

「 STABLE WP 」

TOP 22

COMPETITOR SPYING TOOLS

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TO STAY AHEAD OF YOUR COMPETITORS YOU NEED TO KNOW WHAT THEY'RE DOING; YOU NEED TO SPY ON THEM.

Analyze your competition to learn about their content, social media campaigns, ads they're running, keywords they target, and so much more.

Unfortunately, doing this manually would take a lifetime.

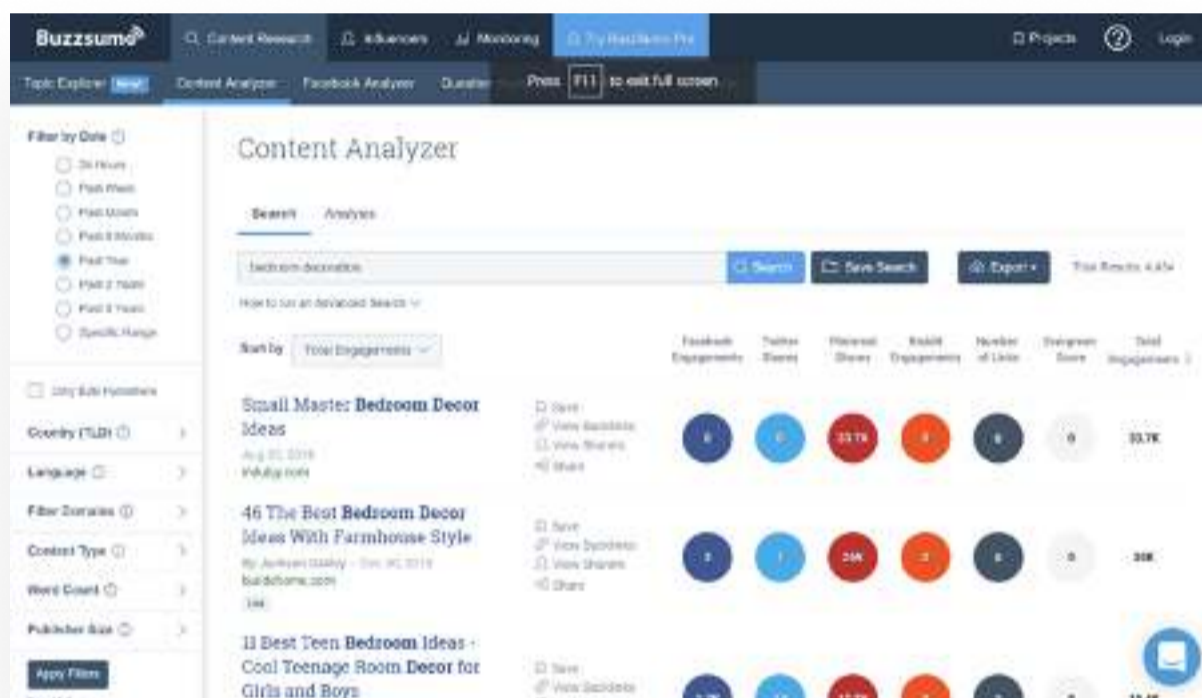
On the bright side, there are tons of useful tools that can help you spy on your competitors through the internet.

We've selected the 22 best competitive research tools and sorted them into relevant categories.

CONTENT RESEARCH TOOLS

1. BUZZSUMO (<https://buzzsumo.com/>)

With Buzzsumo you can analyze the best performing content by topic or by competitor based on shares on social media. You can evaluate the performance of your competitors' content and keywords, and even check out how many mentions your rivals got.



2. MENTION (<https://mention.com/en/>)

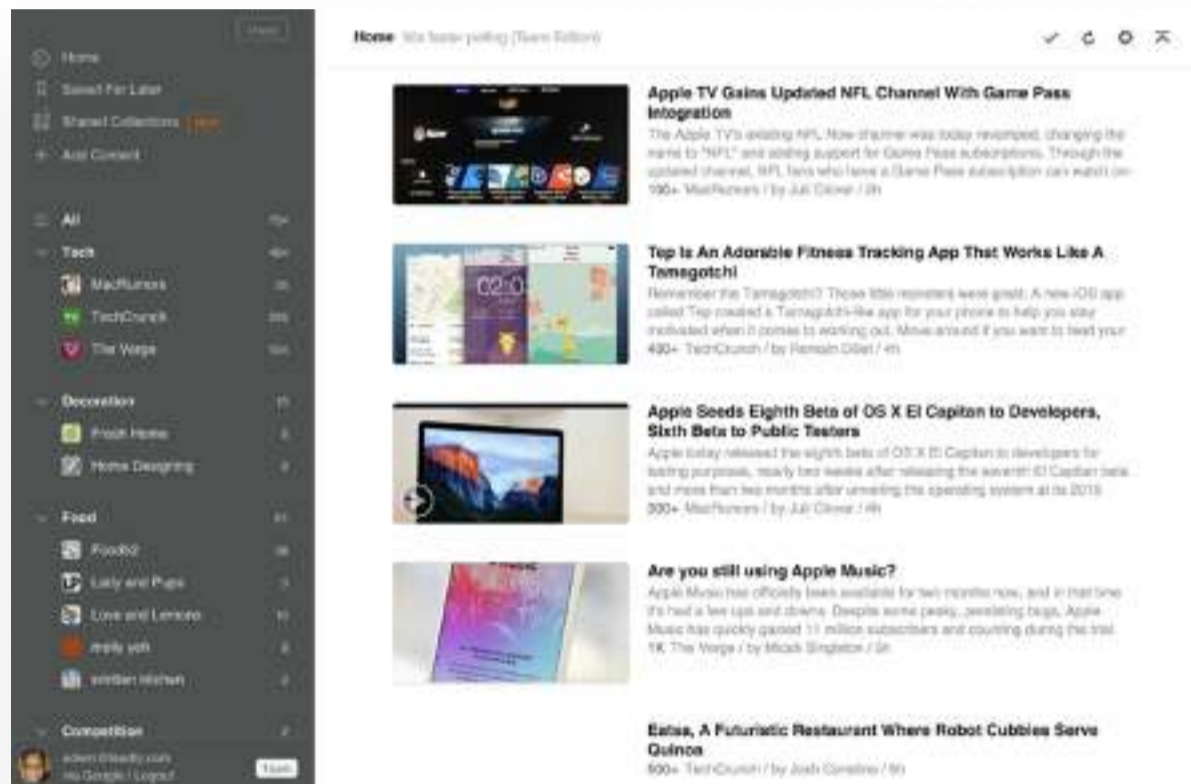
Mention enables you to monitor the internet for mentions of your brand, products, industry, competitors and even customers. You can keep an eye on websites, blogs, news outlets, forums, social media for mentions of any content brand or topic.



3. FEEDLY (<https://feedly.com/i/welcome>)

Feedly is a simple way to stay updated on your competitors content by monitoring their RSS feed.

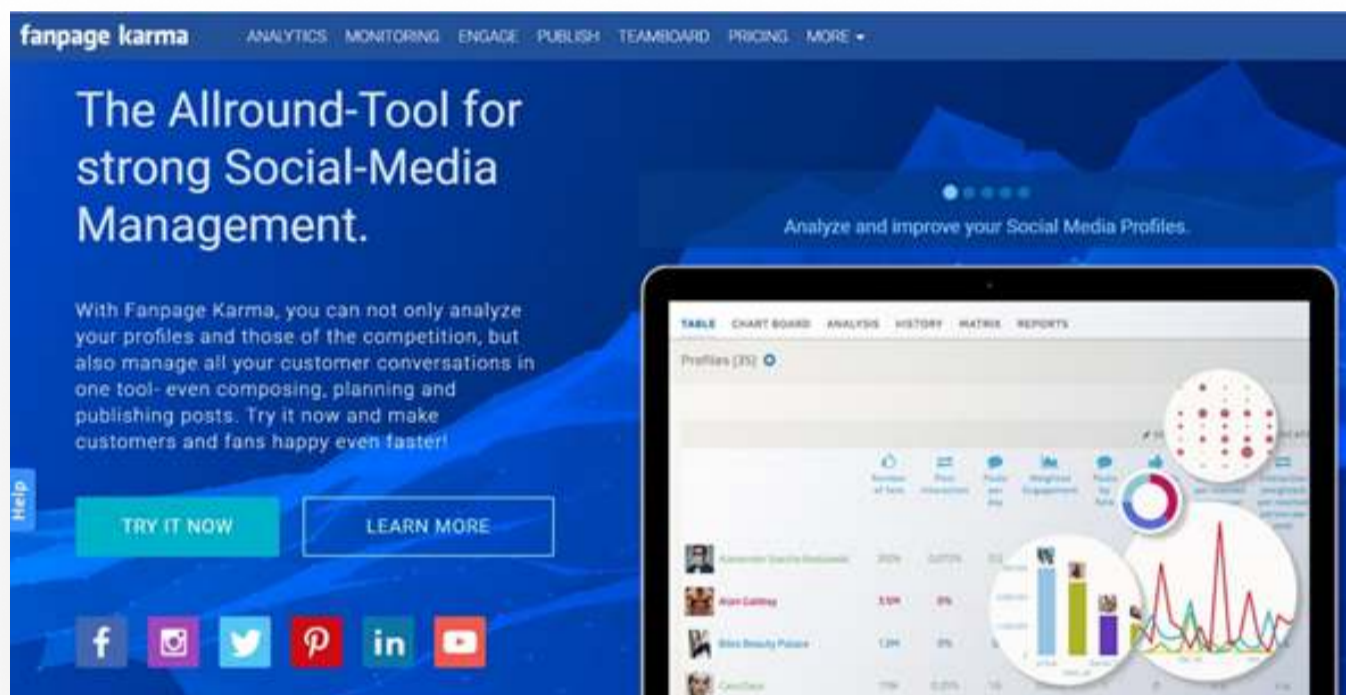
You'll be notified whenever someone posts new content, so you can get a good sense of how often rivals blog, what type of content they publish, and even track what others write about your competitors.



SOCIAL MEDIA RESEARCH TOOLS

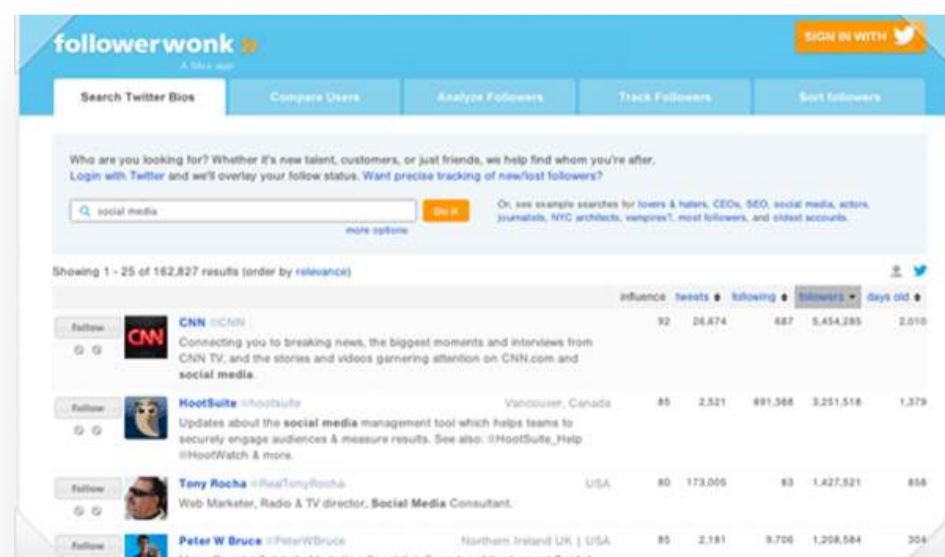
4. FANPAGE KARMA (<http://www.fanpagekarma.com/>)

You can use Fanpage Karma to spy on your competitors' social media accounts. You can check out everything: from their best performing posts to their the increase in the number of followers every week, etc. With FK you can learn about customer engagement, the best-performing post topics, the best time for posting and much more.



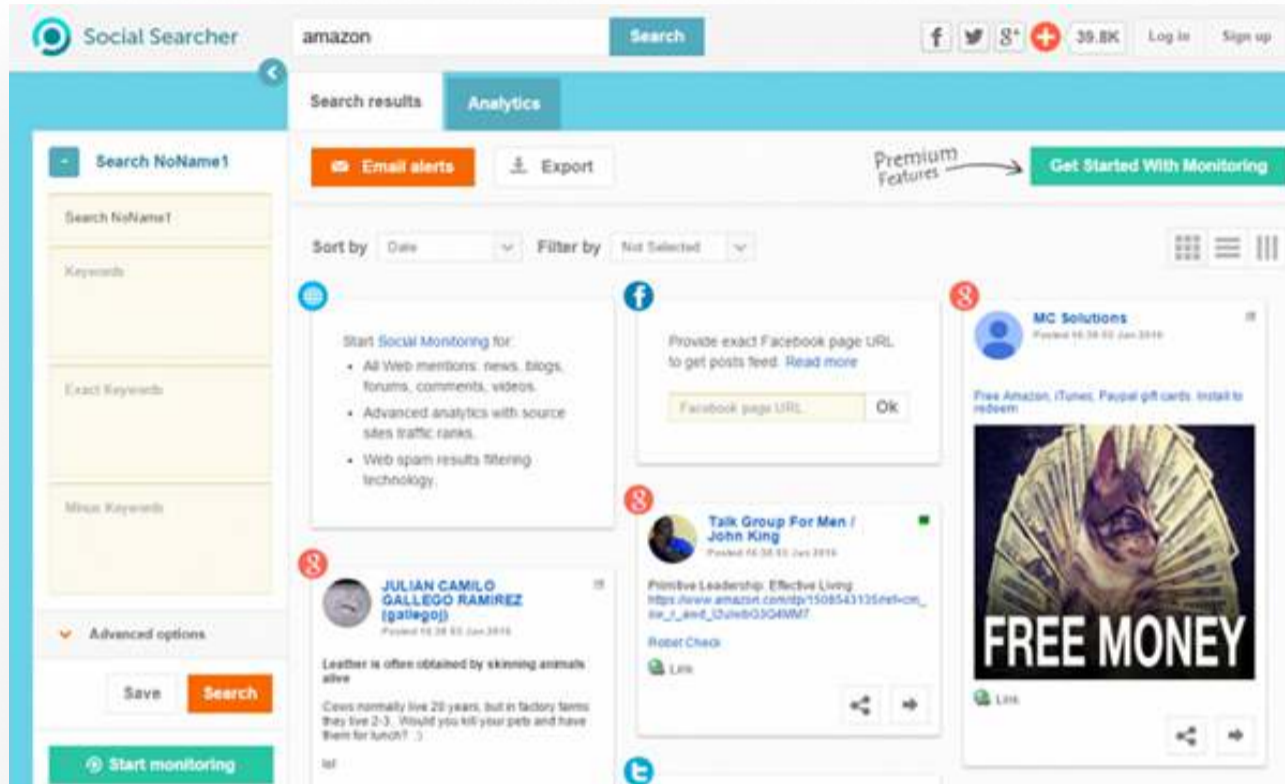
5. FOLLOWERWONK (<https://followerwonk.com/>)

Use Followerwonk to spy on your rivals' Twitter accounts. You can gather intelligence on their followers and the people they follow. You can even see the time when your competitors are the most active on Twitter. Lastly, you can compare your Twitter account and see how you stack up against your biggest competitors.



6.SOCIAL SEARCHER (<http://www.social-searcher.com/social-buzz/>)

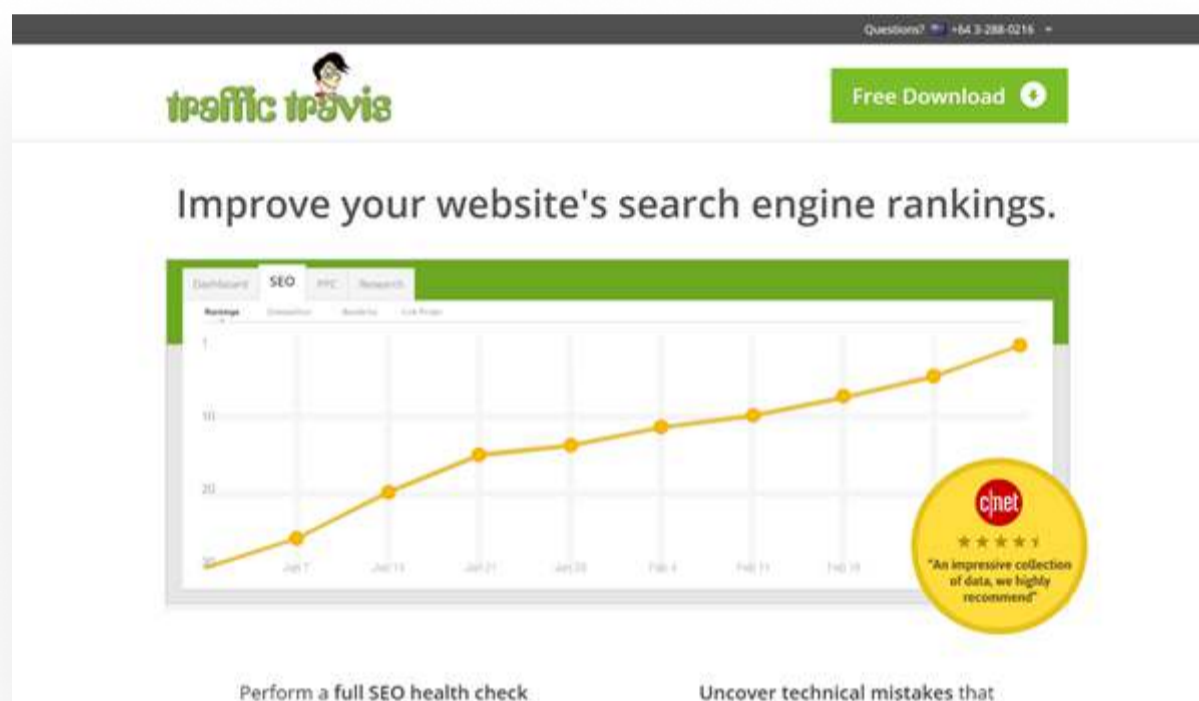
Social Searcher offers real-time search on Twitter, Facebook and LinkedIn. Enter the name of your competitors to check who mentioned them, and how often, on the most popular social media sites.



SEO RESEARCH TOOLS

7. TRAFFIC TRAVIS (<https://www.traffictravis.com/>)

This tool allows you to track the rank of your competitors based on any preferred keywords. With Traffic Travis you can also check how this rank is changing (increasing or decreasing over time). Finally, with Travis, you can check which keywords bring in the most traffic to your competitors.



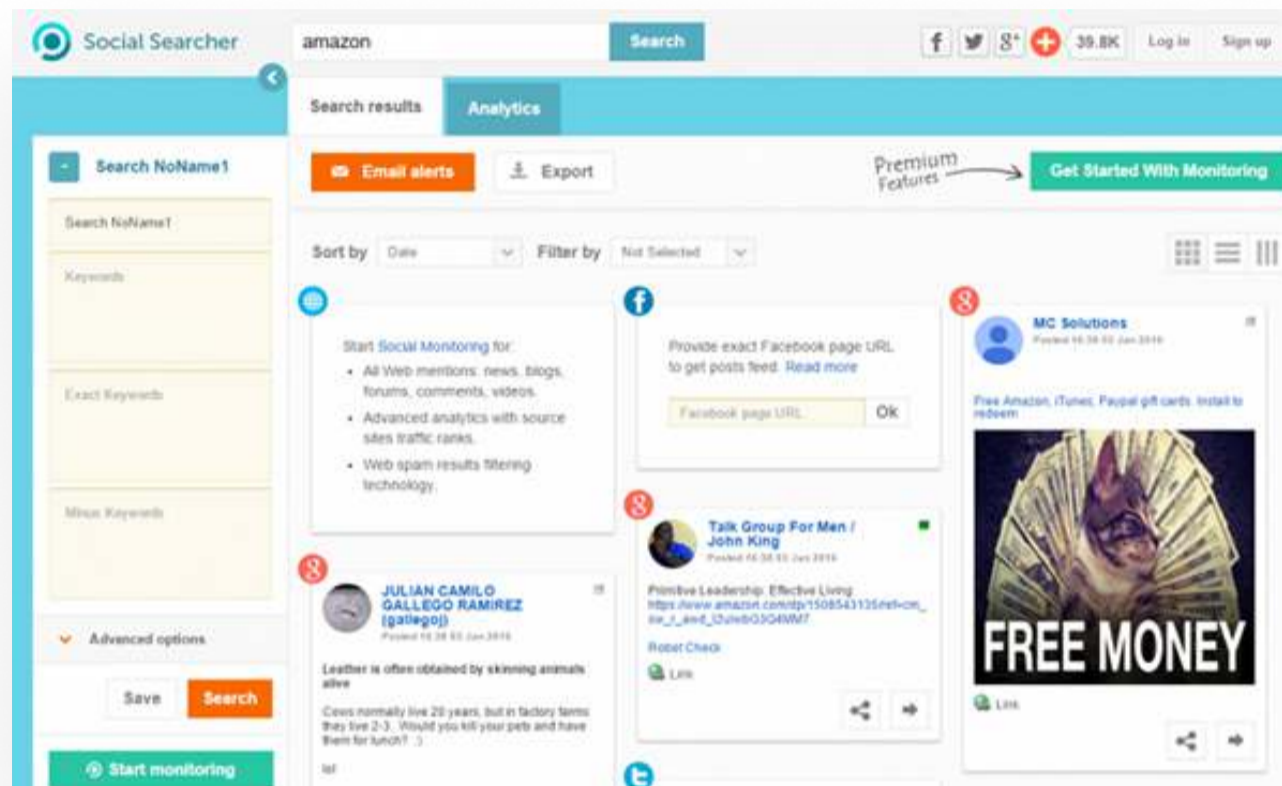
8. WEB CEO (<https://www.webceo.com/>)

Web CEO has a full digital marketing suite for both beginners and pro users. You can analyze competitors, monitor their content, find their best performing keywords, their backlinks, social media activity, site traffic and more.



9. KW FINDER (<https://kwfinder.com/>)

KW Finder is a keyword research tool, but you can also use it to spy on your competitors, especially those who are competing for the same target keyword as you. KW Finder helps you find keyword ideas as well as get more information about the top 10 websites that rank for each keyword. Analyze the top pages that rank for your target keyword and try to reverse engineer their success.



10. MOZ LINK EXPLORER (<https://moz.com/link-explorer>)

MOZ is a powerhouse when it comes to SEO, and their Link Explorer tool is a great way to run a backlink analysis of your competitors. You can see all the relevant backlink metrics such as domain authority, the number of linking domains, inbound links, ranking keywords, follow vs nofollow, external links, etc.



11. SERPSTAT (<https://serpstat.com>)

Serpstat is another all-in-one SEO platform. Their Competitor Analysis tool provides in-depth metrics to spy on your competition. You can use it to find your rivals online, check the keywords they're ranking for, find their top performing pages, spy on their PPC campaigns, and much more.

#	Domain	Common keywords	Missing Keywords	Relevance	All Keywords	Visibility
1	elmwoodspa.com	—	—	—	23	0.02
2	zuel.com	3	28	10.34	29	0.05
3	massagehighs.com	2	19	9.52	21	0.02
4	spafinder.com	6	94	6	100	0.43
5	eternalskincare.ca	2	35	5.41	37	0.10
6	thibits.org	1	30	3.23	31	0.02
7	brautyspaw.ca	2	64	3.03	66	0.01
8	comohotels.com	2	103	1.87	107	0
9	gurovobograd.com	1	68	1.43	70	0.16
10	skinetocals.com	1	74	1.33	75	0.14

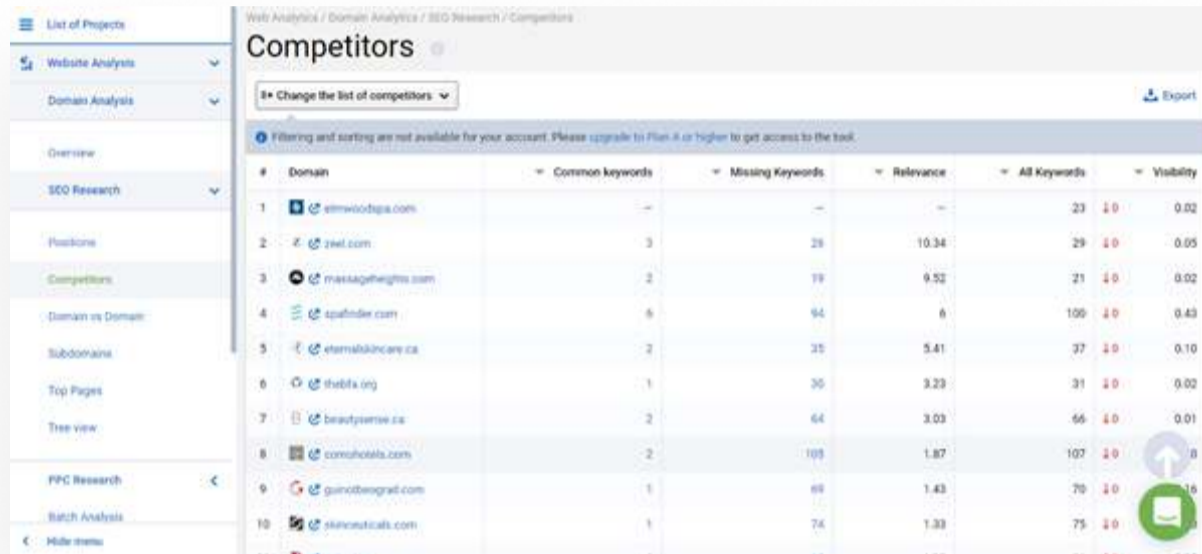
12. SEMRUSH (<https://www.semrush.com/>)

SEMRush is one of the most comprehensive SEO tools. Besides keyword research, backlink tools, marketing insights, and much more, you can also use it to spy on your competitors. Just plug in a competitor domain and get insane data about their traffic, PPC campaigns, backlinks, top keywords, all presented to the smallest detail.



13. SPYFU (<https://www.spyfu.com/>)

This is a full-blown spying kit. SpyFu's main purpose is to do competitive research with extremely detailed reports on keywords, traffic, PPC, backlinks, position in SERP, and even your competitors' competitors. Now, it also comes with a special spying tool that can access competitors' analytics account. Definitely give this tool a go!



14. AHREFS (<https://ahrefs.com>)

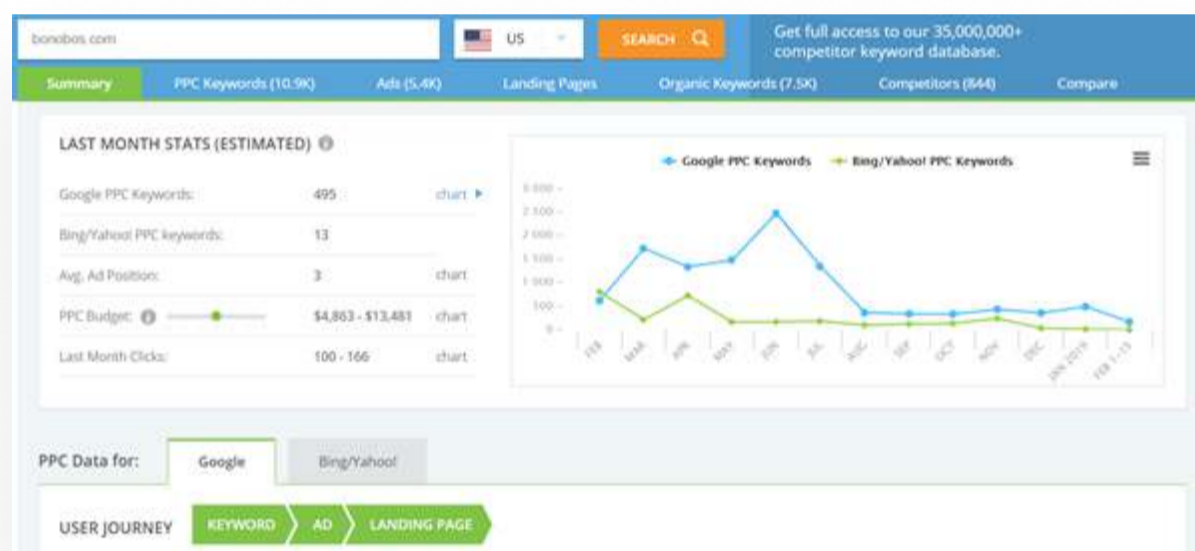
Probably the most comprehensive and powerful SEO tool, Ahrefs does it all. And their competitive analysis options don't fall short either. Use it to discover competitors, monitor their backlinks, find rivals' top referring domains, investigate link-stealing opportunities, spy on their keywords and traffic, and much more. The only downside is their price (no free trial). However, they're definitely worth it, provided you have the budget.



PPC CAMPAIGN ANALYSIS TOOLS

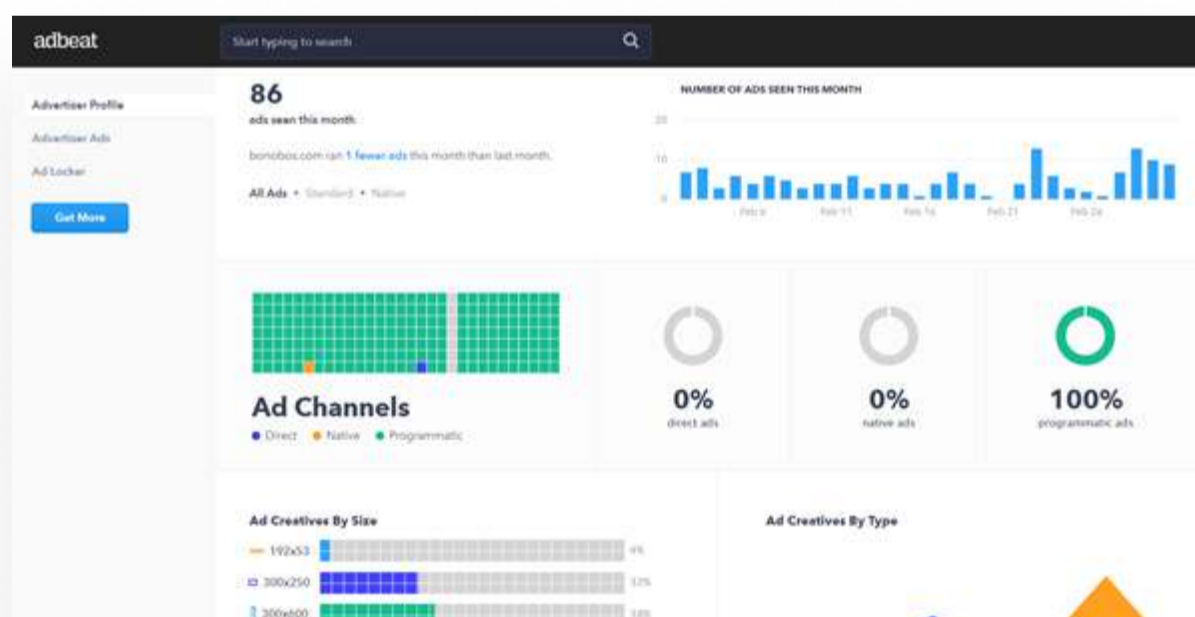
15. ISPIONAGE (<https://www.ispionage.com/>)

iSpionage is a great toolkit to spy on your competitors' ad campaigns. Analyze rivals' paid keywords, PPC traffic, as well as the CPC, average search amount, average position in Google, and more. You can also use iSpionage to analyze your competitors' advertisements and landing pages as well.



16. ADBEAT (<https://www.adbeat.com/>)

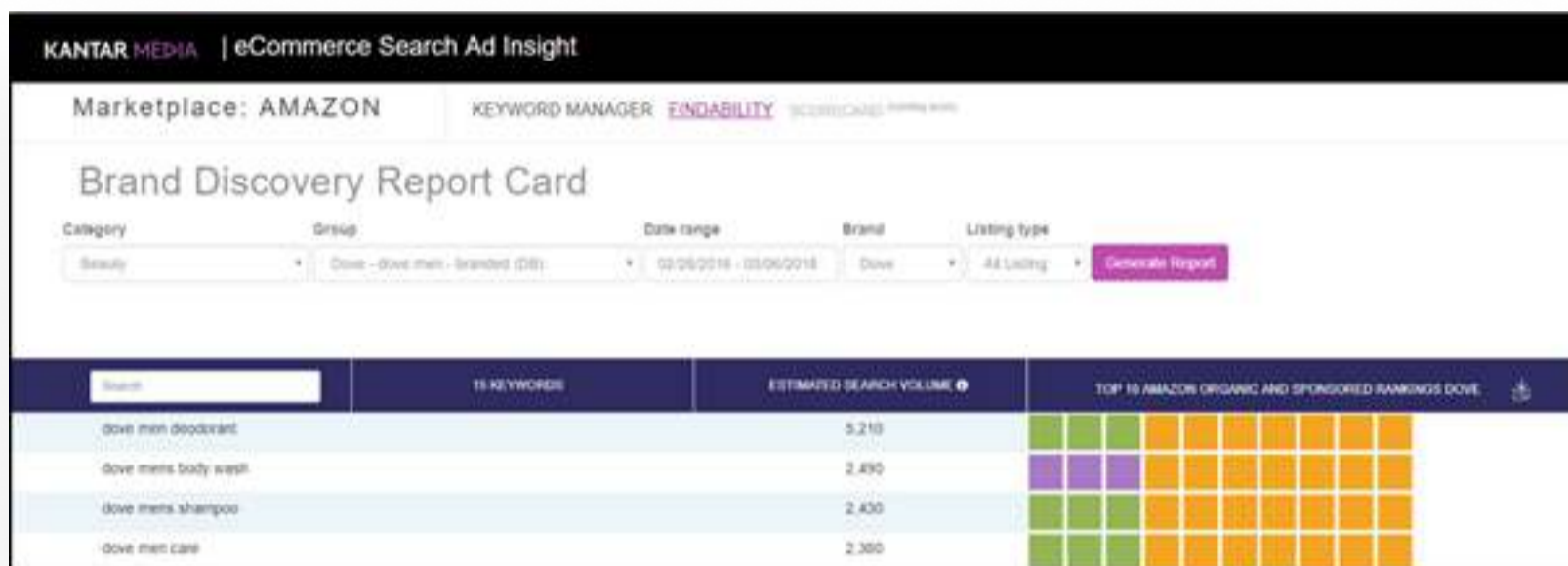
Just as their tagline says, with Adbeat, you can steal your competitors' ad secrets. Adbeat covers Google Display Network, MSN Content Network, Doubleclick, Adsonar, Pulse360 and more than 20 further networks. You get a timeline overview of your competitors' ads which shows the ad network activity and provides ad type breakdown as well as the list of top publishers. You can even see your competitors' ad creatives, including images, texts, flashes and text-image creatives.



17. ADGOOROO (<https://www.adgooroo.com/>)

AdGooroo is a pro tool that gives you daily insight into the world of paid ads. You can check your competitors' keywords, spends, cost-per-clicks, CTR, ad texts, landing pages, and product listing ads.

Use this tool to estimate you're the advertising budget, traffic volume and CTR of each of your competitors. You can also view your competitors' landing pages and identify their keywords.



TRAFFIC, VISITOR ACTIVITY AND RANKING TOOLS

18. SIMILARWEB (<https://www.similarweb.com/>)

SimilarWeb is one of the most well-known competitive research tools. Use it to identify competitors, analyze their traffic and sources, discover search trends, spy on their ad campaigns, all in a very comprehensive and user-friendly interface.

To make life easier for you, it even comes as a Chrome extension, so you can analyze competitors while browsing the web.



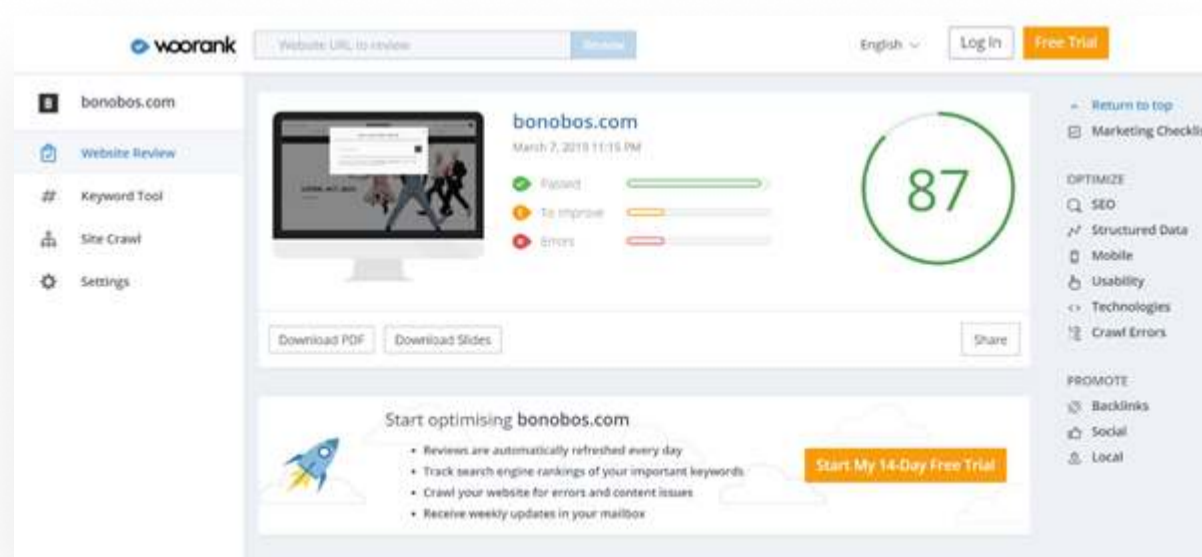
19. ALEXA (<https://www.alexa.com/>)

Alexa.com (owned by Amazon) helps you analyze the traffic of a competitor’s website. You can dig really deep with Alexa. Just enter your rival, and Alexa will show their global traffic rank, the number of pages linking to their website, search analytics, audience insights, average page load time, and more.



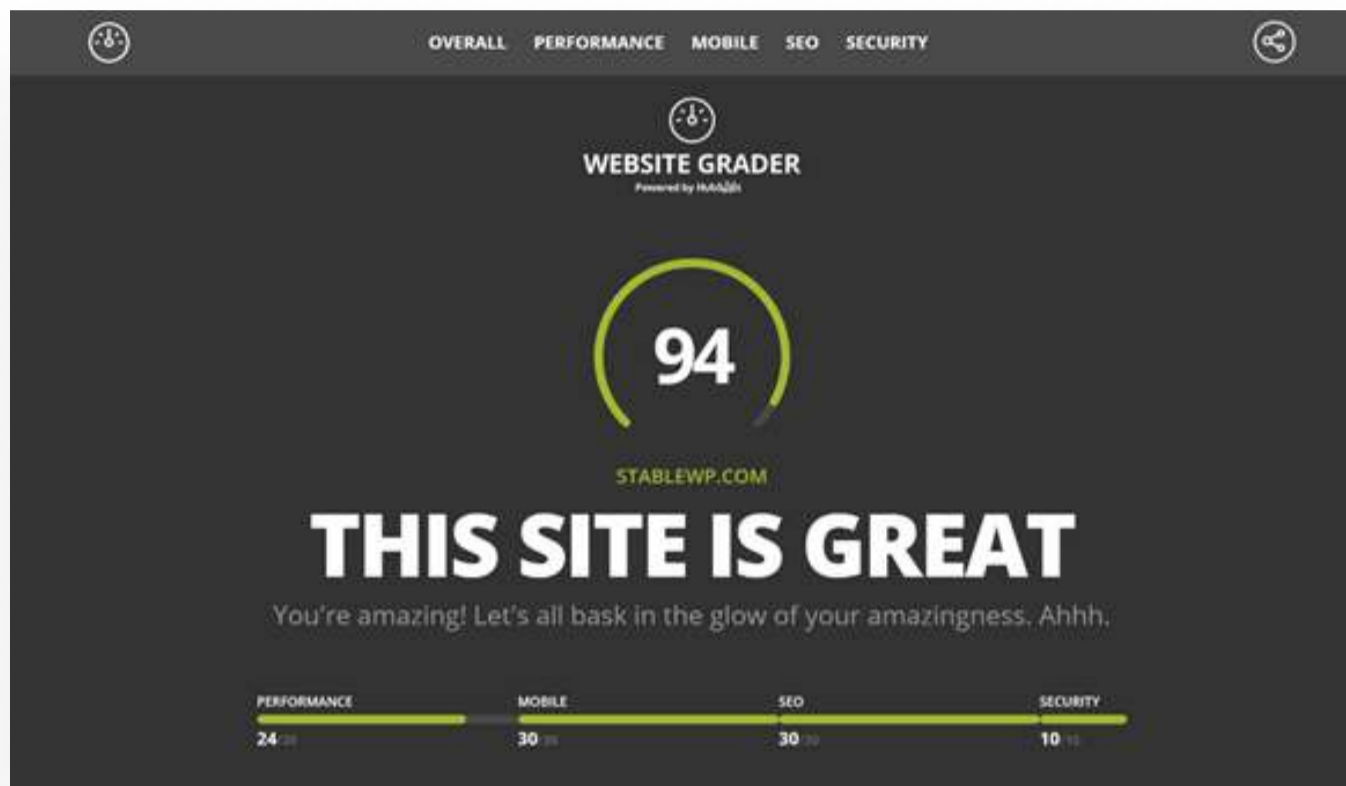
20. WOORANK (<https://www.woorank.com/>)

WooRank is an SEO audit tool which you can use to analyze your own site as well as those from your competitors. Check your competitors’ site performance, their title tags, meta descriptions, image alt text, technical SEO, and even more detailed insights.



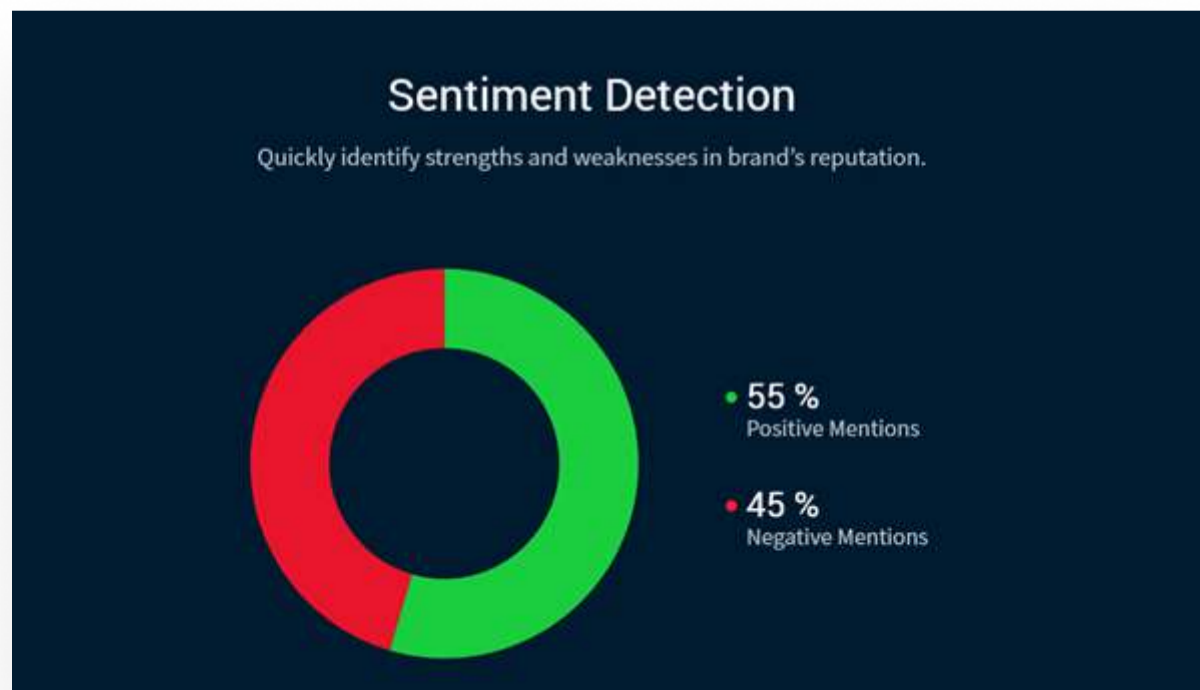
21. WEBSITE GRADER (<https://website.grader.com/>)

Website Grader is a free HubSpot tool that evaluates websites from different points of view: blogging, social media, SEO, lead generation and mobile. It presents you with an overall score for each site along with some improvement suggestions. This is an excellent tool for discovering your competitors' strengths and weaknesses.



22. THE BRAND GRADER (<https://onlinereputation.io/brand-grader>)

Use The Brand Grader to measure online reputation of your competitors (and yourself). Monitor the brand sentiment by analyzing mentions from influencers, news, social media, forums, etc. See how your brand reputation stacks up against your closest competitors and seize any opportunity that presents itself.



Next steps

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online?!**

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