

PPC Competitor Analysis Checklist

This comprehensive checklist is designed to guide you through the detailed process of conducting a thorough PPC competitor analysis. Follow these steps to gain valuable insights into your competitors' strategies and identify opportunities to enhance your own PPC campaigns.

Identifying Competitors

- Conduct a search using your primary keywords in incognito mode to identify who is advertising for the same keywords.
- Use tools like SEMrush or Ahrefs to find competitors based on keyword overlap and market share.
- Review industry reports and insights to identify emerging competitors.

Analyzing Competitors' Advertisements

- Note the platforms where competitors are active (e.g., Google Ads, Bing Ads, Facebook Ads).
- Document the types of ads they are running (text, display, video, shopping).
- Analyze the ad copy for key messages, value propositions, and calls-to-action (CTAs).
- Record any use of ad extensions (site links, callouts, structured snippets).
- Check for seasonal trends in ad activity and promotions.

Landing Page Strategy

- Evaluate the design and user experience of competitors' landing pages.
- Analyze the content, headline, and unique selling points presented.
- Assess the call-to-action (CTA) placement and effectiveness.
- Check the loading speed and mobile responsiveness of the landing pages.
- Review any lead capture forms or funnels for insights into competitors' conversion strategies.

Keyword and SEO Analysis

- Identify the keywords competitors are targeting in their PPC campaigns.
- Analyze the search volume, competition level, and cost-per-click (CPC) of these keywords.
- Use tools like Google Ads Keyword Planner for additional keyword ideas and insights.
- Review competitors' organic vs. paid search performance to gauge their SEO strength.

Ad Spend and Budgeting

- Estimate competitors' ad spend using tools like SpyFu or SEMrush.
- Infer the budget allocation across different campaigns and platforms.
- Monitor fluctuations in ad spend to identify seasonal or strategic shifts.

Ad Performance and Strategy

- Utilize Google Ads Auction Insights to compare performance metrics such as impression share and ad rank.
- Track competitors' ad position changes and frequency of ad updates.
- Analyze historical ad performance to identify trends and strategy shifts.

Engagement and Behavioral Insights

- Engage with competitors' ads and landing pages to understand user experience.
- Use a burner email to subscribe to competitors' newsletters or download lead magnets.
- Analyze the follow-up strategies, including email marketing and retargeting campaigns.

Benchmarking and Opportunities

- Compare your ad performance metrics against those of your competitors.
- Identify gaps in competitors' strategies where you can differentiate.
- Spot untapped keywords or audience segments for potential opportunities.

Continuous Monitoring and Analysis

- Schedule regular competitor analysis updates to stay ahead of market shifts.
- Document your findings and integrate insights into your ongoing PPC strategy.