



MAGGGAZZINE

HOW TO SPY

ON YOUR LOCAL BUSINESS

COMPETITION

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How to Spy On Your Local Business Competition (Legally Of Course): Quantcast

If you have been struggling to improve your rankings and wonder why your competition always seems to outrank you, there are [resources](#) available that will unmask their [strengths](#) and weaknesses. In this [article](#) we look at how to do this using Quantcast.

The beauty of Quantcast is that it offers your local business great insight into the demographics of your competition. Demographics reveal the characteristics of your target market so that you can customize your marketing to reach out to them.

To get you started, go to Quantcast.com and type in the [website](#) address of your competition in [search](#) box at the top of the page. Quantcast will then show you some interesting information:

1. Traffic

- The estimated monthly number of visitors per month in the United States. You can also view the number per day or week and the trends over 1 month, 3 months, 6 months and 1 year.

2. Demographics- the demographics are

divided into the following categories

- Male and Female
- Age bracket-3-12, 13-17, 18-34, 35-49, 50+
- Race- Caucasian, African American, Asian, Hispanic and Other
- No kids and Has Kids from age 0 to 17 under the age of 18
- No kids and had [kids](#) from age 0-2
- No kids and has kids from age 3-12
- No kids and has kids from age 13-17
- Annual [income](#) brackets \$0-30k, \$30-60k, \$60-100k and over \$100k
- Educational level: no college, [college](#) and graduate [school](#)

To get a simplified overall view of your competitors demographics, click on the 'demographics' tab and Quantcast will display the people your competitor's site is most popular with in the various categories. Armed with this information, your [business](#) can tailor its [marketing](#) efforts to appeal to the same popular target markets and imitate the [success](#) of the competition. In our next article we will look at a third resource to spy on your competition called Alexa.

How to Spy On Your Local Business Competition (Legally Of Course): Alexa

A final resource that helps you spy on your local business competition is the website called Alexa. Alexa is most popular for its ability to rank websites based on traffic flow.



Go to Alexa.com and type in your competitors website address in the search box and you will be given the following data upfront:

- Alexa traffic rank
- [Traffic](#) rank in the US
- Number of [sites](#) linking into the [website](#)

To get more detailed information, click on the 'get details' button and you'll uncover more [secrets](#) about your competition such as:

1. A brief summary of the [products](#) or [services](#) they offer, the percentage of traffic that comes from search [engines](#), the number of years the site has been in operation, the demographics of the visitors they appeal to, how long each visitor takes on average on each pageview and to the site in total.
2. In-depth analysis of various categories such as:
 - Traffic stats- unravel the sources of their traffic
 - Search-find the top search terms driving traffic to the site from search engines
 - Demographics-discover who their most popular visitors are by age, gender, race, education and location
 - Contact- find out who owns the site, their contact and the size of their [company](#)
 - [Reviews](#)- check out positive and negative reviews about the site
 - Related links- shows the link network they have developed
 - Clickstream-shows you the sites visitors go to after visiting the competitors site (downstream) and the sites they visited immediately before

landing on their site (upstream)

I hope that this series of [articles](#) on how to legally spy on your competition has given you the tools to measure the strengths and weaknesses of your competition and enabled you to compare your local [business](#) to theirs so that you can outsmart them.

How To Spy On Your Local Business Competition (Legally Of Course): Google Trends

A secret way to improve your local business competitive advantage on the [web](#) is to spy on your competition and then simply outdo them. In this article we will look at how to do that using Google Trends.

Google Trends is often used to get trend information on hot topics and searches, but you can also use it to investigate the performance of your competitor's website over a period of time.



Follow these three steps to get data on your competition:

1. Go to [Google.com/ trends](https://www.google.com/trends)
2. In the search term box, type in the website address of your competition. You can compare two or more competitors by adding their website addresses.
3. In the new window that appears, click on the Websites link

Google Trends shows you the following data:

- **Daily Unique Visitors**

The daily number of unique visitors that visits the site over a period of time is shown using a graph. You can [change](#) the time frame using the pull down menu titled “all years”.

By analyzing this data, you will be able to tell what years, months and days attract the most or least number of visitors and also if the [traffic](#) to the site is increasing or declining.

- **Regions**

A list of countries where the [site](#) is most visited will also give you pointers on your competitor’s popular [markets](#) and you can even know which regions in a country attract the most traffic by simply clicking on the country [link](#).

- **Also visited**

This list shows other [websites](#) visited by the same people who visit your competition. This gives you insight into other sites your local [business](#) is competing with. You can use the same [process](#) to investigate them too.

- **Also searched for**

This list gives you search terms that are used most by those visitors. You can use this list to add new keywords to your [content](#) to draw in more visitors to your website.

