HOW TO DO AN SEO COMPETITOR RESEARCH: STEP-BY-STEP GUIDE

yellowHEAD

1 Keyword Analysis

- Analyze keyword rankings and search volumes
- Pinpoint high-performing keywords
- Perform a **keyword gap analysis** to discover valuable terms your site is missing

2 Content Analysis

- Review their top-performing blog posts, landing pages, and product descriptions
- Identify content gaps, outdated information, or thin content
- Look for content gaps you can fill with more valuable, search-intent-driven content

3 User Experience (UX) and Conversion Analysis

- Page load speed and mobile responsiveness
- Navigation structure, internal linking, and site hierarchy
- Conversion pathways (CTAs, lead forms, checkout process)

4 Technical SEO Analysis

- Site structure, crawlability, and indexation
- URL architecture, canonical tags, and redirect chains
- XML sitemaps, robots.txt setup, and structured data usage

5 Backlink and Digital PR Analysis

- Reviewing referring domains and anchor text with tools like **Ahrefs** or **Majestic**
- Identifying **high-authority websites** linking to them
- Spotting potential link-building opportunities for your site
- Monitoring **digital PR wins and brand mentions** across media outlets, podcasts, and forums

6 SERP Features and Rich Results Analysis

- Which competitors **appear in featured snippets, People Also Ask, videos**, or **local packs**
- What content structures or schema they use to win these spots
- Opportunities to optimize your pages for rich results

7 Social Signals and Content Amplification

- Track engagement on social channels
- Identify if they use paid promotion or influencer marketing
- Spot high-performing content that gains traction off-site

8 Document Your Findings and Build an Action Plan

- Areas where competitors outperform you
- Weaknesses you can exploit
- Opportunities for keyword targeting, content creation, and link-building