



BRAND MASTERSS

Where Brand Meets Digital Transformation

Competitor Analysis Report :

Your Secret Weapon for Growth





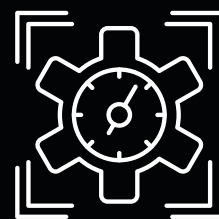
What is a Competitor Analysis Report?

A competitor analysis report is a strategic report that deconstructs your competitors' strengths, weaknesses, digital strategies, and performance indicators. It presents you with a 360-degree overview of their online presence—from search engine optimization and content to social media, advertising, and audience interactions. It enables you to see where your own strategy is lacking and find new opportunities to capture the market.

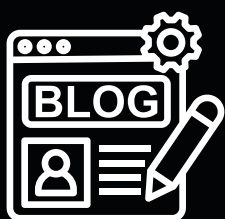




Competitor
identification



SEO
Performance



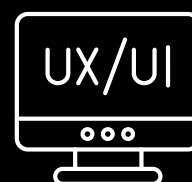
Content &
Messaging



Social Media
Audit



Paid Ads
Strategy



Website UX
& Design



1

Competitor Identification

- Top 3 to 5 direct online competitors
- Niche-specific players and high-performers
- Emerging startups or disruptors

2

SEO Performance

- Keyword rankings and gaps
- Domain authority and backlink profiles
- On-page and technical SEO strengths
- Content strategy and blog performance



3

Content & Messaging

- What content type performs best?
- Tone of voice, format, and frequency
- Engagement metrics (likes, comments, shares)

4

Social Media Audit

- Platforms used effectively
- Posting rate and engagement metrics
- Hashtag strategy and audience development



5

Paid Ads Strategy (if running)

- Google Ads keywords
- Social ad formats and creative direction
- Ad frequency, landing pages, and funnel structure

6

Website UX & Design

- Site structure and navigation
- Mobile responsiveness
- User journey and CTAs