4 More Fun Tools for Spying On Your Competition

Isn't spying on your competition fun? It's amazing how much information you can find on what your competitors are doing and using this information to your advantage will help you to outrank them.

Here are four more tools you can use to spy on your competition:

1. [Wappalyzer](https://wappalyzer.com/)  
     
   This is a great tool to help you quickly identify which tools any website uses including content management system, advertising platform, analytics tools and so much more.
2. [Google Alerts](https://www.google.com/alerts)  
     
   If you haven't already, you should sign-up for Google Alerts so you will be notified when others mention your product, brand, website, etc. But another good strategy is to use this same technique for your top competitors. This is a super easy way to find out who is mentioning them and where. Now you can go to that source and try to get mentioned as well.
3. [**Social Mention**](http://www.socialmention.com/)  
     
   This is another website you can use to get free notices for your website as well as your competitors. Here you can find out when a brand is mentioned on different social media and blogging platforms.
4. [Ghostery](https://www.ghostery.com/en/download)  
     
   This tool allows you to see what plugins, advertising platforms, and tools a competitor uses on their site but the best part is you which analytics platforms they are using which can give you a better idea of how much their analyzing their traffic.