

Competitor analysis



Nature of business


Name of competitors business?	
What product do they offer?	
How similar is it to yours?	
What is their pricing (Including promotions) ?	
Who is their target customer?	
What do you like about their product?	




Website

Does it look good?	
Is it easy to find out what you want to know?	

What's their domain authority? How do they rank on Google?	
What's their tone of voice?	

 **Social media**

Which platforms are they on?	
How many followers do they have?	
Do they post engaging content?	
How often do they post?	
Do they reply to all customer questions and comments?	
Do their customers comment and like their posts?	

 **Advertising**

What kind of ads are they running based on Facebook Ads Library?	
--	--

What kind of Google Ads are they running?

How much are they spending on Ads according to Spyfu?



Conclude

What do they do best?

What do you do better?

What can you learn from them?