Your First Comparison

Creator Suite · https://sitenitro.com/docs/your-first-comparison/

Comparison posts let you put two or three products side by side with category-by-category scoring, a winner declaration, and a detailed verdict. This guide walks you through creating your first comparison.

Create a New Comparison

1. Go to **Comparisons → Add New**

> **[SCREENSHOT: Comparisons submenu with Add New highlighted]**

You'll see the content editor with comparison-specific meta boxes below.

Write Your Comparison Content

The main content area is where you write your detailed comparison analysis. Use H2 headings for each dimension you're comparing — these generate the Table of Contents sidebar.

Good sections to include:

- Overview of both products
- Category-by-category deep dive (design, performance, features, value, etc.)
- Key differences that matter
- Specific scenarios where each product wins
- Your recommendation

Use direct comparison language throughout: "The Sony outperforms the Canon in low light, but the Canon's autofocus tracking is noticeably faster in continuous shooting."

Fill In the Comparison Fields

Product Details

You'll see two product sections: **Product A** and **Product B**. For each product, enter:

- **Product Name** — Full name with model number
- **Product URL** — Link to the product page or affiliate link
- **Price** — Current price
- **Product Image** — Click "Choose Image" to select from the media library

> **[SCREENSHOT: Product A and Product B detail sections side by side with fields filled in]**

Pro users see a third product column (Product C) for three-way comparisons.

Comparison Categories

Add the categories you're scoring both products on. For each category:

- **Category Label** — The dimension being compared (e.g., "Image Quality," "Battery Life," "Value")
- **Score A** — Product A's score (0–5, half-star increments)
- **Score B** — Product B's score (0–5)

Add as many categories as needed to give a thorough comparison. Five to eight categories is typical.

> **[SCREENSHOT: Comparison categories section with 5-6 categories filled in, showing scores for both products]**

Winner Selection

Choose the overall winner:

- **Product A** or **Product B** — if one is clearly the better choice
- **Tie** — if both are equally strong for different reasons
- **Neither** — if you can't recommend either

> **[SCREENSHOT: Winner dropdown with options visible]**

Comparison Verdict

Write your verdict in the rich text editor. This is your detailed conclusion — who should buy Product A, who should buy Product B, and why. Be specific about the use cases where each product is the better choice.

> **[SCREENSHOT: Comparison verdict WYSIWYG editor with formatted verdict text]**

FAQ Section

Add comparison-specific FAQs. Questions like "Is the Sony A7CR better than the Canon EOS R6 III?" with a definitive, experience-based answer are exactly what AI tools cite.

> **[SCREENSHOT: FAQ section with comparison-specific questions]**

Sponsored Toggle

Same as reviews — check this if the comparison contains affiliate links or sponsored products.

Set the Featured Image

Add a featured image that represents the comparison — ideally showing both products together or a split image.

Preview and Publish

Preview your comparison to see the structured layout:

- Hero section with both product cards showing name, image, and price
- Comparison table with category scores and winner highlighting
- Your content with TOC sidebar
- Verdict section

- FAQ section
- Author bio

> **[SCREENSHOT: Published comparison showing the full front-end layout — product cards, comparison table, content, verdict]**

The comparison automatically generates Product schema for both items, comparison-specific structured data, and FAQPage schema for your FAQ section.

Next Steps

- **Create a roundup** — See Your First Roundup to curate a product collection
- **Link from roundups** — Pro users can link roundup products to their comparison posts