

# Competitor Comparison Landing Page Template



Ready to put all this valuable advice into action? Here's a template you can use to create your own comparison pages:

- USPs**
- SEO**
  - Internal links
  - Competitor keywords
  - Pain point keywords
- Visuals**
  - Icons and images
- Branding**
  - Consistent messaging
  - Logos
- Comparison table**
  - Features
  - Price point
  - Customer support options
  - Locations
  - Quality
  - Shipping
  - Expertise
  - Environment and ethics
  - Integrations
- Customer testimonials**
- Call to action**
- Case studies**
- FAQs**