

Course  
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Competition Analysis

Competition Analysis

**What is Competition Analysis?**

**Competition Analysis** (also called **Competitor Analysis**) is the process of studying your competitors to understand **what they are doing well, what keywords they are targeting, and how you can outperform them.**

In keyword research and digital marketing, it helps you:

- Discover the keywords your competitors are ranking for
- Find gaps or opportunities to target keywords they missed
- Understand the difficulty of ranking for certain keywords
- Improve your SEO and advertising strategy

**What it is:**

Competition analysis helps Indian businesses understand how hard it will be to rank for certain keywords on Google India (google.co.in). It guides your SEO strategy by showing which keywords are realistic targets.

**Why it matters in India:**

Some keywords are very popular in India, like “mobile phones,” “best laptops India,” “online shopping deals”. Many Indian websites compete for these, such as Flipkart, Amazon India, and tech blogs. If you target a highly competitive keyword, it will take more time, effort, and quality content to rank.

**How it works:**

1. Use **keyword difficulty or competitor analysis tools** (like Ubersuggest or SEMrush) to check the top-ranking pages in India.
2. The tools analyze:
  - **Domain Authority (DA)** - How strong the website is in Google India
  - **Page Authority (PA)** - How strong the specific page is
3. The tool gives a score showing how **hard it is to rank** for that keyword in India.

**Step-by-Step Guide to Competition Analysis**

**Step 1: Identify Your Competitors**

**Types of competitors:**

1. **Direct Competitors** → They sell the same product/service in your area
  - Example: If you own a bakery in Mumbai, other bakeries in Mumbai are direct competitors.
2. **Indirect Competitors** → They solve the same problem differently
  - Example: Grocery stores that sell cakes or online cake delivery platforms.

**How to find them:**

- Search your main keyword in Google → check the top 5-10 results
- Ask customers which businesses they consider alternatives
- Use tools like SEMrush or Ahrefs to find online competitors



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**Step 2: Analyze Their Website and Content**

Look at:

- Their **home page and category pages** → what keywords are they targeting?
- Their **blog or articles** → what topics and keywords are they covering?
- Their **meta titles and descriptions** → these often include target keywords
- Their **social media presence** → what content is performing well?

**Example:**

If “ABC Bakery Mumbai” ranks for “birthday cake delivery,” note that down.

**Step 3: Check Their Keywords**

Use free or paid tools:

- **Ubersuggest** → shows top keywords, traffic, and ranking pages
- **Ahrefs/SEMrush** → gives keyword difficulty, volume, and competitors’ top pages
- **Google Keyword Planner** → check competition level for same keywords

**Example Table:**

Competitor	Keyword	Search Volume	Position	Notes
ABC Bakery	birthday cake online	5,000	#2	High traffic, high competition
ABC Bakery	custom cakes Mumbai	1,200	#1	Low competition, targeted locally

**Step 4: Analyze Their Strengths & Weaknesses**

Look at:

- **Strengths:** What keywords are they ranking for easily? Do they have a strong backlink profile?
- **Weaknesses:** Which keywords are they not targeting? Are their blog posts outdated?
- **Opportunities:** Are there long-tail keywords or local keywords they missed that you can target?

**Step 5: Compare Their Ads (for Paid Campaigns)**

If you plan to run Google Ads:

- Search your main keywords and see which competitors’ ads appear
- Note the **ad copy, offers, and call-to-action (CTA)**
- Identify gaps: maybe a competitor doesn’t offer **same-day delivery**, which you can highlight

**Step 6: Make a Competitor Analysis Table**

This will help you visualize opportunities and plan your strategy:

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## Competition Analysis

Competitor	Top Keywords	Strengths	Weaknesses	Opportunities for You
ABC Bakery	birthday cake delivery, chocolate cake	Strong local SEO, good reviews	No blog content	Start blog on cake recipes, target long-tail keywords
XYZ Cakes	online cake delivery	Fast delivery, active social media	High prices	Offer affordable delivery, promote deals

**Tips for Beginners**

1. Focus on **3-5 main competitors** to keep it simple
2. Don't copy them – **look for gaps** you can fill
3. Use **free tools first**, then upgrade to paid tools if needed
4. Update your competitor analysis **every 3-6 months**, because SEO changes fast

**Simple Real-Life Competition Analysis Examples**

**Soft Drinks (Coca-Cola vs Pepsi)**

Competitor	Top Keywords	Strengths	Weaknesses	Opportunities
Coca-Cola	cola drink, Coca-Cola, soft drink	Strong brand recognition, wide availability	High sugar content concern	Promote sugar-free options or new flavors
Pepsi	Pepsi, cola, diet Pepsi	Popular with younger audience, innovative campaigns	Less global recognition in some markets	Focus on local campaigns, offer promotions

**Assignment**

- Ques 1: Draw a Competition Analysis between McDonald's vs Burger King.  
Ques 2: Draw a Competition Analysis between Colgate vs Pepsodent (Toothpaste)