

Competitors Analysis | Name

Date

Part 1a My three largest competitors			
Company	Website	Location	Comments
A			
B			
C			

Part 1b What they do well from your point of view (as a professional)?		
Company	What they do well	Comments
A		
B		
C		

Part 1c What they do well from a potential customer's point of view?		
Company	What they do well	Comments
A		
B		
C		
Part 2 a What they do poorly or badly from your point of view (as a professional)		
Company	What they do poorly or badly	Comments
A		
B		
C		

Part 2b What they do poorly/badly from a potential customer's point of view?		
Company	What they do well	Comments
A		
B		
C		
Part 2c What is 'unique' about them?		
Company	What they do that is unique	Comments
A		
B		
C		

Part 3a What is/are their main product(s) or service(s)?		
Company	Main product(s) or service(s)	Comments
A		
B		
C		
Part 3b How are they promoting it/them?		
Company	Methods of promotion	Comments
A		
B		
C		
Part 3c Could they be doing this better, and how?		
Company	How this could be done better (or not)	Comments
A		
B		
C		

Part 3d Compare and contrast their main products/services with yours		
Company	Where they compare	Comments
A		
B		
C		
Company	Where they contrast	Comments
A		
B		
C		
Part 4a What guarantees do they have, and how do they promote them?		
Company	Guarantee(s)	How the guarantees are promoted
A		
B		
C		

Part 4b Are these guarantees fair in your opinion?		
Company	Your views on the guarantees	Comments
A		
B		
C		
Part 4c Are these guarantees genuine, and what aren't they guaranteeing?		
Company	Genuine guarantee? Comments?	What aren't they guaranteeing? Comments?
A		
B		
C		
Part 4d What are they guaranteeing that you also are?		
Company	Same/similar guarantee	Comments
A		
B		
C		

Part 4e Is their guarantee better and, if so, do you need to make changes to yours?		
Company	What they do better	Can/will I also offer these? How/when?
A		
B		
C		
Part 4f What are they guaranteeing that I'm not/can't?		
Company	What they do that I'm not/can't	Comments
A		
B		
C		
Part 5 Competitor website analysis		
Company	a: URL, initial reactions and comments	
A		
B		
C		

Company	b: Content (Is it up-to-date, and is the content added to regularly? If so, see what's being added – articles, news, tips, etc. Does the site have a blog?)
A	
B	
C	
Company	c: Navigation (Is it easy to find your way around the site? Is it easy to see what section you're in? Can you get back to the home page with one click?)
A	
B	
C	

Company	d: User (Is the content written with the user in mind?)						
A							
B							
C							
Company	e: Calls to Action (What do they do to get people to call/join/click/buy?)						
A							
B							
C							
Company	f: Product easy to find?	g: Call to action?	h: Easy to see buy button(s)?	i: Plain instructions?	j: Post-sales message?	k: OTO page?	Comments
A							
B							
C							

Company	I: Follow ups (What do you get, how many, and over what period?)	Comments
A		
B		
C		

Part 6 | Keywords and descriptions

Company	Keywords	Description
A		
B		
C		

Repeat the above for at least 10 more competitors – they needn't be in your locality.

In addition to those companies identified in question 1, look at 10-20 foot care companies – they can be near you, elsewhere in the UK, or abroad. What niches do they cover? What niches do your competitors cover? Do they settle on one or two niches, or are they broad spectrum?

	Company	Website	Niche(s)/Product(s)/Service(s)	Observations
1				
2				
3				
4				
5				
6				

7				
8				
9				
10				

Extra things to consider

1. Based on what you've researched, what niche(s) would you like to fill? Also consider:
 - a. Would you face competition in this niche in your town/area?
 - b. If yes, the client base big enough to fit both you and the competition?
 - c. If no, what makes you sure there will be a need for foot care in this niche in your location?
2. In an ideal world, what would you like your customers to see as the main point(s) of difference between your competitors and you?