
LU2 - Create Landing Page

SWOT analysis across competitor websites and landing pages

Define Your Competitive Analysis Focus

- Why you are conducting this analysis?
- Are you improving your own website, identifying new market opportunities, or understanding competitors' strategies?

Identify Competitors

Make a list of competitors you are aware of

- They can be direct competitors with similar products/services that the business is aware of
- Indirect competitors offering alternatives to your products/services

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Use tools to help find competitors you might not be aware of

Alexa,

SEMrush

Ahrefs

SimilarWeb

Select key competitors

- Focus on a manageable number of competitors, prioritizing those most relevant to your objectives.
- If all competitors in your country have poor websites, consider using websites of aspirational business that are the leaders in your industry that may not be operating in your country.

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Collect Data

- Visit competitor websites and landing pages
- Pay attention to design, content, user experience, navigation, and any unique features.

Use tools

Tools like Alexa, SEMrush, Ahrefs, or SimilarWeb helps gather data on traffic, user engagement, SEO strategies, and backlinks.

Customer feedback

Look for customer reviews and feedback on third-party sites to understand perceived strengths and weaknesses.

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Analyze Data & Fill the SWOT Table for each of the competitors

- Look & Feel?
- Your experience when browsing and making purchase or contacting someone ?
- Website graphics design & navigation?
- Any unique features or technology?



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Marketing Content

- How effectively do they communicate their value proposition?
- What makes them stand out in the market?
- How much and types of content do they create for each product or service?
- **Social Proof**
 - Do they show reviews on their website?
 - What is the quality like?
 - Take note of number of reviews, rating and ratio of quality reviews that have pictures & writeups.

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Strengths

- What has the website done better than others? Look at user experience, website design, content quality, SEO strategy, and any unique features or technology.
- Market positioning How effectively do the website communicate the business' value proposition? What makes it stand out in the market?

Weaknesses

- What critical issues do the website have especially after reviewing all of them
- Areas for improvement: Identify gaps in their website or landing pages, such as poor navigation, slow load times, unclear messaging, or lack of mobile optimization.
- Customer pain points: Look for common complaints or negative feedback from users.

SWOT analysis across competitor websites and landing pages

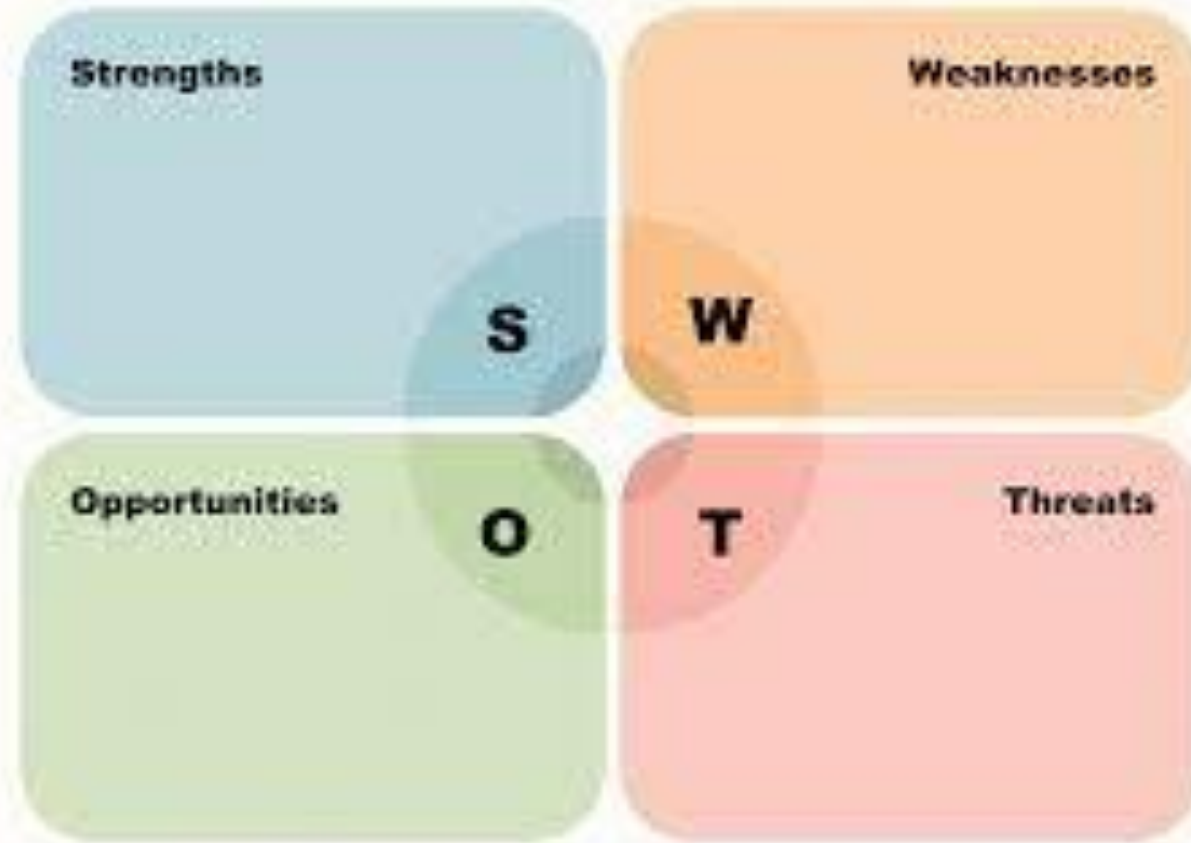
Opportunities

- What are the areas of improvement that will bring the website up in line against the competition or even exceed them?
- Market trends: Identify any emerging trends they are capitalizing on that you could also leverage.
- Technology and innovation: Note any use of technology or innovative strategies that could be adopted or adapted for your use.

Threats

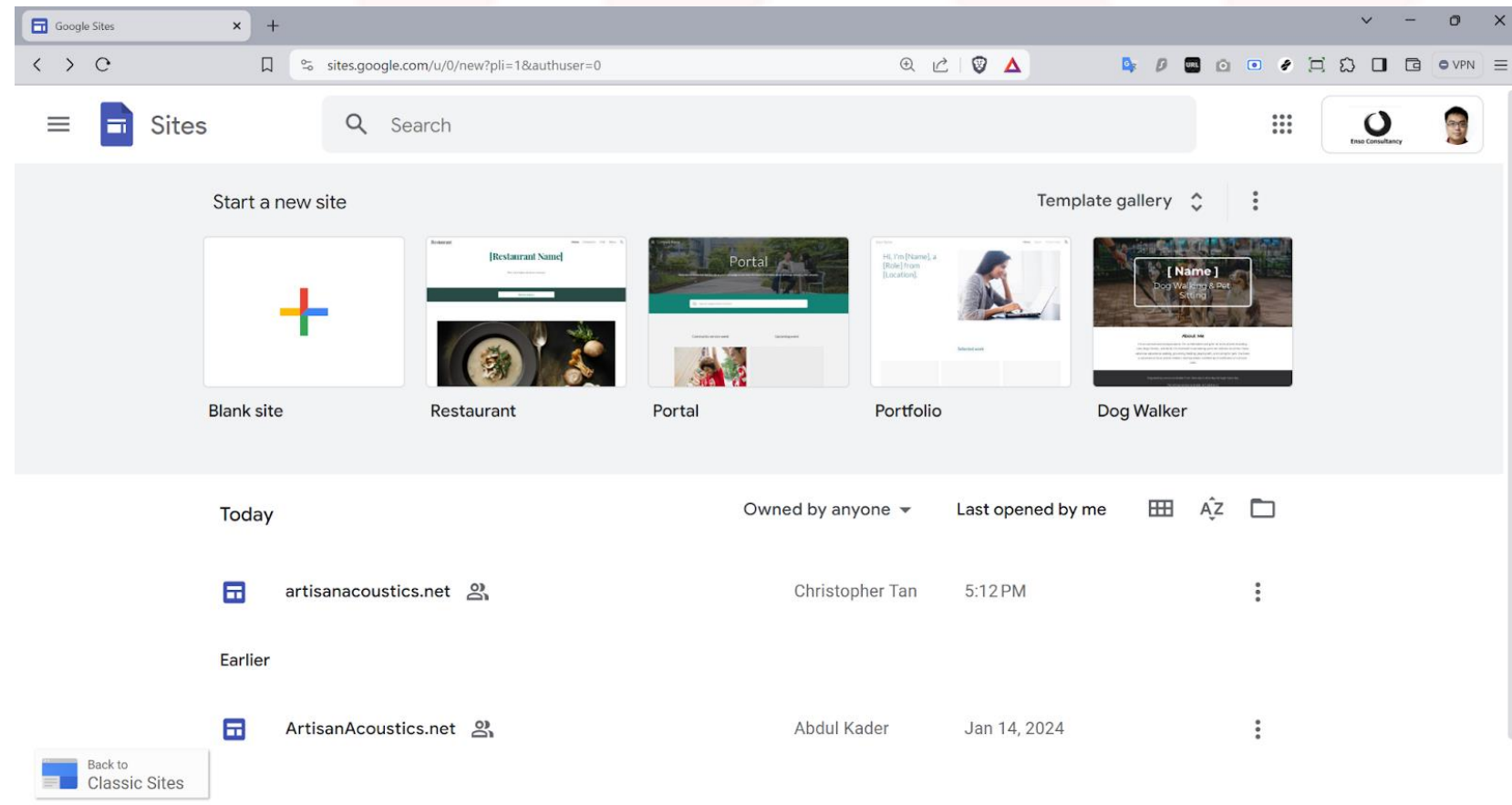
- What new trend could make the website no longer relevant or competitive?
- Competitive actions: Be aware of any moves by competitors that could impact your position in the market.
- Changes in consumer behavior: Understand how shifts in consumer preferences or behaviors might benefit your competitors.

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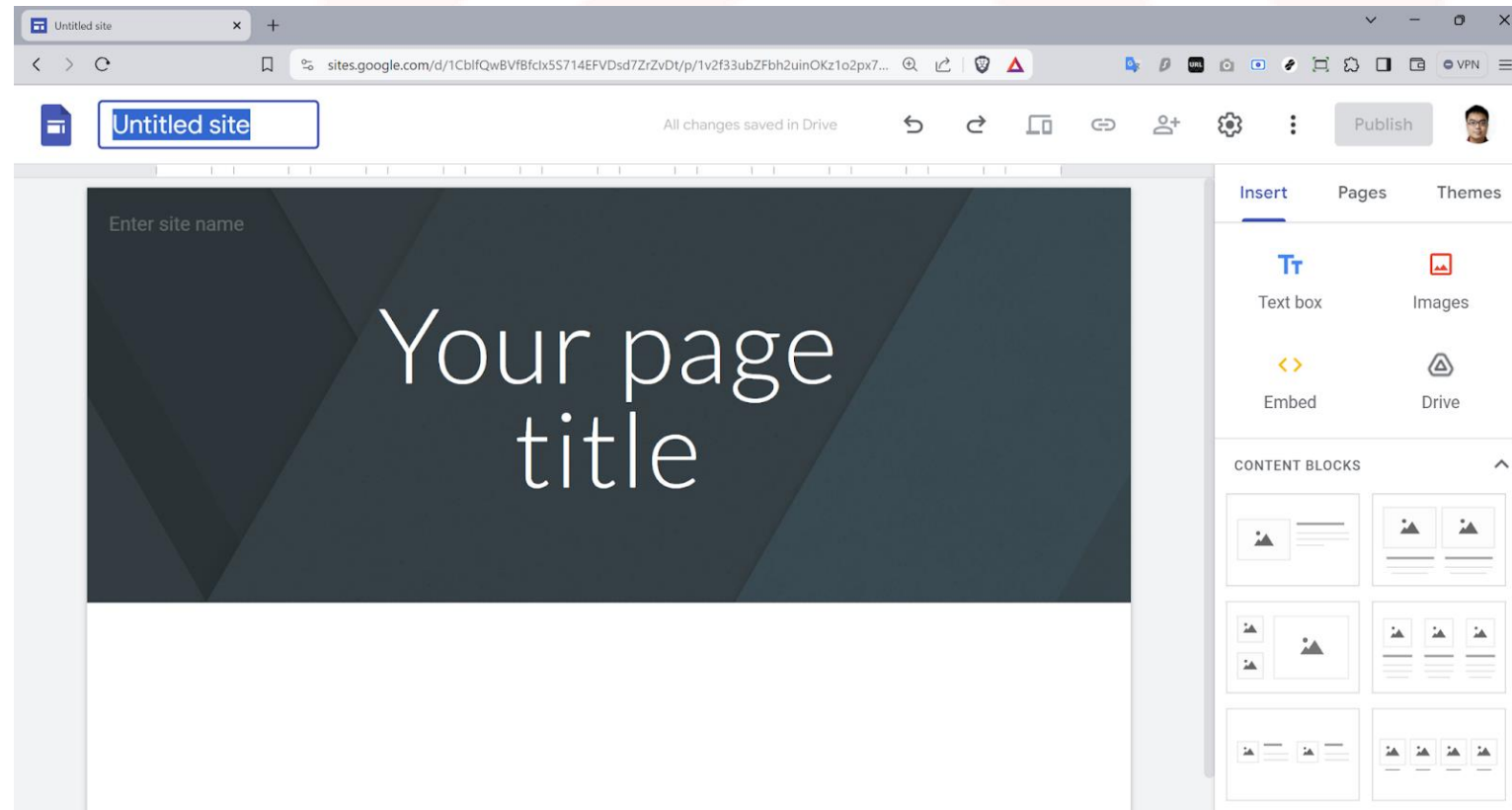
Landing page creation using a content management system (CMS)

Start a New Site: Click on the "+" sign, sometimes labeled as "Blank Site", to create a new website. You can also choose a template to start with if you prefer.



Landing page creation using a content management system (CMS)

Name Your Site: At the top left corner, click on "Untitled Site" to give your site a name. This name will also be part of your site's URL by default.



Landing page creation using a content management system (CMS)

By default the site has a single page known as homepage

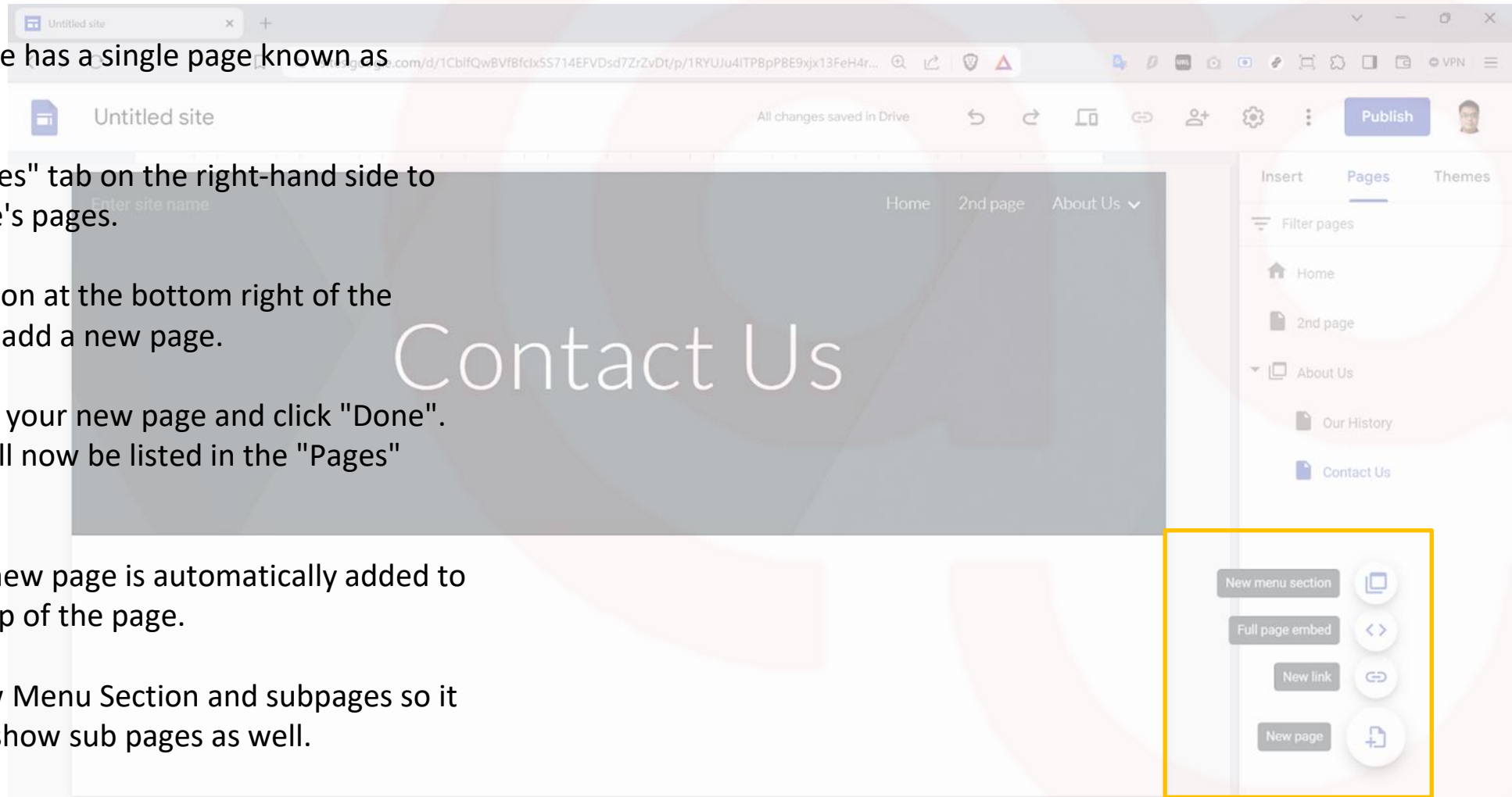
Click on the "Pages" tab on the right-hand side to manage your site's pages.

Click the "+" button at the bottom right of the "Pages" panel to add a new page.

Enter a name for your new page and click "Done". The new page will now be listed in the "Pages" panel.

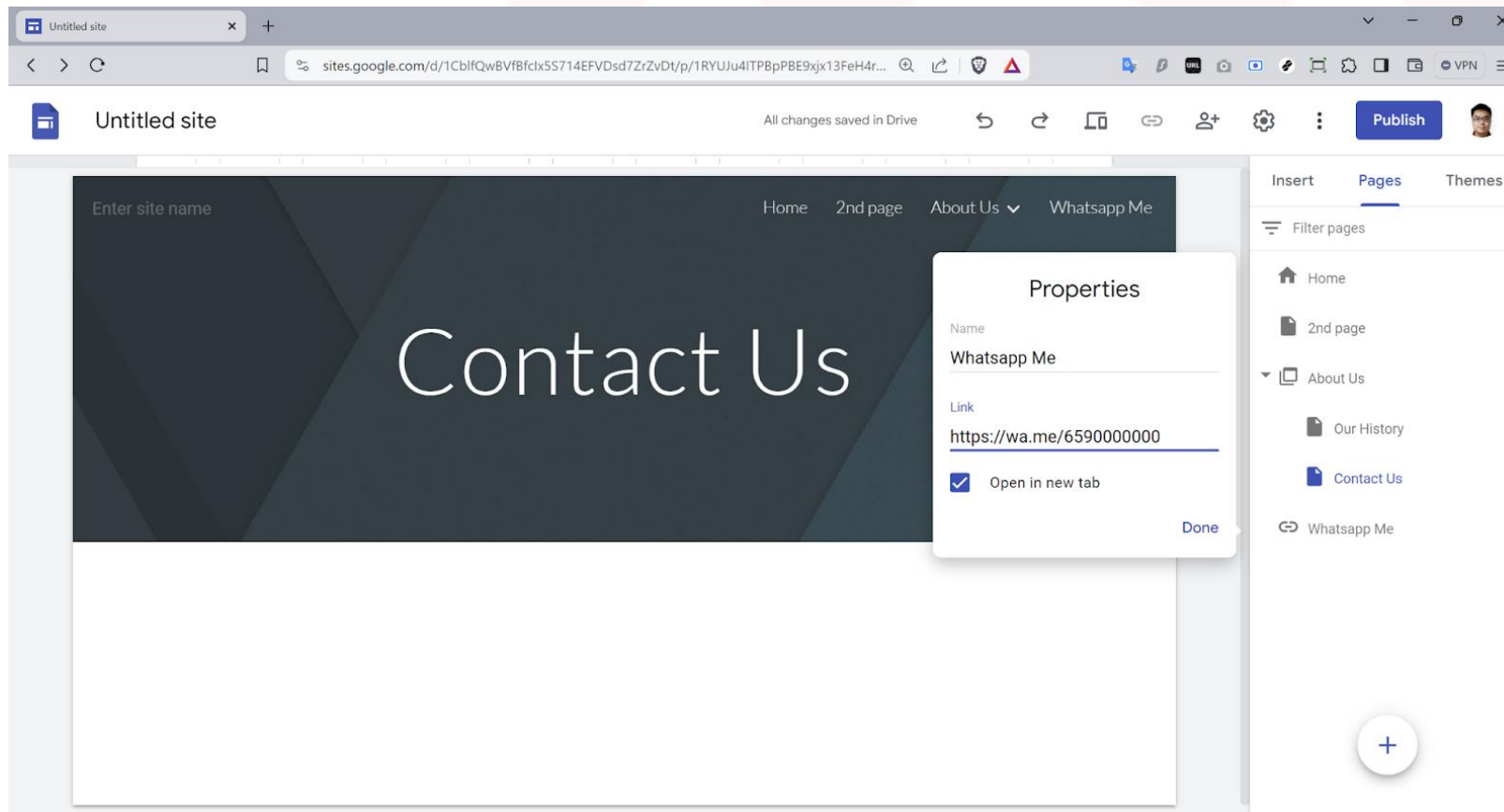
Notice how the new page is automatically added to the header on top of the page.

You can add New Menu Section and subpages so it will expand and show sub pages as well.



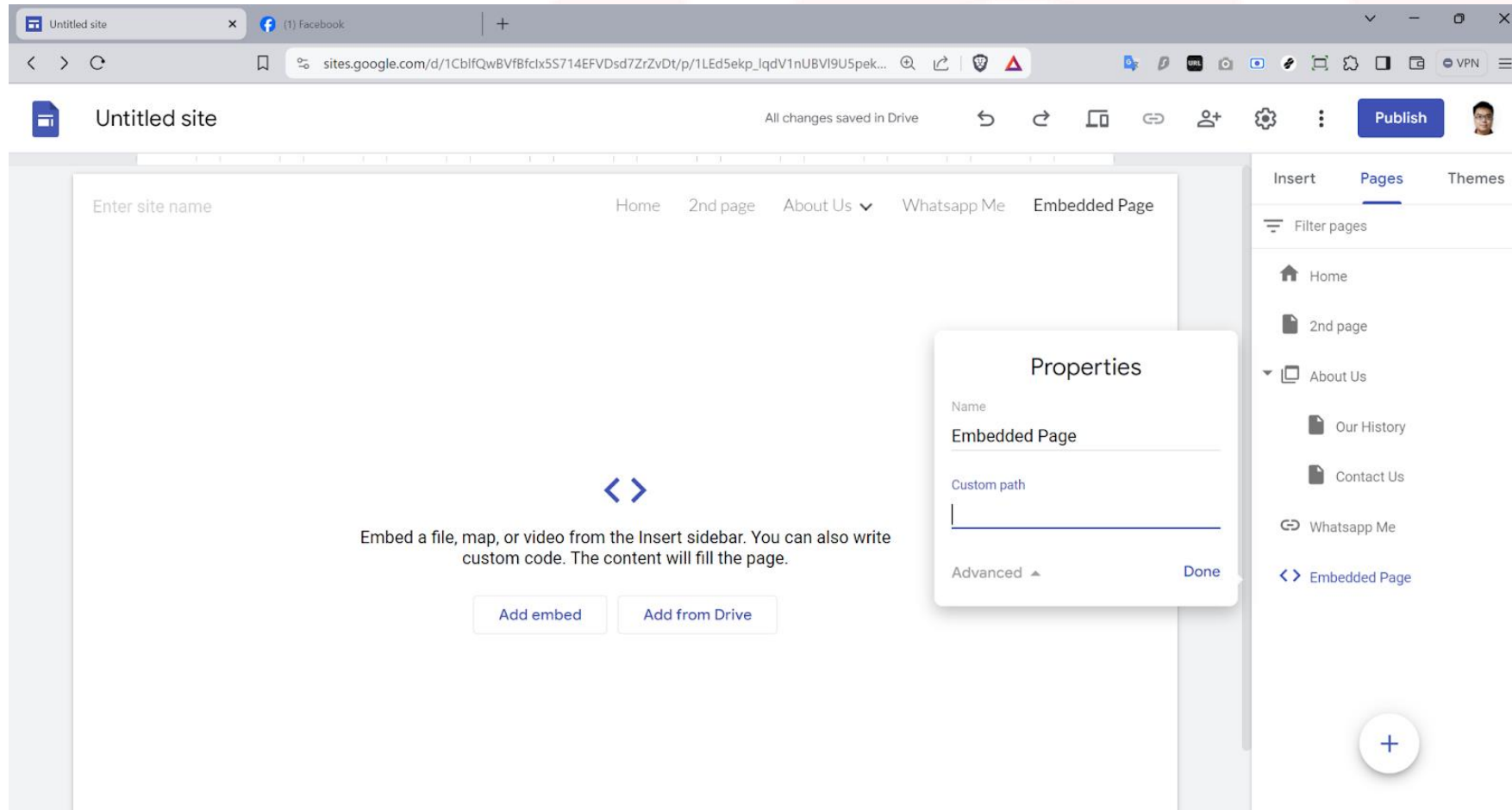
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Instead of pages you can add links instead such as to WhatsApp or call you directly



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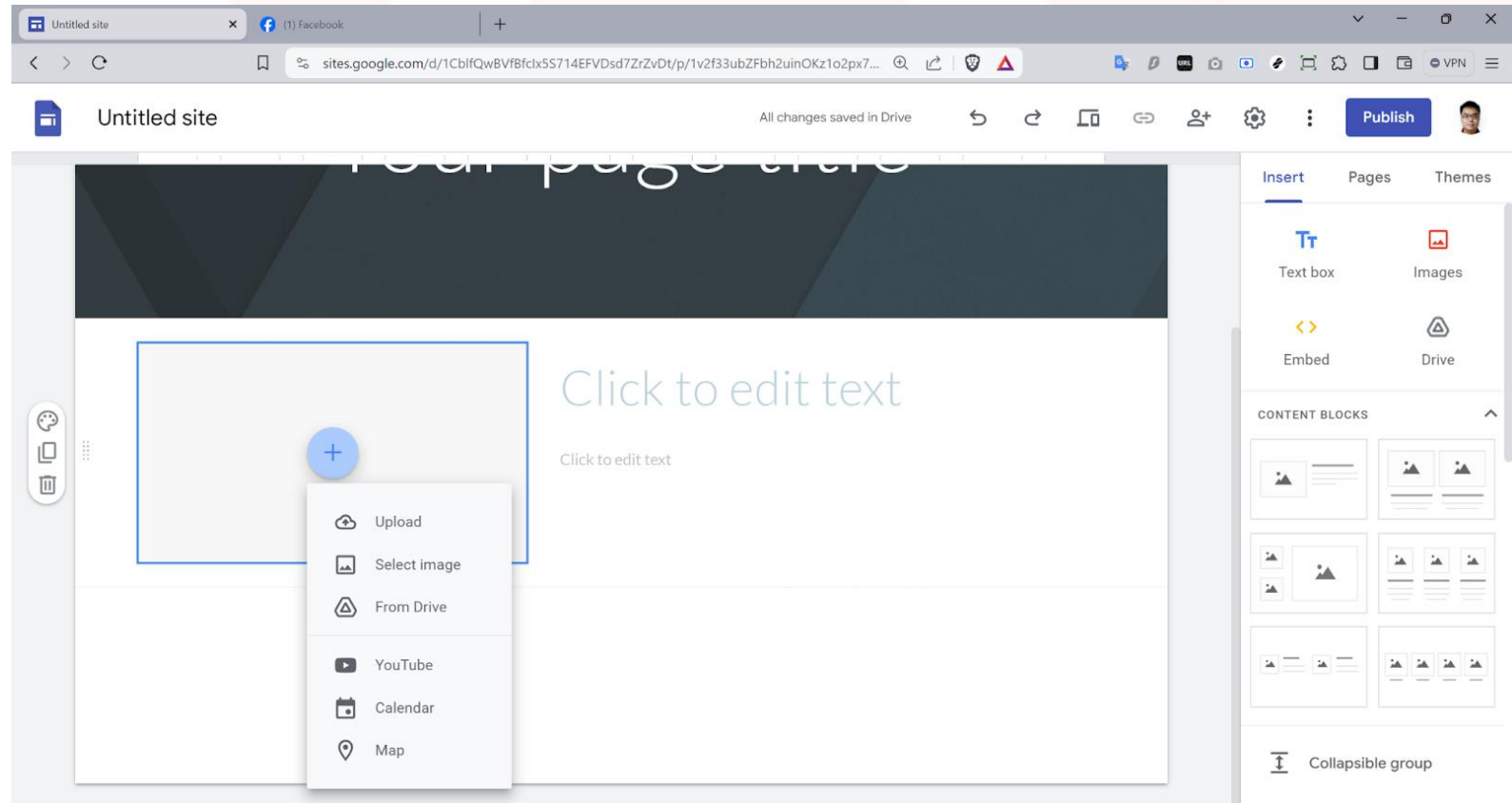
Embedding a page lets you link to a file or video or even custom code.



Landing page creation using a content management system (CMS)

Use the insert panel on the right side to add different types of content to your page, such as text, images, Google Drive files, YouTube videos, and more.

Simply click on the type of content you want to add, and follow the prompts to insert it onto your page.

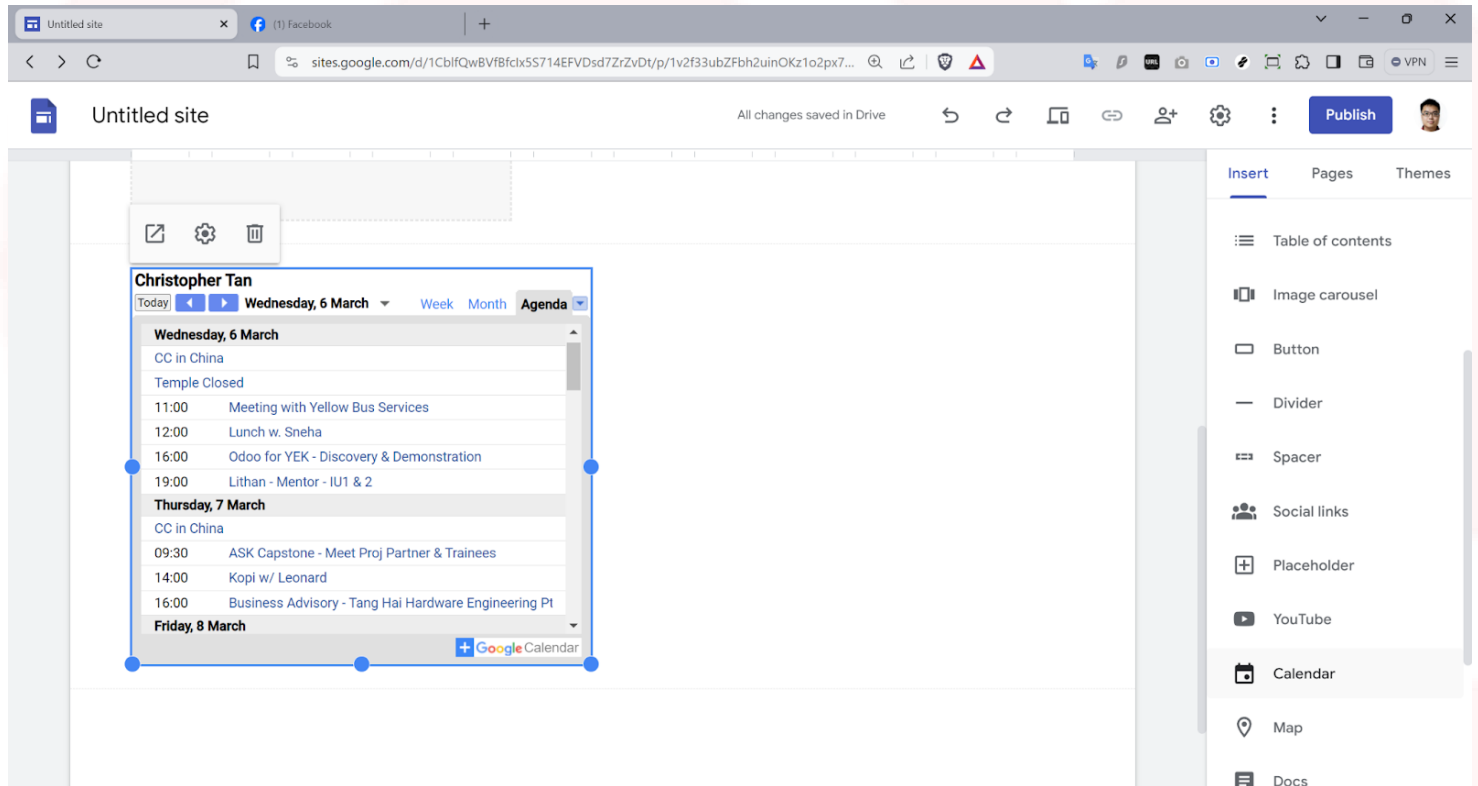


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Google Sites offers various layout options to organize your content. You can choose a layout from the "Layouts" section in the insert panel.

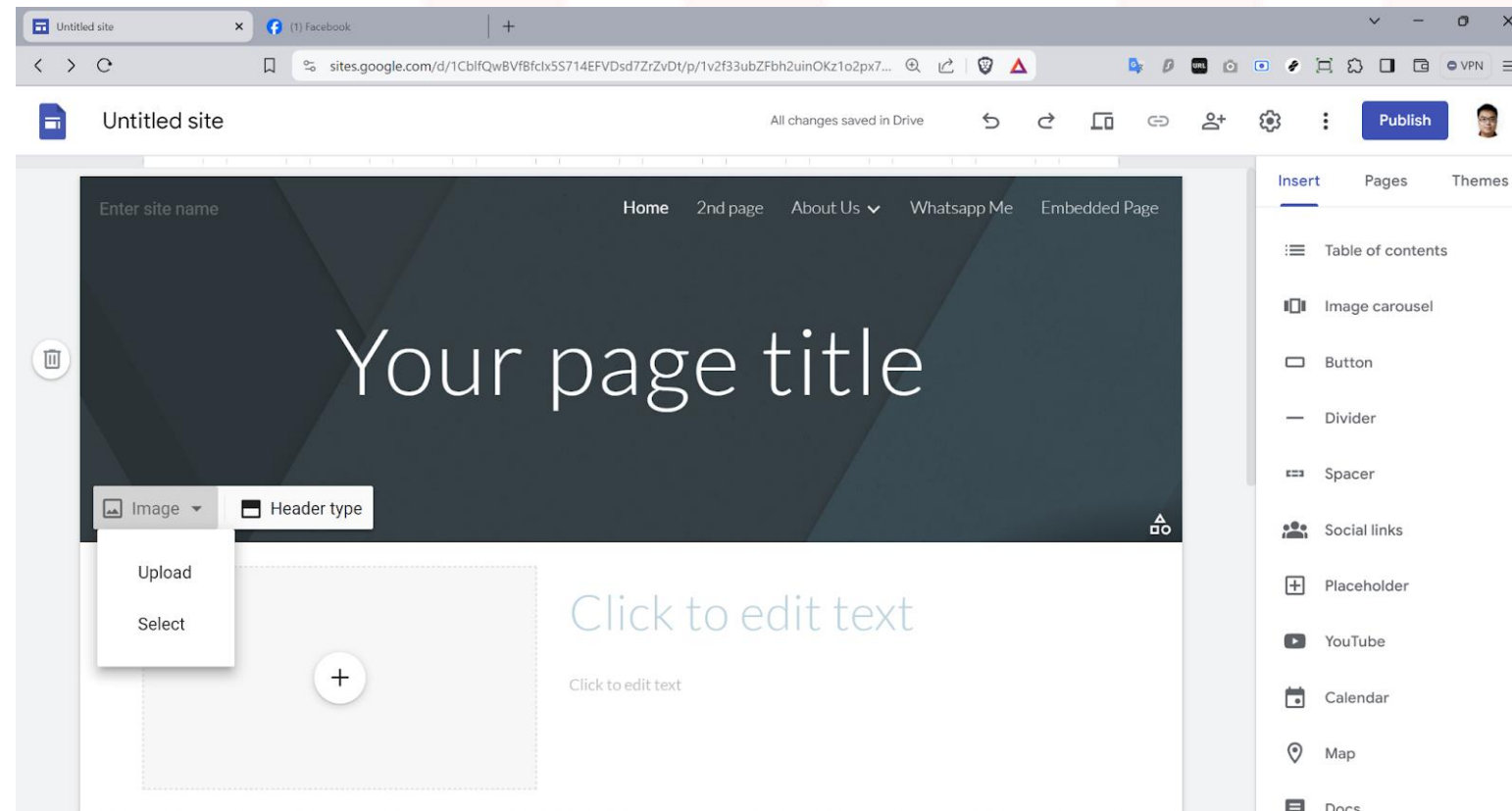
Drag and drop your content into the desired layout blocks to organize your page.

You can add content blocks & various elements via this list on the right, even your google calendar. Play around to get a feel of it



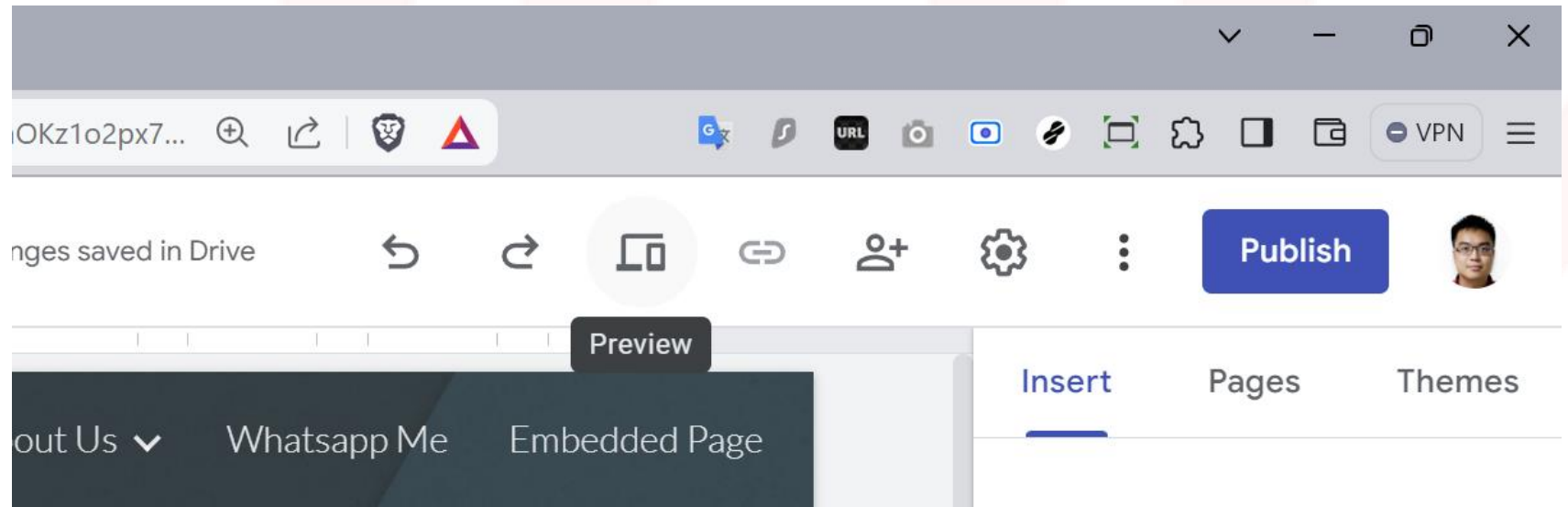
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For additional settings, such as changing the page's header image or adjusting navigation options, click on the gear icon or use the options that appear when you hover over different sections of the page.



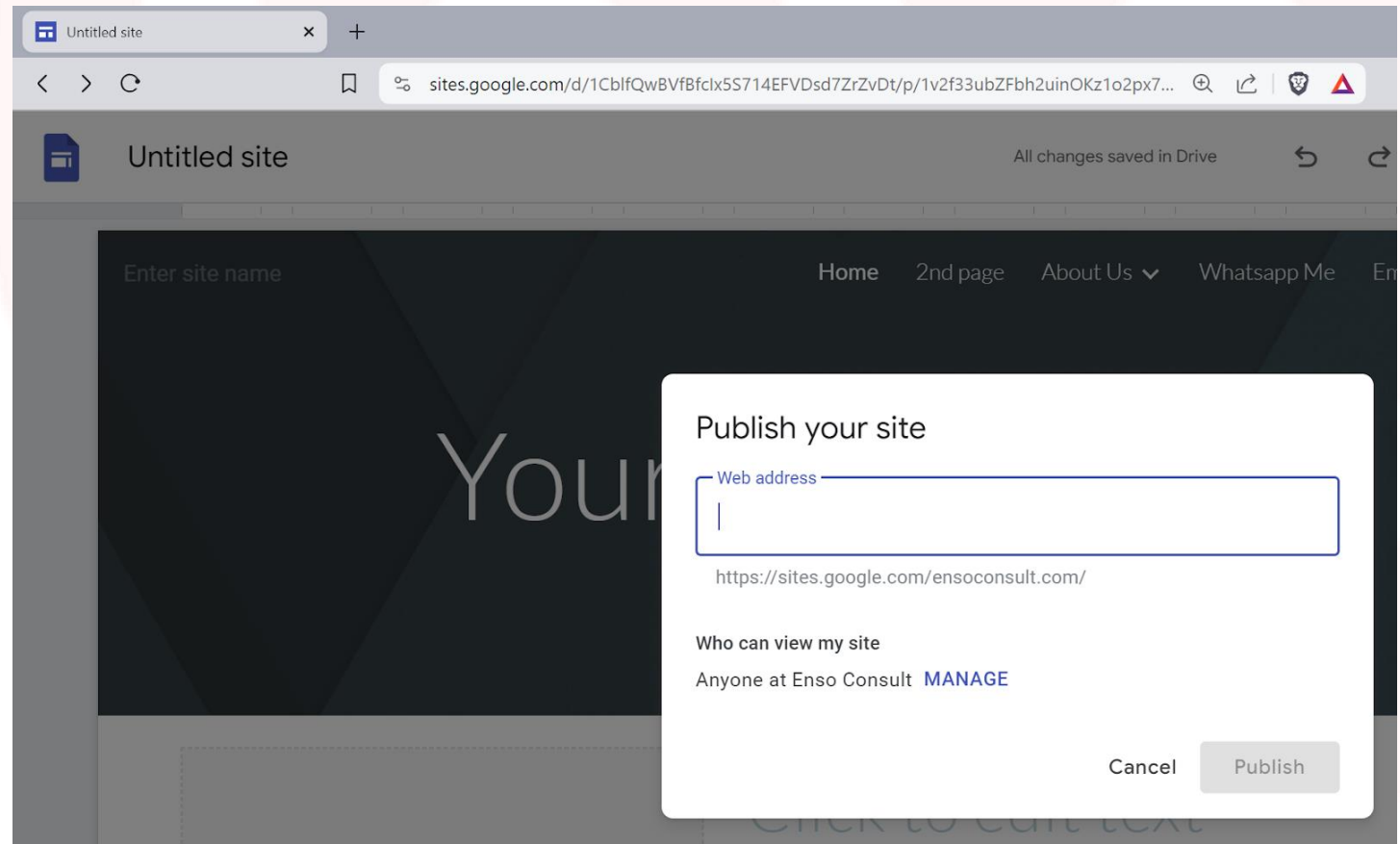
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Preview Your Page: Click on the eye icon at the top to preview your site. This allows you to see how it looks on different devices (desktop, tablet, and smartphone) before publishing it.



Landing page creation using a content management system (CMS)

Once you're satisfied with your page, click the "Publish" button at the top right corner. You'll be prompted to review your site's URL. You can adjust the URL if needed and set who can view your site. After configuring these settings, click "Publish" to make your site live.



Landing page creation using a content management system (CMS)

Remember, you can always go back and edit your site or add more pages as needed. Google Sites automatically saves your changes as you work, so you don't have to worry about losing your progress.

