

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

2. Compare Share of Voice

Assess the visibility and reach of your competitors:

Competitor Name	Share of Voice (%)

3. Compare Pricing and Features

Evaluate pricing models and features offered by competitors:

Competitor Name	Pricing Model	Key Features

4. Find Strong and Weak Points Based on Reviews

Analyze customer reviews to identify strengths and weaknesses:

Competitor Name	Strengths	Weaknesses

5. Compare Purchasing Convenience

Consider ease of purchase and customer experience:

Competitor Name	Ease of Purchase	Customer Experience

Conclusions

Summarize your findings and recommend action steps: