

WE BELIEVE

OUR CLIENTS' STORIES DESERVE TO BE HEARD

**COMPETITIVE**

**ANALYSIS**

WHAT IT TAKES TO WIN

# HOW DO YOU STACK UP AGAINST COMPETITION

When looking into competitors look for:

- 1) Messaging
- 2) Product and/or Services, Industries
- 3) Online Presence
- 4) Social Networking



## HEAD-TO-HEAD COMPARISON

Company	Locations	Employees	Revenue (\$, mil)
YOU			
Competitor 1			
Competitor 2			
Competitor 3			

Data can be collected at your local library from databases such as **Hoovers** or the **ReferenceUSA** database by **infoUSA**

# IS YOUR BRAND GETTING THE POINT ACROSS

Logo	Tagline	Positioning	Key Differentiators
YOU			
Competitor 1			
Competitor 2			
Competitor 3			

## COMPARE PRODUCTS / SERVICES OFFERED

Company	Service 1	Service 2	Service 3	Service 4
YOU				
Competitor 1				
Competitor 2				
Competitor 3				

# INDUSTRY FOCUS COMPARISON

Industry	YOU	Competitor 1	Competitor 2	Competitor 3
Professional Services				
IT				
Government				
Healthcare				
Entertainment				
Hospitality				
Education				
Transportation				
Manufacturing				

# WEB PRESENCE VS. COMPETITORS

Website	Appearance	User Experience	Resources	Unique Tools	Social
YOU					
Competitor 1					
Competitor 2					
Competitor 3					

**Appearance:** Modern or dated

**User Experience:** Overall quality of ease of access to information

**Resources:** Is there value or downloadable content

**Unique Tools:** Do they have client portals or calculators etc.

**Social:** Do they have networks listed on their site

## LEGEND

Poor



Average



Great



\* Domain Authority, Organic & PPC can be assessed by 3<sup>rd</sup> party



# FREE DIGITAL RESEARCH TOOLS

Tools	PPC Keyword Research	SEO Keyword Research	Backlink Analysis	Traffic Overview
Keyword Planner				
Moz Keyword Explorer				
Open Site Explorer				
SimilarWeb				

[Google Keyword Planner](#): Use this tool to find new keyword ideas, get search volume, and advertising competition metrics.

[Moz Keyword Explorer](#): Use this tool to scope the difficulty of keywords, analyze the SERPs, and build your organic keyword list.

[Open Site Explorer](#): Find the Domain Authority/Rating of your site and your competitors to better understand the work involved to outrank your competition.

[SimilarWeb](#): Find the traffic sources of your competitors and use that to guide your marketing strategy.

# WHO IS SOCIAL

There is a vast age range in decision makers and they communicate differently.

Company	YOU	Competitor 1	Competitor 2	Competitor 3
Social Links on Site?				
LinkedIn Followers				
Twitter Followers				
Facebook Likes				
YouTube Followers				
Google Plus				



# CONNECT WITH US

[facebook.com/redcaffeineinc](https://facebook.com/redcaffeineinc) | [twitter.com/redcaffeineinc](https://twitter.com/redcaffeineinc)

[plus.google.com/+RedCaffeineLombard/posts](https://plus.google.com/+RedCaffeineLombard/posts) | [linkedin.com/company/red-caffeine](https://linkedin.com/company/red-caffeine)

Julie Poulos – Vice President  
[julie@redcaffeine.com](mailto:julie@redcaffeine.com) | 630-785-6903

red  
**CAFFEINE**

marketing + technology