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3 leverage feedback criticism even when it comes from competitors can be a valuable source of feedback analyze the points raised to identify any potential areas for improvement in your social

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why is finding your competitors important knowing your competition is key to finding the right place in any market industry or niche in fact the entire journey to becoming the industry leader begins with studying your competitors the main reasons why you should be looking at your competition right now include the following

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emphasize how you are objectively different from your competitors think about it every one of your competitors will be telling prospects that they are better than you

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1 direct competitors a direct competitor probably comes to mind when you think of your competition these are businesses offering similar or identical products or services in the same market they also vye for the same customer base

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2 identify competitors for the sake of example let s imagine we re marketing an organic women s clothing business go to moz keyword explorer and enter one of your choosy search phrases like organic cotton knit maxi dress go to the serp analysis box and click on see full results as we can see our top competitor for this

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