



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

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THE 6 FIGURE BLOG

INTERNAL

STRENGTHS

WEAKNESSES

POSITIVE

NEGATIVE

OPPORTUNITIES

THREATS

EXTERNAL

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 strengths:

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 weaknesses:

The brand's weaknesses:

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?

Your opportunities:

The brand's opportunities:

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 cash-flow problems?
- Could any of your weaknesses seriously threaten your business?

Your threats:

The brand's threats: