

Why Do A Competitor Assessment?

A competitor assessment helps you understand what your competitors are saying and how they're marketing their unique value online.

Website visitors (your target customers) are seeing your competitor's copy and content. When you investigate what competitors are doing you can get great ideas on how to "out-do" them!

How to Do a Competitor Assessment?

1. Capture the website URL
2. How does the website make you feel? Fresh, interested, excited or dead, cold, lifeless? Would you know if you were in the right place?
3. Value proposition & target customer – do they say who they help and what makes them different/better?
4. Banners & Headlines – are they using emotion in their banners? What are they trying to convince the visitor of?
5. Emotions / Fears / Aspirations – how are they using emotion, fears and aspirations of target customers?
6. Testimonials / Social Quotes – are they building trust by using customer quotes / references in the right places on their site?
7. Website Path / Funnel – do they make it easy for visitors to navigate their site? What Call-to-Action (CTAs) are they using?
8. Logo / Tagline / Brand – screen capture the logo and insert in table (size 0.5"), if they have a tagline write it in the worksheet. What does their brand say to you?
9. Services / Solutions –What are their services / packages / solutions?
10. Content – are they using free downloads, content magnets, blogging, other tools to bring visitors to their site?
11. Social Media / Review Sites – where are they posting, how often are they posting, what kind of engagement are they getting, what are they posting about? Google their company name, are they on any review sites?
12. Pick three things you can immediately do better than your competitors.

12-Step Competitor Assessment Worksheet

Attribute	Competitor 1	Competitor 2	Competitor 3	Your Opportunities
1. URL				
2. How Do You Feel / Right Place				
3. Value Proposition / Target Customer				
4. Banner / Headlines Convince				
5. Emotions / Fears / Aspirations				
6. Testimonials				
7. Path / Funnel / Call-to-Action(s)				
8. Logo / Tagline / Brand				
9. Services / Solutions				
10. Content Types				
11. Social Media / Review Sites				
12. Three Things to Out-Do Them				