

**COMPETITIVE**

# ANALYSIS

WHAT IT TAKES TO WIN



When looking into competitors look for:

1. Messaging
2. Product and/or Services, Industries
3. Online Presence
4. Social Networking



|  |  |  |  |
| --- | --- | --- | --- |
| **Company** | **Locations** | **Employees** | **Revenue ($, mil)** |
| **YOU** |  |  |  |
| **Competitor 1** |  |  |  |
| **Competitor 2** |  |  |  |
| **Competitor 3** |  |  |  |

Data can be collected at your local library from databases such as **Hoovers**

or the **ReferenceUSA** database by **infoUSA**



|  |  |  |  |
| --- | --- | --- | --- |
| **Logo** | **Tagline** | **Positioning** | **Key Differentiators** |
| **YOU** |  |  |  |
| **Competitor 1** |  |  |  |
| **Competitor 2** |  |  |  |
| **Competitor 3** |  |  |  |



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Company** | **Service 1** | **Service 2** | **Service 3** | **Service 4** |
| **YOU** |  |  |  |  |
| **Competitor 1** |  |  |  |  |
| **Competitor 2** |  |  |  |  |
| **Competitor 3** |  |  |  |  |



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry** | **YOU** | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| Professional Services |  |  |  |  |
| IT |  |  |  |  |
| Government |  |  |  |  |
| Healthcare |  |  |  |  |
| Entertainment |  |  |  |  |
| Hospitality |  |  |  |  |
| Education |  |  |  |  |
| Transportation |  |  |  |  |
| Manufacturing |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Website | Appearance | User Experience | Resources | Unique Tools | Social |
| YOU |  |  |  |  |  |
| Competitor 1 |  |  |  |  |  |
| Competitor 2 |  |  |  |  |  |
| Competitor 3 |  |  |  |  |  |

**Appearance:** Modern or dated



**User Experience:** Overall quality of ease of access to information

**Resources:** Is there value or downloadable content

**Unique Tools:** Do they have client portals or calculators etc.

**Social:** Do they have networks listed on their site

\* Domain Authority, Organic & PPC can be assessed by 3rd party

**LEGEND**

Poor Average Great



### 



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Tools | PPC Keyword Research | SEO Keyword Research | Backlink Analysis | Traffic Overview |
| Keyword  Planner |  |  |  |  |
| Moz Keyword Explorer |  |  |  |  |
| Open Site Explorer |  |  |  |  |
| SimilarWeb |  |  |  |  |

Google Keyword Planner: Use this tool to find new keyword ideas, get search volume, and advertising competition metrics. Moz Keyword Explorer: Use this tool to scope the difficulty of keywords, analyze the SERPs, and build your organic keyword list.

Open Site Explorer: Find the Domain Authority/Rating of your site and your competitors to better understand the work involved to outrank your competition.

**SimilarWeb:** Find the traffic sources of your competitors and use that to guide your marketing strategy.



## There is a vast age range in decision makers and they communicate differently.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Company** | **YOU** | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| **Social Links on Site?** |  |  |  |  |
| **LinkedIn Followers** |  |  |  |  |
| **Twitter Followers** |  |  |  |  |
| **Facebook Likes** |  |  |  |  |
| **YouTube Followers** |  |  |  |  |
| **Google Plus** |  |  |  |  |