Competitor Analysis Template

In the rapidly evolving digital landscape, staying ahead of the competition is crucial for any business aiming to succeed online. A comprehensive competitor analysis allows you to gain valuable insights into your competitors' strategies, strengths, and weaknesses, enabling you to refine your approach and capitalize on market opportunities.

Whether you want to improve your SEO strategy, optimize your content marketing, or boost your online visibility, this template will help you understand the competitive landscape and position your business for success.

#1. Introduction

- A brief overview of the purpose of the competitor analysis.
- Goals and objectives of analyzing competitors.

#2. Competitor Identification

- **Competitor 1:**
  - Name:
  - Website URL:
- **Competitor 2:**
  - Name:
  - Website URL:
- **Competitor 3:**
  - Name:
  - Website URL:
- (Repeat as needed for additional competitors)

#3. Website Overview

- **Competitor 1:**
  - Website Traffic:
  - Alexa Rank:
  - Domain Authority:
  - Page Authority:
- **Competitor 2:**
  - Website Traffic:
  - Alexa Rank:
  - Domain Authority:
  - Page Authority:

- **Competitor 3:**
  - Website Traffic:
  - Alexa Rank:
  - Domain Authority:
  - Page Authority:

#4. Keyword Analysis

- **Competitor 1:**
  - Primary Keywords:
  - Keyword Rankings:
  - Organic Traffic:
- **Competitor 2:**
  - Primary Keywords:
  - Keyword Rankings:
  - Organic Traffic:
- **Competitor 3:**
  - Primary Keywords:
  - Keyword Rankings:
  - Organic Traffic:

#5. Content Strategy

- **Competitor 1:**
  - Content Types (Blog Posts, Videos, Infographics, etc.):
  - Content Frequency:
  - Popular Content:
  - Content Engagement (Shares, Comments, Likes):
- **Competitor 2:**
  - Content Types:
  - Content Frequency:
  - Popular Content:
  - Content Engagement:
- **Competitor 3:**
  - Content Types:
  - Content Frequency:
  - Popular Content:
  - Content Engagement:

#6. Backlink Profile

- **Competitor 1:**

- ○ Total Backlinks:
- ○ Referring Domains:
- ○ Top Anchor Texts:
- ○ Backlink Quality (High DA links):
- **Competitor 2:**
  - ○ Total Backlinks:
  - ○ Referring Domains:
  - ○ Top Anchor Texts:
  - ○ Backlink Quality:
- **Competitor 3:**
  - ○ Total Backlinks:
  - ○ Referring Domains:
  - ○ Top Anchor Texts:
  - ○ Backlink Quality:

#7. Social Media Presence

- **Competitor 1:**
  - ○ Social Media Platforms:
  - ○ Followers/Engagement:
  - ○ Posting Frequency:
  - ○ Popular Posts:
- **Competitor 2:**
  - ○ Social Media Platforms:
  - ○ Followers/Engagement:
  - ○ Posting Frequency:
  - ○ Popular Posts:
- **Competitor 3:**
  - ○ Social Media Platforms:
  - ○ Followers/Engagement:
  - ○ Posting Frequency:
  - ○ Popular Posts:

#8. Advertising Strategy

- **Competitor 1:**
  - ○ Paid Advertising Channels (Google Ads, Facebook Ads, etc.):
  - ○ Ad Copy Examples:
  - ○ Estimated Ad Spend:
- **Competitor 2:**
  - ○ Paid Advertising Channels:
  - ○ Ad Copy Examples:

- ○ Estimated Ad Spend:
- ● **Competitor 3:**
  - ○ Paid Advertising Channels:
  - ○ Ad Copy Examples:
  - ○ Estimated Ad Spend:

#9. Strengths and Weaknesses

- ● **Competitor 1:**
  - ○ Strengths:
  - ○ Weaknesses:
- ● **Competitor 2:**
  - ○ Strengths:
  - ○ Weaknesses:
- ● **Competitor 3:**
  - ○ Strengths:
  - ○ Weaknesses:

#10. Opportunities and Threats

- ● **Competitor 1:**
  - ○ Opportunities:
  - ○ Threats:
- ● **Competitor 2:**
  - ○ Opportunities:
  - ○ Threats:
- ● **Competitor 3:**
  - ○ Opportunities:
  - ○ Threats:

#11. Summary and Action Plan

- ● Key Findings:
- ● Actionable Insights:
- ● Next Steps:
- ● Recommendations for improvement based on competitor analysis.

Competitor Analysis Template (Editable Table Format)

Section	Competitor 1	Competitor 2	Competitor 3

Website Overview	- Website Traffic: - Alexa Rank: - Domain Authority: - Page Authority:	- Website Traffic: - Alexa Rank: - Domain Authority: - Page Authority:	- Website Traffic: - Alexa Rank: - Domain Authority: - Page Authority:
Keyword Analysis	- Primary Keywords: - Keyword Rankings: - Organic Traffic:	- Primary Keywords: - Keyword Rankings: - Organic Traffic:	- Primary Keywords: - Keyword Rankings: - Organic Traffic:
Content Strategy	- Content Types: - Content Frequency: - Popular Content: - Content Engagement:	- Content Types: - Content Frequency: - Popular Content: - Content Engagement:	- Content Types: - Content Frequency: - Popular Content: - Content Engagement:
Backlink Profile	- Total Backlinks: - Referring Domains: - Top Anchor Texts: - Backlink Quality:	- Total Backlinks: - Referring Domains: - Top Anchor Texts: - Backlink Quality:	- Total Backlinks: - Referring Domains: - Top Anchor Texts: - Backlink Quality:
Social Media Presence	- Platforms: - Followers/Engagement: - Posting-Frequency: - Popular Posts:	- Platforms: - Followers/Engagement: - Posting-Frequency: - Popular Posts:	- Platforms: - Followers/Engagement: - Posting-Frequency: - Popular Posts:
Advertising Strategy	- Paid Channels: - Ad Copy: - Estimated Spend:	- Paid Channels: - Ad Copy: - Estimated Spend:	- Paid Channels: - Ad Copy: - Estimated Spend:
Strengths and Weaknesses	- Strengths: - Weaknesses:	- Strengths: - Weaknesses:	- Strengths: - Weaknesses:
Opportunities and Threats	- Opportunities: - Threats:	- Opportunities: - Threats:	- Opportunities: - Threats:

This competitor analysis template provides a structured approach to examining your competitors' online presence, strategies, and performance, enabling you to identify opportunities and areas for improvement in your SEO efforts.