

brightonSEO.
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Understanding your competitor's business to be truly successful at SEO

Tom Vaughton | Varn

[linkedin.com/in/tomvaughton/](https://www.linkedin.com/in/tomvaughton/)



@VarnMedia



[Slideshare.Net/varnmedia](https://www.slideshare.net/varnmedia)



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“I find your lack of competitor knowledge disturbing...”



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**You can only succeed if you know
what you are up against**

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Being truly successful at SEO



**Outrank and out manoeuvre your
competition where it matters most**



**If you don't understand your
competition >**

**Your marketing strategy won't deliver
a good ROI >**

Neither will your SEO

A woman wearing a patterned headscarf and a light-colored top is shown in profile, looking through a pair of black binoculars. The background is a gradient of teal and purple. The text is overlaid on the image.

**So what do I mean by understand
the competition?**

Understand the Competition

— 01

WHO ARE THEY?

— 02

UNDER THE SKIN

— 03

BUSINESS MODEL

01 WHO ARE THEY

So who are they?

01 WHO ARE THEY

PR/Google News
Google Trends
Google Ads/Spy Fu Research
SEM Rush
Market Research
Social Media Engagement
Just Ask :)

01 WHO ARE THEY

Don't presume that your competition know what they are doing!

02 UNDER THE SKIN

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02 UNDER THE SKIN

**Don't just use competitive analysis tools
to analyse your competitors' on-site SEO**

02 UNDER THE SKIN

**Uncover target keyword clusters, not
vanity SEO.
Examine metadata, headline strategy
& internal linking strategies**

02 UNDER THE SKIN

**How does your website usability
compare?**

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02 UNDER THE SKIN

Where are your competition getting their back links from and how?

02 UNDER THE SKIN

**What's the competition's
website technology?**

02 UNDER THE SKIN

**What's the competition's
website's architecture?**

02 UNDER THE SKIN

**What are they doing
with content?**

02 UNDER THE SKIN

**Is the competition outspending
you in paid media?**

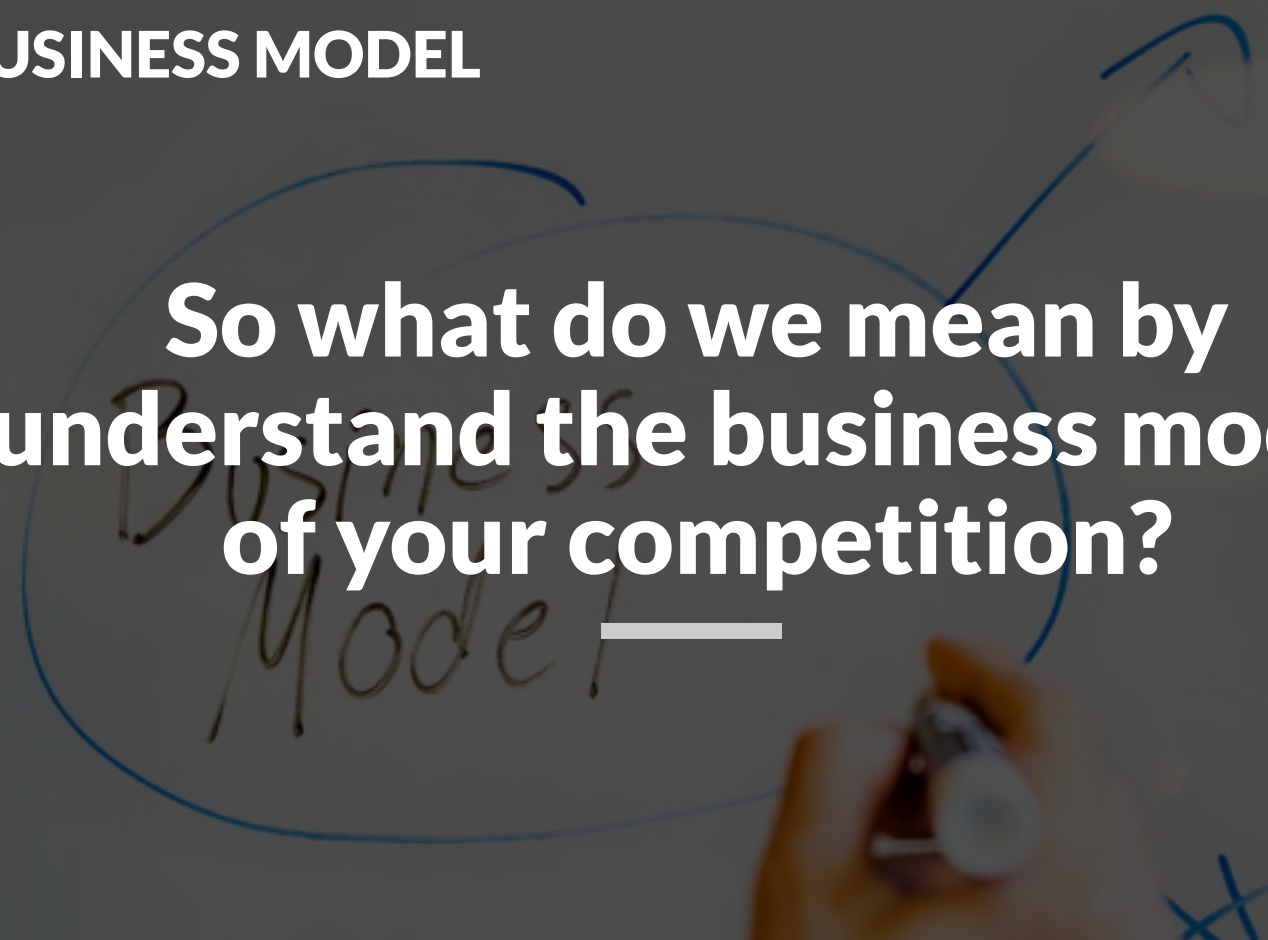
02 UNDER THE SKIN

**How good are their SEO
team?**

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03 BUSINESS MODEL

**So what do we mean by
understand the business model
of your competition?**

A hand-drawn diagram on a whiteboard. The words "Business Model" are written in cursive and circled in blue. A hand holding a blue marker is visible at the bottom right, with a blue 'X' drawn next to it. A blue arrow points from the top right towards the circle.

03 BUSINESS MODEL

What is the financial picture?

Business
Model

03 BUSINESS MODEL

Companies House -
gov.uk/government/organisations/companies-house

Plimsoll.co.uk - compare companies, get good and bad performance alerts, acquisition info

Companycheck.co.uk - for credit checks, financial performance, assets and cash reports etc

03 BUSINESS MODEL

**What's happening in
the market?**

Business
Model

03 BUSINESS MODEL

www.mintel.com

www.nielsen.com

markets.ft.com/data/sectors

www.ibisworld.com

03 BUSINESS MODEL

**What is the
competition's USP?**



03 BUSINESS MODEL

Evaluate trends



03 BUSINESS MODEL


Business
SWOT it!
Model

A man in a dark suit and glasses is seated at a desk, looking thoughtfully to the right. His hand is resting on his chin. The background features a large world map. The image has a teal-to-purple gradient overlay.

Some other things to consider...



You need to take the client or senior team on a long journey with you



**Do you actually need
to do SEO?**

Don't ever stand still



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**Understanding means
you can always explain**

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Thank you

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Useful Resources

Useful Resources

Research

www.plimsoll.co.uk

www.mintel.com (Brighton60, and give a 10% discount on any Mintel report on <https://store.mintel.com>)

www.gov.uk/government/organisations/companies-house

www.companycheck.co.uk/

www.mintel.com/

www.nielsen.com/

markets.ft.com/data/sectors

www.ibisworld.com/

Useful Resources

Tools

semrush.com/

trends.google.com/

brandmentions.com/ (track competitor and your mentions)

archive.org/web/ (wayback machine) look at previous competitor iterations

<https://majestic.com/> (monitor backlinks and offsite SEO for competitors)

[BuiltWith](#)

[Screaming Frog](#)

[Majestic](#)

[SEM Rush](#)



Useful Resources

Tools

[Sken.io](#) (website change monitor)

[Visualping.io](#) (website change monitor)

[Google News](#)

[BuzzSumo](#)

[Owletter](#)

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