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## ▣ Checking Your Competition Out

When it comes to the web there is no such thing as an original idea anymore. If you are designing a new website you can be sure that someone somewhere has done something similar before.

You might not like it but think of it as free market research. Your competition will have spent a lot of time and money on ideas for their website and you can use this to your advantage as there is nothing to stop you using these ideas for your own website.

Do some research and take a look at your competitor's websites and note what you like and dislike about them. If you can offer something that your competitors don't there's a good chance that people will use your website instead.

Visit some of your competitor's sites and think of yourself as a customer using this site, what's bad about the site? What could be done better on the site? What is missing on the site? What can you offer that they don't?

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