## **Competitor Analysis Template**

### **Company Information**

* **Your Company Name:** [Your Company Name]
* **Date of Analysis:** [Date]
* **Analyst Name:** [Your Name/Team]

### **1. Identify Your Real Competitors**

Use this section to list and categorize your competitors.

* **Direct Competitors:** (Companies selling the same items/services to the same people)
  + [Competitor 1 Name]
  + [Competitor 2 Name]
  + [Competitor 3 Name]
  + ...
* **Indirect Competitors:** (Solving the same customer problems with different approaches)
  + [Competitor 1 Name]
  + [Competitor 2 Name]
  + [Competitor 3 Name]
  + ...
* **Aspirational/Disruptive Competitors:** (Big players you aspire to compete with, or up-and-comers who might disrupt the space)
  + [Competitor 1 Name]
  + [Competitor 2 Name]
  + [Competitor 3 Name]
  + ...

**How did you find them?** (e.g., Google searches, industry reports, customer feedback) [Notes on how competitors were identified]

### **2. What to Actually Look For (Competitor Deep Dive)**

For each key competitor, fill out the following sections. You might want to duplicate this section for each competitor you analyze.

**Competitor Name:** [Competitor's Name]

* **Website Analysis**
  + **URL:** [Competitor Website URL]
  + **User Experience/Navigation:** (Easy, confusing, intuitive?)
  + **Mobile Friendliness:** (Yes/No, quality)
  + **Calls-to-Action (CTAs):** (Compelling, generic, clear?)
  + **Overall Impression:**
* **SEO Performance**
  + **Key Ranking Keywords:** (List important keywords they rank for)
  + **Backlink Profile Quality:** (Strong, weak, diverse?)
  + **Estimated Domain Authority (DA):** (If available from tools)
  + **Organic Traffic Estimates:** (If available from tools)
* **Content Strategy**
  + **Key Topics Covered:**
  + **Posting Frequency:** (Daily, weekly, monthly, sporadic?)
  + **Content Formats:** (Blogs, videos, podcasts, infographics, whitepapers, case studies?)
  + **Content Quality:** (High, medium, low, informative, engaging?)
  + **Notable Content Pieces:**
* **Social Media Presence**
  + **Platforms Used:** (e.g., Facebook, Instagram, LinkedIn, X, TikTok, YouTube)
  + **Follower Count (per platform):**
  + **Engagement Rate:** (High, medium, low - likes, comments, shares per post)
  + **Tone/Personality:** (Informal, professional, witty, serious?)
  + **Audience Interaction:** (Engaging with comments, just broadcasting?)
* **Advertising Strategy**
  + **Platforms Used:** (Google Ads, Facebook Ads, LinkedIn Ads, Display, etc.)
  + **Key Ad Messages/Creatives:** (What are they pushing?)
  + **Estimated Ad Spend:** (If available from tools)
  + **Evolution of Ads:** (Have their ads changed over time?)
* **Branding & Positioning**
  + **Stated Target Audience:**
  + **Core Problems They Claim to Solve:**
  + **Brand Voice/Messaging:**
  + **Unique Selling Proposition (USP):** (What makes them stand out?)
  + **Market Perception:** (How do customers view them?)

### **3. Getting the Information & Recommended Tools Used**

Document the tools and methods you used for your research.

* **Manual Research:** (e.g., Visited websites, reviewed social accounts, mystery shopping)
  + [Notes on manual research findings]
* **SEO Tools:** (e.g., SEMrush, Ahrefs, Moz)
  + [Specific insights gained from SEO tools]
* **Social Listening Tools:** (e.g., Brandwatch, Hootsuite)
  + [Specific insights gained from social listening]
* **Website Analysis Tools:** (e.g., Similarweb)
  + [Specific insights gained from website analysis tools]
* **Advertising Spy Tools:** (e.g., SpyFu, Adbeat)
  + [Specific insights gained from ad spy tools]
* **AI Tools Used (if any):** (e.g., for content summaries, sentiment analysis of reviews)
  + [How AI was leveraged and what insights it provided]

### **4. Making Sense of Everything: SWOT Analysis**

Now, synthesize your findings into a SWOT analysis for **your company** in relation to the competitive landscape.

* **Strengths (S):** What are your competitors doing really well that you can learn from or areas where you are already strong? (Benchmark your own performance)
  + [Strength 1]
  + [Strength 2]
  + [Strength 3]
* **Weaknesses (W):** Where are your competitors falling short? These are your opportunities!
  + [Weakness 1]
  + [Weakness 2]
  + [Weakness 3]
* **Opportunities (O):** What trends or unmet needs are your competitors missing? Where can you get ahead?
  + [Opportunity 1]
  + [Opportunity 2]
  + [Opportunity 3]
* **Threats (T):** What could hurt your business? (e.g., aggressive competitor moves, industry changes, shifting customer preferences)
  + [Threat 1]
  + [Threat 2]
  + [Threat 3]

### **5. Action Plan**

Based on your SWOT analysis, outline concrete actions your company will take.

* **Marketing Strategy Adjustments:**
  + [Action 1]
  + [Action 2]
  + [Action 3]
* **Product/Service Development Ideas:**
  + [Action 1]
  + [Action 2]
  + [Action 3]
* **Content Strategy Focus:**
  + [Action 1]
  + [Action 2]
  + [Action 3]
* **Social Media Engagement Improvements:**
  + [Action 1]
  + [Action 2]
  + [Action 3]
* **Other Strategic Initiatives:**
  + [Action 1]
  + [Action 2]
  + [Action 3]

### **Next Steps & Review**

* **Review Date for this Analysis:** [Date]
* **Key Stakeholders to Share With:**
* **Questions for Discussion:**