

WebFire Presents: Wednesday Marketing Webinars

How to Spy on Your Competition



Welcome to WebFire's Wednesday Webinars!

Every Wednesday at 2 pm EST, We'll Host a
Live Training and/or Q&A Call for Our
Members



If you're here or registered for the series, you'll get a reminder each week so you don't forget, but if you can't make one, we'll have the recordings in the members area within a day of any of the calls under the "Training" tab on the left side navigation bar.



Want to win \$100 today?

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www.getwebfire.com/fbgroup



Now let's move onto our training for this week on How to Spy on Your Competition...



There's three main ways of spying on your competition, and each have unique ways of you being able to take advantage of them and profit from them



If you're able to properly use these techniques, there's really no reason why you can't either beat your competition or at least get a big increase in your own sales



Overview for Today

- The Three Ways of Spying on Your Competition
- Live Demo
- Q&A
- Cash Giveaway!



3 Ways to Spy on Your Competition

1. Spy on their site's SEO optimization
2. Spy on where they get their traffic from
3. Spy on what the market is saying about them and where their customers are hanging out



Spy on Their SEO

- If you're wondering why someone is ranking better than you, you should check out how well optimized their site is.
- Use WebFire's Site Analysis Tool to see how well their site is optimized for the keywords that you're interested in that they rank for.
- Usually sites rank better when their title tag, description tag, and content all contain keywords relevant to what they're trying to rank for (among other things).
- By seeing how well optimized they are, it'll give you an idea of what you have to do to beat them (live demo later).



Spy on Where They Get Their Traffic From

- Besides just checking their SEO, it's important to know where they're getting their traffic from.
- If you know where the top sites that are linking to them are, you can literally start to try to replicate the exact same thing that they are doing by making deals with other sites, getting ads there, posting in forums / blogs there, doing guest blog posts, etc..
- Often times the 80 / 20 rule applies here where if you know their top sources, you can see where the vast majority of their traffic is coming from.
- WebFire's Competition Backlink tool can help with this (live example later).



Spy on What Their Market is Saying

- You can also spy on what their market is saying about them.
- This really does two things.
 - First, it lets you see where their prospects are hanging out and where you can reach them.
 - Second, it lets you see what they're saying about them – what they like and what they dislike, which is awesome intelligence for you to use.
- You can check relevant forums, Google, YouTube, etc. and search for their business name or product to see what's being said.
- Some of WebFire's lead tools can be a great way to do this (live example in a moment).



Live Demo of these techniques inside of
WebFire



Reminder on past free tools

- www.bizfire.com/survey
- www.bizfire.com/members (after you take the survey)



Any other questions?? (and cash
giveaway right after)



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