



# Position Comparison

Help Documentation

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This report displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. Note: To see these metrics for a different search engine, choose the desired search engine from the report options pane.

Seo analysts can use this report to compare their website's position for a specific keyword to that of a competitor's.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .