

Competitor UGC Analysis Checklist

Identify and leverage user-generated content gaps in your competitor's strategy.

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

1. Competitor Identification and UGC Audit

Begin by thoroughly identifying your competitors and auditing their current user-generated content presence.

- Identify direct competitors vying for the same customer attention.
- Identify indirect competitors influencing customer decisions.
- Audit competitor UGC presence across Google My Business.
- Audit competitor UGC presence on 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 and Performance Analysis

Analyze the specific types of user-generated content your competitors are collecting and how they are performing.

- Identify which UGC formats competitors prioritize (reviews, Q&As, photos, videos).
- Analyze how competitors are showcasing customer testimonials.
- Analyze how competitors are integrating customer photos.
- Analyze how competitors are utilizing video testimonials.
- Determine which UGC formats appear to drive the most engagement.
- Determine which UGC formats appear to drive the most conversions.

3. Platform-Specific Strategy Insights

Understand how competitors adapt their UGC strategies for 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.
- Identify platform-specific engagement behaviors.

4. Sentiment and Positioning Analysis

Evaluate customer sentiment and how competitors position their offerings through UGC.

- Analyze what customers are saying about competitors' products/services.

- Assess how competitors position testimonials to address pain points.
- Evaluate the balance between polished marketing and raw customer feedback.
- Determine which positioning approach resonates with the target audience.
- Identify areas where competitors address specific customer concerns.
- Identify areas where competitors address specific customer objections.

5. Authenticity and AI Assessment

Examine the authenticity of competitor UGC and their use of AI.

- Assess how competitors present authentic customer voices.
- Identify competitors using AI for UGC collection.
- Identify competitors using AI for UGC moderation.
- Identify competitors using AI for UGC analysis.
- Identify opportunities to use AI for sentiment analysis.
- Identify opportunities to use AI for personalized content.
- Identify opportunities to use AI for automated responses.

6. Immersive Content and Compliance

Evaluate competitor strategies for immersive content and regulatory compliance.

- Analyze how competitors create interactive customer experiences.
- Identify competitor use of VR/AR in UGC.
- Identify competitor use of localized UGC.
- Identify competitor use of collaborative content creation.
- Assess competitor disclosure practices for reviews/testimonials.
- Analyze competitor review verification processes.
- Evaluate competitor trust signal implementation.

7. Addressing UGC Strategy Gaps

Identify and plan to overcome common UGC strategy gaps.

- Develop systematic UGC collection strategies.
- Implement post-purchase email sequences for UGC requests.
- Implement service completion follow-ups for UGC requests.
- Develop response strategies for reviews and testimonials.
- Craft responses that address specific concerns.
- Create platform-specific UGC strategies.
- Optimize review collection for Google My Business.
- Develop visual content campaigns for Instagram.

8. Implementation and Measurement

Create a roadmap for implementing new UGC strategies and measuring their success.

- Develop a prioritized action plan for UGC implementation.
- Create templates for UGC collection requests.
- Create templates for review responses.
- Establish timelines for UGC strategy implementation.
- Establish baseline metrics for UGC volume.
- Establish baseline metrics for UGC sentiment.
- Establish baseline metrics for UGC conversion impact.
- Implement tracking systems to connect UGC to customer acquisition.

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/>

■ About Casey's SEO

<https://caseysseo.com/about/>

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Leverage competitor insights to master user-generated content and drive conversions.