# Digital Content Competitive Analysis Instructions

A competitive analysis gives you an overview of the content landscape in your industry. You can identify content areas that are table stakes, and those that are competitive opportunities that can help shape your company’s content strategy.

Choose three to five competitors to review. Consider local companies you know, as well as any leaders in your field. Include your own company in the list to see how you compare.

## Categories

Select the categories you’d like to review for each competitor. We frequently start with the categories below, but then adjust or change them based on the scope and specific goals of the project. Remember, the more categories you review, the more time it will take!

### Home page first impressions

Take a look at the home page of each of your competitors and see what you notice. What stands out to you? Which content or tasks are most obvious? What are they key messages? Include the home page and main company pages for both website and social channels.

### Target audiences

Who do your competitors seem to be targeting with their content?

### Brand messaging

Brand messages convey who a company is, their values, and why they do what they do. How do your competitors show this explicitly, or implicitly?

### Product & service messaging

Product messages communicate what a company does and what value their products provide to their customers. What do your competitors say about their products or services?

### Topics

What do your competitors talk about? Think high-level topics, rather than detailed subtopics. List them in priority order.

### Formats

What formats do your competitors use? Video and photography, or PDF white papers? List them in priority order.

### Differentiators

What would you say differentiates each competitor from the others? What makes them stand out, if anything?

### Industry-specific elements

How do your competitors address common issues in your industry, like pricing, controversy, or community involvement?

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## Overview and methodology

Include a section that communicates your overall approach, goals, and scope for the competitive analysis. Include some intro sentences that explain how this activity can be used to inform the content strategy at your organization.

### Channels assessed

We reviewed the following websites and social channels:

* A
* B
* C
* Etc.

### Categories

We reviewed these channels looking at:

* A
* B
* C
* Etc.

## Summary of analysis: strengths and opportunities

Use this page to communicate the most important, top-level insights that are most relevant to your business.

Include a few sentences about how your company compared to the others and the key insights and opportunities. **Complete this section last.**

### E.g.: Insight # 1

Provide one or 2 sentences about how each competitor addressed one specific aspect of the category.

### Egg: Insight # 2

Provide one or 2 sentences about how each competitor addressed one specific aspect of the category.

In addition to text, you may want to include a table similar to this:

| Opportunities | Best in class examples |
| --- | --- |
| List opportunities to gain a competitive advantage through digital content. In what areas do your competitors perform better? What is nobody else doing, that your company could? | List instances where competitors are particularly strong in their digital content. You don’t want to copy them, and you don’t need to have the same strengths, but it’s important to be able to compete against them. |
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## Competitor summaries (Heading = competitor name)

Use this section to provide a one-page summary of the strengths and weaknesses of the competitors reviewed. Categorize and prioritize your insights, and include screenshots with call-outs if they’re helpful. It’s important to keep these pages short and concise! Limit it to one page per competitor. Include one or two summary statements here for each competitor summary.

### What they do well

**Insight #1:** Some sentences here.

**Insight #2:** Some sentences here.

**Insight #3:** Some sentences here.

### What they don’t do well

**Insight #1:** Some sentences here.

**Insight #2:** Some sentences here.

**Insight #3:** Some sentences here.

Optional screenshot

## Category summaries (Heading = category name)

Use this section to provide information about the variety of ways your competitors addressed the category criteria. For example, if the category is Navigation and Labels, you may want to discuss how the different sites were structured and whether or not they used user-focused labels.

Limit your main insights to one to three per category and include screenshots with call-outs if they’re helpful. Keep this section concise, but you may need to include multiple pages per category, especially if you use screenshots. Include one or two introductory summary statements here to explain why the category is a valuable area of inquiry.

### E.g.: Insight # 1 (or, if only one insight, use Competitor names for sub-heads)

Provide one or 2 sentences about how each competitor addressed one specific aspect of the category.

### E.g.: Insight # 2

Provide one or 2 sentences about how each competitor addressed one specific aspect of the category.

### Comparison Table

Sometimes it’s easier to use a table, like the one below, to show the different content approaches your competitors.

| Category | Your Company | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 |
| --- | --- | --- | --- | --- | --- |
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