



Meritage

Competitor Analysis Worksheet





Competitor Analysis Worksheet

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

Career Site Strengths:	<input type="checkbox"/> navigation	<input type="checkbox"/> personas
	<input type="checkbox"/> layout	<input type="checkbox"/> testimonials
	<input type="checkbox"/> job search	<input type="checkbox"/> application
	<input type="checkbox"/> chatbot	<input type="checkbox"/> process explained
	<input type="checkbox"/> personalized	<input type="checkbox"/> videos
	<input type="checkbox"/> photos	<input type="checkbox"/> benefits section
	<input type="checkbox"/> culture section	
Career Site Weaknesses:	<input type="checkbox"/> navigation	<input type="checkbox"/> personas
	<input type="checkbox"/> layout	<input type="checkbox"/> testimonials
	<input type="checkbox"/> job search	<input type="checkbox"/> application
	<input type="checkbox"/> chatbot	<input type="checkbox"/> process explained
	<input type="checkbox"/> personalized	<input type="checkbox"/> videos
	<input type="checkbox"/> photos	<input type="checkbox"/> benefits section
	<input type="checkbox"/> culture 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:	<input type="checkbox"/> explains what's in it for the job seeker <input type="checkbox"/> reasonable salary range <input type="checkbox"/> realistic expectations <input type="checkbox"/> clear requirements <input type="checkbox"/> UVP included
Job Ad Weaknesses:	<input type="checkbox"/> explains what's in it for the job seeker <input type="checkbox"/> reasonable salary range <input type="checkbox"/> realistic expectations <input type="checkbox"/> clear requirements <input type="checkbox"/> 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		