

Website Competitor Analysis

	Me	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Content					
The site passes the Acid Test					
The target audience(s) is/are obvious					
The site is relevant to its target audience(s)					
The copy is written for web and easy to read					
The website proposition is clear					
Layout					
The navigation is intuitive					
Important information is easy to find					
You always know where you are on the site					
The design is attractive					
The site downloads quickly					
The branding is consistent					
Finding the website					
Ranks highly on appropriate keywords					
The URL is relevant					
TOTAL					

If you agree with each of the statements for the website you are assessing – give a score of 1 for each statement. If you disagree, give a score of 2.

This isn't the be all, end all, but generally, the *lower* the score – the more competitive the website.