

# Business Technology Program

## How-To Guide: How to Analyze Your Competitors' Websites

As you think about developing your business website, it's important to assess your competitors' websites as well. Fill in your key competitors below. Visit their websites and note which features they have. What do you like or dislike about their sites? What can you learn from their sites? What do you think you can do better?

| FEATURES                       | COMPETITOR 1 | COMPETITOR 2 | COMPETITOR 3 |
|--------------------------------|--------------|--------------|--------------|
| <b>SITE BASICS</b>             |              |              |              |
| About Us Page                  |              |              |              |
| Contact information            |              |              |              |
| Phone number                   |              |              |              |
| Fax number                     |              |              |              |
| Address                        |              |              |              |
| Email contact form             |              |              |              |
| Map/directions to location     |              |              |              |
| Search function                |              |              |              |
| Site map                       |              |              |              |
| Privacy policy/Terms of use    |              |              |              |
|                                |              |              |              |
| <b>MARKETING</b>               |              |              |              |
| E-mail newsletter signups      |              |              |              |
| Testimonials                   |              |              |              |
| Samples of work                |              |              |              |
| Advertisements                 |              |              |              |
| Lead capture form              |              |              |              |
| Links to social media accounts |              |              |              |
|                                |              |              |              |
| <b>DESIGN</b>                  |              |              |              |
| Logo                           |              |              |              |
| Photos                         |              |              |              |
| Photo gallery                  |              |              |              |
|                                |              |              |              |



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|                         |  |  |  |
|-------------------------|--|--|--|
| <b>E-COMMERCE</b>       |  |  |  |
| Product photos          |  |  |  |
| Product descriptions    |  |  |  |
| Shopping cart solution  |  |  |  |
| Online payment options  |  |  |  |
|                         |  |  |  |
| <b>CUSTOMER SERVICE</b> |  |  |  |
| Online chat             |  |  |  |
| Appointment scheduler   |  |  |  |
| Contact form/Email form |  |  |  |
| Calendar                |  |  |  |
| Community/forum         |  |  |  |
| Customer login          |  |  |  |
|                         |  |  |  |
| <b>CONTENT</b>          |  |  |  |
| Articles                |  |  |  |
| Blog                    |  |  |  |
| FAQs                    |  |  |  |
| Help                    |  |  |  |
| Downloadable content    |  |  |  |
|                         |  |  |  |
| <b>MULTIMEDIA</b>       |  |  |  |
| Podcasts                |  |  |  |
| Webinars                |  |  |  |
| Videos                  |  |  |  |
| Animations              |  |  |  |
|                         |  |  |  |
| <b>OTHER</b>            |  |  |  |

