

Share of Voice



The Share of Voice reports are extremely useful to our company. We like to see how well we're performing relative to our competitors, and because we are a new and still kind of an emerging brand, it's a great way to benchmark how far we've come relative to who we know we're competing with in the SERPs.

—Holland Dauterive,
SEO Specialist,



Both the number and types of digital channels that an SEO practitioner can leverage to outrank their competition has exploded. Until now, SEO practitioners had to guess their online market share and relevance across their web site, blogs, social media, video sharing, mobile content and other channels manually, without the confidence of a proven system.

BrightEdge's patented Share of Voice technology bridges the knowledge gap between guessing and knowing who has the greatest share of voice in organic search, which is incredibly useful information for any SEO practitioner. Use Share of Voice to instantly understand each of your competitors combines on-page, off-page and site structure to boost their rankings on a given set of keywords.

- **Surface unknown competitors** — Uncover competitors you aren't tracking but rank well for a particular keyword, or keyword group.
- **Detailed Competitive Analysis** — Identify a competitor's rank for any particular keyword and the associated ranked pages for that keyword. Click into the associated URLs and view a comprehensive report including the page profile, backlinks, keyword rankings and search volume.
- **Analyze by segment** — Instantly map out all your competitors exhaustively by creating Share of Voice reports for each particular product or category using the corresponding keyword groups.
- **Competitive Benchmarking** — Every time you run a Share of Voice report they are saved automatically, which can be used for historical benchmarking against the competition.
- **Discover potential partners** — In addition to providing an unbiased view into the competitive landscape, Share of Voice reports will help you uncover potential partners to reach out to for display ads or as sources of backlinks (white hat, of course).

Select Keyword Group:

Period:

