

Experiment 10

AIM:

To analyze a company's competitors in order to understand their **market positioning, strengths, and weaknesses**. Tools like **SEMrush, SimilarWeb, or Alexa**, along with other OSINT-based approaches, can provide insights into website traffic, keyword analysis, and competitor comparisons.

Theory:

Competitor analysis is a key part of both **business intelligence** and **open-source intelligence (OSINT)** research. While tools like SEMrush and SimilarWeb are primarily commercial SEO/marketing platforms, they help reveal important **publicly available competitive data** such as website traffic, keyword rankings, and backlinks.

1. SEMrush (SEO & Marketing Analysis)

- **Keyword Research:** Identify competitor's ranking keywords, search volumes, and trends.
- **Competitive Analysis:** View rival domain traffic, backlinks, and top pages.
- **Advertising Insights:** Examine paid campaigns, keywords, and ad copies.
- **Site Audit:** Detect technical issues impacting competitor SEO health.
- **Social Media Analysis:** Compare social media engagement and content strategy.

2. SimilarWeb (Traffic & Audience Insights)

- **Website Traffic Analysis:** Shows monthly visits, engagement rates, and traffic sources (organic, paid, social, referral).
- **Audience Demographics:** Reveals user location, age group, gender distribution.
- **Keyword & Referral Analysis:** Provides organic/paid keywords and referral websites.
- **Competitor Benchmarking:** Compare multiple websites' performance side by side.
- **Mobile App Insights:** Download stats and ratings for competitors' mobile apps.

⚠ Note: While **SEMrush and SimilarWeb are not pure OSINT tools**, they fall under the category of **public data intelligence platforms** and are useful for competitive profiling. Traditional OSINT tools (Maltego, Shodan, SpiderFoot, etc.) can complement competitor analysis by gathering broader public intelligence.

Requirements / Tools Used

1. Target company website (e.g., Tesla.com).
 2. Competitor websites (e.g., Ford, Rivian, Lucid Motors in EV sector).
 3. Tools:
 - o SEMrush (SEO & backlinks).
 - o SimilarWeb (traffic & demographics).
 - o Alexa (legacy rankings, if available).
 - o OSINT tools (Maltego, SpiderFoot for additional public data).
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Procedure

1. Identify the Target Company & Competitors

- o Define the company under study.
- o List at least 2–3 key competitors in the same industry.

2. Gather Traffic Insights (SimilarWeb)

- o Enter competitor websites in SimilarWeb.
- o Record **traffic volume, bounce rate, avg. visit duration, and top geographies.**

3. Perform SEO Analysis (SEMrush)

- o Run competitor domains in SEMrush.
- o Note **top organic keywords, paid keywords, and backlink domains.**

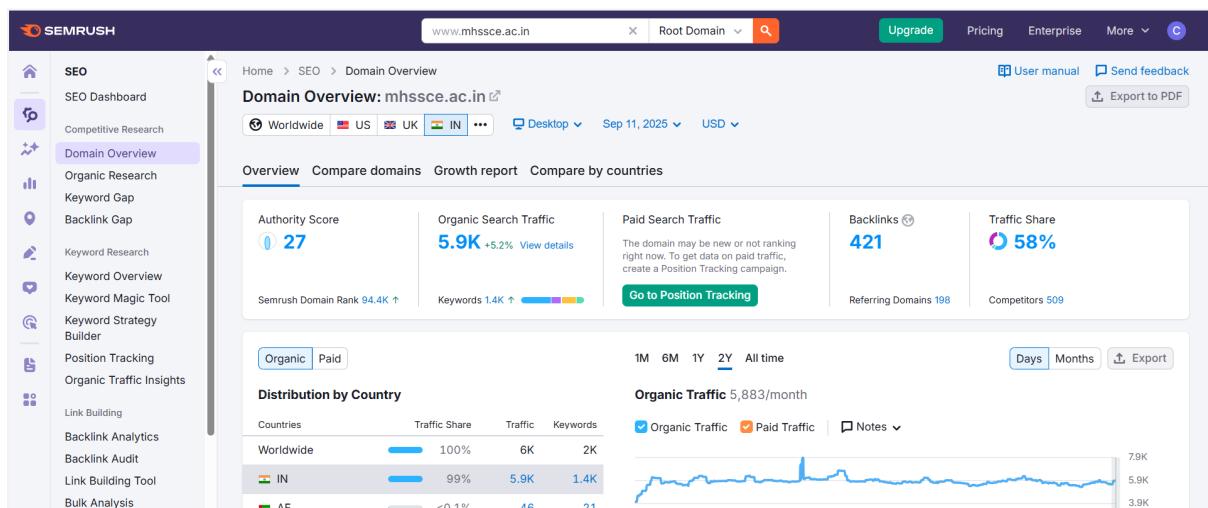
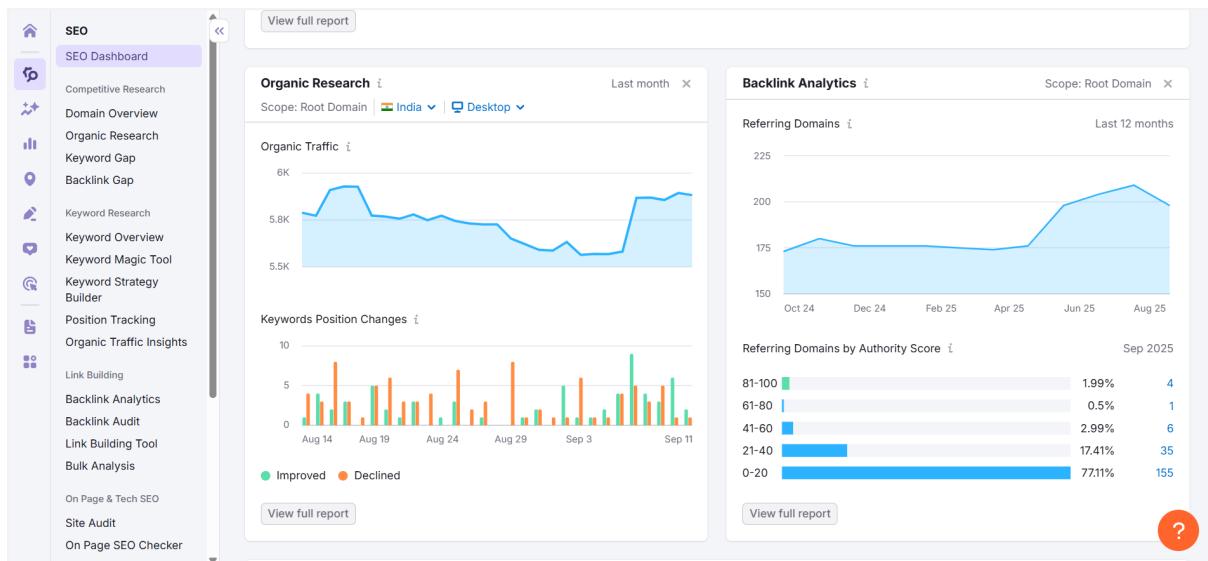
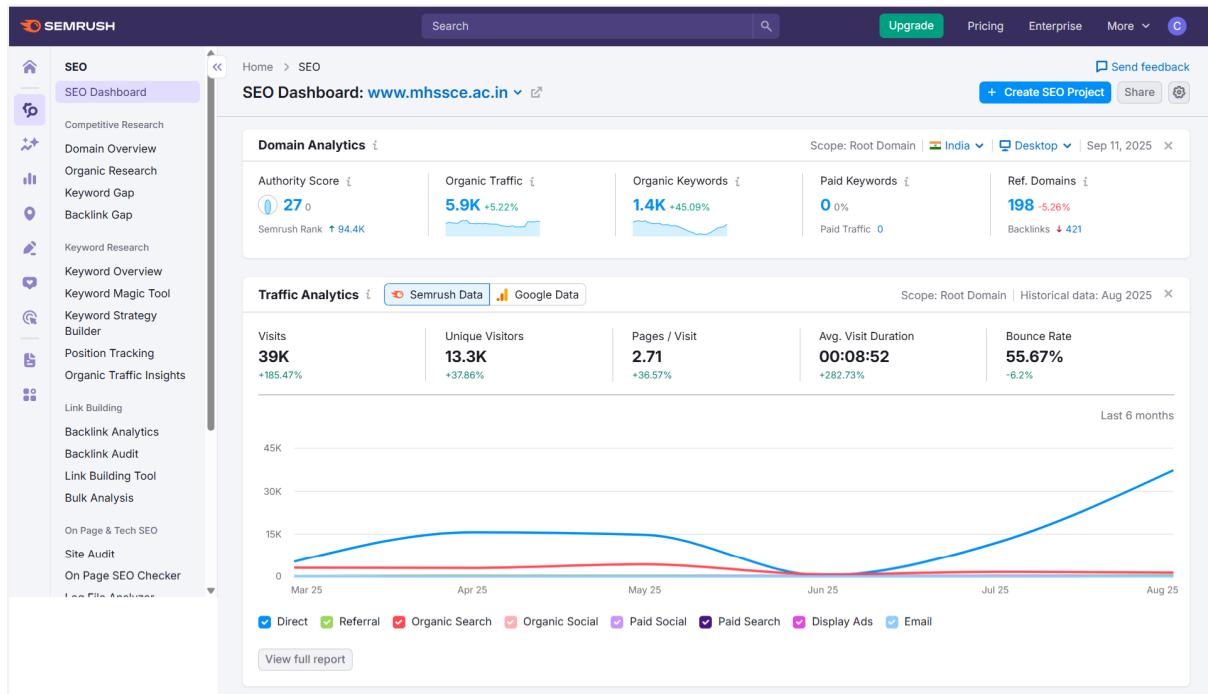
4. Compare Audience & Market Positioning

- o Compare **audience demographics, traffic sources, and keyword overlaps.**
- o Highlight where competitors outperform (e.g., social traffic vs search traffic).

5. Document Strengths & Weaknesses

- o Strengths → e.g., Higher search visibility, broader global reach.
 - o Weaknesses → e.g., High bounce rate, limited social presence.
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Outputs:



SEMrush www.mhssce.ac.in Root Domain Upgrade Pricing Enterprise More C

Home > SEO > Domain Overview > Organic Research
Organic Research: mhssce.ac.in IN 1.4K US 146 FR 32 Device: Desktop Date: Sep 11, 2025 Currency: USD

Overview Positions Position Changes Competitors Topics Pages Subdomains

Keywords 1.4K 45.09% **Traffic** 5.9K 5.22% **Traffic Cost** \$644.0 3.04% **Branded Traffic** 5.3K 2.08% **Non-Branded Traffic** 592 45.1%

Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 SERP Features Notes 1M 6M 1Y 2Y All time

Top Keywords

Keyword	Position	SF	Volume	Traffic %
saboo siddik	1	5	1.9K	25.83
saboo siddik college	1	5	1K	13.59
mhssce	1	5	720	9.79
saboo siddik college of engineering	1	4	590	8.02
mhssce result	1	2	390	5.30

[View all 1.4K keywords](#)

Keywords by Intent

Intent	Keywords	Traffic
Informational	837	474
Navigational	278	5.2K
Commercial	405	2.4K
Transactional	218	468

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Top Position Changes in Organic

New Lost Improved Declined

Keyword	Previous	Current	Volume	Traffic %
declaration form mahadbt	-	17	1.3K	0.05
sohel ryan	-	48	12.1K	0.01
ayesha qureshi	-	51	170	< 0.01
rahul ogale	-	32	170	< 0.01
mh cell	-	23	210	< 0.01

[View all 141 keywords](#)

Top Position Changes in SERP Features

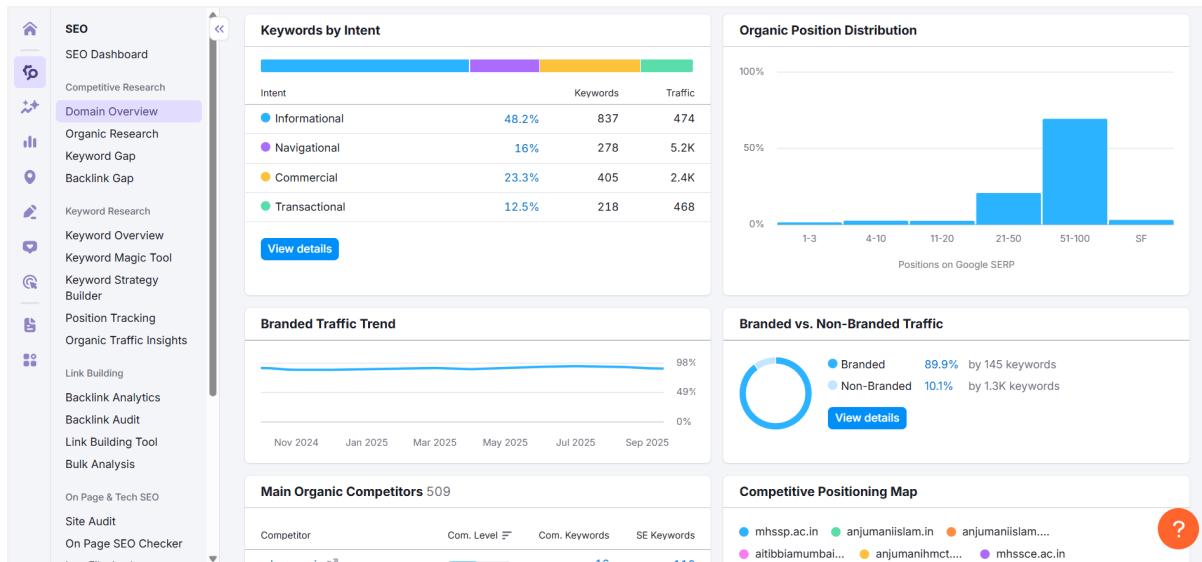
New Lost

Nothing found
Try changing your filters.

SERP Features Trend

Image pack People also ask Local pack Other: 2 selected 1M 6M 1Y 2Y All time

[View all 45 keywords](#)



Observations

- Competitor analysis shows **differences in audience reach, keyword strength, and global positioning.**
- Tesla dominates in **direct traffic and brand recognition**, while Rivian/Lucid rely more on **organic keywords and niche marketing**.
- Smaller players show weaknesses in **global presence and backlinks**, but strength in **focused niches**.

Result / Conclusion

We successfully analyzed the company's competitors using tools like **SEMrush** and **SimilarWeb**, identifying their **market positioning, strengths, and weaknesses**. This experiment demonstrated how competitor profiling through public data can support **strategic decision-making, market entry planning, and OSINT-driven business intelligence**.