

## Website Competitive Analysis Report Example

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We'll start our competitive analysis example with Alexa Rank, a snapshot of a site's popularity next to competitors. This is a good indicator of site performance relative to others in the world. Alexa Rank is based on a combined measure of visitors and page views, resulting in a single indicator of popularity in their competitive landscape.

[A Competitive Analysis Example to Get You Started - Alexa Blog](#)

A regular competitive analysis is key to success in the business world. This guide shows you how to conduct one in 5 steps, giving important tips and tricks on how to make the most out of your results. ... Take notes on relevant findings (for example in a spreadsheet).

[How to conduct a Competitive Analysis \(a SEO perspective ...\)](#)

Use a competitive analysis template to consider and capture details of the marketing landscape in which your business exists, so you can improve your marketing decisions. Download free, customizable templates for the web, social media, general business analysis, and to present findings.

[Free Competitive Analysis Templates | Smartsheet](#)

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A competitor analysis report should have a framework that can provide a representation of the processes that will be followed when formulating analysis strategies and competition monitoring. This can result to the smooth flow of the competitor analysis presentation especially when there are adjustments that have been made from the initial plan.

[10+ Competitor Analysis Report Examples - PDF | Examples](#)

[18+ Competitive Analysis Examples - PDF, Word, Pages](#) It's a dog-eat-dog world out there and to stay on top, you need to know what the competition is up

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to. For accurate assessments, companies often turn to a competitive analysis.

### 18+ Competitive Analysis Examples - PDF, Word, Pages ...

Your competitive analysis can vary widely depending on what you're trying to learn about your competitors. You might do a competitive analysis around a specific aspect of your competitors' business—like their website, for example—or you might do a high-level look at their marketing approach as a whole.

### How to Conduct a Competitive Analysis (Free Template)

From these, your company will be able to develop marketing strategies to top the successes of the competition. Competitive Analysis Examples. Download 13.40 KB #13. Download 21.98 KB #14. Download 82.14 KB #15. Download 14.41 KB #16. Download 15.03 KB #17. Download 6.07 KB #18. Download 14.26 KB #19. Download 130.50 KB #20.

### Competitive Analysis Templates - 40 Great Examples [Excel ...

A competitor analysis is an assessment the position of potential competitors. It is a common market research activity that is performed to identify opportunities and risks associated with strategies such as a new product. The following are examples of things that are commonly included in a competitor analysis.

### 14 Examples of Competitor Analysis - Simpllicable

Competitive Analysis Kit Needham. Any way the customer is solving the problem now is competition. DIRECT vs INDIRECT ... Specialty analysis examples . Positioning diagram but will still need a feature matrix analysis. Works if there are only two main features/dimensions. Title:

### Competitive Analysis - CMU

Get the strategies for putting together a world-class competitor analysis, using data and insights into company, product, marketing, and more. ... Here's an example of What Runs and the website tech stack that The Sill uses. ... and jump to the Alert Comparison report to see how much each competitor is talked about on social and the web.

### How to Perform a Best-in-Class Competitor Analysis (w ...

The metrics to track with the competitor analysis report are: Website traffic and visitor engagement – how it changed over a determined period of time and if there is anything unusual. Organic search performance – to understand if their SEO tactics are worth attention. Link building performance compared to other competitors.

### 9 Marketing Report Templates and Examples for Daily ...

How to Conduct Your Competitive Analysis Although performing a competitive analysis isn't rocket science, it does go beyond the few simple Google searches needed to identify your competitors. This chapter details a simple, easy-to-use process to help you complete a competitor analysis that discovers and keep tabs on other retailers in your space.

### How to Do a Competitive Analysis in 2020 [Template Included]

Competitor Analysis Example You can't do business without carrying out a competitor analysis, examples of which can be found online. We tell you how. by Alison Job. May 1, 2018. in Start-up Advice. 0. Share on Facebook Share on Twitter Share on LinkedIn Share on Google Share via Email.

### Competitor Analysis Example | ExpertHub

Competitive Company Analysis • Where located? • # of years in business? • # of employees? • Annual sales? • Major managers and ... Sample Templates for Competitive Product Analysis. Sample Feature 1 Feature 2 Feature 3 Feature 4 Feature 4 You Competitor 1 Competitor 2 Competitor 3 Competitor 4.

### Competitive Analysis - CMU

Remember, the competitive analysis is meant to help your team plan and strategize to stay ahead of the competition. A report that communicates the findings of your competitive analysis will ensure stakeholders are on board and in-the-know. Add your team to collaborate or share a link so you can analyze your report together.

### Competitive Analysis Template and Examples | Xtensio

This step-by-step guide to writing a competitive analysis for your small business will walk you through how to identify what makes your competitors tick

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and plan what you can do to thrive among them. Your Competitive Analysis: Preliminary Information. The first part of your competitive analysis only requires basic research.

### How to Write a Competitive Analysis for Your Small ...

Free competitor analysis templates. Cloud-based competitor templates are available in Aha! as part of your free 30-day free trial.. A competitor analysis is an important part of your business plan. Once you have defined the vision for your product and the customer problem you are solving, it is essential to understand the other companies in your market. . This helps you identify opportunities ...

### [Free templates] Strategy and competitor analysis | Aha!

A competitive analysis is critical to your strategy because once you understand the playing field, you can line up exactly what it is your target customers value, and knock the competition out of the park. The trouble is that many entrepreneurs and business owners, don't do this very well at all.

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