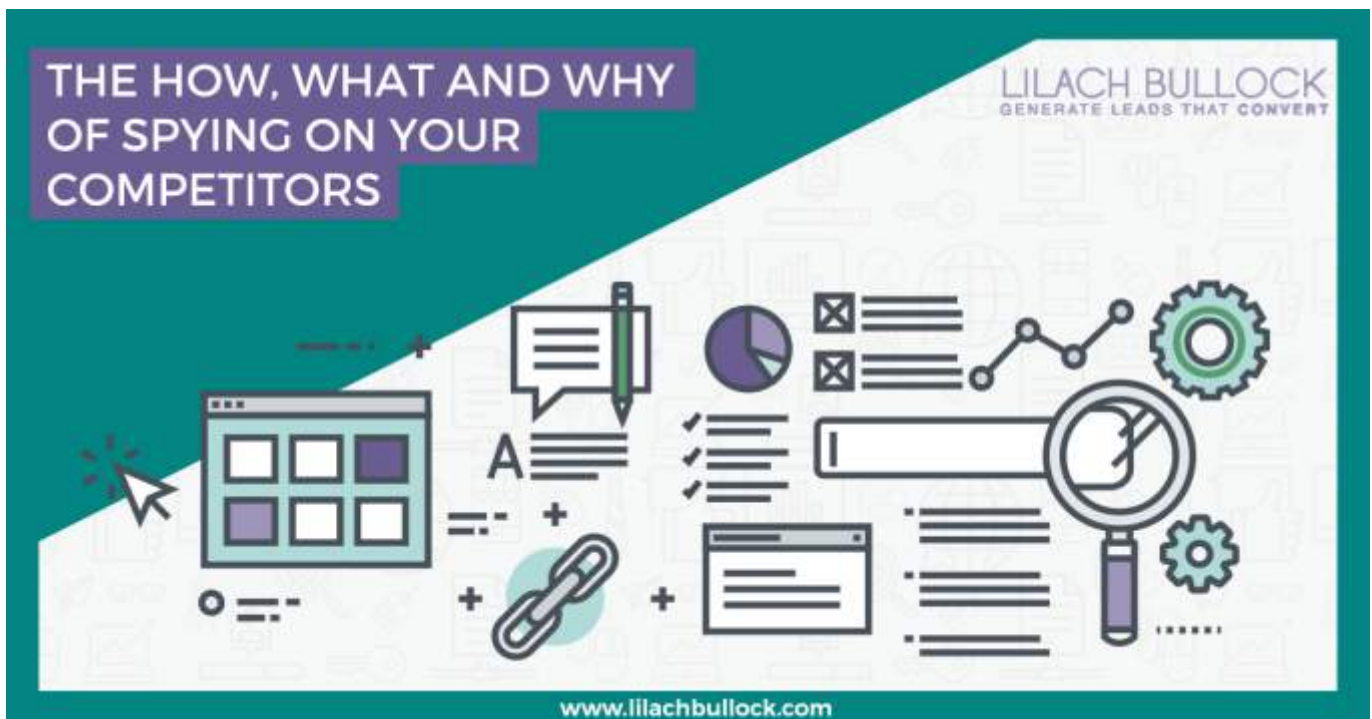
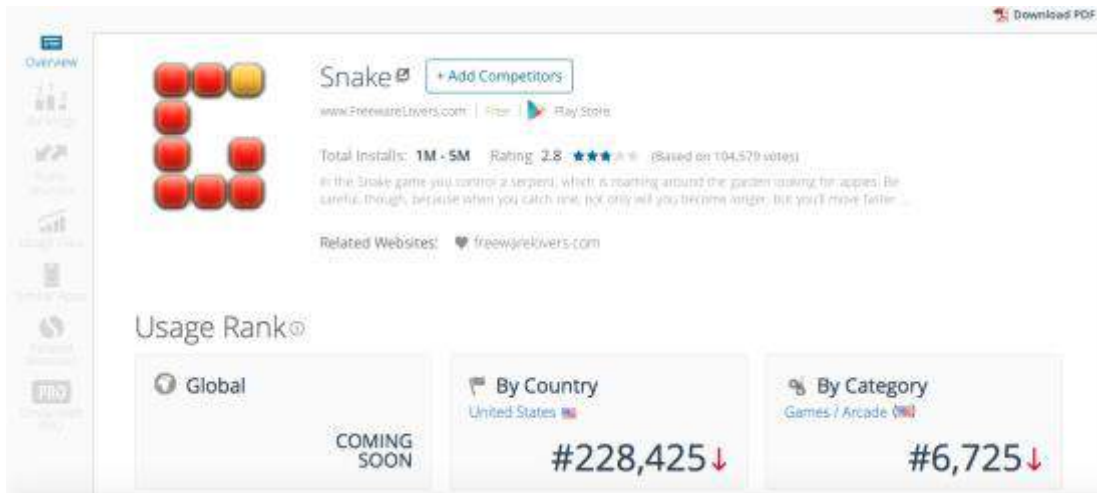


USEFUL TOOLS FOR SPYING ON YOUR COMPETITORS



Website traffic

1. SimilarWeb



With [SimilarWeb](#) you can search for any website or app to see what traffic/installs they are getting, as well as ranking by country and category, and much more. And that's just the free version – with Pro, you'll have access to your competitors' detailed traffic statistics.

2. Traffic Estimate

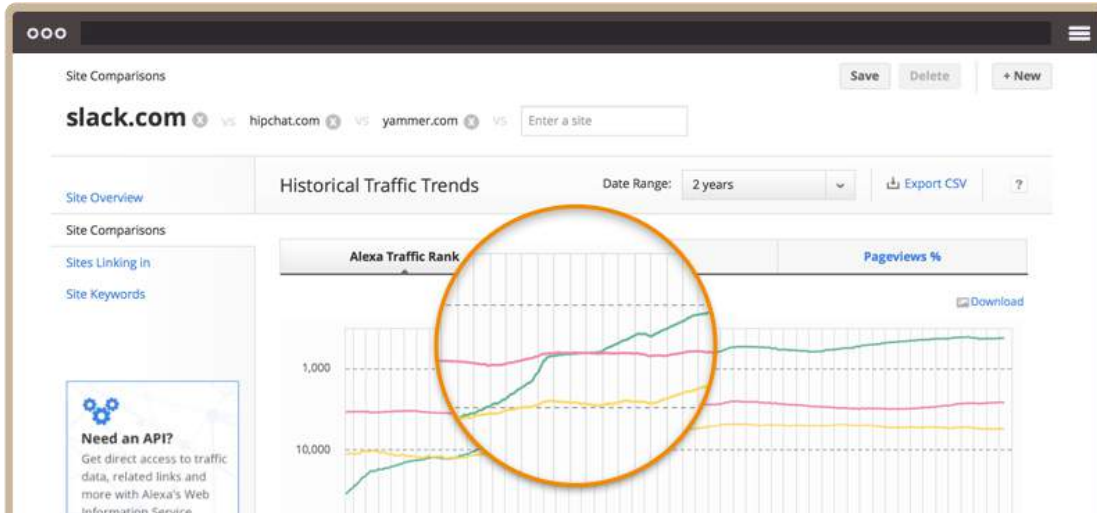
You can use [Traffic Estimate](#) to perform searches for any website and see traffic estimations and other analytics, such as their Alexa Rank.

3. StatShow



[StatShow](#) is a free tool that you can use to search for any website and get interesting stats such as the global rank, traffic, unique page views and even an estimated value of the website.

4. Alexa



[Alexa's](#) competitive intelligence tools allow you to perform a more in-depth research. For example, you can see what kind of traffic your competitors are getting, what their traffic sources are and how many monthly unique visitors they have. You can also get demographic, reputation and engagement metrics and create site comparisons.

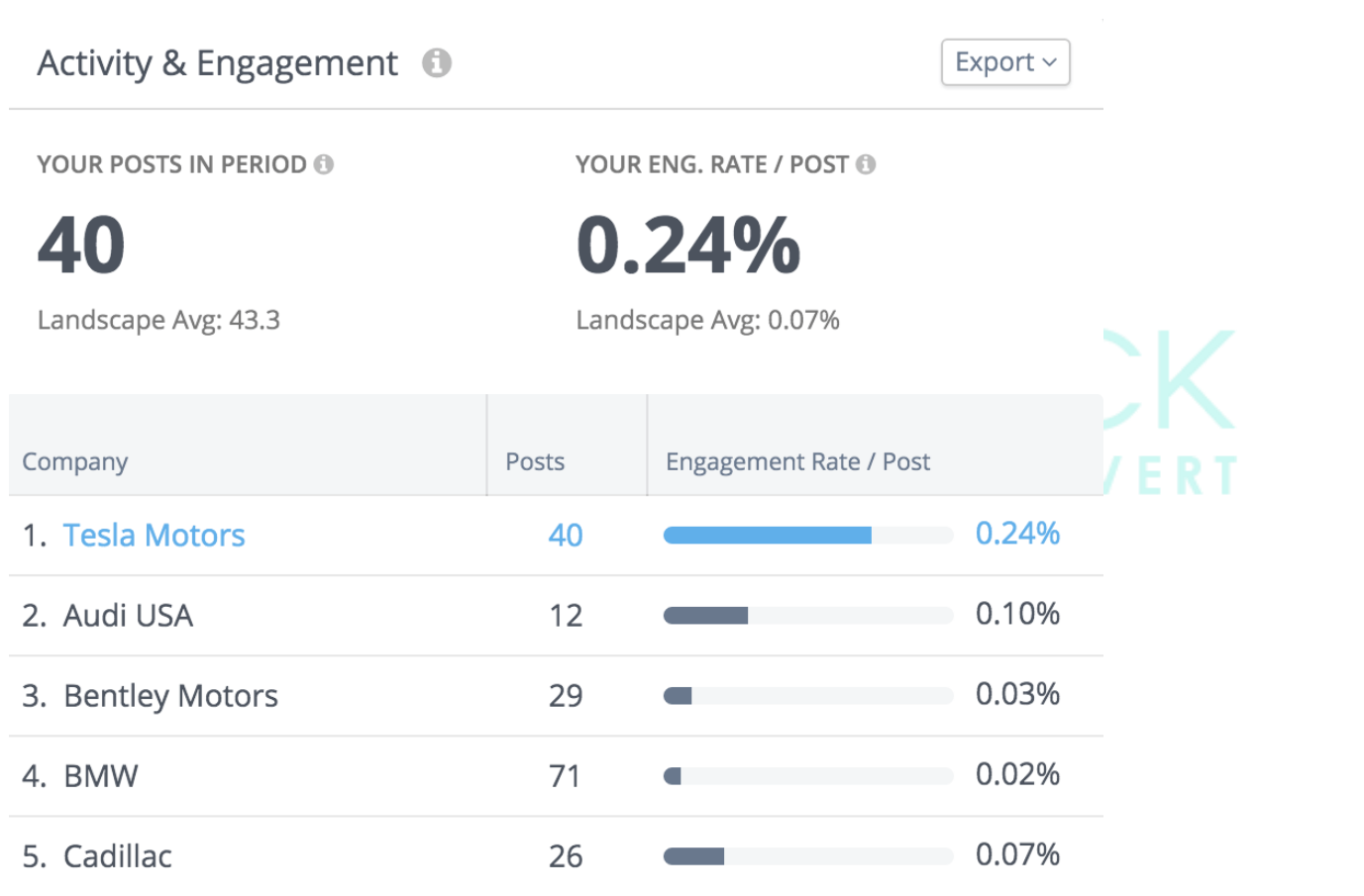
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SEO: BACKLINKS, KEYWORDS AND STRATEGY

5. Rival IQ

RivalIQ is a really cool tool as it allows you to get insight into social media, SEO keywords and website content, all with one tool.

You will be able to see a detailed analysis of your social media activity and how it compares to your competitors, which is great for figuring out how you can improve your social media strategy and learn from the competition.



Another cool feature is their hashtag analysis, as it tells you what hashtags your competitors are using and which ones get the most engagement:

Of the **8** most broadly used hashtags, **#gvamotorshow** generates the most engagement per post. You used **2** of these **8** hashtags, but you didn't use **#gvamotorshow**.

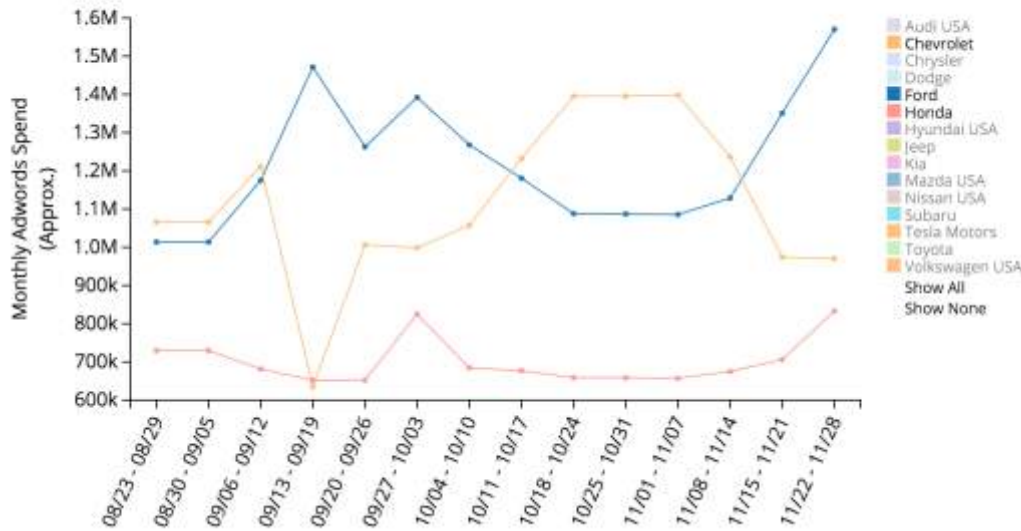
Hashtag		Companies Using	Engagement Rate / Post
#TBT	Show Posts	13	0.08%
#GIFparty	Show Posts	8	0.04%
#LeapDay	Show Posts	7	0.04%
#GIMS	Show Posts	7	0.07%
#CAS16	Show Posts	5	0.05%

[RivalIQ](#) also provides reports on various social media channels, such as Twitter, Facebook, Google+, YouTube and Instagram, as well as a cross-channel report.

Their SEO competitive analysis is also very strong, with meta description comparisons, keyword comparisons and Adwords spending comparisons:

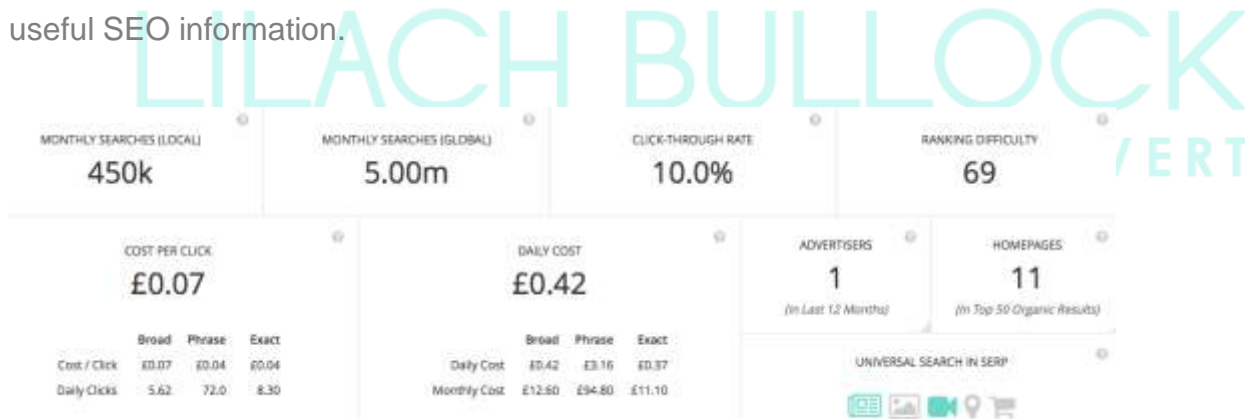
★ Monthly Adwords Spend (Approx.), by Week ⓘ

🔍 Export ▾



6. SpyFu

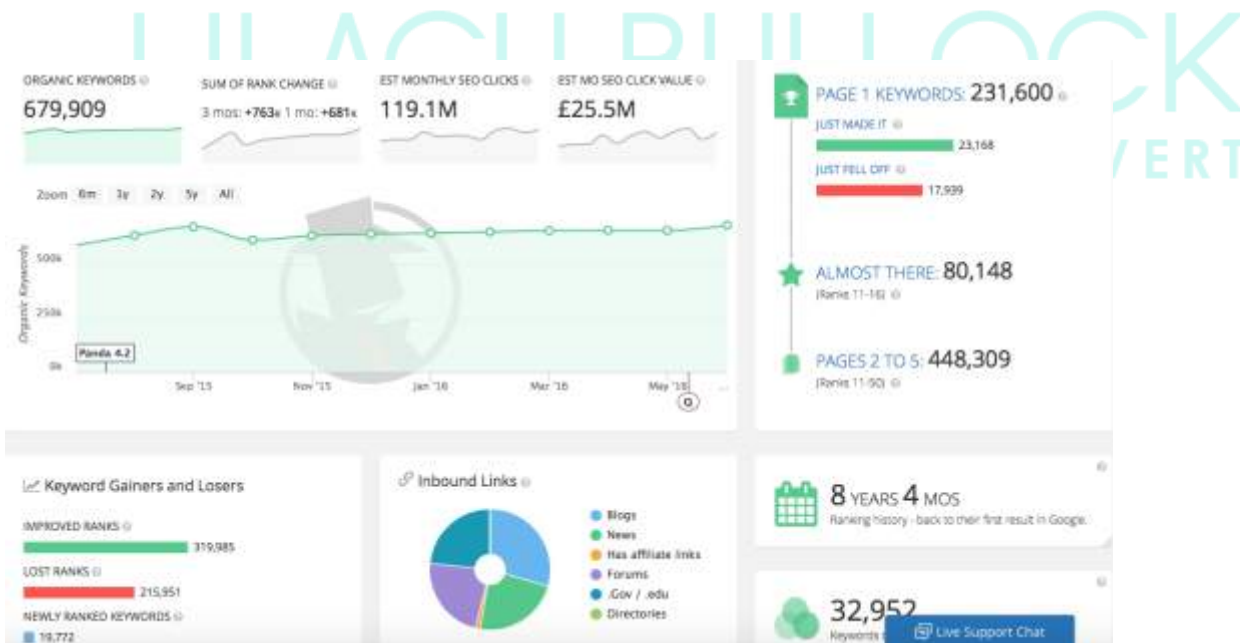
With [SpyFu](#), you can easily find out what your competitor’s keyword strategy is, as well as other useful SEO information.



You will also get to see information about their ad campaigns, their ranking history for various different links, a list of inbound links as well as an organic search ranking analysis.



Go to SEO Research and enter your competitor’s website URL and you’ll get a sneak peek into their SEO strategy, which is very useful as you will be able to learn from their mistakes, as well as from what they do well.



7. MozBar

[MozBar](#) is a really cool all-in-one SEO toolbar that you can add to your Chrome browser and get instant SEO metrics for any page you might be viewing. You will be able to see and compare things like link metrics by type of link, see social shares for each page, discover any keywords

used and much more – when you're finished, you can easily export your findings to a CSV file for further analysis.

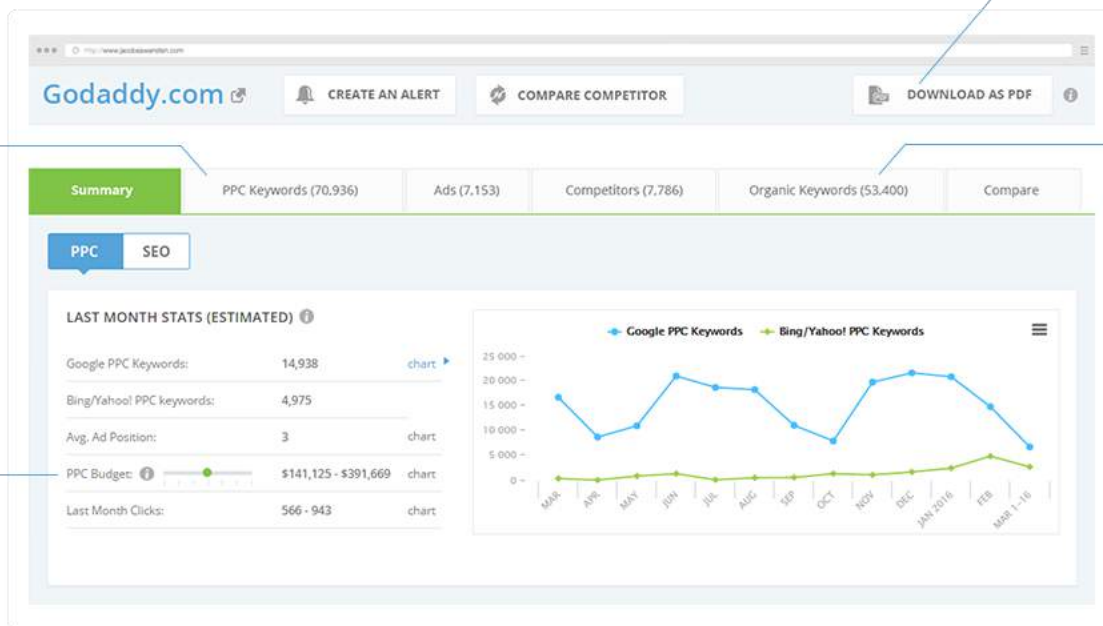
8. SEMRush



With [SEMRush](#), you can easily search for any domain, keyword or URL and perform detailed competitive research. You will be able to see what your competitors are up to, what their strategies in display advertising and organic and paid search are, what kinds of links they are getting and more. You can also use the data provided to compare domains between them. Overall, SEMRush is a really useful tool that will help you get better insights into the competition.

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9. iSpionage



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iSpionage allows you to perform competitive research so that you can improve your own strategy. You can use it to find out what organic and paid keywords your competitors are using and how much they are spending every month on AdWords. You can even find out which ads bring in the most traffic and who your top PPC competitors are, and you can perform comparisons to see whose strategy is working best.

10. Link Alerts

LINK ALERTS (LA)

Like Google Alerts - but for links.

Use Link Alerts to get notified for new links to any domain. Keep an eye on your backlink profile, but also follow your competitor's link building campaigns.

- What you can do**
- Build a history of your new links ✓
 - Recover dropped links ✓
 - Monitor and review backlinks ✓
 - Keep your backlink profile clean ✓

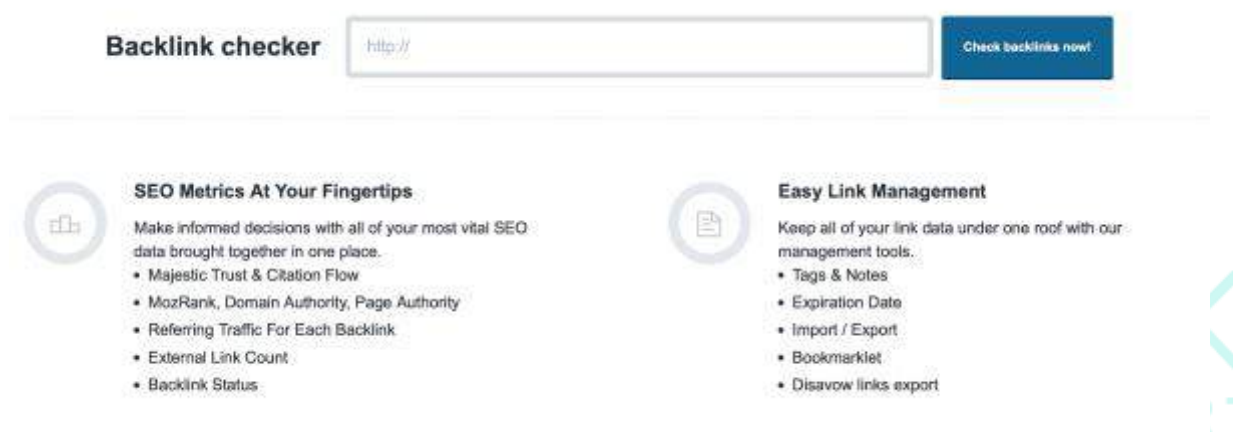


- And there's more...**
- Get notified by e-mail when you get new links
 - Easily set-up new link alerts
 - Monitor your competitor's new backlinks
 - Integrate LA with Google Analytics and other sources

[Link Alerts](#) from Link Research Tools are, as they put it, “like Google Alerts – but for links”. You can use it to monitor your own links and backlink history, but for the purpose of this article, the focus is on their competitive backlink analysis feature.

Once you’ve set up the alert, you’re going to get a full list of what backlinks they’re getting as they receive them. Their LRT Power Trust features will let you know how valuable each link is, so you can easily decide if it’s worth pursuing as well or not – which you can do directly from within the app.

11. Monitor Backlinks

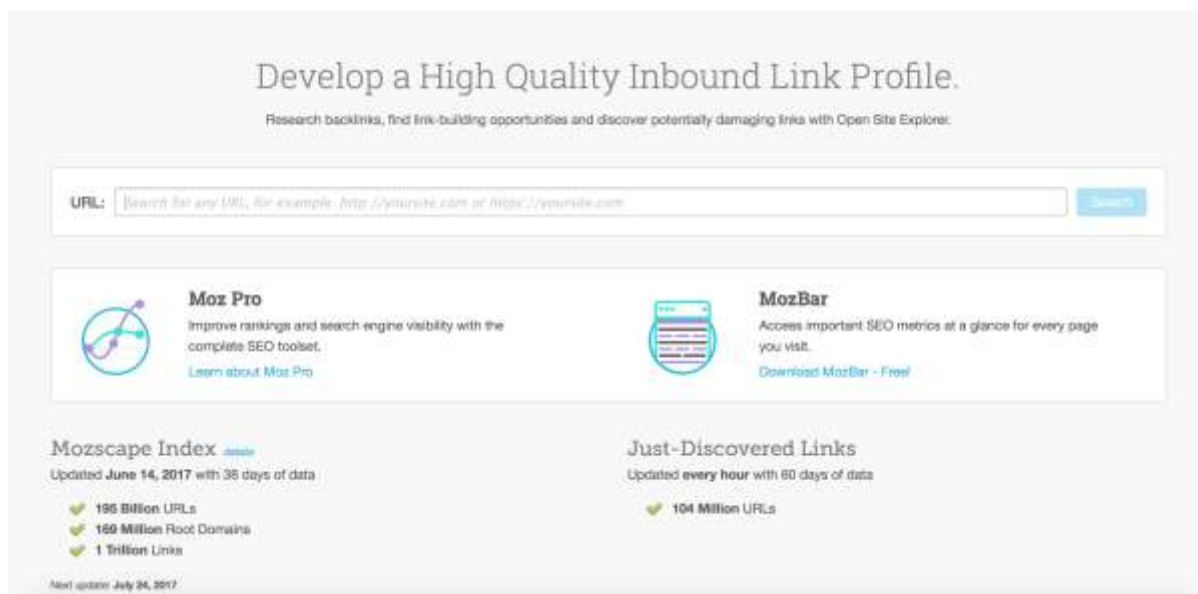


[Monitor Backlinks](#) is a great tool for monitoring your own backlinks, as well as your competitors’.

This useful tool will monitor your competitors’ backlinks and it alerts you whenever they get a new link that has good SEO value. It also has a keyword rank checker that allows you to monitor your keywords and then compare your rankings with your competitors.

With this information, you can create a better strategy for your website and get better backlinks to help you boost your search engine ranking – and hopefully help you beat the competition.

12. Open Site Explorer from Moz

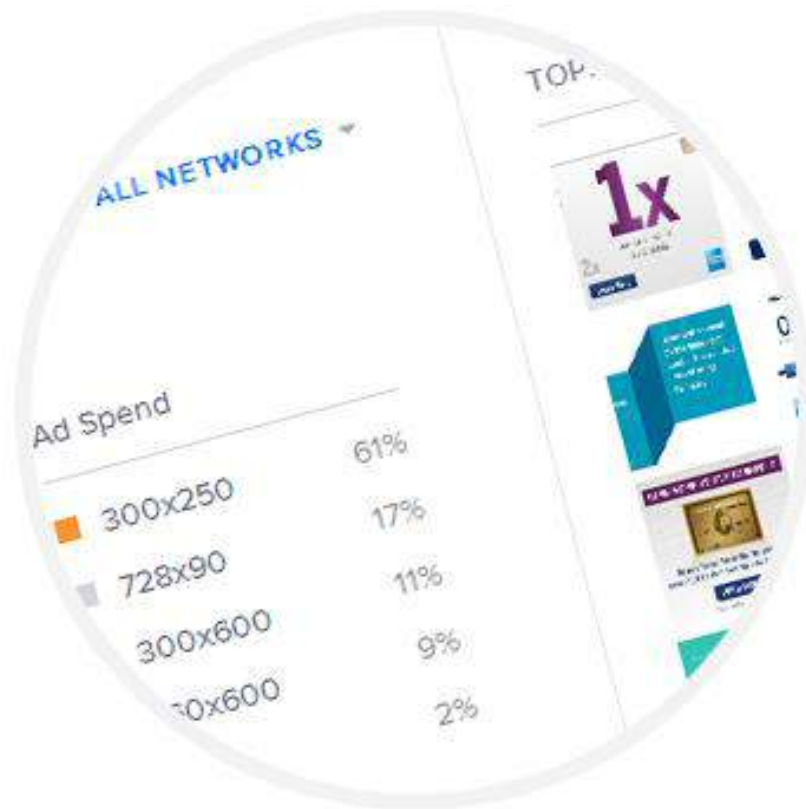


[Open Site Explorer](#) is a free tool from Moz that allows you to easily research any URL and find out what backlinks a website has, discover any potentially damaging links and find awesome opportunities for link building.

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ADVERTISING

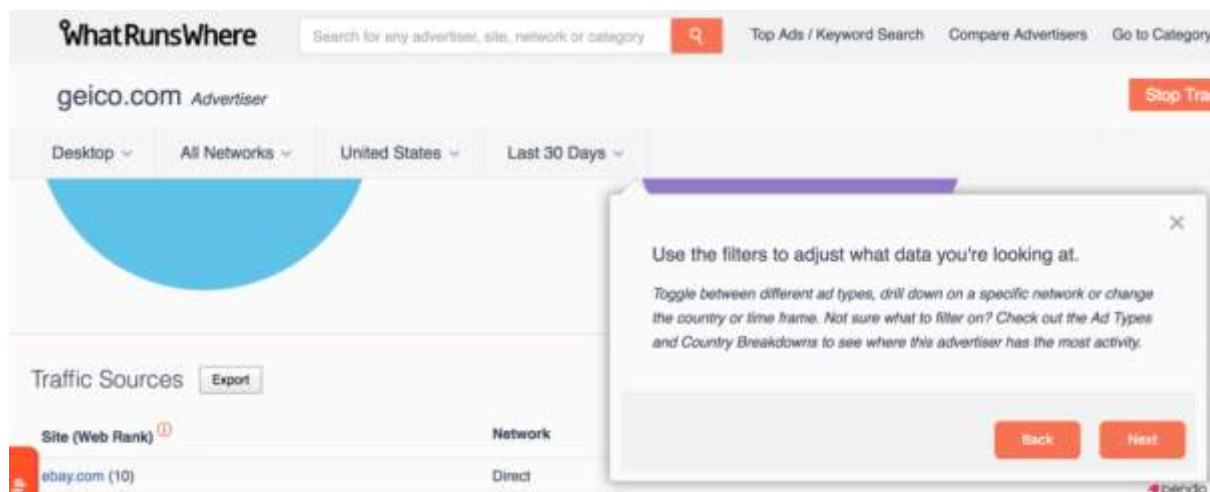
13. Adbeat



[Adbeat](#) is a very valuable tool as it provides you with all the information you could need about your competitors online advertising strategy.

With it, you will be able to see where they're placing their ads, and what the best-performing publishers are, what their best converting ads and landing pages are and other useful information about their ads.

14. What runs where



Very aptly named, [What Runs Where](#) is a tool for keeping track of your competitors' ads and strategy. Use it to see where they're publishing ads, as well as their best and worst performing ones and to uncover your competitors' entire advertising strategy.

Social media

15. Agorapulse

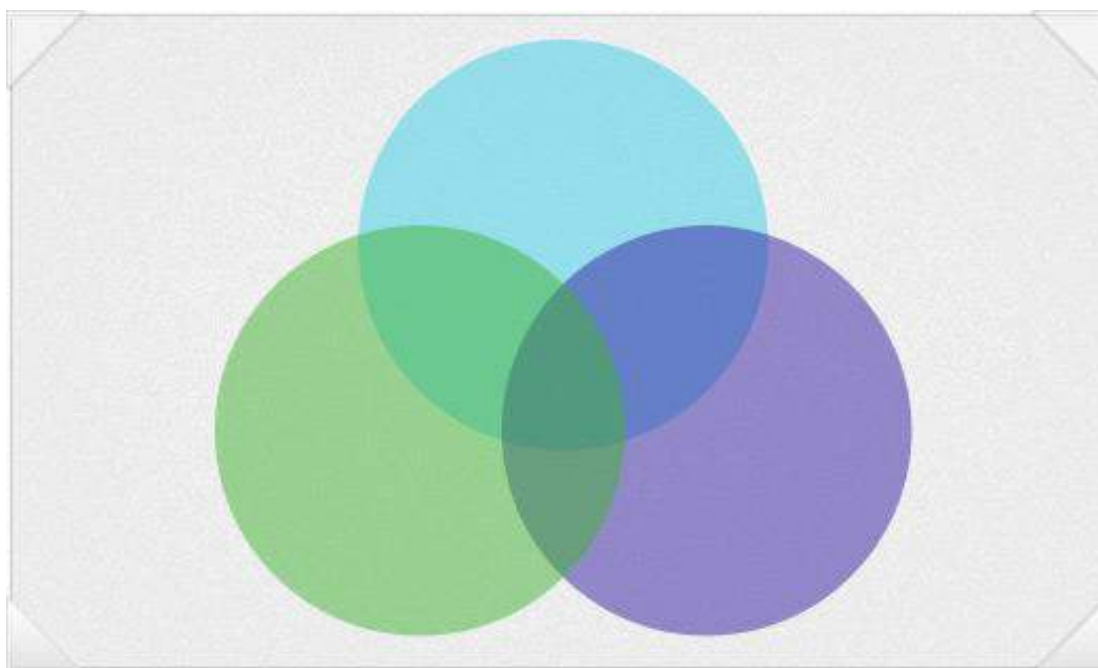
[Agorapulse](#) may be primarily a social media management tool, but they also provide awesome analytics that allows you to compare your brand to the competition so that you can always be one step ahead of them.

Once you've set up your accounts with Agorapulse, go to the "Competitors" tab on your dashboard to see how you're faring against your competitors:



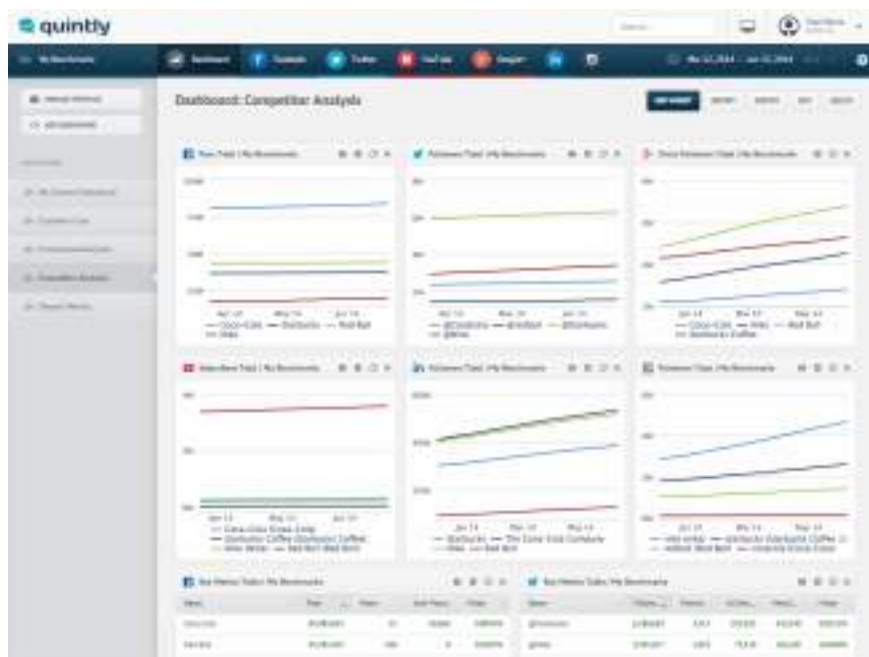
16. Followerwonk

With [Followerwonk](#), you can analyse your Twitter followers more in-depth, discover social influencers from your industry, search for Twitter followers and more. But the main feature for this article is that you can use it to compare your followers with your competitors'.



Use it to explore your competition's followers and to make comparisons between your own followers and theirs and see how your audiences overlap.

17. Quintly

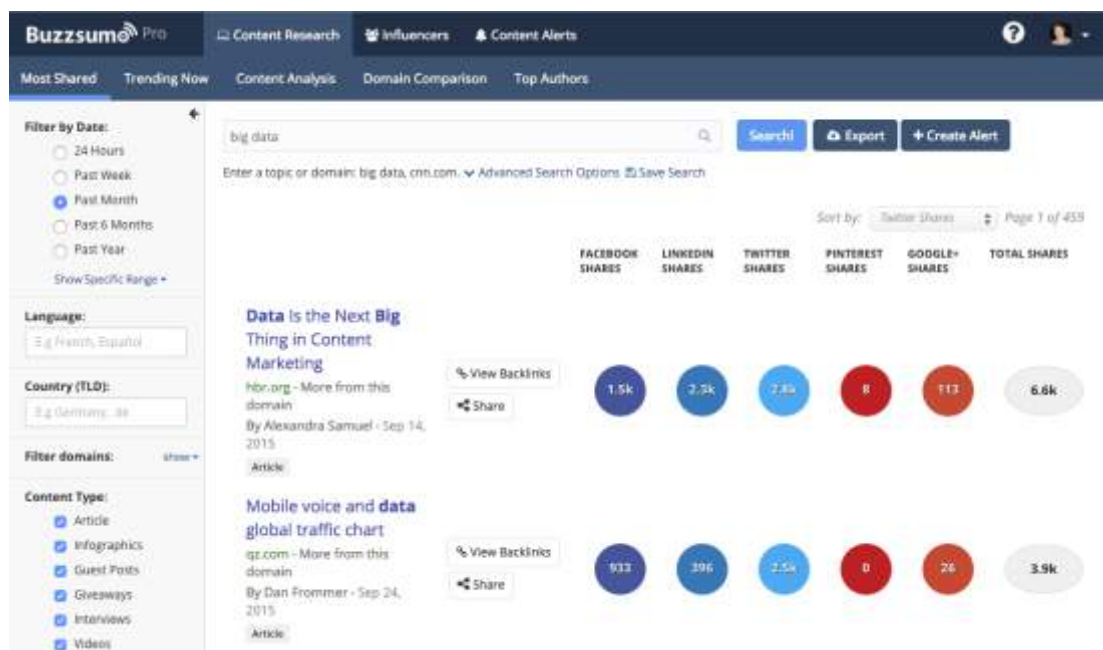


Quintly is a social media analytics tool for Facebook, Twitter, YouTube, Google+, Instagram, LinkedIn and blogs, all in one central dashboard.

The best part about Quintly is that it allows you to easily benchmark your social media analytics and performance against those of your competitors, as well as best-practice examples. With Quintly's help, you will be able to more easily create a strong, powerful social media strategy that will make you stand out amongst your competitors.

WEBSITE/BLOG CONTENT

18. Buzzsumo



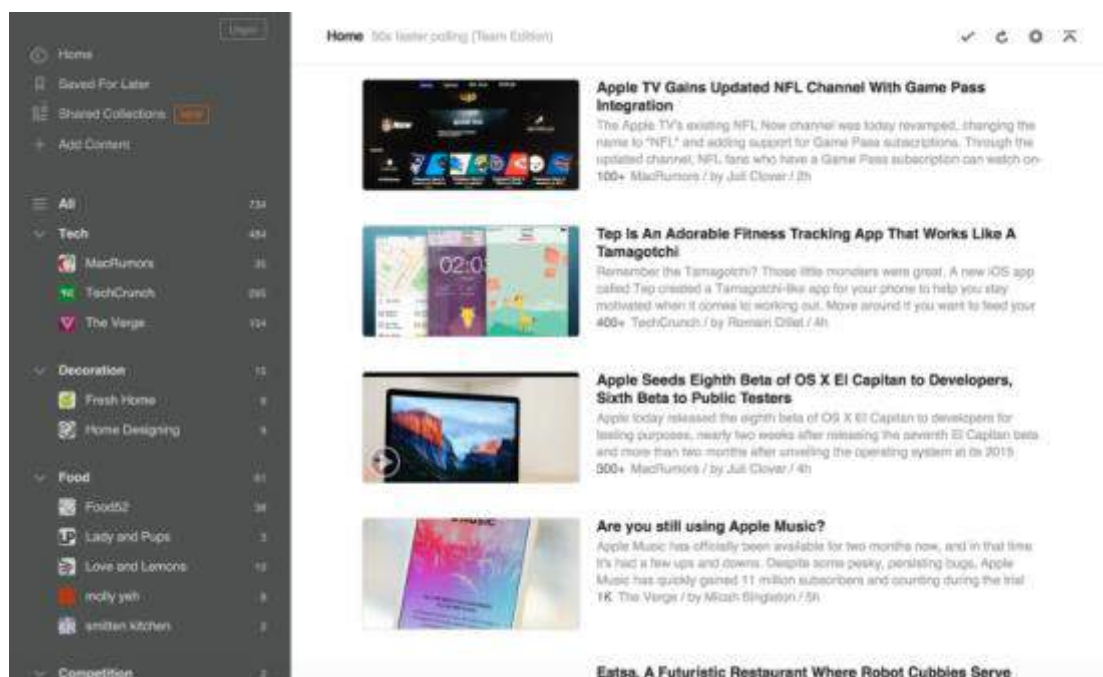
Monitoring the content that your competitors are creating can help you build a better content marketing strategy and provide better, more relevant content for your website visitors.

With [Buzzsumo](#), you can research the best content being shared in any niche. You can find out what the best performing content is, what gets the most shares on social media, find out what backlinks they have and much more. You can also filter your searches to research the best content by time frame, by content type (regular blog post, video, infographics, guest blog posts, etc.) and by language and country.

Although this tool is primarily used for discovering the best content published in any given niche as well as the influencers and authors behind this content, it can also help you monitor your competitors' content so that you have all the necessary information to create better, more relevant content for your audience.

19. Feedly

[Feedly](#) is primarily an RSS reader and content curator, but you can just as easily use it for monitoring your competitors' content.

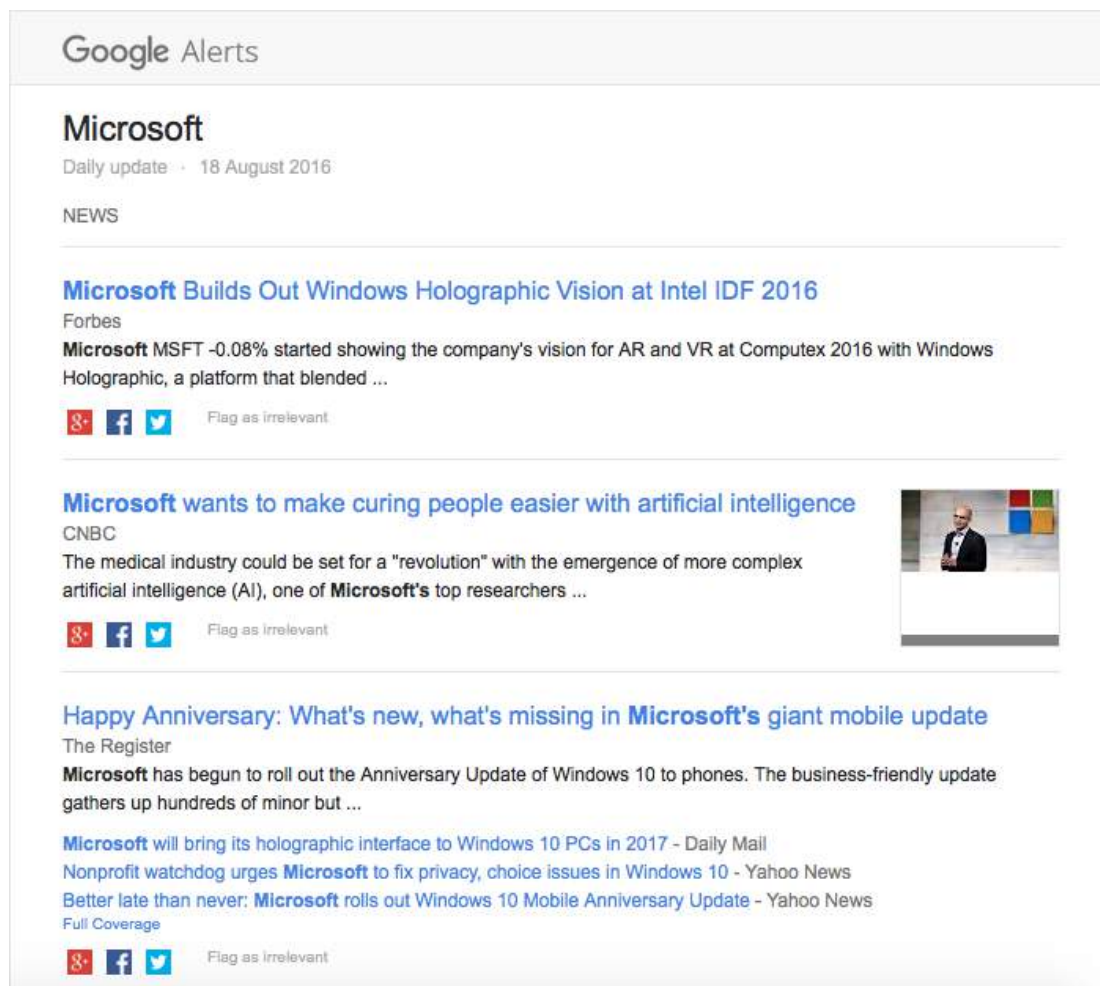


Set up a folder for all of your competitors and then add their blogs and YouTube channels to get their feed directly in the app. This way, you can see what new content they're publishing, all in the same place. You can also plug in any Google Alerts that you've set up so that you can monitor any mentions of your competitor's brands within the same app.

MEDIA MENTIONS

20. Google Alerts

In order to keep up with every move the competition is making and any mention of their name online, the easiest way is to set up a [Google Alert](#).

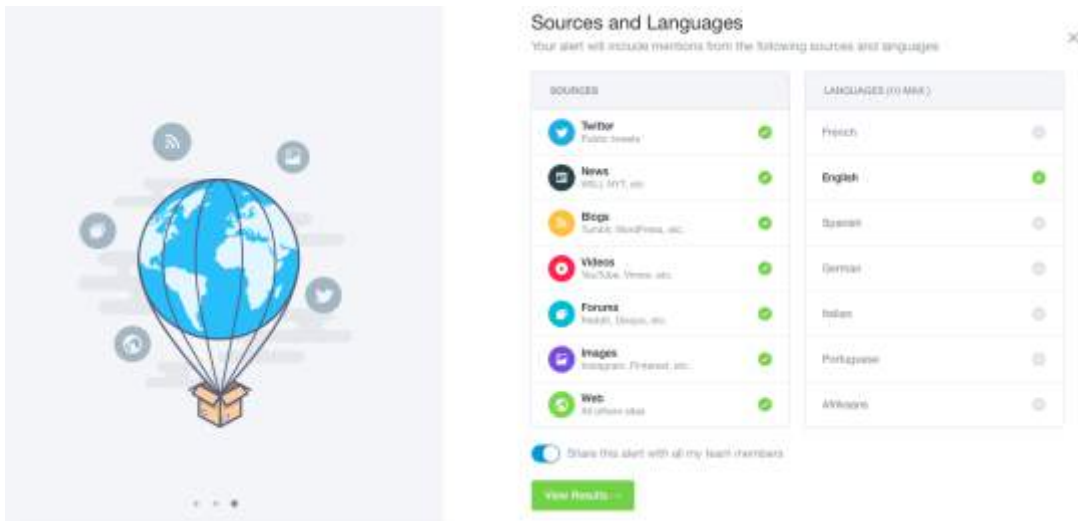


It's probably the easiest, cheapest and fastest way to make sure you're up to date on every mention of your competitor's brand.

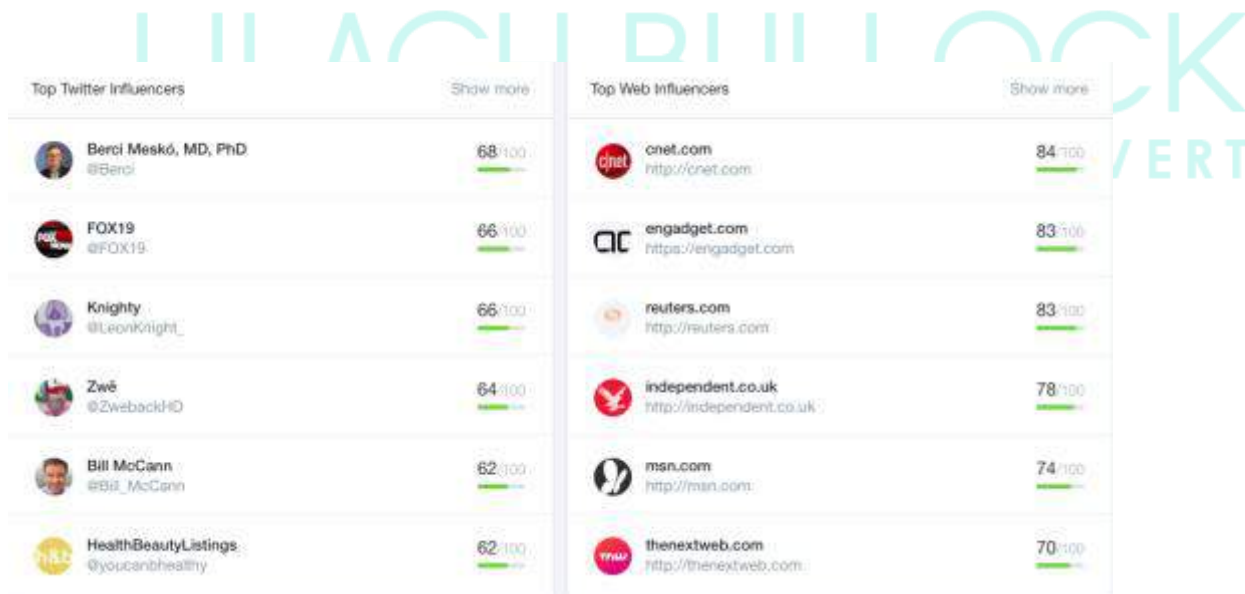
21. Mention

[Mention](#) is a really great tool for monitoring any mentions of yourself, but it can also easily be used to monitor the competition, as well as any other topic or keyword you can think of.

Mention monitors in real time, in over 40 different languages and check millions of sources, not just the press or blogs, but also social media, videos, forums and images.



All of the mentions are updated in real time, and you will also be able to see detailed statistics, such as mention locations, the top Twitter, Instagram and web influencers talking about the brand, reach, sentiment, and more.



Another cool feature is that you can create multiple alerts that you can then compare them – very useful tool to highlight exactly what the differences are between you and your competitors, or perhaps even between competitors.

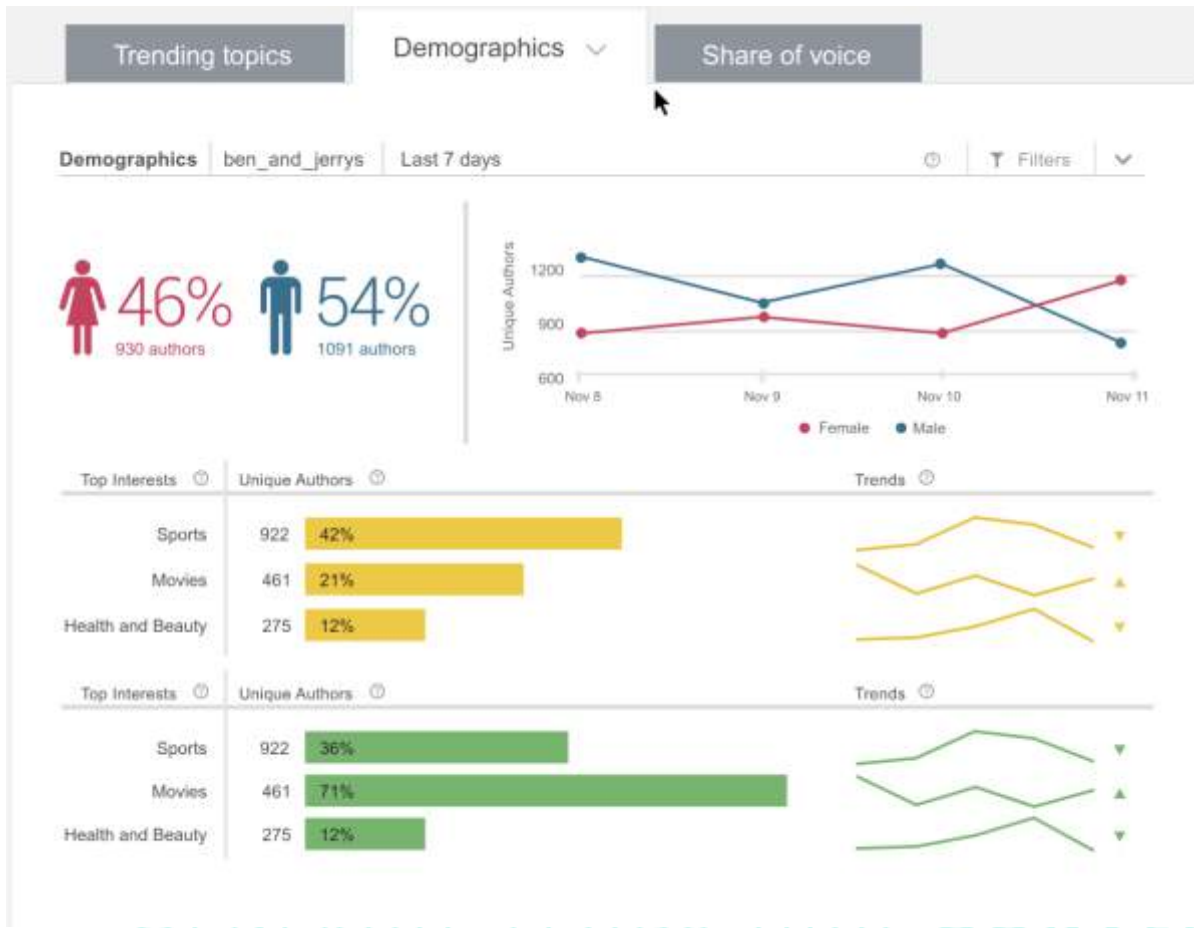
22. Brand24



Brand24 is a tool designed to help you track any mentions of your brand online, in real time. That said, you can also use it to track mentions of your competitor brands so that you can find out who is mentioning them online, what they're saying, what social influencers are talking about them and what the sentiment behind these mentions is.

You can also use it to compare any social mentions you receive against your competitors and search for any keywords, topics or trends on the social web.

23. Brandwatch



[BrandWatch](#) is a very powerful monitoring tool, used in particular for getting insights into consumer opinion on any given topic. The tools monitor the web – social media, forums, blogs, videos and images and much more – to track any mentions of your selected keywords and find out what the sentiments behind them are, what customers have to say and what trends are popping up.

That said, you can also use BrandWatch to track more than just your own brand, but also the competition. With this powerful tool, you will be able to find out what customers think of the competition, what the sentiment surrounding them is, demographics data and much, much more.

About Lilach Bullock

Highly regarded on the world speaker circuit, [Lilach Bullock](#) has graced Forbes and Number 10 Downing Street with her presence! In a nutshell, she's a hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence.



Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, she is one of the most dynamic personalities in the social media market and was crowned the Social Influencer of Europe by Oracle. A recipient for a Global Women Champions Award (by the Global Connections for Women Foundation, GC4W) for her outstanding contribution and leadership in business.

After launching her first business within three years of becoming a mother, her financial success was recognised by being a finalist at the Best MumPreneur of the Year Awards, presented at 10 Downing Street. Following a resultant offer and wishing to spend more time with her daughter, she sold her first business to focus on social media, developing a multi-site blog and online marketing portfolio that generated in excess of 600,000 + visitors per month.

Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, The Guardian, Social Media Today and BBC Radio). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

When Lilach isn't working she enjoys spending time with her family and is an avid fan of Zumba.