Complete These Action Steps Before Moving on to The Next Section

Isn't it fun to spy on your competition?! Let's start using this information to your advantage.

Before moving on to the next section, there are a few things I'd like you to do:

1. Take a few minutes to identify who your online competitors are.
2. Research what backlinks your competitors have using [SEMRush](http://www.semrush.com/" \t "_blank) or [Open Site Explorer.](https://moz.com/researchtools/ose/)
3. Review the list of questions in this section and have a closer look at what your competitors are doing.
4. Now that you know what your competitors are doing, outline a plan for matching what they are doing and taking advantage of what they are not doing.
5. **And lastly, start a new discussion and let me know what questions you have from this section.**

Congratulations on getting this far. We're just about done but yes, I do have a bit more for you!

What to Look for When Doing a Competition Analysis - The Complete List

When doing a competition analysis, you'll find lots of great information on your competitors. With so much information, let's look at the key information you want to know.

**Types of Backlinks**

* What types of backlinks are they receiving (review sites, new sites, industry related websites, etc.)?
* How are they receiving these backlinks (asking for them, providing valuable content others want to link for, guest blogging, etc.)?
* Are they posting content (whether articles, videos or images) to other websites?
* Did they submit their site to directories?

**Content Marketing Strategy**

* Are they using a content marketing strategy?
* Are they using press releases (such as prweb.com, prnewswire.com, prlog.com, free-press-release.com, etc.)?
* Are they using video?
* What topics are they covering (news, promotion, educational/informational)?
* Which of their content is being shared the most?
* Can their site visitors share their content (via social sharing buttons for example)?
* Are they on social media? And are they engaged?

**Anchor Text**

* What words are other websites using to link to the competitor (are they keywords, the website name, the page name, etc.)?
* Do they use a variety of anchor text or are they using one or two phrases excessively?

**Local Businesses**

* Does the business have any reviews on local review sites?
* Do they ask for reviews on their website or social media pages?
* Are they listed in local business directories?