

FREE TOOLKIT FOR SAAS FOUNDERS

SaaS Competitor Analysis Toolkit

Two fill-in tables and a 30-minute quarterly routine to stop freezing when someone asks "How are you different?"

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0 • Before you start: pick your question

Every useful competitor analysis starts with a specific business question. Collecting data without one leads nowhere. Pick one:

- ☐ Why are we losing sign-ups to [competitor]?
- ☐ Is our pricing positioned correctly for our ICP?
- ☐ What should our homepage say that nobody else in the category says?
- ☐ Which keywords are competitors validating with paid ads that we could target organically?

Rule: compare against the 3 tools your realistic prospects actually evaluate alongside yours. A pre-revenue product benchmarking against HubSpot is not doing competitor analysis.

1 • Positioning and Messaging Comparison

Visit each competitor homepage and fill this in. Spend 10 minutes per competitor, no more.

	YOUR PRODUCT / COMP. A	COMPETITOR B	COMPETITOR C
Who they say it is for			
The problem they lead with			
The outcome they promise			
Pricing model (trial / freemium / demo-first)			
What they gate behind the paywall			
One phrase they repeat everywhere			
What to look for: if every competitor leads with "all-in-one platform for teams", the specific position is empty and you can take it.			

2 • Customer Review Intelligence

Go to G2, Capterra, and Product Hunt. Read competitor reviews, especially the 2-star and 3-star ones. The complaints are a direct signal of what your shared audience cares about.

	COMPETITOR A	COMPETITOR B	COMPETITOR C
Top 3 complaints in reviews			
Top 3 things reviewers praise			
Complaint your product already solves			
Phrase reviewers use to describe the pain (their words)			
Review recency (is the listing current?)			

What to look for: if three competitors get negative reviews about clunky onboarding and your setup is fast, that is a positioning advantage worth building your messaging around. The exact phrases reviewers use belong in your homepage copy.

3 • Acquisition and channel snapshot (optional, 10 minutes)

	COMPETITOR A	COMPETITOR B	COMPETITOR C
Blog topics they cover that you do not			
Ads currently running (check Meta Ad Library)			
Ad creative running longer than 2 months (signal it works)			

The 30-minute quarterly routine

A thirty-minute review every quarter beats a deep-dive you do once and forget.

1. Re-run Table 1 for homepage changes (10 min)
2. Scan new reviews for fresh complaints (10 min)
3. Check the Meta Ad Library for new creatives (5 min)
4. Write one sentence: "Based on this, the one thing we should say differently is ___" (5 min)

The output of competitor analysis is a decision. If your quarterly review does not change one line of messaging, one keyword target, or one pricing assumption, repeat step 4.

The five mistakes this toolkit prevents

- Starting without a question
- Obsessing over features instead of positioning
- Comparing yourself to the wrong weight class
- Doing it once and never updating
- Copying instead of differentiating

Want the full picture?

The SaaS Growth Audit reviews your positioning, funnel, retention, and analytics in one pass and delivers a prioritised action plan in 5 business days. \$500 flat rate.

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