

Competitive Research & Market Analysis with SEMrush

Q&A Guide
for Marketing
Practitioners



Table of Contents

Introduction

Researching New Markets and Niches

Q1: How to estimate new market potential for your business?

Q2: How to quickly overview a niche?

Establishing Co-Marketing and Affiliate Partnerships

Q1: How to choose a partner that can bring you the highest conversion?

Q2: How to evaluate the relevance of the future partnership?

Media Buying Optimization

Q1: Where to find prospective publishers for your ads?

Q2: How to choose the best publisher website?

Analyzing Your Competitors' Marketing Strategies

Q1: How to evaluate your competitor's website performance?

Q2: How to outperform rivals in organic search?

Q3: Which paid advertising tactics work best?

Q4: How do your rivals approach PR and content marketing?

Q5: How to have a quick dip into your rivals social media presence?

Searching for Gaps and Insights

Q1: How to compare competitors against each other?

Q2: How to understand user behavior and get customer insights?

Q3: How to enhance your strategy using undeveloped gaps in your rivals' coverage?

Enhancing Your Business Proposals

Q: What data do you need for a highly convincing proposal?

Conclusion

Introduction

In highly competitive environments like the modern marketplace, obtaining accurate and timely data can make a real difference between keeping tabs on, getting ahead of, or being left behind the competition.

To help you collect information quickly and easily gain an all-encompassing awareness of the market or niche you are interested in, SEMrush takes you on a walkthrough of the main challenges that can be solved with the SEMrush [Traffic Analytics](#) and [Competitive Intelligence](#) tools, tailored to the needs of marketing managers, business development and affiliate managers, and sales teams.

Powered by advanced Big Data technologies and machine learning algorithms, SEMrush Traffic Analytics and Competitive Intelligence tools give you an opportunity to look at your rivals' marketing strategies and tactics from all angles, qualify leads, evaluate prospective partners, and gain an understanding of demand and competition in the target market.

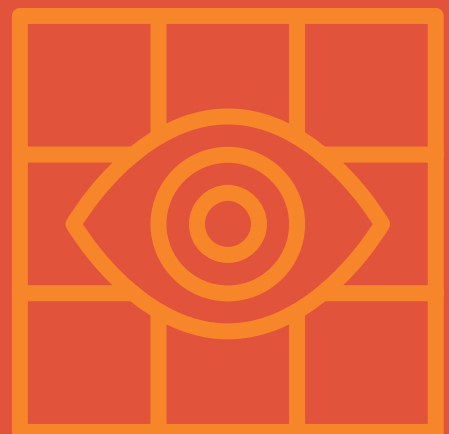
In this guide, we have gathered the main questions marketers face and explained how SEMrush tools and reports can help answer them.

How to use this guide

You can read all the chapters one by one or go straight to the question that concerns you the most using our clickable content list above table of contents.



Researching New Markets and Niches



Researching New Markets and Niches

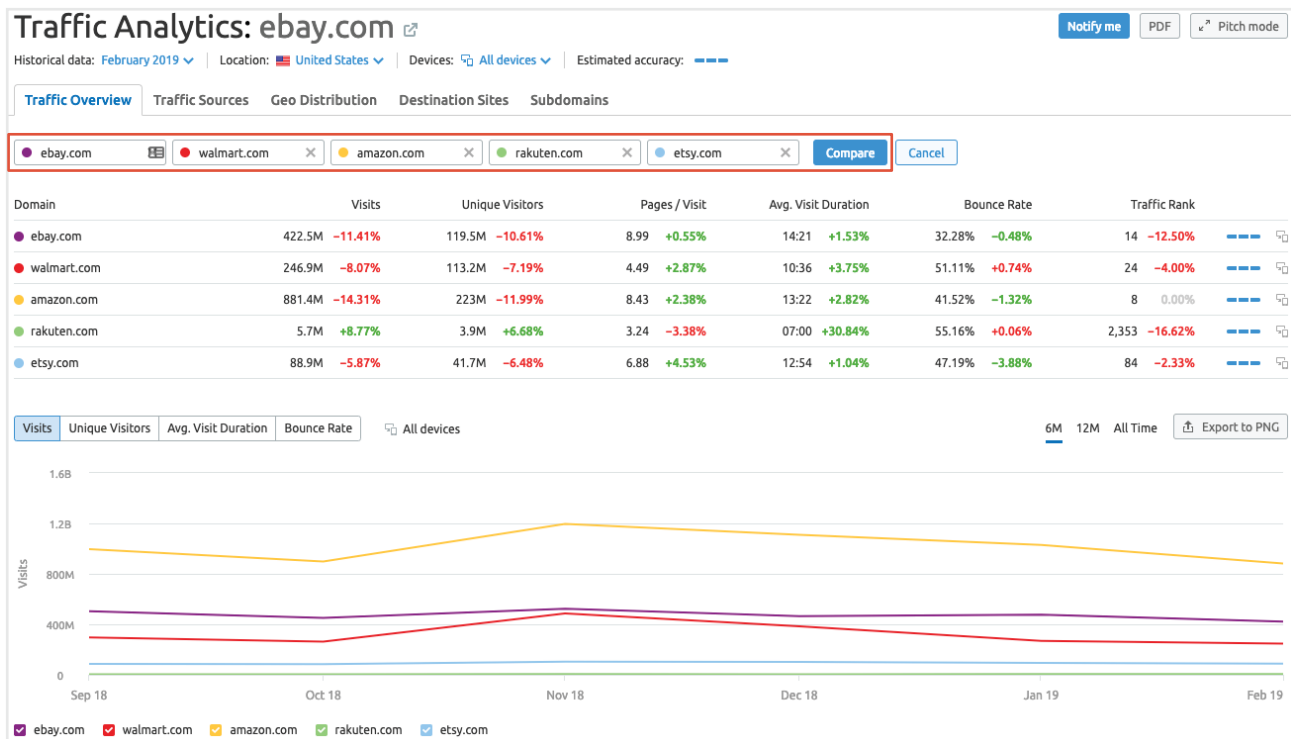
When it comes to business growth, two scenarios are possible: expanding geographically into a new market, and broadening your product range. In either case, before you take any steps in a chosen direction, you need to learn what opportunities are in demand.

1 How to estimate new market potential for your business?

Launching in a new market can mean strengthening a company's budget or crashing it. To avoid unnecessary expenses, look at the performance of your competitors offering the same type of goods and services worldwide.

To quickly estimate demand in a region or a country, go to the [SEMrush Traffic Analytics](#) tool and analyze the websites of competing companies which are already established in that market. This way, you can easily understand if there is enough demand for you in the region, and if it is worth studying the field further, without lengthy and costly market research.

Take up to 5 competitors you know (or find them via the Competitors reports of the [Organic Research](#), [Advertising Research](#), and [PLA Research](#) tools) and use [SEMrush Traffic Analytics](#) benchmarking options.



Estimate potential demand



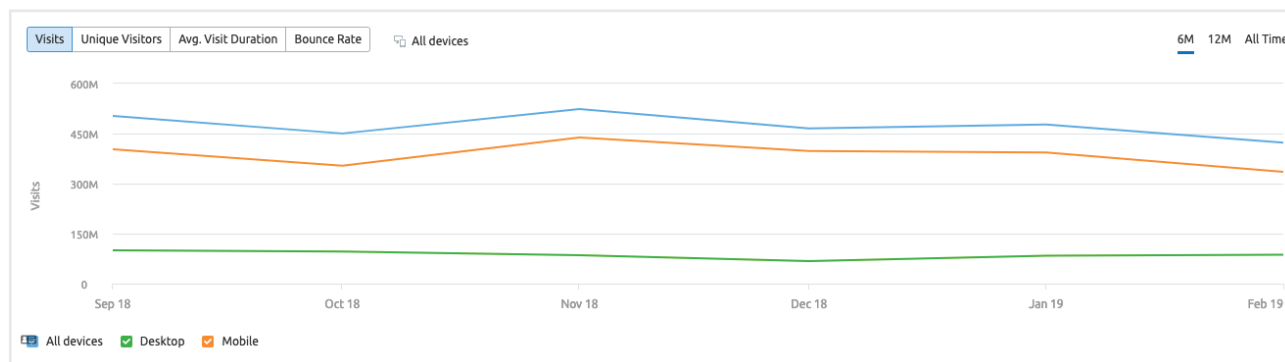
2 How to quickly overview a niche?

If you are planning to enter a new product market, you first need to know how strong your future rivals are. Using SEMrush Traffic Analytics [in the interface](#) or [via API](#), you can learn how well they cope with market fluctuations and what market share they actually have.

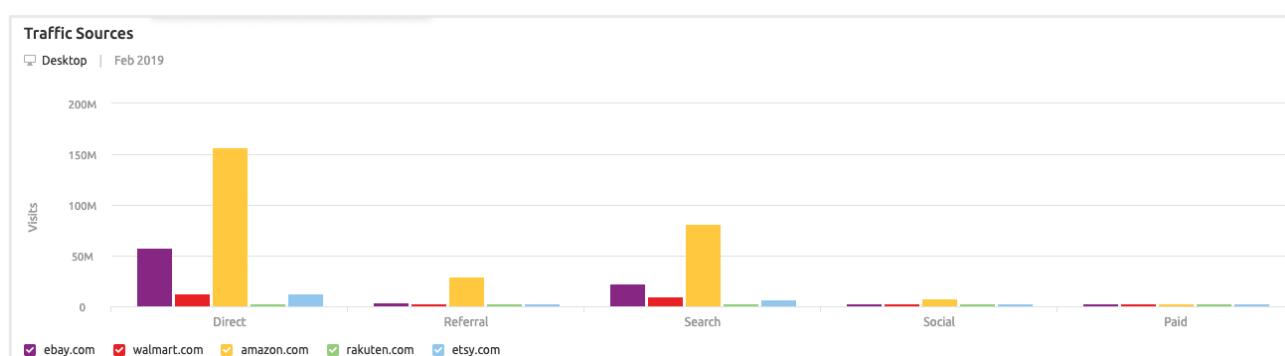
Traffic by Countries 1-100 (237) | Export to CSV

Country	Traffic Share	Traffic	Desktop	Mobile	Pages / Visit	Avg. Visit Duration	Bounce Rate
United States	63.00%	422,514,271	20.60%	79.40%	8.99	14:21	32.28%
United Kingdom	5.57%	37,383,347	5.03%	94.97%	2.88	07:58	50.54%
Germany	3.76%	25,203,955	6.01%	93.99%	2.67	06:46	53.09%
Canada	2.79%	18,730,724	25.94%	74.06%	6.40	11:55	40.39%
Australia	2.27%	15,237,591	16.52%	83.48%	3.67	08:03	52.03%

Researching several competitors complemented by the analysis of [user engagement trends](#) will let you see regional market trends and make informed decisions on any planned expansion.



Benchmarking top players against each other also helps to find out [the most effective traffic acquisition strategies](#) in the market of interest.



If any of these tactics seem resourceful, you can quickly break them down using methods described in the [“Analyzing Your Competitors’ Marketing Strategies”](#) section.

Overview a market



Use your free trial



Establishing Co-Marketing and Affiliate Partnerships



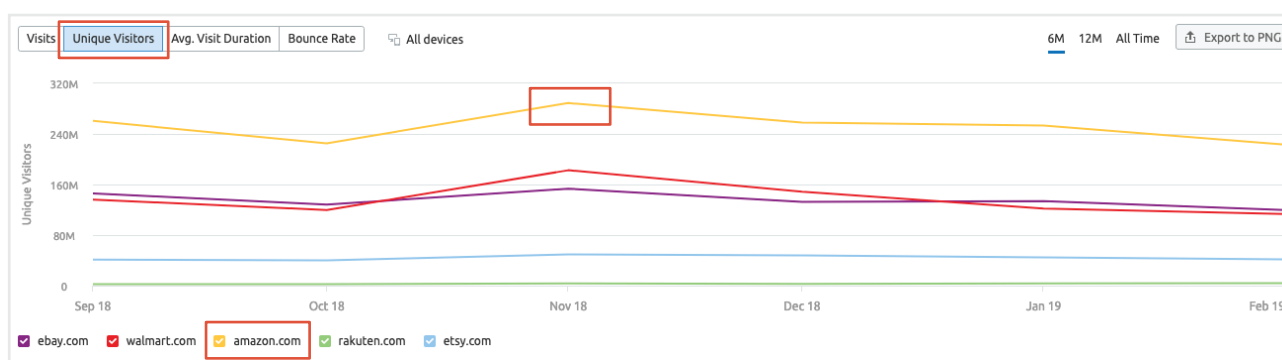
Establishing Co-Marketing and Affiliate Partnerships

Sharing a target audience is a nightmare for competitors but a development booster for companies that offer complementing products or services. Co-marketing and co-branding partnerships help both sides to establish in a new region or niche, expand reach, and increase awareness. The crucial task here is to find a company that will make this mutually beneficial collaboration with you. How to do it? Once you're done with a list of potential partners, research their website traffic to figure out if they will be able to give you the coverage you expect.

The same goes for prospective affiliates. Before you invest your time in negotiations, find out if the partnership will be worth the effort. Is the company you have in mind stable enough to sign a long-term contract with? Will they manage to bring you high-quality traffic? Won't this engagement hurt your reputation, especially online? Find answers to these questions with [SEMrush Traffic Analytics](#) and focus on the companies with the greatest potential.

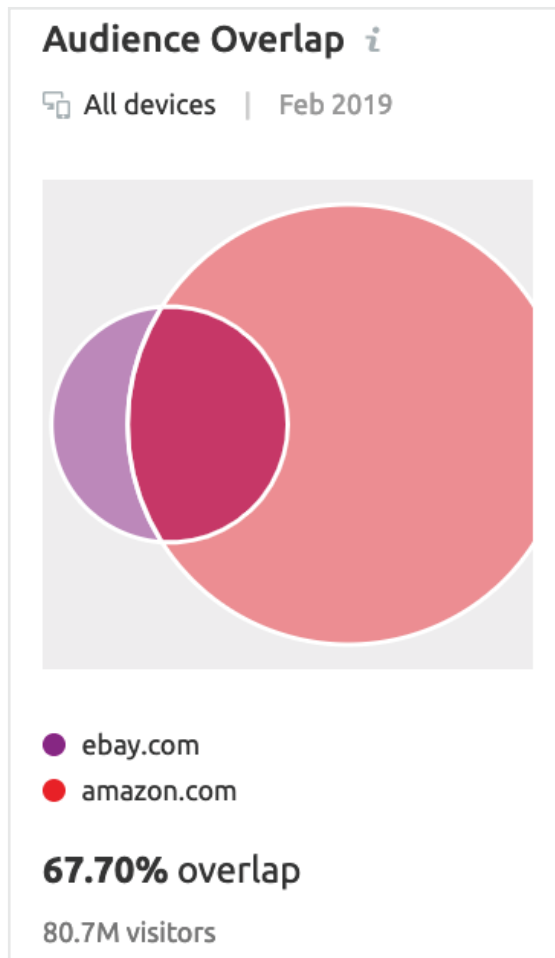
1 How to choose a partner that can bring you the highest conversion?

General rule: the bigger the volume of a potential partner's traffic and the higher its relevance, the more leads, purchases or customers you can get. Start with discovering overall number of [Visits and Unique Visits](#), especially if you deal with businesses like e-commerce, SaaS providers, and media outlets, as these metrics can reflect their total audience size.



Look at [the same stats in dynamics](#) to learn if any of your potential partners are in trend. If more and more users have been visiting their web page recently, you may want to benefit from their newly gained popularity.

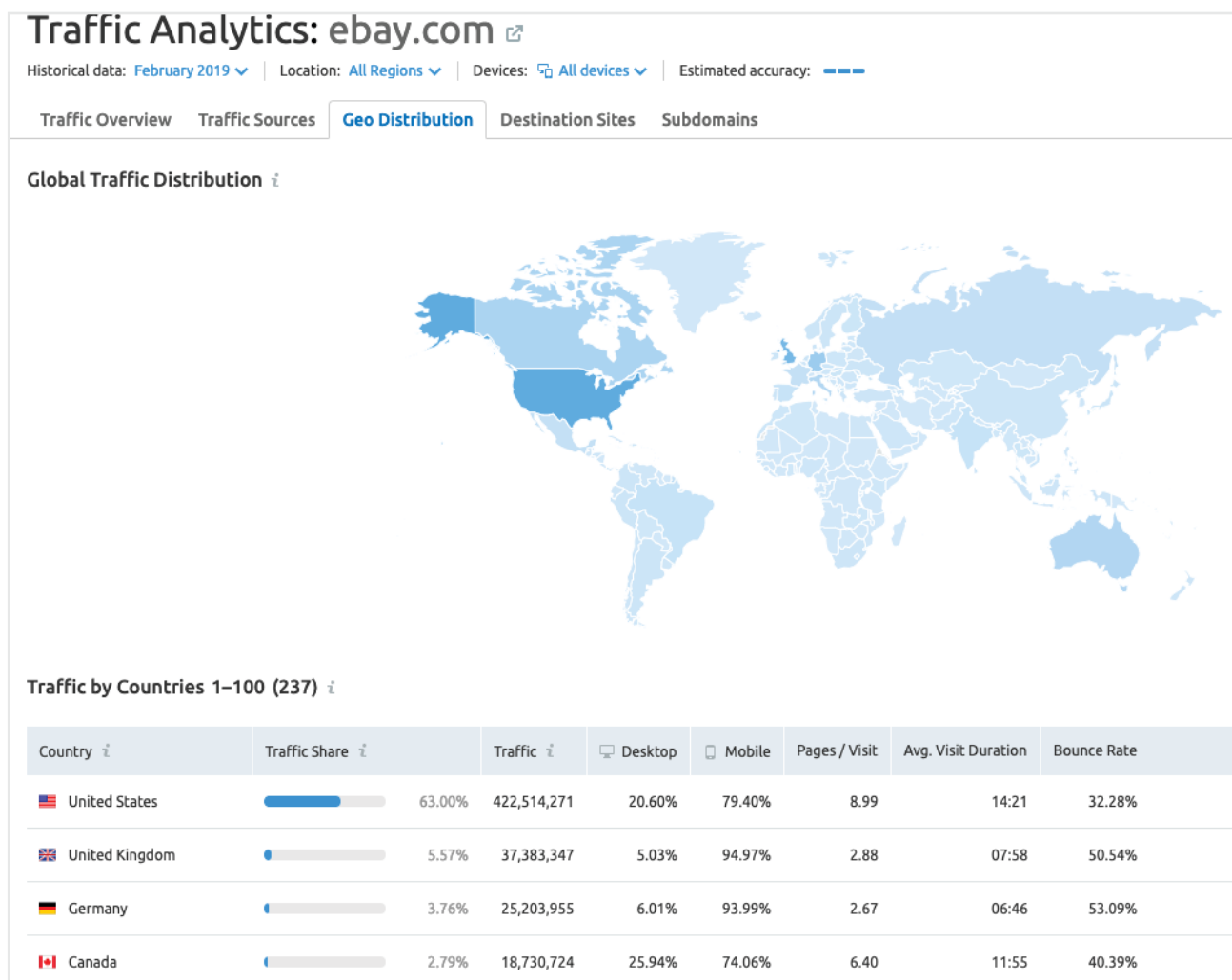
Find out if you had any contact with your future partner's audience in the past. Take a look at the [Audience Overlap](#) between your sites and decide [whether it corresponds to the goals](#) you pursue with this partnership.



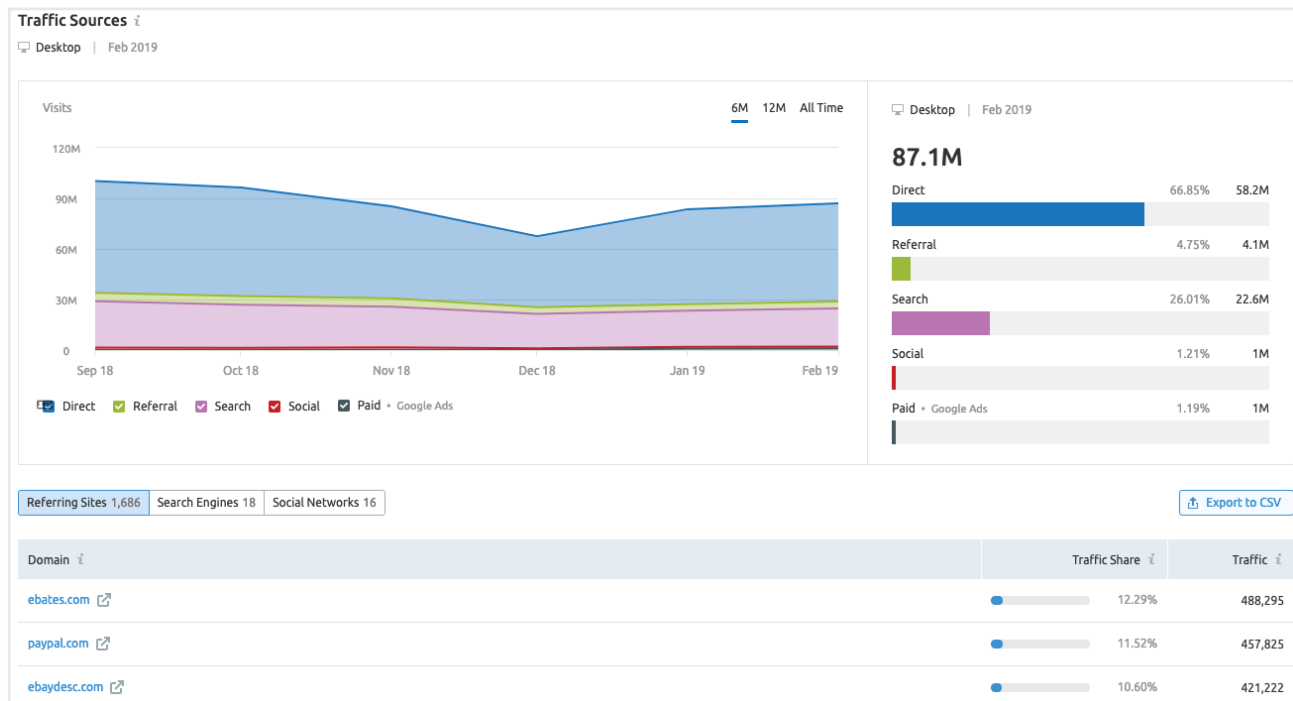
2 How to evaluate the relevance of the future partnership?

There are several aspects you'll want to consider.

1. The first is your potential partner's [Geo Distribution](#). Do they manage to attract traffic from the countries and regions that interest you? Are their most successful markets the ones that you're aiming at? Depending on what you see here, further questions may arise. For example, if your prospective partner has access to a foreign audience, will you be prepared to localize all of your communication materials?



2. Next, find out your future partner's [Traffic Sources](#). This way, apart from learning their marketing strategy (such as whether they invest in social media or paid ads), you can make assumptions about their success. Here is a hint, especially relevant for e-commerce: if a website receives a lot of direct traffic, it can mean two things. First, they are known enough for a loyal audience to return over and over again. Second, visitors return to the website when they've decided on a purchase.



3. Also, make sure to analyze your potential partner's [Destination Sites](#). This is another way to estimate your prospect's conversion rate: if a certain number of visitors leave the website only to go to the payment services, you can roughly equal this figure to the number of purchases. In addition, the list of Destination Sites can tell you about the current partnerships of your possible ally (if there are direct links to their websites, of course). It would be a shame to invest your efforts in a company that already works with your competitors or doesn't bother collaborating with businesses of your category at all.

Traffic Analytics: ebay.com

Historical data: **February 2019** | Location: **United States** | Devices: **All devices** | Estimated accuracy: **---**

Traffic Overview Traffic Sources Geo Distribution **Destination Sites** Subdomains

Destination Sites 1-100 (369)

Domain	Traffic Share	Traffic
paypal.com	<div><div></div></div> 29.53%	1,533,022
ebaystores.com	<div><div></div></div> 10.44%	542,101
ebaydesc.com	<div><div></div></div> 7.21%	374,149
pingone.com	<div><div></div></div> 7.12%	369,525
myibidder.com	<div><div></div></div> 4.99%	258,871

4. Finally, get a deeper understanding of your prospect's referral traffic with the [Domain Overview reports](#). Look at the exact websites that give backlinks to your potential partner and draw conclusions on the quality of such connections.

BACKLINKS			FOLLOW VS NOFOLLOW	
Referring page Title / Referring page URL	Anchor text / Link URL	Type	<div> <div></div> <div>5.2B Follow links</div> <div>2.6B Nofollow links</div> </div>	
5to5Google - Beyond Good and Evil https://5to5google.com/	popular platforms for reselling smartpho... http://t.over.ebay.com/over/17711-53200-19255...			
三分pk10开奖网址_三分赛车开奖结果_三分pk10开奖直播官网 http://www.365ia7.com/	2018最快开奖现场直播 http://www.ebay.com/sch/i.html?_from=R40&_nkw...			
三分pk10开奖网址_三分赛车开奖结果_三分pk10开奖直播官网 http://www.365ia7.com/	北京pk10晚上几点封盘 http://www.ebay.com/sch/i.html?_from=R40&_nkw...			
Accessibility - eBay Inc. https://www.ebayinc.com/accessibility/	contact the eBay Accessibility Team https://www.ebay.com/help/account/ebay-users...			
Accessibility - eBay Inc. https://www.ebayinc.com/accessibility/	https://www.ebay.com/help/account/ebay-users...			
Export	View full report			
TOP ANCHORS			BACKLINK TYPE	
Anchor	Domains	Backlinks	<div> <div></div> <div>6.7B Text links</div> <div>402K Frame links</div> <div>6.9M Form links</div> <div>1.1B Image links</div> </div>	
Empty Anchor	67,414	1,466,637,768		
buy it now	6,509	409,525,443		
zur liste der beobachteten artikel hinzufügen	2,508	261,396,463		
add to watch list	5,348	260,974,475		
sofort-kaufen	2,504	208,216,477		
Export	View full report			
REFERRING DOMAINS			INDEXED PAGES	
Root Domain	Backlinks	IP / Country	Title and URL	Domains Backlinks
askjot.com	1,204,605,008	50.17.79.147	http://www.ebay.com/	68,168 11,894,835
soccerauctions.net	746,959,566	52.26.251.251	Electronics, Cars, Fashion, Collectibles, Coupons and More eBay https://www.ebay.com/	14,215 7,796,094
equestrianuctions.net	640,392,761	52.20.124.49	qiseshuq_net on eBay http://www.ebay.com/usr/qiseshuq_net	16 3,042,538
jewelryauctionsnow.com	608,631,495	52.32.205.15	http://ebay.com/	13,992 2,226,215
antiqueauctionsnow.net	589,700,514	54.212.171.194	eBay Profile - error http://www.ebay.com/usr/niemczyk.coins	4 2,163,888
Export	View full report		Export	View full report

Estimate traffic quality



Use your free trial



This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/competitive-research-pdf/>