

## Analyze Your Competitors Sites & Optimize Your Own Site In Better Way

In today's online world, your Website doesn't mean anything to anyone unless it can be found by your customers. Optimizing your site so it appears high in the search engines seems to be as much an art form as it is a science."

The quote above is from a great Website for any marketing manager responsible for search engine optimization, SEOChat.com. Most multi-channel marketers today understand that search engine marketing (SEM) is becoming a vital part of the marketing mix.

You can break down the process of improving your natural search results into some steps that include

- Knowing your terms
- Being aware of whom you're up against
- Understanding how the search engines "see" your site
- Knowing your keyword density; adjusting your content
- Managing your results
- Analyzing your competitors can identify your strengths and weaknesses and strengthen your bottom line
- Studying your competitors offers you a perfect opportunity to find out how you can better serve your customers
- Identifying what specific actions you need to take in order to improve your competitive position

To make the most of these efforts, you need to analyze not only your Website but also the sites of your competitors. And from a research standpoint, most of these steps can be facilitated through tools.

It is really very important to know what is going to be the next step of your competitor. You would be interested to know about your competitors working style. You would be highly keen to know:

- How they've organized their incoming link structure?
- Which keywords are they optimizing for?
- How long they've been online and listed in the engines?
- How popular is their link?
- Who are the most visited with a determined keyword? (analysis of keyword ranking)
- How popular is the content in the webpage? (content analysis)
- How many visits per day for a website? (page rank)

There are many tools that are commonly referred to as competitive intelligence. These tools are similar to the behind the scene pass that enables you to analyze your competitors and find out the aspects of their search marketing that works successfully for them. However, these tools have a single drawback of being highly expensive; they have high price of admission.

From analyzing and comparing links, to site audits and keyword suggestions, these tools can help you find those smaller areas of the competitor's site which you can utilize. For example, if the site auditor finds orphaned pages, perhaps you can build or improve the linking to similar pages on your own site. This could help boost their rankings ahead of the competitor.

In the same way, you can find additional links for your site which the engines have deemed worthy for your competitor. Finally, you can use the tool to analyze their keywords to see if there are any phrases there you should also be targeting.

Luckily, there are ways to do a practically detailed analysis of your competitor's sites free of cost. Despite the fact that you don't get the same level of detail as you might from the paid packages, but you can often get a very good idea of how your competition is succeeding in the search engines.

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