

Competitor ID:

Competitor Name:

Step 1: Identify your competitors.

Download the CompetitorIndex.xls file and complete as per the guidelines in the post.

Overall Design

**Take a screen shot of the home page and print out for easy reference. As you continue through the review take screen shots to remind you of strengths and weaknesses and add them to the competitor folder.*

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Story (About page)

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Message

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

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WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Email Marketing (Reciprocity)

**Print out examples of competitor emails and include in folder. Mark emails for strengths and weaknesses.*

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Mafia Offers

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

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Call To Action

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Testimonials

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Social Media

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Neighborhoods (Target Customer)

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

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WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Targeted Keywords

**Include an excel file in each competitor folder listing targeted keywords – highlight your ranking vs competitor rankings for each.*

SEO Savvy

**Include screen-shots of all spyfu reports*

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned

Paid Traffic

STRENGTHS

Enter at least 3 strengths – add more as needed.

Learning	Action Planned

WEAKNESSES

Enter at least 3 weaknesses – add more as needed.

Opportunities	Action Planned
