



COMPETITIVE ANALYSIS WORKSHEET – SEARCH TERMS EXERCISE

Take 5 minutes. List as many search words or phrases as you can think of that a potential customer or other stakeholder would use when searching Google for your product or service.

What are the top five search results you expect to see? (Paid or non-paid)

1.	
2.	
3.	
4.	
5.	

Now pick the highest-priority search term from above, and actually Google it.
What are the top five search results?

1.	
2.	
3.	
4.	
5.	