

# Website Planning Series: Competitor Analysis Workbook

This workbook is to be accompanied with the website planning series from the atmmultimedia blog. This booklet will help you analyse your competitor's in your niche.

## Exercise

**Step One:** Go into Google and type your keywords or key phrases for your niche. Review the top five competitors for your niche.

**Step Two:** Review the competitors think as a potential customer and review what you like about this website.

Examples may include:

- Easy to navigate
- Fast loading pages
- Simple Interface
- Looks Professional
- Includes a sitemap
- Contains video, audio and interactive content

**Step Three:** For each site review what are the competitor's weaknesses

Examples may include:

- Poor navigation
- Pages don't load properly
- Difficult to read text
- Lack of useful content
- The site hasn't been updated
- The site doesn't work in Internet Explorer
- Too much Flash Animation
- Difficult to purchase products

**Step Four:** Any Opportunities for your website later on?

As an individual, I always think long term. As we are in the planning stages of our website, think of any opportunities for your own website. When you come to promoting your website, you will need to think how to get traffic to your site.

Do any of your competitor's websites contain the following?

- Advertising opportunities
- A link exchange program

If so, you will want to consider how to tailor your content to meet the demands of your target audience. You should focus on creating a website that is full of great content and acquire links from high traffic websites. Then visitors from the high traffic websites will visit you.

## Competitor Analysis Worksheet

<b>Website address</b>	
<b>Keywords typed into Google:</b>	
<b>Google Position</b>	Number:
<b>What you like about this website?</b> (e.g. navigation, fast loading pages, book marking feature, good content, frequently updated site etc. write down anything that is useful, convenient and good about this site).	
<b>What do you dislike about this website?</b> (e.g. poor navigation, images don't load, pages missing, slow loading website, too much flash, no useful content, no useful resources etc. Write down anything that you find difficult or annoying about this site).	
<b>Any opportunities to promote your website in the future?</b> (Is there a link request page or a chance to pay for advertising?)	

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For more information on website planning and promotion please visit [www.atmmultimedia.com](http://www.atmmultimedia.com)

