

Competitive Analysis Template



	YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
YOUR COMPETITORS				
Number of Employees				
Annual Revenue				
Location				
# of Years in Business				
Other				
COMPETITOR AUDIENCE				
COMPETITOR MESSAGING				
Words/Phrases Used				
Tone of Voice				
Easy to Understand (Y/N?)				
USER EXPERIENCE				
Easy to Find Info?				
Easy to Get Help?				
Clear CTAs?				

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	YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Update Often?				
Other				
SEARCH ENGINE RESULTS				
Keywords Used				
Page Rank Number				
SOCIAL MEDIA PRESENCE				
Channels Used				
Updated Often?				
What's Posted?				
What Customers Say				
CUSTOMER FEEDBACK				
Review Sites Listed On				
Ratings				
What Customers Say				