SEMrush

Competitive Research & Market Analysis with SEMrush

Q&A Guide
for Marketing
Practitioners

Table of Contents

Introduction

In highly competitive environments like the modern marketplace, obtaining accurate and timely data can make a real difference between keeping tabs on, getting ahead of, or being left behind the competition.

To help you collect information quickly and easily gain an all-encompassing awareness of the market or niche you are interested in, SEMrush takes you on a walkthrough of the main challenges that can be solved with the SEMrush Traffic Analytics and Competitive Intelligence tools, tailored to the needs of marketing managers, business development and affiliate managers, and sales teams.

Powered by advanced Big Data technologies and machine learning algorithms, SEMrush Traffic Analytics and Competitive Intelligence tools give you an opportunity to look at your rivals' marketing strategies and tactics from all angles, qualify leads, evaluate prospective partners, and gain an understanding of demand and competition in the target market.

In this guide, we have gathered the main questions marketers face and explained how SEMrush tools and reports can help answer them.

How to use this guide

You can read all the chapters one by one or go straight to the question that concerns you the most using our clickable content list above table of contents.

Researching New Markets and Niches
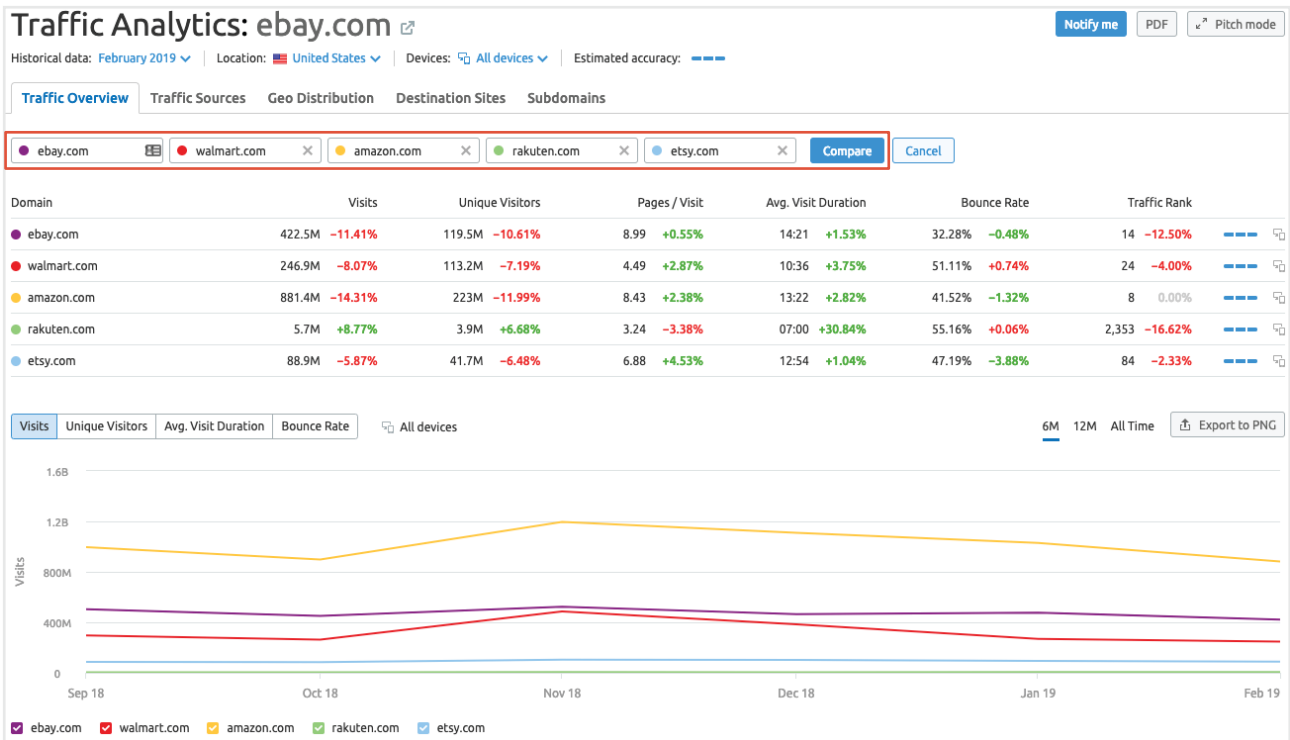
Researching New Markets and Niches

When it comes to business growth, two scenarios are possible: expanding geographically into a new market, and broadening your product range. In either case, before you take any steps in a chosen direction, you need to learn what opportunities are in demand.

① How to estimate new market potential for your business?

Launching in a new market can mean strengthening a company's budget or crashing it. To avoid unnecessary expenses, look at the performance of your competitors offering the same type of goods and services worldwide.

To quickly estimate demand in a region or a country, go to the SEMrush Traffic Analytics tool and analyze the websites of competing companies which are already established in that market. This way, you can easily understand if there is enough demand for you in the region, and if it is worth studying the field further, without lengthy and costly market research.

Take up to 5 competitors you know (or find them via the Competitors reports of the Organic Research, Advertising Research, and PLA Research tools) and use SEMrush Traffic Analytics benchmarking options.

Traffic Analytics: ebay.com

Historical data: February 2019 ⌄ | Location: 🇺🇸 United States ⌄ | Devices: 🖥 All devices ⌄ | Estimated accuracy: ━━━

Notify me | PDF | ⤢ Pitch mode

Traffic Overview | Traffic Sources | Geo Distribution | Destination Sites | Subdomains

| ● ebay.com | 🔲 | ● walmart.com | ✕ | ● amazon.com | ✕ | ● rakuten.com | ✕ | ● etsy.com | ✕ | **Compare** | Cancel |

Domain	Visits		Unique Visitors		Pages / Visit		Avg. Visit Duration		Bounce Rate		Traffic Rank			
● ebay.com	422.5M	−11.41%	119.5M	−10.61%	8.99	+0.55%	14:21	+1.53%	32.28%	−0.48%	14	−12.50%	━━━	🖥
● walmart.com	246.9M	−8.07%	113.2M	−7.19%	4.49	+2.87%	10:36	+3.75%	51.11%	+0.74%	24	−4.00%	━━━	🖥
● amazon.com	881.4M	−14.31%	223M	−11.99%	8.43	+2.38%	13:22	+2.82%	41.52%	−1.32%	8	0.00%	━━━	🖥
● rakuten.com	5.7M	+8.77%	3.9M	+6.68%	3.24	−3.38%	07:00	+30.84%	55.16%	+0.06%	2,353	−16.62%	━━━	🖥
● etsy.com	88.9M	−5.87%	41.7M	−6.48%	6.88	+4.53%	12:54	+1.04%	47.19%	−3.88%	84	−2.33%	━━━	🖥

Visits | Unique Visitors | Avg. Visit Duration | Bounce Rate | 🖥 All devices

6M 12M All Time | ⬆ Export to PNG

☑ ebay.com ☑ walmart.com ☑ amazon.com ☑ rakuten.com ☑ etsy.com

Estimate potential demand ⊙

② How to quickly overview a niche?

If you are planning to enter a new product market, you first need to know how strong your future rivals are. Using SEMrush Traffic Analytics in the interface or via API, you can learn how well they cope with market fluctuations and what market share they actually have.

Traffic by Countries 1–100 (237) *i*

⬆ Export to CSV

Country *i*	Traffic Share *i*		Traffic *i*	🖥 Desktop	📱 Mobile	Pages / Visit	Avg. Visit Duration	Bounce Rate
🇺🇸 United States	▬▬▬▬	63.00%	422,514,271	20.60%	79.40%	8.99	14:21	32.28%
🇬🇧 United Kingdom	●	5.57%	37,383,347	5.03%	94.97%	2.88	07:58	50.54%
🇩🇪 Germany	●	3.76%	25,203,955	6.01%	93.99%	2.67	06:46	53.09%
🇨🇦 Canada	●▬	2.79%	18,730,724	25.94%	74.06%	6.40	11:55	40.39%
🇦🇺 Australia	●▬	2.27%	15,237,591	16.52%	83.48%	3.67	08:03	52.03%

Researching several competitors complemented by the analysis of user engagement trends will let you see regional market trends and make informed decisions on any planned expansion.
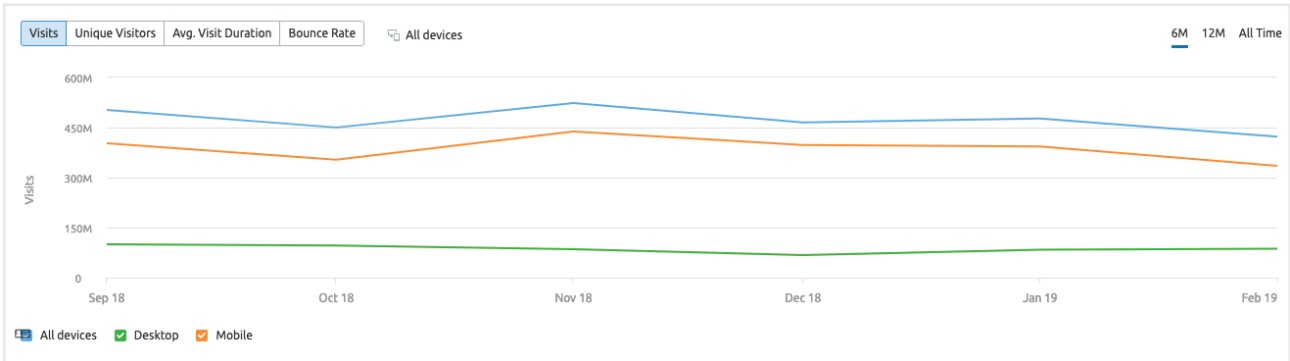
Benchmarking top players against each other also helps to find out the most effective traffic acquisition strategies in the market of interest.
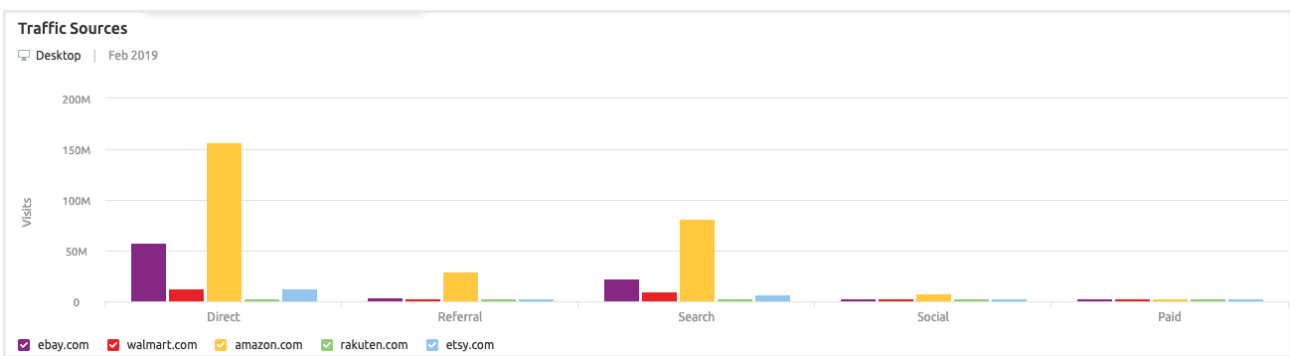
If any of these tactics seem resourceful, you can quickly break them down using methods described in the "Analyzing Your Competitors' Marketing Strategies" section.

Overview a market ⊙

Use your free trial ⊙

Establishing Co-Marketing and Affiliate Partnerships

Establishing Co-Marketing and Affiliate Partnerships

Sharing a target audience is a nightmare for competitors but a development booster for companies that offer complementing products or services. Co-marketing and co-branding partnerships help both sides to establish in a new region or niche, expand reach, and increase awareness. The crucial task here is to find a company that will make this mutually beneficial collaboration with you. How to do it? Once you're done with a list of potential partners, research their website traffic to figure out if they will be able to give you the coverage you expect.

The same goes for prospective affiliates. Before you invest your time in negotiations, find out if the partnership will be worth the effort. Is the company you have in mind stable enough to sign a long-term contract with? Will they manage to bring you high-quality traffic? Won't this engagement hurt your reputation, especially online? Find answers to these questions with SEMrush Traffic Analytics and focus on the companies with the greatest potential.

1 How to choose a partner that can bring you the highest conversion?

General rule: the bigger the volume of a potential partner's traffic and the higher its relevance, the more leads, purchases or customers you can get. Start with discovering overall number of Visits and Unique Visits, especially if you deal with businesses like e-commerce, SaaS providers, and media outlets, as these metrics can reflect their total audience size.
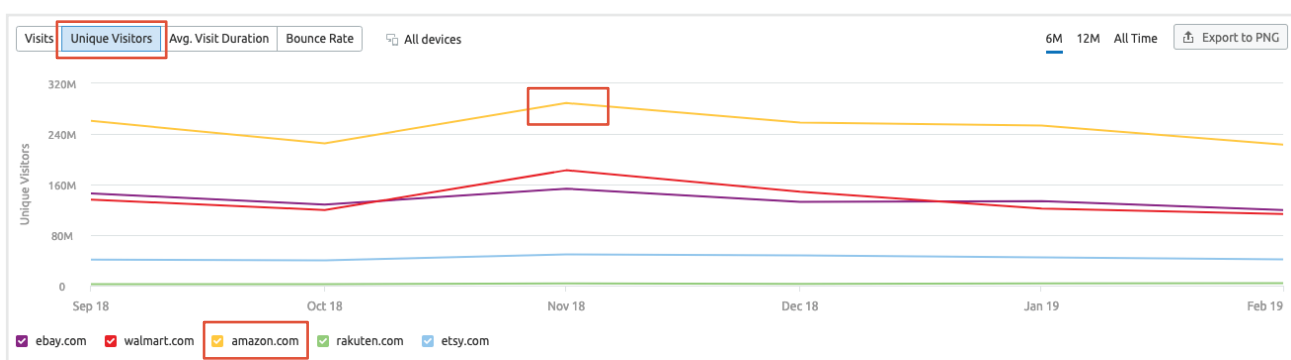
Look at the same stats in dynamics to learn if any of your potential partners are in trend. If more and more users have been visiting their web page recently, you may want to benefit from their newly gained popularity.
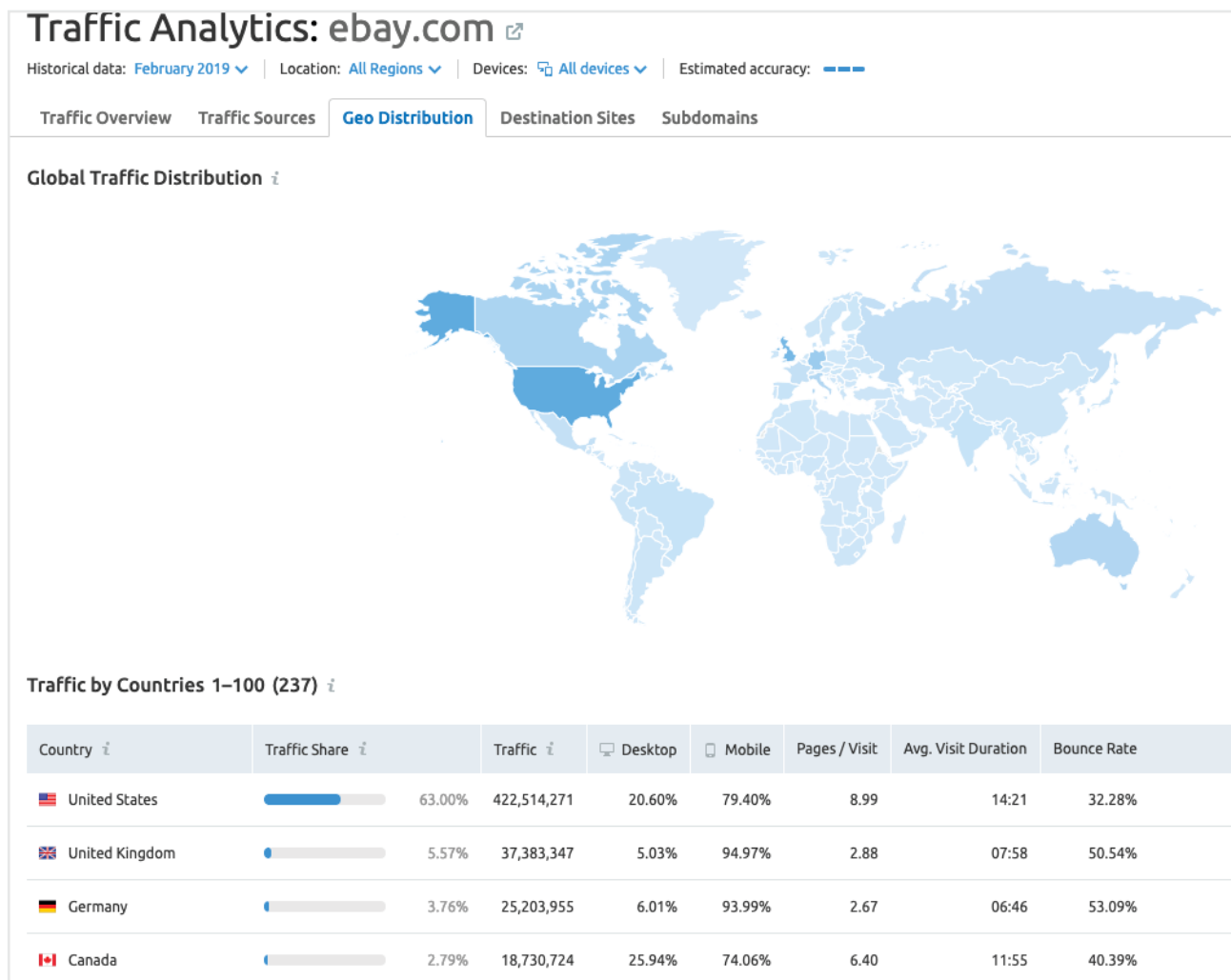
Find out if you had any contact with your future partner's audience in the past. Take a look at the Audience Overlap between your sites and decide whether it corresponds to the goals you pursue with this partnership.

Audience Overlap *i*

All devices | Feb 2019

● ebay.com
● amazon.com

67.70% overlap

80.7M visitors
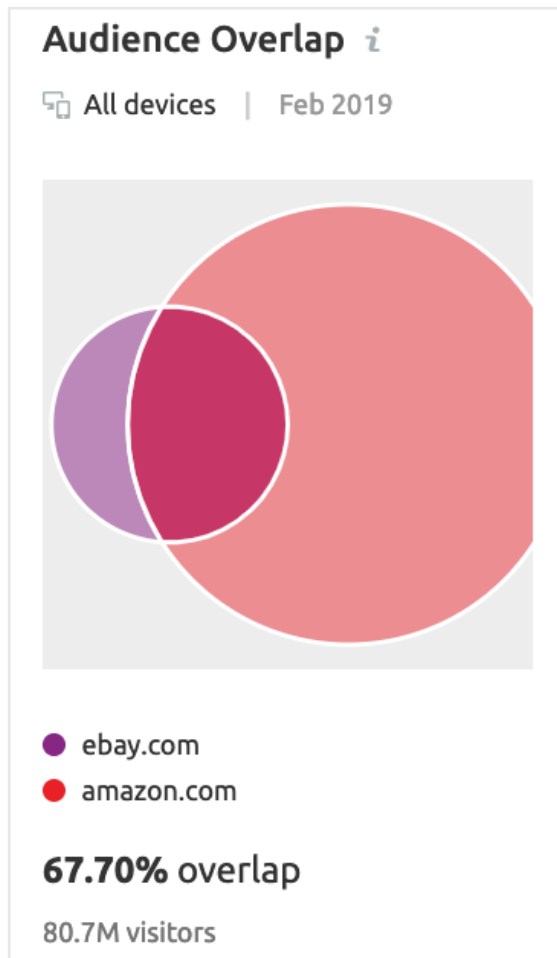
② How to evaluate the relevance of the future partnership?

There are several aspects you'll want to consider.

1. The first is your potential partner's Geo Distribution. Do they manage to attract traffic from the countries and regions that interest you? Are their most successful markets the ones that you're aiming at? Depending on what you see here, further questions may arise. For example, if your prospective partner has access to a foreign audience, will you be prepared to localize all of your communication materials?

Traffic Analytics: ebay.com ⤢

Historical data: **February 2019** ∨ | Location: **All Regions** ∨ | Devices: ⊞ **All devices** ∨ | Estimated accuracy: ▬▬▬

| Traffic Overview | Traffic Sources | **Geo Distribution** | Destination Sites | Subdomains |

Global Traffic Distribution *i*

Traffic by Countries 1–100 (237) *i*

Country *i*	Traffic Share *i*		Traffic *i*	🖵 Desktop	🗋 Mobile	Pages / Visit	Avg. Visit Duration	Bounce Rate
🇺🇸 United States	▬▬▬▬	63.00%	422,514,271	20.60%	79.40%	8.99	14:21	32.28%
🇬🇧 United Kingdom	•	5.57%	37,383,347	5.03%	94.97%	2.88	07:58	50.54%
🇩🇪 Germany	•	3.76%	25,203,955	6.01%	93.99%	2.67	06:46	53.09%
🇨🇦 Canada	•	2.79%	18,730,724	25.94%	74.06%	6.40	11:55	40.39%

2. Next, find out your future partner's Traffic Sources. This way, apart from learning their marketing strategy (such as whether they invest in social media or paid ads), you can make assumptions about their success. Here is a hint, especially relevant for e-commerce: if a website receives a lot of direct traffic, it can mean two things. First, they are known enough for a loyal audience to return over and over again. Second, visitors return to the website when they've decided on a purchase.
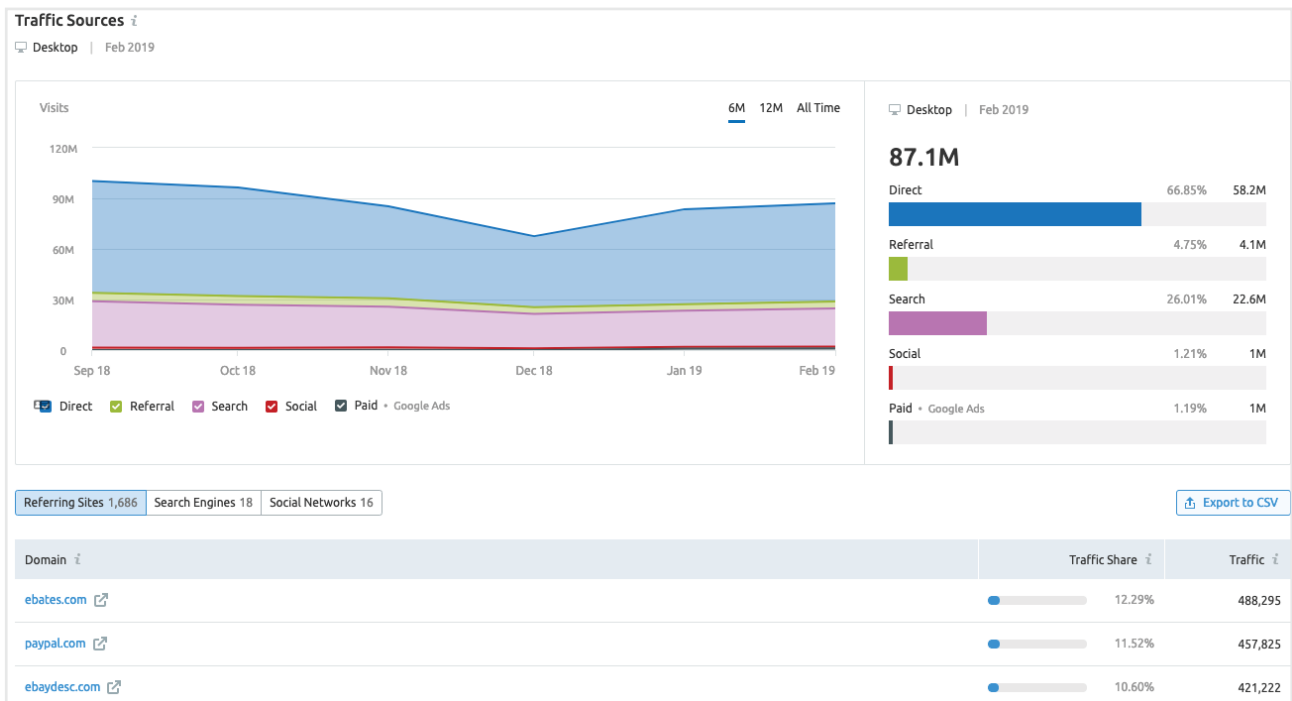
3. Also, make sure to analyze your potential partner's Destination Sites. This is another way to estimate your prospect's conversion rate: if a certain number of visitors leave the website only to go to the payment services, you can roughly equal this figure to the number of purchases. In addition, the list of Destination Sites can tell you about the current partnerships of your possible ally (if there are direct links to their websites, of course). It would be a shame to invest your efforts in a company that already works with your competitors or doesn't bother collaborating with businesses of your category at all.

Traffic Analytics: ebay.com ⬈

Historical data: **February 2019** ⌄ | Location: 🇺🇸 **United States** ⌄ | Devices: ⬚ **All devices** ⌄ | Estimated accuracy: ▬▬▬

| Traffic Overview | Traffic Sources | Geo Distribution | **Destination Sites** | Subdomains |

Destination Sites 1–100 (369) *i*

Domain *i*	Traffic Share *i*		Traffic *i*
paypal.com ⬈	▬▬▬	29.53%	1,533,022
ebaystores.com ⬈	●	10.44%	542,101
ebaydesc.com ⬈	●	7.21%	374,149
pingone.com ⬈	●	7.12%	369,525
myibidder.com ⬈	●	4.99%	258,871

4. Finally, get a deeper understanding of your prospect's referral traffic with the [Domain Overview reports](). Look at the exact websites that give backlinks to your potential partner and draw conclusions on the quality of such connections.

BACKLINKS

Referring page Title / Referring page URL	Anchor text / Link URL	Type
9to5Google - Beyond Good and Evil https://9to5google.com/	popular platforms for reselling smartpho... http://rover.ebay.com/rover/1/711-53200-19255...	
三分pk10开奖网址_三分赛车开奖结果_三分pk10开奖直播官网 http://www.365jia7.com/	2018最快开奖现场直播 http://www.ebay.com/sch/i.html?_from=R40&_nkw...	
三分pk10开奖网址_三分赛车开奖结果_三分pk10开奖直播官网 http://www.365jia7.com/	北京pk10晚上几点封盘 http://www.ebay.com/sch/i.html?_from=R40&_nkw...	
Accessibility - eBay Inc. https://www.ebayinc.com/accessibility/	contact the eBay Accessibility Team https://www.ebay.com/help/account/ebay-users-...	
Accessibility - eBay Inc. https://www.ebayinc.com/accessibility/	https://www.ebay.com/help/account/ebay-users-...	

Export   View full report

FOLLOW VS NOFOLLOW

5.2B Follow links
2.6B Nofollow links

TOP ANCHORS

Anchors	Domains	Backlinks
Empty Anchor	67,414	1,466,637,768
buy it now	6,509	409,525,443
zur liste der beobachteten artikel hinzufügen	2,508	261,396,463
add to watch list	5,348	260,974,475
sofort-kaufen	2,504	208,216,477

Export   View full report

BACKLINK TYPE

6.7B Text links
402K Frame links
6.9M Form links
1.1B Image links

REFERRING DOMAINS

Root Domain	Backlinks	IP / Country
askjot.com	1,204,605,008	50.17.79.147
soccerauctions.net	746,959,566	52.26.251.251
equestrianauctions.net	640,392,761	52.20.124.49
jewelryauctionsnow.com	608,631,495	52.32.205.15
antiqueauctionsnow.net	589,700,514	54.212.171.194

Export   View full report

INDEXED PAGES

Title and URL	Domains	Backlinks
http://www.ebay.com/	68,168	11,894,835
Electronics, Cars, Fashion, Collectibles, Coupons and More	eBay https://www.ebay.com/	14,215	7,796,094
qiseshequ_net on eBay http://www.ebay.com/usr/qiseshequ_net	16	3,042,538
http://ebay.com/	13,992	2,226,215
eBay Profile - error http://www.ebay.com/usr/niemczyk.coins	4	2,163,888

Export   View full report

Estimate traffic quality ❯

Use your free trial ❯

Media Buying Optimization

Media Buying Optimization

Unfortunately, no company's budget is unlimited. Fortunately, it makes a strong motivation to revise your placements and choose only the top-performing platforms. Here are the main points you go through when optimizing your media buying strategy.

1 Where to find prospective publishers for your ads?

Choosing publishers that target the relevant audience and generate ROI is the basis of good media buying. The easiest way to start is to look at where your rivals advertise.

1. Do this with the help of the Display Advertising Publishers report (first you need to put your competitor's domain in the Display Advertising tool search bar).

Check the relevancy of the ads to your target topics in the Title & Description column, look at their types and the Monthly Visits column to estimate a publisher's preferences and audience reach.

2. Another way to expand your list of prospective publishers is to browse the Display Advertising Top 30 Publishers & Advertisers tab, which contains the results of in-depth analysis of both the top 30 advertisers and top 30 publishers from the SEMrush database in seconds.

Display Advertising

Location: 🌐 Worldwide ⌄ | Device: 🖥 All ⌄ | Period: All Time ⌄

Total Advertisers	Total Publishers	Total Ads	Last Updated
2.5M	3.1M	146.3M	**Today**

Top 30 Advertisers

Advertiser _i_	Ads _i_	Image/HTML/Text _i_			Publishers _i_
google.com ↗	3,342,470	1%	2%	97%	1,789,722
atdmt.com ↗	1,569,484	41%	3%	56%	457,897
facebook.com ↗	1,175,507	33%	17%	50%	2,379,512
justfashionnow.com ↗	709,037	97%	<1%	3%	219,052
berrylook.com ↗	676,274	95%	<1%	5%	238,550

Top 30 Publishers

Publisher _i_	Ads _i_	Image/HTML/Text _i_			Advertisers _i_
neoseeker.com ↗	4,238,359	30%	6%	63%	204,377
forvo.com ↗	2,627,438	39%	6%	56%	179,212
androidpolice.com ↗	2,603,457	37%	4%	59%	131,771
streema.com ↗	2,602,645	32%	4%	64%	230,926
webstatsdomain.org ↗	2,529,521	23%	7%	69%	190,474

For each of the top 30 domains, you can see:

- the number of ads;

- the percentage of ads that are either Image, HTML or Text;

- the amount of Advertisers/Publishers relating to the domain.

See where rivals advertise ➤
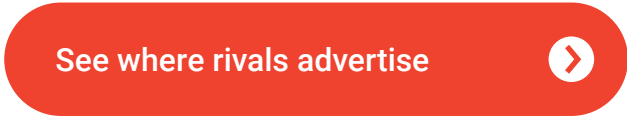
2 How to choose the best publisher website?

To choose the best from the list you've made using the recommendations above, you'll have to go into some more detail.

- First you need to ascertain the quality of the traffic that a certain website will bring you. This can be checked by looking at the engagement metrics and Traffic Rank in the SEMrush Traffic Analytics Overview report.

- To learn who else has partnered with this publisher and if it has the type of audience you're looking for, go through the Destination Sites tab, which features all the websites people visit through hyperlinks on the publisher's site.

Traffic Analytics: ebay.com ⬀

Historical data: February 2019 ∨ | Location: 🇺🇸 United States ∨ | Devices: ⬚ All devices ∨ | Estimated accuracy: ▬ ▬ ▬

| Traffic Overview | Traffic Sources | Geo Distribution | **Destination Sites** | Subdomains |

Destination Sites 1–100 (369) *i* ● The sites visited by users after leaving the analysed domain

Domain *i*	Traffic Share *i*		Traffic *i*
paypal.com ⬀	▬▬▬	29.53%	1,533,022
ebaystores.com ⬀	●	10.44%	542,101
ebaydesc.com ⬀	●	7.21%	374,149
pingone.com ⬀	●	7.12%	369,525
myibidder.com ⬀	●	4.99%	258,871
pb.com ⬀	●	3.61%	187,613
google.com ⬀	●	3.12%	162,135

Check a publisher's traffic ❯

- You can also take a closer look at the countries this publisher covers, and the types of ads it is running in order to determine if it really meets your goals via the Display Advertising Overview tab. Type in the publisher's domain in the tool's search bar to get list of the advertisers that run ads on this website and see samples of these ads.

- You can even find the pages that a visitor arrives at when clicking on a banner, pop-up or a text ad in the Landing pages tab.

See who runs the ads

Analyzing Your Competitors' Marketing Strategies

Analyzing Your Competitors' Marketing Strategies

There are only two cases when you need to analyze your competitors: during your regular benchmarking and ad hoc. You may be developing a marketing campaign from scratch, launching a new product or taking a closer look at a new channel – in any case, you need to know how your rivals are performing in the same field. If only you could have access to their websites' Google Analytics... Actually, SEMrush has a solution. The Competitive Research Toolkit was made to help you gain insight into your competitors' efficiency and traffic sources, PR activities, social media presence, content marketing efforts, PPC creatives, position in SERP, and landing pages currently in promo, reveal your rivals' strengths and weaknesses and spot new opportunities for growth.

Website Traffic and Online Presence

Organic Search Positions and Keywords

Paid Advertising Tactics

PR & Content Marketing

Social Media Presence

① How to evaluate your competitor's website performance?

You may know all your rivals by name but still face difficulties assessing their websites' traffic and traffic channels, audience interest, and regional representation.

With the help of the SEMrush Traffic Analytics tool, you'll be able to estimate all of the above, and even more.

- The Traffic Overview tab contains the information about overall traffic for a target website, key visitor engagement metrics and their monthly dynamics.

Traffic Analytics: ebay.com ↗

Notify me	PDF	↗ Pitch mode

Historical data: **February 2019** ▾ | Location: **All Regions** ▾ | Devices: ⬚ **All devices** ▾ | Estimated accuracy: ▬ ▬ ▬

Traffic Overview | Traffic Sources | Geo Distribution | Destination Sites | Subdomains

➕ Add 4 competitors

Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate	Traffic Rank
Feb 2019	Feb 2019	Feb 2019	Feb 2019	Feb 2019	Feb 2019
670.6M −14.56%	**230.3M** −13.64%	**7.78** +0.70%	**09:56** −2.61%	**35.81%** +0.01%	**31** 0

- Visits and Unique Visitors give an idea of the size of a competitor's website audience, especially for businesses like e-commerce, SaaS providers, and media outlets.

- Pages per Visit, Average Visit Duration and Bounce Rate are engagement metrics that indicate effectiveness of the user flow and quality of the experience on the website.

- Traffic Rank is a proprietary traffic quality index based on the total estimated number of visits.

If you are interested in a specific location, you can choose it from the list at the top of the report. You can also switch between desktop, mobile, or all devices there.

The spikes and drops on the Traffic Overview graphs for any of the above-listed parameters denote the fluctuations of market demand and consumer interest for a certain product.

Visits	Unique Visitors	Avg. Visit Duration	Bounce Rate	⬚ All devices		6M 12M All Time

Avg. Visit Duration

16:40
12:30
08:20
04:10
00:00

Sep 18   Oct 18   Nov 18   Dec 18   Jan 19   Feb 19

☑ All devices   ☑ Desktop   ☑ Mobile
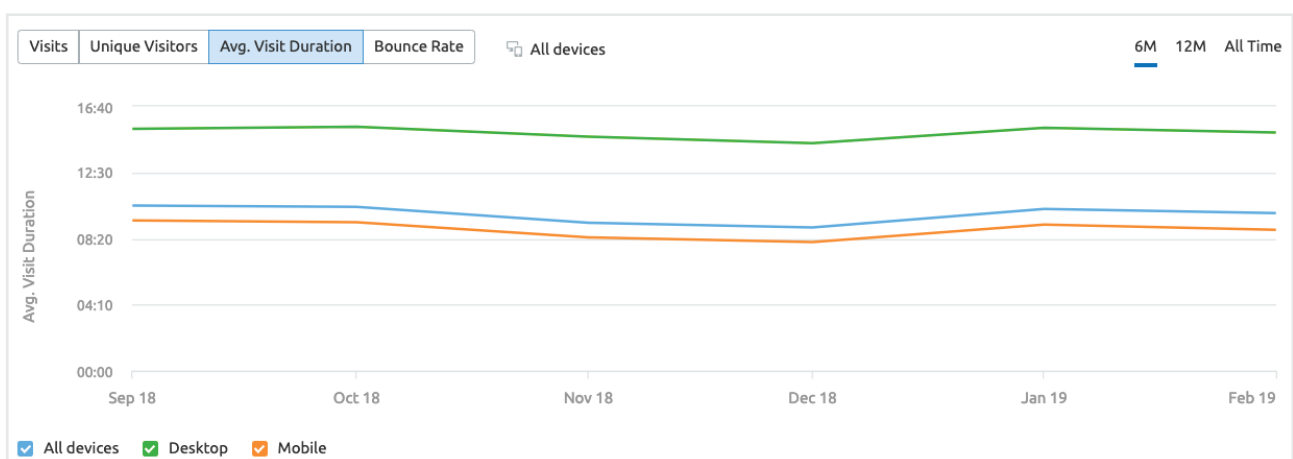
With this data you can easily assess the conversion potential of rivals' websites and gauge the response to their marketing efforts.

- In the Traffic Sources tab you can see which channels your competitors rely upon the most for acquiring traffic: direct, referral, search, social or paid ones. Switching between Referring Sites, Search Engines, and Social Networks, you can choose the sources to cover and new channels to utilize.
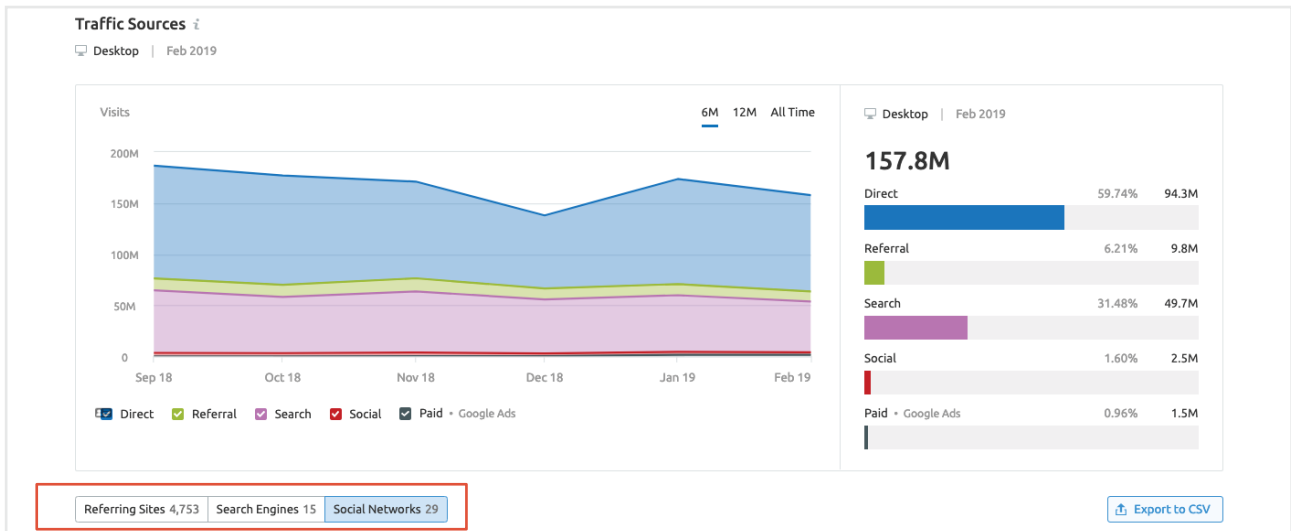
Finally, go to the Geo Distribution tab to get an immediate overview of the markets that your rivals are targeting and their success there.
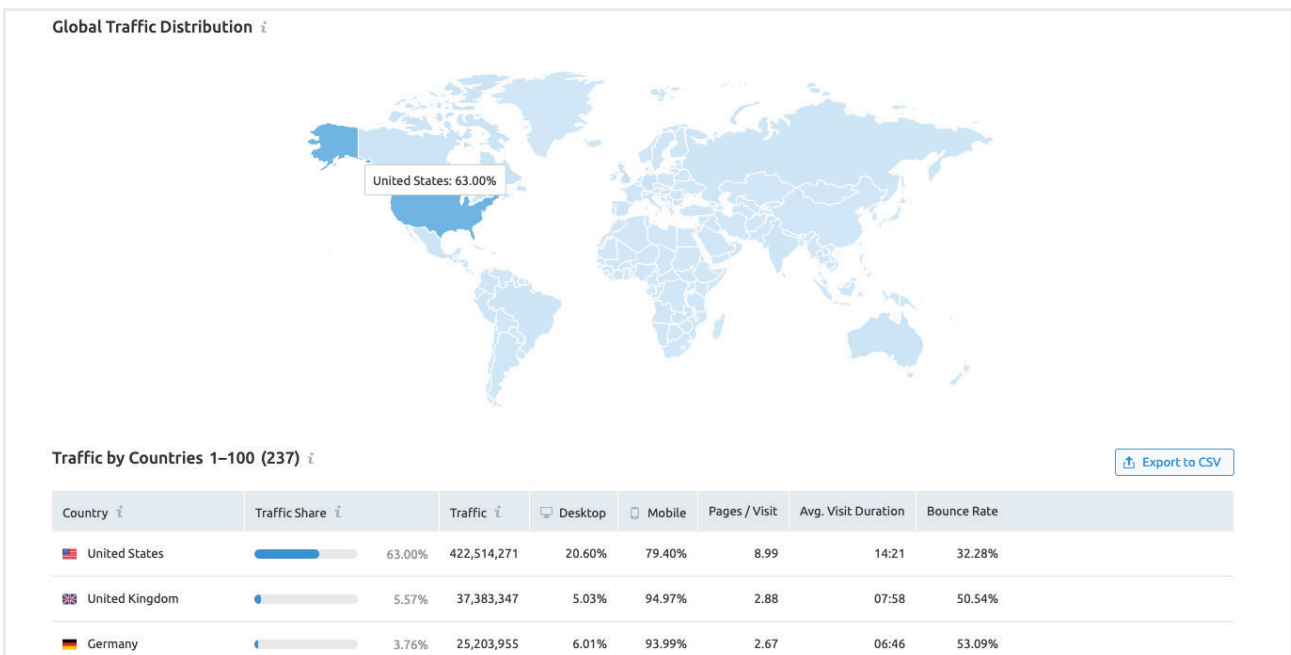
Analyze rivals' traffic **Use your free trial**

2 How to outperform rivals in organic search?

If competitors are outranking you in organics even slightly, that means they're also getting more clicks, generating more leads, and gaining more revenue. There can be 200+ reasons why it happens, but usually it's not that complicated.

The Organic Research tool will give you a quick overview of a target website's organic search visibility.
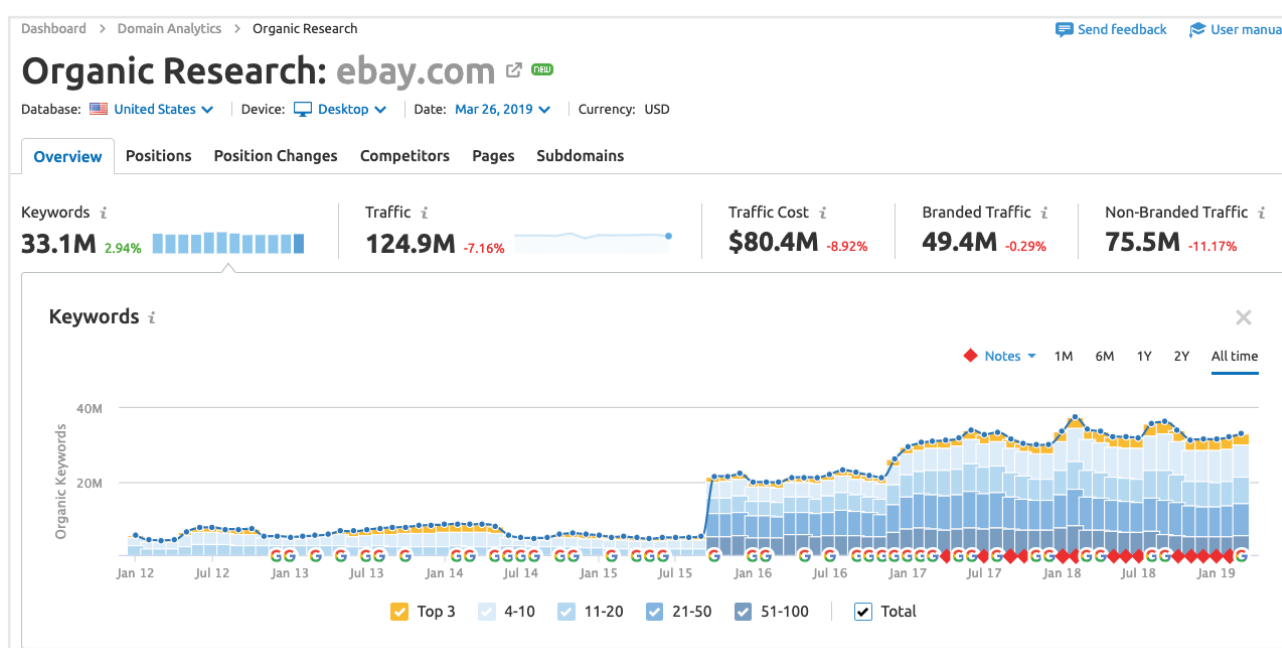
In the Overview tab you will find:

- the target website's total number of keywords, with organic positions (in Google Top 100);

- the expected monthly traffic from those keywords;

- the estimated price of the given organic keywords in Google AdWords;

- the branded and non-branded traffic;

- visual presentation of number of organic keywords the studied website has the positions for.

The Positions tab will reveal more details on your competitor's keywords that let them take top positions in organic search.

This information can help you increase your own rankings and conversions, focusing on the most successful keywords, and even get an idea of consumers' behavior based on search frequency.

Break down competitors' SEO ❯

3 Which paid advertising tactics work best?

You may have heard that creating a perfect advertising campaign is not rocket science, but somehow there's still no universal formula for success. That's why it's always interesting to look at your competitors' practices and adopt some time-proven solutions.

The Advertising Research tool offers a full suite of Google Ads reports for an advertiser of interest.

Dashboard > Domain Analytics > Advertising Research

Advertising Research: ebay.com ↗ NEW

Database: 🇺🇸 United States ⌄ | Device: 🖥 Desktop ⌄ | Date: Mar 26, 2019 ⌄ | Currency: USD

Positions | Position Changes | Competitors | Ad Copies | Ad History | Pages | Subdomains

| Filter by keyword 🔍 | Advanced filters ⌄ |

Keywords _i_	Traffic _i_	Traffic Cost _i_
1.3M 30.05%	**25.6M** 36.93%	**$20M** 48.05%

1. Go to the Positions tab to find:

- the number of keywords the domain is bidding on;

- the estimated traffic coming from these keywords;

- traffic cost estimation.

2. Topped up with data from the Ad History tab featuring all of the keywords that a target domain bid on in the past year, this information lets you gain a clear understanding of your competitor's advertising habits.

To dig deeper, click on any of the blue cells and open up a display showing the actual ads for the 12-month period and check if your competitor experimented by changing any parts of his/her ads and if the experiment was successful.

Domain Ad History 1 - 100 (1,269,045)

3. In the Ad Copies tab you will see all of the headlines and calls to action the competitor used in their ads, along with the keywords and the landing pages they're directing paid traffic to.

Get ideas for your ad campaigns ➤
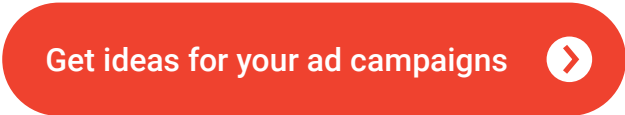
4. To focus on Google Shopping or display ads, switch to PLA Research or Display Advertising reports accordingly.

5. The information in the Display Advertising Overview tab will let you analyze the distribution of a competitor's GDN ads around the globe and measure your rivals' advertising activity to understand which markets you should be targeting and how.
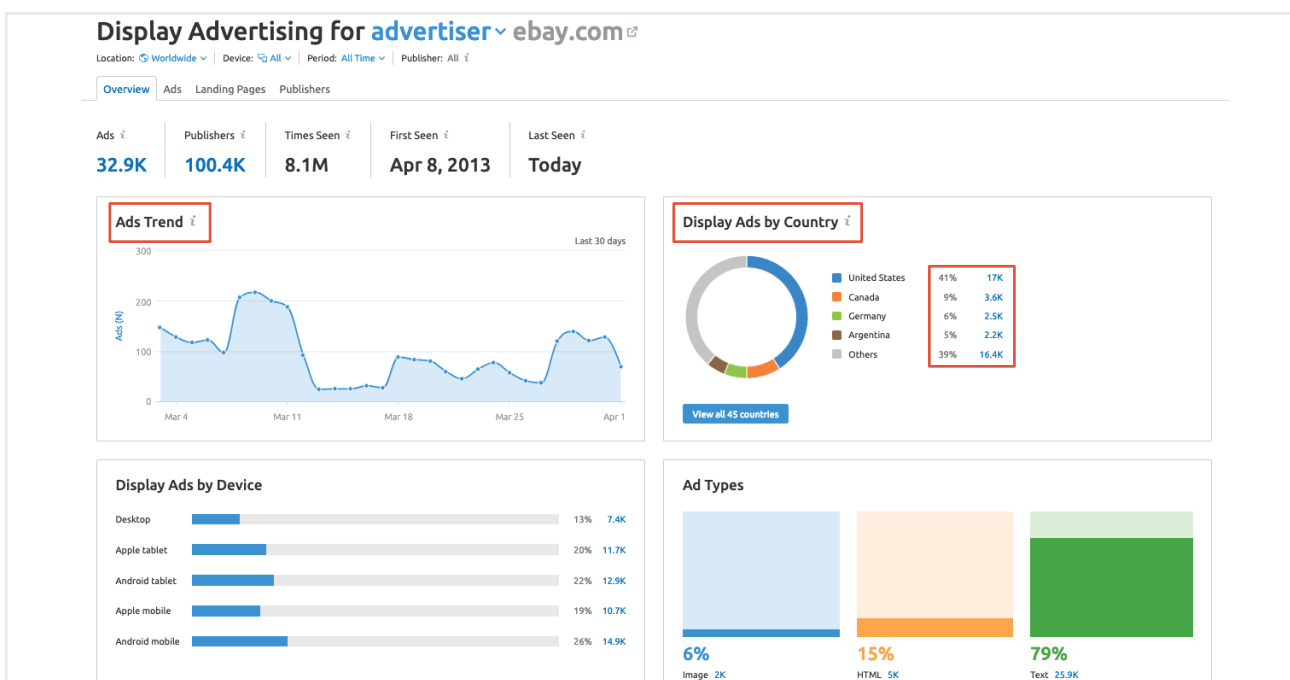
- Ads Trend will show you the number of unique ads discovered from the analyzed advertiser;

- Display Ads by Country will indicate the countries where the analyzed domain places its display ads and give you the exact number of discovered ads in each region and their contribution to the advertiser's total.

6. You can also look at the actual Landing Pages from your competitors' campaigns and analyze important specifics like which ads pointed to each landing page on their site at a particular time.

Look at the competitors' ads ❯

7. The PLA Copies tab features your competitor's best-performing PLA ads and keywords that triggered them to show up in search results, along with a summary of the target domain's presence in the search results.

With all of this information you'll be able to analyze the pricing in the target segment and optimize your ad creatives (in terms of keywords, title and pictures) and ad spend for maximum ROI.

Analyze your Google shopping competitors ❯

4 How do your rivals approach PR and content marketing?

In the digital world, branding is a lot about creating engaging content and collecting mentions and backlinks from reliable sources. Information about your competitors' PR and content marketing approaches means you can invest less effort into researching relevant topics and looking for respected media that can mention you or place your backlink.

1. The Brand Monitoring tool lets you track online mentions of any word or phrase you choose, be it your rival's brand name, product name, motto or anything else.

Here are the key findings you can get from the report:

- sources of mentions (web, forums or Twitter);

- estimated reach for each mention;

- mentioner's reputation (BM Score).

Note that mentions can be found for any single word or phrase, either branded or non-branded.

Check your rival's reputation ❯

Discover their referrals' traffic deeper ❯

2. If you are interested in studying a competitor's backlink profile in detail or monitoring your rival's new and lost backlinks, try Backlink Analytics reports to see source and target URLs and analyze specific pages in terms of importance (volume of links pointing to this page) and trustworthiness (number of links coming from trusted domains).

Pay attention to:

- PS – Page Score, which indicates the importance of a page based on the quality of the links it provides;

- TS – Trust Score, which measure the trustworthiness of a domain.

Explore rivals' backlink profiles ❯

3. As for content, it's rather important to know what your competitors cover. With the help of the Topic Research tool, you won't just find the articles with the topics matching the target keyword (marked green) on any domain (type it in '+Enter domain to find content on' window), you'll also be able to see how well they resonate with the audience.

See already covered subjects ❯

⑤ How to have a quick dip into your rivals social media presence?

Social media is a standalone digital space requiring an approach and strategy of its own. Crafting such a strategy can be daunting but, actually, you don't have to reinvent the wheel. It's highly possible that you will find a bunch of good ideas just reviewing your rivals' social media accounts.

With the help of Social Media Tracker you'll be able to track and analyze what your competitors do, and their presence and engagement in social media, and then decide on the best channel and type of content for your promotion.

Overview tab will show you which social network brings most followers or most engagement to your rival and what content performs best.

Social channels ⓘ

Social channels ⓘ	Audience ⓘ	Activity ⓘ	Engagement ⓘ
📷 Instagram	8,153,841 ↑	114 ↑	1,591,462 ↑
f Facebook	6,017,821 ↑	57 ↑	28,071 ↑
g+ Google+ ...ill be disabled on March 6	2,393,463 ↓	0	0
🐦 Twitter	1,031,350 ↑	60 ↑	11,788 ↑
📌 Pinterest	725,669 ↑	74 ↓	168 ↓
▶ YouTube	90,374 ↑	9 ↑	1,405,440 ↑

Top content ⓘ

by Total Engagement   Engagement Rate

f primark.com ⤴   Mar 3, 2019 · 20:30
Chillin' with this mischievous one 💙 Sweat £12, Joggers £10 www.instagram.com/primark

Total Engagement   Engagement Rate
3,914   6.75

View all Facebook posts

📷 primark.com ⤴   Mar 24, 2019 · 10:03
Sweet and gooey to satisfy our honey cravings 🍯🐝 Prices from £4/€5 (Available in: 🇬🇧🇩🇪🇦🇹🇪🇸🇮🇪🇮🇹🇱🇺🇧🇪🇳🇱
🇪🇸🇵🇹) #Primark #PrimarkXDisney #WinnieThePooh Expand

Total Engagement   Engagement Rate
169,584   243

View all Instagram posts

📌 primark.com ⤴   Mar 22, 2019 · 11:01
This Mother's Day, Dumbo has flown in to give playtime, bedtime and everything in between a truly magical touch.
Celebrate that special bond between yourself and your baby by twinning in style, as Dum... Expand

Total Engagement   Engagement Rate
38   2.13

View all Pinterest posts

🐦 asos.com ⤴
Nominate someone who deserves an ASOS gift voucher this #InternationalDayOfHappiness 😊

Total Engagement   Engagement Rate
2,275   22.06

View all Twitter tweets

▶ asos.com ⤴
This Is ASOS DESIGN Expand

Total Engagement   Engagement Rate
1,376,809   152,337.27

View all YouTube videos

g+ We've found no Google+ posts for selected date period
Try changing date period or simply wait for companies to post something.

Monitor competitors' social media ❯

Searching for Gaps and Insights

Searching for Gaps and Insights

Comparing competitors' online performance

Discovering user behavior and consumer insights

Enhancing PR and content marketing

1 How to compare competitors against each other?

There's no limit to perfection, the old saying goes. No matter how well your business stands against the competition, you can always find something to work on. The easiest way to do this is to compare yourself with the market leaders.
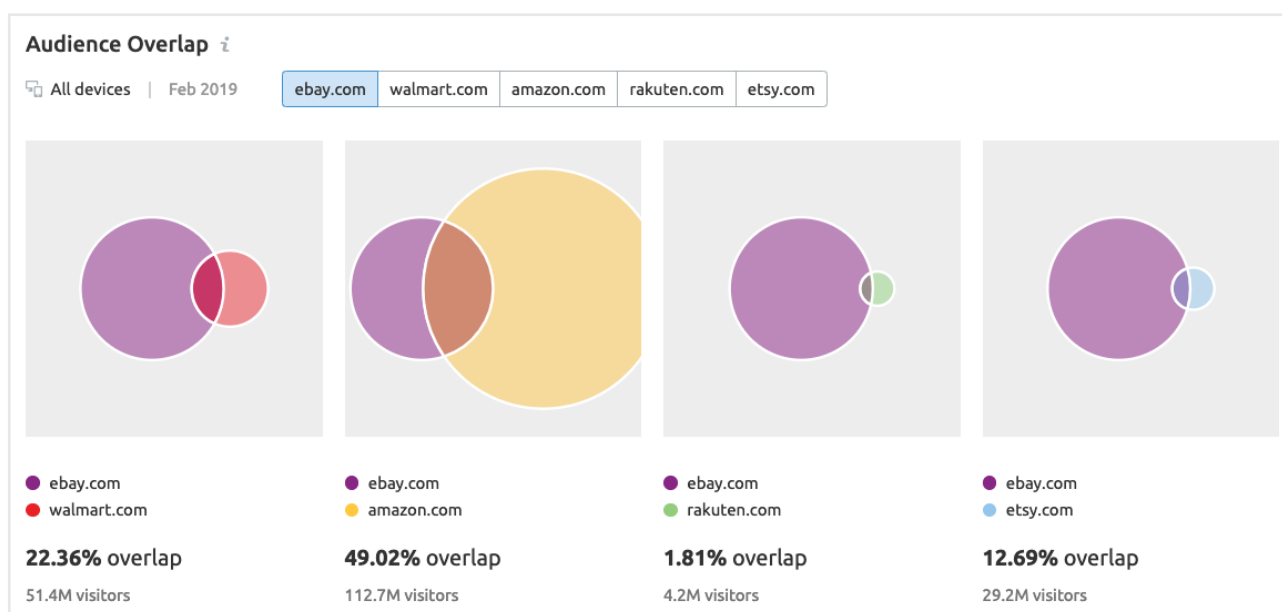
1. Qualify your competitors

Even if you know who has the biggest piece of the pie in your industry, you may still wonder which of your rivals is objectively the strongest online or how they even got there. To find out all of this, turn to the SEMrush Traffic Analytics Overview reports.

- Enter up to 5 competitors to compare.

- Get an immediate view of their traffic fluctuations. The graphs will show you which of the researched companies has enjoyed the biggest number of visitors over the recent months.

- Pay attention to the dynamics of a single website's traffic. Does it grow steadily? Are there any seasonal trends? Are these ups and downs common for the field or was it a specific change for one domain? Take note of the most sustainable player.

2. Check your rivals' overlap

Even when you deal with indirect competitors, you may still fight for the same audience with them. Find out for certain how many visitors go to your and your rivals' websites. Compare from 2 to 5 domains with the Audience Overlap feature of the SEMrush Traffic Analytics tool. You will see:

● which companies aim at (and actually attract) the same users to their websites;

● how much of your target audience is still uncovered. Just summarize the numbers of different websites' visitors that are not engaged in the overlap and estimate the total market volume.

Once again, look at several locations and time periods to find out if there are any regional or seasonal gaps in your competitors' activity. Their "low seasons" could be the best time for you to step up.

## 3. Identify strong and weak points in your competitors' marketing strategies

Fighting a competitor at its strongest is honorable. Striking their weakest point first is wise. Go to the Traffic Sources tab to find out where they don't make real progress. For example, if your rival has issues with attracting traffic from certain social networks, you may want to use these channels instead and win.
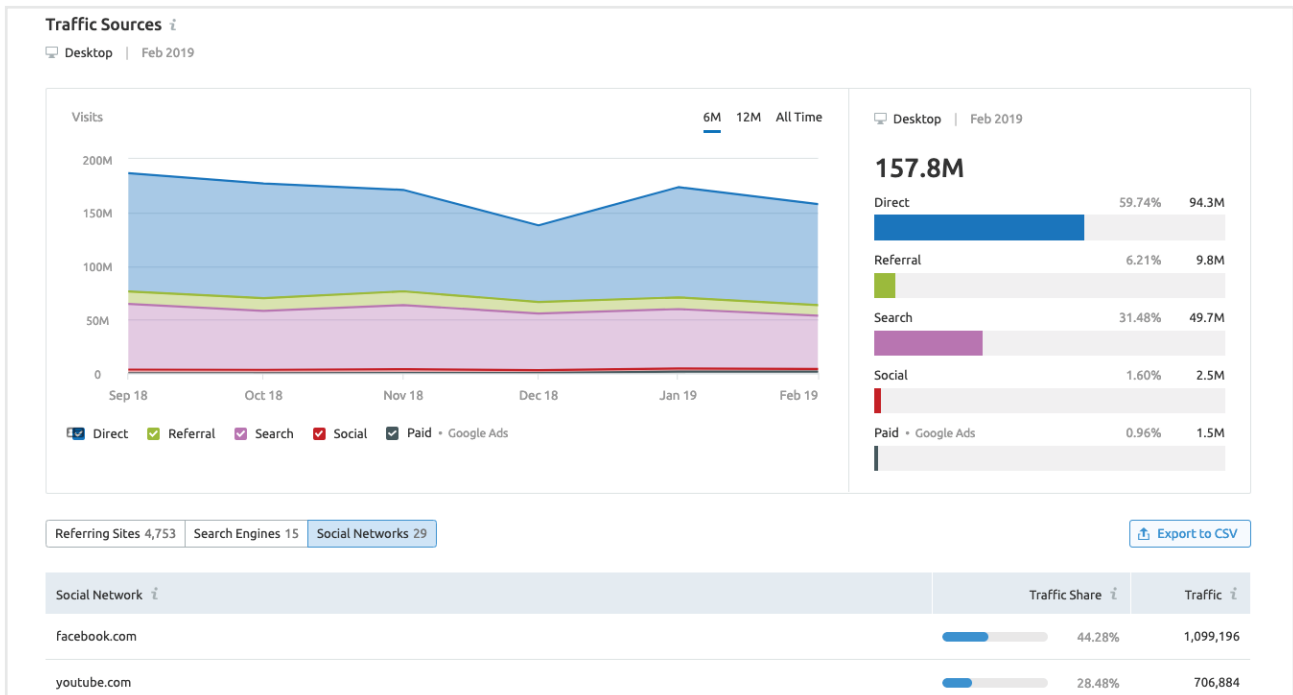
4. Use what your competitors have already proved to work.

You don't have to reinvent the wheel. If your rivals are using referrals that bring high-quality traffic to their websites, you don't have to stand aside just because you don't want to copy them.

Add up to 5 competitors to the Backlink Gap tool and get a ready-to-use list of the referring domains that are sending links to competitors' sites. Filter the list by the referring domain's authority to choose the best sources for your own outreach.
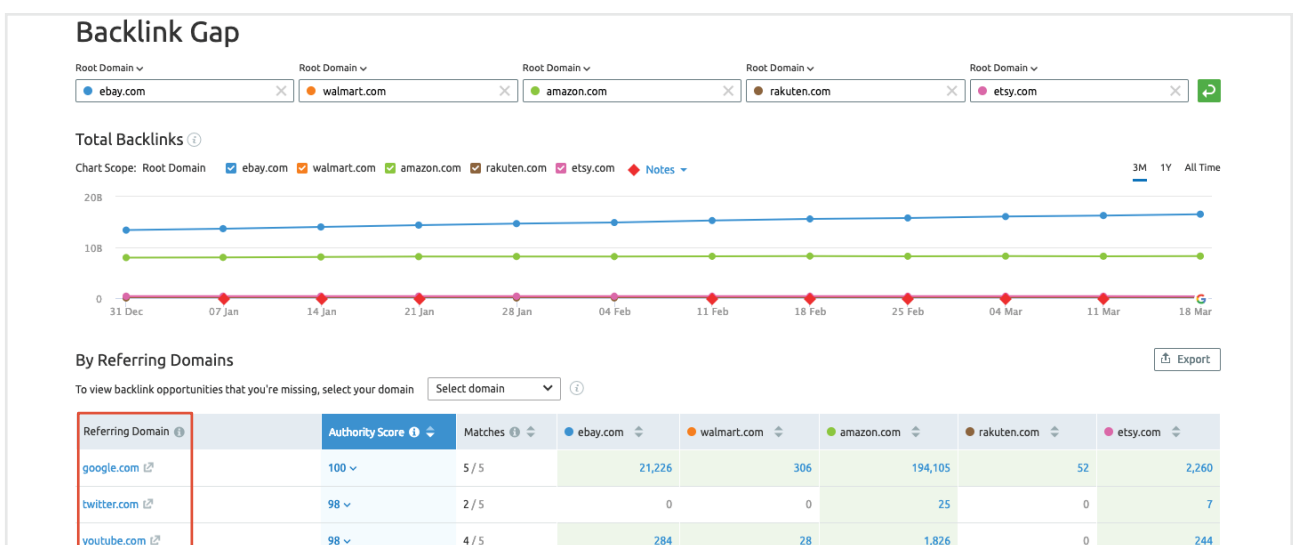

Spot untapped opportunities ⊙

5. Analyze customer opinions.

One of the ways to learn if your competitors' actions were actually worth the effort is to monitor them with the Twitter Mentioners report. Pay special attention to the Followers column: this number lets you judge how important a certain mention is for the brand's reputation.

Tweets	Audience	Activity	Engagement	Hashtags	Mentioners	Mentions

Mentions of asos.com ⓘ   🔍 Filter by mentioner

Published ⇅	Mentions (8429 found)		Followers ⇅	Total engagement ⇅	Likes ⇅	Retweets ⇅
Feb 28, 2019 15:35 ⬀ Photo	.@ASOS ... Expand		35,775	3,603	3,319	284
Feb 09, 2019 21:46 ⬀ Photo	Hi @ASOS - this is my submission to model 2019's winter range. Especially the coats. I fucking love... Expand		280,484	2,182	2,021	161
Mar 01, 2019 10:09 ⬀ Status	Hey @ASOS ! I ordered a dress on Sunday which I was told would be here by Wednesday but... Expand		521,230	1,321	1,308	13
Feb 28, 2019 07:56 ⬀ Status	Oh just an update for anyone wondering, @ASOS happily charged me $20 for 2-day shipping, I ordered... Expand		91,674	1,309	1,309	0
Feb 19, 2019 17:44 ⬀ Status	How can @ASOS charge for 2-day delivery but it takes 11-14 days to arrive? Is amazon the only one... Expand		90,260	1,131	1,111	20

6. Make sure you are not missing anything in organic search and paid advertising.

Use the Competitors reports of the Organic Research, Advertising Research, and PLA Research tools to update the list of your strongest organic and paid competitors.

Competitive Positioning Map _i_
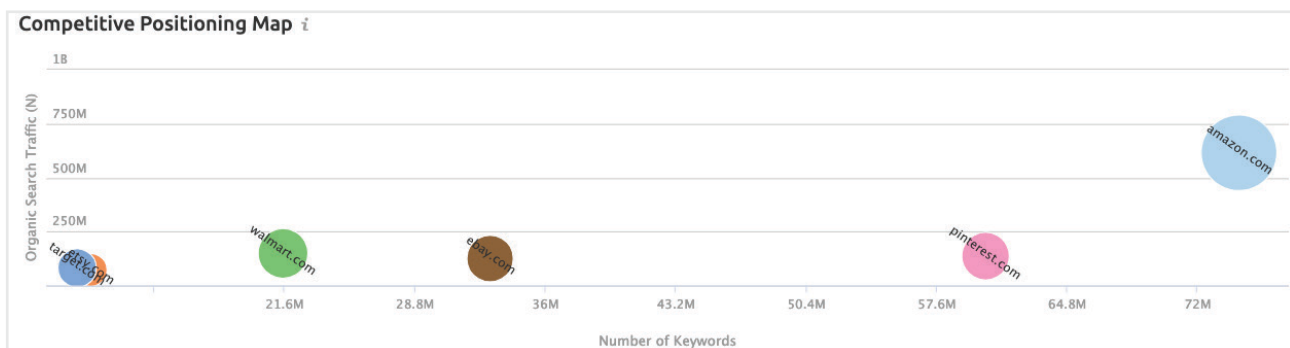
② How to understand user behavior and get customer insights?

The perfect way to treat your audience is to give them what they need. In marketing, though, the question is not just what your potential customers want from you – it's also when, where, who, and how. Let's go through each of these points.

1. When: discover seasonal trends

Go to the SEMrush Traffic Analytics Overview tab and take note of any temporary ups and downs that you and your competitors may have in demand. If such anomalies look like a common trend, think of the reasons behind them.
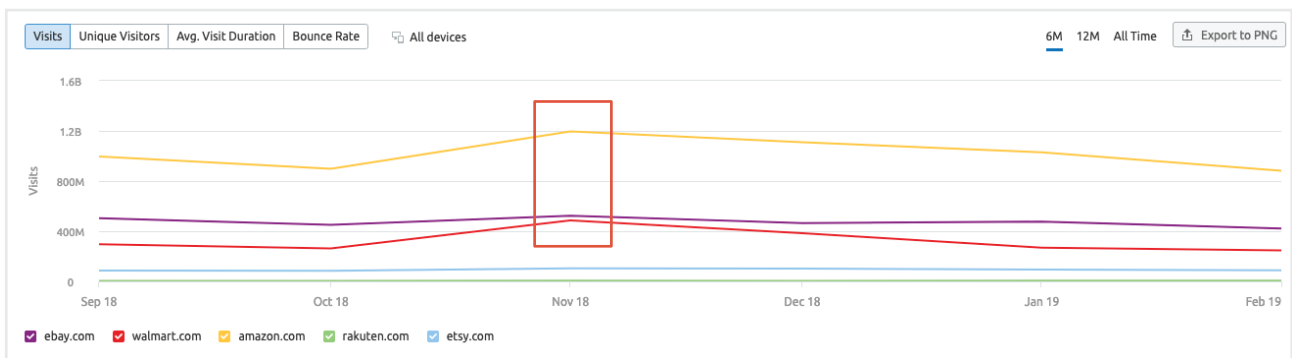
2. Where: check the websites your audience visits

Don't make assumptions about what media your target audience consumes – always verify your ideas with Audience Overlap, as user online behavior may not be that evident. This data will give you a valid base for media-buying decisions.
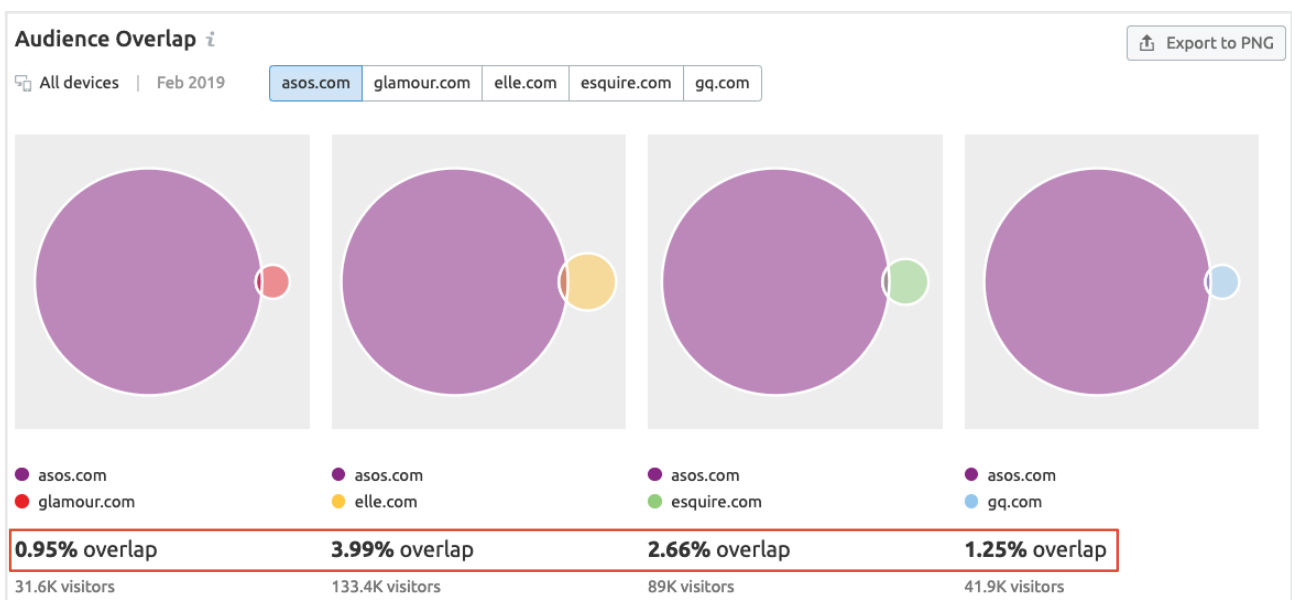
3. Who: consider users' geo and a need for localization

If you work for a (potentially) international brand, one day you may start to notice that more and more foreign users are arriving to your webpage. What your company is going to do with this fact is a question for a separate strategic session. For now, you may just want to keep this situation in sight and be prepared for your website's localization in the future.

Traffic by Countries 1–100 (197) *i*   ⬆ Export to CSV

Country *i*	Traffic Share *i*		Traffic *i*	🖥 Desktop	📱 Mobile	Pages / Visit	Avg. Visit Duration	Bounce Rate
🇬🇧 United Kingdom	▬▬	21.59%	8,228,644	28.95%	71.05%	10.78	13:24	31.82%
🇺🇸 United States	▬▬	21.31%	8,122,420	48.29%	51.71%	11.72	12:03	31.27%
🇷🇺 Russia	●	10.41%	3,969,011	44.68%	55.32%	9.23	12:32	38.50%
🇦🇺 Australia	●	5.94%	2,262,412	44.17%	55.83%	10.27	11:12	34.40%
🇮🇹 Italy	●	4.71%	1,793,692	16.23%	83.77%	9.48	12:02	32.01%

4. How: study user experience on specific channels

There are several things to consider:

- where they arrive to the researched website from (Traffic Sources) and where they go to from it (Destination Sites);

- if the website delivered on its promises (=shows quite long Avg. Visit Duration) and even converted users into customers (=payment services are on the top of all Destination Sites) or if the on-page experience left them disappointed (=higher Bounce Rate).

③ How to enhance your strategy using undeveloped gaps in your rivals' coverage?

The easiest way to enhance your PR and content marketing strategies is to pick out the channels, resources, keywords, and topics that will bring the most profit with minimum effort.

1. Discover the least-used Traffic Sources among your rivals. If there is no competition within a certain channel, it might make a perfect stage for you to stand out.

2. Compare several publishers with your and your competitors' websites using Audience Overlap. If a part of your target group is not covered by some media yet, think of getting a placement there to get all the attention of these users.

3. Go to the Backlink Gap tool to easily find gaps in your rivals' coverage and use them for your own benefit or reach out to the resources that are linking to your competitors but not you. Competitors added can be root domains, subdomains, or URLs.

Get new link building ideas ❯

4. The Keyword Gap tool will come in handy during the content marketing strategy development.

With the help of Keyword Gap you can perform a side-by-side comparison of all of the similarities and differences between keyword (organic, paid, or PLA keywords) portfolios of up to 5 competing domains.

Expand your keyword list ❯

Enhancing Your Business Proposals

Enhancing Your Business Proposals

Attracting sponsors

Justifying your presale proposals

## ① What data do you need for a highly convincing proposal?

To make a strong business proposal you have to identify your prospects' strengths and weaknesses and benchmark them against their competitors in order to understand what they may be expecting.

Whether you are negotiating with a potential sponsor or communicating your value to a lead or a prospect, in both cases, you need some objective stats to sound rational and promote the right decision.

- SEMrush Traffic Analytics and Domain Overview will help you to quickly get a full picture of your prospect's online presence. If you represent a digital marketing or SEO agency, this can allow you to understand which parts of a prospect's site or marketing tactics need the most improvement and where they have a chance to surpass their competition (and base your proposal on this).
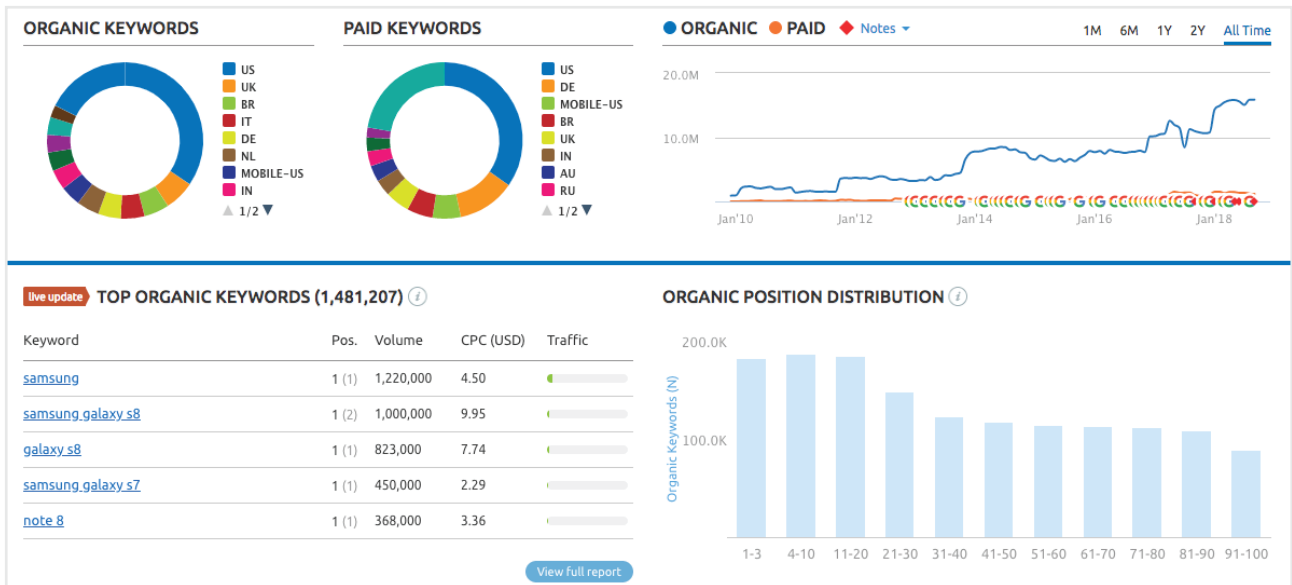
- You can also easily generate your prospect's <u>Traffic Overview</u> and compare them to their top competitors.
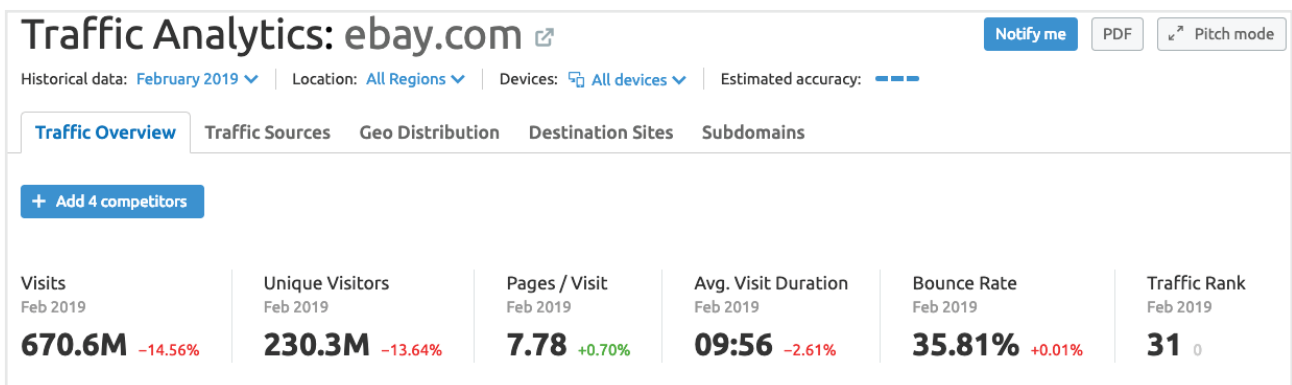
All the information from the above reports can be exported into a customizable PDF that you can use to support your offer.

Spot prospect's weaknesses ⊙

Analyze a prospect ⊙

Use your free trial ⊙

Conclusion

Gathering data to support your marketing decisions, you need to make sure that you are getting exactly the information you need to answer your toughest business questions. The market intelligence capabilities of SEMrush can come in handy when you need to research a new market or niche, establish co-marketing or affiliate partnerships, optimize your media buying and marketing strategies, enhance your proposals, and more.

The most comprehensive picture of online visibility and market analysis provided by SEMrush is backed by 500TB of raw traffic data gathered from 450 million web domains covering 190 countries and regions. The keyword database is the largest in the market – 10.5 billion keywords.

We love your feedback!

Was this walkthrough helpful? Is there something else about SEMrush Traffic Analytics and Competitive Intelligence tools that you are interested in? Drop us a line at **mail@semrush.com** and share your ideas!