

Podiatrist	should be first step back from injury
Chiropractor	Natural care to your family.

Step 2b:

Look over review sites (google, facebook, yelp, amazon/ebay, etc)

What positive things do their customers consistently say about them?

Competitor	Notes
Good Feet.	Pain gone, I cried.
U.S.	Awsome, wouldn't wear any shoe without them.
P. F.	Take care of people, helped with problems
P.	Took care of foot issues been having for years
C.	Trolling for surgery opp.
	Takes care of other than foot problems.

What negative things do their customers consistently say about them?

Competitor	Notes
G. F.	Over priced, Not heard, Not integrian
U.S.	Customer service, ?? able
P. F.	None, No Negative reviews.
P.	Poor bedside manner, surgery happy
C.	Dispense Dispense Foot levelers



Competitive Analysis Worksheet

Client Name:

Date: *M.F.*
April 6, 2021

Step 1: Identify at least 3 of your direct competitors (People who solve the same problem you do in similar ways) and 1 indirect competitor for every vertical you can think of (if I was in the airline industry, I would look at 1 passenger railroad company, one ferry/cruiseline, and 1 bus company).

Name	Link to Website
<i>Good Feet</i>	<i>goodfeet.com</i>
<i>Upstep</i>	<i>app.upstep.com</i>
<i>Perfect Feet</i>	<i>perfectfeet4u.com</i>
<i>Podiatrist</i>	<i>utfootdoctor.com</i>
<i>Chiropractor</i>	<i>jernalchirocenter.com</i>

Step 2: Examine Each Competitor

For each competitor we want to know 3 things: 1) What they are doing well 2) What people love about working with them 3) What people hate about working with them. For each competitor follow the following process.

Step 2a:

Look over website & social media

What concepts/words/phrases/tools are they using that seem to be working well for them?

Competitor	Notes
<i>Good Feet</i>	<i>See what we can do For you</i> <i>Quality of life, Everything up kinetic Chain</i>
<i>Upstep</i>	<i>Today could have been pain Free.</i>
<i>perfect Feet</i>	<i>Performance elevated.</i>