

Competitor Snapshot Worksheet

The DIY version of our Competitor Snapshot tool — the same comparison, filled in by hand.

Most agents have a rough sense of who they're up against, but have never actually put the numbers side by side. Pick one real, specific competitor — not the biggest name in town, but whoever you're genuinely losing enquiries to — and fill this in for both of you.

Signal	You	[Competitor name]
Google ranking — top 3 target keywords		
Google Business Profile review count		
Google Business Profile rating		
GBP posts in the last 30 days		
Named in AI tools? (see AI Visibility kit)		
Site loads fast on mobile? (Y/N)		
Backlinks / mentions (rough count via a free checker)		
Response time to reviews (avg)		
Anything they're doing that you aren't		

What to do with this

- [] Any row where they're clearly ahead is your next priority — not everything at once
- [] Any row where you're already ahead, protect it — don't let it quietly slip
- [] Redo this every 1-2 months; a single snapshot tells you where you stand, not where you're heading