



Cheshire

STRATEGY

SAMPLE DELIVERABLE — COMPETITIVE INTELLIGENCE

Know exactly where you stand *in your market.*

This is a simplified excerpt from a recent competitive and SEO analysis. Details have been adjusted for confidentiality — but the structure, depth, and level of insight reflect exactly what you can expect.

3-5

COMPETITORS ANALYZED

4

CORE DELIVERABLES

2 wks

TYPICAL TURNAROUND

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Anonymized for illustration purposes

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The big picture

What this analysis surfaced at the highest level.

“
The client has established a meaningful digital footprint, with visibility across a wide range of organic keywords. However, much of this traffic is not aligned with high-intent, purchase-oriented searches.

"While competitors have built structured keyword strategies around specific products and categories, the client is currently capturing a significant amount of incidental or low-relevance traffic — limiting the site's ability to convert visibility into revenue."

The brand is well-positioned to improve performance by aligning its content, keyword strategy, and site structure with actual customer demand. The foundation is strong. The opportunity lies in making that visibility more intentional.

Where you stand in search

A snapshot of current organic performance before any strategic changes.

RANKING KEYWORDS

~1,900

Generating consistent organic traffic across a broad range of terms

NON-BRANDED TRAFFIC

74%

Majority of visits come from searchers who don't yet know the brand

OFF-TARGET KEYWORDS

~40%

Top-ranking terms not directly related to core products or buying intent

INTERPRETATION

Traffic volume alone is not a reliable indicator of performance. In this case, the site is attracting visitors — but not always the right visitors. This creates a clear opportunity to shift toward more qualified, purchase-driven traffic without starting from scratch.

How your market is positioned

A structured snapshot of 4 direct competitors — positioning, price, channels, and strategic insight.

| COMPANY | PRIMARY POSITIONING | PRICE SIGNAL | TOP CHANNELS | KEY INSIGHT | THREAT |
|----------------------|---|--------------|-----------------------|---|-------------|
| Your business | <i>Opportunity to clarify — no clear owned position yet</i> | — | — | Intent alignment gap identified — see Section 04 | OPPORTUNITY |
| Competitor A | Product-focused retail | \$\$\$ | Search, Product pages | Strong alignment between keywords and high-intent searches | HIGH |
| Competitor B | Value-driven / promotional | \$\$ | SEO, Deals, Content | Captures comparison and discount-driven traffic at scale | MEDIUM |
| Competitor C | Niche specialist | \$\$\$ | Email, Referral | Clear audience targeting — limited reach but high loyalty signals | MEDIUM |
| Competitor D | Broad catalog retailer | \$\$\$ | Search, Guides | Structured content ecosystem supporting product visibility | LOW |

What the competitive set reveals

- Competitors rank for specific product and brand-driven searches, not just general terms

- High-performing sites align content tightly with what customers are actively searching

- Several competitors support product pages with guides, comparisons, and FAQs to strengthen authority

What this means for you

- Current visibility is less structured — resulting in traffic that is harder to convert

- No competitor has claimed the "trusted advisor" positioning — that space is available

- A content strategy built around product-intent terms would yield disproportionate gains quickly

Where you're missing revenue

High-value search terms competitors consistently rank for — that you currently don't.

PRODUCT-SPECIFIC SEARCHES

[Product category] + buy online **8.1K/mo**

[Product name] price **4.4K/mo**

best [product] for [use case] **2.9K/mo**

[product] near me **1.8K/mo**

BRAND + PRODUCT COMBINATIONS

[Brand A] vs [Brand B] **5.2K/mo**

[Brand] [product type] review **3.7K/mo**

[Brand] alternatives **2.1K/mo**

[Brand] discount / promo **1.2K/mo**

"READY TO BUY" QUERIES

[category] shop online **6.6K/mo**

where to buy [product] **3.3K/mo**

[product] free shipping **1.9K/mo**

order [product] online **1.1K/mo**

WHY THIS MATTERS

These searches represent customers actively looking to purchase — not browse. Missing or underperforming in these areas results in direct, measurable revenue loss. It can also weaken perceived authority if competitors consistently appear where you do not.

What's limiting performance under the hood

Structural patterns identified across the site that compound to suppress visibility.

- **Inconsistent or missing metadata**

Key pages lack distinct title tags and meta descriptions, reducing click-through rates from search results and limiting how search engines understand page intent.

- **Duplicate or low-uniqueness content**

Multiple pages share near-identical content signals, causing search engines to suppress all versions rather than rank any one definitively.

- **Weak internal linking structure**

High-value product and category pages are not being surfaced consistently through internal links, limiting how authority flows through the site.

- **Thin content across key pages**

A significant portion of the site has content too brief to demonstrate topical authority — particularly product and category pages where competitors have invested heavily.

INTERPRETATION

These are not isolated issues — they compound. Small technical gaps, repeated across many pages, can significantly limit visibility and performance. Fixing them doesn't require a rebuild; it requires prioritized, systematic attention. The good news: this is well within reach.

Where to focus first

Ranked by impact and feasibility — these are the moves that will move the needle fastest.

01 Realign keyword strategy around purchase intent

HIGH PRIORITY

Shift from broad, informational keywords to product-specific and transactional terms. The keyword gap analysis identified over 40,000 monthly searches where competitors appear and you do not — primarily "ready to buy" queries that directly precede purchase decisions.

02 Build out a supporting content layer for core product pages

HIGH PRIORITY

Competitors dominating in search have invested in guides, comparisons, and FAQs that surround their product pages. This content both builds topical authority and captures mid-funnel searchers before they're ready to buy — keeping them in the ecosystem longer.

03 Resolve metadata inconsistencies across key pages

MEDIUM PRIORITY

A targeted metadata audit and refresh across the top 50 pages by traffic would improve click-through rates from existing rankings — often the fastest win available without creating any new content.

04 Clarify brand positioning to occupy unclaimed space

MEDIUM PRIORITY

No competitor in this set has claimed the "trusted advisor" position — they're all either price-led or product-volume-led. A clear, consistent positioning angle here would be both differentiating and durable.

Beyond this excerpt

The sample above reflects one portion of a full engagement. Here's what the complete analysis delivers.

Full deliverables included

- Complete competitor deep dives (3-5 companies)
- Visual positioning map with whitespace identified
- Comprehensive keyword gap report with volume data
- Technical audit with prioritized fix list
- Written strategic recommendations report
- 60-minute debrief and strategy session

You leave knowing...

- Where your traffic is coming from — and whether it actually matters
- How competitors are structuring their visibility and why it works
- Where you're currently misaligned with customer demand
- Which opportunities are worth pursuing — and which aren't
- A clear, prioritized path forward you can act on immediately

THE CHESHIRE DIFFERENCE

You don't just get data. You get a clear understanding of your market — and a strategic partner who can help you act on it. Every recommendation is tied to your specific business goals, not a generic playbook.

READY TO SEE YOUR MARKET CLEARLY?

Get your own *competitive intelligence analysis.*

Book a free 30-minute consultation. We'll confirm this is the right engagement before you commit to anything.

BOOK A FREE CONSULTATION

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