

# COMPETITIVE ANALYSIS IN STAT

Track organic share of voice to find out who owns the most eyeballs for a given keyword set and gain insight into your SERP competition.

Inside you can read about

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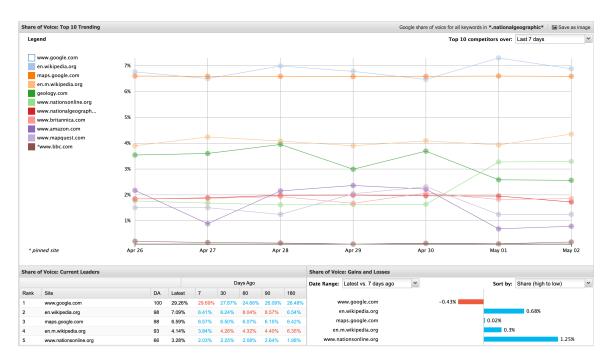
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## THE COMPETITIVE LANDSCAPE TAB

If you want to identify emerging competitors as they appear, track market leaders across your top verticals, and prove the impact your strategies are having on SEO, then head to our Competitive Landscape tab.

The graphs and charts in the tab show you how the current and emerging top 20 competitors are performing for a given keyword set - for all of the keywords in a site, or just a single data view or tag. We use a metric called share of voice to present our own market share analysis. Find out how we calculate it.



Competitive Landscape tab

## **PUTTING IT INTO PRACTICE**

Let's imagine you have an e-commerce site and want to identify who you're competing with for visibility for different lines of merchandise. We would suggest you do the following to get the most insight from the **Competitive Landscape** tab:

- Segment your keywords into relevant product types using standard tags.
- Group similar product segments together into data views, then head to the **Competitive Landscape** tab from any data view.
- Use our **Top 10 Trending** graph to find out who your top search competitors are by looking at which domains have the highest market share for that keyword set.
- Use the pinned site feature to add your domain and direct competitors so you can always track them on the graph, even if they're not one of the top 10 most visible domains.
- Check our **Share of Voice: Current Leaders** table to see which competitors are gaining or losing ground over time. Percentages listed in blue mean there's been an increase in share of voice, whereas red means there's been a decrease over your chosen date range.
- Quickly filter data to see which domains have had the most gains or losses for a specific date range in the **Share of**Voice: Gains and Losses chart.



#### TIP

Keep in mind that when keywords already have search volume data, our **Competitive Landscape** tab metric takes one day to populate with share of voice metrics. When keywords are waiting for search volume, this may take up to 72 hours.

# **MORE TIPS**

You can customize the ranking score used in our share of voice calculations.

There are three factors that can cause a domain's share of voice to change: rank, multiple ranking URLs, and search volume. Pulling a <u>Top 20 comparison</u> report could help you to see any rank changes that might have caused the change.

# **RESOURCES**

Expand your share of voice knowledge in STAT.



