



# Case Study

## Competitive Benchmarking

## Website Competitive Benchmarking Study

### Business Challenge

Staying ahead of competitors is key to continued success, and competitive benchmarking can provide valuable insight into where you stand against them. Our client, a major information services company, were looking to benchmark themselves in a comparative study against four rival websites and evaluate themselves on content, design, functionality, and effectiveness.

### Solution

Netscribes conducted a three-stage competitive analysis of the client's website.

- 1. Technical analysis:** In this stage, we analyzed the technical framework and infrastructure of the website, covering aspects such as the design, structure, social media integration, site dynamism, and ease of accessing information.
- 2. SEO analysis:** We then analyzed how the client's website ranked on search engines for keywords compared to rival websites and identified areas for improvement.
- 3. Content analysis:** In this stage, we analyzed the content published on the client's website for factors such as coverage, tonality, relevance to buyer personas, and frequency.

On analyzing the best practices of competitors, Netscribes then provided summarized recommendations, highlighting improvement areas of the websites in question. Netscribes prepared a comprehensive report after conducting a comparative benchmarking study over a period of three weeks.

## Results Delivered

In addition to a comparative study and a comprehensive report, Netscribes provided recommendations in the following areas:

### Navigation:

Netscribes suggested the use of internal cross-linking on the website for locating pages more easily through breadcrumbs and the menu bar.

### Responsiveness:

Netscribes proposed accessibility of the site on all devices, including mobiles and tablets and to make the website more responsive in order to have access on mobile devices.

### SEO Analysis:

Netscribes advised making the heading tags keyword-based, in line with SEO requirements, optimizing images with keyword-based titles, rewriting content on the website to include main keywords pertaining

## Benefits

The client was able to clearly understand where to focus their efforts in order to rank ahead of their competition and gain granular insights into their strengths and weaknesses relative to the competition.

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