

Lesson no. 25: Google Adwords- PPC Advertising

ANALYZING YOUR COMPETITORS PERFORMANCE

Competitive analysis is a marketing strategy to gather deeper understanding on who your competitors are and what makes their business or, in this case, their blog, tick. It's having an in-depth knowledge of:

- a) Their successes and failures
- b) Their content strategy
- c) What works for them and what doesn't
- d) What their marketing channels are
- e) Why (and how) they are a threat to you
- f) What opportunities they have that you don't
- g) What competitive advantage you have against them (and they against you)



Let's see how to do it :

i. Identify your top 10 competitors

If you need a little help identifying your competitors, Google is a great resource. By simply "Googling" the type of service or product you are offering, it is pretty likely a few of your top competitors will show up.

Another great way to discover who your top competitors are, is by using online tools such as SEM Rush. **SEM Rush** is a great software to get a look into what other companies are ranking for your keyword and how you stack up against them.

ii. Analyze and compare competitor content

Once you've identified your competitors, you can kick start your competitive analysis and dig a little deeper to gain a better understanding of what type of content they're publishing.

Analyzing their content can help you determine what opportunities you have to help outperform your competitors. What types of content creation do your competitors focus on, a blog? Case studies? Premium content?

Different types of content can include:

- a) Blog posts
- b) Whitepapers
- c) eBooks
- d) Videos
- e) Webinars
- f) Podcasts
- g) Slides/Powerpoints
- h) Visual content
- i) FAQs
- j) Feature articles
- k) Press releases
- l) News
- m) Case studies
- n) Buyer guides

Once you've located their content, you can determine the quality, and most importantly you can see how it compares to yours. Be sure that you look for how frequently they are blogging, adding, and updating new content, as well as what topics are they frequently discussing.

iii. Analyze their SEO structure

So far your competitors have the same type of content, update it just as frequently, and have awesome quality. So what are they doing differently from you?

It might be the structure of their SEO.

If your company has a blog, you know how important your SEO structure is. While conducting a competitive analysis on the type of content your competitors are generating, it is also beneficial to check out the SEO structure of that content.

How are your competitors using keywords, are they included in:

- a) The page title
- b) The URL architecture
- c) H1 Tags
- d) Content
- e) Internal links
- f) Image alt text

Not only should you check the SEO structure of the content but also what types of keywords your competitors are utilizing.

iv. Look at their social media integration

A company's presence on social media is becoming increasingly important everyday and every company is utilizing each platform differently. Social media networks are a great way for companies to interact with users and fans.

Additionally these sites allow you to share your content.

The next step of your competitive analysis should be to determine how your competitors are using social media and integrating it into their marketing.

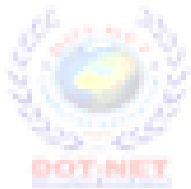
Not only is it important to see if your competitors can be found on social media platforms, but you also want to see how effectively they're using their profiles.

v. Identify areas for improvement

After performing a competitive analysis, you now have a better idea and understanding of what your competitors are doing.

Take all the information you gathered about each competitor and identify particular areas that need improvement. After looking at your competitors, you cannot tell me that you didn't find at least one thing you need to improve on.

Not only will you be able to identify key areas that you can improve upon in regards to your content creation, search engine optimization, and social media engagement, but you can also help establish your company's presence with potential customers, blog readers/subscribers, and social media users.



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