Dopstart | Scheda di Analisi Competitors

Identifying competitors

[ ]   I've identified at least 3-5 direct competitors   _____

[ ]   I've identified potential indirect competitors   _____

[ ]   I've checked their Google search rankings for relevant keywords   _____

SEO and visibility analysis

[ ]   I've compared their ranked keywords   _____

[ ]   I've analyzed their estimated organic traffic   _____

[ ]   I've reviewed their backlink structure   _____

[ ]   I've identified niche keywords to target   _____

Content strategy and tone of voice

[ ]   I've reviewed blog and article topics   _____

[ ]   I've assessed content frequency and quality   _____

[ ]   I've identified their tone of voice   _____

[ ]   I've noted strong calls to action   _____

Website UX/UI

[ ]   The website is fast and mobile-optimized   _____

[ ]   Navigation is clear and intuitive   _____

[ ]   The conversion or contact funnel is easy and visible   _____

[ ]   Key information is easy to find   _____

Social media and campaigns

[ ]   I've checked which platforms they use   _____

[ ]   I've analyzed their content formats (reels, stories, live, posts)   _____

[ ]   I've evaluated engagement levels (likes, comments, shares)   _____

[ ]   I've reviewed their active ad campaigns   _____

Online reputation

[ ]   I've read customer reviews   _____

[ ]   I've identified strengths and weaknesses from user feedback   _____

[ ]   I've checked for loyalty strategies   _____