SEO Competitor Analysis Workflow

Verify or identify
your competitors with
Moz True Competitor

I don't know or
I think I know

1 — Who are my SEO Competitors?

2 — Where is my competitor winning in the SERPS?

Check your competitors' ranking keywords in
Keyword Explorer

Analyze keyword gaps in
**Keyword Gap —
Keywords To Improve**

Perform SERP analysis
with **MozBar**

3 — What does the landscape for my target keywords look like?

4 — What is my competitor's most successful content?

View your competitors'
most popular pages in
Link Explorer

Analyze content gaps in
**Keyword Gap —
Top Competing Content**

Conduct link gap
analysis in **Link Intersect**

Check Domain Authority in
Domain Authority Checker

5 — Who likes and trusts my competitor's content?

MOZ