

# Web Developer

HTML, CSS e Strumenti di Digital Marketing  
(SEO, SEM, SEA)

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# Competitor Analysis

On-page seo & Off-page seo

Shadi Lahham - Web development

# Competitor Analysis

# Competitor Analysis

Competitor analysis plays a crucial role in enhancing an SEO strategy by offering insights into competitor actions and identifying opportunities to gain an advantage. This process typically involves recognizing key competitors, evaluating their strategies, and pinpointing areas for potential improvement

# Identify competitors

## Direct competitors

businesses that offer similar products or services and target the same audience and tend to rank for identical or closely related keywords

## Indirect competitors

offer different products or services but target a similar audience and while not direct competitors, they often rank for related keywords

## Emerging competitors

newer or less established businesses that currently pose a minimal threat but have the potential to become significant competitors in the future

## Example

if an e-commerce website specializes in selling **running shoes**, direct competitors would include other e-commerce sites with a similar focus while indirect competitors might be **fitness blogs** or **social media influencers** who frequently discuss running

# Analyze competitors

1. Keyword analysis
2. Backlink profile analysis
3. Content analysis
4. On-Page SEO analysis
5. Technical SEO analysis

# 1. Keyword analysis

identify the keywords your competitors are ranking for and keyword difficulty, search volume, and competitor rankings in order to optimize your keyword strategy based on competitor data

## **Primary keywords**

The main keywords competitors focus on, typically high-volume and high-competition

## **Secondary keywords**

Long-tail keywords that often have lower competition and can reveal niche areas your competitors are targeting

## **Keyword gap analysis**

identify keywords that your competitors are ranking for but you're not

## **Keyword difficulty analysis**

assess the difficulty of ranking for these keywords

## **Keyword intent analysis**

understand the intent behind these keywords to create relevant and valuable content

## 2. Backlink profile analysis

### **Backlinks**

the number and sources of external links directing users to a site

### **Acquiring high-quality backlinks**

create valuable and shareable content, reach out to relevant websites and bloggers, build relationships within the industry, participate in online communities

### **Competitor backlink quality & sources**

evaluation of the quality and quantity of backlinks pointing to competitors' websites, especially domains with a high level of authority and the identification of the types of sites linking to competitors, such as blogs, news sites, and forums

### **Competitor anchor text**

analysis of the text used in backlinks to understand the emphasized keywords

### **Backlink gaps**

identification of sites linking to competitors but not to your site, creating opportunities for outreach



# 3. Content analysis

## **Content quality**

determine if their content is informative, engaging, and relevant to their target audience

## **Content types**

examine the variety of content competitors produce, including blogs, videos, and infographics

## **Content depth**

evaluate the quality and thoroughness of their content

## **Content freshness**

observe how frequently they update content since frequent updates can improve rankings

# 4. On-Page SEO analysis

## **Title tags and meta descriptions**

analyze the content and structure of a competitor's title tags and meta descriptions

## **Header tags**

examine the use of header tags such as H1 and H2 to understand their content hierarchy

## **Developer tools & SEO tools**

examine a competitor's site with developer tools and SEO tools to understand page content and structure and identify potential opportunities

# 5. Technical SEO analysis

## Site speed

measure competitors' website loading times as faster sites rank better and enhance user experience

## Mobile optimization

check if competitor sites are mobile-friendly, which is crucial for ranking with Google's mobile-first indexing

## Site structure

assess if a competitor site has a well-organized content hierarchy and easy navigation

## Technical issues

identify any technical issues that might be affecting a competitor's SEO ranking

Identifying opportunities

# Identifying opportunities

## **Content gaps**

find topics your competitors haven't covered or haven't covered well to capture traffic they missed

## **Keyword gaps**

identify valuable keywords that competitors rank for but you don't and optimize existing content or create new content targeting these keywords

## **Backlink opportunities**

reach out to sites that link to your competitors but not to you and offer superior content or a unique value proposition to earn backlinks

## **Search Engine Results Page features**

identify [SERP features](#) like rich snippets or local packs where your competitors aren't present and optimize for these to gain a competitive advantage

# SWOT analysis in SEO

## SWOT analysis

[SWOT analysis](#) is a strategic planning technique used to identify an organization's strengths, weaknesses, opportunities, and threats

## Strengths

assess your current SEO strengths compared to competitors, such as domain authority or content quality

## Weaknesses

identify where your competitors outperform you, like in keyword rankings or site speed

## Opportunities

look for areas where you can capitalize on competitor weaknesses, such as targeting long-tail keywords they overlook

## Threats

be aware of emerging competitors or changes in algorithms that could threaten your rankings

In-depth analysis

# Keyword gap analysis

identify high-performing keywords from competitors that you aren't targeting and focus on adapting content to better fit your brand and audience

For example, targeting "**organic dog food**" or "**hypoallergenic dog treats**" if competitors rank well for "**grain-free dog food**"



# Cross-industry keywords

explore keywords from related industries with lower competition to find new opportunities

For example, you're a **restaurant** looking to attract event-hosting customers, you could look at keywords from the **event planning industry**, such as "**corporate catering**" or "**private party venue**"

# Keyword borrowing

identify keyword structures or combinations from different industries and adapt them to your own

For example, using "**ultimate dining experience**" in the restaurant industry based on the travel industry's "**ultimate [adjective] adventure**" to create more compelling keyword phrases

# Check the SERPs

## **Competitive landscape**

regularly review the SERPs for your target keywords and analyze top-ranking content along with factors like domain authority and user experience

## **SERP features**

understand and leverage [SERP features](#) that your competitors might be missing

## **User intent**

ensure your content matches the user intent behind search queries by analyzing top-ranking pages to align your content with user needs

# Conclusion

competitor analysis in SEO is an ongoing process involving the identification of competitors, dissection of their strategies, and finding ways to outperform them; use SWOT analysis to understand your position relative to competitors and regularly monitor SERPs and competitor keywords to keep your strategy relevant and competitive

## **Note on etiquette**

while analyzing competitors' SEO strategies is acceptable, avoid copying their content verbatim or engaging in black hat SEO tactics

# References

[How to do an seo competitor analysis - moz](#)

shorter - recommended to read before the others

[How to conduct an seo competitor analysis](#)

[How to do an seo competitor analysis](#)

[How to find your seo competitors - moz](#)