Competitive watch — 6 subjects to take

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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118 pieces read across 5 competitors · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **A useful watch comes down to six subjects, not forty pages.** The 5 competitors followed are the ones the advertiser named; the 118 pieces cover six months.

The 6 subjects no competitor covers

Subject	Searches / month	Why it is takeable
Grid connection on farmland	**760**	**Overlaps the “farm businesses” audience proposed at the client review — same market gap, two doors**
Photovoltaics and commercial leases	540	A recurring legal question, no quality content anywhere
Asbestos roofing and installation	480	A real objection in meetings, never covered online

Subject	Searches / month	Why it is takeable
Insuring a business installation	420	High-intent subject
Selling surplus power in 2026	390	Rules changed, competitors' content out of date
Photovoltaics and business co-ownership	310	Niche, but a short cycle
Total	**2,900**	—

The two queries where the advertiser is slipping, and the legible cause

Query	Position 4 months ago	Today	Cause identified	Fix proposed
Business self-consumption	4th	**9th**	**Two competitors updated 2022 content**	**Rework the 5 oldest articles: 3 hours, not 5 new pieces**
Professional installation price	6th	11th	Same cause	Same rework

The argument 3 competitors out of 5 lead with and the advertiser uses nowhere

Argument	What the advertiser can establish	Source	Condition
Grid connection time	**6 weeks on average across the last 22 jobs**	Site reports	**Written confirmation from the advertiser before publication**

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What the agent puts into a published comparison, and what holds up against a competitor: the advertiser's own measurements, dated, with the file that establishes them. **A figure announced by a competitor does not stand in for that:** it can be neither verified nor answered for, and a published numerical comparison commits the advertiser. **You publish on what you can prove, and that is what makes the claim usable instead of attackable.**

Advertisers for whom the monthly watch is switched on: _____

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