

Innovative and virtuous techniques for spying on your competitors online

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When you feel like you need to spy on your competitors, there are many clever ways to do so that are also completely legal and ethical.

Since our civilization is now in an information age, there are many details about your competition that are already available online. However, there are many ways to use these online resources in innovative ways that many individuals never consider. Therefore, it would be a good idea to take a look at many of the ways that you can examine your competition and then figure out how they can be used more creatively so that even more detail may be gained.

Examine their website

Although this is an obvious thing to do, it is surprising how many companies fail to do this. By reviewing all of the pages on [your competition's website](#), you can find out many important details about many of your competitor's prices, methods, and services. You can also see what type of companies are advertising on their site. All of this information is very valuable and very public.

In addition, you can also get even more detail by being clever and checking out the source code of their website. Some of the more important information you will find here is the list of keywords in the meta data. The people on your team that are programmers may also be able to find out many important things as well. If you can figure out what keywords your competitor is targeting then you will have very pertinent data that you may also be able to use while building your own company's online presence.

Examine their social media accounts

All of your competitor's social media accounts should be examined because there is also a great deal of information to be found in these locations. It would be prudent to check out their Facebook, LinkedIn, and Twitter accounts and then go back several years on the timelines to see how things have developed. Remember that there are also lots of other [social media platforms](#) that are also filled with invaluable information that might help your business in more ways than you thought possible.

If you want to be clever and even more innovative, then also check out the pages of the entities that are making a lot of comments on your competitor's site and then use these other accounts for even more in depth research about the kind of individuals and companies that frequently visit your competitor's social media accounts. Find out why they visit so frequently and see if there is some reason why you might want to do the same.

Google their name and find out what others are saying about them

This is something that is hit or miss. If your competition is being mentioned on certain message boards or various blogs, then you need to know why. Is it because they have done something good and people are praising them, or is it because they have done something bad, and everyone is complaining about how awful they are. Whatever the reason, you can use this information and apply it to your own situation, so your company can either follow their winning example or avoid their losing strategies.

When performing this kind of research, you can also cleverly gain access to even more information if you are lucky enough to locate issues about your competition that you can research in even more depth. You may be able to discover

rumors, track down new sources for more potential leads, and even be able to uncover trade secrets that you did not know existed.

Conclusion

So as you can plainly see, there is no need for you to get the latest [mobile spy software](#) in order to see what your competition is up to, because you can do it rather efficiently online in a highly ethical manner that does not violate the laws of any nation. If you haven't fully examined the online presence of your competition online, then you should seriously consider doing so, because they will probably do the same thing to you-if they haven't done so already.

In addition, if you have enough staff members that are able to perform these kinds of duties, you can research each competitor in great detail, and then use important items found in these searches as new launching pads for fresh information that may contain pertinent information that applies to your business. If you don't have enough personnel on your staff to do this, you can hire telecommuting freelancers to expand your workforce in an effective way that will not cost a lot.

So don't wait to begin your online quest for information about your competition because there is so much data for you to harvest, and you need all of the relevant information that you can get in order to run your company more effectively and efficiently.

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Hicks Crawford is a leading Online Marketing Business and author. Over the past 4 years, he's worked closely with clients from all over the world to help them get more results from inbound marketing and blogging. Through experience, he has mastered some of the most powerful Tech, Content Marketing and Social Media Platforms

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