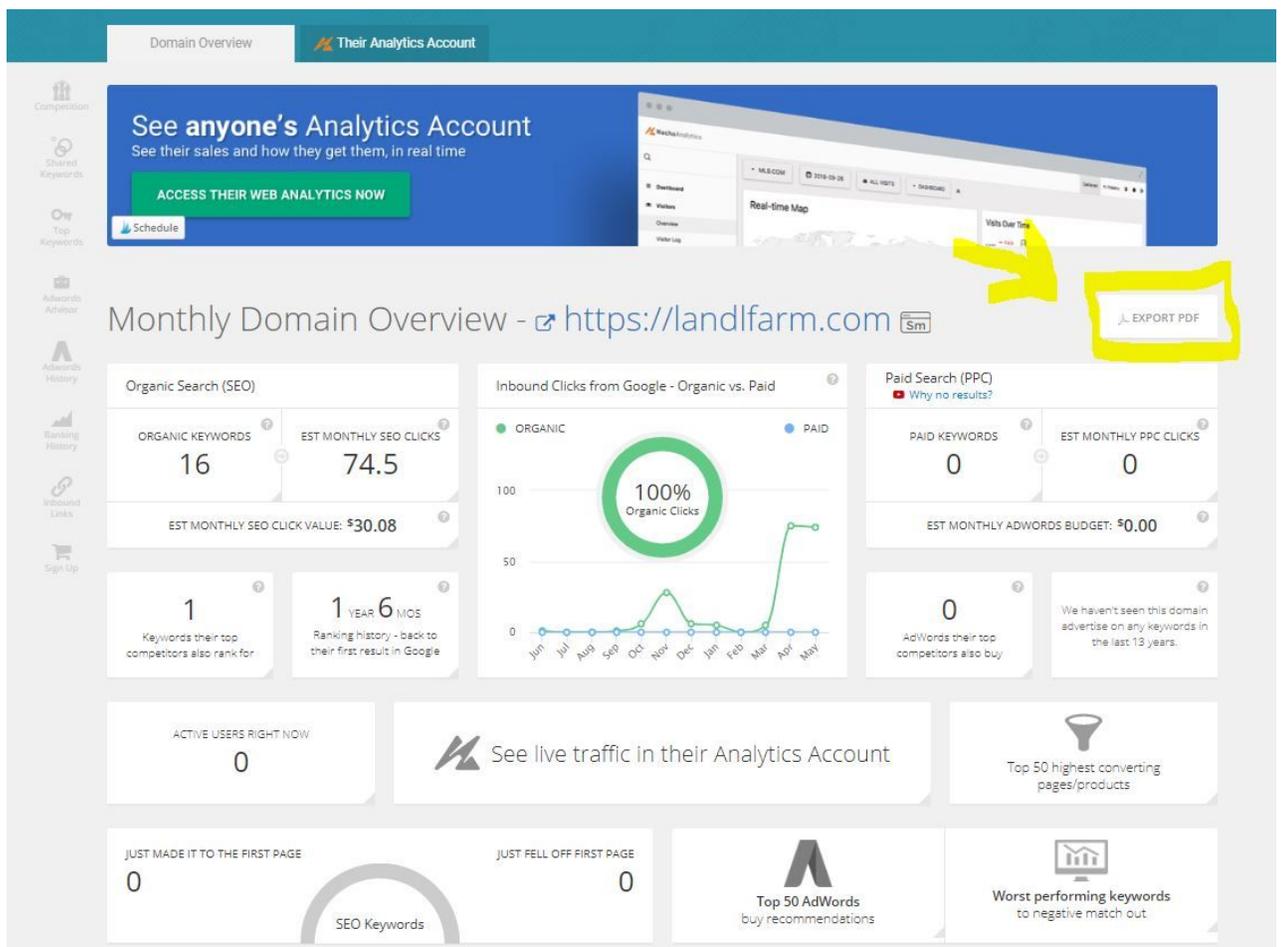


How to Spy On Your Competition and (Ethically) Win More Leads

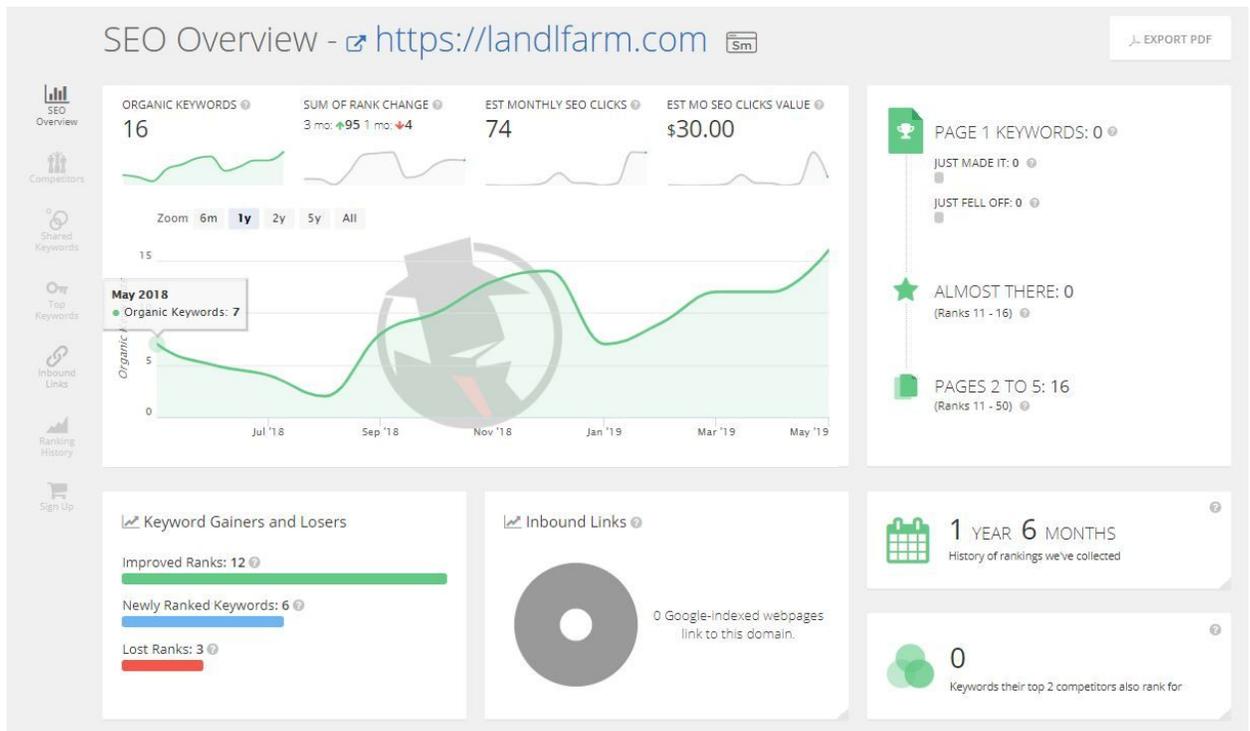
By Nick and Kate Storey of GetWeddeo.com

1. Choose 5-8 local competitors or businesses that are winning in your local marketplace/within driving distance.
2. Copy and paste their links to a document for easy access.
3. Log into the free version of SpyFu by clicking here: <https://www.spyfu.com#nstorey>
4. First, run an SEO Overview for your own business.
5. Click on Export PDF button and save for future comparison on your progress.



6. Disregard the competitors if they aren't accurate. You will update these next.

7. Next, go to SEO Overview.



- a. Click on Lost Ranks and see which pages you can immediately improve to improve your rankings.

<https://landfarm.com> Q

SEO Overview Competitors Kombat Keyword Groups **SEO Keywords** Ranking History Backlinks SEO Reports

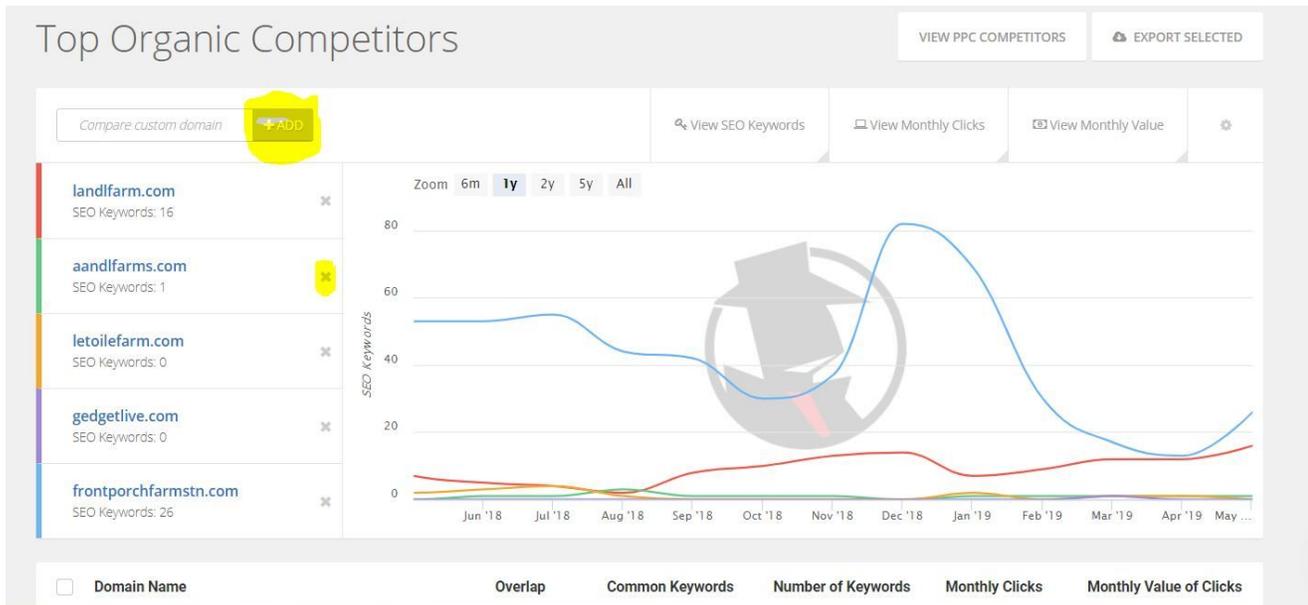
Keyword Rank Losses Type to Filter EXPORT ALL

<input type="checkbox"/> Keyword	Rank (Change)	Cost/Click	Ranking Difficulty	Searches/Mo	Est. Clicks/Mo	Est. Click Value/Mo
<input type="checkbox"/> outdoor weddings in tennessee landfarm.com	27 (3 ↓)	\$1.25	59	50	0.34	\$0.00
<input type="checkbox"/> senior backdrops landfarm.com/senior-pictures	27 (2 ↓)	\$0.34	44	50	0.34	\$0.00
<input type="checkbox"/> rustic vintage wedding decor landfarm.com/find-rustic-vintage-wedding-decor	37 (7 ↓)	\$0.33	57	210	1.04	\$0.55
SubTotals:				310	1.72	\$0.55

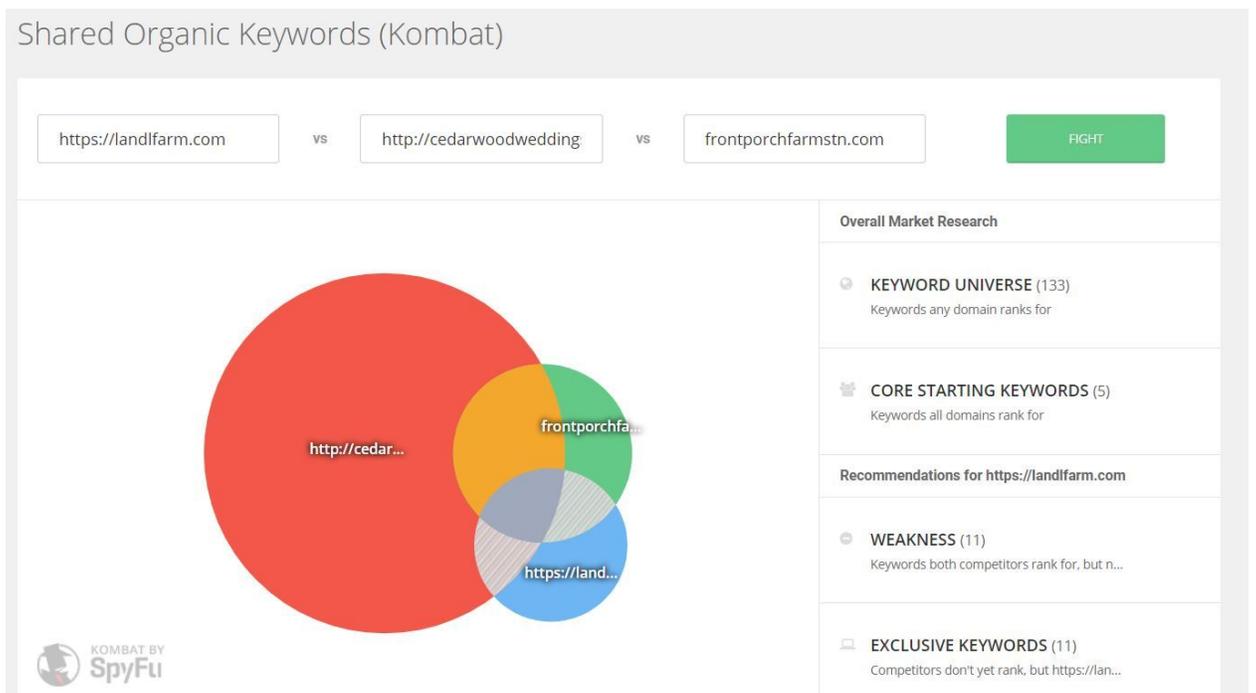
Show rows: 50 Start at Row: 1 Displaying Rows: 1 - 3 of 3 rows

8. Spy on your competition by going to the Competitors tab. Add your competitors' sites and get rid of the others. This will tell you which of your competitors are really

succeeding online and who are simply winning by word of mouth.



9. Once you have identified the top two competitors that are winning online then run a “Kombat” on them and see what gems you can find.



10. Take these new keywords and begin naturally adding them to web pages on your site.
11. Next, make blog posts or other content on your site to attract couples who are searching out these exact topics.
12. Action Challenge:
 - a. Set up your Spyfu account: <https://www.spyfu.com#nstorey> & run your own data and your competitors' data by this Friday

- b. Identify your Lost Ranks keywords under SEO overview and improve these pages with more content, pictures, keywords, etc.
- c. ID top two competitors and Kombat to gather new keywords to focus on.

And most of all: Don't freak out. :) If you find this is overwhelming, reach out to the [Book More Brides contact page](#) and simply ask for help - our team would be happy to provide you with a free one-on-one consultation to help point you in the right direction.