

# HOW TO SPY ON YOUR COMPETITORS CHECKLIST



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Generate leads that convert

In order to evolve and grow your business, you need to be up to date on what your competitors are up to. Not only is it important to keep up to date, you can also learn valuable lessons that will help you take your business further, and hopefully beat the competition. Here's what you should be looking out for:

## 1 MONITORING MENTIONS

- Are you monitoring the web for any mentions of your competitors?
- Have you set up Google Alerts to see what mentions they're getting?



## 2 BACKLINKS

- Are you monitoring your competitors' backlinks?
- Are you identifying the best backlinks and taking action?



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## 3 SEO STRATEGY

- Do you know what your competitors' SEO strategy is?
- Do you know what keywords they're ranking for?
- Do you know how you can beat your competitors on Google searches?



## 4 CONTENT

- Are you up to date on the latest content published by your competitors?
- Do you know which pieces of content are getting the most engagement and why?

## 5 SOCIAL MEDIA

- Do you know which social networks your competitors are on?
- Do you know what their social media strategy is?

## 6 ADVERTISING

- Do you know what ad campaigns your competitors are running?
- Do you know what platforms they are using to run their ads?



## 7 TRAFFIC

- Do you know what your competitors' Alexa Rank is?
- Do you know how much traffic your competitors are getting?

