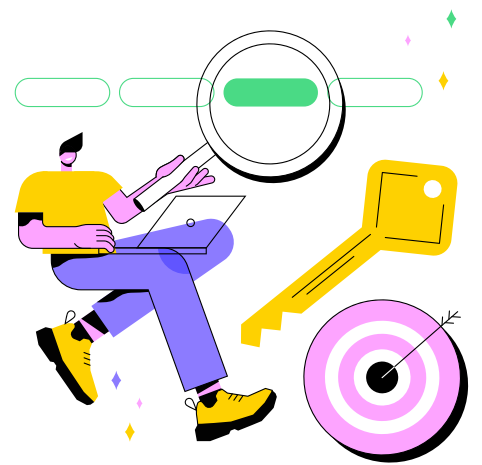# WHY SHOULD I USE
Competitor Analysis Tool?

Identify your competitors: You can identify the websites that rank for the same keywords you want to target and those that have similar offerings to your business.

Analyze their website: The tool helps you study your competitors' websites and take note of any features that set their website apart, such as a blog or a resource center.

Assess their keyword strategy: With this tool, you can see which keywords your competitors are targeting. Competitor Analysis Tool makes you able to understand their content strategy.

Monitor their online presence: You can keep an eye on your competitors' online presence and online reputation. This will give you an idea of how they interact with their audience and what kind of content resonates with their target market.

Use the information to inform your own strategy: You can use the insights from the tool to improve your own SEO strategy. Identify areas where you can improve your content, and target different or unique keywords.

HOW TO USE
Competitor Analysis Tool?

To use Dopinger's Rank Checker tool, all you need to do is enter the URL you want to analyze in the relevant field and click on "Check".

Enter your website URL   Check

From the sidebar, you can choose from options such as:

Keyword in TOP   Competitors

Best pages

Now you can explore:

- Number of keywords in TOP
- Keyword distribution by TOP
- Rankings by keywords

- Best pages over time
- Comparison
- Keywords for selected pages
- Pages in TOP

- Shared keywords
- Shared keywords dynamics
- Competitors in Google TOP

Start improving your websites's SERP performance and increase your online visibility with Dopinger's SEO tools!

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