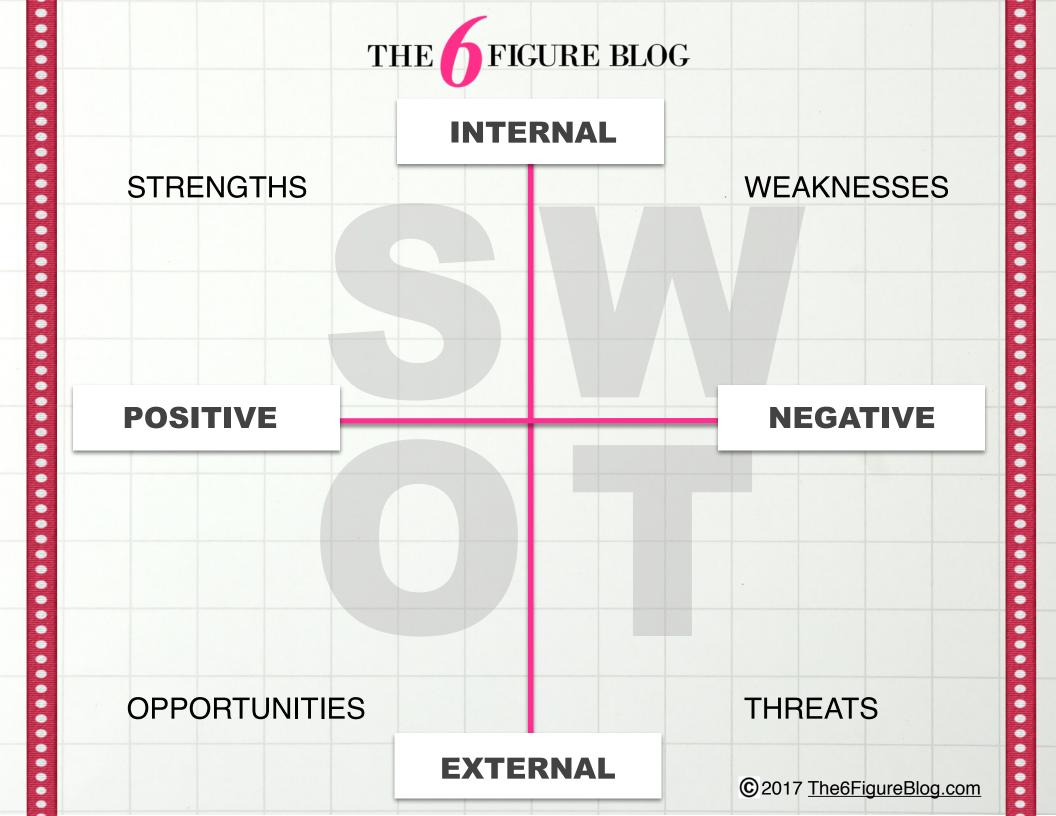


# SWOT Analysis Tool (strengths, weaknesses, opportunities and threats)

**About the creator:** Monica Pruett is a blogger, photographer, author and owner of <u>HappyandBlessedHome.com</u>, <u>VisualMontessori.com</u>, and <u>The6FigureBlog.com</u>. As a former manager at a Fortune 500 company, Monica has experience in managing multiple enterprises, and leading teams to achieve their goals and objectives. She's been blogging for five years and created this series of templates to help online influencers perform a SWOT analysis. Love this tool? Visit <u>The6FigureBlog.com</u> for a FREE blog planner.

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### STRENGTHS

- What advantages does your blog have?
- What do you do better than anyone else?
- What unique or low-cost resources can you draw upon that others can't?
- What do people in your market see as your strengths?
- What are your top performing posts in terms of page views and sales?
- What is your web site's Unique Selling Proposition (USP)? (What makes you stand out from the crowd?)

Your strengths:	
The brand's str	engths:
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### WEAKNESSES

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- What factors cause you to lose page views, sales, return visitors?
- Are your competitors doing any better than you?
- Does the website takes much time to load?
- Does the content need to be optimized in a better way?
- Do the social media accounts get neglected at times?
- Were there some opportunities but you missed them?

Your weaknesse	es:
The brand's wea	aknesses:
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## **OPPORTUNITIES**

- What good opportunities can you spot?
- What interesting trends are you aware of?
- Changes in technology and markets on both a broad and narrow scale.
- Changes in government policy related to your field.
- Changes in social patterns, population profiles, lifestyle changes, and so on.
- Local events.
- Where is the market now? And where is it headed?

JURE BLOG	
Your opportuniti	es:
The brand's opp	portunities:
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#### THREATS

- What obstacles do you face?
- What are your competitors doing?
- Are quality standards or specifications for running an online business, products or services changing?
- Is changing technology threatening your web site?
- Do you have bad debt or cashflow problems?
- Could any of your weaknesses seriously threaten your business?

Your threats:	
The brand's threats:	
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