Competitor Snapshot Worksheet

A page never ranks in isolation: where you appear depends on how strong the alternatives are. Some searches belong to the portals and the chains. Others, often a specific area, property type or question, are well within reach. This sheet finds them.

From lesson 9.2. The full course and the SEO audit: reyse.co.uk/resources/seo. November 2026 edition. General education, not legal advice.

Lesson 9.2, reyse.co.uk/seocourse/competitor-gaps

Your competitors, and the searches you can win

Do this first Pick three rivals and ten searches, and note where each rival is weak.

Check

Review the results yourself

- [ ] In a private window, search 10 target phrases across your four audiences.
- [ ] For each, record who's in the top 10 (portal, chain, local agency, directory) and what kind of page ranks.

Audit three real rivals

- [ ] Pick competitors you genuinely lose business to.
- [ ] Use this course as a checklist on their site: pages for each audience, reviews, Business Profile, content depth, speed.
- [ ] Check their link strength with Ahrefs' free tools.
- [ ] Check what they've set up underneath: put their homepage into Google's Rich Results Test to see their schema (lesson 2.6), and add /robots.txt to the end of their web address to see whether they let AI tools in (GEO 3.1).
- [ ] Note where they're clearly stronger, and where they're weaker.

Look beyond Google

- [ ] Run your five most important searches on Bing and in Apple Maps too, and note who appears. Apple Maps is the iPhone's built-in map app, and Edge on Windows searches with Bing unless someone changes it.
- [ ] Ask ChatGPT, Perplexity and Google's AI Mode who they'd recommend in your area, and note who's named.

Ask AI to compare

AI prompt Here is the text of my homepage and a key page, and the same from my competitor's site. What are they covering that I'm not, and where am I already ahead? Which of these searches look winnable for a small local agency: [list]?

Fix

Pick battles you can win

- [ ] Target specific areas, property types and questions before the biggest city-wide searches.
- [ ] Fix the gap that's easiest for you and hardest for them to copy: real local data, named expertise, a relationship they don't have.

Keep watching, without overreacting

- [ ] Re-run the comparison every quarter. Competitors don't stand still either.
- [ ] Keep it on one sheet: a row for each check (your 10 searches, Bing and Apple, the AI answers, and the review numbers from Reviews 5.3) and a column for each quarter.
- [ ] Set a free Google Alert for each rival's name, so a new office, press story or award reaches you without searching.
- [ ] Act when something moves the same way in two checks running. A single change is usually noise: rankings and AI answers wobble on their own.

Ten searches

Search each in a private window. Note who's in the top ten: portals, chains, local agencies or directories.

Search	Audience	Who's in the top ten	Kind of page that ranks	Winnable?

Three rivals you really lose business to

Signal	You	Rival 1	Rival 2	Rival 3
Agency				
Pages for each audience				
Google reviews (count, rating)				
Business Profile (photos, last post)				
Area pages				
Guides and market reports				
Speed on mobile				
Links (Ahrefs' free checker)				
Shows on Bing and Apple Maps				
Named by AI tools				
Schema found (Rich Results Test)				
Lets AI crawlers in (robots.txt)				
Clearly stronger at				
Clearly weaker at				

The three searches you'll go after first

Search	Why you can win it	Page to build or improve	Owner
1			
2			
3			

Quarter by quarter

Re-run the same checks each quarter. Act when something moves the same way in two checks running; a single change is usually noise.

Check	Q1	Q2	Q3	Q4
Your 10 searches: how many you're top three for				
Rival 1: same count				
Bing and Apple: who appears				
AI answers: who's named				
Reviews: last three months, you vs rival (Reviews 5.3)				
Google Alerts: anything new from rivals				

Rather we did this for you? It's part of Found First, done for you: reyse.co.uk/products/seo