Identify your online competitors in:

Competitor Two

Competitor One

Туре

Type of competitor

Name

Price

Discounts

Advertising

Features

Organic sear	rch							
Paid search								
Local search								
Gather high-level information about your competitors:								
		Your Busines	s Competitor One	Competitor Two	Competitor Three	Competitor Four	Competitor Five	
		- Tour Busines	o a sompetitor one	Sompoticor 1wo	Competitor Times	Competitor rour	Competitor rive	

Competitor Three

Competitor Four

Competitor Five

Company URL

	Annual turnover						
	Market share						
	Date founded						
	Number of employees						
	Number of customers						
Locations	Number of locations						
	Main						
	Other 1						
	Size						
	Other 2						
	Size						
	Other 3						
	Size						
	Other 4						
	Size						
	Other 5						
	Size						
Identi	ify com	petitors	top pro	ducts an	d service	es:	
Identi	ify com	petitors	Competitor One	ducts and	d service Competitor Three	Competitor Four	Competitor Five
Ident	ify com						Competitor Five
							Competitor Five
	Price range						Competitor Five
	Price range Lowest price						Competitor Five
	Price range Lowest price Highest price						Competitor Five
	Price range Lowest price Highest price Discounts						Competitor Five
	Price range Lowest price Highest price Discounts Seasonal sales						Competitor Five
	Price range Lowest price Highest price Discounts Seasonal sales Postage						Competitor Five
	Price range Lowest price Highest price Discounts Seasonal sales Postage Trials						Competitor Five
Pricing	Price range Lowest price Highest price Discounts Seasonal sales Postage Trials Free versions						Competitor Five

Product 2	Name						
	Link						
	Price						
Product 3	Discounts						
	Advertising						
	Features						
	Name						
	Link						
	Price						
	Discounts						
	Advertising						
	Features						
Product 4	Name						
	Link Price						
	Discounts						
	Advertising						
	Features						
Product 5	Name						
	Link						
	Price						
	Discounts						
	Advertising						
	Features						
Analy and p	ze com romoti	petitors onal stra	commuitegies:	nication			
and p	romoti	petitors onal stra	communitegies:	nication Competitor Two	Competitor Three	Competitor Four	Competitor Five
Analy and p	Interests	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
and p	Interests Age	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
and p Audience	Interests Age Gender split	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
and p	Interests Age	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone	Interests Age Gender split General	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone	Interests Age Gender split General messaging Projected position Level	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone	Interests Age Gender split General messaging Projected position Level of emotion	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website metrics	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website metrics	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct Search	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website metrics	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct Search Referral	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website metrics	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct Search Referral Social	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website metrics	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct Search Referral Social Paid	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website metrics	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct Search Referral Social	onal stra	tegies:		Competitor Three	Competitor Four	Competitor Five
Audience Tone of Voice Website metrics Traffic sources	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct Search Referral Social Paid Total	onal stra	tegies:		Competitor Three		Competitor Five
Audience Tone of Voice Website metrics Traffic sources	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct Search Referral Social Paid Total Direct	onal stra	tegies:		Competitor Three		Competitor Five
Audience Tone of Voice Website metrics Traffic sources	Interests Age Gender split General messaging Projected position Level of emotion Reading level Types of imagery Visits Unique visits Pages/visit Avg. visit duration Bounce rate Direct Search Referral Social Paid Total Direct Search	onal stra	tegies:		Competitor Three		Competitor Five

Website metrics	Visits			
	Unique visits			
	Pages/visit			
	Avg. visit duration			
	Bounce rate			
Traffic	Direct			
Traffic sources				
	Search			
	Referral			
	Social			
	Paid			
Market share	Total			
	Direct			
	Search			
	Referral			
	Social			
	Paid			
Traffic journey	Top sources			
	Top destinations			
Market	Total			
traffic	Direct			
	Search			
	Referral			
	Social			
	Paid			
Social	Facebook			
media	URL			
	Followers			
	Engagement			
	Post frequency			
	Twitter URL			
	Followers			
	Engagement			
	Post frequency			
	LinkedIn URL			
	Followers			
	Engagement			
	Post			
	frequency			
	Instagram URL			
	Followers			
	Engagement			
	Post			
	frequency			
	YouTube URL			
	Followers			
	Engagement			
	Post frequency			
	Other social media			
Paid				
advertising				
Google Ads	Keywords			
	Traffic			
PLA	Traffic cost			
	Keywords			
	Ads			
Display Ads	Ads			
	Publishers			
	Times seen			
Content strategy	Types of content			
	Blog			
	frequency			
	Lead generation content			
	Top pages			
	Content			
	campaigns			
Content campaigns	Content campaign 1			

semrush.com

Organic traffic

Referring domains

Content campaign 2

Organic traffic

Referring domains

Content campaign 3

Organic traffic