

Competitor Analysis - What are your tourism competitors up to?

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By Stephen Whitelaw

For Visit Moray Speyside Tourism Conference 2023.



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Internet, Web, Digital.



[@toowist](https://www.linkedin.com/in/stephenwhitelaw)



Aims

This session aims to equip you with a good understanding of what competitor analysis is and why you should undertake this activity.

You will also learn about the tools to help with competitor analysis.



Agenda

Who are your competitors?

Why do I need to do competitor analysis and when?

Types of competitor analysis

- General business
- Websites
- Social Media
- Financial



Definition of Business Competitor

A **competitor** is a person, business, team, or organization that competes against you or your company.

e.g. If two companies are leaders in their field, we refer to them as **arch rivals**. Beverage giants Coca-Cola and PepsiCo make virtually identical products and have a very similar market share. Coca-Cola and PepsiCo are competitors.



Who are your competitors?

When you identify competitors, you have 2 main types to consider: direct & indirect.

Direct competitors are the businesses that sell a similar product or service in the same category as you. (These are the competitors you most often think about.)

Example: The Glenlivet Distillery & Aberlour Distillery

Indirect competitors are the businesses that sell a product or service in the same category as you, but it's different enough to act as a substitute for your product or service.

Example: The Glenlivet Distillery & Brodie Castle



Why do I need to do competitor analysis and when?

Identifying your competitors (and communicating who they are to your whole team) provides several benefits:

You can pinpoint the benchmarks you need to improve.

In addition to tracking your competitors' moves, you can anticipate them, too.

You can better understand your own limitations or deficiencies that can cost you potential sales.



Do a Comparison Matrix for each competitor


Most Common Format

	You	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Feature 1					
Feature 2					
Feature 3					
Feature 4					
Feature 5					

Can include:

- Price
- Service offering
- Product quality
- Number of bedrooms
- Ease of access
- Warranties
- Customer support
- Brand/style/image

Final Comparison Matrix

						
 Lifetime Warranty			SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Made in the USA				SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Free Shipping			SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Green Manufacturing				SOME		
 Customer Service	EXCELLENT 	BAD 	GOOD 	OKAY 	GOOD 	GOOD 
 Ease of Return	EXCELLENT 	DIFFICULT 	OKAY 	BAD 	OKAY 	OKAY 
 Product Recalls	 NONE	YES	 NONE	YES	YES	 NONE

How to Conduct a SWOT Analysis for Your Small Business



Monitoring the Web for interesting new content





Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

My alerts (2)



"Stephen Whitelaw"



bitcoin



Me on the web



sirstevie6@googlemai...



How often

At most once a day



Sources

Automatic



Language

English



Region

Any Region



How many

Only the best results



Deliver to

sirstevie6@googlemail.com



Update alert

Hide options ▲

Alert preview

NEWS

Meet Michael Hudson: **Bitcoin** Entrepreneur Aiming To Bring Transparency To Financial Services
Forbes

Since, the focus has shifted to building and delivering a quick, easy and secure **Bitcoin** investment platform, called Gravity. Early Beginnings. Hudson ...

Citibank Executive Says **Bitcoin** Will Trade at \$318000 by End of 2021

Bitcoin News

Bitcoin will see huge price swings before finally settling at the predicted price suggests Fitzpatrick. Similar Trends. Writing in a report titled, **Bitcoin**: 21st ...

Why Should I Use Google Alerts?

The Google Alerts service tracks any keyword or words you specify, then sends you an email whenever it finds a page on the web that mentions them. You can choose to get alerts daily, weekly, or “as it happens.” Alerts are simple to set up, and they are completely free.

Google Alerts can be a helpful tool for a number of uses:

- monitoring mentions of your company’s name
- keeping track of other names or issues that matter to you
- tracking competitors’ moves
- surveying industry developments
- heading off potential crises



Google Alerts

For instance, if your business name is *South Star Outbound*, you might want to set up alerts for:

South Star
South Stars
South Star Outbound
SouthStar
SouthStar Outbound
South Star Ltd
SouthStar Outbound Ltd
www.southstaroutbound.com



Google Alerts

Managing your company's reputation

To find out how your client base regards you – and to stay out in front of any problems – set up alerts with useful keywords combined with your brand name, such as:

- South Star review
- South Star best
- South Star favourite
- South Star awesome
- South Star glitch
- South Star problem
- South Star scam
- South Star ripoff
- South Star sucks
- South Star terrible



Website Competitor Analysis

Website Competitor Analysis



Website Competitor research

- How have they structured their website?
- What tone of voice do they use?
- What services / extras do they offer?
- What can you do differently / better?
- What are their product features / prices?
- How do they promote themselves (new and existing)?
- What keywords/phrases have they used?



Website Change Detection and Notification Tools



Page watching Tools

The following tools will notify when any pages on your competitors sites change (and also if their site goes down)

Visual Ping - <https://visualping.io>

Versionista - <https://versionista.com>

OnWebChange - <https://onwebchange.com>

Wachete - www.wachete.com

Sken.io - www.sken.io



Page watching Tools

UptimeRobot [Upgrade](#) [Dashboard](#) [Status pages](#) **NEW!** [My Settings](#) [stephenwhitelaw@hotmail.com](#) [Logout](#)

[TV Mode](#) [Twitter](#) [Facebook](#)

Clydeside Distillery

A place to find all the details about your monitors

+ Add New Monitor													
(Bulk Actions)		(Export Monitors - Expand Monitor Names)											
Sort Monitors	Last 24 Hours	11	13	15	17	19	21	23	1	3	5	7	9
99.991%	http	Edinburgh City Pass											
99.825%	http	Dunns Food and D...											
57.991%	http	Digital Tourism Sc...											
100.000%	http	deblur											
0.000%	http	Collinn Debden											
99.669%	http	Clydeside Distillery											
0.000%	http	Business Pastors											
99.867%	http	bpo collections											
100.000%	http	asva											
99.992%	http	assoc											
100.000%	http	Artem Glasgow											

Uptime last 24 hours

Response Time last 24 hours (513.00ms av.)

Shows the "instant" that the monitor started returning a response in ms (and average for the displayed period is 513.00ms).

Legend: Milliseconds

Time	Uptime	Response Time (ms)
12:00	92.060%	~550
16:00	92.060%	~500
20:00	92.060%	~500
00:00	92.060%	~500
04:00	92.060%	~500
08:00	92.060%	~500

Current Status

Down

Since 1 hrs, 54 mins (2020-11-16 09:40:30)

Uptime

92.060% (last 24 hours)

98.580% (last 7 days)

Look at their website backend



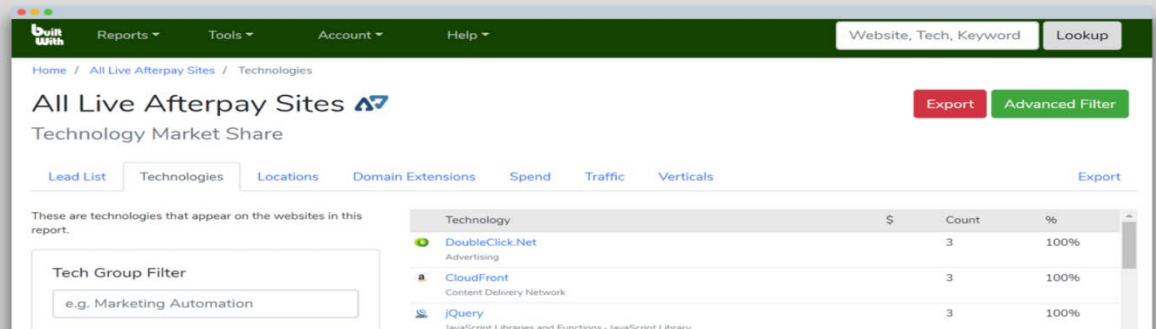
Find out what websites are Built With

Lead Generation

Build lists of websites from our database of 46,489+ web technologies and over 673 million websites showing which sites use shopping carts, analytics, hosting and many more. Filter by location, traffic, vertical and more.

Sales Intelligence

Know your prospects platform before you talk to them. Improve your conversions with validated market adoption.



What Trackers/Plugins/Addins are my competitors using on their website?



John Lewis are keen to track their customers!

johnlewis.com/black-friday/c6000670128?intcmp=ic_20201123_hpblfhub_he_blf_i

GET THE LATEST TRENDS, INSPIRATION AND NEW ARRIVALS - [SIGN ME UP FOR EMAILS](#)

[About us](#) [Our shops](#) [Customer services](#) [Track order](#) [My John Lewis](#) [Partnership Card](#) [Insurance](#) [United Kingdom \(GBP\)](#)



Search product or brand



Sign in



[Black Friday](#)

[Christmas](#)

[Home & Garden](#)

[Furniture & Lights](#)

[Electricals](#)

[Women](#)

[Men](#)

[Beauty](#)

[Baby & Child](#)

[Sport & Leisure](#)

[Gifts](#)

BLACK FRIDAY

[Homepage](#) / [Black Friday](#)

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[Menswear Offers](#)

[Toys Offers](#)

[Nursery Offers](#)

[Baby & Child Offers](#)

[Sports & Leisure Offers](#)

[Luggage & Travel Offers](#)

**Top Electrical Offers:
Selected Lines**

[Television Offers](#)

[Computing & Tablet Offers](#)

**BLACK FRIDAY OFFERS
BLACK FRIDAY OFFERS
BLACK FRIDAY OFFERS**

We've hundreds of offers across Home,
Fashion, Electricals and Gifts

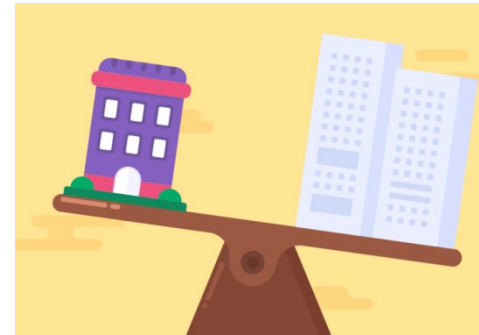


11 Trackers

[Bing-Ads](#)
[Facebook Connect](#)
[Google-AdWords...](#)
[Google Tag Mana...](#)
[iGoDigital](#)
[Maru-EDU](#)
[Monetate](#)
[New-Relic](#)
[Pinterest-Convors...](#)
[SessionCam](#)
[Twitter-Advertising](#)

Size of their website site and how often Google visits!

site:www.domain.com – Tells you how large the website by reporting the number of pages.



cache:www.domain.com – Tells you when Google last visited a website.



Search for a word inside a website

site:www.ibm.com virus

This will www.ibm.com and show you all the pages containing the text 'virus'

site:www.ibm.com virus filetype:ppt

This will www.ibm.com and show you all the pages containing a Powerpoint slide show with the text 'virus' in it.



Search sites title text and url txt

Enter the following into the Google Chrome address bar:

`inurl:elgin` – Shows ever website that has the word 'elgin' into the URL.

`intitle:moray` – Shows ever website that has the word 'moray' into the title text.



Find other competitor sites (related:)



related:amazon.com



All

Images

Maps

Shopping

More

Settings

Tools

About 34 results (0.11 seconds)

www.walmart.com ▼

Walmart.com | Save Money. Live Better.

Shop Walmart.com for Every Day Low Prices. Free Shipping on Orders \$35+ or Pickup In-Store and get a Pickup Discount. Open a Walmart Credit Card to Save ...

www.overstock.com ▼

Overstock.com | The Best Deals Online: Furniture, Bedding ...

Let Overstock.com help you discover designer brands & home goods at the lowest prices online. With free shipping on EVERYTHING*. See for yourself why ...

www.macys.com ▼

Macy's - Shop Fashion Clothing & Accessories - Official Site ...

Macy's - FREE Shipping at Macys.com. Macy's has the latest fashion brands on Women's and Men's Clothing, Accessories, Jewelry, Beauty, Shoes and Home ...

www.rakuten.com ▼

Rakuten: Shop. Earn. Get Cash Back.

Deep competitor website analysis e.g. Their
Google Analytics, social media, apps etc..

The logo for SimilarWeb, featuring a stylized 'S' composed of two overlapping teardrop shapes, one dark blue and one orange.

SimilarWeb

Deep Competitor Website Analysis

ibm.com vs. dell.com

+ COMPARE

October 2020

Global Rank ⁱ
Worldwide

ibm.com	▼1,786
dell.com	▼686

Country Rank ⁱ
United States

ibm.com	▼1,444
dell.com	▼470

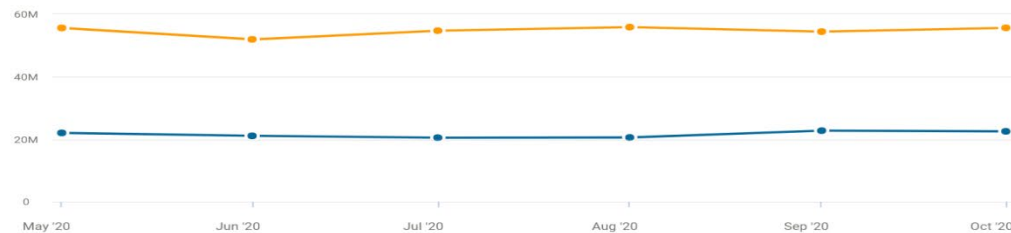
Category Rank ⁱ
Computers Electronics and Technol...

ibm.com	▼7
dell.com	2

Traffic Overview ⁱ

Total Visits ⁱ

On desktop & mobile web, in the last 6 months



Engagement

Total Visits	22.53M	55.66M
Avg. Visit Duration	00:06:47	00:04:51
Pages per Visit	6.08	4.77
Bounce Rate	46.91%	43.39%

- Overview
- Referrals
- Search
- Social
- Display
- Audience
- Competitors
- Mobile Apps
- PRO SimilarWeb PRO

Competitor domain details



lookup.icann.org/lookup

[简体中文](#) [English](#) [Français](#) [Русский](#) [Español](#) [العربية](#)

ICANN | LOOKUP

[ABOUT WHOIS](#)

[POLICIES](#)

[GET INVOLVED](#)

[WHOIS COMPLAINTS](#)

[KNOWLEDGE CENTER](#)

Domain Name Registration Data Lookup

Enter a domain name

[Frequently Asked Questions \(FAQ\)](#)

Lookup

By submitting any personal data, I acknowledge and agree that the personal data submitted by me will be processed in accordance with the ICANN [Privacy Policy](#), and agree to abide by the website [Terms of Service](#) and the [Domain Name Registration Data Lookup Terms of Use](#).

Domain Information

Name: SCOTTISH-ENTERPRISE.COM

Registry Domain ID: 12738259_DOMAIN_COM-VRSN

Domain Status:

[clientDeleteProhibited](#)
[clientTransferProhibited](#)

Nameservers:

NS0.DEMYSDNS.NET
NS1.DEMYSDNS.NET
NS2.DEMYSDNS.NET
NS3.DEMYSDNS.NET
NS4.DEMYSDNS.CO.UK
NS5.DEMYSDNS.CO.UK
NS6.DEMYSDNS.CO.UK

Dates

Registry Expiration: 2021-11-11 20:35:08 UTC

Created: 1999-11-11 20:35:08 UTC

How fast is your competitors website?

Google



page speed

Is your competitors website mobile friendly yet?



Get overall website feedback scores from your competitors website – Hubspot.

HubSpot **TOOLS**

Website Grader

Find your competitors organic traffic,
top paid keywords



SEM RUSH
COMPETITIVE INTELLIGENCE

What are your competitors paying for Google Ads and what keywords are they bidding for?



SpyFu

How to see your competitors backlinks?

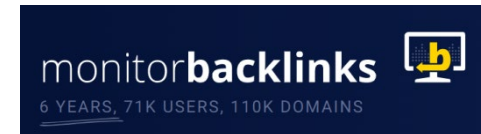
<https://ahrefs.com/backlink-checker>



<https://majestic.com/backlink-checker>



<https://monitorbacklinks.com/seo-tools/backlink-checker>



What terms is your competitor trying to be found for? [Use the Google Keyword Tool]

Keyword ideas

Site: United Kingdom English Google

Broaden your search: No suggestions found

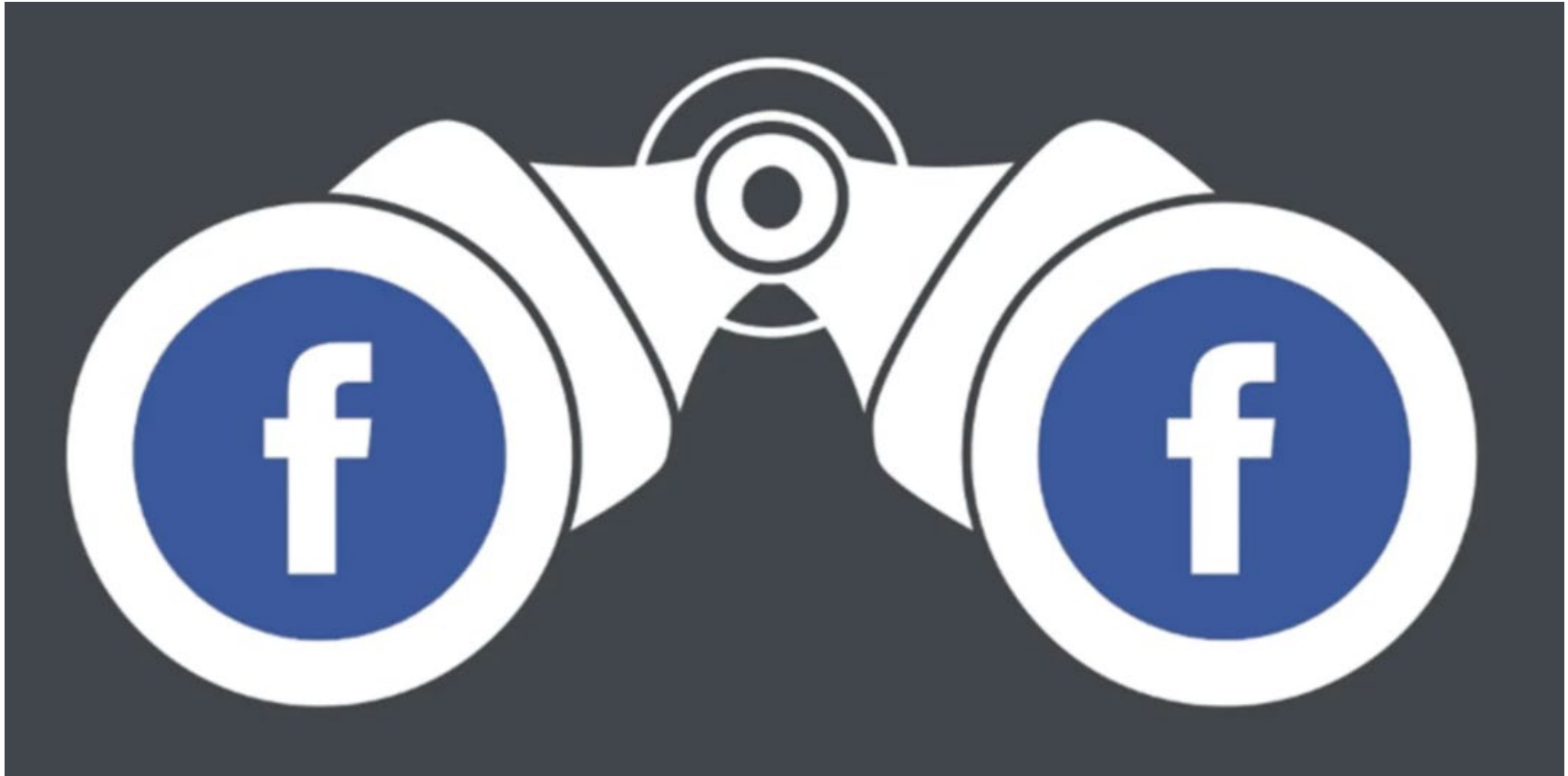
Exclude adult ideas ADD FILTER 1,053 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
Keyword ideas		
<input type="checkbox"/> let's visit scotland	10 - 100	Low
<input type="checkbox"/> scotland tourism board	100 - 1K	Low
<input type="checkbox"/> scotland tourist information	10 - 100	Low
<input type="checkbox"/> visit scotland advert	100 - 1K	Low
<input type="checkbox"/> tourism in scotland 2020	10 - 100	Low
<input type="checkbox"/> scotland for tourists	1K - 10K	Low
<input type="checkbox"/> tourism scotland 2020	10 - 100	Low
<input type="checkbox"/> visit to scotland	10K - 100K	Low

Social Media Competitor Analysis

















Keep an eye on Facebook Competitors



Pages to Watch

Page Messages 4 Notifications **Insights** Publishing Tools Settings Help ▾

Overview Add Pages ■ Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  The Glass Craft Studio	5.1K 	0%	0	0
2  Hastingwood Basket Wor...	2.1K 	0%	1	26 
3  A Gift Tae Gie - West Kilb...	1.8K 	0%	4	34 
4  churchpewscotland.com	854 	▲0.5%	4	8 
5  Marion E Kane Silversmith	847 	▲0.1%	4	76 

Monitor Competitors and Influential Pages


Pages to Watch

- Facebook pages with >30 likes can monitor other Facebook pages
- Monitoring a Facebook page gives you:
 - Their total page likes and % change from previous week
 - How many posts this week
 - Total engagement count for this week
- Posts ranked from most to least engaging
- Clicking on specific pages shows detailed view of posts by that page this week

Pages to Watch

This week's top posts from Marion E Kane Silversmith

I really do have the best customers! Thank you for the beautiful flowers. Love my job ❤️
#secret #engagemnting



29 1 Comment

Like Comment Share

This week's top posts from Hastigwood Basket Works

Hastingwood Basket Works
April 28 at 11:09am · 🌐

We're always so happy when we receive photos of our baskets in-situ. The last we see of the basket is when we pack it up for the courier, so it's lovely to know that it arrived safe and sound and meets expectations! This one ready for an expedition down some quiet country roads perhaps?



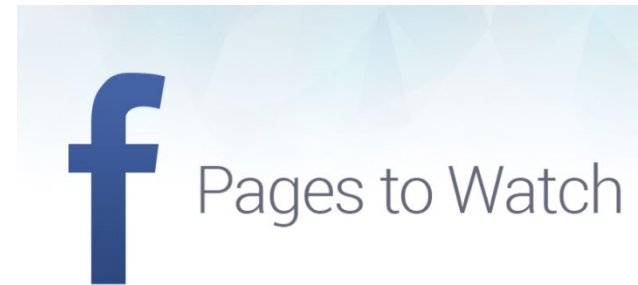
31 1 Comment 1 Share

Like Comment Share

This week's top posts from.....

Which Pages Should You Watch?

- Pages in your industry from your:
 - Peers
 - Brands you admire
 - Brands with a strong Social Media presence
 - Influencers
 - Top world brands
- Go for variety to get a good overview



What Are We Looking Out For?

- Posts with high engagement
- Posts with low engagement
- People with content similar to ours
- People with content that differs to ours
- Any emerging topics or trends
- Any spikes in page likes or engagement



3rd party Facebook competitor analysis tools

<https://www.fanpagekarma.com/vs>



<https://barometer.agorapulse.com/home>



Competitor Analysis tools for Twitter

vaizle.com/free-twitter-tools



Home

Free Tools

Pricing

Insights

Login

Free Twitter Analytics Tool

See how you stand against your competition on Twitter

Just enter or paste URL of your company's Twitter Page and as well as that of your competitor - or any two Twitter profile you want to compare (just make sure it's not private Twitter profile). You will then be able to see your Twitter analytics against your competitor. For free.

Competitor Page eg. <https://twitter.co...>

VS

Your Page eg. <https://twitter.com/rich...>



Free Twitter Competitive Analysis Tool

Use this tool to get a quick overview of your Twitter performance against your competition.

Competitor Analysis tools for Twitter

twitonomy.com



Twitter #analytics and much more...

- ✓ Get detailed and visual **analytics** on anyone's tweets, retweets, replies, mentions, hashtags...
- ✓ Browse, search, filter and get **insights** on the people you follow and those who follow you
- ✓ **Backup**/export tweets, retweets, mentions and reports to Excel & PDF in just one click
- ✓ Monitor your interactions with other Twitter users: **mentions**, retweets, favorites...
- ✓ Get and export **Search Analytics** on any keywords, #hashtags, URL or @users
- ✓ Get insights on and download any user's **retweeted & favorited tweets**
- ✓ **Monitor** tweets from your favorite users, lists and keyword searches
- ✓ Get actionable insights on your followers with **Followers Report**
- ✓ Find out easily those you follow but **don't follow you back**
- ✓ **Download** your followers and following lists to Excel
- ✓ Browse, sort and add/remove people to **your lists**
- ✓ Get the list of the **followers** you don't follow back
- ✓ Available on your desktop & **on your phone**
- ✓ Track your **follower growth** over time
- ✓ And much more...

Get started, try Twitonomy now!

▶ Sign in



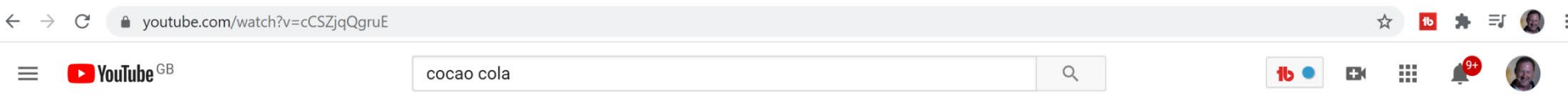
Now available on iPhone and Android



Competitor YouTube Insights on a video



Competitor YouTube Insights on a video



fb Videolytics Compare Tools

SUMMARY

231 Total Views	4 Comments	17 Likes
		0 Dislikes

SEO

5/20 Creator Suggested	0 Ranked Tags	0 SEO Score
----------------------------------	-------------------------	-----------------------

SOCIAL

0 Likes	0 Upvotes	0 Mentions
-------------------	---------------------	----------------------

CHANNEL Channelytics

3.20B Views	3.47M Subscribers	3.79K Videos
-----------------------	-----------------------------	------------------------

BEST PRACTICES

<input checked="" type="checkbox"/> High Res. Thumbnail	<input checked="" type="checkbox"/> Comment Pinned	<input checked="" type="checkbox"/> Comment Hearted
<input checked="" type="checkbox"/> Info Cards Added	<input checked="" type="checkbox"/> Liked on Facebook	<input checked="" type="checkbox"/> Chapters Added
<input checked="" type="checkbox"/> End Screen Added	<input checked="" type="checkbox"/> Captions Added	

TAGS

No Tags

#ElMejorRegaloEresTú #JuntosComoNuncaEnEstaNavidad
Esta Navidad, refresca prioridades.

Competitor YouTube Insights on their channel

cocoa cola



thecocacola.com



Coca-Cola
3.47M subscribers

SUBSCRIBED



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PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



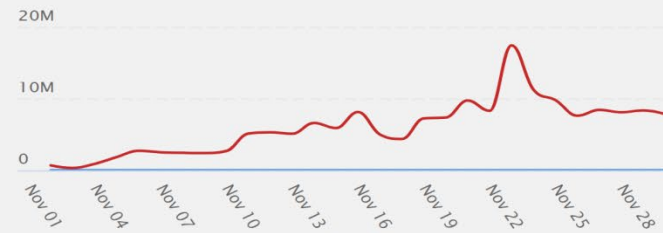
tb Channelytics



Compare Stats

Views Last 30 Days

Total LifeTime	Views 3.20B	Videos 3.78K
Last 30 Days	Views 173M	Videos 124



You
299

Them
173M

Channel Keywords:

Coca Cola Coke CocaCola The Coca Cola Company Coca Cola KO Official Channel Commercials

Copy Keywords..

Channel Id: UCosXctaTYxN4YPivI5Fpcrw

One Last Summer PLAY ALL

Look at my competitors sites
from different countries



e.g. www.ibm.com :auto forwards
to a country version of the website

Travel back in time!

www.archive.org

WayBack Machine

Google Trends

Google Trends

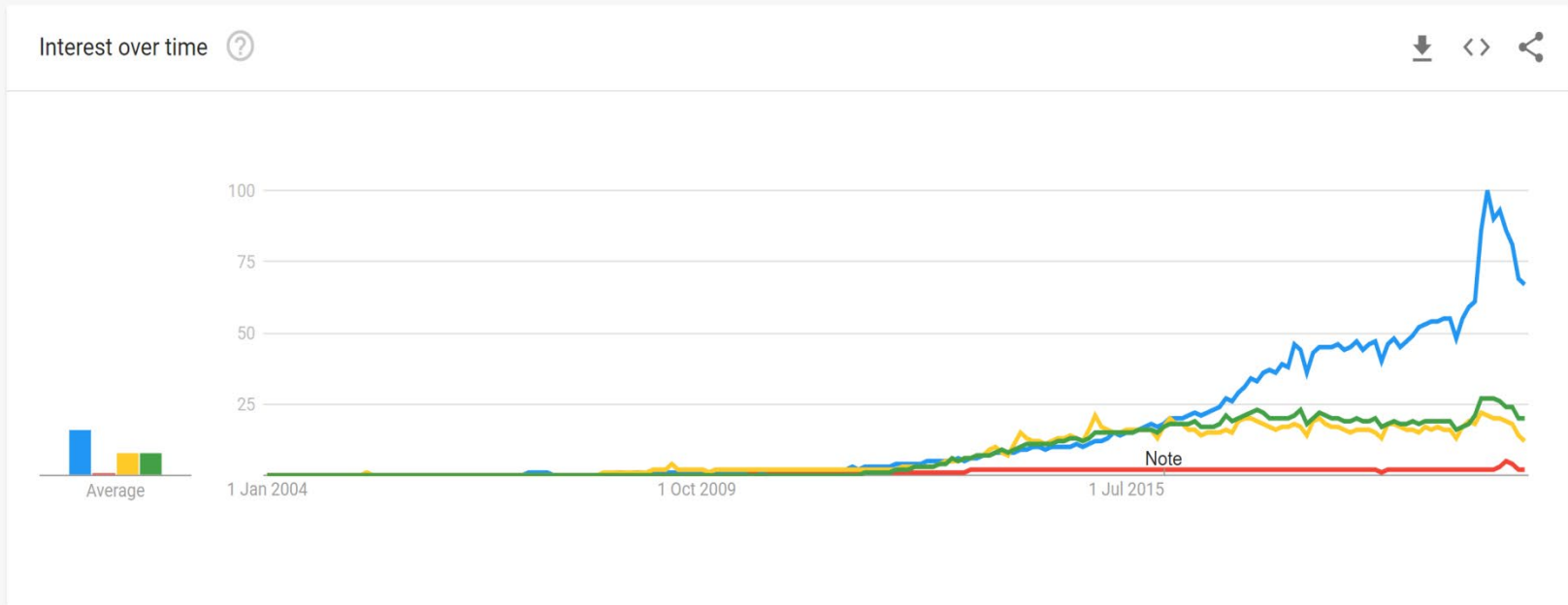


Google Trends – which products are consumers searching for?

Google Trends | Compare

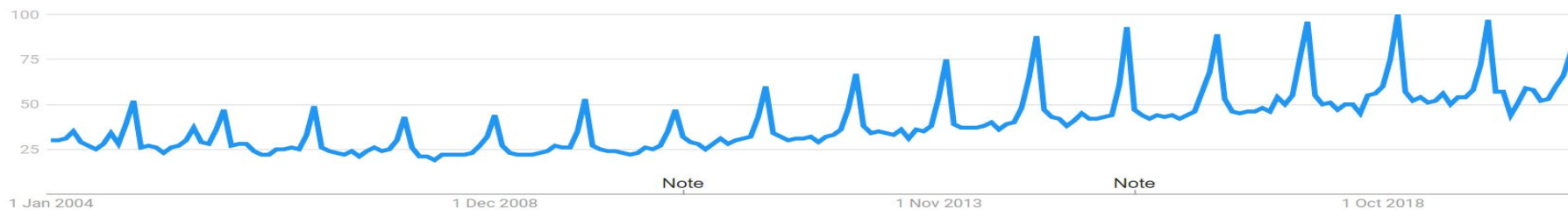
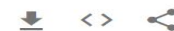
● shopify Search term	● bigcommerce Search term	● squarespace Search term	● woocommerce Search term	+
--	---	--	---	---

Worldwide ▾ 2004 – present ▾ All categories ▾ Web Search ▾



Google Trends – competitor brands?

Interest over time ?



Interest by sub-region ?



Rank	Sub-region	Interest Level (approx.)
1	Scotland	100
2	England	27
3	Wales	25
4	Northern Ireland	20

Related topics ?



- 1 The Macallan Distillers - Company Breakout
- 2 Whiskey sour - Cocktail Breakout

Related queries ?



- 1 asda whisky Breakout
- 2 morrisons whisky Breakout

Be invisible on LinkedIn!

Visibility of your profile & network

Make your profile and contact info only visible to those you choose

Profile viewing options

Close

Choose whether you're visible or viewing in private mode

Full profile

Select what others see when you've viewed their profile

Your name and headline



Stephen Whitelaw

Digital Marketing consultant, Social Media Evangelist and Technology public speaker.
Dullatur, Scotland | Information Technology and Services

Private profile characteristics



Executive Director in the Computer Software industry from Greater Glasgow Area

Private mode



Anonymous LinkedIn Member

Selecting Private profile characteristics or Private mode will disable Who's Viewed Your Profile and erase your viewer history.

[Upgrade to Premium](#) to see all your viewers in the last 90 days while browsing in private mode.

Financial Competitor Analysis



Find directors name & filing reports

www.endole.co.uk

Gives registered office, shareholders
and ownership details



Find directors name & filing reports

<http://companycheck.co.uk> - SIC Code, number of employees, company address etc..



www.gov.uk/get-information-about-a-company Companies house data.



Google Bard : competitor analysis

Prompt: “My biggest competitor is morayspeyside.com can you tell me their top traffic sources”



ChatGPT

Prompt: “I want you to act like an analysis auditor. I want you to perform an analysis of my brand Glen Livet Whisky with these 2 competitors, Isle of Raasay and Lagavulan. I need you to assess the differences and similarities between my brand and these competitors. I need you to focus on pricing, market positioning, branding and messaging. Research the market and analyse each brand to identify key differences and similarities. Present all the information in a detailed report. Based on all this information let me know how my brand can improve and take actionable steps to make my brand better than the competitors.”



Scottish Enterprise

Enquiry Fulfilment Research Service (EFRS)



International markets

International market research

Getting started with exporting

Need an export plan?

Reach international customers online

Managing risk

Export Champions programme

Overseas trade missions and exhibitions

Get your free research

If you're interested in free research about international markets and the competitors already there, get in touch with our team today.

[Submit an enquiry >](#)



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You have now graduated 😊

Secret Agent Unibersity

In recognition of successful completion of the requisite
course of study and upon certified nomination of Faculty.

The Board of Regents has conferred upon

Any Name Here!

in recognition of the satisfactory fulfillment of the prescribed requirements
for the degree of

Doctorate of Spying

with the rights, honors, and privileges thereunto appertaining

Dated this first of January, two thousand and six

Robert Miller

Chairman of the Board of Regents



James Danz

President of Unibersity

감사합니다 Natick
Grazie Danke Ευχαριστίες Dalu
Thank You Köszönöm
Спасибо Dank Tack
谢谢 Merci Seé
Obrigado
ありがとう

Stephen Whitelaw

www.linkedin.com/in/stephenwhitelaw

@toowist