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A Simple Guide to Tracking Your SEO Competition by Stella Richard

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Now that you are well into the implementation phase of your SEO project, it is time to start tracking whether or not your plans are benefiting you and your business. One of the best ways to gauge the success of your strategy and also understand if you are planning right, is to also simultaneously track what your competitors are doing to meet their optimization requirements.

This is crucial especially if the business segment or niche that you belong to is extremely competitive and your competitors have established themselves online long before you started. Here is a basic guideline in tracking your SEO competition:

1. Identify your Competition

To be able to effectively analyse the progress or status of your competitors online, you need to first indentify them. This isnâ€™t every difficult to do. In an offline business scenario, youâ€™ll most likely alrea know who your competition is. Track their online activity and keep a check on their overall progress.

In addition to that, identify the brands, companies and websites that have a high ranking on your primary keywords and also in your long-tail words. Depending on the type of your business, youâ€™d be surprised how long your list can be considering you are most likely competing on an international platform.

The bottom line is, your primary competitors are those which are on the top 5 rankings in most popular search engines.

2. Spend time on Your Competitorâ€™s Website

Spend sufficient time on the websites and portals of your competition and analyse their design and content strategies. You may even be able to spot a trend in some keywords you missed out of or didnâ€™t think were too relevant.

A primary analysis will give you sufficient information on factors that are boosting the overall SEO project and web presence of your competition.

3. Identifying Keywords Used by the Competition

Experts in Vancouver SEO believe that keywords are the most crucial factor that decides the success or failure of your optimization exercise. Having said that, it is crucial that the experts conduct a comprehensive analysis of how the competitors are using the keywords and also draw a comparative analysis on whether or not the keywords you believe to be effective are actually working for your competitors or not. The idea is to leverage their experience for the benefit of your strategy.

In addition to this, conduct a comprehensive check on your competitorâ€™s entire internet marketing strategy. This involves tracking their activity on popular social media websites; back-inking initiatives, blogs, and other strategies such as pay per click advertising which they are likely to implement to create a positive impact their rankings on all popular search engines.

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