

# 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.

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## 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.

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## 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:
    - SEMrush (SEO & backlinks).
    - SimilarWeb (traffic & demographics).
    - Alexa (legacy rankings, if available).
    - OSINT tools (Maltego, SpiderFoot for additional public data).
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## Procedure

### 1. Identify the Target Company & Competitors

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

### 2. Gather Traffic Insights (SimilarWeb)

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

### 3. Perform SEO Analysis (SEMrush)

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

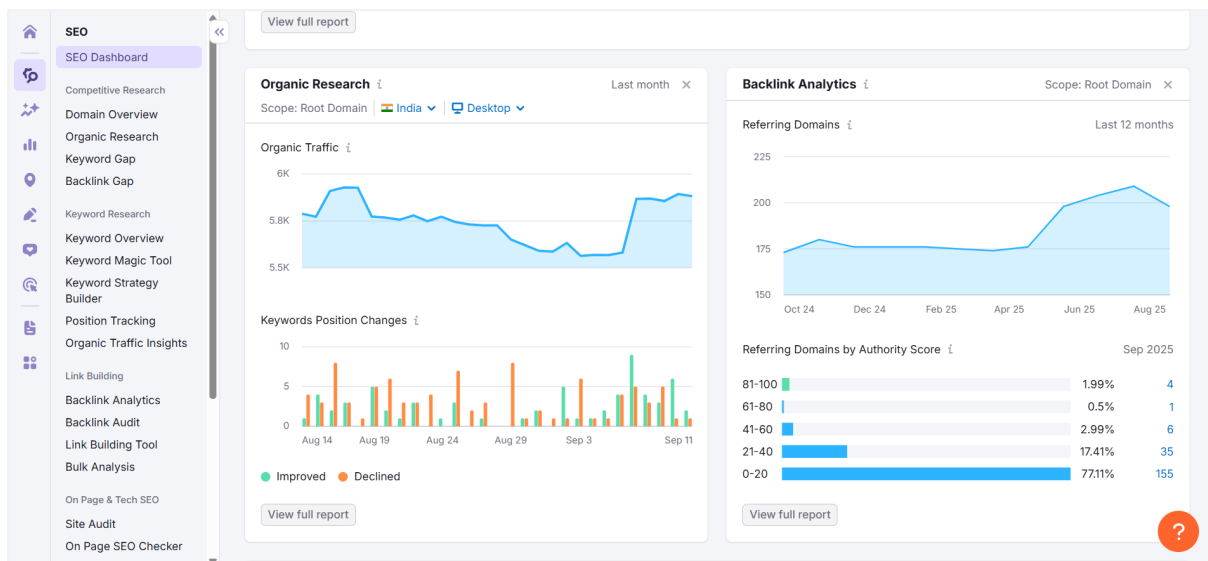
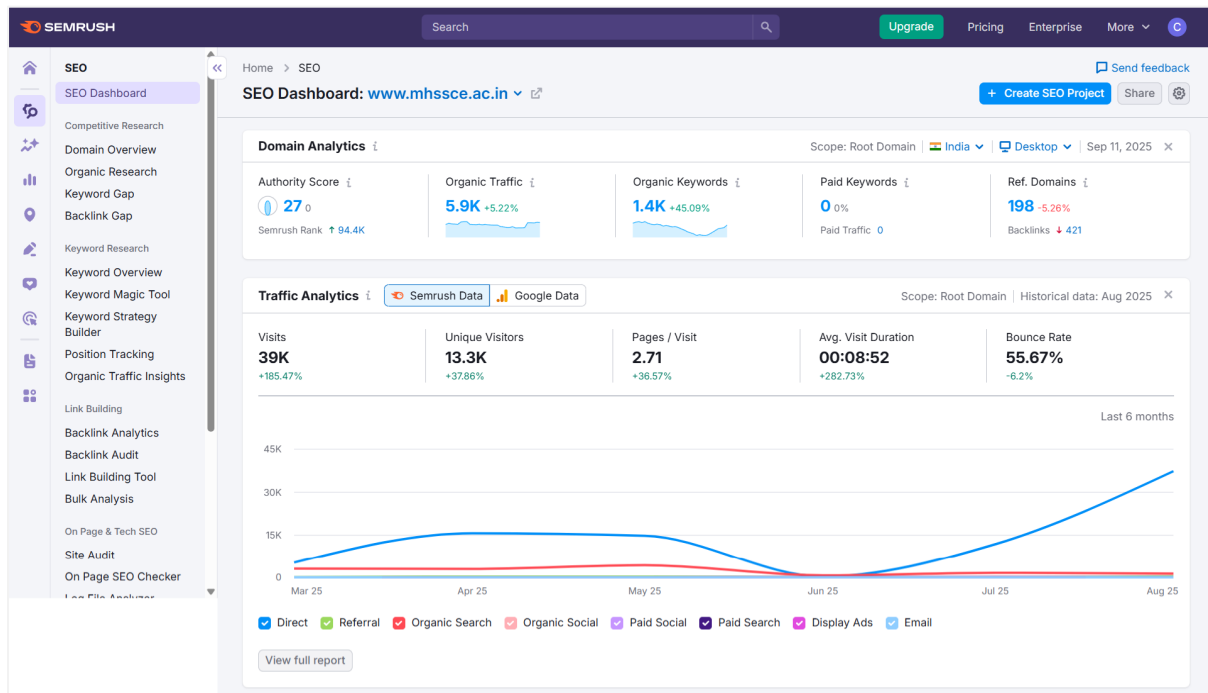
### 4. Compare Audience & Market Positioning

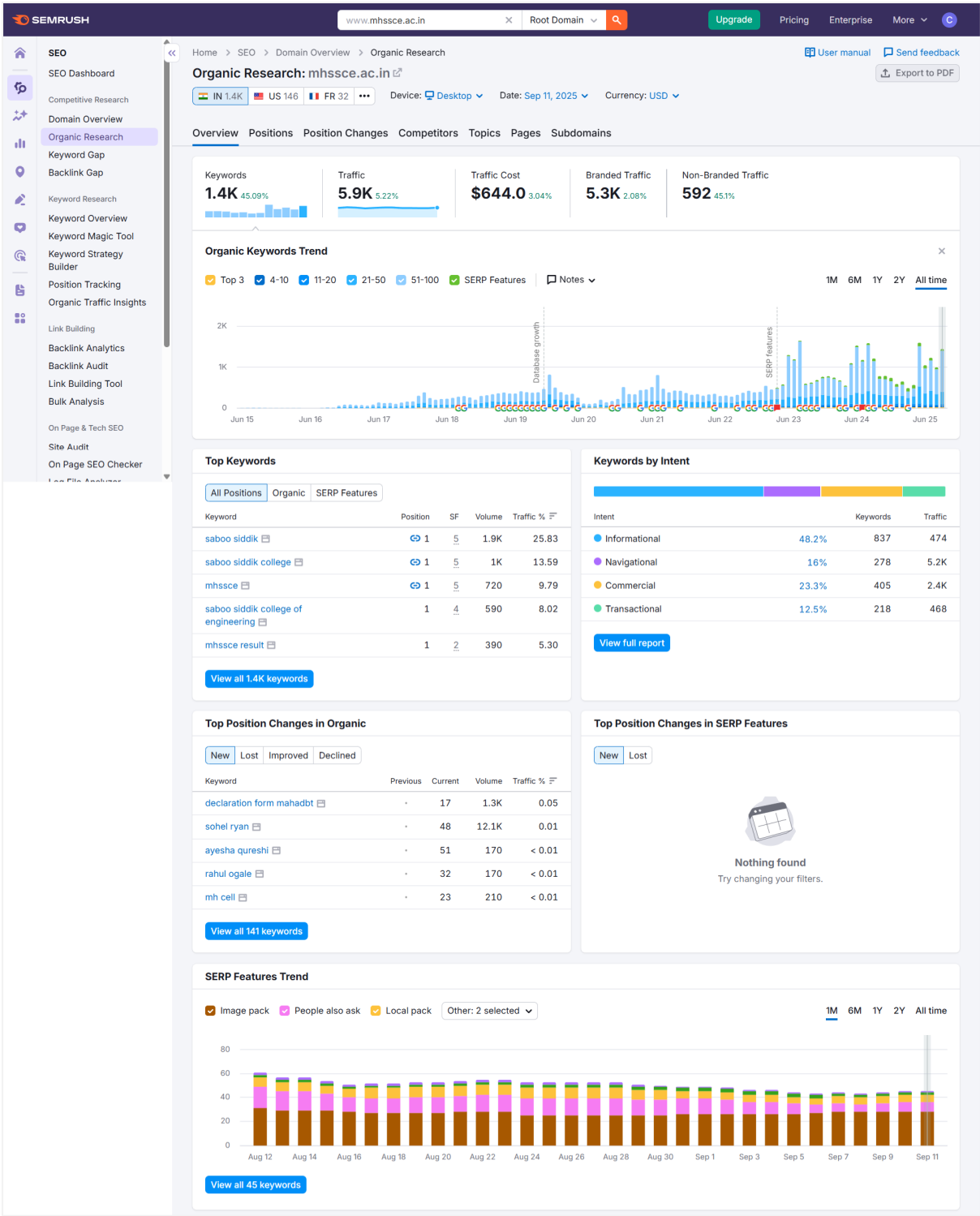
- Compare **audience demographics, traffic sources, and keyword overlaps**.
- Highlight where competitors outperform (e.g., social traffic vs search traffic).

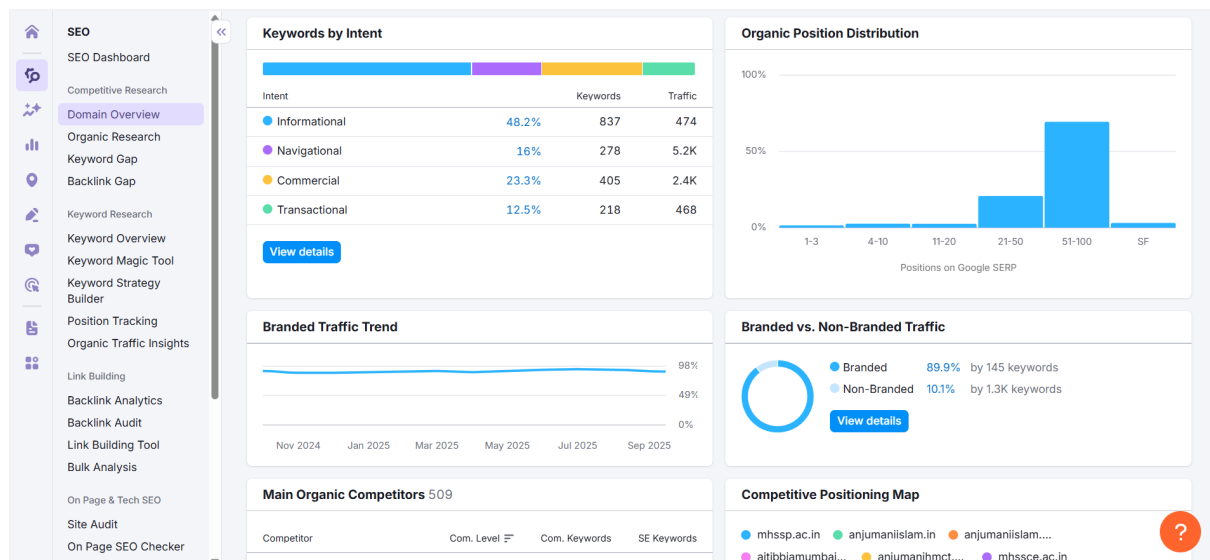
### 5. Document Strengths & Weaknesses

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







## 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**.