boost business resilience

Survival meets Growth.

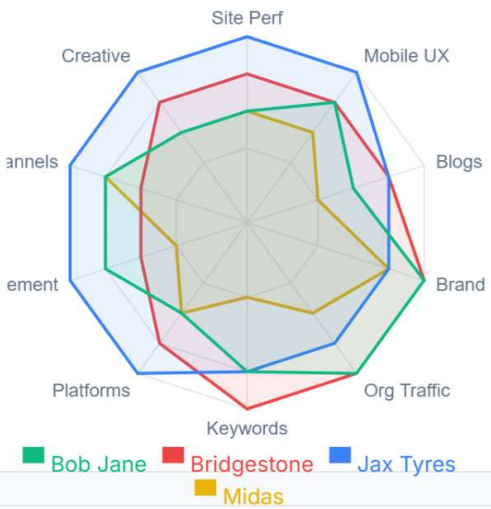
TOP 4 COMPETITORS IN TYRES – BRISBANE

Do you know your competitors and where there are strategic openings?

ISSUE 2: BOOST YOUR BUSINESS RESILIENCE – KNOW YOUR COMPETITORS

Boostbusinessresilience.com

Competitive Benchmarking



Executive Summary

Market Position

The market has split into three tiers: **Jax Tyres** (Digital/UX Leader), **Bob Jane & Bridgestone** (Brand & Trust Leaders), and **Midas** (Lagging Generalist). Bob Jane's addition confirms a highly competitive price-match environment.

Key Opportunity

Bob Jane dominates the "Trust & Value" segment alongside Bridgestone, but lacks Jax's digital flair. There is a clear opening for a **Content-First** strategy focusing on QLD-specific driving conditions, which no competitor currently owns.

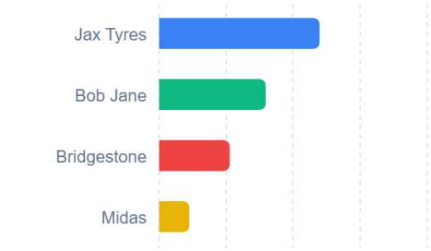
4.1/5	3.8/5	2.9/5
JAX	BOB JANE	MIDAS

ORGANIC VISIBILITY SHARE

Estimated share of voice for "Tyres Brisbane"

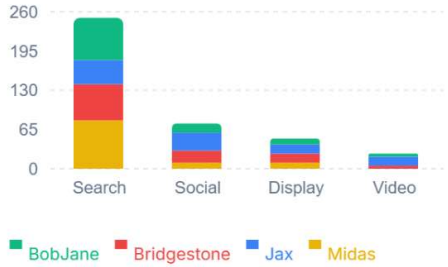
SOCIAL ENGAGEMENT

Avg. engagement rate per post (%)



PAID AD CHANNEL USAGE

Budget allocation estimate by channel type



Immediate Priority

Implement "InStock" schema and Price-Match extensions immediately. We are currently vulnerable to Bob Jane's "Best Price" messaging and Jax's superior organic visibility for local searches.

CRITERION	MIDAS	BRIDGESTONE	JAX TYRES	BOB JANE
A. Online Presence **1. Core Web Vitals**	3 Decent load times but heavy scripts on mobile; LCP averages 2.8s.	4 Strong enterprise stack, consistent green CWV scores across key landing pages.	5 Best-in-class SPA architecture; distinctively fast transitions and interaction time.	3 Functional but dated legacy stack; slightly slower CLS shifts on product grids.
A. Online Presence **2. Mobile Friendliness**	3 Responsive but cluttered booking widget on smaller viewports.	4 Clean mobile UX, easy click-to-call, though finder map is slightly laggy.	5 Seamless mobile booking flow; thumb-friendly design is clearly mobile-first.	4 Solid mobile experience, prioritize 'Call Now' buttons effectively for immediate conversion.
B. Content **3. Blog Volume**	2 Sporadic updates; mostly corporate announcements rather than driver utility.	4 Deep repository of tyre safety and technical guides, updated monthly.	4 High volume of 'lifestyle' and automotive review content driving top-funnel traffic.	3 Focuses on 'Tyre Life' guarantees and practical savings tips rather than enthusiast content.
B. Content **4. Tone & Brand**	4 Consistent 'trust' messaging, though slightly generic service-focus.	5 Authoritative, premium voice perfectly aligned with global brand standards.	4 Approachable and energetic, skewing younger but occasionally inconsistent.	5 Extremely strong heritage branding; 'We'll look after you' is iconic and consistently applied.
C. SEO **5. Organic Traffic**	3 Captures generic 'car service' terms but trails in specific tyre model queries.	5 Dominates high-volume head terms for branded tyres and 'near me' intent.	4 Strong growth in long-tail automotive queries via content strategy.	5 Massive brand recall drives direct traffic; dominates 'cheap tyres' and value-based keywords.
C. SEO **6. Keyword Rank**	2 Low visibility for specific tyre sizes compared to specialist competitors.	5 Ranks #1-3 for almost all proprietary product lines and major generic tyre terms.	4 Competitive density high for 'tyres brisbane', consistently in top 5 map pack.	4 Strong local SEO performance with extensive store locator pages ranking for suburb-level searches.
D. Social **7. Platform Mix**	3 Standard FB/Insta presence, low frequency.	4 Solid cross-channel mix including YouTube technical deep-dives.	5 Aggressive multi-channel strategy including TikTok/Reels aimed at younger drivers.	3 Classic Facebook focus targeting older demographics; limited innovation on vertical video.
D. Social **8. Engagement**	2 Low interaction outside of complaint management or discount posts.	3 Moderate engagement, mostly informational queries.	5 High viral potential on giveaway posts and car-culture content; community building is evident.	4 Surprisingly high engagement on community/family-oriented posts and local sponsorships.
E. Paid Ads **9. Channels**	4 Heavy investment in Search and Display retargeting for service bookings.	3 Focus on Brand Search and high-intent Shopping ads.	5 Full-funnel approach: Meta video for awareness + Search for conversion.	4 Aggressive Shopping Ads presence and heavy radio/audio spend for brand maintenance.
E. Paid Ads **10. Creative**	3 Functional, offer-heavy creatives. Effective but visually repetitive.	4 Polished, high-production visuals focusing on safety and performance.	5 Dynamic, video-first creatives with clear localized offers.	3 High-contrast, price-focused visuals. 'Best Price Guarantee' badges used heavily.

Online Presence & UX

Jax Tyres remains the benchmark for digital agility in Brisbane with their Single Page Application architecture. In contrast, Bob Jane T-Marts operates on a reliable but older e-commerce stack; while their 'Tyre Finder' is prominent, the page load speeds lag behind Jax, potentially impacting mobile bounce rates.

Bridgestone provides a premium corporate feel, but Bob Jane counters this with high-utility features like explicit 'Best Price' badging immediately visible on mobile. Midas struggles here, with the most friction in the booking funnel of the four.

A key observation is Bob Jane's effective use of 'Find a Store' geolocation, which auto-detects Brisbane suburbs more accurately than Midas, funneling users quickly to local stock.

Content Strategy

Bridgestone leads on technical authority (safety/performance), whereas Bob Jane T-Marts leans heavily into 'Value & Trust' content. Bob Jane's blog focuses on practical savings and longevity, aligning with their budget-conscious demographic.

Jax has carved out a niche with 'Enthusiast' content, which neither Bob Jane nor Midas touches effectively. This leaves a whitespace for us to blend Bridgestone's authority with Jax's engagement.

Brand voice distinction: Bob Jane is the 'Reliable Uncle' (Safety/Value), Jax is the 'Car Buddy' (Excitement), Bridgestone is the 'Engineer' (Performance), and Midas is the 'Generalist Mechanic' (Utility).

SEO Performance

Bridgestone and Bob Jane T-Marts are the titans of organic search in Brisbane. Bob Jane dominates value-driven keywords ('cheap tyres', 'tyre deals') thanks to massive brand recall and legacy domain authority.

Jax wins on technical long-tail queries (specific car models) due to their dynamic landing page strategy. Midas is squeezed out of the tyre-specific conversation, ranking predominantly for general service terms.

Bob Jane's local SEO is formidable; their individual store pages for Brisbane locations are rich with reviews and opening hours, granting them prime real estate in the Google Map Pack, often appearing above Bridgestone.

Social Media

Bob Jane relies on community heritage, often showcasing local sponsorships or family-safety messaging, which garners high trust but lower 'viral' engagement than Jax's car culture content.

Jax is the only competitor effectively using short-form vertical video (Reels/TikTok). Bob Jane and Bridgestone utilize static imagery that feels polished but corporate. Midas lags significantly with low posting frequency.

Opportunity: While Bob Jane owns 'Family Safety' on social, they lack the 'Behind the Scenes' workshop authenticity that modern audiences crave. We can exploit this gap.

Paid Advertising

Bob Jane T-Marts is aggressive on Shopping Ads and Price Extension text ads, ensuring they appear whenever a user compares costs. They heavily utilize 'Price Match Guarantee' messaging in ad copy.

Jax employs a more sophisticated full-funnel strategy, using video for awareness and retargeting for conversion. Bridgestone relies on high-cost generic terms.

A key insight is Bob Jane's dominance in traditional audio which spills over into digital audio branding. Midas and Bridgestone are quieter in this space.

QUICK WINS

< 90 Days

#5 #6

Schema Markup Implementation

Implement "InStock" and "LocalBusiness" schema to counter Bob Jane's strong local map pack presence.

< 90 Days

#9 #10

Price-Match Ad Extensions

Update search ad copy to explicitly highlight value guarantees, directly competing with Bob Jane's "Best Price" messaging.

STRATEGIC BETS

90-180 Days

#3 #5

Local Content Hub: "Brisbane Drives"

Launch a resource hub focusing on QLD driving conditions to capture the long-tail traffic that Bob Jane misses with generic content.

90-180 Days

#8 #10

Video-First Social Pivot

Shift social budget to authentic Reels/TikTok content. Neither Bob Jane nor Midas is innovating here, leaving an opening for brand personality.

MOONSHOTS

12 Months+

#9 #10

AI-Powered Visual Tread Checker

Develop a mobile web tool for instant tread analysis. This utility exceeds the functional but basic tools offered by Bob Jane and Jax.