DEGAS GURUVE
web design & emarketing

BEATING THE COMPETITION

A successful website is the one that secures business over its competitors by demonstrating its credentials to provide the best solution for its customers.

Use the questions below to recognise your competitors' strengths and weaknesses and establish what's **different** and **special** about you.

Your competitors

1. Who are your main competitors?

2. Strengths - What are they great at?

3. Weaknesses - What are they poor at?
   Where might they let their customers down?

4. What do you do that they don't do?
   What do you do differently to them?

[over]

You and your customers

1. What is the one thing people **must** remember about you?

2. How would you like your organisation to be seen?

3. What sort of evidence are your (prospective) customers looking for to convince them:

   a) You are good at what you do?

   b) They should choose you?

4. What evidence do you have to back up what you say about your company?

5. What are the main concerns / issues / worries your customers have in the market place?

6. How is your company their solution?

Degas Guruve provides websites and emarketing services to generate interest and sales for our clients – call us to discuss your projects and ideas on 020 8771 7326