2. PAY SPECIAL ATTENTION TO THEIR BLOG
Blogging is still a key component of any digital marketing strategy. Check if your competitor’s blog is an uninspiring place full of keywords, or if it discusses hot industry topics that aim to resolve consumer problems and needs.

3. CHECK HOW ENGAGING YOUR COMPETITOR’S WEBSITE CONTENT IS TO THEIR READERS
Check the number of shares, comments, and likes on your competitor’s content. Determine what topics gain the most of the shares and comments and find out if the comments are negative or positive.

4. CHECK ANY OF THE PRODUCT-RELATED PAGES ON YOUR COMPETITORS’ WEBSITES
This includes product descriptions, product reviews by customers, help articles, forum activities, product photography, and more. For example, the forum topics can give you information about user experience (UX) and the product areas that are difficult to use.

5. TRACK TESTIMONIALS AND CASE STUDIES ON THE COMPETITOR’S WEBSITE
To find out the most valuable customers of your competitors and how they are winning clients, you need to track their testimonial pages, case study pages, YouTube channel, and other pages where they feature quotes.

6. DON’T STOP AT THE COMPETITOR’S WEBSITE
Monitor also competitor’s content such as press releases, off-site blogs created by important industry influencers, events, sponsorships, announcements, etc.

7. RESEARCH SOCIAL MEDIA POSTS
See which social media networks the competitors use - Facebook, Twitter, LinkedIn, etc. Pay attention to the number of followers they have, the frequency of posting, and the type of content.

8. RESEARCH YOUR COMPETITOR EMAIL MARKETING
Understanding your competitors’ email marketing shows you how they nurture and increase user retention. Subscribe to competitors’ newsletters or sign up to their products to receive their emails. Use tools such as MailCharts, Owletter, and eDataSource.
10. PERFORM SALES FUNNEL HACKING
This refers to examining the online sales funnels used by your competitors. Test various elements of competitors’ sales funnel such as their landing pages, email sequences, and even retargeting ads.

11. PERFORM SEO COMPETITIVE ANALYSIS
For SEO research, discover which exactly keywords your competitors are utilizing. Analyze how well your website is performing against your competition.

12. PAY SPECIAL ATTENTION TO THE COMPETITOR’S BACKLINK PORTFOLIO
The healthy backlinks lead to a huge improvement of the site’s domain authority. You can use tools like Open Site Explorer or Ahref to gain detailed insights into your competitor’s backlinks.

13. REVEAL THE COMPETITOR’S TECHNOLOGY
You can use online competitive intelligence tools (like Datanyze Insider, WhatRuns, Wappalyzer, and Ghostery) to reveal the competitors’ technology and find out where they are investing for growth.

14. RESEARCH COMPETITORS’ ADS
Where are your competitors spending money when it comes to ads? What’s their ad copy like? Are they active on Google Ads? All great questions and you can find the answers with the help of sites like Moat, WhatRunsWhere, and Adbeat.

15. BREAK DOWN YOUR COMPETITOR’S PRICING
Understand all of the components of your competitors’ pricing strategy (discounts, fees, distribution channels, additional services, etc.). Check competitor’s websites and discount announcements. Use competitor price tracking software as Prisync and Price2Spy.

16. KEEP AN EYE ON YOUR COMPETITOR’S PRODUCT REVIEWS
The number of third-party review sites for sharing customer feedback is constantly growing. It makes it incredibly easy for you to gain valuable info about your competitors.

17. RESEARCH LINKEDIN
Sign up on LinkedIn to follow a company and get alerts when updates are published on its LinkedIn page. Check in the profiles of your competitor’s employees – their qualifications, previous jobs, positions, skills, etc.
18. CHECK WHO’S ON QUORA
Check Quora and find the answers of your competitor's staff. Pay attention to their writing style, profile, company presentation, etc.

19. KEEP AN EYE ON THE TEAM PAGE ON THE COMPETITOR’S WEBSITE
Keeping track on the team page can show you not only more detailed info about the team but also will give you a clue about the employee retention rates.

20. READ EMPLOYEE REVIEWS
Check employee reviews on sites like Glassdoor and Indeed to see what current and ex-employees are saying about the company.

21. MONITOR HIRING PAGES, JOB ADS, AND THE KEY JOB BOARDS
Knowing the open job positions can provide insight into where are the competitor's efforts on future growth.

22. USE COMPETITIVE LOCATION INTELLIGENCE
Location intelligence helps you monitor activity at competitor locations and get stats about foot traffic such as unique and repeat visitors. For location intelligence use tools like Google Maps - Business, Gravy Analytics, and Liberty Metrics.

23. CHECK THE FINANCIAL HEALTH OF THE COMPETITION
Check the financial health of your competitors to discover things such as their gross and net profit margins, salaries, compensation, etc. Use sources like IRS, the Bureau of Labor Statistics and the U.S. Census Bureau.

24. USE HOOTSUITE
Use Hootsuite (a social mentioning tool) to see what your competitors and your customers are saying across the web and social media in real-time.

25. USE GOOGLE ALERTS (THE FREE ALERT SERVICE)
Google Alerts allows you to follow mentions on the internet about practically anything you want - company, brand, customers, etc.
26. CHECK GLASSDOOR
Glassdoor is one of the world’s largest job and recruiting sites. It provides a free database with millions of company reviews, CEO approval ratings, interview reviews, salary reports, and more.

27. USE CRUNCHBASE
Crunchbase is one of the best platforms for finding business information about private and public companies.

28. USE CRAYON INTEL FREE
Crayon is a market intelligence platform that helps you track and analyze competitor’s activities such as web content and design changes.

29. USE FOLLOW
Follow is a web competitive intelligence tool that allows you to get a high-level overview of any site including traffic estimates, search engine optimization, search engine marketing, display advertising, affiliate marketing, demographics, and etc.

30. USE SIMILARWEB.COM
SimilarWeb.com is one of the top marketing intelligence tools when it comes to monitoring competitors’ website traffic.

31. USE QUANTCAST MEASURE
Quantcast provides a full audience demographic and geographic profiles for your website as well as your competition’s.

32. USE SITEALERTS
SiteAlerts is a tool that gives you instant insights on any website you want. It answers questions such as “How much traffic do they get?”, “Where does it come from?”, “What tools do they use?” and many others.

33. USE FANPAGE KARMA
Fanpage Karma is a social media intelligence tool that can analyze your and your competitors’ presence on Facebook, Google+, Twitter, Instagram, YouTube, and even Pinterest.
34. USE VISUALPING
Visualping allows you to track competitor website changes. Visualping is a very convenient and easy-to-use tool.

35. USE PAGESCREEN
Pagescreen is a very simple platform that allows you to capture and archive visual copies of different web pages, monitor your competitors’ websites, and collect intelligence.

36. USE COMPETITOR.EMAIL
Competitor.email helps you uncover your competitor email marketing. It allows you to view, track, analyze, and report on your competitors’ email marketing communications.

37. USE DATANYZE INSIDER
Datanyze Insider instantly reveals high-level information about the website you’re browsing and the company that powers it. It lets you see data points like employees, revenue, and current technology providers.

38. USE WHATRUNS
Whatruns is a free but powerful browser extension that helps you identify technologies used on any website

39. USE MEDIATOOLKIT
Mediatoolkit is a powerful tool for monitoring online mentions of your brand or your competitor’s brand in real-time.

40. USE RANK SIGNALS
Rank Signals is a backlink checker tool and SEO software to easily uncover SEO backlinks and traffic sources of your competitors.

41. USE ISPIONAGE
iSpionage is a web competitive intelligence tool that allows you to easily steal your competitors’ traffic and uncover their conversion strategy.
42. USE MOAT
Moat is one of the top digital-ad search engines. It displays ads used by companies across the web. Simply type in the company name and see the ads that they've used in the past.

43. USE RIVALIQ
RivalIQ helps you track social media success, improve your social strategy, and finally keep an eye on everything your competitors are up to.

44. USE TALKWALKER
Talkwalker is a tool that lets you convert real-time customer conversation into a marketing campaign. Talkwalker’s Free social search monitors every conversation about your brand, or your competitor’s brands, hashtags, and competition on social media.

45. USE OWLER
Owler is a community-based competitive insights software tool. It provides business information and help you uncover the latest industry news and alerts.

46. USE SPYFU
SpyFu exposes the search marketing secret solutions of your most successful competitors. It shows you the competitor’s most profitable keywords and ads for paid and organic search.

47. USE SEMRUSH
SEMrush is a world-famous all-in-one digital marketing toolkit that lets you monitor competitors’ organic keyword positions, check the competitors’ PPC ads, discover new competitors, get an overview of your competitors’ GDN strategies, and much more.

48. USE Ahref
Ahref is one of the best SEO tools. It can provide you with a wealth of information on your competitor’s external links, top pages, linked domains, and much more.

49. USE ALEXA
Alexa is also one of the top SEO tools. It helps you to grow your search traffic, find untapped opportunities and monitor your niche.
50. USE BUZZSUMO
BuzzSumo is a great tool that will let you know the current trending topics and what content your competitor is focusing on.

51. USE BUILT WITH
Built With is one of the most powerful and top website profilers, web competitive intelligence, and business intelligence tools.

52. USE FEEDLY
Feedly is a great free tool that allows you to keep up with all the topics that matter to you including your competitor’s content.

53. USE PRISYNC
Prisync is a competitor price tracking software tool for all-sized companies. Prisync is an extremely flexible and automated tool that allows you to analyze competitor prices.

54. USE INTRICATELY
Intricately can show you details about how your competitors are using CDN, video, and security technology and more across the cloud. The tool also notifies you when the competitors add new technology to their site or renew a contract with a competitor.

55. USE US CENSUS BUREAU
US Census Bureau is the federal government’s largest statistical agency. It has an enormous amount of data about people, companies, economies, and trends.

56. USE PEW RESEARCH CENTER
Pew Research Center is a powerful tool you can use for tracking key market trends. It provides information about issues, attitudes, and trends shaping the world.

57. USE SURVEYMONKEY
SurveyMonkey allows you to perform any type of online survey, be it for the purpose of market research, competitive analysis or customer feedback.
58. USE QUALTRICS RESEARCH CORE
Qualtrics Research Core is one of the best enterprise market research platforms across the globe. From product testing to customer feedback and competitor's brand tracking, Qualtrics has it all you need for web competitive intelligence.

59. USE GOOGLE MAPS
Google Maps – Business can show you a more broad insight into your competitive location.

60. USE OPEN CORPORATES
Open Corporates is an open database of companies and businesses – widely available for the public benefit. If you need information about your competitor’s revenue, employees or how long the company exists, Open Corporates can be very useful.