

# 5 Steps To Reverse Engineer Your Competitor's Traffic & Conversion Strategy

Here is how you can reverse engineer your competitor's traffic and conversion strategy. Use this to find the strategies and tactics your competitors are using to grow and scale their business.

## Step 1: Research your competitor

- ☐ Read blog posts about the company's growth
- ☐ Listen to video interviews with the founder
- ☐ Listen to podcast interviews with the founder

## Step 2: Use SimilarWeb.com

- ☐ Find your competitors monthly traffic
- ☐ Find your competitors best marketing channels
- ☐ Find your competitors top referring sites

## Step 3: Use Buzzsumo.com

- ☐ Find your competitors most shared blog posts

## Step 4: Use iSpionage.com

- ☐ Find your competitors best keywords
- ☐ Find your competitors best ads
- ☐ Find your competitors best landing pages

## Step 5: Use AdBeat.com

- ☐ Find your competitors best display ads

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