

Competitive analysis for digital content

A competitive analysis gives you an overview of the content landscape in your industry.

You can identify:

- Content areas that users in your industry consider a minimum offering.
- Competitive opportunities that can help shape your company's strategy.

Choose three to five competitors to review. Consider local companies and leaders in your field. Include your own company in the list to see how you compare.

Categories

Choose the categories to review for each competitor. We like to start with the categories below, then adjust them based on the scope and specific goals of the project. Remember, the more categories you review, the longer it will take!

Home page first impressions

Look at the home page of each of your competitors. What stands out to you? Which content or tasks are most obvious? What are the key messages? Review each company's website home page and main 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, both explicitly and implicitly?

Explicit brand messaging: the company may address their values and beliefs directly in their content, for example, in an *Our values* or *About us* page.

Implicit brand messaging: the company may use imagery, tone, or other strategies to convey their messaging without directly stating it.

Product and 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 about high-level topics, instead of detailed subtopics. List them in order of priority.

Formats

What formats do your competitors use? Video and photography, PDFs, Excel or Word downloads? List them in order of priority.

Differentiators

What differentiates each competitor from the others? What makes them stand out?

Industry-specific elements

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

Overview and methodology

Include a section that communicates your overall approach, goals, and scope for the competitive analysis. Include some introductory 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 relevant to your business.

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

Insight # 1

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

Insight # 2

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

You may also want to include a table like this:

Opportunities	Example
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.

Competitor summary: [Insert competitor's name]

Use this section to provide a one-page summary of the strengths and weaknesses of the competitors you reviewed. Categorize and prioritize your insights and include screenshots when they're helpful.

It's important to keep these pages short and concise! Limit your summary to one page per competitor. Include one or two summary statements for each competitor.

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: Provide screenshots of key strengths and weaknesses, or when examples are needed.

Category summary: [Insert category name]

Use this section to provide information about the different 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 they used user-focused labels.

Limit your summary to one to three main insights per category and include screenshots when they're helpful. You may need to include multiple pages per category, especially if you use screenshots. Include one or two introductory summary statements to explain why reviewing each category provided valuable insight.

Insight # 1

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

Insight # 2

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

Comparison Table

Use a table to compare how each competitor approached their content in each category.

Category	Your company	Competitor 1	Competitor 2	Competitor 3	Competitor 4