Your DataForSEO competitor analysis guide

DataForSEO · Built with Datapipe

Dec 1, 2024 - Nov 7, 2026

Start with share of visibility. Then compare the keywords you share, find your keyword gaps and see the pages that earn your competitors' traffic.

Explore the report

01 Share of visibility
Your share of estimated traffic, by month.

02 Shared keywords
Keywords you both rank for, and who ranks higher.

03 Keyword gaps
Keywords your competitors rank for and you don't.

04 Competitor top pages
The pages that earn your competitors' traffic.

Use your own data

1 Add DataForSEO as a data source in Datapipe.
Enter your DataForSEO API login and password.

2 Create this dashboard.
Enter your domain, up to 4 competitors and your market.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook weekly.

Read the numbers correctly

Estimated traffic and traffic share are DataForSEO models of Google organic clicks, not your analytics.

Monthly totals are levels: compare months, don't add them. Traffic share adds up to 100% each month.

Lists use the latest read: up to 100 shared keywords, 100 keyword gaps and 20 pages per competitor.

Sample data · December 2024–November 2026.

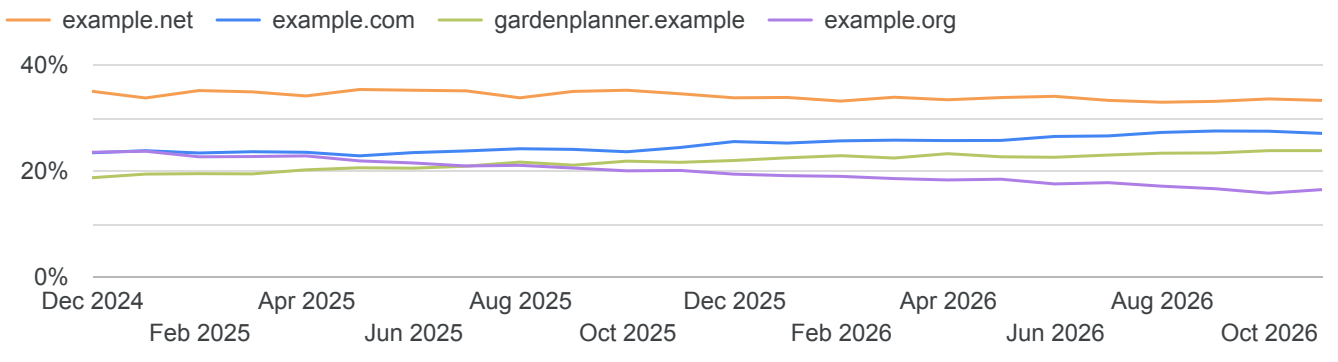
Share of visibility

DataForSEO · Built with Datapipe

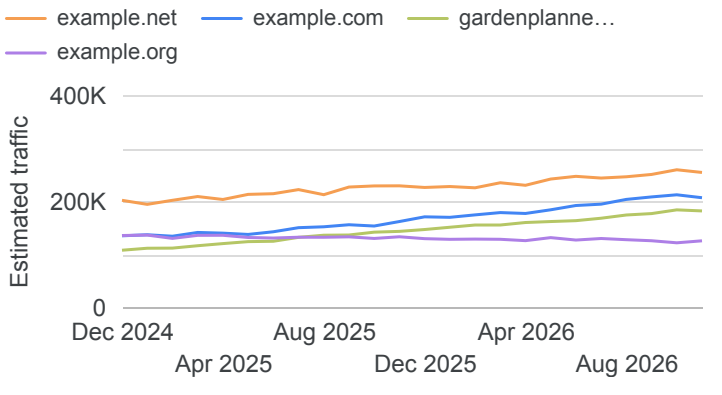
Dec 1, 2024 - Nov 7, 2026

Your keywords ranked	Your top 10 keywords	Your estimated traffic	Your traffic share
4,205	1,072	206,171	27%

Share of estimated traffic by month



Estimated traffic by domain



Latest month by domain

	Domain	Keywords ranked	Top 3	Top 10	Estimated traffic	Traffic share	Shared keywords	Keyword gaps
1.	example.net	8,763	360	1,168	253,860	33.13%	2,045	6,718
2.	example.com	4,205	351	1,072	206,171	26.91%	-	-
3.	gardenplanner.example	4,737	234	845	181,259	23.66%	1,829	2,908
4.	example.org	5,234	220	750	124,883	16.3%	1,984	3,250

1 - 4 / 4

Monthly totals for your domain and each competitor in the chosen Google market. Traffic share is each domain's share of the compared domains' estimated traffic that month.

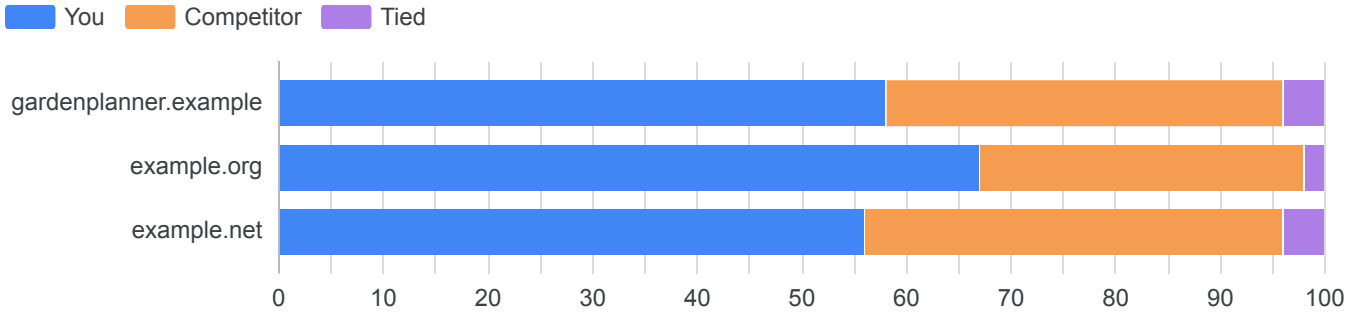
Shared keywords

DataForSEO · Built with Datapipe

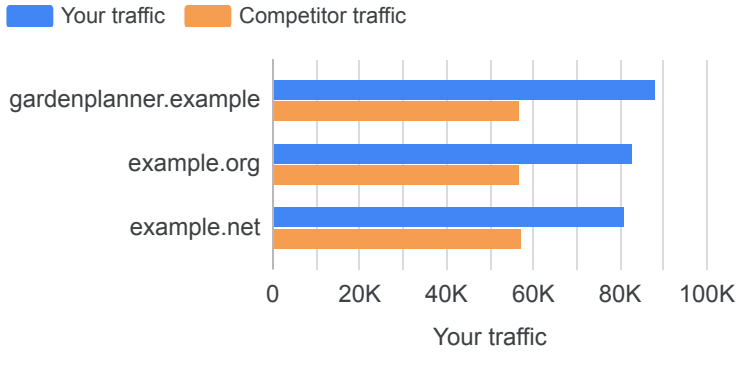
Dec 1, 2024 - Nov 7, 2026

Shared keywords in total	Shared keywords listed	You rank higher	Competitor ranks higher
5,858	300	181	109

Who ranks higher on listed shared keywords



Traffic on listed shared keywords



Shared keywords by search volume

	Keyword	Competitor	Ranks higher	Search volume	Your position	Competitor position	Your traffic	Competitor traffic
1.	how to grow tomatoes	gardenplanner.example	You	49,500	1	8	13,860	1,732.5
2.	when to plant garlic	example.net	Competitor	33,100	14	3	297.9	3,310
3.	when to plant garlic	gardenplanner.example	You	33,100	14	25	297.9	66.2
4.	when to plant potatoes	gardenplanner.example	You	33,100	44	62	66.2	66.2
5.	when to plant garlic	example.org	Competitor	33,100	14	11	297.9	297.9
6.	when to plant potatoes	example.org	Competitor	33,100	44	8	66.2	1,158.5
7.	when to plant potatoes	example.net	You	33,100	44	51	66.2	66.2
8.	how to grow strawberries	gardenplanner.example	Competitor	27,100	7	2	948.5	4,065
9.	when to plant peppers	example.org	You	27,100	1	6	7,588	948.5
10.	when to plant cucumbers	example.net	You	27,100	3	7	2,710	948.5

1 - 10 / 300

Keywords you and each competitor both rank for in Google organic results, highest search volume first, up to 100 per competitor on the latest read.

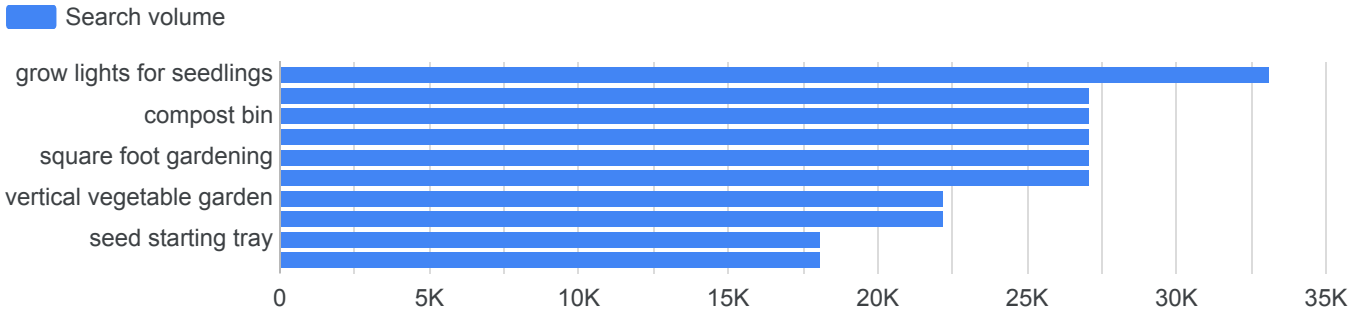
Keyword gaps

DataForSEO · Built with Datapipe

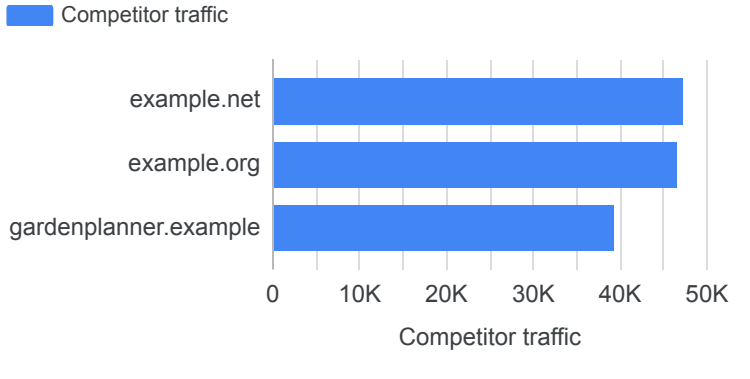
Dec 1, 2024 - Nov 7, 2026

Keyword gaps in total	Keyword gaps listed	Competitor traffic on listed gaps	Unique gap keywords listed
12,876	300	133,216	146

Biggest keyword gaps by search volume



Competitor traffic on listed gaps



Keyword gaps by competitor traffic

	Keyword	Competitor	Competitor traffic ▾	Search volume	Competitor position	Difficulty	CPC (USD)
1.	raised bed kit	example.net	7,588	27,100	1	66	-
2.	grow lights for seedlings	gardenplanner.example	4,965	33,100	2	31	3.11
3.	grow lights for seedlings	example.net	4,965	33,100	2	50	0.9
4.	best garden hose	example.org	4,065	27,100	2	81	2.56
5.	best garden hose	gardenplanner.example	4,065	27,100	2	30	0.91
6.	how to prune strawberries	example.net	3,388	12,100	1	28	-
7.	raised bed kit	example.org	2,710	27,100	3	72	1.65
8.	how to store potatoes	example.org	2,268	8,100	1	20	-
9.	growing peppers from seed	example.org	2,268	8,100	1	32	1.11
10.	how deep to plant hydrangeas	example.net	1,848	6,600	1	41	0.92

1 - 10 / 300

Keywords a competitor ranks for in Google organic results and your domain doesn't, up to 100 per competitor on the latest read. Search volume, difficulty and CPC are DataForSEO estimates.

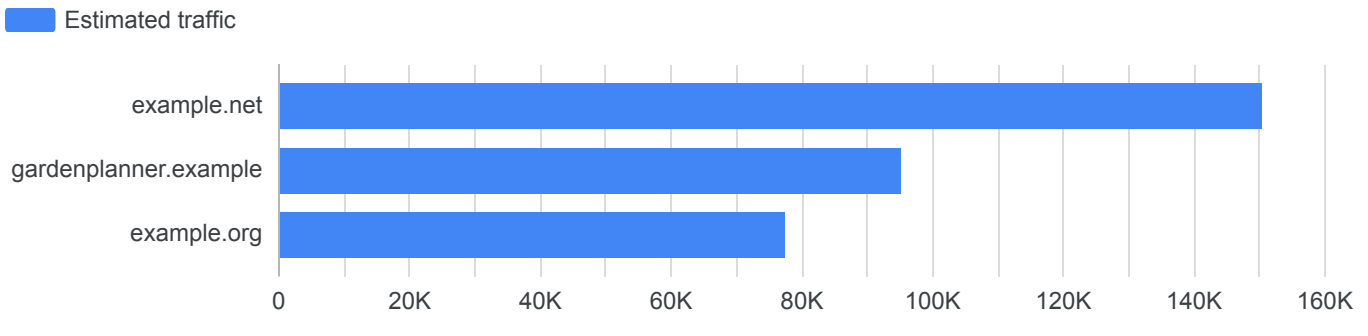
Competitor top pages

DataForSEO · Built with Datapipe

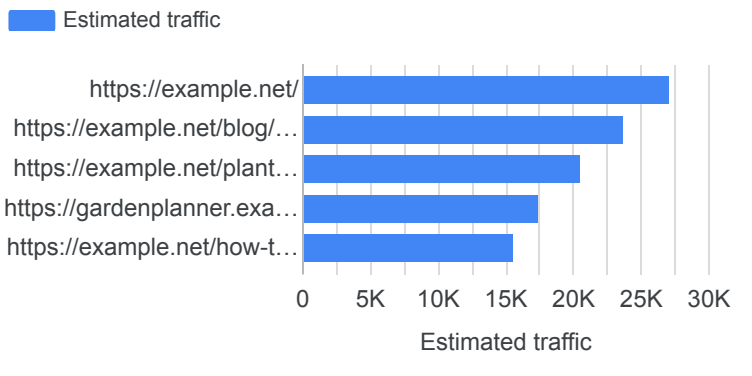
Dec 1, 2024 - Nov 7, 2026

Competitors compared	Competitor pages listed	Traffic to listed pages	Top page traffic
3	60	323,110	27,114

Traffic to listed pages by competitor



Top competitor pages



Competitor top pages

	Competitor	Page	Keywords ranked	Top 10	Estimated traffic
1.	example.net	https://example.net/	290	97	27,114
2.	example.net	https://example.net/blog/how-to-store-peppers	271	85	23,694
3.	example.net	https://example.net/plants/growing-peppers-from-seed	252	73	20,488
4.	gardenplanner.example	https://gardenplanner.example/	189	64	17,387
5.	example.net	https://example.net/how-to/how-to-save-seeds-from-peppers	219	55	15,526
6.	example.org	https://example.org/	187	59	14,097
7.	gardenplanner.example	https://gardenplanner.example/blog/how-to-keep-deer-away-from-peppers	164	48	13,126
8.	example.net	https://example.net/grow/how-to-save-seeds-from-zucchini	201	47	13,106
9.	example.org	https://example.org/blog/how-to-save-seeds-from-tomatoes	177	53	12,654
10.	gardenplanner.example	https://gardenplanner.example/plants/how-to-save-seeds-from-cucumbers	152	41	11,253

1 - 10 / 60

Each competitor's 20 pages with the most estimated traffic in the chosen Google market, on the latest read. Keywords and traffic are DataForSEO estimates.