

Know your competitors



Know Your Competitor A healthy competition among fellow people is always good for improvement in every field. Especially, a businessman needs to be aware of his competitors and the steps they are taking to draw more and more clients. There are a lot of ways, got with the help of advanced technologies, which can be used for acquiring enough data related to the market: Track the Ad: To track the advertising websites and the keywords used there by the competitors you need monitoring tools like Adbeat, AdGooroo, MixRank, Moat,

SocialAdNinja, WhatRunsWhere - any one of these. With the help of Adbeat, you can know about the strategies of the advertisements the competitors are using, many unknown fellow competitors and their advertising agenda. Even there is a 30-day free trial available. While with AdGooroo, the page-ranks and page views are available on a giant Display board. It includes SEM Insight Tool that helps to know the keywords, competitive intelligence, PPC and SEO related information.

In MixRank the mixture of all types ads companies are using are available like display ads, text ads, demographics etc. If you put the speculative competitor's brand name in the free search tool of Moat, the search bar will produce some results on your screen showing the top ads they are using recently. Tracing the Keywords: Tracing the keywords is equally necessary to know about the recent trend of the market, what are the keywords that are attracting more page views and what are keeping page ranks in the static position.

For discovering avourable keywords, KeywordSpy, KeywordCompetitor, iSpionage, SEMrush, SpyFu and The Search Monitor are always helpful. All of them are used more or less for the same purpose, but the difference lies in the use of advanced technology. Researching on Backlinks: You can even check the backlinks by pasting the URL links, know about the present and historical records, IPs, top pages, anchor texts etc from Ahrefs, Majestic Site Explorer, and Open Site Explorer etc.

Checking Web Ranking: Get a detailed graphic picture of the targeted audience and nteractive clients of your competitor from Alexa, Compete, SimilarWeb which is famous for tracking web traffic along with many other important data. Social Media: It is really tiring and time consuming to go to the same website regularly to know about the competitor's next step.

GoogleAlert, Social Mention, Talkwater, Topsy and Twitter - there are many options for monitoring the social media spaces of the competitors. Social media is a space with optimized potentiality and from Fan Page Karma, Twitter,