

Competitor Comparison Landing Pages (Rank, Persuade, And Convert)

SaaS companies often fall under two camps when it comes to competitors' comparison landing pages.

- **Camp 1:** neglects them because they believe they're taking an unethical potshot at their rivals.
- **Camp 2:** creates them but does a poor job of making any real comparison. They'll overly fixate on discounting their competitors or focus entirely on themselves.

When SaaS companies don't create comparison landing pages, they're at the mercy of their competitors, dictating the narrative for prospects.

And when they do build them without making a true comparison, they don't provide prospects with what they're looking for.

Both scenarios lead to lost opportunities, lost market share, and revenue.

In this guide, we'll teach you how to structure your competitor comparison landing pages so they're a valuable asset in your marketing funnel that helps you convert recurring users for your platform.

What are Competitor Comparison Landing Pages

Competitor comparison landing pages are **site pages that compare your product to your competitors**.

SaaS companies use this strategy to convert bottom-of-funnel traffic when potential customers are in the transactional intent phase.

These pages are important for helping your prospects understand whether your solution is the right fit for them rather than adding customers that will churn.

Here's an example from Podia, listing their core features compared to their primary competitors like Gumroad. It gives users an easy-to-read snapshot of how your features and pricing compare, so they can make a more informed buying decision.

<div> <p> podia Features Examples Pricing Demo Resources </p> <div> Login Sign up free </div> </div>				
Core	Podia	Gumroad	Easy Digital Downloads	Selz
Starting price	Free	Free	\$199/year (annual billing required)	\$29/mo
Transaction fees ⓘ	8% on free plan, none on paid plans	2.9% to 9% (depends on earnings)	×	×
Free plan	✓	✓	×	×
Chat support	✓	×	×	✓
Free migrations ⓘ	✓	×	×	✓
Teammates ⓘ	✓	×	×	✓
Sell	Podia	Gumroad	Easy Digital Downloads	Selz
Video hosting ⓘ	✓	✓	×	✓
Unlimited products ⓘ	✓	✓	✓	✓
Unlimited customers	✓	Yes, for a fee (up to \$250/mo)	✓	✓

Why are They Important to Acquiring New Customers

Competitor comparison landing pages allow you to **control the conversation about how your product stacks up against your competitors**.

For customers, choosing the right solution out of endless alternatives can be difficult. People don't have the time to sift through and evaluate dozens of options to understand what makes each product unique.

It's your marketing job to perform the research and provide the best possible answer. If you don't create a comparison page, they'll still get their answers, but from their competition.

Here are the key reasons why you must have a comparison page in the first place:

- Understand what makes your product different.
- Add your product to their consideration.
- Increases conversion rate by targeting purchase-intent visitors trying to decide on a purchase or product switch.
- Control the narrative for prospects about how your products stack up.
- Help prospects in their research with clear and transparent information about your strengths and unique value proposition, which helps establish trust.
- Filter out poor-fit customers whose priorities are more aligned with your competitors' products.

When you're just launching your SaaS company and marketing your new technology, it can be difficult to describe what your service actually does in a concise and eloquent way.

While you're finding the right words, competitor comparisons can help provide more clarity for prospects as it uses concrete examples. Comparative pages define what your product is by comparing it to who you're like and what your service isn't.

How to Structure Competitor Comparison Landing Pages

Creating an effective competitor comparison landing page requires understanding your target market, your product, and your competitor's product. You can simply create a price or feature-to-feature comparison page, but that isn't compelling enough.

Below we'll explore the key components of a comparison landing page, so you can structurally in a coherent way that converts prospects into loyal customers.

Rank

Comparison pages provide long-term SEO value. These searches will generate a large volume of traffic. It's necessary to optimize the page and create a silo of content to rank higher on SERP.

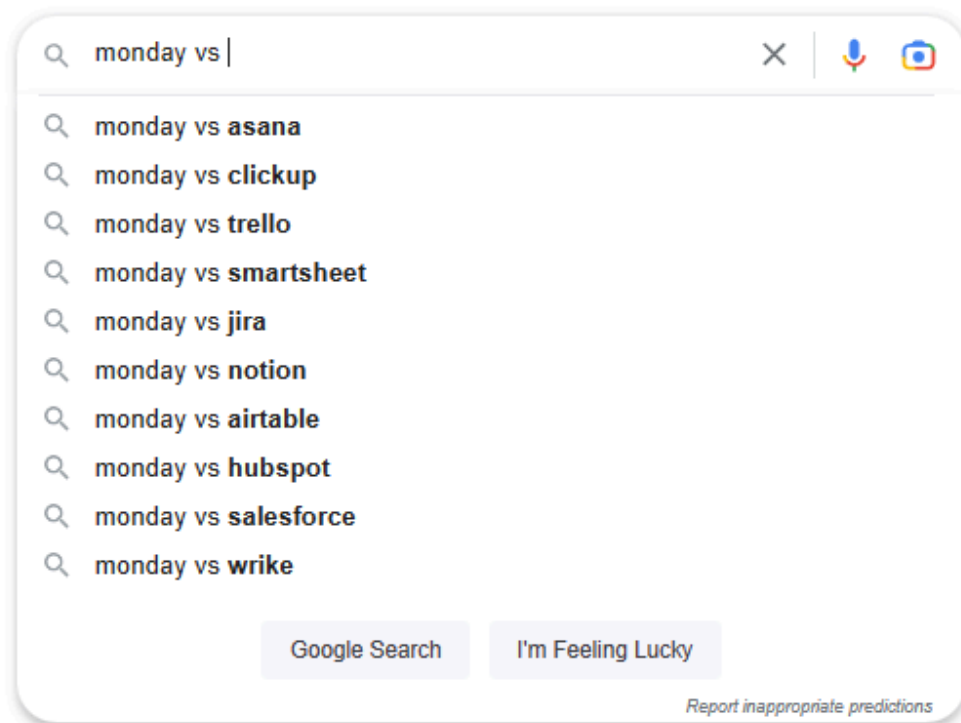
Target the Right Keywords

This page can target a wide array of relevant keywords, and typically, comparison search keywords aren't competitive to rank for. You simply have to outrank review websites.

Since comparison pages target specific search intents, you must focus on the right keywords to target, such as:

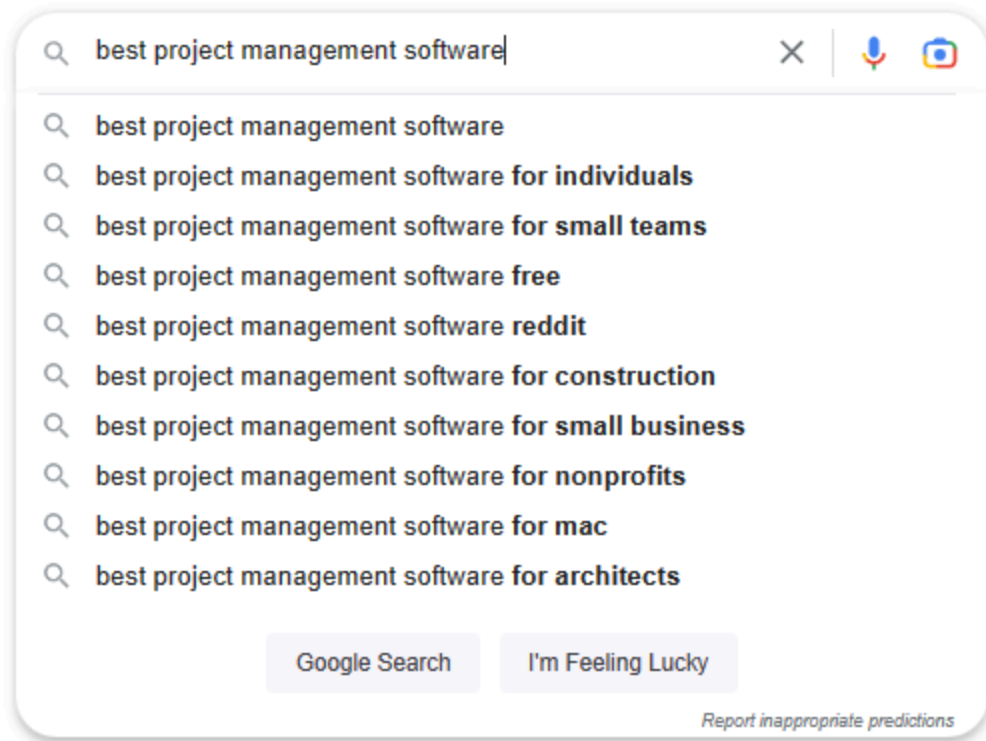
1. *Best / Top [Product Category]*
2. *[Competitor Product] alternatives*
3. *[Your Product] vs. [Competitor Product] (& vice versa)*
4. *[Your Product] alternatives*
5. *[Competitor Product] reviews*
6. *[Competitor Product]*
7. *[Your Product] reviews*
8. *[Your Product] [Review Website] (e.g., G2 Crowd, Capterra, TrustRadius, etc.)*
9. *[Competitor Product] [Review Website] (e.g., G2 Crowd, Capterra, TrustRadius, etc.)*

Google is also a gold mine for finding potential competitors or keywords to use. For example, by typing in Monday vs., I get a long list of competitors I can create a comparison page about.



If you have a specific target audience, you can type “Best/Top [Product Category] For, and you’ll find the most popular markets looking for that category.

Here’s an example.



The idea is to cater to all prospects' search intentions. If a person types these targeted keywords into the search engine, they should be delighted that they discovered your comparison landing page.

Use Internal Linking to Your Advantage

Internal linking helps search engines better understand the structure of your website and content, which can improve the ranking of your comparison pages and drive more traffic to them.

First, you'd want internal links that drive to other related pages. For example, a pricing comparison may link to your pricing page.

Next, you'd want related blogs to link to your comparison page to boost its traffic. For example, if your product is a project management software, you would create listicles like top 10 PM software, 10 best PM alternatives to Monday.com, or 5 ways to use PM software to double your team's productivity.

Content marketing can create many different channels to drive traffic to your comparison landing pages.

Ranking takes time, so consider search ads to ensure that your comparison ranks higher than your competitor's comparison pages.


For example, with the keyword "Mailchimp vs.," you'll find the comparison page of MailerLite vs. Mailchimp.

Google

Videos Images News Books Maps Shopping Flights Finance

About 8,570,000 results (0.41 seconds)

Sponsored


 [sendinblue.com](https://www.sendinblue.com)
<https://www.sendinblue.com>

Sendinblue (Recommended) - Best Value for Small Business
The Best Value in Email Marketing Tools: 9K Emails/Month for Free & Unlimited Contacts

9,000 Emails Free / Month
Free trial plan. Unlimited contacts included


Easy Newsletter Builder
Build beautiful design easily Newsletter in less than 5 minutes.

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<https://www.constantcontact.com>

Safe, Simple, Mass Email - Email Marketing Made Easy
Send Professional Emails to Large Lists With Our Easy to Use Features. Try Free. Stay...

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 [mailerlite.com](https://www.mailerlite.com)
<https://www.mailerlite.com> vs mailchimp

Try MailerLite for Free - See Why MailerLite is Better
Create email newsletters, websites, landing pages, pop-ups & more—all without coding!

People also search for

mailchimp vs sendinblue	mailchimp vs squarespace
mailchimp vs sendgrid	mailchimp vs reddit
mailchimp vs hubspot	mailchimp alternatives free
mailchimp vs constant contact	mailchimp vs mandrill

Moosend
<https://moosend.com> Email Marketing Software

9 Best Mailchimp Alternatives For 2023 [Free & Paid]
Some of the best Mailchimp alternatives for email marketing are Moosend, Hubspot, Omnisend, GetResponse, Constant Contact, MailerLite, AWeber, and Mailjet.
[Moosend](#) - [HubSpot](#) - [Omnisend](#) - [Sendinblue](#)

Persuade

Once visitors have landed on your page, it's your job to persuade prospects that your solution is the best choice for their needs. This can be done by highlighting the unique selling proposition of your product and demonstrating how it compares favorably to your competition.

Focus on Features that Highlight Unique Selling Proposition

You can persuade potential customers effectively by focusing on the benefits that set it apart. This may include unique features, better customer support, pricing advantages, more integrations, etc.


While it's tempting to highlight every feature of your software, it'll be too long to read. You should only highlight the features that distinguish your product in the marketplace.

Types of features to include:

- Feature unique to your software
- Features that solve the primary customer pain points
- Features that create a better user experience
- Features that work differently than your competitors

For example, Asana doesn't list out all of the features in their direct comparison with Trello. Instead, they specifically make the case of why they're a better fit for those looking for a team-oriented solution.

They include only the features that would be beneficial for teams, such as the ability to connect across work teams, multiple project views, feedback, approvals, etc.



What's the difference between Asana and Trello?

If you have a growing team, chances are you'll quickly outgrow Trello. Asana grows with your needs, providing a living system where everyone can see, discuss, and manage team priorities.

	Asana Get Started	Trello
Holistic project views	List, Board, Timeline, Calendar, Files, Progress, Portfolios, Workload, Inbox, My Tasks	Kanban board only
Progress and reporting	Advanced Search, Saved Search Reports, Milestones, Project Progress, Portfolios, Workload	×
Prioritize work requests	✓	×
Connect work across teams	✓	×
Manage workloads to avoid burnout	✓	×
Feedback and approvals	✓	×
Unlimited free guests	✓	×
	Get Started	

Create a Side-By-Side Comparison Table

Everyone that lands on your page expects to find a comparison table. The table should provide a transparent and honest overview of both products. However, ideally, you want to keep it concise since long tables with a long list of secondary features only create an unsavory reading experience.



But there are different types of tables depending on your product.

Short & Concise: Best used when you only have a few vital features to compare.

Pricing, side-by-side

You can also try Notion for free. See all [pricing plans](#).

Sign up

<div><h3>Evernote Premium</h3><p>Basic note taking.</p></div> <div><h2>\$8</h2><p>\$8 billed monthly</p></div> <div><ul style="list-style-type: none">✓ Notes✓ Tags✓ Reminders✓ Web clipper✓ Two-level hierarchy</div>	<div><h3>Notion Personal</h3><p>For organizing every corner of your life.</p></div> <div><h2>Free</h2><p>for individuals</p></div> <div><ul style="list-style-type: none">✓ Notes✓ Tags✓ Reminders✓ Web clipper✓ Infinite hierarchy✓ Real-time collaboration✓ Markdown support✓ Databases</div>
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Long & detailed tables: useful when describing how your product offers way more features for a similar price

Create amazing campaigns

Drag & drop editor	✓	✓	✗	✓	✓
Custom HTML editor	✓	✓	✓	✓	✓
Surveys	✓	✓	✗	✗	✗
Quizzes	✓	✗	✗	✗	✗
RSVP event invitation block	✓	✗	✗	✓	✗
Video block in email	✓	✓	✓	✓	✓
E-commerce campaigns	✓	✓	✓	✓	✓
Newsletter templates	✓	✓	✓	✓	✓

Grow your subscriber list

Pop-ups	✓	✓	✓	✓	✓
Promotion Pop-ups	✓	✗	✗	✗	✗
Embedded signup forms	✓	✓	✓	✓	✓
Facebook audiences	✓	✓	✓	✗	✓
Subscriber management	✓	✓	✓	✓	✓

Explanatory tables: Explanation of how your features are a value add compared to your competitors

FreshBooks vs QuickBooks Comparison	FreshBooks	QuickBooks Online
Billable Hours Tracking of customer billable hours is available on all FreshBooks plans. Feel confident you're always charging your clients the right amount. Easily take the hours you've logged and add them to a client's invoice. QuickBooks online only allows you to track billable hours on higher-priced plans.	✓	✗
Expense Categorization Expense categorization is available on all plans. Your expenses will be ready for tax time with expense categories that make filing a breeze. QuickBooks online only offers this feature on higher-priced plans.	✓	✗
Team Roles Assign roles to your staff with differing sets of permissions and access to your FreshBooks account on all plans. This feature is only available with QuickBooks Online in top tier plans.	✓	✗
Simultaneous Users There's no limit to how many of your users can access your FreshBooks account simultaneously. QuickBooks limits simultaneous access to between 1 and 5 users depending on pricing plan.	✓	✗
Projects Invite employees, contractors, and clients to collaborate on projects in FreshBooks so you can keep everything in one place. This feature is not available in Quickbooks Online.	✓	✗

The copywriting for your comparison table is as important as the features you put in it. Specifically, the headline will set the tone of your comparison since it implants ideas on how readers should perceive your table.

For example, if your headline says, *"Our product is cheaper than your competitor's product,"* it gives the impression that your solution is the better deal.



You can even add an entire text that supports your headline. For example, Freshbook explains how their product is easy to use, unlike QuickBooks, which is confusing and requires some accounting knowledge.

Easy to Use, Stellar Support, It's a No-Brainer

✓ FreshBooks vs ✗ QuickBooks

FreshBooks is built for both business owners and accountants. Unlike QuickBooks, you don't need an accounting degree to use FreshBooks. Plus you can effortlessly manage your books and run your business using FreshBooks' intuitive platform.

Don't just take it from us: According to [PC Mag](#), QuickBooks is the MOST confusing office app: "The results speak for themselves. Google queries find QuickBooks, the venerable office accounting software, to be the most unfathomable."

Product Comparison	FreshBooks	QuickBooks
Product Screenshot	 <p>Enlarge</p>	 <p>Enlarge</p>
Free Trial	Free 30-Day Trial Included	Free 30-Day Trial Included
Live Human Customer Support	✓	✗
Easy to Use Interface	✓	✗
Accountant Access	✓	✓
Adding Multiple Users	✓ Available on All Our Plans	✗ Available Only on Higher-Tiered Plans
Double-Entry Accounting	✓	✓
Business Health Reports	✓	✓

Convert

The ultimate goal of any comparison page is to acquire new customers. That's where conversion tactics like CTA buttons come into play.

Add Call to Action Buttons

It's best to use a softer CTA like "Free Trial" or "Request Demo" since they don't require a hard commitment to click on it.

Visitors on comparison pages are typically searching for alternatives, so they likely haven't decided yet. Therefore, a "Buy Now" button may repel some visitors.

Slite uses the CTA "Try Slite for Free" and places it throughout their comparison page.

slite
Product
Templates
Pricing
Resources
Sign in
Book a demo
Start for free

Looking for an alternative to Google docs?

Slite makes it easy to organise docs, share knowledge and track key decisions with your remote team.

Try Slite for free

From scratch, with templates or by importing your docs. No user limit, no credit card required.

Include Customer Success Case Studies/Testimonials

Adding customer testimonials and success case studies can be a powerful way to build trust with visitors. They add social proof to your product, which can help to overcome any doubts they may have.

The content of your testimonials should be used to highlight your USP, unique features, user experience, or brand identity.

How global business trendsetters are fulfilling their potential with Pipedrive

It has made our sales department more effective and efficient. It's easy to use and it's constantly updated.



Ana Rinck
Operations Manager, BAKERpedia

The best thing we love about Pipedrive is it does two-way sync with Google Apps. It has helped us to better organise and keep everything on track.



Nirmal Gyanwali
Managing Director, Nirmal Web Studio

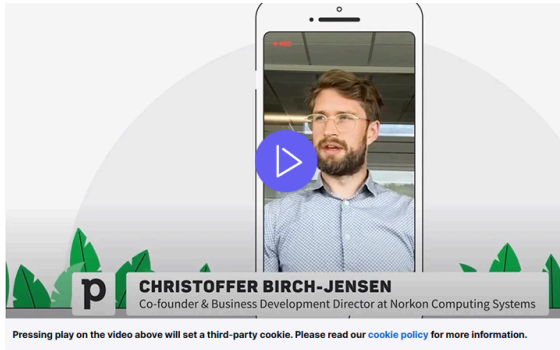
Pipedrive has helped visualize our sales landscape in realtime, and has become an integral component of our process. My favorite features are the reports and activity notifications. Pipedrive ensures no rock goes unturned.



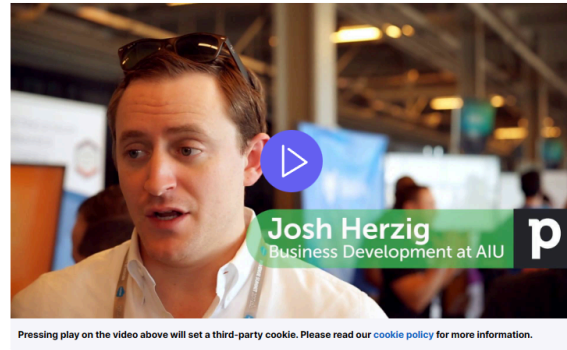
Garrett Winder
Managing Partner, Good Work

Most brands use text for their testimonials; however, videos can show authenticity. With video, it's a good idea to summarize the video with texts, like how PipeDrive has.

Why Pipedrive customers switch from other CRMs



No good salesperson wants to have their momentum killed by restrictions and hidden costs. Pipedrive customers who switched from HubSpot cite unnecessary features, complex setup and value for money as key reasons for joining Pipedrive.



Salesforce switchers regularly mention how difficult it is to use. With Pipedrive, you can get all the information you need quickly from our simple visual deal and product pipelines. Our customers save more time, and generate more revenue as a result.

Some comparison competitor pages will have linked testimonials to case studies to showcase how their product was instrumental to achieving success in a particular industry.

If you've worked with big brands, flaunt them. Comparison pages are the perfect place to show off any celebrity customers you have.

Trusted by over 20,000 companies

Join teams all over the world increasing their productivity with Teamwork

PayPal

ebay

Disney

Forbes

Microsoft Studios

vevo

LV

Spotify

hp

HONDA

3 Common Mistakes From Competitor Comparison Landing Pages

You know the dos, but it's equally important not to make critical mistakes that will increase your bounce rate and allow your prospects to turn to your competitors.

Mistake 1: Don't Trash the Competition

Fabricating your features and abilities leads to more churn. Before creating your comparison page, truly take the time to understand where your product fits into the marketplace and how you stack up.

For example, as a new SaaS business, you might not be the best solution. But are you cheaper? Is your product more user-friendly? Or maybe your product simply offers more personalized support.

Ragging on your competition is a turn-off and will only lower conversion rates. Not to mention, it won't reflect well on your brand.

Keep it informative and above the waist belt.

Mistake 2: Not Creating Them All Together

However, the opposite is true. Many SaaS brands won't create them at all because they believe it's throwing shade.

Unfortunately, your competitors will do all the talking for you. They'll present your product in a negative light, and you won't have anything to say.

Furthermore, review sites like Capterra and G2 may portray inaccurate information. Make sure to present your side of the argument, so customers know why they should choose your product!

Mistake 3: It's Not All About You

You want to stay objective and make a true comparison against your competitors. Do so by reporting facts about specific limitations in your competitors, such as usage limits or lack of key features.

Using hyperbole by saying "we're the best" isn't going to help conversion rates.

Visitors are searching for a real comparison to understand which solution fits their needs. It's better to remain objective anyways since you'll filter out prospects that aren't a good fit.

However, you can paint the picture of why your product is better.

Specifically, tell readers who your product is for.

Convert More Customers with Killer Comparison Landing Pages

Comparison pages can be your dedicated salesman who works for you 24/7. When optimized effectively to include compelling copy and well-structured content, you've got a high-converting machine that churns bottom-of-funnel prospects into new users.

Whether they're looking for a better alternative to their existing solution or want a cheaper one, you're there to inform and gently nudge the right prospects into your solution.

Now it's your turn. If you need help but want someone with proven experience writing killer comparison landing pages, let us know; we're here to help!