

Advanced Semrush Competitor Content Gap Analysis Checklist

Systematically uncover and exploit your competitors' content blind spots.

Based on [Advanced Semrush Techniques For Competitor Content Gap Analysis](#) by Casey's SEO

1. Competitor Identification and Categorization

Identify and categorize competitors beyond obvious rivals to uncover diverse content opportunities.

- Identify direct competitors who target identical keywords.
- Identify indirect competitors who serve the same audience differently.
- Identify aspirational competitors who rank where you want to be.
- Analyze competitors based on keyword rankings, not assumptions.
- Analyze up to five competitor domains simultaneously.
- Map content opportunities across your competitive landscape.
- Identify patterns that analyzing individual competitors might miss.

2. Keyword Gap Analysis

Go beyond basic keyword comparisons to find missing, weak, and shared keyword opportunities.

- Identify missing keywords: topics competitors rank for that you don't cover.
- Identify weak keywords: topics where you rank below competitors and need content improvement.
- Identify shared keywords: direct competitive areas where superior content can gain market share.
- Prioritize keyword opportunities by search volume.
- Prioritize keyword opportunities by competition difficulty.
- Prioritize keyword opportunities by alignment with business goals.

3. AI Overview and SERP Feature Gap Analysis

Leverage opportunities presented by Google's AI Overviews and other SERP features.

- Identify keywords triggering AI Overviews where competitors appear and you don't.
- Optimize content for inclusion in Google AI Overviews.
- Identify SERP feature opportunities for gap keywords (e.g., featured snippets).
- Optimize content for specific SERP features relevant to gap keywords.
- Analyze content format and structure for AI Overview inclusion.

4. Backlink Gap Analysis

Uncover backlink building opportunities by analyzing competitor linking behavior.

- Identify specific domains that link to competitors for gap keywords.
- Identify domains that link to competitors but not to your website.

- Target identified domains for backlink outreach.
- Develop high-quality content on gap topics to attract proven linking partners.

5. Industry-Specific Gap Analysis Strategies

Tailor gap analysis to specific industry needs and audience behaviors.

- For local service businesses: identify location-specific keywords.
- For local service businesses: identify service area content gaps.
- For e-commerce: identify comparison content opportunities.
- For e-commerce: identify category-level content gaps.
- For professional services: identify educational content gaps.
- For professional services: identify content explaining the process.

6. Content Cluster and Intent-Based Development

Group related opportunities into content clusters and match content to search intent.

- Group related gap keywords into content clusters.
- Develop comprehensive resources to cover entire topic areas.
- Match content type to the specific search intent of gap keywords (informational, commercial).
- Analyze current ranking content for gap keywords to understand Google's expectations.
- Examine content depth, format, and user experience for gap keywords.
- Ensure new content meets the quality standard required to compete.

7. Advanced Semrush Techniques

Utilize advanced Semrush features for deeper insights and faster results.

- Use Position-Based Gap Analysis to find keywords where competitors rank high and you rank lower.
- Optimize existing content for immediate improvement opportunities.
- Identify seasonal gap keywords with peak demand periods.
- Create content in advance for seasonal opportunities.
- Track changes in your share of voice across gap keywords.

8. Measuring Gap Analysis Success

Measure the business impact of content created from gap analysis.

- Track traffic quality metrics for gap-targeted content (pages per session, time on page).
- Monitor conversion rates for gap-targeted content.
- Ensure gap content attracts the right audience.
- Measure ranking improvements for target gap keywords.
- Measure overall visibility increases in your industry.
- Connect content creation efforts to business goals and revenue.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Competitor Benchmarking: How to Analyze Your Local SEO Competition – Casey's SEO

<https://caseysseo.com/colorado-springs-competitor-benchmarking/>

■ Ai Powered Search Features Preparing For Google Sge And Bing Chat Integration – Casey's SEO

<https://caseysseo.com/ai-powered-search-features-preparing-for-google-sge-and-bing-chat-integration/>

■ Backlink Gap Analysis: Finding High-Authority Link Opportunities Your Competitors Miss – Casey's SEO

<https://caseysseo.com/backlink-gap-analysis-finding-high-authority-link-opportunities-your-competitors-miss/>

■ Find Your Local Results

<https://caseysseo.com/>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ About Casey's SEO

<https://caseysseo.com/about/>

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Systematically uncover and exploit your competitors' content blind spots for growth.