Comprehensive Competitor Analysis Report

Company Overview

Competitor Name: RankBoost Agency

Industry: SEO & Performance Marketing

Founded: 2020

Headquarters: Chicago, IL

Employees: 80+

Revenue: $7M (Estimated)

Market Share: 5.2%

Growth Rate: 20% YoY

Services Offered

- Technical SEO

- Content Strategy

- Link Building

- Google My Business Optimization

- E-commerce SEO

- SEO Training Workshops

Strengths

- Strong technical SEO expertise

- Effective link-building strategies

- High client satisfaction ratings

Weaknesses

- Limited paid media expertise

- Smaller team size compared to competitors

Pricing Model

Custom quotes based on project needs

Key Clients

- WebFlow Innovations

- Retail Boost

- Digital Horizon

Competitive Advantage

Highly specialized in technical SEO and local business ranking improvements

Marketing Strategy

This competitor employs a combination of SEO, paid advertising, content marketing, and social media outreach.

Their focus on omnichannel marketing allows them to target both B2B and B2C segments effectively.

Recent campaigns have heavily leveraged AI-driven data analytics to optimize their advertising spend.

Technology Stack

- Google Ads, Facebook Ads, LinkedIn Ads
- HubSpot for CRM and marketing automation
- SEMrush & Ahrefs for SEO research
- Google Analytics & Hotjar for data tracking
- Custom-built AI models for ad targeting and conversion optimization

Customer Satisfaction & Reviews

The company maintains a strong reputation, averaging a 4.5/5 rating across platforms like Trustpilot and Google Reviews.

Clients praise their deep marketing insights and results-driven approach but note that high pricing is a barrier for small businesses.

Expansion Plans

The competitor is actively expanding into international markets, focusing on Europe and

Asia-Pacific.

They recently opened a satellite office in Singapore to cater to emerging e-commerce brands.