

How to Steal Your Competitor’s Backlink Strategy Using SEMrush

In the world of SEO, understanding your competitors’ backlink strategies can offer valuable insights to enhance your own. Backlinks remain a crucial ranking factor, and with tools like SEMrush, analyzing your competitors’ backlink profiles has never been easier. This guide will walk you through how to check the backlinks of your top competitors using SEMrush.

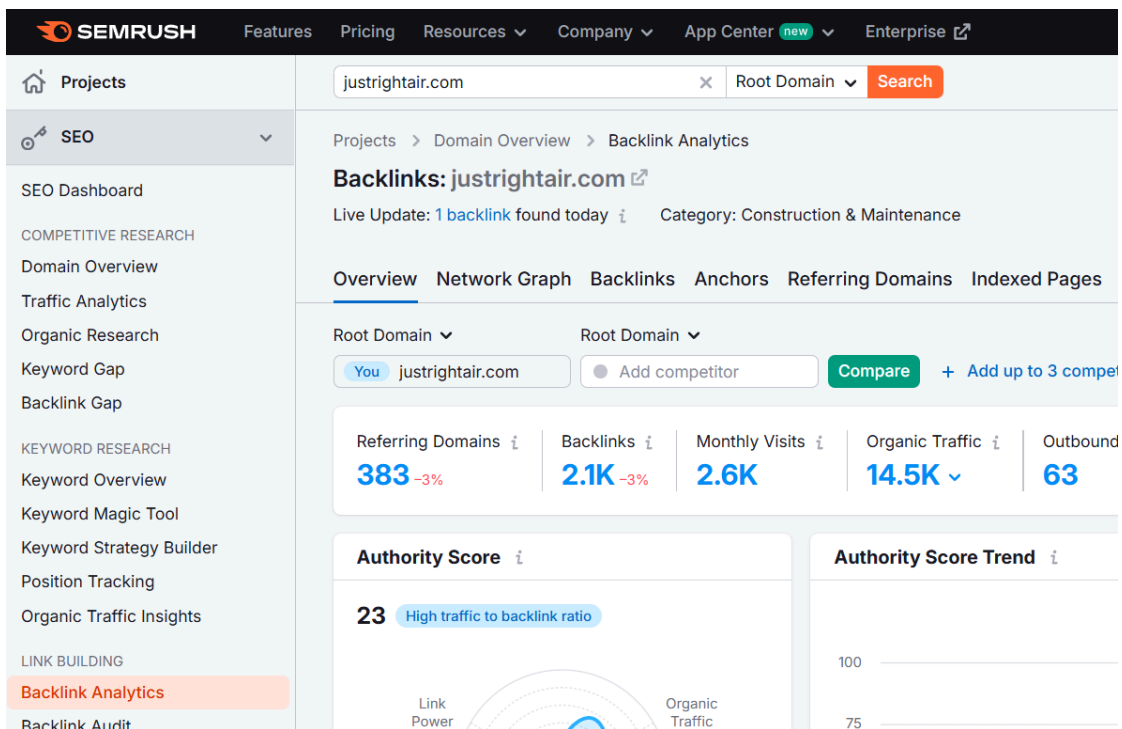
Why Analyze Competitors’ Backlinks?

Backlinks help search engines evaluate a site’s authority and relevance. By studying your competitors’ backlinks, you can:

- Identify high-quality sites linking to them.
- Discover opportunities to replicate or improve their strategies.

Step-by-Step Guide to Checking Competitors’ Backlinks on SEMrush

1. Log in to your SEMrush account.
2. Navigate to the Backlink Analytics tool under the “Link Building” section in the left-hand menu
3. Enter your competitor’s domain into the search bar and click Search.



The screenshot shows the SEMrush interface for the Backlink Analytics tool. The domain 'justrightair.com' is entered in the search bar. The left-hand menu is open, showing the 'Backlink Analytics' tool selected under the 'LINK BUILDING' section. The main content area displays the following information:

- Backlinks: justrightair.com** (with an external link icon)
- Live Update: 1 backlink found today ⓘ
- Category: Construction & Maintenance
- Navigation tabs: Overview (selected), Network Graph, Backlinks, Anchors, Referring Domains, Indexed Pages
- Search bar: You justrightair.com ⓘ Add competitor ⓘ Compare ⓘ + Add up to 3 competi...
- Summary Metrics:
 - Referring Domains ⓘ: 383 -3%
 - Backlinks ⓘ: 2.1K -3%
 - Monthly Visits ⓘ: 2.6K
 - Organic Traffic ⓘ: 14.5K ↓
 - Outbound: 63
- Authority Score ⓘ: 23 (High traffic to backlink ratio)
- Authority Score Trend ⓘ: A line graph showing a trend from 75 to 100.
- Visuals: A gauge chart comparing Link Power and Organic Traffic.

4. Dive Into the Backlink Report

Click on the Backlinks tab next to the Networks Graph tab to view a list of individual backlinks pointing to the competitor's site. Now the next step is important. We don't want to see backlinks that are not helping with SEO. Therefore, we filter the report to only see 'Follow' links and 'Active' links by clicking on Follow and Active. Follow links pass SEO value while no-follow links do not.

| <input type="checkbox"/> | Page AS | Source page Title and URL | Ext. Links | Int. Links | Anchor and Target URL | First Seen | Last Seen |
|--------------------------|---------|--|------------|------------|--|--------------|--------------|
| <input type="checkbox"/> | 26 | just-right-heating-cooling-salt-lake-city- - ... local.yahoo.com/info-101215173-just-right-heating-cooling-salt-lake-city EN Mobile friendly | 16 | 41 | justrightair.com www.justrightair.com/ Text Content | Jun 24, 2024 | Sep 19, 2024 |
| <input type="checkbox"/> | | | | | Website www.justrightair.com/ Text Content | Jun 24, 2024 | Sep 19, 2024 |
| <input type="checkbox"/> | 26 | just-right-heating-cooling-and-plumbing-s... local.yahoo.com/info-101215173-just-right-heating-cooling-and-plumbing-salt-lake-city EN Mobile friendly | 17 | 38 | justrightair.com www.justrightair.com/ Text Content | Aug 8, 2024 | Nov 1, 2024 |
| <input type="checkbox"/> | | | | | Website www.justrightair.com/ Text Content | Aug 8, 2024 | Nov 1, 2024 |
| <input type="checkbox"/> | 20 | Just Right Heating & Cooling in Salt Lake City ... www.groupon.com/deals/just-right-heating-cooling EN Mobile friendly | 1 | 22 | Company Website justrightair.com/ Text Content | Apr 17, 2024 | 5d ago |
| <input type="checkbox"/> | 17 | Furnace check up! Here's how r... studio5.ksl.com/just-right-air/ Blog EN Mobile friendly | 14 | 52 | www.justrightair.com www.justrightair.com/ Text Content | Nov 8, 2023 | 3d ago |

Here's a short explanation of the report

- **Source URL:** The webpage linking to your competitor.
- **Anchor Text:** The clickable text used in the link.
- **Target URL:** The page on your competitor's site receiving the link.
- **Authority Score:** The quality of the linking domain.

5. Analyze Referring Domains

Now look for high-authority domains: These sites can give you ideas for your own outreach efforts.

Examine categories: Understand which industries or niches are linking to your competitors.

Check for patterns: For example, if a competitor has many links from guest blogs, you might explore guest blogging opportunities.

6. Identify Link Building Opportunities

Use the insights gained to:

- Replicate Strong Links: If you see a high-quality domain linking to your competitor, reach out to the same site and propose your content or services.
 - Find Content Gaps: Notice which types of content attract the most links and create better versions to gain similar backlinks.
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Conclusion

That's it!

Analyzing your competitors' backlinks with SEMrush is a powerful strategy for uncovering opportunities and staying ahead in your niche. By regularly monitoring and implementing insights, you can build a stronger backlink profile and improve your site's visibility.

Start exploring today, and let your competitors' backlinks inspire your next SEO win!