



# Article Side

How to Keep an Eye on Your SEO Competition by [Anuj Singh](#)

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“Poor firms ignore their competitors; average firms copy their competitors; winning firms lead their competitors.” • Philip Kotler

SEO is limited to the process of improving the visibility of a website or WebPages in search engine results. But it is equally important and necessary to keep an eye on your competitors.

First step is to find your competitors then conduct research to analyze them. You also need to keep an account of your competitors like what strategies they are following, are they getting profits and increased ROI? Once you know about your competitors then you are moving on right track. Following elements will help you how to keep an eye on your competitors.

## Meta Information

Visit to your competitors'™ website and click on “View” and then on “Page Source”. This will show the coding of the web page and even you can see Meta information if the site is optimized properly. Notice the keywords, title and description of the web page of your competitors. This information would not help you a lot, but it will help you to check the marketing efforts of your competitors. It will also help you in finding, are they targeting mix audience or to a niche category or mass?

## Online Tools

Thanks to the technology that there are many tools available to lessen up your burden. These tools will help you track your competitors and serve you the results. Some tools offer free trial and some will charge nominal monthly fees. Here are some useful tools that will help you track your competitors.

**Website Grader:** It is a SEO tool that measures the effectiveness of a website in the market. It keeps a track of website traffic, SEO, social popularity and other technical factors.

**KPMRS.com:** Keyword Position Monitoring Report Service offers various useful features to monitor your ranking as well as your website ranking on various search engines like Google, Bing, Yahoo! and Alexa for the target keywords.

**SpyFu:** It is a tool that will help you in finding out the keywords which your competitors are using in search engines and even they will study the AdWords. All you need is to just type your competitor's™ site in Spyfu's™ search bar and you will get the complete detail.

**Social Mention:** Social mention will send you emails regarding to your brand, company, CEO, marketing campaign positions as well as the details of competitor's™ brand, products and services.

## Social Media Presence

First of all you need to find out whether your competitors have social media presence or not? If they have social media presence, what type of social campaign are they running? Study what type of post or blogs they are sharing with the potential audience. Check, are your competitors using the social sites as a communication tool or for advertisement.

## Google Alerts

This can be the best option for keeping tab on SEO competitors. Set up Google Alerts for your competitor's brand name. Google will email you whenever there is a new mention of your competitor's name.

Above elements will help you improve your SEO results and help you establish yourself as an expert in the field. The most important aspect of SEO is the ability to stay ahead of competitors. But you should also be aware about your competitors and what strategies they are following.

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