

# DIGITAL COMPETITIVE ANALYSIS

## Asking the Right Questions to Engage Your Members



TRACKING	ACCESS-ABILITY	SEARCH VISIBILITY	SOCIAL AUDIENCE	CONTENT	EXTERNAL REVIEWS	EMPLOYEE REVIEWS
<p>"We believe data is the new oil. The companies that will win are the companies that are using math." Kevin Plank</p>	<p><b>70%</b> of customers will abandon a site that takes too long to load</p>	<p><b>70%</b> of web traffic comes from organic and paid search</p>	<p><b>74%</b> of U.S. online adults use social networking sites, and more than half of online adults 65 and over use Facebook</p>	<p>Content marketing costs 68% less than traditional marketing but generates <b>3X</b> as many leads</p>	<p><b>88%</b> of consumers trust online reviews as much as a personal recommendation</p>	<p><b>69%</b> of potential employees would not take a job with a company that had a bad reputation, even if they were unemployed</p>

As a Vistage Chair, it is your job to ask questions to lead conversations to help your members achieve their business goals. Digital competitive analysis is a fantastic platform to generate strategic, thought-provoking questions that result in highly-productive conversations.

Here are some questions you might ask based on the output of a typical digital competitive analysis:

### 1 Tracking & Analytics:

- Who is responsible for your company's tracking and analytical tools?
- What data would you like to have about your website that you don't have today?
- When is the last time you did an audit of the tracking and analytical tools your competitors are using?
- How do you think data (big data, analytics) will affect your industry over the next 2-3 years? And what's your strategy?
- When is the last time you reviewed a report from Google Analytics?

### 2 Website Accessibility

- When is the last time you tested your website's speed (load time)?
- How does your website's speed (load time) compare to your competitors?
- How important do you think website load time is to your prospects and customers?
- What percentage of your website traffic comes from visitors using mobile devices?
- Have you ever tested your website's mobile-friendliness?
- What is your mobile-strategy?
- Do you have a strategy for website security?

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### 3 Content

- How many pages does your website have?
- What is your content strategy?
- When is the last time you conducted a digital content audit?
- What types of website pages do they have that you should have but don't?
- Which of your competitors is most aggressively investing in digital content marketing?

### 4 Search Visibility

- Do you have an SEO strategy?
- Is that something you manage in-house or do you outsource it?
- Do you know what percentage of traffic comes from Search Engines?
- What are some keyword phrases you think your prospects would use to find you—other than your company name?
- When is the last time you checked to see whether you're on the first page for all these keyword phrases—and where your competitors rank?

### 5 Social & Reviews

- What percentage of U.S. online adults use Facebook? (Answer: 79%)
- Which social media sites (Facebook, LinkedIn, etc.) do your prospects and customers use?
- What is your strategy for these sites?
- How about Glassdoor? What's your strategy for that site?
- Have you looked your company up on Glassdoor? Do you have a claimed profile?
- What's your strategy for increasing positive reviews while minimizing negative reviews?

## NEXT STEPS

For more information and downloadable resources:



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