

# Competitive Analysis for [Brand Name]

**Mobile users:** Click "⋮" > "Make a copy" to make a copy of this document

**Desktop users:** Click "USE TEMPLATE" to make a copy of this document

See Semrush's [competitive analysis guide](#) for step-by-step instructions on how to use this template. You can also see a step-by-step example.

## Competitors

	Competitor 1	Competitor 2	Competitor 3
Name			
Website			
Traffic ()			

## Products or Services

	Competitor 1	Competitor 2	Competitor 3
<b>Value proposition</b>			
Core value proposition			
Key problems solved			
<b>Features</b>			
Feature #1			
Feature #2			
Feature #3			
Feature #4			
Feature #5			

Feature #6			
Feature #7			
Feature #8			
<b>Pricing</b>			

## Marketing Channels and Content Formats

	Competitor 1	Competitor 2	Competitor 3
<b>Traffic share (%)</b>			
Direct			
Referral			
Organic search			
Paid Search			
Organic social			
Paid social			
Email			
Display ads			
<b>Social media</b>			
Platform 1			
Platform 2			
Platform 3			
Platform 4			
<b>Other content</b>			

Content format 1			
Content format 2			
Content format 3			
Content format 4			

## **Sales Processes**

	Competitor 1	Competitor 2	Competitor 3
Awareness			
Engagement			
Evaluation			
Purchase and beyond			

## **Feedback**

	Competitor 1	Competitor 2	Competitor 3
<b>Review sites &amp; feedback</b>			
Average rating	(Platform name)	(Platform name)	(Platform name)
Common praises			
Recurring Complaints			
<b>Social media sentiment</b>			
X			
LinkedIn			
Reddit			
Positive mentions			

Negative mentions			
<b>News Coverage</b>			
News articles			
Awards/Recognition			
Controversies			

## **Strengths and Weaknesses**

	Competitor 1	Competitor 2	Competitor 3
Strengths			
Weaknesses			

## **My Positioning**

<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

	My Brand
Unique value proposition	
Target customer	

groups	
--------	--

💡 Visit the [Semrush blog](#) for more tips on how to grow your business