|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   |   |   |   |   |
|   | Understand how your business compares to competitors and identify areas for improvement |   |
|   | **COMPETITOR GAP ANALYSIS** |   |
|   |  |  |  |   |
|   | **1. Identify Your Direct Competitors** |   |
|   | Direct competitors are businesses that offer similar solutions to the same audience. They matter significantly and you are often compared with them (e.g., in product reviews and rankings). Competitors identification: |   |
|   |  |   |   |   |
|   | **Competitor Name** | **Description** |   |
|   | Competitor A | Brief description of their offerings |   |
|   | Competitor B | Summary of their strengths and weaknesses |   |
|   | Competitor C | Key features they emphasize |   |
|   |   |   |   |   |
|   |   |   |   |   |
|   | **2. Compare Share of Voice** |   |
|   | Assess the visibility and reach of your competitors: |   |
|   |  |   |   |   |
|   | **Competitor Name** | **Share of Voice (%)** |   |
|   | Competitor A | 30% |   |
|   | Competitor B | 25% |   |
|   | Competitor C | 20% |   |
|   |   |   |   |   |
|   |   |   |   |   |
|   | **3. Compare Pricing and Features** |   |
|   | Evaluate pricing models and features offered by competitors: |   |
|   |  |   |   |   |
|   | **Competitor Name** | **Pricing Model** | **Key Features** |   |
|   | Competitor A | Subscription-based | Feature X, Feature Y |   |
|   | Competitor B | Freemium | Feature Z, Feature W |   |
|   | Competitor C | Pay-per-use | Feature P, Feature Q |   |
|   |   |   |   |   |
|   |   |   |   |   |
|   | **4. Find Strong and Weak Points Based on Reviews** |   |
|   | Analyze customer reviews to identify strengths and weaknesses: |   |
|   |  |   |   |   |
|   | **Competitor Name** | **Strengths** | **Weaknesses** |   |
|   | Competitor A | Excellent customer support | Limited customization options |   |
|   | Competitor B | User-friendly interface | Slow response time |   |
|   | Competitor C | Robust analytics features | High learning curve |   |
|   |   |   |   |   |
|   |   |   |   |   |
|   | **5. Compare Purchasing Convenience** |   |
|   | Consider ease of purchase and customer experience: |   |
|   |  |   |   |   |
|   | **Competitor Name** | **Ease of Purchase** | **Customer Experience** |   |
|   | Competitor A | Smooth online process | Quick onboarding |   |
|   | Competitor B | Complex checkout flow | Average customer support |   |
|   | Competitor C | Streamlined purchasing | Personalized follow-up |   |
|   |   |   |   |   |
|   |   |   |   |   |
|   | **Conclusions** |   |
|   | Summarize your findings and recommend action steps: |   |
|   |   |   |   |   |
|   |   |   |   |   |
|   | **Competitor A:** |   |
|   | Focus on improving customization options. |   |
|   |   |   |   |   |
|   | **Competitor B:**  |   |
|   | Enhance response time and streamline checkout. |   |
|   |   |   |   |   |
|   | **Competitor C:**  |   |
|   | Leverage analytics features and invest in personalized support. |   |
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