

Identify your online competitors in:

	Competitor One	Competitor Two	Competitor Three	Competitor Four	Competitor Five
Organic search					
Paid search					
Local search					

Gather high-level information about your competitors:

		Your Business	Competitor One	Competitor Two	Competitor Three	Competitor Four	Competitor Five
Type	Type of competitor						
Company	Name						
	URL						
	Annual turnover						
	Market share						
	Date founded						
	Number of employees						
	Number of customers						
Locations	Number of locations						
	Main						
	Other 1						
	Size						
	Other 2						
	Size						
	Other 3						
	Size						
	Other 4						
	Size						
	Other 5						
	Size						

Identify competitors’ top products and services:

		Your Business	Competitor One	Competitor Two	Competitor Three	Competitor Four	Competitor Five
Pricing	Price range						
	Lowest price						
	Highest price						
	Discounts						
	Seasonal sales						
	Postage						
	Trials						
	Free versions						
Product 1	Name						
	Link						
	Price						
	Discounts						
	Advertising						
	Features						
Product 2	Name						
	Link						
	Price						
	Discounts						
	Advertising						
	Features						
Product 3	Name						
	Link						
	Price						
	Discounts						
	Advertising						
	Features						
Product 4	Name						
	Link						
	Price						
	Discounts						
	Advertising						
	Features						
Product 5	Name						
	Link						
	Price						
	Discounts						
	Advertising						
	Features						

Analyze competitors’ communication and promotional strategies:

		Your Business	Competitor One	Competitor Two	Competitor Three	Competitor Four	Competitor Five
Audience	Interests						
	Age						
	Gender split						
Tone of Voice	General messaging						
	Projected position						
	Level of emotion						
	Reading level						
	Types of imagery						
Website metrics	Visits						
	Unique visits						
	Pages/visit						
	Avg. visit duration						
	Bounce rate						
Traffic sources	Direct						
	Search						
	Referral						
	Social						
	Paid						
Market share	Total						
	Direct						
	Search						
	Referral						
	Social						
	Paid						
Traffic journey	Top sources						
	Top destinations						
Market traffic	Total						
	Direct						
	Search						
	Referral						
	Social						
	Paid						
Social media	Facebook URL						
	Followers						
	Engagement						
	Post frequency						
	Twitter URL						
	Followers						
	Engagement						
	Post frequency						
	LinkedIn URL						
	Followers						
	Engagement						
	Post frequency						
	Instagram URL						
	Followers						
	Engagement						
	Post frequency						
	YouTube URL						
	Followers						
	Engagement						
	Post frequency						
	Other social media						
Paid advertising							
Google Ads	Keywords						
	Traffic						
	Traffic cost						
PLA	Keywords						
	Ads						
Display Ads	Ads						
	Publishers						
	Times seen						
Content strategy	Types of content						
	Blog frequency						
	Lead generation content						
	Top pages						
	Content campaigns						
Content campaigns	Content campaign 1						
	Organic traffic						
	Referring domains						
	Content campaign 2						
	Organic traffic						
	Referring domains						
	Content campaign 3						
	Organic traffic						
	Referring domains						