

Title:

How to Analyze a Competitor's Website

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Summary:

Competitors' websites, if analyzed properly, can give you all sorts of information that you can

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Article Body:

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Identifying the Leaders

Start off by identifying the major players. A good place to do this is Yahoo's directory. It is

Sites like Media Metrix 500 can tell you which companies get the most traffic, and you can learn

Scrutinize the Leaders

The next step is to study the top 5 or 10 competitors very closely. There is a lot that can be

1. Make sure you check to see what products or services competitors offer, and note anything that

2. Look for gaps that you could fill.

3. Think about the look, feel and functionality of the competitors' web sites.

4. Check the advertising campaigns and offers they are running.

5. Look at their strengths and weaknesses, from the customer's point of view.

6. See if you can figure out their strategy.

If you are dealing with a public company then you can get detailed information from proper sources

Look for Strengths, Vulnerabilities, and Gaps

Now summarize the information you have found into few sentences for each competitor, highlighting

With this research, you can create or modify your marketing plan. Be sure to include how you intend

Don't get frightened away prematurely, though ~ make sure you know what you are getting into before

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