



SEO Competitor Analysis Checklist

Competitor Name	URL	How do they compete?	Notes
1			
2			
3			
4			
5			

Data Points

Site	Domain Score	Age of Site	# of backlinks	# of #1 Ranked KW	# of Top 10 Keywords
Your site					
Comp 1					
Comp 2					
Comp 3					
Comp 4					
Comp 5					

Review competitors keywords rankings	Competitor Keyword List
Review competitors backlinks	Competitor Backlinks
Review competitors websites, take notes	Competitor Keyword Gap