**Competitive Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| YOUR COMPETITORS | Business A | Business B | Business C | Business D |
| Number of Employees |  |  |  |  |
| Annual Revenue |  |  |  |  |
| Location |  |  |  |  |
| # of Years in Business |  |  |  |  |
| Other |  |  |  |  |
| COMPETITOR AUDIENCE |  |  |  |  |
| COMPETITOR MESSAGING |  |  |  |  |
| Words/Phrases Used |  |  |  |  |
| Tone of Voice |  |  |  |  |
| Easy to Understand (Y/N?) |  |  |  |  |
| USER EXPERIENCE |  |  |  |  |
| Easy to Find Info? |  |  |  |  |
| Easy to Get Help? |  |  |  |  |
| Clear CTAs? |  |  |  |  |