Competitor Teardown Template

Data-Driven Strategy to Outperform Rivals

Competitor Name:
Date Analyzed:

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1. Website & Conversion Audit

High-Converting Pages:

- Top 3 most linked-to pages (Use [Ahrefs Free Backlink Checker]):
1.
2.
3.
- Best CTAs (Note colors/placement/text):

Checkout Flow:

- Shipping/discount triggers:
- Payment options they offer (e.g., PayPal, Klarna):
- Urgency tactics (e.g., countdown timers):

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2. Pricing & Promotions

Pricing Strategy:

- Tiered pricing? Bundles? Subscriptions?
- Discount frequency (e.g., "Weekly Sales"):

Psychological Triggers:

- Scarcity (e.g., "Only 3 left"):
- Social proof (e.g., "1,000+ bought this month"):

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3. Content & Ads

Top-Performing Content:

- Highest-traffic blog/video (Use [Ubersuggest]):
- Best-shared social post (Check their [Facebook Ad Library]):

Email Strategy:

- Subject line of their last 3 emails:
- Lead magnet offered:

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4. SWOT Analysis

Strengths (Copy these)	Weaknesses (Exploit these)
Ex: Free shipping threshold	Ex: Slow customer service replies

Opportunities (They're missing)	Threats (They do better than you)
Ex: No video testimonials	Ex: Stronger loyalty program

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5. Action Plan

Test 1: [Example: "Add a 'Bought Together' bundle like Competitor X"]
Test 2: [Example: "Run a price-beat guarantee on their top product"]

Tracking Metric: [Example: "Measure checkout conversion lift for 14 days"]

Pro Tip: Update this every 90 days.