

Competitor Blog Analysis Report

1. Overview

Date of Analysis: _____

Analyzed by: _____

Competitors Analyzed: _____

2. Competitor Blog Summary

Competitor	Blog URL	Monthly Posts	Avg. Post Length	Estimated Traffic
Competitor 1	_____	_____	_____	_____
Competitor 2	_____	_____	_____	_____
Competitor 3	_____	_____	_____	_____

3. Key Content Areas

- _____
- _____
- _____

4. Best Performing Posts

Competitor	Post Title	URL	Traffic / Shares
Competitor 1	_____	_____	_____
Competitor 2	_____	_____	_____
Competitor 3	_____	_____	_____

5. SEO & Keyword Insights

- Main Keywords Targeted: _____
- Top Ranking Keywords: _____
- Content Structure & On-page Optimization Notes: _____

6. Content Format & Style

- Post Types (e.g., how-tos, lists, guides): _____
- Use of Media (images, video, infographics): _____
- Tone and Voice: _____

7. Observations & Opportunities
