

TARGET FOCUS KEYWORD: **best running shoes, running shoes**

COMPARE

Competitive Analysis

COMPARE AUDIT |



Page Audit: COMPARE

A side-by-side technical and semantic evaluation to identify strategic gaps and ranking opportunities between your baseline page and the competitor page.

BASELINE PAGE

<https://runrepeat.com/guides/best-running-shoes>

COMPETITOR PAGE

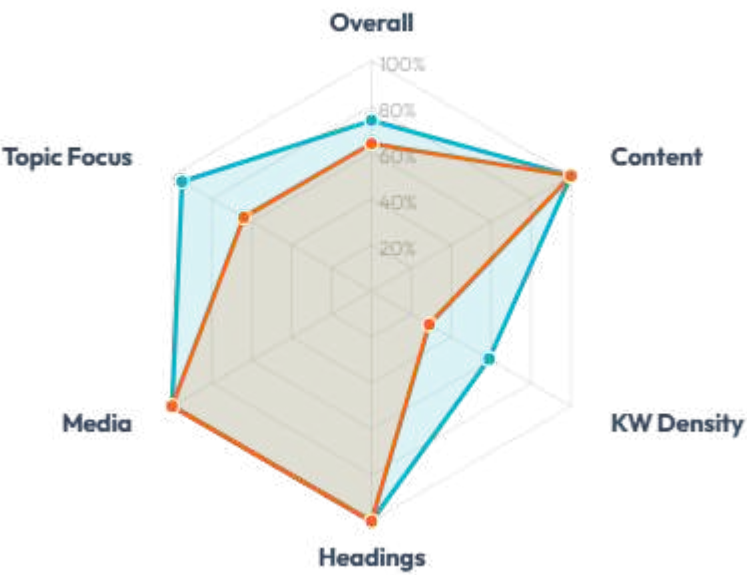
<https://www.runnersworld.com/uk/gear/shoes/a776671/best-running-shoes/>

METRIC COMPARISON: TALE OF THE TAPE

METRIC	BASELINE	COMPETITOR
Overall SEO Health	74/100	64/100
Keyword Density	2.35%	1.17%
Main Content Words	9208	6231
Total Visual Assets	445	149
Readability Score	Good	Good
Topic Focus Score	95%	64%
AI Footprint Score	34	10

EDGE ADVANTAGE (SPIDER GRAPH)

Baseline Page Competitor Page



TOP KEYWORDS FREQUENCY		
BASELINE TOP 5	WORD COUNT	COMPETITOR TOP 5
mm	1 Word	shoes
shoes		running
running		best
superb		reading
5		heel
running shoes	2 Words	stack height
93 superb		running shoes
0 mm		advertisement continue
see deal		continue reading
92 superb		reading below
adizero evo sl	3 Words	advertisement continue reading
saucony endorphin speed		continue reading below
endorphin speed 5		read our full
nike vaporfly 4		best running shoes
adidas adizero evo		velocity nitro 4

SEARCH SNIPPET & METADATA		
FIELD	BASELINE	COMPETITOR
Meta Title	6 Best Running Shoes in 2026 RunRepeat	The Best Running Shoes 2026, Tested by Experts
Meta Desc	The 6 best running shoes based on extensive wear and lab testing. We award the best overall, best daily trainer, best for tempo, best for race, best shock absorption and best stability.	Looking for the best running shoes in 2026? We list the best men's running shoes and the best women's running shoes, tested on the road and in the RW test lab.

HEADING HIERARCHY GAP ANALYSIS

BASELINE HEADINGS	COMPETITOR HEADINGS
H1: 6 Best Running Shoes in 2026	H1: The best running shoes for 2026, tested in the lab and on the road
H2: How we test running shoes	H2: JUMP TO:
H2: Best running shoes overall	H3: BEST FOR VERSATILITY
H3: What makes it the best?	H4: Adidas Adizero Evo SL
H3: Pros	H3: IN PARTNERSHIP WITH ON
H3: Cons	H4: On Cloudmonster 3
H3: Today's best price	H3: MOST RELIABLE
H2: Best daily running shoes	H4: Brooks Ghost 18
H3: What makes it the best?	H3: BEST FOR WIDER FEET
H3: Pros	H4: Asics Novablast 5
H3: Cons	H3: BEST VALUE
H3: Today's best price	H4: Puma Velocity Nitro 4
H2: Best tempo running shoes	H3: A capable workhorse
H3: What makes it the best?	H4: Saucony Ride 19
H3: Pros	H3: Best for lighter runners
H3: Cons	H4: New Balance FuelCell Rebel v5
H3: Today's best price	H3: Best all-rounder
H2: Best race running shoes	H4: Mizuno Neo Zen 2
H3: What makes it the best?	H3: Best for max-cushioning
H3: Pros	H4: Nike Vomero 18
H3: Cons	H3: Best for walking
H3: Today's best price	H4: Hoka Bondi 9
H2: Running shoes with the best shock absorption	H2: Types of running shoes
H3: What makes it the best?	H3: Daily trainer
H3: Pros	H3: Racing shoes
H3: Cons	H3: Stability
H3: Today's best price	H3: Trail
H2: Best stability running shoes	H2: How we test

BASELINE HEADINGS	COMPETITOR HEADINGS
H3: What makes it the best?	H2: Why trust us?
H3: Pros	H2: Best training shoes
H3: Cons	H2: Adidas Adizero Evo SL
H3: Today's best price	H2: Adidas Adizero Evo SL
H2: Comparison of the 6 best running shoes	H3: PROS
H2: There is no ONE best running shoe	H3: CONS
H2: Where to start: road vs. trail running shoes	H2: Key specs
H3: Road running shoes	H2: Read our full Adizero Evo SL review
H3: Trail running shoes	H2: On Cloudmonster 3
H3: Key differences between road and trail shoes	H2: On Cloudmonster 3
H2: Use: The most important factor	H2: Key specs
H3: Daily running shoes (also best for beginners and daily wear)	H2: Brooks Ghost 18
H3: Tempo/speed training running shoes	H2: Brooks Ghost 18
H3: Race/competition running shoes	H3: PROS
H3: Consider the distance as well	H3: CONS
H2: Cushioning and ride in running shoes	H2: Features at a Glance
H3: Shock absorption in running shoes	H2: Read our Brooks Ghost 18 review
H3: Energy return in running shoes	H2: SHOP - WOMEN'S
H3: Stack height in running shoes	H2: Asics Novablast 5
H3: Heel-to-toe drop in running shoes	H2: Asics Novablast 5
H3: Foam softness	H3: PROS
H3: Carbon-plated running shoes	H3: CONS
H2: What is arch support and why it matters	H2: Key specs
H2: Choosing the right size and fit in running shoes	H2: Read our full Asics Novablast 5 review
H2: Consider breathability and waterproofing	H2: Puma Velocity Nitro 4
H2: Traction in running shoes	H2: Puma Velocity Nitro 4
H2: Similar buying guides	H3: PROS

BASELINE HEADINGS	COMPETITOR HEADINGS
	H3: CONS
	H2: Key specs
	H2: Read our full Puma Velocity Nitro 4 review
	H2: Saucony Ride 19
	H2: Saucony Ride 19
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: SHOP - MEN'S
	H2: New Balance FuelCell Rebel v5
	H2: New Balance FuelCell Rebel v5
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Read our full New Balance FuelCell Rebel v5 review
	H2: SHOP - MEN'S
	H2: Mizuno Neo Zen 2
	H2: Mizuno Neo Zen 2
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Read our full Mizuno Neo Zen review
	H2: Nike Vomero 18
	H2: Nike Vomero 18
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Read our full Nike Vomero 18 review

BASELINE HEADINGS	COMPETITOR HEADINGS
	H2: SHOP - WOMEN'S
	H2: SHOP - MEN'S
	H2: Hoka Bondi 9
	H2: Hoka Bondi 9
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Read our full Hoka Bondi 9 review
	H2: SHOP - WOMEN'S
	H2: SHOP - MEN'S
	H2: Best race shoes
	H2: Adidas Adizero Adios Pro 4
	H2: Adidas Adizero Adios Pro 4
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Read our full Adidas Adizero Adios Pro 4 review
	H2: SHOP - MEN'S
	H2: SHOP - WOMEN'S
	H2: Puma Deviate Nitro Elite 4
	H2: Puma Deviate Nitro Elite 4
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Read our full Puma Deviate Nitro Elite 4 review
	H2: Saucony Endorphin Pro 5
	H2: Saucony Endorphin Pro 5

BASELINE HEADINGS	COMPETITOR HEADINGS
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Best super trainers
	H2: Asics Superblast 3
	H2: Asics Superblast 3
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Read our full Asics Superblast 3 review
	H2: Saucony Endorphin Speed 5
	H2: Saucony Endorphin Speed 5
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Asics Megablast
	H2: Asics Megablast
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Read our full Asics Megablast review
	H2: Best stability shoes
	H2: Nike Structure Plus
	H2: Nike Structure Plus
	H3: PROS
	H3: CONS
	H2: Key specs
	H2: Hoka Arahi 8

BASELINE HEADINGS	COMPETITOR HEADINGS
	H2: Hoka Arahi 8
	H3: PROS
	H3: CONS
	H2: Features at a Glance
	H2: Read our full Hoka Arahi 8 review
	H2: Saucony Guide 19
	H2: Saucony Guide 19
	H2: Features at a Glance
	H2: Read our full Saucony Guide 19 review
	H2: How often do you need to change your running shoes?
	H2: How do I know my foot type for running shoes?
	H3: Overpronation
	H3: Neutral
	H3: Underpronation/supination
	H2: RUNNING SHOES
	H3: We and our Vendors process data obtained through the use of Cookies for the following purposes:

UNIQUE MULTI-WORD PHRASES (2-5 WORDS)

UNIQUE TO BASELINE PAGE

- 93 SUPERB
- 0 MM
- SEE DEAL
- 92 SUPERB
- SHOCK ABSORPTION
- 5 MM
- DAILY RUNNING
- ENERGY RETURN
- 91 SUPERB
- 4 MM
- SAUCONY ENDORPHIN
- 3 MM
- FREE SHIPPING
- 6 MM
- NEW BALANCE

UNIQUE TO COMPETITOR PAGE

- ADVERTISEMENT CONTINUE
- CONTINUE READING
- READING BELOW
- ADVERTISEMENT CONTINUE READING
- CONTINUE READING BELOW
- ADVERTISEMENT CONTINUE READING BELOW
- KEY SPECS
- SHOP MEN'S
- SHOP WOMEN'S
- READ OUR FULL
- DAILY TRAINERS
- SUPER SHOES
- DROP 8MM
- RUNNER'S WORLD
- BROOKS GHOST