



# COMPETITIVE ANALYSIS

Use this easy template to evaluate the strengths and weaknesses of your competitors. Start by naming your top three competitors. Next, starting with products and working your way down, answer the questions for each focus area. Include as much detail as possible.

FOCUS AREA	ITEMS TO REVIEW	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
<b>COMPETITORS</b>	Which three businesses are your biggest competitors?			
<b>PRODUCTS</b>	What products do they offer? How are they similar to mine? How do they differ from mine?			
<b>FEATURES</b>	Are there different or extra features (i.e., money-back guarantees, or free delivery options)?			
<b>CUSTOMER SERVICE</b>	What is their return policy? Do they offer delivery? At what cost to the customer?			

<p><b>REWARDS</b></p>	<p>Are incentive or reward programs available?</p> <p>If so, what are they?</p>			
<p><b>PRICING</b></p>	<p>How are they pricing their products or services?</p>			
<p><b>ONLINE REVIEWS</b></p>	<p>What are their reviews on sites like Google, Yelp, Facebook, Tripadvisor?</p> <p>Are there negative comments or customer complaints?</p> <p>If so, how are they handled?</p>			
<p><b>WEBSITE</b></p>	<p>Easy to navigate?</p> <p>Clear description of offerings?</p> <p>Does text help viewer understand how they will benefit from product or service offered?</p> <p>Call to Actions included?</p> <p>Links to social media?</p> <p>Contact information easy to find on all pages?</p>			

<b>SOCIAL MEDIA</b>	High engagement (shares, likes, and comments)?  Is the business responsive to comments?  Which posts are getting the most response?			
<b>OTHER</b>	What else did you notice about your competitors?			

Based on your observations, look at ways you can out perform your competition. Use this space to detail what you might do in these three common areas to become more competitive:

- 1) Update or expand your offerings.
- 2) Review and adjust your pricing as needed.
- 3) Improve your online content (website, social, local listings, etc)