

WORKSHEET

The Competitor Snapshot Worksheet

A free worksheet for sizing up to three local competitors — their rating, their reviews, their pricing signals, and exactly where you can beat them. No spreadsheet software required.

Before you start

You don't need software for this — just Google, a phone, and about ten minutes of desk research per competitor (longer if you also call for a quote, which is worth the extra few minutes). Pick two or three real competitors, not every business in your category citywide. The ones worth profiling are the ones Google actually shows customers next to you in the local pack; those are the businesses a customer is genuinely choosing between when they find you.

Competitor Profile — Copy this block for each competitor

Business name: _____

Google rating: ____ / 5.0 **Number of reviews:** ____

What their reviews actually say (not just the stars):

- Most common compliment: _____
- Most common complaint (if any): _____
- How recent is their most recent review?

Google Business Profile check:

- ☐ Profile looks fully filled out (services, photos, hours)
- ☐ Posted something in the last 30 days
- ☐ Responds to reviews

Pricing signal:

What did you learn from their website, a review mention, or calling for a quote?

What they do that you don't:

What you do that they don't:

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Now answer the one question that matters

Looking across everyone you just profiled: **what's the one gap that shows up more than once?** A service nobody nearby offers. A response time you can beat every time. A recurring complaint in their reviews you never have to worry about. That gap — not the worksheet itself — is the actual output of this exercise. Write it down separately, and make it the thing you lead with.

Skip the spreadsheet

Filling this out by hand for even two competitors takes real time, and it's a snapshot of today that starts going stale the moment you finish it. [Reveo's free Competitive Local Benchmark](#) pulls the rating and review-count fields automatically for the real competitors near you, and the [Rating Gap Calculator](#) turns the comparison into a concrete target — so you can run this same check every month in minutes instead of redoing the worksheet from scratch.

Keep Building Your Competitive Picture

- [Competitive Reputation Intelligence: The 2026 Guide](#) → — the full picture this worksheet feeds into: why your rating means nothing in isolation, and what actually moves the needle against real local competitors.
- [How to Research a Local Competitor \(Without Guessing\)](#) → — the step-by-step version of what this worksheet helps you record.

Want This Running on Autopilot?

Reveo's free tools tell you where you stand today. Reveo the product keeps you there — automated review requests, response tracking, and a monthly benchmark against the same competitors you just profiled, without redoing this worksheet by hand.

[See how Reveo can help →](#)