



# SEO Competitor Analysis Checklist

## 1. IDENTIFY TARGETS: ANY SITES LISTED ABOVE YOURS

### IDENTIFY BROAD COMPETITORS:

#### Sites that compete with the majority of your products/services

- Ask client for list of Top 10-20 offline clients
- Perform search for Top 5 most important keywords. Add any repetitive listings to competitor list.
- Survey selection of client's customers and ask who they also considered in their purchase process
- Identify top industry associations and research top companies listed as members

### IDENTIFY NICHE COMPETITORS:

#### Sites that compete with only a fraction of your products/services

- Perform search for Top 10 keywords, adding the top 2-3 listings to competitor list

## 2. OPERATION: SEARCH

**OBJECTIVE:** Determine what a competitor's internal site optimization strategy is, how successful they are at implementing it and to learn from it

### KEYWORD ANALYSIS

- What keywords are they targeting in their title tags? List the current competitor rank and search volume for each.
- Which keywords are they showing as a priority in their tags (based on keyword positioning)?
- Are they listing any keywords in their meta keywords tag? This shows that they think they are important.
- List current competitor rank and search volume for each

### CONTENT ANALYSIS

- What keywords are they focusing their headlines on?
- Are they focusing heavily on branding or optimization?
- What keywords are they using for internal link anchor text?
- How often are they creating new content?
- What types of content are they creating? Is it link-bait content or branded content?

### TECHNICAL ANALYSIS

- How well are your competitors' websites rendering in search engines?
- How are they optimizing their navigation?
- What are their calls to action — are they obvious?
- How well is their site being indexed in the SERPs? Are all of their pages being properly indexed?
- How clean is their HTML? Does it look like they are actively optimizing their code?

## 3. OPERATION: ANCHOR

**OBJECTIVE:** Determine what a competitor's external site optimization strategy is and to capitalize on it

### BACKLINK PROFILE

- How many backlinks does each competitor have?
- How many unique domains do they have backlinks from?
- Can you identify any backlink growth patterns based on the date links were created?
- Which pages on their site receive the most backlinks (outside of the homepage)?
- What anchor text is being used and to what pages?
- What percentage of links are images/no-follow?

### TYPES OF LINKS

- What forums are they participating in?
- What associations/organizations are they member of?
- What conferences are they sponsoring?
- What blogs are they guest posting on?
- At what frequency and on what topics?
- Can you tell if they are buying links?

### LINK ACQUISITION

- Are they inviting guest bloggers to post on their blog?
- Are they creating viral content?
- Are they creating free tools and/or widgets?
- Are they conducting interviews?
- Are they holding contests?
- Are people reviewing their products on their own sites?
- Where are they getting mentioned and what is the sentiment of those mentions?

## 4. ENEMY SURVEILLANCE PROGRAM

**AFTER INITIAL COMPETITOR REVIEW, REVISIT EVERY QUARTER.**

### DETERMINE HOW THEIR STRATEGY IS EVOLVING:

- How have their rankings increased/decreased?
- How many inbound links have they built?
- How much has their site grown?
- Did they launch any major link bait programs?
- What were their successes and failures?

### HOW DOES THIS COMPARE TO YOUR SITE?

**ARE THERE ANY NEW LINKS, COMMUNITIES, KEYWORDS FOR YOU TO TARGET?**



## How Raven Tools Can Help

- ✓ **Discover** new competitors
- ✓ **Track** competitor rankings
- ✓ **Analyze quickly** which keywords competitors are targeting
- ✓ **Research and analyze** a competitor's backlink profile, including anchor text, creation date and the ability to group domains
- ✓ **Discover** what links you need to target based on the backlinks of sites ranking for a particular keyword
- ✓ **Track** competitors' indexed pages and inbound link growth

For more information, visit

[RAVENTOOLS.COM](https://RAVENTOOLS.COM)

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