



# **My SEO**

# **Competitor**

# **Research**

# **Process**

**Use this guide to  
research your  
SEO competition.**

**Learn what's  
working &  
duplicate their  
SEO success.**



**Run this process**  
**1x/quarter** to  
**generate new**  
**ideas & stay on**  
**top of the space.**  
**Never get behind**  
**w/ your SEO.**





# Make a list of competitors

- Identify **10** top competitors.
- Add them to a Doc.
- Take each through this process.







# Choose one to start with

- Pick your **biggest competitor** first.
- Make sure they have enough SEO data.
- Someone you really admire.





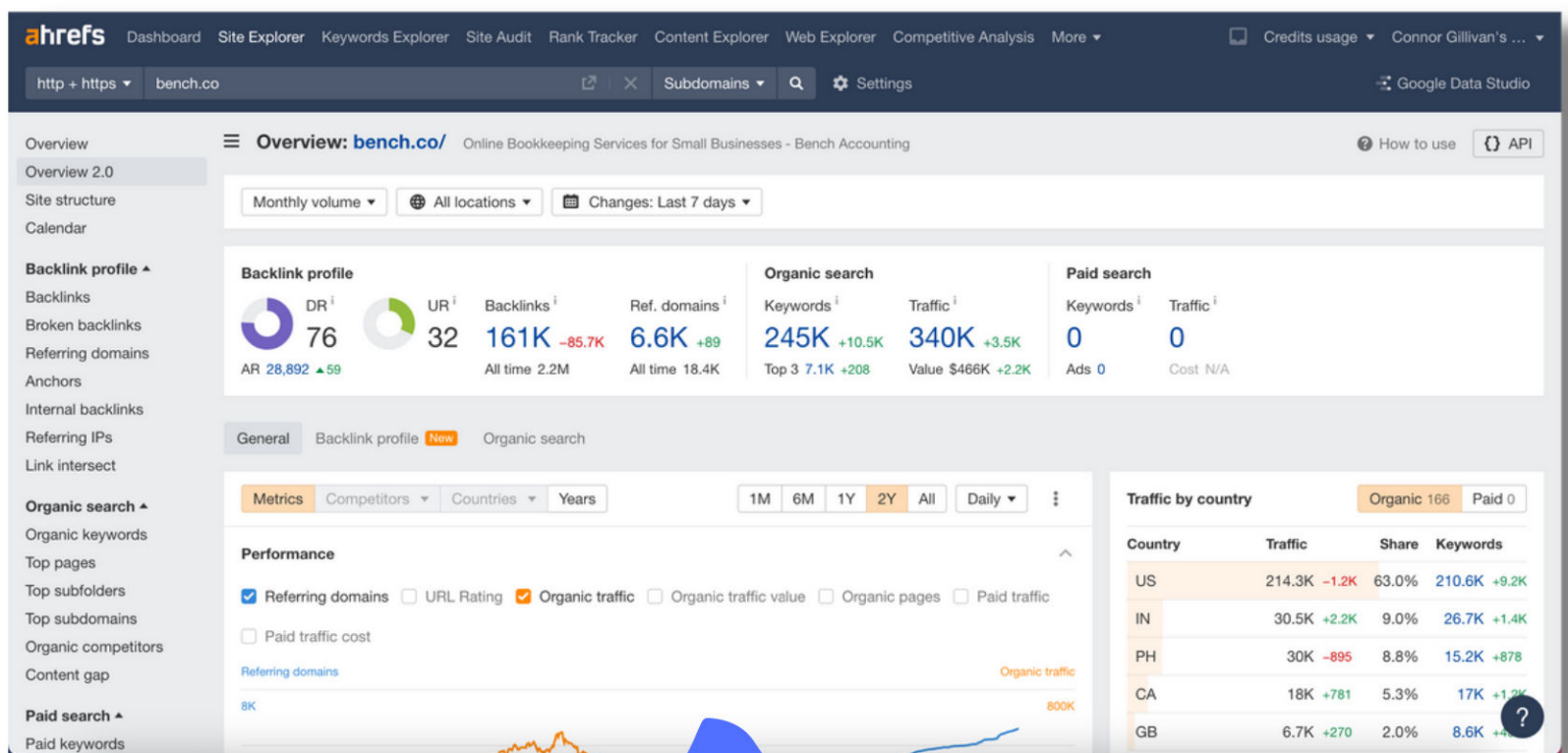
# Search on Ahrefs or any SEO tool

- Put the competitor into your SEO tool of choice.
- You want their **SEO data**.
- DR, Backlinks, Organic Search stats, Keyword Rankings, Search Traffic, etc.





# Pull that data up...





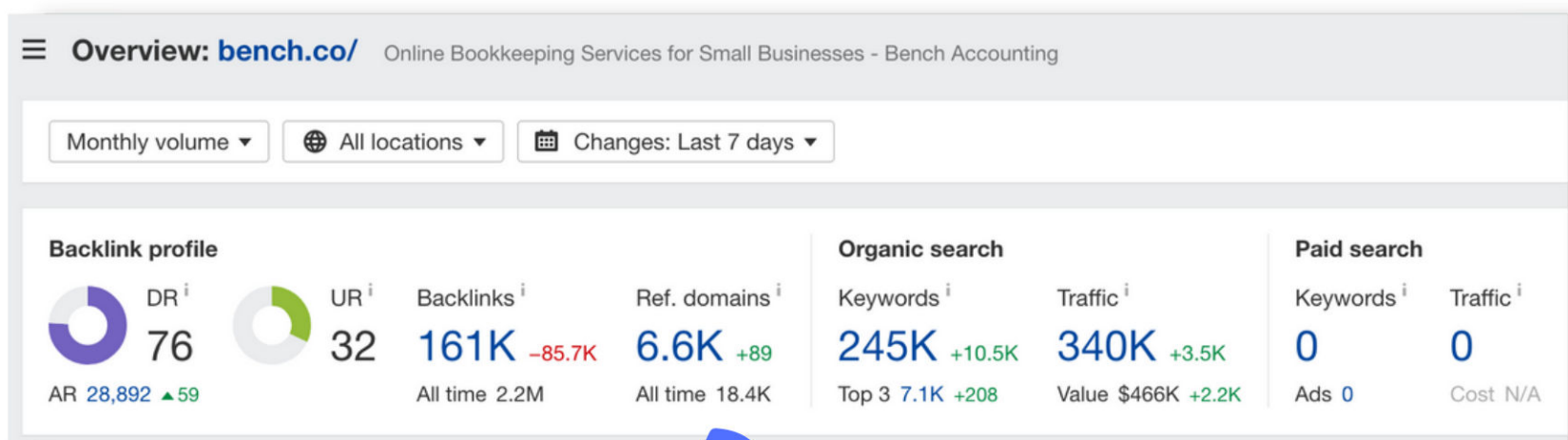
# Analyze key SEO metrics

- Look at **DR, Backlinks, Referring Domains, Keywords, Traffic, & Paid.**
- How do you compare?
- Compare to others you've analyzed.





# Start digging in...





# Analyze All Time growth

- Look at how their backlinks & SEO traffic has grown since they started.
- Get a gauge for how it could impact your biz.







# Look at All Time...





# Analyze their backlinks

- Go into their specific backlinks.
- Order from **highest to lowest** & analyze.
- Look at types of pages they are coming from.







# See where from...

ahrefs Dashboard Site Explorer Keywords Explorer Site Audit Rank Tracker Content Explorer Web Explorer Competitive Analysis More Credits used

http + https bench.co/ Subdomains Settings

Overview Overview 2.0 Site structure Calendar

**Backlink profile**

- Backlinks
- Broken backlinks
- Referring domains
- Anchor
- Internal backlinks
- Referring IPs
- Link intersect

**Organic search**

- Organic keywords
- Top pages
- Top subfolders
- Top subdomains
- Organic competitors
- Content gap

**Paid search**

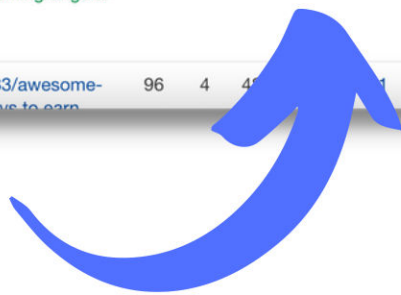
- Paid keywords

**Backlinks** How to use

All Dofollow Nofollow Backlink type DR Domain traffic Word or phrase Ref. page URL Exclude subdomains

161,240 backlinks All backlinks New Lost Show history: Don't show

Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page traffic	Kw.	Anchor and target URL
GitHub - startupdeals/startupdeals: A awesome collection of all available startup deals with terms, conditions and the deal source <a href="https://github.com/startupdeals/startupdeals">https://github.com/startupdeals/startupdeals</a>	96	2.7	48.8M	15	16	23	6	24	Bench NOFOLLOW <a href="https://bench.co/integrations/stripe/">https://bench.co/integrations/stripe/</a>
GitHub - jeffling/angular-webpack-example: This is sort of a shrine to what was cutting edge front-end in 2014. Simple template with webpack (run from gulp) that supports angular (from bower), with some common settings. <a href="https://github.com/jeffling/angular-webpack-example">https://github.com/jeffling/angular-webpack-example</a>	96	6	48.8M	18	5	7	0	0	to compose our entire app from strictly isolated angular modules. <a href="http://labs.bench.co/2015/1/21/componentized-angular">http://labs.bench.co/2015/1/21/componentized-angular</a> NOFOLLOW <a href="http://labs.bench.co/2015/1/21/componentized-angular">http://labs.bench.co/2015/1/21/componentized-angular</a> 301 → <a href="https://bench.co/2015/1/21/componentized-angular">https://bench.co/2015/1/21/componentized-angular</a>
GitHub - onmyway133/awesome-online-earning: Ways to earn	96	4	48.8M	167	205	0	122	Bench	Get a professional bookkeeper at a fraction of the cost





# Find backlink opportunities

- Filter for backlinks from **DR sites of 30-60.**
- Identify pages, blogs, & sites where you could potentially get a backlink.
- DR 30-60 is achievable.





# Find best opp's...

Backlinks <span>How to use</span>										
All		Dofollow	Nofollow	Backlink type	DR: 30-60	X	Domain traffic	Word or phrase	Ref. page URL	Ex
+ More filters										
140,437 backlinks										
All backlinks		All	New	Lost	Show history: Don't show					
Referring page	DR	UR	Domain traffic	Referring domains	Linked domains	Ext.	Page traffic	Kw.	Anchor and target URL	
Best Apps for Independent Personal Trainers - Top Coupons & Promo Codes for Apps <a href="https://appgrooves.com/bundle/best-apps-for-independent-personal-trainers">https://appgrooves.com/bundle/best-apps-for-independent-personal-trainers</a>	60	2.2	231	0	15	18	0	0	<a href="https://bench.co">bench.co</a>	NOFOLLOW UGC
Freelancer tools   Xolo <a href="https://www.xolo.io/zz-en/freelancer-tools">https://www.xolo.io/zz-en/freelancer-tools</a>	60	3.3	26.3K	3	327	412	0	11	Logo of Bench Bench	IMAGE
Finance Basics: A Guide For New Business Owners - Credibly <a href="https://www.credibly.com/incredibly/small-business-finance-basics/">https://www.credibly.com/incredibly/small-business-finance-basics/</a>	60	7	13.2K	0	12	17	0	0	There are other solutions as well, such as InDinero and Bench , which add a human element to the process by	CONTENT
The 31 Best Ways to Make Money From Home (2023) - INDMND <a href="https://indmnd.com/make-money-from-home">https://indmnd.com/make-money-from-home</a>	60	2.2	0	0	159	182	0	0	, 1-800Accountant , Streamline Bookkeeping , and Bench . Or, you can contact businesses directly and offer your	CONTENT





# Research referring domains

- Get into the specific domains they get backlinks from.
- Again, filter for **30-60**.
- Make a **Hit List** of websites to outreach & get a backlink from.





# Make that Hit List...

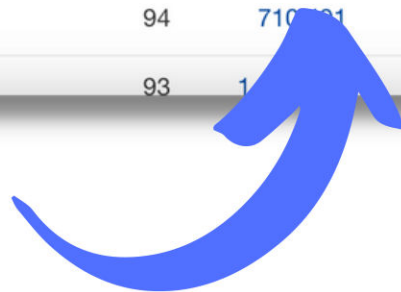
bench.co/ Subdomains 🔍 ⚙️ Settings

☰ Referring domains ? How to use

All Dofollow Nofollow ▾ DR ▾ Domain traffic ▾ Links to target ▾ 🔍 Word or phrase

6,651 domains All New Lost 📅 Show history: Last 7 days ▾ New links ▾ Lost links ▾

Domain	Status	DR ▾	Dofollow ref. domains	Dofollow linked domains	Traffic	Links to target
github.com ▾		96	2,136,081	111,566	48.8M	7 ▾
en.wikipedia.org ▾		96	5,154,836	766	2.3B	2 ▾
t.me ▾		96	1,623,454	345,420	8.9M	6 ▾
bit.ly ▾		95	2,820,995	428	641.0K	1 ▾
shopify.com ▾		95	1,819,564	2,129	23.6M	13 ▾
spotify.com ▾		95	1,373,400	15,233	83.1M	1 ▾
medium.com ▾		94	1,696,194	118,019	25.9M	43 ▾
nytimes.com ▾		94	1,661,631	313,565	237.3M	1 ▾
pinterest.ca ▾		94	710,001	335,218	7.0M	2 ▾
sites.google.com ▾		93	1	279,378	21.2M	2 ▾







# Analyze ranked keywords

- Get deep into the keywords they rank for.
- Sort for **Position #1 to highest.**
- See where they get traffic from.
- Relevant keywords?





# What they rank for?

ahrefs Dashboard Site Explorer Keywords Explorer Site Audit Rank Tracker Content Explorer Web Explorer Competitive Analysis More

http + https bench.co/ Subdomains Settings

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Organic search Organic keywords Top pages Top subfolders Top subdomains Organic competitors Content gap

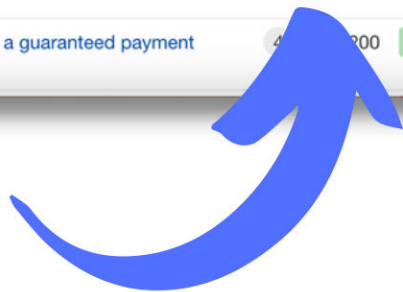
Paid search Paid keywords

### Organic keywords

Monthly volume United States Position Volume KD CPC Traffic Paid Position URL

210,634 keywords 28 Jun 2023 Don't compare Main positions only Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
<input type="checkbox"/> + how to find accounts receivable balance	4	20	26	N/A	7	0	1	<a href="https://bench.co/blog/accounting/accounts-receivable/">https://bench.co/blog/accounting/accounts-receivable/</a>
<input type="checkbox"/> + what do i charge for sales tax	4	40	37	0.67	13	0	1	<a href="https://bench.co/blog/tax-tips/calculate-sales-tax/">https://bench.co/blog/tax-tips/calculate-sales-tax/</a>
<input type="checkbox"/> + ppp loans for partnerships	3	0	11	N/A	0	0	1	<a href="https://bench.co/blog/operations/ppp-for-partnerships/">https://bench.co/blog/operations/ppp-for-partnerships/</a> 1 more
<input type="checkbox"/> + online accouting services	2	10	54	12.90	2	0	1	<a href="https://bench.co/">https://bench.co/</a>
<input type="checkbox"/> + how to file my 1099	4	40	49	2.38	13	0	1	<a href="https://bench.co/blog/tax-tips/1099-form/">https://bench.co/blog/tax-tips/1099-form/</a>
<input type="checkbox"/> + best business write offs	3	50	51	0.15	17	0	1	<a href="https://bench.co/blog/tax-tips/small-business-tax-deductions/">https://bench.co/blog/tax-tips/small-business-tax-deductions/</a> 1 more
<input type="checkbox"/> + tax classification for uber	5	50	20	3.21	17	0	1	<a href="https://bench.co/blog/tax-tips/uber-driver-taxes/">https://bench.co/blog/tax-tips/uber-driver-taxes/</a>
<input type="checkbox"/> + what is a guaranteed payment	4	200	15	8.62	50	0	1	<a href="https://bench.co/blog/operations/guaranteed-payments-llc/">https://bench.co/blog/operations/guaranteed-payments-llc/</a> 1 more





# Find keyword opportunities

- Filter for **Difficulty 0-25.**
- Look for Low Difficulty, Good Traffic keywords.
- Save these.
- We'll use them later!







# Sort for KD 0-25...

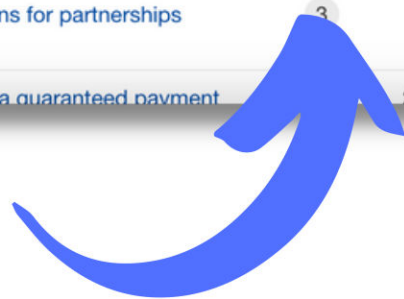
bench.co/ Subdomains

Organic keywords ? How to use

Monthly volume United States Position Volume KD: 0-35 CPC Traffic SERP features Word co

121,956 keywords 28 Jun 2023 Don't compare Main positions only Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ meals 100 deductible	5	250	15	N/A	83	0	1	<a href="https://bench.co/blog/tax-tips/deduct-meals-entertainment/">https://bench.co/blog/tax-tips/deduct-meals-entertainment/</a>
+ qualified business income deduction form	4	70	8	N/A	23	0	1	<a href="https://bench.co/blog/tax-tips/form-8995-qbi-deduction/">https://bench.co/blog/tax-tips/form-8995-qbi-deduction/</a>
+ how many copies of 1099 nec are needed	4	50	9	N/A	18	0	1	<a href="https://bench.co/blog/tax-tips/1099-nec-vs-misc/">https://bench.co/blog/tax-tips/1099-nec-vs-misc/</a>
+ tax classification for uber	5	50	20	3.21	17	0	1	<a href="https://bench.co/blog/tax-tips/uber-driver-taxes/">https://bench.co/blog/tax-tips/uber-driver-taxes/</a>
+ tax filing deadline 2022 for llc	2	0	21	N/A	1	0	1	<a href="https://bench.co/blog/tax-tips/llc-tax-filing-deadline/">https://bench.co/blog/tax-tips/llc-tax-filing-deadline/</a>
+ how to find accounts receivable balance	4	20	26	N/A	7	0	1	<a href="https://bench.co/blog/accounting/accounts-receivable/">https://bench.co/blog/accounting/accounts-receivable/</a>
+ ppp loans for partnerships	3	0	11	N/A	0	0	1	<a href="https://bench.co/blog/operations/ppp-for-partnerships/">https://bench.co/blog/operations/ppp-for-partnerships/</a> 1 more
+ what is a guaranteed payment		200	15	8.62	50	0	1	<a href="https://bench.co/blog/operations/guarantee">https://bench.co/blog/operations/guarantee</a>





# Create a To Do list from it all

- Go through your research & create To Do's based on what you've found.
- This is a **new SEO Gameplan** for the next Quarter.





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# Go get quality backlinks

- Do outreach.
- Answer questions on HARO, Terkel, & Quora.
- Build backlink partnerships.





# Target keywords w/ new content

- Make a Content Calendar.
- Publish new blogs & pages targeted at the competitor keywords.
- Be consistent!





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# Track your SEO results

- Use Ahrefs or your SEO tool of choice, GSC, & GA to track your backlinks & keyword rankings.
- Make progress monthly.



**Advice:** Schedule  
1-2 days just for  
competitor  
research. Do it 1x  
at the start of  
each quarter.



**Outcomes: Smart  
SEO based on  
data, better  
opportunities, &  
an endless To Do  
list.**





**Bonus:** Buy my  
SEO course, The  
SEO System, for  
access to ALL of  
my SEO  
strategies &  
processes.







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