

Competitive Analysis Template

Use this template to research other organizations in your field.

	Your Organization	Competitor A	Competitor B	Competitor C*
Website**	URL			
Logo	[image of logo]			
Tagline				
Mission				
Populations Served				
Geographic Areas Served				
Services Provided				
Positioning (what are they known for?)				
Annual Budget				
Social Media Presence	[platforms used and number of followers]			
Media Coverage	[notes about frequency and quality of coverage]			

*Your landscape may contain more than three competitors.

**Tailor the categories based on what is most relevant to your organization.