

# Day 11 – Competitor Analysis

**Topic:** Understanding Market Position

We learned how to perform **competitor analysis** using tools like SEMrush and Ubersuggest. The goal was to identify competitor keywords, backlinks, and content strategies.

## **Practical Work / Activities:**

- Compared two brands' online performance.
- Created a SWOT analysis for a brand.
- Noted key opportunities for improvement.

## **Key Takeaways:**

- Understood how competition drives innovation.
- Learned to analyze digital footprints.
- Gained insight into market research strategies.