



# Competitive Intelligence

Strategic Analysis Report

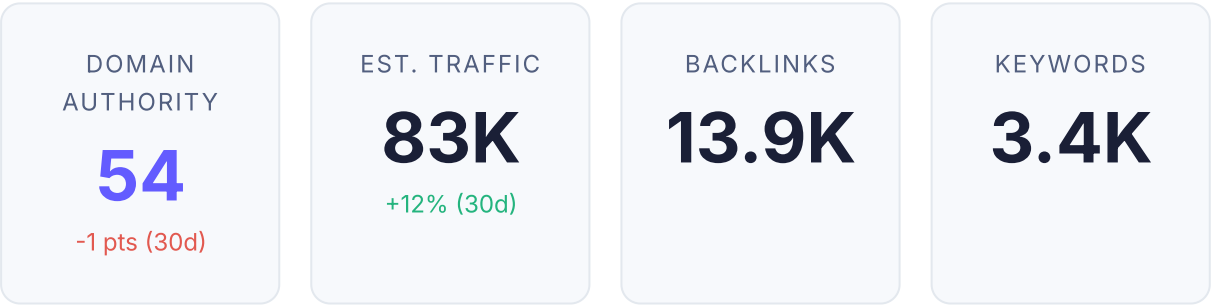
**notion.com**

Prepared: February 2, 2026

CONFIDENTIAL

# Executive Summary

This competitive analysis evaluates notion.com against 3 key competitors in the market. notion.com shows a developing competitive position with a domain authority of 54, compared to the competitor average of 62. Monthly traffic is estimated at 83K visits. The strongest competitor, clickup.com, leads with a DA of 63 and approximately 142K monthly visits. Key opportunities identified include content optimization, strategic link building, and improved social media engagement. The following pages detail specific metrics, comparative analysis, and actionable recommendations.



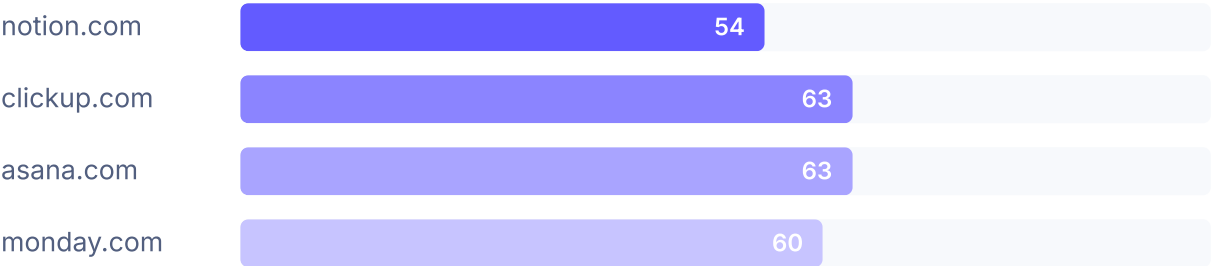
## Competitive Position

How notion.com compares to key competitors across critical metrics.

DOMAIN	DA	TRAFFIC (MO)	BACKLINKS	KEYWORDS	SCORE
notion.com	54	83K	13.9K	3.4K	68
clickup.com	63	142K	16.1K	3.9K	70
asana.com	63	250K	15.9K	4.1K	55
monday.com	60	319K	16.7K	3.6K	70

# SEO Analysis

## Domain Authority Comparison



## Backlink Profile

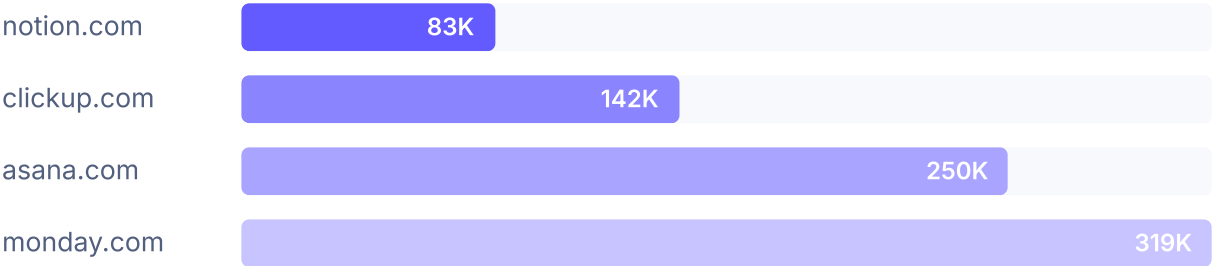
DOMAIN	TOTAL BACKLINKS	REFERRING DOMAINS	DOFOLLOW %	AVG. DR OF LINKS
notion.com	13.9K	2.1K	76%	47
clickup.com	16.1K	2.4K	87%	53
asana.com	15.9K	2.4K	77%	31
monday.com	16.7K	2.6K	65%	51

## Keyword Rankings Distribution

DOMAIN	TOP 3	TOP 10	TOP 50	TOP 100
notion.com	17	94	573	894
clickup.com	7	144	141	1152
asana.com	10	58	268	571
monday.com	16	210	594	445

# Traffic Analysis

## Monthly Traffic Estimates



## Traffic Sources Breakdown

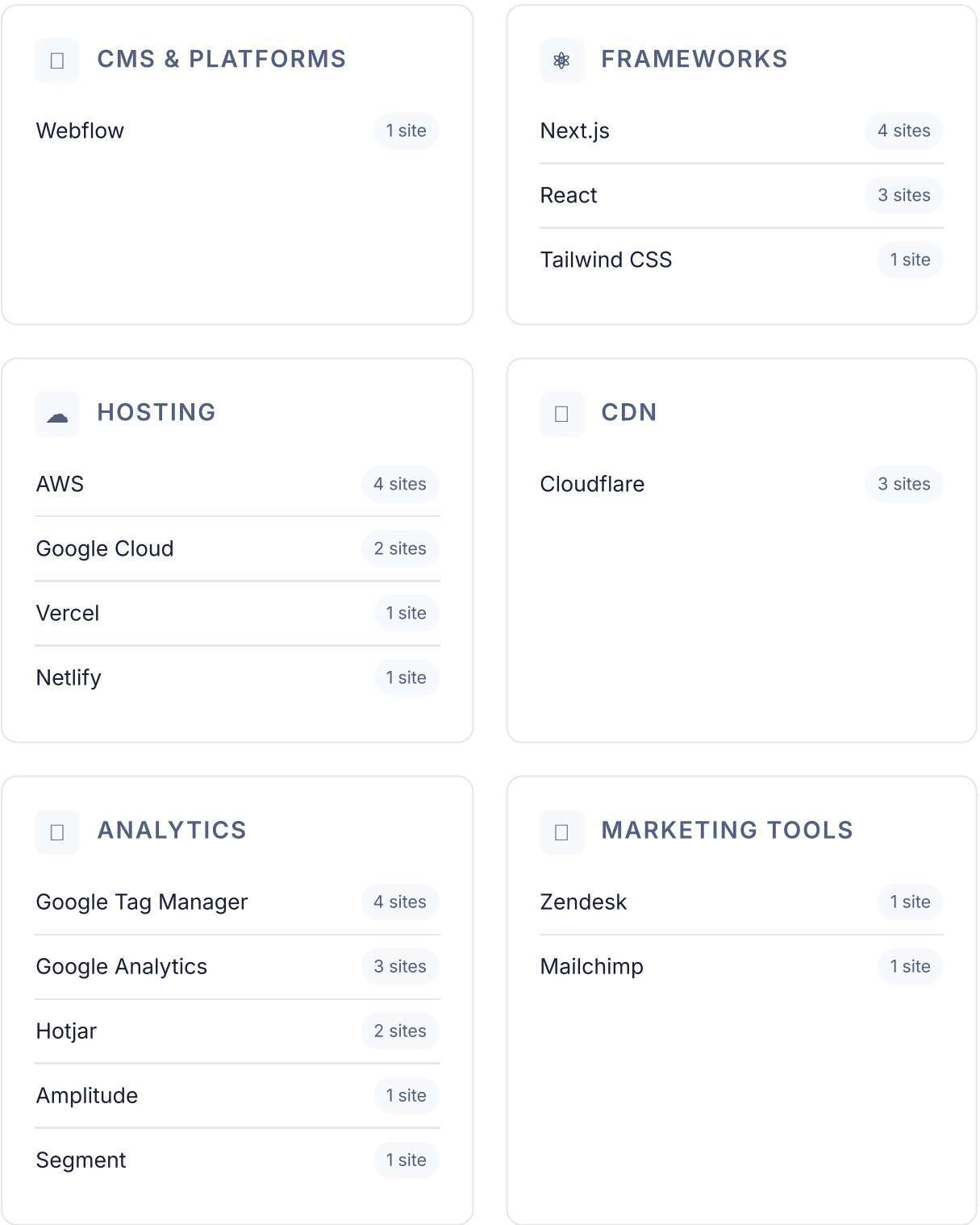
DOMAIN	ORGANIC	DIRECT	REFERRAL	SOCIAL	PAID
notion.com	35%	29%	12%	6%	18%
clickup.com	30%	19%	23%	13%	15%
asana.com	49%	21%	7%	6%	17%
monday.com	32%	26%	15%	11%	16%

## Geographic Distribution

DOMAIN	TOP COUNTRY	% TRAFFIC	#2 COUNTRY	#3 COUNTRY
notion.com	France	42%	Germany	Japan
clickup.com	Brazil	60%	United States	United Kingdom
asana.com	Germany	30%	France	Brazil
monday.com	United Kingdom	54%	Canada	United States

# Technology Stack Analysis

Understanding competitor technology choices reveals their investment priorities and potential vulnerabilities.



## Technology Comparison Matrix

CATEGORY	NOTION.COM	CLICKUP.COM	ASANA.COM	MONDAY.COM
CMS	Custom	Custom	Custom	Webflow
Hosting	AWS	AWS	AWS	AWS
CDN	Cloudflare	None detected	Cloudflare	Cloudflare
Analytics	Google Analytics, Google Tag Manager, Amplitude, Hotjar	Google Analytics, Google Tag Manager, Segment	Google Analytics, Google Tag Manager	Google Tag Manager, Hotjar
Marketing	Zendesk	None detected	None detected	Mailchimp
Frameworks	React, Next.js, Tailwind CSS	Next.js	React, Next.js	React, Next.js

# Content & Social Analysis

## Content Output

DOMAIN	BLOG POSTS/MO	AVG. WORD COUNT	INDEXED PAGES	CONTENT AGE
notion.com	21	1,476	1,192	1-2 yr
clickup.com	30	1,937	2,087	0-3 mo
asana.com	2	1,365	1,494	3-6 mo
monday.com	35	894	130	6-12 mo

## Social Media Presence

DOMAIN	TWITTER	LINKEDIN	FACEBOOK	YOUTUBE	ENGAGEMENT
notion.com	42.2K	29.6K	2.8K	6.5K	Very High
clickup.com	45.6K	7.3K	3.4K	-	Medium
asana.com	42.9K	5.0K	7.5K	4.3K	Low
monday.com	31.9K	17.9K	13.7K	9.7K	Medium

## Content Strategy Insights

How-to Articles

1,418 words

OPTIMAL LENGTH

Tue-Thu

BEST PUBLISHING DAY





# Strategic Analysis

## SWOT Analysis for notion.com

### STRENGTHS

- Consistent content publishing cadence
- Strong social media engagement
- Modern infrastructure with CDN for performance

### WEAKNESSES

- Traffic volume below competitor average
- Content freshness could be improved for better rankings

### OPPORTUNITIES

- Content gap analysis could reveal quick wins
- Targeted outreach to close backlink gap
- International SEO expansion for new markets

### THREATS

- Competitors may be investing heavily in content
- Algorithm changes could impact organic visibility
- Rising cost of paid acquisition channels

## Key Recommendations

1

### Accelerate Link Building Efforts

EST. IMPACT  
**+15-25% traffic**

Your domain authority (54) is below the competitor average (62). Focus on acquiring high-quality backlinks through guest posting, digital PR, and creating link-worthy content assets.

2

### Conduct Keyword Gap Analysis

EST. IMPACT  
**+10-20% organic traffic**

Identify keywords where competitors rank but you don't. Tools like Ahrefs or SEMrush can reveal quick-win opportunities with existing content optimization.

3

### Implement Content Refresh Strategy

EST. IMPACT

**+15-25% organic CTR**

Audit existing content for outdated information and declining rankings. Updating top-performing posts with fresh data can recover lost traffic and improve conversions.

4

### Expand Video Content Strategy

EST. IMPACT

**+10-20% engagement**

Video content drives higher engagement and captures YouTube search traffic. Create how-to videos, product demos, or thought leadership content to diversify traffic sources.

5

### Set Up Competitive Monitoring

EST. IMPACT

**Strategic advantage**

Establish monthly tracking of competitor metrics. Set up alerts for significant changes in their content strategy, backlink acquisition, or ranking movements.

# Next Steps

This report provides a snapshot of your competitive landscape. For the best results, we recommend reviewing these insights with your team and prioritizing the recommendations based on your current resources and strategic goals.

Report Generated

**February 2, 2026**

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