

How to Outsmart Competitors with Traffic Analysis

A 9-Step Easy Read Reference Guide

Step 1: Spot the Competitors Stealing Your Traffic

Where to Look:

Google Search

Search high-intent terms > e.g., best [your product] or [your service near me. → Identify:

- Organic rankings
- Paid ads
- Map pack results

AI Prompt Idea

“What high-intent keywords do people use when searching for [your product] online?”

Online Communities

Check Reddit & forums for niche competitors & real user opinions.

Listicles & Roundups

Search > Best [product] for [need] → Find emerging or featured brands.

SEO Tools

- Use Organic Research → Competitors tab
- View Competitive Positioning Map
- Check shared keywords & traffic estimates



FIND HELP HERE : [Research Your Online Competitors and Gain Market Intelligence.](https://www.web-aviso.com)

Step 2: Compare Products & Positioning

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Checklist:

- ✓ What do they sell?
- ✓ Who are they targeting?
- ✓ What are their value propositions?

AI Prompt:

"Compare [Competitor A] vs [Your Brand] on products, pricing, positioning. What gaps can we fill?"

Look For:

- Core strengths (e.g., quality, price, speed)
- Messaging tone
- Website structure

Opportunity Example:

If competitors push “natural ingredients,” but not transparency → you can own traceability & sourcing.

Step 3: Analyse Traffic Sources

Use Traffic Analysis Tools

Look at:

- **Monthly Visits**
- **Organic vs Paid**
- **Top Pages (homepage, blog, business locators?)**
- **Keyword Intent** (Informational, Commercial, Transactional)



FIND HELP HERE : [SEO Tools & Resources](https://www.web-avisio.com)

Step 4: Spy on Paid Ads

Check Paid Channels:

Google Ads

Search for both branded and non-branded keywords. Look for:

- Search Ads
- Shopping Ads

Social Ads

Use Ad Libraries: → Track active ads, creative formats, and offers

- Meta : Facebook & Instagram - WhatsApp ads too?
- TikTok - LinkedIn

Key Insights:

- Product focus
- Offers (e.g., bundles, discounts)
- Platform priority

Step 5: Break Down Content & Messaging

What to Evaluate:

Homepage Copy

→ Are key benefits and differentiators clear above the fold?

Product Descriptions

→ Features vs. benefits? Trust signals?

Blog & SEO Strategy

→ Are there pillar pages + topic clusters?

→ Thin or rich content?

Trust Builders:

- Reviews & ratings
- Awards & certifications
- Guarantees

Step 6: Scan Social Media Presence

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Platform Focus:

Look at Instagram, TikTok, Facebook, YouTube, LinkedIn (depending on audience)

What to Assess:

- Content types (UGC, memes, product demos)
- Tone (friendly, expert, quirky?)
- Engagement (likes, shares, comments)

Stand Out by:

- Educating, not just selling
- Creating personality-driven, community-focused content

Step 7: Monitor LLM & AI Visibility


Check AI Search Results:

Use tools like:

- Google's AI Overviews
- Perplexity.ai
- ChatGPT

Look for:

- Mentions of competitor brands
- Sources AI pulls from
- Gaps in coverage you can fill

 Tip: Build AI-optimised, trustworthy content (clear structure, citations, consistent brand mention).



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Step 8: Evaluate Local SEO (if relevant)

If competitors have physical locations:

 **Search “Brand + City”**

→ Look at Google Business Profile:

- Reviews
- Photos
- Services
- Operating hours



Landing Pages:

Do they have local pages? Are they optimised with local keywords?



Compete By:

Creating highly localised, SEO-optimised pages for each service area.

Step 9: Turn Insights Into Strategy

Fill Out a Competitor Matrix:

Download Here



Now Decide:

- Where to compete
- Where to differentiate
- Which gaps to fill
- Which platforms to focus on



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💡 **Reminder: Outsmart, Don't Copy**

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Use this framework to dissect, not duplicate. Find what they missed. Focus on one or two areas where you can go deeper, faster, or smarter.

- 📋 Track 3–5 competitors
- 🎯 Build your playbook — not theirs

🔧 **FIND HELP HERE : Competitor Analysis**

We understand that many businesses simply do not have the time or resources to research further, learn and implement the guidance given – this is where we come in.

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At web-aviso, we combine human expertise, acquired knowledge and experienced planning first, even before using proven technologies, to help you yield the best results we can, for your business marketing objectives.

To discover more about how web-aviso can help transform your business digital presence and marketing efforts, do get in touch:

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A Secret Sauce Digital Marketing Guide