

# Competitive analysis framework

	Your Company	Competitor 1	Competitor 2
Product/service	SEO	SEO/Paid ads	SEO/Website design
Market share	25%	40%	35%
Growth	6%	12%	8%
Target audience	Dentists	Dentists	Dentists
Price structure	Monthly fee	Hourly	Project-based
Marketing strategies	Email/Blog	Email/Blog/ Social media	Social media/ Email/Paid ads
Customer satisfaction	★★★★	★★★★	★★★
Strengths	All-inclusive/ one fee	Brand visibility	Package deals
Weaknesses	Startup with less resources	Expensive	Questionable customer service
Key advantage	Strong values and mission	Industry leader	Highly skilled team

# Business And Competitive Analysis Methods

**Kathleen Armour**



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