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?**
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