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When all businesses are trying for top ranking, getting higher ranking becomes difficult for you. Under these circumstances, it becomes vital for you to keep an eye on strategies adopted by your competitors. This will not only help you in understanding their SEO campaign but give you chance to design your marketing tools better than them. Here, we shall discuss how to keep an eye on your competitors.

Identifying Competitors: When you are luring someone to visit your page your competition is also doing the same. First step in keeping them in check is to identify them. But knowing your competitors in an online world is not as easy as in offline world. In offline business, you know which all shops are there in your area. But in an online world, it is not as simple as that. There are hundreds of sites that are in your niche, so out of those who all are your competitors and are targeting your clients. Easiest way to identify them is to look for sites that pop on high rankings when your keywords are searched. The sites that are getting highest rankings are winning away clients from you.

Visiting their sites: Once you have identified your competitors, second step is to check out their sites. What is that they are offering to clients, what is their USP and many things like this are to be checked. Take a note of how professionally they have designed their site. This will make you understand their strengths and weakness. After going through all these, you can design your site.

Keywords Analysis: Your competition is getting ahead of you by using relevant keywords. You should check out which are the keywords that are being used by them. Also, check which are the keywords that give them maximum traffic?

Checking other SEO Factors: There are many other aspects that are important for SEO Company campaign. Once you have analyzed keyword, you should check for other tools like Landing Page, Meta Links. Their entire campaign need to be scrutinized.

Evaluate their Social Media Usage: Now a dayâ€™s lot of traffic comes to sites through social media. So it becomes important for you to check how well your competitor is using them. Sites like Facebook have fan pages that can be utilized well for adding visitors. Is your competitor using them well or not and if not, then that can be your advantage.

Competitiorâ€™s PPC campaign: PPC is one of the cheapest ways to get good prospective clients. Analyze competitionâ€™s PPC campaign and check out its strengths.

Once you have checked all these things, you know how your competition players are working. Even if you cannot beat them, you can learn a lot from them. Use all these knowledge in designing your winning campaign and start getting great business prospects.

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James Taylor - About Author:
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