



## **5 STEPS TO SUCCESSFULLY GAINING A COMPETITIVE ADVANTAGE**

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One of the best ways to improve your digital marketing performance, is to see how well you stack up against your competition. Identifying what they are doing well can provide you with the data you need to make improvements – and ultimately gain a competitive advantage.

Here are five key areas to focus on.

## 1. Search Engine Visibility

The first step is to identify who your online competitors are. Who is consistently achieving the best visibility across the search engines? Who has a presence on third party websites as well as their own?

## 2. Top Performing AdWords in Google

AdWords are paid for. This means your competitors who regularly show up in the top Google ad positions are doing so because they are paying for keywords. They do it with the knowledge that it helps them gain an advantage and will positively impact their return on investment.

## 3. Top Performing Keywords

Once you can identify what keywords your competitors are ranking well for, in both organic search and paid ads, you can prepare a list of the top keywords you should be targeting and outperforming them on.

## 4. Best Performing Content

Now you can start digging a bit deeper and plan your own content marketing strategy based around your keywords. Learning what content is visible and where, will guide your content creation objectives.

## 5. Social Media Engagement

Researching where your competitors are most active on social media, will show you which social networks, and what type of content is already proving popular among your target audience.

Once armed with this information, you can use it to gain a competitive advantage by improving on what your business rivals are doing. The only thing left to do is to monitor your own performance in order to continue to make improvements.

If you would like to start using competitive research to gain an advantage in your business get in touch with your local WSI Digital Marketing Consultant today.