

# Competitor Analysis Template

Use this template to analyze other podcasts in your niche and identify opportunities for your show.

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## 1. Identify Competitors

- **Competitor Podcast 1:**
    - **Name:**
    - **Host(s):**
    - **URL:**
  - **Competitor Podcast 2:**
    - **Name:**
    - **Host(s):**
    - **URL:**
  - **Competitor Podcast 3:**
    - **Name:**
    - **Host(s):**
    - **URL:**
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## 2. General Information

For each competitor, fill in the following details:

**Podcast Name:**

- **Description:**
  - **Genre/Niche:**
  - **Target Audience:**
  - **Number of Episodes:**
  - **Release Frequency:**
  - **Episode Length:**
  - **Social Media Presence:**
    - **Platforms:**
    - **Followers:**
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## 3. Content Analysis

Evaluate the content of each competitor:

**Podcast Name:**

- **Main Topics Covered:**
  - **Episode Format:**
    - Solo, Interview, Panel, etc.:
  - **Unique Selling Proposition (USP):**
  - **Notable Guests:**
  - **Audience Engagement:**
    - **Listener Feedback (Reviews, Ratings):**
    - **Call-to-Actions:**
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## 4. Production Quality

Assess the production quality of each competitor:

**Podcast Name:**

- **Audio Quality:**
  - **Editing Quality:**
  - **Intro/Outro Music:**
  - **Consistency in Quality:**
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## 5. Marketing and Promotion

Analyze the marketing and promotion strategies:

**Podcast Name:**

- **Website:**
  - **SEO Practices:**
  - **Social Media Strategies:**
    - **Post Frequency:**
    - **Type of Content Shared:**
  - **Collaborations and Partnerships:**
  - **Advertising:**
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## 6. Strengths and Weaknesses

Identify the strengths and weaknesses of each competitor:

**Podcast Name:**

- **Strengths:**
    - **Strength 1:**
    - **Strength 2:**
    - **Strength 3:**
  - **Weaknesses:**
    - **Weakness 1:**
    - **Weakness 2:**
    - **Weakness 3:**
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## 7. Opportunities and Threats

Based on your analysis, identify opportunities and threats for your podcast:

**Opportunities:**

- **Opportunity 1:**
- **Opportunity 2:**
- **Opportunity 3:**

**Threats:**

- **Threat 1:**
  - **Threat 2:**
  - **Threat 3:**
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## 8. Action Plan

Develop an action plan based on your competitor analysis:

- **Content Improvement:**
  - **Action 1:**
  - **Action 2:**
- **Marketing Strategies:**
  - **Action 1:**
  - **Action 2:**
- **Engagement Tactics:**
  - **Action 1:**
  - **Action 2:**