

Web Site Competitive Intelligence & Scouting



Ideal for the company that wants to learn how its competitors conduct business online, this competitive analysis helps you make more informed business decisions regarding your own Web site. Learn how to capitalize on a competitor's weakness and determine your own risk areas after evaluating their strengths. Discover the strategies they use to build awareness, credibility, and customer loyalty. Competitive intelligence is an excellent starting point for your own online strategy.

Competitive ignorance reduces profit margin; competitive intelligence protects it.

How many times have you used a search engine to find a list of similar Web sites? Did you ever select a Web site -- eager to enter -- but quickly left before the first page finished loading. Did you ever leave because the Web site's context was unclear?

You probably continued down the list until engaged with a Web site equipped to satisfy your needs.

The Internet makes it extremely easy for potential customers to dance in and out of competing Web sites. In order to succeed online, you must keep pace or be better than your competitors —especially when they are just one click away.

Use competitive Intelligence to strengthen your Web site and convert more visitors into customers..

So how do you prevent your Web site from surrendering potential customers to your competitors?

Introducing the only custom report that unveils your competitor's online strategy.

- Discover how to capitalize on competitor weaknesses.
- Learn their strategies for acquiring new customers
- Determine your own risk areas by evaluating their strengths
- Learn how they build credibility, loyalty and retention programs
- Learn how well they rank on major search engines
- Learn which key Web sites link to them

Our analysis of three of your fiercest competitors coupled with implementable recommendations to strengthen your Web site will help you capture more market share and prevent potential customers from leaving.

What's next?

Call 630.788.9989 today to learn more