

Competitor UGC Analysis Checklist

Identify and close gaps in your user-generated content strategy by analyzing competitors.

Based on [Competitor User Generated Content Analysis Review And Testimonial Strategy Gaps](#) by Casey's SEO

1. Competitor Identification & Audit

Begin by thoroughly identifying your competitors and auditing their current user-generated content (UGC).

- Identify direct competitors vying for the same customer attention.
- Identify indirect competitors influencing customer decision-making.
- Audit competitor UGC presence across Google My Business.
- Audit competitor UGC presence across social media platforms.
- Audit competitor UGC presence on review sites.
- Audit competitor UGC presence on industry directories.
- Audit competitor UGC presence on their company websites.

2. Content Type & Performance Analysis

Analyze the types of UGC your competitors are collecting and how they perform.

- Determine which specific UGC formats competitors prioritize (reviews, Q&As, photos, videos).
- Analyze how competitors are showcasing collected UGC.
- Identify which UGC formats appear to drive the most engagement.
- Identify which UGC formats appear to drive the most conversion behavior.
- Analyze competitor review response strategies.
- Analyze competitor testimonial placement and messaging.
- Analyze competitor integration of customer photos.
- Analyze competitor utilization of video testimonials.

3. Platform-Specific Strategy Insights

Understand how competitors tailor their UGC strategies to different platforms.

- Analyze competitor UGC strategies on Instagram.
- Analyze competitor UGC strategies on Facebook.
- Analyze competitor UGC strategies on TikTok.
- Analyze competitor UGC strategies on YouTube.
- Analyze competitor UGC strategies on Twitter.
- Analyze competitor UGC strategies on Google My Business.
- Analyze competitor UGC strategies on their own websites.

4. Sentiment & Positioning Analysis

Evaluate customer sentiment and how competitors position themselves using UGC.

- Analyze overall customer sentiment expressed in competitor reviews and testimonials.
- Identify key customer pain points addressed by competitor UGC.
- Assess how competitors position customer testimonials to address specific concerns.
- Evaluate the balance between polished testimonials and raw customer feedback used by competitors.
- Determine which approach (polished vs. raw) resonates more effectively with your target audience.
- Analyze competitor responses to both positive and negative feedback.

5. Authenticity & AI Opportunities

Assess the authenticity of competitor UGC and identify AI-driven opportunities.

- Evaluate how competitors present authentic customer voices versus polished marketing messages.
- Identify if competitors are using AI for UGC sentiment analysis.
- Identify if competitors are using AI for UGC personalization.
- Identify if competitors are using AI for automated response strategies.
- Assess competitor practices for disclosure and review verification.
- Analyze competitor implementation of trust signals in UGC.

6. Immersive & Regulatory Evaluation

Examine competitor use of immersive content and their regulatory compliance.

- Analyze competitor use of virtual reality in UGC experiences.
- Analyze competitor use of augmented reality in UGC experiences.
- Evaluate competitor use of localized content in UGC.
- Assess competitor strategies for collaborative content creation.
- Review competitor compliance with FTC guidelines for authentic reviews.
- Analyze competitor practices for maintaining legal standing with UGC.

7. Gap Identification & Opportunity Mapping

Pinpoint specific gaps in your strategy and map out opportunities for improvement.

- Identify content type gaps where competitors excel.
- Identify platform presence gaps where competitors have an advantage.
- Identify competitor response strategy gaps.
- Identify positioning opportunities where you can differentiate.
- Determine where competitors are underperforming in UGC collection.
- Determine where competitors are underperforming in UGC showcasing.

8. Strategic Implementation Roadmap

Develop a plan to implement competitive advantages identified through UGC analysis.

- Create a plan for systematic UGC collection at key customer journey touchpoints.
- Develop optimized response strategies for customer reviews and testimonials.

- Create platform-specific UGC strategies based on competitor insights.
- Establish performance measurement and optimization protocols for UGC.
- Implement automated email sequences for UGC requests.
- Develop service completion checklists with integrated UGC requests.
- Create escalation procedures for negative reviews.
- Implement keyword optimization in review responses.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Finding Your Competitors' Content Blind Spots: Advanced Semrush Gap Analysis, Made Easy – Casey's SEO

<https://caseysseo.com/advanced-semrush-techniques-for-competitor-content-gap-analysis/>

■ Find Your Local Results

<https://caseysseo.com/>

■ 2025 Local SEO ROI Measurement and Analytics – Casey's SEO

<https://caseysseo.com/2025-local-seo-roi-measurement-and-analytics/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

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Leverage competitor UGC insights to gain a significant market advantage.