

D R O P   S H I P  
**SECRETS**

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**COMPETITOR  
ANALYSIS GUIDE**

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POWERED BY: D R O P   S H I P   L I F E S T Y L E

# Competitor Analysis

Once you discover who your competitors are, you will need to analyze the top three stores, in terms of function and design, and decide what you could use from them, or what you shouldn't use from them.

You will also need to see what social media platforms your competitors are using. For example, your competition has an Instagram account with the last post being six months ago, this might be a sign that they do not get conversions from Instagram.

You need to know your competition anyways, but this practice will also help you build a well designed and optimized selling machine!

## Find the Top Three Competitors in Your Niche:

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## List Three Things They Do Well:

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## List Three Things They Do Poorly:

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**What Social Media Platforms are Your Competitors Actively Using?**

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***Other Things to Consider:***

**What does their logo look like? Is it simple or intricate?**

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**What is their store and domain name?**

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**What does their "About Me" page say?**

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**Where do they list their phone number? Are they easy to contact?**

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**How do they interact with their customers? Do they offer customer ratings on products?**

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**Notes:**

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