

ORGANIC SEARCH COMPETITORS WORKSHEET

Keyword or Keyword Phrase: _____

Competitor Name

Competitor URL

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



PAID SEARCH COMPETITORS WORKSHEET

Keyword or Keyword Phrase: _____

Competitor Name

Competitor URL

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



SEMRUSH COMPETITOR WORKSHEET

Competitor Seed URL: _____

Competitor Name

Competitor URL

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____



Audience Demographics Intelligence Worksheet

URL Analyzed: _____

Gender Skews Toward:

Age Skews Toward:

Children Skew Toward:

Income Skews Toward:

Education Skews Toward:

Ethnicity Skews Toward:

Politics Skews Toward:

Audience Interests Insights (Top Interests Among All Competitors):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

8. _____

9. _____

10. _____

Audience Interests Site Preference Insights (Top Interests Among All Competitors):

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Inbound/Outbound Traffic Intelligence Worksheet

URL Analyzed: _____

Lead Magnet Ideas:

Tripwire Ideas:

Core Offer Ideas:

Profit Maximizer Ideas:

Return Path Ideas:



Google AdWords Keyword Planner Worksheet

Lead Magnet Ideas:

Tripwire Ideas:

Core Offer Ideas:

Profit Maximizer Ideas:

Copy Fear/Benefit Ideas:

JV/Affiliate Ideas:

Ebay Product & Pricing Research Worksheet

Lead Magnet Ideas:

Tripwire Ideas:

Core Offer Ideas:

Profit Maximizer Ideas:

Copy Fear/Benefit Ideas:

JV/Affiliate Ideas:



ClickBank Product & Pricing Research Worksheet

Lead Magnet Ideas:

Tripwire Ideas:

Core Offer Ideas:

Profit Maximizer Ideas:

Copy Fear/Benefit Ideas:



JV/Affiliate Ideas:



Best-Selling Book Worksheet

Lead Magnet Ideas:

Tripwire Ideas:

Core Offer Ideas:

Profit Maximizer Ideas:

Copy Fear/Benefit Ideas:



JV/Affiliate Ideas:



Infomercial & Commercial Research Worksheet

Lead Magnet Ideas:

Tripwire Ideas:

Core Offer Ideas:

Profit Maximizer Ideas:

Copy Fear/Benefit Ideas:



JV/Affiliate Ideas:



Advertising Intelligence Worksheet

Top Competitors:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Top Performing Paid Keywords:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



DIGITALMARKETER

7. _____

8. _____

9. _____

10. _____

Top Performing Ad Copy Notes:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Top Performing Landing Page Notes (And URLs):

1. _____

2. _____



3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Top Performing Placements:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____





BuzzSumo Research Ideas Worksheet

Lead Magnet Ideas:

Tripwire Ideas:

Core Offer Ideas:

Profit Maximizer Ideas:

Copy Fear/Benefit Ideas:

JV/Affiliate Ideas:

Alibaba Product Worksheet

Lead Magnet Ideas:

Tripwire Ideas:

Core Offer Ideas:

Profit Maximizer Ideas:

Copy Fear/Benefit Ideas:

JV/Affiliate Ideas:



Final Funnel Architecture Worksheet

Lead Magnet:

Tripwire:

Core Offer:

Profit Maximizer:

Copy Fear/Benefit Ideas:

JV/Affiliate Ideas:

