**Data Collection**

1. Collecting Data for Competitors

For each competitor, you would collect the same data as for the initial company. This includes metrics related to social media performance, website performance, SEO performance, and marketing channel distribution. This allows you to evaluate each competitor using the same criteria as the initial company, making the comparison fair and meaningful.

2. Calculating DigiScore for Competitors

Once you have the data for each competitor, you would normalize the data and calculate a DigiScore in the same way as for the initial company. This involves multiplying the normalized value of each metric by its weight, summing these values within each category, and then multiplying each category score by its weight and summing these values to get the final DigiScore.

3. Benchmarking

Once you have a DigiScore for each competitor, you can calculate the average competitor DigiScore. This gives you a benchmark to compare the initial company against. If the company's DigiScore is higher than the average competitor score, it's doing well. If it's lower, there may be areas for improvement.

4. Competitive Positioning

You can also use the competitor data to adjust the weights in your rating system. For example, if you find that the initial company is doing particularly well in the 'Social Media Performance' category compared to its competitors, you might decide to increase the weight of that category in the DigiScore calculation. This would reflect the fact that the company has a competitive advantage in that area.

**Data Normalization**

Min-Max Normalization. This process scales your data so that all values fall between 0 and 1, allowing for fair comparison across different metrics. Without normalization, metrics with inherently larger values could unduly influence the final score.

To do this, you would compare the company's score in each category to the average competitor score in that category. If the company's score is significantly higher, you might increase the weight of that category. If it's significantly lower, you might decrease the weight. This ensures that the DigiScore accurately reflects the company's strengths and weaknesses relative to its competitors.

In the process of normalization, you should compare the values between all of your competitors and your main company to find the maximum and minimum values for each metric.

For example, if you're normalizing the "Total Visits" metric, you would first find the maximum and minimum number of total visits across all companies (including your main company and all competitors). Then, you would use these values to normalize the "Total Visits" data for each company.

This process ensures that all data points for a given metric are scaled relative to the same minimum and maximum values, which allows for fair comparison across different companies. It's important to use the same minimum and maximum values for all companies when normalizing a given metric.

Here's the process in more detail:

**Find the Minimum and Maximum Values**: For each metric, find the minimum and maximum values across all companies. These values will be used for normalization.

**Normalize the Data**: For each data point, subtract the minimum value and divide by the range (maximum value - minimum value). This will scale the data point to a value between 0 and 1.

**Repeat for All Metrics**: Repeat this process for each metric. Each metric should be normalized separately, using its own minimum and maximum values.

This process should be done for all the data you have collected for your main company and its competitors. Once all the data is normalized, you can then calculate the DigiScore for each company.

**Normalized Value = (Original Value - Min Value) / (Max Value - Min Value)**

You apply this formula to each data point in each of your metrics. Here's how you can do it for a few example metrics:

**Total Visits**: Let's say the minimum number of total visits across all companies is 10,000 and the maximum is 100,000. If a company has 70,000 total visits, the normalized value would be (70,000 - 10,000) / (100,000 - 10,000) = 0.67.

**Bounce Rate**: This is already a percentage, so it's already on a scale from 0 to 1. You don't need to normalize it further.

**Average Visit Duration**: Let's say durations are represented as the number of seconds, and the minimum duration across all companies is 30 seconds and the maximum is 300 seconds. If a company has an average visit duration of 150 seconds, the normalized value would be (150 - 30) / (300 - 30) = 0.44.

You would repeat this process for each data point in each of your metrics. This will scale all your data points between 0 and 1, allowing them to be compared directly.

**Review and Adjust Weights**

Over time, as you gather more data and gain more insights into what metrics are most indicative of a company's digital performance, you may need to adjust your weights. For example, if you find that 'Average Comments per 5 posts' is a better indicator of social media engagement than 'Average Likes per 5 posts', you might increase the weight of 'Average Comments per 5 posts' and decrease the weight of 'Average Likes per 5 posts'.