Competitive Analysis Template

As you read through and follow our step-by-step guide for a digital marketing competitive analysis, fill out this template to help you make the most of your findings.

## Identify your top five to seven competitors.

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| **Competitor** | **Domain** |
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For each competitor, fill out the following template once.

## 2. Compare competitor website content.

View your competitor’s website to analyze the following data.

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| **Website Post Types** | **Blog Publishing Frequency** |
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Do a Buzzsumo domain search to determine the following data.

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| **Most Engaging Content Title on Buzzsumo** | **Number of Content Engagements** | **Top Engagement Platform by Content Title** |
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| **Noteworthy Positive & Negative Readers’ Comments** | **Questions Posed by Readers** |
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## 3. Analyze Competitors’ Search Engine Optimization (SEO) Strategies

Use a tool like SEMRush or Moz to gather the following data.

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| **Top Competitor Keywords** | **New Keywords to Target** |
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| **Top Competitor Referring Domains** | **New Referring Domains to Earn** |
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| **Top Competitor Business Listing Sites** | **Competitor Overall Rating** | **Common Positive Customer Comment** | **Common Negative Customer Comment** | **Do you share positive or negative reviews?**  |
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## 4. Analyze Competitors Social Media Strategies

Use Buzzsumo reports to determine the following data.

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| **High-Engagement Article Title** | **Top Recurring Keywords in Titles** |
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Review competitor’s social media profiles to determine the following.

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| **Competitor** | **Top Used Social Media Platform** | **Follower Count** | **Publishing Frequency** | **Profile Image Content** |
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| **Highest-Engagement Post Types** | **Lowest Engagement Post Types** | **Top Engagement Post Subjects** | **Least Engagement Post Topics** |
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Use a tool like Mention to determine the following data.

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| **Competitor** | **Top Reasons for Brand Mentions** | **Influencers Who Mention the Brand** | **Overall Sentiment of Brand Mentions** |
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## 5. Analyze Competitors’ Digital Ad Strategies

Use a tool like SEMRush to generate reports on competitors’ digital ad strategies.

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| **Competitor** | **Top Paid Keyword** | **Ad Position by Keyword** | **Cost-per-click (CPC)** |
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| **Competitor** | **Target Audiences** | **Common Ad Type** | **Accessing Devices** | **Top Publishing Sites** |
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| **Samples of Recurring Ad Copy** |
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## 6. Develop Goals for Improvement

From the data above, answer the following.

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| **Website Goals** |
| New keywords to target: |
| New website content types to test:  |
| New website content topics to test: |
| New referring domains to reach out to: |
| **Local SEO Goals** |
| New business profiles to create and test: |
| Target review site ratings:  |
| Target number of customer reviews:  |
| **Social Media Goals** |
| New social media platforms to target:  |
| Social media content types to test:  |
| Social media posting frequency goals by platform:  |
| **Digital Advertising Goals** |
| New advertising target audiences to reach:  |
| New paid keywords to test:  |
| New ad types to test:  |
| New ad copy to test: |
| New publishing sites to test: |