Sample Website Audit and Competitive Analysis

Thank you for taking the time to review this website audit and competitive comparisons report. In this report, we take a broad look at your website and how it stacks up against competing websites in your industry. We hope you gain a lot of insight from our findings and find it easier to move forward confidently with a well-informed plan of action.

Audience Overlap

In addition to the three competitors you gave us initially, we reviewed some other biopharma sites with a similar audience overlap to give us an even broader view of the playing field.

Competitors
Brystol-Meyer Squibb – bms.com
Boehringer Ingelheim – boehringer-ingelheim.com
Eli Lilly – lily.com
Amgen – amgen.com

Throughout this audit, we compare your site's statistics to these sites to give you an unbiased look at a level playing field.

Competitive Analysis

A seasonal competitive analysis is an important part of evaluating your site's performance. It allows you to view your successes in the context of your unique competitive set. And it highlights opportunities for improvement based on the performance of your peers.

Your Competitors

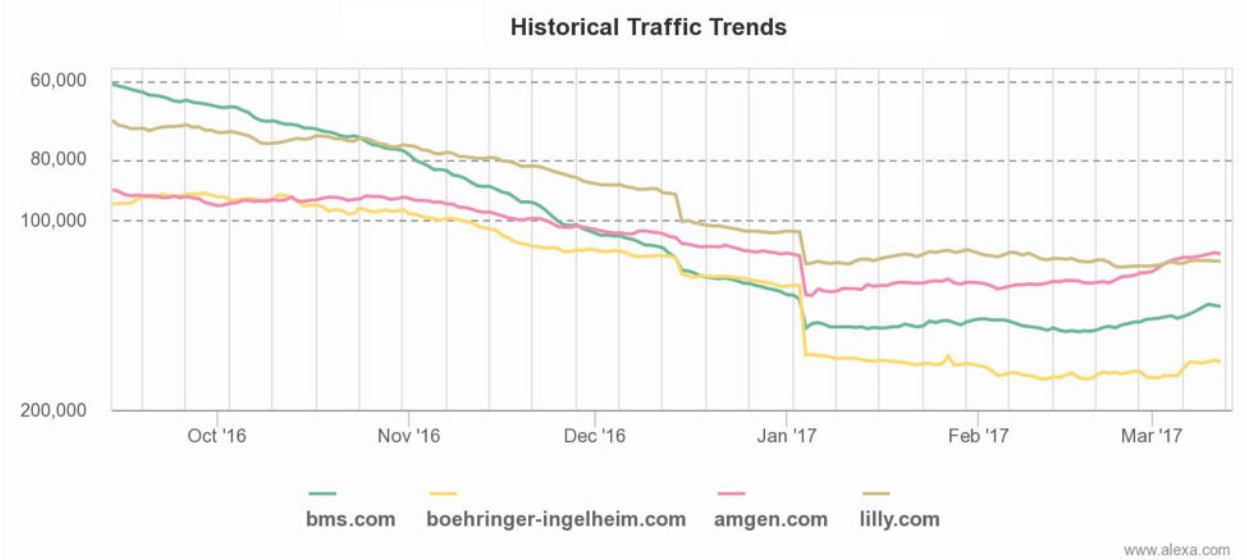
This competitive analysis example will give you a peek into just who is leading the pack in your industry and why.

There are 3 major categories that we include in this sample competitive analysis report.

Full audits include additional research and insight into why data is trending one way or another.

Benchmarking Website Traffic

Benchmarking your website traffic against others' helps you understand how good is good enough. Because success varies depending on the industry, type of site, or campaign, a clear understanding of industry norms ensures your perception of success is realistic.



Through the Historical Traffic Trends, you can see that Amgen and Eli Lily lead the pack after an unusual dip in traffic rankings during January 2017.

Full audits include additional research and insight into outlying trends

Bounce Rate

Bounce rate is a measure of quality and engagement on your website. It represents the percentage of users that only view *one page* upon entering your site.

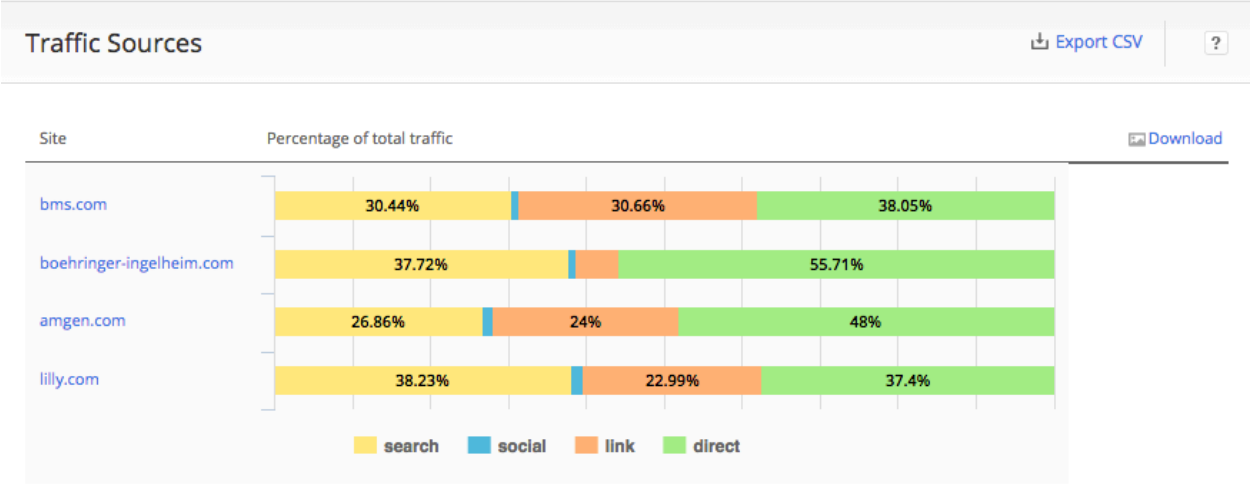
If your site's bounce rate is high, this could indicate a lack of relevant content for the audience you're trying to attract. Or it might mean you are not attracting the right audience. So they land on your page, realize your site isn't for them, and they bounce.

Bounce rate averages vary depending on the industry, so it's important to know what's normal and what's not.

Site	Pageviews/User		Bounce Rate	
bms.com	3.00	▼ 17.45%	37.50%	▲ 16.00%
boehringer-ingelhei...	2.60	▼ 8.80%	48.30%	▼ 6.00%
amgen.com	2.60	▲ 7.00%	52.60%	▼ 4.00%
lilly.com	2.60	▲ 2.00%	36.20%	▼ 11.00%

Comparing Traffic Sources

Knowing how your visitors find you (where they come from) helps you know where to focus your efforts. It also helps you identify successful strategies that are working for your competitors.

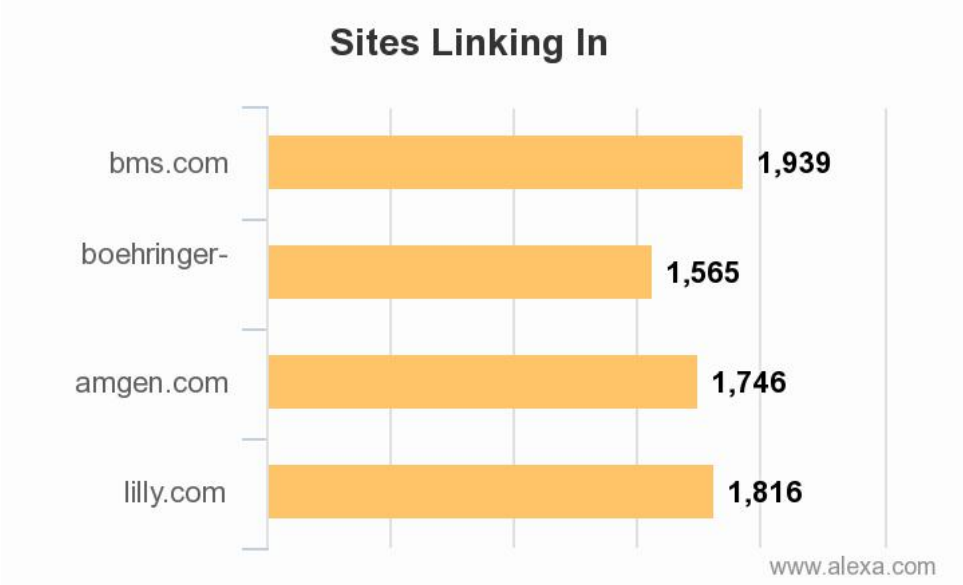


You'll notice the majority of the traffic to these sites is split between search and direct traffic. Because many biotech company websites in this space are geared toward attracting consumers, we can assume that a disproportionate amount of incoming search traffic is normal.

While it is normal to see relatively little traffic from social with many pharma companies, this could indicate an opportunity to capture traffic from social networks when other companies are not focused on this sector.

Full audits include additional research into untapped sectors

Incoming Links



Our reputation matrix above shows that no site leads predominantly in the number of sites linking in, but all competitors appear to have successful incoming link campaigns. **This may be a very good opportunity to invest in unique content, produce more press releases and/or position the company as a thought leader in this category**.

Full audits include insight into potentially untapped sources of incoming links.

Demographics

Demographics

Gender | Education | Location | Age | Income | Ethnicity | Children

Site	Male	Female
	Internet Average	Internet Average
bms.com		
boehringer-ingelhei...		
amgen.com		
lilly.com		
	Below / Above	Below / Above

Demographics

Gender | **Education** | Location | Age | Income | Ethnicity | Children

Site	No College	Some College	College	Graduate School
	Internet Average	Internet Average	Internet Average	Internet Average
bms.com				
boehringer-ingelhei...				
amgen.com				
lilly.com				
	Below / Above	Below / Above	Below / Above	Below / Above

Demographics

Gender | Education | **Location** | Age | Income | Ethnicity | Children

Site	Home	School	Work
	Internet Average	Internet Average	Internet Average
bms.com			
boehringer-ingelhei...			
amgen.com			
lilly.com			
	Below Above	Below Above	Below Above

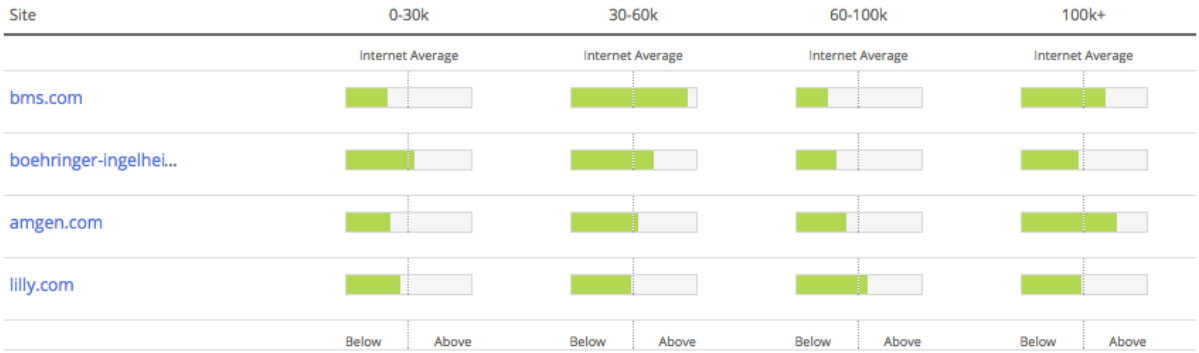
Demographics

Gender | Education | Location | **Age** | Income | Ethnicity | Children

Site	18-24	25-34	35-44	45-54	55-64	65+
	Internet Average	Internet Average	Internet Average	Internet Average	Internet Average	Internet Average
bms.com						
boehringer-ingelhei...						
amgen.com						
lilly.com						
	Below Above	Below Above	Below Above	Below Above	Below Above	Below Above

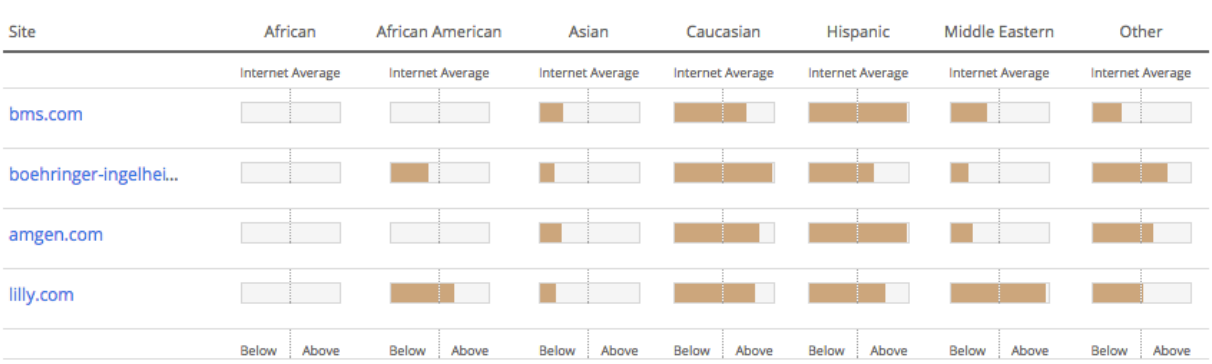
Demographics

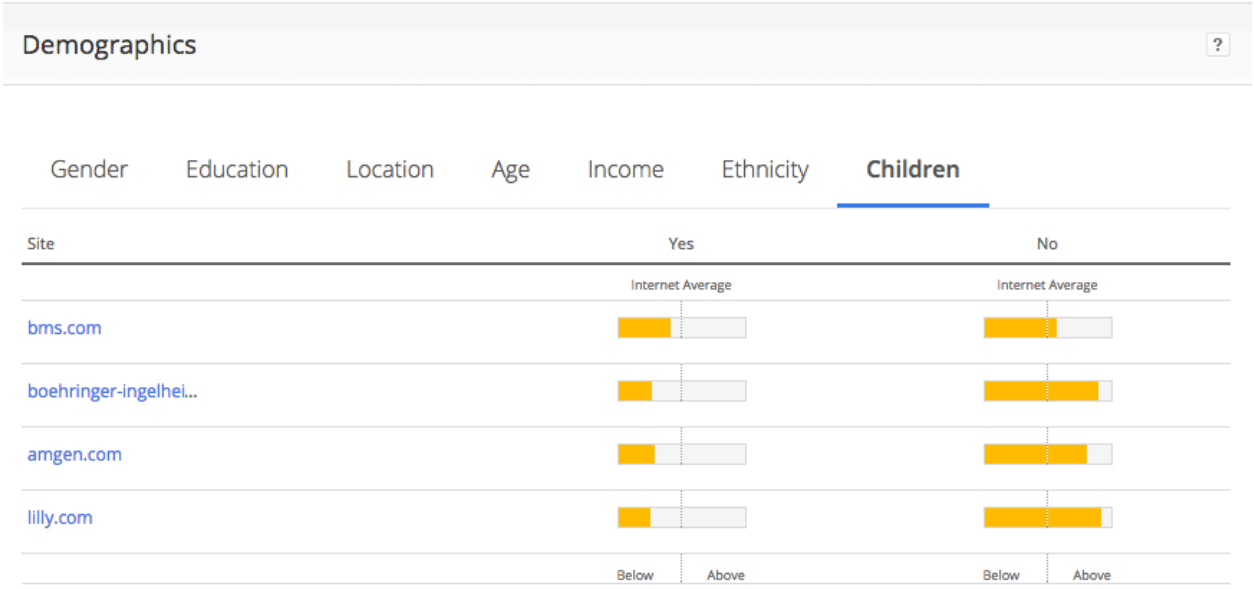
Gender | Education | Location | Age | **Income** | Ethnicity | Children



Demographics

Gender | Education | Location | Age | Income | **Ethnicity** | Children





Full audits include additional insight into demographic trends

END OF SAMPLE AUDIT

Contact erin@theorydg.com for
Information about how we can provide
Invaluable data and insights for your clients