

Rule The Internet â Free automation guide

Watch competitors without doomscrolling

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

Manual competitor checks become either obsession or neglect.

Suggested stack

Change monitors + RSS + Friday skim. Primary tools: Visualping, Google Alerts, Feedly.

Do this

1. Watch pricing, changelog, and careers pages for 3 rivals.
2. Google Alerts for brand + category keywords.
3. Dump into Feedly or email digest â not Slack firehose.
4. Act only on pricing or positioning shifts that hit your ICP.

Operator tip

Curiosity is not strategy. Archive most alerts unread after a glance.

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