**COMPETITIVE ANALYSIS REPORT**

## **SUMMARY**

[Include who the competitive analysis was for and which website was redesigned. Discuss the goals of the analysis, such as to understand the competitive landscape and to study good and bad features of competitor websites.]

The following competitor websites were reviewed:

* Competitor 1
* Competitor 2
* Competitor 3

[Summarized the basic content found in all websites and the unique features of individual websites. Describe salient features. Describe all that apply, but remember that list of under 10 and uneven numbers of items are most memorable to an audience.]

* Feature 1
* Feature 2
* Feature 3

## **WEBSITE CONTENT**

### **Core Content**

[List types of content available on every page, from different pages, and tabs, to search functionality.]

* Item 1
* Item 2
* Item 3

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### **Content Unique to Individual Sites**

* Item 1
* Item 2
* Item 3

**CONTENT SPECIFIC TO AUDIENCE OR CUSTOMERS**

* Item 1
* Item 2
* Item 3

## **SITEMAP CONTENT**

* Item 1
* Item 2
* Item 3

## **NAVIGATIONAL FEATURES** (Including the most frequently used elements)

* Item 1
* Item 2
* Item 3

## **ANALYSIS RESULTS**

In each cell, use Y for yes to indicate the presence of a feature. Or, create your own notation system. A select few numbered notes can add more content to the table.

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| **ONLINE FORMS AND COMMUNICATION** |
| **DEFINING FEATURE** | **COMPETITOR 1** | **COMPETITOR 2** | **COMPETITOR 3** |
| shopping  |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |
| Request Pubs |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |
| Contact Us |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |
| Task |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |
| Task |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |

|  |
| --- |
| **SEARCH FUNCTIONALITY** |
| **DEFINING FEATURE** | **COMPETITOR 1** | **COMPETITOR 2** | **COMPETITOR 3** |
| Website Keyword |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |
| Advanced Search |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |
| Contact Us |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |
| Specific Search |  |  |  |
| -Feature 1 |  |  |  |
| -Feature 2 |  |  |  |
| -Feature 3 |  |  |  |

**Additional Notes:**