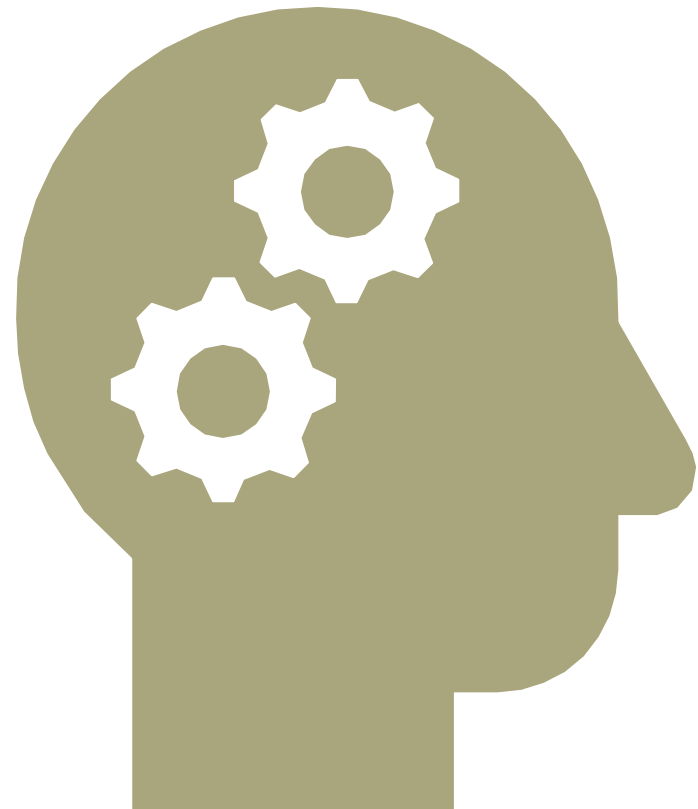


**TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#5: LEARN HOW TO STAND
OUT FROM COMPETITORS**

KEY QUESTION:

How can you best differentiate
your business in a crowded
market?



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*“Move fast. Speed is one of your main advantages
over large competitors.”*

- Sam Altman, President of Y Combinator and Co-Chairman of OpenAI



TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

Step 1:

Find out who your online competition really is

Tool: Google Ads Auction Insights Report

Display URL domain	↓ Impression share	Avg. position	Overlap rate	Outranking share
amazon.com	64.00%	1.7	79.30%	28.23%
You	45.01%	1.8	—	—
[Redacted]	13.46%	3.0	21.25%	42.59%
[Redacted]	< 10%	2.6	3.25%	44.60%
[Redacted]	< 10%	2.7	10.89%	44.17%
[Redacted]	< 10%	3.0	10.64%	43.61%
[Redacted]	< 10%	2.8	6.18%	44.43%
[Redacted]	< 10%	2.6	7.22%	43.87%

TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

Step 2a:

Find out what they're offering

Tool: SEMRush

Great competitive research data for both SEO and PPC

The screenshot shows the SEMRush Ad Copies tool interface for the domain **irobot.com**. The top navigation bar, highlighted with a red box, includes the domain name, device filters for Desktop and Mobile, and a 'Go to new version' link. Below the navigation bar, the tool displays a list of 1,447 ad copies for irobot.com, sorted by the number of keywords in descending order. The table below shows the first few entries:

Ad Title	Ad Text	Keywords
Official iRobot® Roomba - iRobot.com	www.irobot.com/Roomba Leave Cleaning To Your Roomba And Start Enjoying Your Home. Buy Here!	69
Roomba® Vacuum Cleaning - iRobot® Official Store	www.irobot.com/Roomba Get A New Helping Hand From iRobot. 1-Year Warranty And Free Shipping. Buy Now!	61
Official iRobot® Roomba - iRobot.com	www.irobot.com/Roomba Say Goodbye To Cleaning And Get The Original Robot Vacuum , The Roomba .	48
Official iRobot® Roomba Vacuum iRobot® Official Store iRobot.com	www.irobot.com/ For a Limited Time Get a Free Replenish Kit with a Roomba Purchase. Ends Soon!	48
Official iRobot® Store Mother's Day Gift Sale iRobot.com	store.irobot.com/Roomba Get A New Helping Hand From iRobot. 1-Year Warranty And Free Shipping. Buy Now!	47
Official iRobot® Roomba Vacuum iRobot® Official Store iRobot.com	store.irobot.com/Roomba Shop Now And Save On The Roomba 900 Series, Braava 380t & Braava jet. Ends Soon!	37
Official iRobot® Roomba - Limited Time Offer - irobot.com	store.irobot.com/Roomba Shop Now And Save \$100 On Any Roomba 900 Series Purchase. Ends Soon!	31
Official iRobot® Store Mother's Day Gift Sale iRobot.com	store.irobot.com/Store Shop Now And Save On The Roomba 900 Series, Braava 380t & Braava jet. Ends Soon!	30
Official iRobot® Roomba - Get A New Helping Hand From iRobot	www.irobot.com/Roomba The Original Robot Vacuum Cleaner.	27
iRobot® Cleaning Robots - iRobot® Official Store	store.irobot.com/Store Say Goodbye To Cleaning And Start Enjoying Your Home. Buy Your iRobot Now!	27
Official iRobot® Holiday Sale - Save \$100 On Connected Roombas	Roomba® Vacuum Cleaning - iRobot® Official Store	Official iRobot® Roomba Memorial Day Weekend Sale iRobot.com

TEST & OPTIMIZE YOUR BUSINESS MODEL:

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Step 2b:

Find out what they're offering

Tool: Google Ads Ad Preview & Diagnosis Tool

Better than regular Google search – can specify location, device, language and audience

The screenshot displays the Google Ads Ad Preview & Diagnosis Tool interface. At the top, a search bar contains the query "buy roomba". To the right of the search bar, there are filters for Location (Boston, Massachusetts, Unite...), Language (English), Device (Desktop), and Audience (Users not in any audience). A red box highlights this top navigation area. Below the search bar, a message states "Your ad is not showing". The main content area shows a preview of search results for "buy roomba". The first result is an advertisement from iRobot.com, titled "If It's Not From iRobot® | It's Not A Roomba® | iRobot.com". This ad is highlighted with a red box. The ad text includes a 4.6-star rating and a description: "Let The Robot Clean. Just Sit Back And Relax. Find Yours Now At iRobot.com! Tangle-Free Rollers. Multi-Room Cleaning. Deeper Cleaning on Carpet. Wi-Fi® Connected. Cleans All Floor Types. Compare All Models - iRobot Braava jet™ · Personalize Your Roomba - iRobot® Roomba® i7". Below this, other search results are visible, including an Amazon.com ad for "I Roomba Vacuum Cleaner | Free 2-day Shipping w/ Prime | amazon.com" and an HSN.com ad for "iRobot Roomba On Sale at HSN® | Low Prices On Home Favorites". On the right side of the search results, there is a "Shop on Google" section with sponsored product listings for various Roomba models, such as the iRobot Roomba 690 and iRobot Roomba 675, with their respective prices and shipping information.

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If your offer sounds just like your competitor's, then what?

Focus on one meaningful differentiating feature / benefit / audience

- Your offer can be identical in every way but one!
- Better to speak directly to one niche than to speak generally to everyone