


# Research On Competitor's Content, Social Media, and SEO

## FIND OUT:



What type of content your competitor is publishing? (blog posts, case studies, white papers, etc.)  
What is the quantity of each content type?

What is the frequency of publishing of each content type? Twice a week? Twice a day?

Which topics are discussed in their content? Which topics the competitor is trying to establish a strong thought leadership position for?

How well is the content optimized for search? What keywords bring traffic for the competitor, and which backlink strategies are successful.

How are your competitors using social media? Which channels work the best for them?

# Ways To Research

1

Evaluate the content on the competitor's website and see the types of content your competitors focus on (blog post, case studies, white papers, etc.)

2

Don't stop at the website. Analyze competitor's content such as press releases, off-site blogs created by industry influencers, news, etc.

3

Research social media networks. Pay attention to the number of followers that competitors have, the frequency of posting, the type of content, and note how frequently fans interact with that content.

4

Perform SEO competitive analysis. Use SEO software tools like SEMrush and Moz to spot which keywords your competition rank for and to check competitors' backlink portfolio.