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Useful Tools to Track Your Competitors by [Varun Bihani](#)

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With all the strategies and tactics to run a successful business you require to keep track of your competitors. What strategies your competitors follow to beat the market? What kind of offers are they running to attract more customers? These are some of the concerns that you have about your competitors. Same applies to search engine optimization process. If you are playing the SERP game, then achieving top ranking should be your main goal. You want to beat your competitors but how can you do that? How can you track your competitors? There are both free and paid tools available online that will let you track your competitors.

Google Alerts

Google Alerts lets you know what your competitors are doing. It will tell you about your competitors and target keywords. You can keep a track of what users are talking about your business and your competitors. Google Alerts are email alerts. Every time keywords or competitor's name that you have stated in Google Alerts come up on the web, blogs and news, you will get an email alert.

Compete Search Analytics

With Compete Search Analytics you will get to know the number of unique visitors on your website on specific time. It also tells ranking of your website based on unique visitors. It also lets you know how much traffic your competitors are getting. Additionally you get in depth information about your competitors. All you need to do is enter your competitor's URL. You will get complete results including keywords, search referrals and sponsored searches.

KPMRS.com

Keyword Position Monitoring Report Service helps in finding your website ranks on Google, Bing, Yahoo! and Alexa. It has various free features like website audit, check backlinks, social popularity, plus white label sharing. With this tool you can see results of your competitor's SEO activities directly on your website. It checks website's ranking directly and monitors internet marketing campaign. Another added feature monitors competitor's search engine rankings beside your website's ranking for target keywords. It also helps you find out your website's popularity among different social networking sites. KPMRS.com lets you check backlinks and monitor the amount of incoming links. It provides website's backlinks reports by Google and Alexa.

SEMRush

With SEMRush you can monitor your competitor's PPC campaigns. You will get information about keyword, traffic and position for every target keyword. All you need to do is enter your competitor's URL in the search box. Additionally you get most profitable keywords and phrases from Google AdWords. It will be helpful in driving more traffic to your website.

KeywordSpy

KeywordSpy is a free SEO and PPC keyword research tool. It discloses your competitor's most profitable ads and provides relevant keywords and ad copies. Also you get fresh data and daily database information. It gives you choices to search from Domains, Keywords, Destination URLs and Ad copies. This is a fantastic tool that lets you know in-depth about your competitors. It gives you specific information about number of clicks, keywords and ad position.

Tracking your competitors is as important as improving your website's ranking and traffic. With these tools you can track your competitors. With these tools you can also get most competitive keywords. At Galaxy Weblinks we offer search engine optimization services. We make sure your website achieves top ranking. For details please visit us at <http://www.galaxyweblinks.com/services/internet-marketing/search-engine-optimization/>.

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[Varun Bihani](#) - About Author:

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