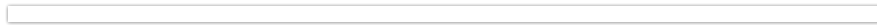


# Deleting a Competitor and Adding a New One

Alchemer uses five competitors for its measurements. If you already have five and want to add a new one, you'll need to delete one of the existing competitors first.

To delete a competitor and add a new one, follow these steps:

1. Login to your Alchemer account in LocationHQ.
2. Go to **Locations > Locations** to display the **Locations** page.
3. On the **Locations** page, hover over the location for which you want to manage competitors. The Refresh icon (circular arrows) and the View Competitor icon (binocular) icons appear. Select the View Competitor icon to display the **Local Competitor Manager** page.



4. On the **Local Competitors** pane, select the **Remove Competitor** icon (trash can) for the competitor you want to delete.
5. Select **OK** to confirm you'd like to remove the competitor. Alchemer confirms the removal.



6. Now, to add a new competitor, select **+ Add New Competitor** to display the **Edit Competitor** page.



7. Fill out the **Edit Competitor** page as completely as you can.



8. Select **Add New Location** to add the new competitor, which now appears on the **Local Competitors** pane on the **Local Competitor Manager** page.



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