Competitor Research

Competitor research will help to identify which companies you are up against in order to rank well in the search engines for your chosen keyphrases. These may be different to those you usual view as your company's competitors.

My competitors

Type the keyphrases that you have identified as being effective for your business into the search engine again. See who is in the top two positions in the natural listings (shaded results are paid listings, which will be covered later in the course) and write them into the table below:

Keyphrase	Competitor 1	Competitor 2

You may see some competitors coming up at the top for more than one phrase, but you now have a list of company websites to visit.

What do you think they are doing well? ....

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Can you identify any specific features that you think help their rankings? ....

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You may want to review specific features on the websites of these competitors as we move on to the other aspects of search engine optimisation in this section of the course.