HOW TO CONDUCT A SIMPLE
Digital Competitive Analysis

As a Vistage Chair, it is your job to ask questions to lead conversations to help your members achieve their business goals. Digital competitive analysis is a fantastic platform to generate strategic, thought-provoking questions that result in highly-productive conversations.

Blue Corona will do a free summary-level digital competitive analysis for any of your members. All you have to do is visit this website page and complete the form. However, you can also perform a simplified version of the analysis we do on your own. This document will walk you through the process.
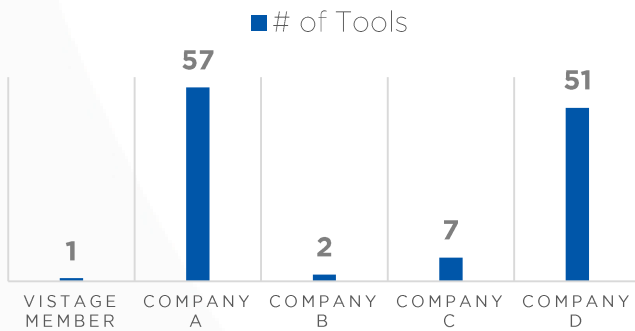
THE FRAMEWORK

1 **Tracking and Analytics:** Go to Builtwith.com and enter your member's website address. Take inventory of the tracking and analytical tools they have installed on their website. Do the same thing for each of their competitors. You will want to create a simple Excel spreadsheet so you can quickly see how many tools each company is using and categorize the tools (i.e. website activity tools, audience identification tools, etc.)

2 **Accessibility:** Run your member's website, and each of their competitors' sites through Google's Page Speed tool and Google's Mobile-Friendly tool. Open up Google's Chrome web browser and check to see whether each site is secure (https) or not secure (http). Record each site's speed, mobile-friendly score, and whether the site is secure or not secure in your spreadsheet.

3 **Content:** Enter your member's website address and each of their competitors' site addresses into a website crawler and determine how many pages are on each site. If you don't have access to a website crawler, you can count the pages manually by reviewing each site's XML sitemap. While you are doing this, you should also check to see whether each site has a blog and, if so, how often it is updated. Enter each data point in your spreadsheet.

4 **Search Visibility:** Come up with a list of 50 keyword phrases relevant to your member's business. Turn the personalization settings in your browser off. Search each keyword phrase in Google and note in your spreadsheet whether your member's website or any of their competitors are listed in the top 10 organic search results.

5 **Social Audience & Reviews:** If your member is a B2C company, count the number of "likes" or "fans" they have on Facebook. If your member is a B2B company, count the number of followers their company page has on LinkedIn. Select the most relevant review site—Yelp for retailers, Facebook or Google for B2C, and Google for B2B. Count and note the number of reviews they have as well as their average star rating. Do the same for Glassdoor—list the number of reviews, their company rating, etc. Do the same for each competitor.

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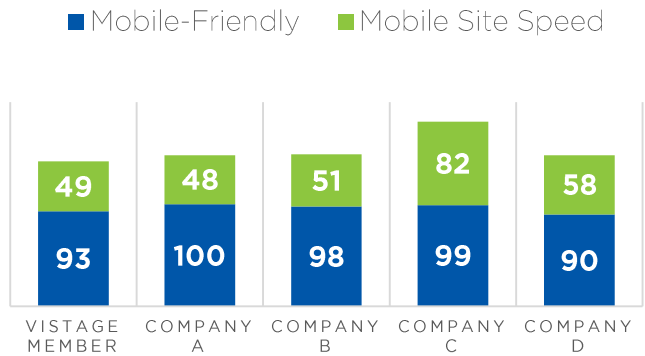## Digital Competitive Analysis

Once you have collected all the data in a spreadsheet, all you have to do is format it. For a simple analysis, you might create some charts like these:
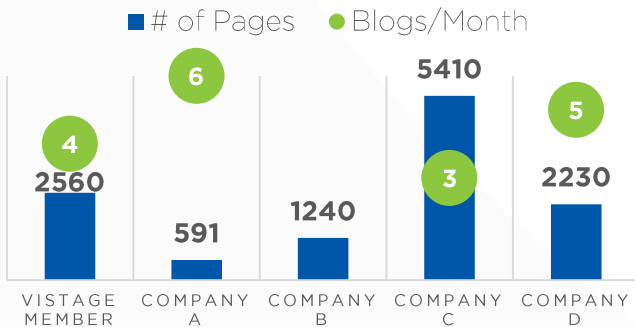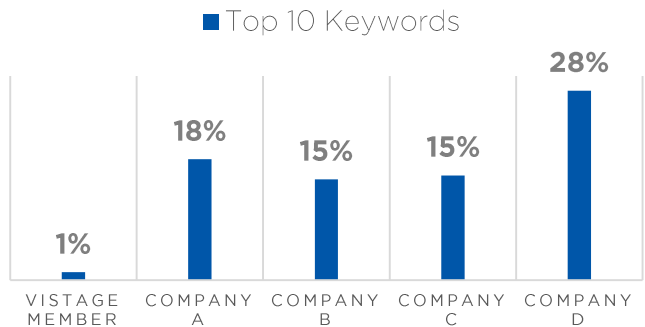
TRACKING + ANALYTICS

■ # of Tools

	VISTAGE MEMBER	COMPANY A	COMPANY B	COMPANY C	COMPANY D
# of Tools	1	57	2	7	51

ACCESSIBILITY

■ Mobile-Friendly   ■ Mobile Site Speed

	VISTAGE MEMBER	COMPANY A	COMPANY B	COMPANY C	COMPANY D
Mobile Site Speed	49	48	51	82	58
Mobile-Friendly	93	100	98	99	90

CONTENT SCORE

■ # of Pages   ● Blogs/Month

	VISTAGE MEMBER	COMPANY A	COMPANY B	COMPANY C	COMPANY D
# of Pages	2560	591	1240	5410	2230
Blogs/Month	4	6		3	5

SEARCH VISIBILITY

■ Top 10 Keywords

	VISTAGE MEMBER	COMPANY A	COMPANY B	COMPANY C	COMPANY D
Top 10 Keywords	1%	18%	15%	15%	28%

LET US HELP

Even a simple digital competitive analysis can take a lot of time to create—especially if you don't have the right tools and/or process. Let us do the work for you, so that you can focus on where you can add the most value.

Visit ——— Click ——— Free Analysis

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Leads > Sales > Raving Fans

GROW FASTER
Let us manage every aspect of your ONLINE PRESENCE and deliver more LEADS, SALES, and RAVING fans.

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