

What are your competitors doing?

We all know that people like to shop around. It is so easy to compare products and services online, which is why it is really important to be aware of what your main competitors are doing.

This 'competitor analysis' is important whether you are a start up, or a well established company and it can inform your business plan. Undertake a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis of each of your main competitor's websites, to identify where you sit in the marketplace.

My Competitors:

What products, services and information is your competitor offering?

What do they offer that you don't?

In what areas are they particularly strong? Quality Price Service
Delivery Convenience Geographical location Support Other

What do you offer that they don't?

How can you build on these strengths to really develop a USP (Unique Selling Point) and enable your company to positively stand out from the competition?

What opportunities can you spot through competitor analysis?

Are there any opportunities that you are currently in a position to pursue, so you are ahead of the competition?

Is your competitor offering something that could be a potential threat to your business?

How does your website compare in terms of usability and visual appeal?
Much better Similar Weaker

