



## Kudzu Tip of the Week

In this final portion of our series on Competitive Intelligence, learn where to search online to see how your competitors manage their reputations. You might just gain some ideas of activities you can also do to increase exposure for your business.



### Competitive Intelligence: The Series - Part 4

*Quick Internet searches help you keep tabs on the competition*

If you find yourself with a little down time, use it as an opportunity to get the low-down on your competitors. Here's how:

- **Check out their Kudzu profiles.** Keep track of the competition by checking out your competitors' Kudzu profiles. Take a look at their marketing descriptions, photos and of course, reviews. Is there anything they are doing better than you are? Consider related categories as well, especially if they overlap into your area of service.
- **Use a search engine.** Look for competitors' websites and any reviews or articles written about them, classes they have taught or panels on which they might have served, and any causes they have supported (for example: sponsoring a local ball team or providing a service as a prize at a special event). You can learn a great deal about a company's reputation in the community from seeing what kind of coverage it has received.
- **Explore blogs.** Do a blog search by entering the names of your competitors. You may learn that a business owner is considering selling, expanding, moving or changing directions in some way that could have an effect on your business.
- **Search images.** They say a picture is worth a thousand words - and it could be worth thousands of dollars as well. For example, a quick search of "landscaping photos in (enter your city name)" will result in many images with links back to landscape companies. Be sure to take a look at the images you find - one of them may just inspire an idea for your business.

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## Consumer review spotlight

See what user tjones62 has to say about [Michael's Personal Concierge Services](#)

### Very Professional Service

Mike's company was recommended on a neighborhood blog site. We have been nothing less than pleased with the level of service. He quickly adapted to the routine of my two dogs, and I trust him to stay in my home when I am out of town.



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