

Competitive audit																
Competitive audit goal																
General information								UX <small>(rated needs work, okay, good, or outstanding)</small>								
Competitor type <small>(direct or indirect)</small>	Location(s)	Product offering	Price <small>(\$ - \$\$\$)</small>	Website <small>(URL)</small>	Business size <small>(small, medium, large)</small>	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Visual design	Tone	Content
								Okay + Easy to Navigate - Website has a few dated elements	Okay + Mobile website has similar navigation - The dated elements carry over to mobile experience - No mobile application	Good + Easy sign up CTA - Simple sign in locations	Needs Work + One language (English?) - No video or	Good + Direct User Flow - Easy Forms	Good + The beginning half of the site has a good navigation - After the CTA there is a testimonial section that is too long	Needs Work + Minimal brand identity (similar to value prop) - Used three primary colors but still not effective.	Confident and Informative.	Okay + Focused on info relevant to target audience - Wordy
Distrokid	San Francisco, California, United States	Offers the easiest way for musicians to get music into Spotify, Apple, Amazon, Tidal, TikTok, YouTube, and more.	Pay only \$19.99 to upload unlimited albums & songs for a year (our competitors charge at least 2x that just to upload one album)	<a href="https://distrokid.com/">https://distrokid.com/</a>	11-50	Musicians of any level	Distrokid gets your music into stores in a fraction of the time it takes our competitors to get your music into stores. We have great customer service, daily stats, a simple interface, and loads of unique features too: Automatic splits Instant music video generators Spotify pre-save pages Cover song clearance Big playlists for Distrokid artists Synchronized lyrics on Instagram TikTok and Twitch support Fastest payouts in the world Much, much more...									
								Outstanding- Great Navigation - Not Many Drawbacks	Good + Mobile navigation is responsive Has application support for desktop features - Users have requested some features that are currently unavailable on the mobile app to mimic the desktop experience	Good + Offers features and services on landing page - Pricing is not disclosed. They mention No Annual Fee	Outstanding + Multi Language support - No video support but all accessibility features are in place.	Good + Great user flow - Information comes a bit quickly	Outstanding + Buttons, CTA's and menus are easy to access -	Outstanding + Strong brand identity Application and processes are easy - The other offered services can be a bit overwhelming for new visitors	Strong, informative	Good + A sense of urgency to get artists music on their platform - Can feel a bit too sales pitch oriented
tunecore	Brooklyn, New York, United States	In 2006, we changed the game by partnering with digital stores to allow any musician to sell their songs worldwide. Today, TuneCore is the world's leading digital music aggregator. Upload your music, complete the checkout, and we'll do the rest. Your music will hit digital stores like Spotify and Apple Music in no time.	<b>Social Platforms</b> \$0 Unlimited Releases + YouTube Content ID No Annual Fee  Features No annual fee for distribution Unlimited Releases to Social Platforms Every release includes YouTube Content ID All tracks are added to the music library of each social app Make money from your music and keep 80% Get fan feedback before adding to digital stores  <b>Digital Stores</b> \$9.99 Single Per Year \$29.99 Album First Year \$49.99 Each Year After  Features Distribute to 150+ global digital stores Keep 100% revenue from streaming and downloads Spotify for Artists Verification Dedicated artist support team ready to assist Daily performance reporting Access to exclusive opportunities with partners like Twitch & Tidal Includes all Social Platforms and respective revenue split	<a href="https://www.tunecore.com/">https://www.tunecore.com/</a>	101-250	Musicians of any level	WHY CHOOSE TUNECORE Worldwide Music Distribution Get your music playing in over 150 digital stores and streaming services across 100+ countries worldwide.  Unlimited Releases to Social Platforms Get your music on TikTok, YouTube, Instagram, Facebook, Reels and Reels for no annual fee.  Comprehensive Sales Data Find out exactly where fans are downloading and streaming your music so you can increase marketing efforts and plan tours around those cities.									