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How To Spy On Your Competitors

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Sunburnt SEO are happy to announce the release of our new **Competitor Reconnaissance Tool**. You can use the new tool to see how far you are ahead or behind your competitors you are in terms of important ranking metrics like [Blekkio Rank](#), [Google PageRank](#), and [Linking Domains](#). You can also track your competitors success on social networks such as Facebook, Twitter, Google Plus.



Basically it is for **spying on your competitors**.

Log in to your account and click the Competitors link under the '**SEO Tools**' tab to access the tool. When you add a new competitor you fill in as much information on that competitor as you can find:

New Competitor

Name	<input type="text" value="Trip Advisor"/>
Category	<input type="text" value="Reviews"/>
Website	<input type="text" value="http://www.tripadvisor.com/"/>
RSS Feed	<input type="text"/>
Twitter ID	<input type="text" value="TripAdvisor"/>
Facebook Page	<input type="text" value="http://www.facebook.com/TripAdvisor"/>
Google Plus URL	<input type="text" value="https://plus.google.com/118294736482650299"/>
YouTube Username	<input type="text" value="TripAdvisor"/>
LinkedIn Page	<input type="text" value="http://www.linkedin.com/company/tripadvisor"/>
Tumblr Blog	<input type="text"/>

And then we go and check them out in the background:

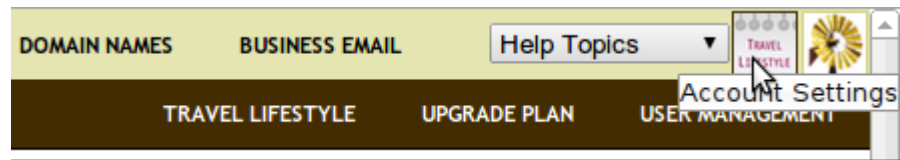
Trip Advisor

[Edit](#) ▢ [Update Stats](#) ▢ [Delete](#)

Website	http://www.tripadvisor.com/
Blekkio Rank	4,231.291
Linking Domains	329,731
PageRank	8
Twitter	758,143 Followers
Facebook	268,973 Followers
Google Plus	enabled
YouTube	enabled
Linked In	enabled

We'll also keep track of their performance monthly and update the data automatically.

You can track your own performance by completing your details under the Account Settings link:



Once you've added yourself and all your competitors you will be able to conveniently check the scoreboard whenever you like:

Browse Competitors

[New Competitor](#) ▢ [Update Stats](#)

Competitor	Blekkio Rank	PageRank	Linking Domains	Twitter Followers	Facebook Followers	
Trip Advisor	4,231	8	329,731	758,143	268,973	
Lonely Planet	2,455	8	231,740	1,018,370	1,007,987	
Fodors Travel	1,097	7	94,413	252,553	22,815	
Virtual Tourist	893	7	100,279	13,484	9,423	
Travel Lifestyle	0	0	22	3	34	

The number of competitors you can track depends on the plan you have with us:

- 500 (Enterprise Plan)
- 100 (Pro Plan)
- 25 (Standard Plan)
- 5 (Light Plan)

Competitor intelligence is important for the success of any organisation and we hope our new tool will help y ahead of your competitors.

Have fun!

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