

Competitor keyword worksheet

Complete one worksheet per proposed page. Keep observed facts separate from your judgment. Missing data is not a zero result.

1. Record the evidence

Research date / researcher / your website

Competitor page URL

Tool / report / country / device / report date / domain or URL scope

Keyword group / position / volume / estimated page traffic

Screenshot or export location

2. Check the reader

Who is searching, and what do they want to do?

- ☐ Our business serves this audience and market.
- ☐ We can supply the answer, tool or template the reader needs.
- ☐ This is not just a competitor login or navigation search.

Turn the evidence into work

3. Inspect before choosing a new URL

Our existing relevant page

What competing pages already explain well

Our useful addition, and the evidence needed to deliver it

4. Choose one action and explain why

- ☐ Update an existing page.
- ☐ Create a page for a distinct reader need.
- ☐ Investigate before commissioning.
- ☐ Reject: the reader or task does not fit.

Reason / what could change this decision

5. Assign and measure

Owner / deliverable / review date

Baseline period, current performance and success measure

Worked example: facts vs decisions

Observed report: Semrush, September 16, 2026. US database; Desktop selected. This is a dated tool observation, not verified competitor analytics.

The evidence

Query: seo vs aeo vs geo. Displayed volume: 320. In SERP Analysis, Digital Marketing Institute appeared at position 2. Its page showed Search Traffic 932 and URL Keywords 382.

Competing page: digitalmarketinginstitute.com/blog/what-is-seo-geo-and-aeo

What the numbers mean

320 describes one query. 932 is an estimate for the page across recorded keywords. 382 is a count of recorded ranking terms. These are not three ways of counting the same visits.

The proposed decision

Investigate an update to an existing comparison page before creating a new one. Xtrusio already has xtrusio.com/blog/aeo-vs-geo-vs-seo. The presence of a competitor does not establish what is missing from our page.

Before assigning work, read both pages, inspect the competitor URL keyword rows, and identify one useful addition. If the existing guide already answers the need, do not rewrite it merely because a competitor ranks.

Checks that still need your own data

- ☐ Record a baseline in Search Console for the existing page.
- ☐ Choose an owner and review date.
- ☐ Define a reader outcome, not a promised ranking.

Keep this example with the blank worksheet. A recorded fact can justify further research without justifying a new article.

Full guide:

<https://xtrusio.com/blog/find-competitor-keywords-what-drives-site-traffic>