

# Competitor Analysis Checklist



At Hivehouse Digital, we like to say “to beat the competition, you need to know the competition.”

With a competitor analysis, you can get a better idea of your competitor’s marketing strategy so you can stand out from the crowd. Use our checklist to analyze your competition and uncover actionable insights for your marketing strategy!

## STEP 1: PREP WORK

Before you begin your competitor analysis, determine 3-5 competitors you want to look at. These should be realistic competitors that your prospects could consider while in the buyer’s journey. You’ll also want to create a document or slides to record your analysis.

## STEP 2: CONDUCT THE COMPETITOR ANALYSIS

### Website

- ☐ Does the website have clear and compelling calls to action?
- ☐ Does the website have simple navigation?
- ☐ Does the website have a responsive design/mobile-friendly?
- ☐ Is the website design modern?
- ☐ Is the website user-friendly?
- ☐ Does the website load fast?
- ☐ Does the website adhere to best practices?
- ☐ Is the website optimized for inbound marketing?

### Content

- ☐ Does the website provide high-quality content?
- ☐ Is there social proof, including testimonials, reviews, or case studies?
- ☐ Are forms optimized and in easy-to-find places?
- ☐ Is the content optimized for search?
- ☐ Do they have gated content offers?
- ☐ Do they blog consistently? Is it optimized for SEO?
- ☐ Are they posting on social consistently?
- ☐ What are they posting on social media?

### Branding

- ☐ Do they have a unique brand?
- ☐ Do they have a unique voice and tone?
- ☐ Does the website clearly communicate a value proposition?

## STEP 3: OBSERVATIONS & OPPORTUNITIES

After you’ve completed your competitor analysis, make sure you’ve recorded all of your observations and findings, such as ideas that pop up or strategies that you see other competitors doing.

Once you’ve completed all three steps, you’re on your way to improving your marketing and beating out the competition. If you need help executing any of the opportunities you’ve found, reach out to the team at Hivehouse Digital to see how we can help.

Contact Us