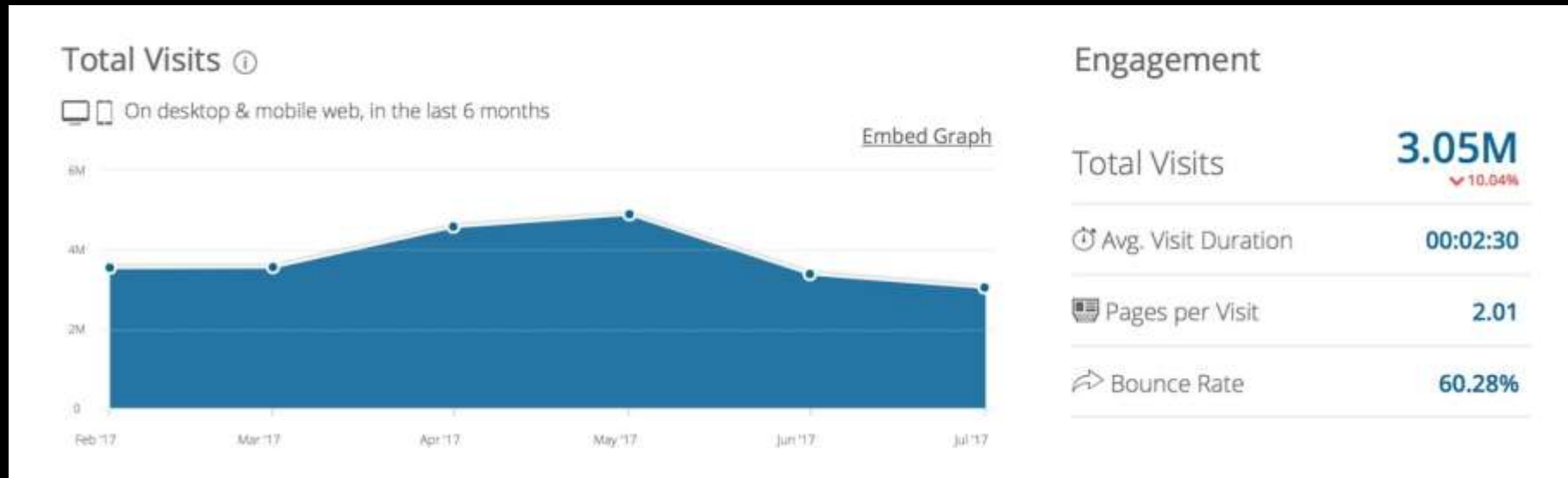
Access your competitors website google analytics account

RANK SIGNALS



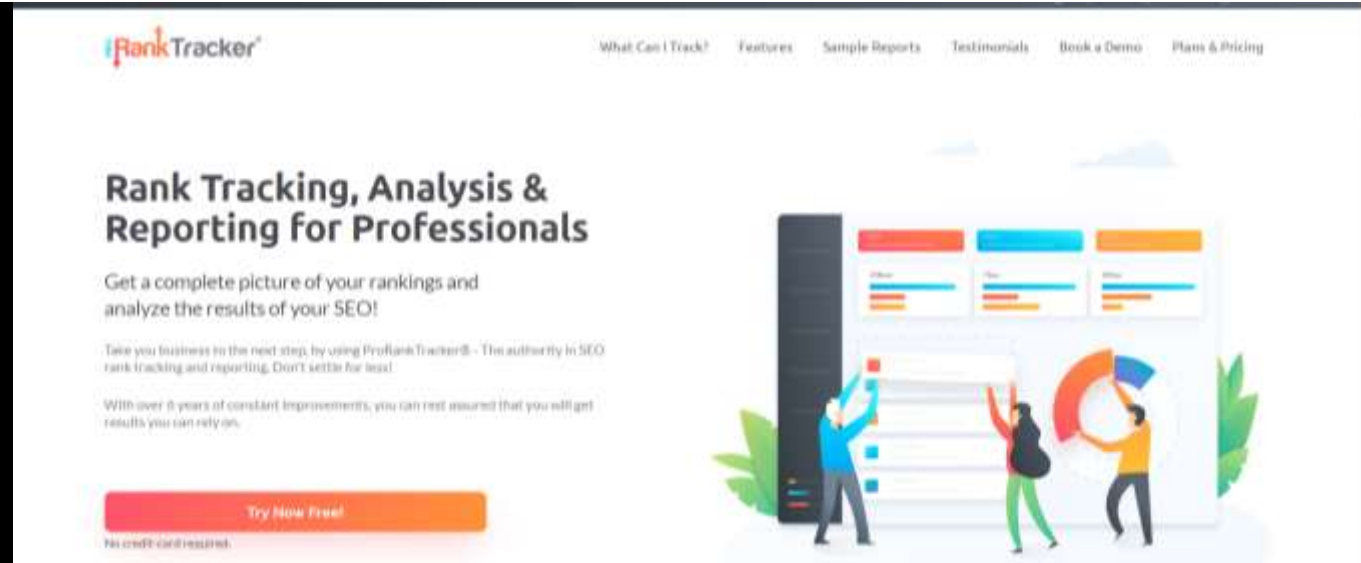
- Enter your competitor's URL and click "Explore Links."

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



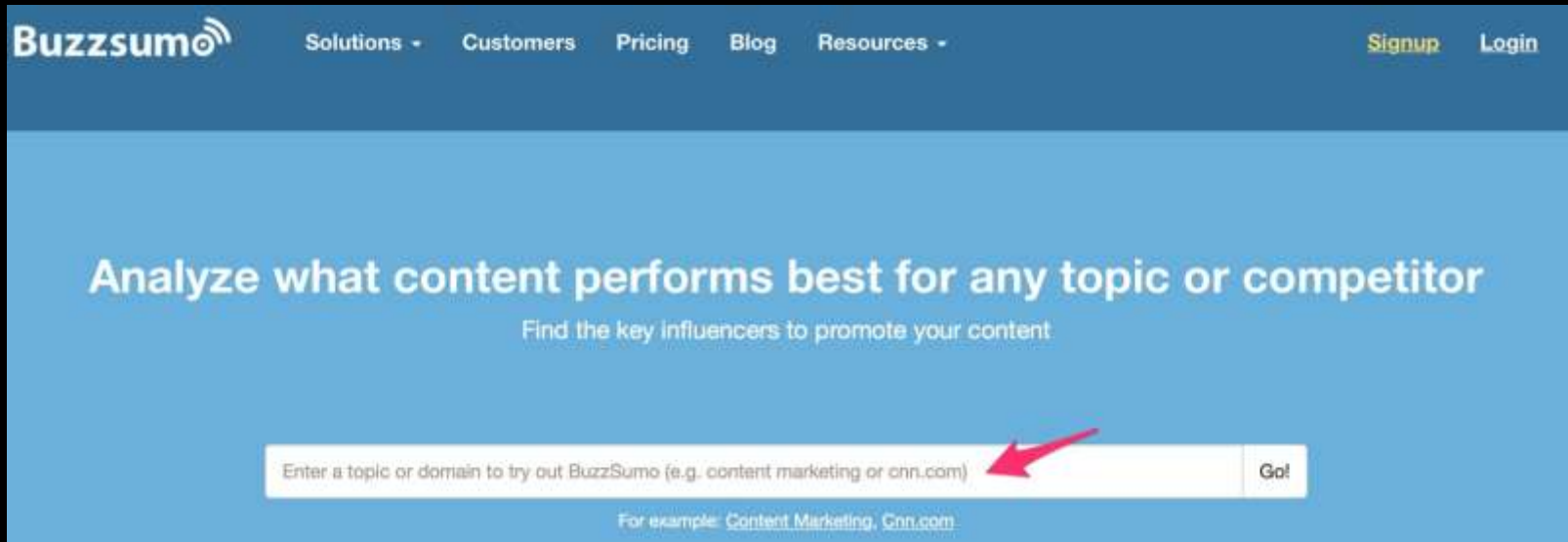
- Hootsuite is by far one of the best tools (if not the best) for tracking social media analytics.

MOAT



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

BUZZSUMO



The screenshot shows the Buzzsumo website homepage. At the top is a dark blue navigation bar with the Buzzsumo logo on the left and links for Solutions, Customers, Pricing, Blog, and Resources in the center. On the right side of the navigation bar are links for Signup and Login. Below the navigation bar is a large light blue section with the headline "Analyze what content performs best for any topic or competitor" and the subtext "Find the key influencers to promote your content". At the bottom of this section is a search bar with the placeholder text "Enter a topic or domain to try out BuzzSumo (e.g. content marketing or cnn.com)". A red arrow points to the search bar. To the right of the search bar is a "Go!" button. Below the search bar, there is a small text example: "For example: Content Marketing, Cnn.com".

Buzzsumo

Solutions • Customers Pricing Blog Resources •

Signup Login

Analyze what content performs best for any topic or competitor

Find the key influencers to promote your content

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Go!

For example: Content Marketing, Cnn.com

- 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 😊

