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|  |  |  |  |  |
|  | 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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