

Free Guide

Website Comparison Checklist



<https://instanticity.com>

Website Comparison Checklist

Instructions: For each category, rate your website compared to your competitors website on a scale of 1 to 5.

Your
Website

Competitor
Website

1

Significantly Worse

2

Somewhat Worse

3

About The Same

4

Somewhat Better

5

Significantly Better



First Impressions

Your
Website

1 2 3 4 5

Loading Speed

Use Google Pagespeed Insights to check loading times.

Competitor
Website

1 2 3 4 5

1 2 3 4 5

Mobile-Friendliness

Use Google Pagespeed Insight's Lighthouse to compare.

1 2 3 4 5

1 2 3 4 5

Website Design

It is visually appealing and professional?
Does it reflect your brand?

1 2 3 4 5

1 2 3 4 5

Ease of Navigation

Is the menu clear and intuitive? Can visitors easily find what they need?

1 2 3 4 5



Content Review

Your
Website

1 2 3 4 5

Homepage Messaging

Is your message clear, concise, and compelling?

Competitor
Website

1 2 3 4 5

1 2 3 4 5

Product/Service Info

Is it easy to find and understand? Are descriptions detailed?

1 2 3 4 5

1 2 3 4 5

Blog/News Section

Do you have one? When was the last post published?

1 2 3 4 5

1 2 3 4 5

Call to Actions (CTAs)

Are your CTAs clear, prominent, and action-friendly?

1 2 3 4 5



Trust and Credibility

Your
Website

1 2 3 4 5

Reviews/Testimonials

Are they displayed prominently? Are they recent?

Competitor
Website

1 2 3 4 5

1 2 3 4 5

Accreditations

Do you display professional certifications or accreditations?

1 2 3 4 5

1 2 3 4 5

Awards/Recognition

Are any awards or recognitions showcased?

1 2 3 4 5

1 2 3 4 5

Social Proof

Do you use social media follower counts, "as seen in" logos, etc.?

1 2 3 4 5



Customer Experience

Your
Website

1 2 3 4 5

Contact Information

Is it easy to find? Are multiple contact methods provided?

Competitor
Website

1 2 3 4 5

1 2 3 4 5

Business Hours

Are they clearly displayed?

1 2 3 4 5

1 2 3 4 5

Location information

Is a map included? Is it easy to find your business?

1 2 3 4 5

1 2 3 4 5

Live Chat

Do you offer live chat support?

1 2 3 4 5



The Extra Mile

Your
Website

1 2 3 4 5

Competitor
Website

1 2 3 4 5

Online Booking/Scheduling

Do you offer online booking or scheduling?

1 2 3 4 5

Support Knowledge Base

Do you have a knowledge base with helpful articles and FAQs?

1 2 3 4 5

1 2 3 4 5

Special Offers

Are special offers or discounts promoted?

1 2 3 4 5

1 2 3 4 5

Unique Content

Do you offer unique content, such as videos or downloadable guides?

1 2 3 4 5



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Next Steps

1

Prioritize Improvements: Identify areas where your website needs the most attention

2

Create a Schedule: Develop a plan for implementing changes

3

Use a Staging Site: Make major changes on a staging site before publishing

4

Consider Professional Help: If needed, seek assistance from your favorite web designer

