### **Competitor Analysis Worksheet for Digital Marketing**

This worksheet is designed to help you systematically evaluate your competitors across key digital marketing metrics. It will help you identify opportunities, refine your strategy, and stay ahead of your competitors.

### **How to Use This Worksheet**

1. **Gather Information:** Use tools like **SEMrush**, **Ahrefs**, **Google Analytics**, and **SimilarWeb** to gather data on competitors' traffic, SEO, and paid strategies. Check their websites and social media profiles for content and engagement metrics.
2. **Fill the Worksheet:** Populate each category with relevant data for your business and competitors.
3. **Analyze Insights:** Identify:  
   * Strengths and weaknesses of each competitor.
   * Opportunities where your business can outperform them.
   * Gaps in their strategy that you can exploit.
4. **Actionable Plan:** Based on the findings, refine your digital marketing strategy to emphasize areas where you have a competitive advantage and improve areas where competitors outperform you.

### **Tools for Competitor Analysis**

* **SEO Tools:** SEMrush, Ahrefs, Moz.
* **Traffic Analysis:** SimilarWeb, Alexa.
* **Social Media Analysis:** Hootsuite, BuzzSumo.
* **Content Marketing:** BuzzSumo, Google Trends.
* **Paid Ads:** SpyFu, AdBeat.

#### **Competitor Analysis Worksheet**

| **Category** | **Your Business** | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| --- | --- | --- | --- | --- |
| **General Information** |  |  |  |  |
| Business Name |  | [Competitor Name] | [Competitor Name] | [Competitor Name] |
| Website URL | [Your URL] | [Competitor URL] | [Competitor URL] | [Competitor URL] |
| Location |  |  |  |  |
| Industry/Niche |  |  |  |  |
| **Website Performance** |  |  |  |  |
| Monthly Traffic (Est.) |  |  |  |  |
| Domain Authority (DA) |  |  |  |  |
| Page Load Speed (Seconds) |  |  |  |  |
| Mobile Optimization | [Yes/No] | [Yes/No] | [Yes/No] | [Yes/No] |
| **SEO Strategy** |  |  |  |  |
| Top Keywords (Organic) |  |  |  |  |
| Total Backlinks |  |  |  |  |
| Referring Domains |  |  |  |  |
| Keyword Rankings (Top 5) |  |  |  |  |
| **Content Marketing** |  |  |  |  |
| Blog Frequency |  |  |  |  |
| Content Types | [Blog, Video, Infographic, etc.] | [Types] | [Types] | [Types] |
| Engagement Metrics |  |  |  |  |
| Most Popular Content | [Title/URL] | [Title/URL] | [Title/URL] | [Title/URL] |
| **Social Media Strategy** |  |  |  |  |
| Platforms Used | [Facebook, LinkedIn, etc.] | [Platforms] | [Platforms] | [Platforms] |
| Follower Count (Total) |  |  |  |  |
| Engagement Rate |  |  |  |  |
| Posting Frequency |  |  |  |  |
| Influencer Collaborations | [Yes/No] | [Yes/No] | [Yes/No] | [Yes/No] |
| **Paid Advertising** |  |  |  |  |
| Ad Platforms Used | [Google Ads, Facebook Ads] | [Platforms] | [Platforms] | [Platforms] |
| Estimated Monthly Budget |  |  |  |  |
| Types of Campaigns | [Search, Display, Social, etc.] | [Types] | [Types] | [Types] |
| Targeted Keywords |  |  |  |  |
| **Customer Engagement** |  |  |  |  |
| Customer Reviews (Avg. Rating) |  |  |  |  |
| Number of Reviews |  |  |  |  |
| Email Marketing (Y/N) | [Yes/No] | [Yes/No] | [Yes/No] | [Yes/No] |
| Loyalty Programs (Y/N) | [Yes/No] | [Yes/No] | [Yes/No] | [Yes/No] |