



THE TALENT
TRIFECTA

Competitor Analysis Worksheet



Competitor Analysis Worksheet

Competitor Name:	
Website:	
Career Site:	
Primary competitive skills:	
Primary competitive locations:	

Career Site Strengths:	☐ navigation ☐ layout ☐ job search ☐ chatbot ☐ personalized ☐ photos ☐ culture section	☐ personas ☐ testimonials ☐ application ☐ process explained ☐ videos ☐ benefits section
Career Site Weaknesses:	☐ navigation ☐ layout ☐ job search ☐ chatbot ☐ personalized ☐ photos ☐ culture section	☐ personas ☐ testimonials ☐ application ☐ process explained ☐ videos ☐ benefits section
What is the organization's EVP?		
What is the organization's brand tagline?		
What are the organization's values? Do they highlight them on the career site?		
General Notes:		



Job Ad Review

Job Ad Strengths:	☐ explains what's in it for the job seeker ☐ reasonable salary range ☐ realistic expectations ☐ clear requirements ☐ UVP included
Job Ad Weaknesses:	☐ explains what's in it for the job seeker ☐ reasonable salary range ☐ realistic expectations ☐ clear requirements ☐ UVP included
General Notes:	

Glassdoor Review

Overall Rating:	
CEO Rating:	
Other Ratings:	
Summary of positive comments:	
Summary of negative comments:	



Social Media Review

Platform	Followers & Engagement Information	Types of Careers Content
LinkedIn		
Instagram		
Facebook		
TikTok		