	Genera	l Information		Content Strategy	Marketing Strategy			Customer Service and Policies			Product Comparison for E-Bikes					
Competitor name	Website (URL)	products sold (Product categories in the navigation	Background story (Visit the company's About Us or Our Story page)		Current sales promotion	Email or Newsletter signup incentive	Rewards program	Customer service (Contact methods available)	Shipping (Promotions or options available)	Return and exchange policy	E-Bike product title (e.g. Men's; Women's; Unisex; Cruiser; Mountain; Road)	E-Bike product Organic or eco- page URL friendly materials	Types of product images	Types of product videos	Customer reviews (Options available I for customers to leave a review)	Regular price