Online Competitor Analysis with **XOVI**

💬 Forward

Competitor analysis is a vital aspect of your search engine optimization. With the help of a thorough competitor analysis, you can first identify who exactly your competitors are and then obtain an overview of their strengths and weaknesses. Discover how your competitors generate traffic and pinpoint your own position within the online marketplace.

This document will help you to pose the right questions regarding the competition and help you answer them using the XOVI online marketing suite. By the way: Some of these questions are already covered in the competitor analysis section of our video tutorial. The following example should give you a general overview of competitor analysis.

If you get stuck or have any questions or queries, don't hesitate to contact us directly:

✉ support@xovi.com   📞 +49 221 677 873 40   💬 Live Support

☂ Example ①

1.1 Why should I read through this checklist? ②	③

ℹ This section provides recommendations, background information and useful tips for conducting a competitor analysis in the XOVI Suite. ④
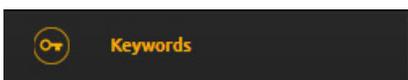
🔑 Keywords → All Keywords ⑤

⑥

1 – Chapter heading.
2 – Questions.
3 – Checkbox for when the question has been answered. Editable directly in PDF.
4 – Recommendations, useful information and tips to answer the question.
5 – Path to follow in the XOVI Suite in order to find the relevant information.
6 – Note box. You can do this directly in the PDF..

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1⅔ Contents

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🎓 Getting started

1.1 Who are my competitors?	

ℹ Run a quick Google search for your business' top 5 most important keywords or phrases. The top results represent your closest competitors.

1.2 Which keywords are the most important?	

ℹ A good keyword should a) be directly relevant to your website, b) boast as high a search volume as possible (in other words, do lots of people search for this term?), and c) benefit from minimal competitor density (in other words, the keyword is as unique as possible to your domain and is not fought over by rival companies). Using XOVI's keyword analysis, you can investigate all your keywords and phrase. XOVI provides you with all the relevant data, including search volume, competitor density and CPC (cost per click). Furthermore, you can have XOVI investigate your competitors' keywords and keep an eye out for potential new keywords.

Keywords ➜ All Keywords

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⚷ Keywords

2.1 Which keywords do my competitors rank with?	

ⓘ Type your competitor's domain name into the address bar and click 'Go'. Now, under 'Keywords > All keywords', you can check your competitors' rankings.

2.2 In which categories do my competitors rank particularly well	

ⓘ labels to categorize your keywords into groups which can be analyzed separately. For instance, if you run an online shoe shop, you could use labels to analyze and compare rankings for keywords related to high heels, running shoes, children's shoes, etc. For more information on labels and categorization, have a look at our competitor analysis video tutorial.
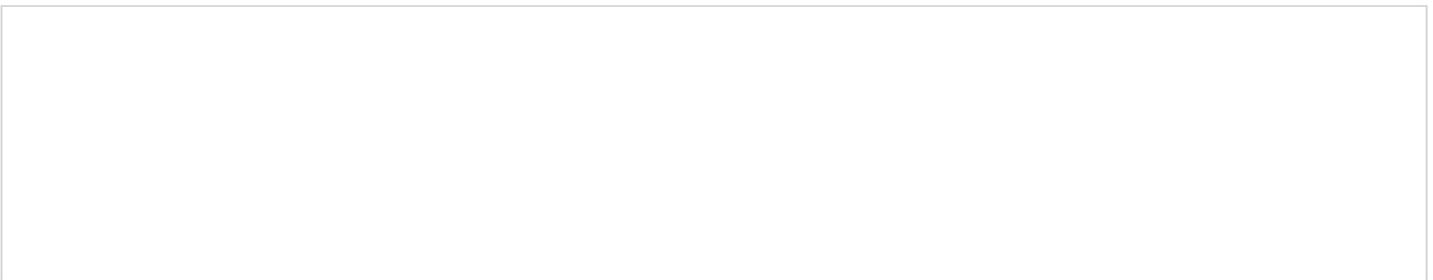
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2.3 What are my competitor's most important keywords?

ℹ The 'Ranking Value' shows you in monetary terms how valuable individual keywords or domains are. A fictional value calculated using current position, search volume and CPC, the ranking value gives you a rough idea of how much you would otherwise have to pay for Google AdWords in order to achieve a similar visitor flow.

🔑 Keywords ➜ Ranking Value

2.4 What is my competitor's keyword strategy?

ℹ There are two types of keyword: short tail consisting of a single word (eg, 'Hotel') and long tail consisting of several words (eg, 'Hotel London Piccadilly Circus'). Long tail keywords are generally easier to optimize and offer a better conversion rate since they are much more specific. To identify your competitor's long and short tail keywords, go to 'Keywords > All keywords' and apply the 'Word count' filter. Adjust the slider to filter keyword length.

🔑 Keywords ➜ All Keywords

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🏷 SEA

3.1 Does my competitor place online adverts?	

ℹ You can check whether your competitors place ads online in the SEA (search engine advertising) rubric in the XOVI Suite. Type a competitor domain name into the URL field and click on 'Go'. You will see an overview of all your competitors' adverts.

SEA ➜ Overview
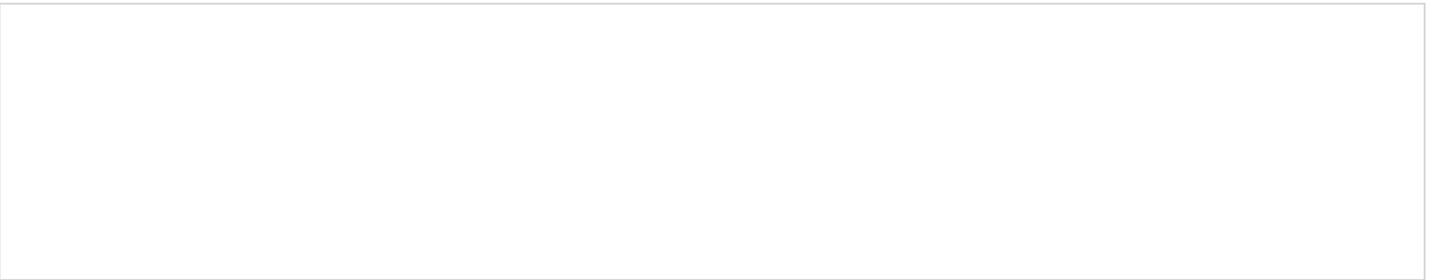
3.2 What keywords does my competitor place adverts for?	

ℹ The keywords for which your competitors place ads can be seen in the XOVI Suite under 'SEA > Booked Keywords'.

SEA ➜ Booked Keywords
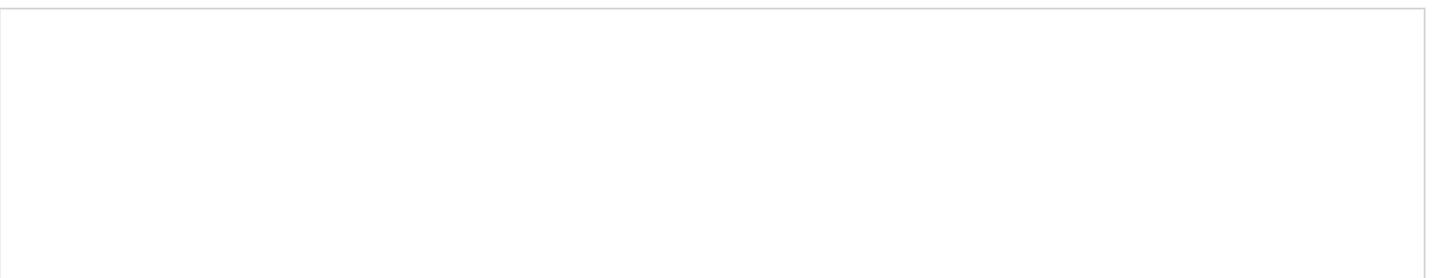
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3.3 How does my competitor structure their adverts?

ℹ Under 'SEA > Published Ads', you can find complete competitor ad listings including title, description, URL, keyword and current position.

SEA	➜	Published Ads
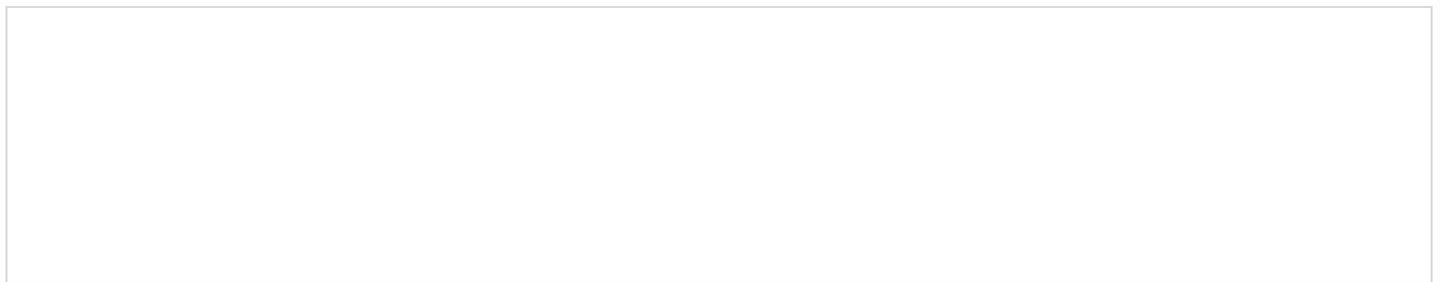
3.4 How can I identify potential new keywords for my adverts?

ℹ Head to 'SEA > Domain Comparison' to compare and contrast your domain with competitor domains. XOVI then lists keywords booked by both domains and keywords booked exclusively by the competitor domain which you could consider using yourself. Good keywords to book are generally those with a high search volume, a relatively low CPC price and a low competitor density.

SEA	➜	Domain Comparison
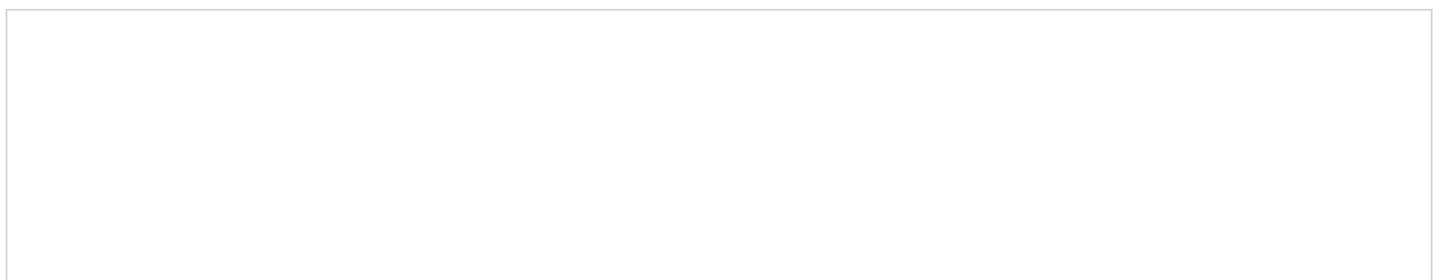
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3.5 How can I identify my competitors' landing pages?

ⓘ Landing pages are web pages which are optimized specifically for a particular target audience and a particular product. In XOVI, click on 'SEA > Ad URLs' to see which landing pages adverts lead to.

SEA ➜ Ad URLs

3.6 How can I identify seasonal adverts?

ⓘ If you take a closer look at the advert trends under 'SEA > Overview', you can see exactly when your competitors placed more or less adverts.

SEA ➜ Overview

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👥 Affiliates

4.1 Does my competitor use affiliates as an additional marketing channel?

ℹ️ You can check this under 'Affiliates' in the main menu. Enter your competitor's domain name in the search bar and click 'Go'. Now in the overview you can see all the relevant data regarding your competitor's advertising partner programs.

🔍 **Affiliate**	➜	Overview

4.2 Where are my competitor's affiliate links?

ℹ️ The rubric 'Affiliates > Visibility > Best Places' contains all the websites on which affiliate links are placed. You can use this information to help you identify interesting websites for you own affiliate marketing campaign. As a rule of thumb, the higher the visibility of a website, the more likely the owner is to accept more affiliate links on their site.

🔍 **Affiliate**	➜	Visibility	➜	Best Places

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📣 Social Signals

5.1 What social networks is my competitor active in?	

ⓘ Enter the domain name of your competitor in the search bar and click on 'Go'. Now, in 'Social Signals', you can see an overview of all signals from the most important social networks.

🔊 **Social Signals**	➔	Overview

5.2 Are there any noticeable peaks on the network trends graph?	

ⓘ If yes, make a note of the date and check your competitor's social networks. Did they introduce a new product on that day which was particularly well received? Did they launch a competition? React swiftly to developments and take appropriate measures in your own campaign.

🔊 **Social Signals**	➔	Overview

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🔗 Links

6.1 How many backlinks does the competitor domain have?	

ⓘ Check how many backlinks the competition has using the performance indicators in the 'Links' tool. Link quantity is just as important as link quality for the general visibility of a domain.

🔗 Links	➜	Overview

6.2 How many links has your competitor built / removed over time?	

ⓘ Look at the 'Backlinks Trend' chart in the 'Links' tool. Do you notice any particularly large leaps or drops? Or does the chart show a generally progressive increase? The trend gives you an idea of how many links your competitor is building or removing.

🔗 Links	➜	Overview

6.3 Does my competitor optimize predominantly for the local market?

ⓘ Find out where your competitor's company is based (use the legal, contact or about us section of their website). Now take a closer look at 'Links > All Links' in the XOVI Suite. Does your competitor's location feature often in their backlink anchor texts? Is it in the URL (eg, www.domain.com/location)? Does your competitor have a Google Places profile?

Links ➔ All Links (Archive)

6.4 Does your competitor have backlinks which you could also use?

ⓘ It's possible! Compare and contrast your link profile with that of your competitor using 'Domain Comparison' or 'Hubfinder' within the 'Link' tool. The comparison reveals backlinks exclusive to your competitor but which could well be useful for your own domain. Have a look!

Links ➔ Compare Domains

Links ➔ Hubfinder

📄 On-Page

7.1 What sort of content does my competitor offer on their site?

ⓘ First of all, what sort of content is it? Text? Images? Videos? How is it structured? Compare your competitor's content and website structure to your own. You may notice that your competitor's web page is particularly strong when it comes to providing visitors with a certain sort of information which would also fit well on your own site. In this case, add similar (but obviously not identical) content to your page. You can also have XOVI run an on-page analysis of your competitor's website in 'On-Page > Analysis'.

Onpage ➜ Analysis
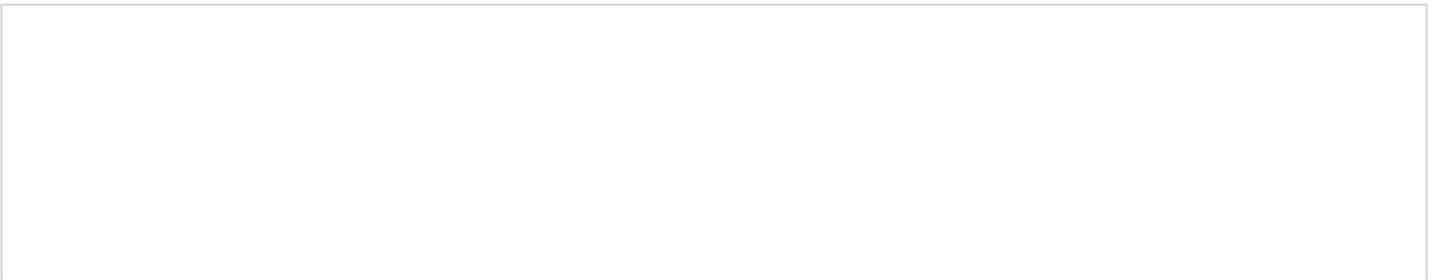
7.2 Load times – how quickly do my competitor's websites load?

ⓘ Load times are not just a key ranking factor in Google, they are also influential when it comes to user behaviour. Analyse the load times of your website and that of your competitor. As a rule, web pages should not take longer than 1-2 seconds to load. The longer the load time, the more visitors give up. In XOVI, you can monitor load times on as many web pages as you like using the Pagespeed Monitoring Tool, enabling you to identify weaknesses and take action.

Onpage ➜ Pagespeed Monitoring
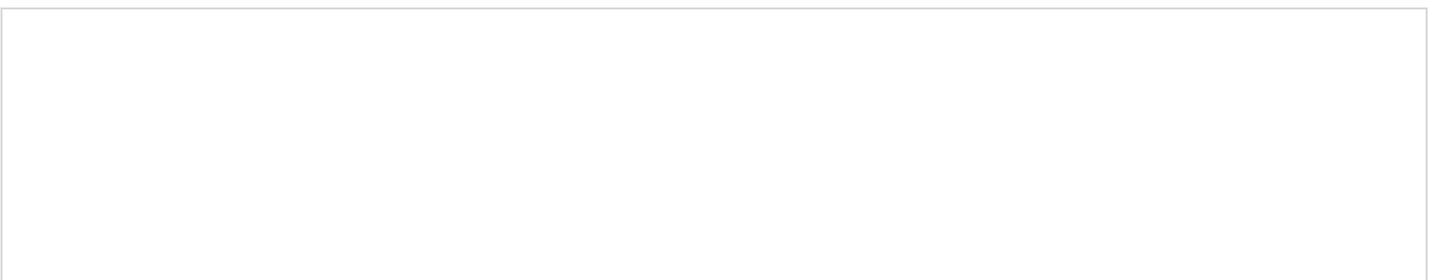
7.3 Does my competitor's website feature responsive web design (RWD)?

ℹ Responsive Design refers to a type of web design which allows website layouts to easily adapt to the size of the screen on whatever device a user is using, providing an optimized view whether on smart phone, tablet, PC or laptop. Responsive Design improves the user experience on your website and therefore reduces your bounce rate. Check your website for Responsive Design by accessing it from different devices or by enlarging/reducing your browser window, and see whether the content and layout adapt to the size of the display or not.

7.4 How does my competitor structure text on their website?

ℹ Use the WDF*IDF formula to analyse your most important areas of text in terms of a particular keyword. The formula enables you to insert semantically important phrases and keywords, and convince the crawling search engine that your website contains thematically relevant content. The WDF*IDF editor can be found under 'On-Page > Text Optimization' in the XOVI Suite. Here you can enter the keyword for which you would like to optimize as well as the URL on which it appears. XOVI will run an analysis and provide you with all the data you need to make your text content as search engine friendly as possible.

Onpage ➜ Text Optimization (WDF*IDF)