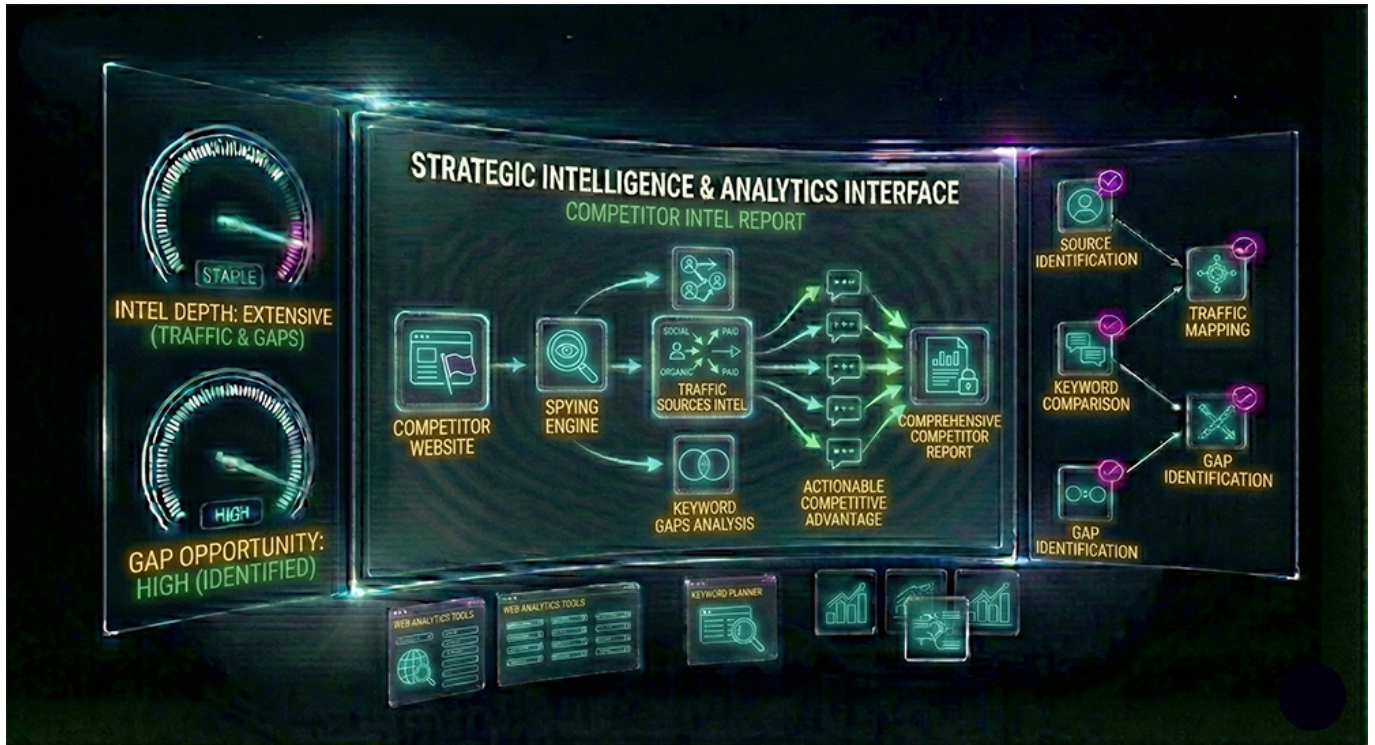


Compare your website with **key online competitors** to identify meaningful differences in search visibility, content, backlinks, and estimated traffic strategy.



\$200 - \$350 Typical Duration: 2 - 4 Hours

See the Competitive Landscape More Clearly

A competitor can appear successful without revealing which channels, pages, search terms, or referring websites actually contribute to that visibility. This focused report compares available signals instead of relying on assumptions.

We review the client website alongside an agreed comparison set—typically up to three relevant competitors—and summarize where competitors appear stronger, where the client already compares well, and which gaps deserve further investigation or action.

Compare Visible Strengths

Coverage is selected according to the business question, data availability, and the approved research time.

- **Search visibility:** Compare representative ranking terms, keyword overlap, visibility indicators, and notable areas where competitors appear ahead or behind.
- **Pages and content:** Review prominent pages, topics, offers, publishing patterns, and content formats surfaced by available research tools and direct observation.
- **Backlink profile:** Compare referring-domain and authority signals, growth patterns, and notable link differences without turning the report into a prospecting campaign.

Interpret Available Market Signals

Third-party estimates are treated as directional evidence, not private or exact competitor measurements.

- **Traffic and channel indicators:** Where reliable data is available, examine estimated search, referral, social, direct, geographic, or advertising patterns.
- **Side-by-side context:** Distinguish meaningful differences from isolated tool scores and note important limitations in the evidence.
- **Priority opportunities:** Identify a concise set of gaps, strengths to protect, and questions worth addressing through later research or implementation.

A Focused Decision Report

Comparison Summary

A structured view of the selected competitors, comparison areas, available metrics, and notable differences.

Evidence & Limitations

Source-aware findings that distinguish direct observations from estimates and flag important gaps in available data.

Practical Priorities

A concise interpretation of competitive advantages, exposed gaps, and sensible next steps—not a raw export dump.

Competitive Data Has Limits

The estimate covers a time-bounded comparison of one client website and typically up to three agreed competitor domains using publicly observable information and available third-party research data. Competitor traffic, engagement, advertising, keyword, and backlink figures are modeled estimates—not access to private analytics, revenue, conversion data, budgets, or internal strategy—and coverage may be limited for smaller sites or markets. Deep keyword research, a backlink outreach prospect list, full website analysis, paid data or advertising platforms, content production, implementation, and ongoing competitor monitoring are separate scope. Findings identify evidence and opportunities; they do not guarantee rankings, traffic, or business results.