- Inbound Competitive Chnalysis -

Compare Inbound Marketing Efforts Against Competitors

— Lompany Basics —

Score

Think about company basics – How do you compare?

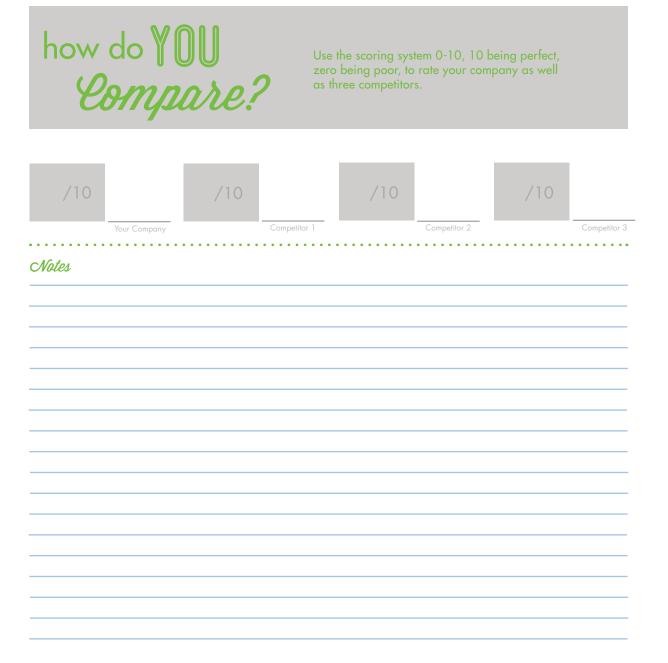
Things to Consider:

Company size – Larger companies have the advantage.

Depth of Products – Are there a number of products that clearly offer value and suit the needs of the buyer?

Pricing – Do product prices reflect the value received?

Trust - Has this company had longstanding communication and trust from buyers?



— Lompany Basics —

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— Website —

Score

Think about websites - Do you have an effective website?

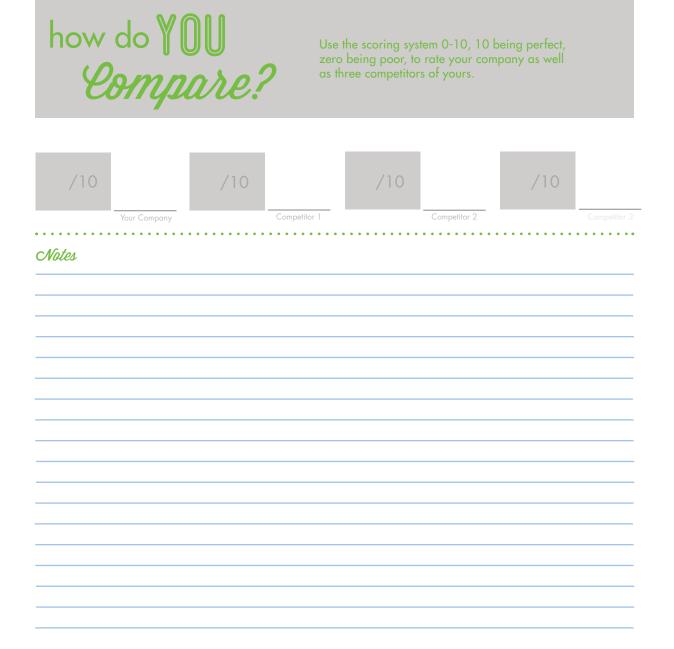
Things to Consider:

General Design - Is text easy to read? Is the overall design aesthetically pleasing?

Navagation - Is information easy to find? Can you navigate between pages with ease?

Content – Is there enough content on site pages for a viewer to get a good understanding? Is content grammatically correct and professional?

Premium Content Offers – Are there additional content offers such as eBooks, whitepapers, webinars, case studies, etc. for the viewer to learn more?



— Website —

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— Blog —

Score

Think about blogging - How does your blog stack up?

Things to Consider:

Post Frequency – How often are blog posts published? Do they follow a schedule? **Quality of Content** – Are posts detailed? Do they solve a problem for the viewer? **Participation** – Are readers interacting with posts (commenting, liking, sharing)?

how do	YOU pare?	Use the scoring system 0- zero being poor, to rate years three competitors.	10, 10 being perfect, our company as well
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Notes			

- Blog -

Use the space below to write goals and additional notes for improvement.

NB₊-

— Social Media —

Score .

Think about social media – How social is your brand?

Things to Consider:

Platform Variation— How many platforms are utilized? Do they provide unique content, or are postings automated/similar on each?

Frequency of Posting – Are posts made regularly enough to maintain interest and attention? Are there too many posts?

Interaction- Are users interacting with posts (Liking, Favoriting, ReTweeting, sharing, etc.)?

Post Type - Are posts relevant to your personas? Do posts include rich media (pictures, videos, links)?



— Social Media —

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— Search Engine Optimization —

Score

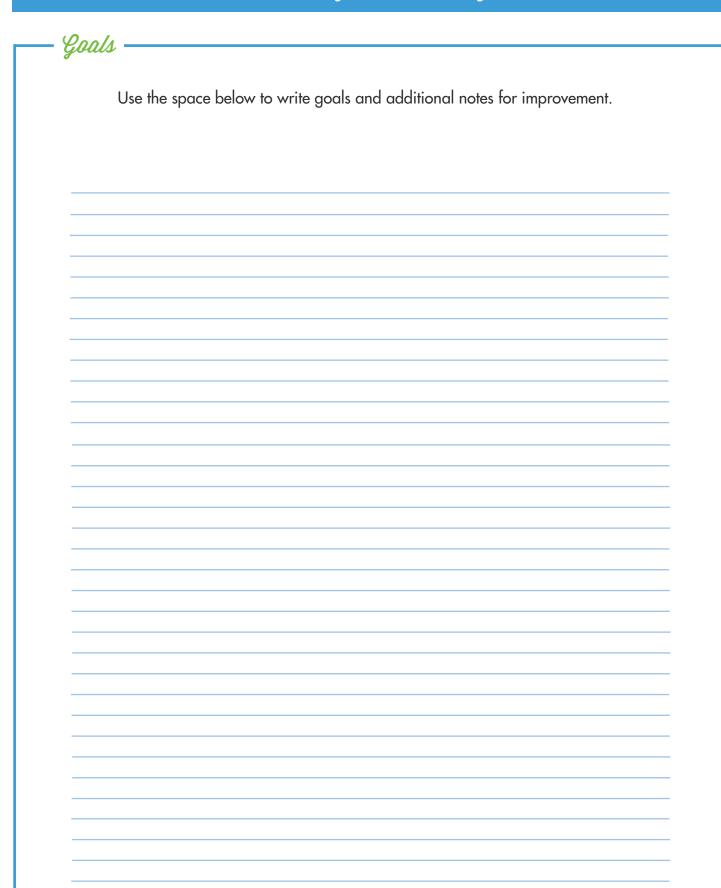
Think about SEO – How do you rank?

Things to Consider:

Key Terms/ On-Page Optimization – Are site pages actively optimized using one key term? **Link Analysis** – Are other websites linking back to the website? What is the authority of these websites? **Domain Authority** – Is the brand's domain authority high or low?

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/10 Your Company	/10 Comp	/10	Competitor 2	/10	Competitor 3
<i>Notes</i>					

— Search Engine Optimization —



— Online Marketing —

Content-

Think about online marketing – Who has more reach?

Things to Consider:

E-mail – Is an e-mail service offered? If so, do e-mails offer value? Do e-mails drive traffic to the website? **Paid Advertisements** – Does this brand utilize paid advertisements (Google, social media, etc.)? **Other** – Are there other online sources of marketing?

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— Online Marketing —

Use the space below to write goals and additional notes for improvement	t.

— Iotal Score —

Company Basics Scores:



Website Scores:



Blog Scores:



Social Media Scores:



Search Engine Optimization Scores:



Online Marketing Scores:



