

029 - Leverage Your Competitors' Weak Points

Prologue 0:00

Competitive research is extremely important because first of all, when we start with a new client, we really want to know where they are, how can we benchmark them against their competitors, against their competitors landscape, competitive landscape. And this really depends on specific URLs, specific search queries. A competitor in one query isn't necessarily a competitor in another query of yours as well. So you want to know, first of all, which queries do you want to go after. Which search queries do you want to rank for, and which URLs do you want to rank for those queries.

SEO Leverage Podcast Intro Music 0:35

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:45

Hello and welcome Gert Mellak here from Seoleverage.com. This is episode number 29. You find all the information over at Seoleverage.com/podcast. Search for the episode 29, and you get a quick summary and additional information. Today, I would like to share a few thoughts about competitors competitive analysis, and competitive research, which are just key elements of our ongoing Erica framework based consulting we do with our clients. Competitive research is extremely important because first of all, when we start with a new client, we really want to know where they are, how can we benchmark them against their competitors, against their competitors, landscape competitive landscape. And this really depends on specific URLs, specific search queries. A competitor in one query is necessarily a competitor in another query of yours as well. So you want to know, first of all, which queries do you want to go after which search queries do you want to rank for? And which URLs do you want to rank for those queries? Once you define what I very often call the VIP 20. The very important pages. The 20 very important URLs on your site. If you have more than that, that are really moving the needle, that are really driving conversions, that are really driving the right traffic to your website, that then actually takes action, opt into your email list, converts into a lead or a sale. You want to really do this competitive research on a URL by URL on a topic by topic basis, and get a very good feeling about the big players in there. In this process is important to set yourself aside from big brands if you're in a marketing space. For example, tools, like HubSpot have very strong presences in SEO. We have sites like MOZ.com that are around all the time. We can't really compare a normal website with one of those big brands, if you have an e commerce site very often Amazon is going to come up. I wouldn't see Amazon as your competition. It's just someone who is also playing in this field. You want to compare yourself or benchmark yourself with someone that is comparable as to your business, to the size of your business, to what to

the offer of your business. Only this really makes sense. Once you know these competitors, the next step is really diving deep into their ecosystem. Diving deep into their website. Have a very good feeling how they structure their content, how they present it, where do they get that text from their articles from today? Copy these over if this is an e commerce site, do they have original content? What are their backlinks doing? How do they get backlinks attract backlinks naturally? Are they actively building links to certain key pages? Which pages are the ones they are building links to? You really want to get a very good feeling about these websites. So you pretty much know what they're after, what they're doing, what seems to be working for them? And I can then draft a better strategy for your own website. I remember for example, a project where we saw that a client's competitor was actively building links to 2 of probably 500 URLs specifically. So we were able to leverage this information. We read the beginning of our work here with this client. We could have take advantage of this information and inform our clients SEO but also the conversion optimization process by this because these other client was around, had been around for longer. Had been doing their conversion tracking etc on their site. So we knew they definitely knew why they spent money on these URLs, and could essentially increase our clients number of conversions. I think we even 3x did over a few weeks just by tweaking the process, based on the insights from this competitive research. And another approach we're in right now in with an e commerce site from Canada is that we actively search for weak points at a competitor's website. Weak points can be a number of things. It could be the user experience, it could be the usability, it could be design, it could be content, copywriting, things like those. It could also be on keywords, they don't really rank very well for. In which could provide an entry point for a potential competitor. You always want to know where your competitors good, and where your competitor has their weak points, which you could ultimately then leverage. There is a reason why Google doesn't rank a competitor that is mostly ranking really well. Well enough for other keywords. So if they have certain keywords ranking on page three, page five, page eight of Google, there's probably a reason for that. And maybe they are just not paying attention to it because to pay attention to other maybe for them more relevant or more important elements of their strategy. But this is definitely an important entry point. Where does your competitor not rank? Well, why is this the case? Can we leverage this to our advantage? Can we build up specifically the content? Can we acquire specifically link in order to strengthen our presence there? Can we make sure that we are taking over maybe an entire category or our competitor isn't doing well, really. One thing I want to clarify here is that this is not about copying what your competitors are doing. It's about analyzing what they have been doing, what is working for them, what is not working for them, and then come up with a game plan and see how this fits in your overall strategy. It doesn't substitute that you know, where you're going that you follow your own processes and strategies, and ongoing recurring revision of what is working for you, what could you do better, but it's definitely an additional source of information, I would absolutely want to leverage for every single one of you in order to make sure you get insights from other players in your market as soon as possible, and are able to leverage those to your advantage. One example here is also what we very often do, which is a gap analysis. We check where do you competitors get traffic, where we don't get traffic at all. Where we might not even pay it ranking on the first 10 pages. These are very often sub topics competitors might have been discovering, consciously or unconsciously. And they happen to rank for those, they happen to attract traffic for those if these are topics that you think your ideal

client is searching for on Google, it's definitely worth checking this out and seeing how you can with a little bit of keyword and topic research, figure out which content needs to be build up, and what needs to be done with this content to get it ranking and all the driving traffic to your site. So you get a small piece of this traffic pie. Competitive research is key competitive research very often started Google and this is how I would want to close this episode today with an action step for you. Check out your top 20 keywords you want to rank your site for. Check out which competent competitors come up in Google, you don't need any tool for this, just check out Google. If you want to be a little bit on the safer side and go against too much personalization in search results. Open up an incognito window on Chrome, perform your search and note down which competitors are coming up for each one of these search queries. If you have an assistant, this is probably a typical assistant job. Make sure you get an overview identify. Who are the players that come up all the time? What are the differences between these search queries, and then dive into each competitor. Spend at least 10-15 minutes on their website. Check out their backlinks if you have a tool like Ahrefs or Majestic SEO, and get an idea about how they link to their site. Do they have specific URLs that getting the links, or do they get links overall to the entire site, and come up with a task list on what you could do with this information. How could you leverage it for your advantage? How could you attract more traffic by using these areas information source in your overall SEO strategy. As always, if you would like to rather outsource this to a team like ours, head over to SeoLeverage.com. We have our Erica process that works every project, every couple of weeks through a set of action steps where we just make sure that everything is being taken care of that is part of the overall SEO success. Head over to SeoLeverage.com. Get our book, get familiar with how we approach SEO and decide whether this approach might be a fit for you, for your business and moving forward be the thing you were missing in order to make sure that this always happening something in SEO and especially the focus is on the right elements. My name is Gert Mellak, you're listening to SeoLeverage.com