



Competitor Analysis Checklist for Share of Voice

Use this checklist to guide your competitor analysis and accurately track their share of voice across various platforms. This checklist is broken down by industry, platform, and tool recommendations to make the process easy and organized.

Step 1: Identify Your Competitors

- **Research industry competitors:** List out your top competitors in your niche. Include both direct and indirect competitors.
 - **Analyze competitor visibility:** Review competitors' visibility across key channels (social media, website traffic, SEO rankings).
 - **Look for emerging competitors:** Identify new or rising competitors who might be gaining traction.
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Step 2: Track Competitor Activity

- **Monitor social media mentions:** Track how often your competitors are mentioned on social media platforms.
 - **Tools:** Hootsuite, Brandwatch
 - **Analyze website traffic:** Gather data on competitors' website traffic and rankings.
 - **Tools:** SimilarWeb, SEMrush
 - **Paid advertising tracking:** Check the number of paid ad impressions or ad spend from competitors.
 - **Tools:** SpyFu, AdBeat
 - **Evaluate SEO performance:** Identify competitors' share of voice in search engines.
 - **Tools:** Ahrefs, Moz, SEMrush
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Step 3: Gather Data

- **Set a time frame for data collection:** Determine if you'll collect data weekly, monthly, or quarterly.
- **Organize social media mentions:** Count the number of mentions per platform and analyze their sentiment (positive, neutral, negative).
- **Collect website traffic data:** Record each competitor's total visits, bounce rates, and engagement metrics.



- **Track paid ads:** Calculate the total ad spend and the share of impressions each competitor holds.
 - **Log SEO rankings:** Analyze each competitor's keyword rankings and organic search visibility.
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Step 4: Analyze Your Findings

- **Compare against your brand:** See where your competitors are ahead and where you excel.
 - **Assess visibility gaps:** Identify which channels or platforms your competitors dominate that you can improve on.
 - **Track competitor growth:** Monitor how your competitors' share of voice changes over time.
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Step 5: Adjust Strategy

- **Focus on gaps:** Develop strategies to improve visibility on platforms where your competitors are stronger.
- **Leverage strengths:** Capitalize on areas where your brand is performing better.
- **Revisit analysis periodically:** Update your analysis regularly to stay ahead of industry changes.