

How to Conduct a Competitor Content Analysis.



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Competitor Content Analysis for Law Firms Marketing Campaigns

To help you successfully carry out a competitor content analysis while assessing and planning your content marketing campaign, PaperStreet has created this exclusive printable guide to help your law firm stay ahead of the game.

WHAT IS A COMPETITOR CONTENT ANALYSIS AND WHY IS IT IMPORTANT?

A competitive content analysis is the process of analyzing your competitors' content and strategies. This will allow you to:

- Benchmark your own content so you can see what kind of content your target audience expects and how they can engage with it
- Identify and fill content gaps by identifying your competitors' top and lowest-performing content
- Get some new ideas for future content and [content strategy](#)

HOW TO CONDUCT A COMPETITOR CONTENT ANALYSIS

In this section, we've detailed the 4 steps required to conduct a successful content competitor analysis. For each step, we've included a printable chart for you to fill out.

How you complete the charts is up to you. Perhaps create a numeric scale to simply identify strengths and weaknesses. Another option would be to add specific notes into the chart. There is no right or wrong approach. The goal is to simply create a visual comparison guide to help you develop or enhance your law firm's content marketing strategy.

Step 2: Analyze Competitors' Content

Now, you will be analyzing your competitors' content. The point of this step is to:

- Understand the quantity of your competitors' content (e.g. length of blog posts/videos, frequency of posts)
- Understand the quality of your competitors' content (e.g. writing style, design)
- Understand what topics and formats are most popular and work the best (or worst)

Note: if you have more than 3 competitors that you want to evaluate, you may need to print 2 of these.

	Metric	Measurement tool	Your company	Com- petitor #1	Com- petitor #2	Com- petitor #3
Business core and positioning	How they define themselves + their services	Manual inspection. Check homepage copy and meta description.				
	Niche expertise + brand	Manual inspection. Search in Google, read their website. Try to understand brand recognition, team personality, etc.				
Content Analysis	Key content categories	Manual inspection (social media and website). What are the content's main themes/categories?.				

	Metric	Measurement tool	Your company	Com- petitor #1	Com- petitor #2	Com- petitor #3
	Content frequency	How often are blogs released? How Often are other types of content released? How frequent are social media posts?				
	Blog content quality (notes)	Use this section to add notes about quality of content (e.g. grammar, writing tone, etc.)				
	Average content length	What is the average word count of blog posts and reports? What is the average duration of videos and podcasts?				
	Key content formats	Analyze key content formats (e.g. blogs, podcasts, ebooks, video series)				
	User acquisition	How is this company converting users landing on their content pages? (E.g. CTAs in blogs, newsletter subscription forms)				
	Influencers and thought leaders	Analyze whether they are working with influencers and industry leaders. Check the authors of their blogs, in-blog quotes and other potential signs of influencer collaborations.				

	Metric	Measurement tool	Your company	Competitor #1	Competitor #2	Competitor #3
	Top pages	<p>SEO too (e.g. SEMrush, Ahrefs, Moz)</p> <p>SEMrush users: go to Organic Research > Type in your competitor's domain > Top Pages, then filter by traffic volume.</p> <p>Note what pages do best, what the topic is, and how it is written and designed.</p>				
	Strengths	Based on all the metrics above, what are this website's main strengths? (e.g. great blog, strong CTAs)				
	Weaknesses	Based on all the metrics above, what are this website's main weaknesses? (e.g. poor design of pages or lack of collaborations)				
	Key takeaways	Key ideas on the above metrics (e.g., are there any topics you should consider writing on, or collaborators you should reach out to?)				

Step 3: Analyze SEO

For this step, your goal is to understand how much traffic and engagement content can get in your niche. This will require looking at how your competitors are ranked for different keywords and how they use them in their content.

	Metric	Measurement tool	Your company	Com- petitor #1	Com- petitor #2	Com- petitor #3
Organic traffic and engagement metrics	Monthly organic search traffic	<p>Use an SEO/ competitive analytics tool (e.g. SEMrush, Ahrefs, Moz)</p> <p>If you are using Semrush, go to Domain Overview > Overview > Organic Search Traffic to check your competitors.</p> <p>To check your own website, use Google Analytics (Acquisition > Overview > Organic Search)</p>				
	Authority score	<p>Use an SEO tool.</p> <p>SEMrush users: go to Domain Overview > Overview > Authority Score.</p>				
	The estimated number of keywords in the Top 10 positions	<p>Use an SEO tool.</p> <p>SEMrush users: head to Organic Research > Positions > Apply filter - Pos. Top 10.</p>				

	Metric	Measurement tool	Your company	Com- petitor #1	Com- petitor #2	Com- petitor #3
	The estimated number of backlinks	Use an SEO tool. If you are using Semrush, head to Backlink Analytics > Overview.				
	Average time on site	Use an SEO tool / Competitive analytics tool. If you are using Semrush, head to Domain Overview > Overview > Avg. Visit Duration to check your competitors. To check your own website, use Google Analytics (Audience > Overview).				
	Top keywords and how each firm is ranked for them	Use an SEO tool / Competitive analytics tool. Note what keywords you and your competitors are ranking for and what position they are in.				
	How keywords are used	Manual inspection. Look through some of the firm's content and see how they are using high-ranking keywords (e.g. placement in text, frequency)				

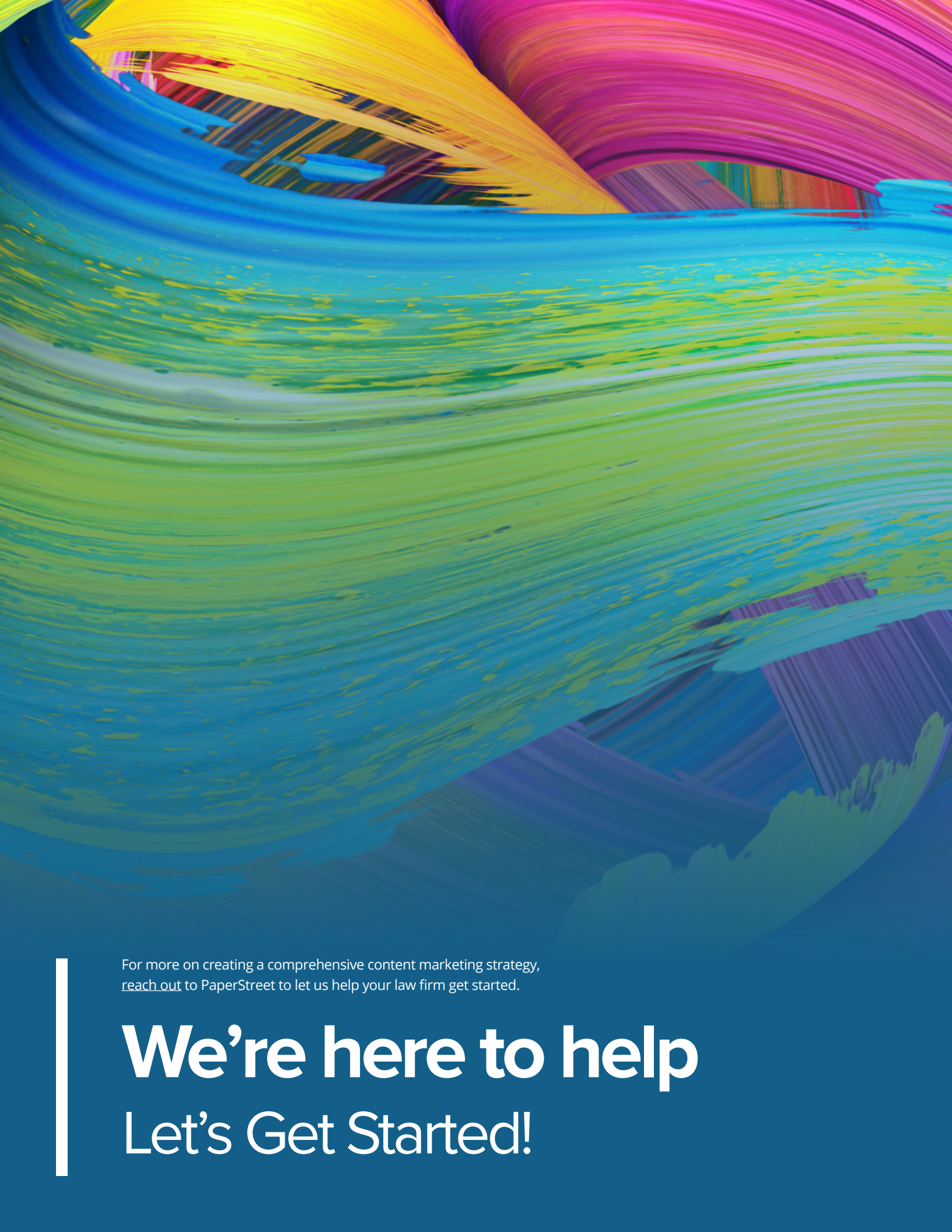
	Metric	Measurement tool	Your company	Com- petitor #1	Com- petitor #2	Com- petitor #3
	Strengths	Based on all the metrics above, what are this website's main strengths? (E.g. high organic traffic or high engagement rates.)				
	Weaknesses	Based on all the metrics above, what are this website's main weaknesses? (E.g. low organic traffic or low domain authority.)				
	Key takeaways	Most important ideas from above metrics. (E.g. does your organic traffic match the industry average?)				



Step 4: Lessons Learned and Strategy

Now that you have done all key analyses, it's time to take a look at the bigger picture and integrate the key lessons learned into your content marketing strategy. After you have filled out the table below, use your main takeaways to update and adapt your own content marketing strategy and objectives.

	Metric	Measurement tool	Your company	Competitor #1	Competitor #2	Competitor #3
Moving forward	What new content ideas do we have?	Summarize the key ideas, topics, formats, and other inspirations that you can use in your own content marketing strategy.				
	What are the key gaps in our content?	Summarize the key ways that you can improve using lessons from your competitors' content, and describe how you can integrate this into your content marketing strategy.				
	What new approaches or platforms can we use?	Summarize any key approaches that your competitors may have used that you can use as a tool for your marketing success.				
	How can we become more competitive?	What can our firm do to overcome our weaknesses and become more competitive?				
	Other	Add any other notes or ideas that are important to improving your firm's content here.				



For more on creating a comprehensive content marketing strategy, [reach out to PaperStreet](#) to let us help your law firm get started.

We're here to help
Let's Get Started!