

Competitor Benchmark Report

The DIY version of our Competitor Benchmark Auto-Report — every channel that matters, with exactly where to look for each one.

Most competitor comparisons only look at Google rankings. This is the comprehensive version — every channel that actually matters, with the exact place to check each one, so "comprehensive" doesn't also mean "a guessing game about where to even look."

Channel	You	[Competitor name]	Where to check
Google ranking — top 3 target keywords			Search your top 3 target keywords directly
Bing ranking — same keywords			Same keywords, on bing.com
Apple Maps / Siri visibility			Search your business type + town in Apple Maps
Named by ChatGPT/Gemini /Perplexity?			Ask ChatGPT/Gemini/Perplexity directly
Google Business Profile review count			Their Google Business Profile
Google Business Profile rating			Their Google Business Profile
GBP posts in the last 30 days			Their Google Business Profile posts tab
Schema markup present?			View page source, search "application/ld+json"
Site speed (Core Web Vitals score)			PageSpeed Insights, paste their URL
Backlinks / mentions (rough count)			A free backlink checker (e.g. Ahrefs' free version)

What to do with this

- [] Any row where they're clearly ahead is a real priority — not everything at once, but not ignored either
- [] Any row where you're already ahead, protect it — it's easy to let a lead quietly erode
- [] This is a once-a-quarter check — do it in the same sitting as your Quarterly Market Intelligence Scorecard, since they cover the same period