

## Competitive Analysis - Sample



	Observation	They	Us	Comments
1.	<b>Marketing:</b> Do search engines return the site within the top ten?	1-5	1-5	
2.	<b>Design:</b> Is there a strong 'hook' to the homepage?			
3.	<b>Design:</b> Is there sufficient incentives for calls to actions?			
4.	<b>Consistency:</b> Is site utilizing industry best practices, thus matching users' expectations?			
5.	<b>Consistency:</b> Is the navigation, imagery, and architecture consistent and unifies the UI?			
6.	<b>Navigation:</b> Is the flow of information natural and intuitive?			
7.	<b>Content:</b> Is content scannable with headings, short paragraphs, and bullets?			
8.	<b>Content:</b> Promotes customer benefits over product/service features as well as SEO.			
9.	<b>Features/Functionality:</b> Are there distinguishing site services?			
10.	<b>Connection:</b> What are the methods of user interaction (blog, reviews, newsletters)?			
	Total	? of 50	? of 50	Key: 0(none) 1(faint) 2(weak) 3(fair) 4(good) 5(strong)

Hire FluidUI to be your secret shopper. Our Competitive Analysis Packet has 50+ observations with visuals of what your competition is doing and during our walkthrough we'll introduce elements neither of you have thought of.