

EYE UP THE LOCAL COMPETITION

HANDOUT 4: Additional Resources for Competitive Analysis Data

1. Automated Competitive Analysis Tools-partial list (social media, content and/or SEO):

Social Media Stats etc.:

- [Sprout Social](#): Tracks social strategy across platforms like Twitter, Instagram, and Facebook
- [Phlanx](#): This Instagram engagement calculator shows you how active any given account's followers are.
- [Social Blade](#): Tracks and reports the follower counts/trend stats for big-name brands on various platforms

Content:

- [Buzzsumo](#): Looks at the top-performing content for topics relevant to your brand and your competitors across social media platforms and the internet
- [Feedly](#): A great way to keep an eye on a competitor's content without constantly checking up on their blog

SEO:

- [SEMRush](#): Allows you to check competitors' organic search rankings and backlinks for keywords and individual content
- [Ahrefs](#): Allows you to check the top organic keywords and traffic estimates for any URL
- [Moz](#): SEO tool

Content & SEO:

- [Similarweb](#): A content and SEO analysis tool focused on traffic and backlinks to show incoming and outgoing traffic from a domain

2. During Lead & Client Conversations:

If a lead/client used one of your competitors in the past, inquiring about these interactions may come up naturally by asking "what can we do to provide you with a better end result?"

3. Review Websites (Yelp, Angi):

Focus on the unresolved issues/problems customers have after working with a competitor.

4. Search Engine Ads

5. Google Alerts:

Add your competitor names to get alerts anytime they're mentioned.

6. Local Chamber of Commerce website(s)

7. Subscribe to their newsletters transparently

8. SCORE.org: Service Corps of Retired Executives

9. Social Media Platforms not mentioned in class: Nextdoor.com, Alignable.com, etc.

10. Local Library: check with Reference Librarian