

Backlink Gap Analysis Checklist

Find high-authority link opportunities your competitors miss.

Based on [Backlink Gap Analysis Finding High Authority Link Opportunities Your Competitors Miss](#) by Casey's SEO

1. Competitor Identification

Identify entities consistently ranking for your most valuable keywords.

- Define your top 5-10 true link building competitors.
- Include businesses directly rivaling yours.
- Include any entity ranking for your target keywords.
- Broaden your competitor view beyond direct business rivals.

2. Data Collection & Analysis

Gather and analyze competitor backlink profiles.

- Export the full backlink profiles of identified competitors.
- Utilize tools like Ahrefs, SEMrush, or Moz.
- Focus on competitor links acquired within the past 12 months.
- Identify domains linking to multiple competitors.
- Analyze competitor links that are actively linking.
- Analyze competitor links that are receptive to new outreach.

3. Opportunity Scoring

Score potential link targets based on multiple factors.

- Evaluate multi-competitor overlap (how many competitors link from a domain).
- Assess audience relevance (alignment with your ideal customer).
- Review domain strength (authority and traffic metrics).
- Prioritize link recency (domains that have linked recently).
- Focus on placement quality (editorial, in-content links).

4. Content Angle Development

Create compelling content angles for outreach.

- Develop unique angles to improve upon competitor content.
- Create more in-depth guides on covered topics.
- Develop fresh statistics or groundbreaking research.
- Offer unique expert perspectives or thought leadership.
- Build superior tools or valuable resources.

5. Outreach Strategy

Implement relationship-based outreach sequences.

- Craft multi-touch outreach sequences.
- Initiate engagement by interacting with their content on social media.
- Share their articles to provide value.
- Provide value before making any direct link requests.
- Reference their existing coverage of similar businesses in outreach.
- Present your content as a valuable, specific enhancement.

6. Ethical & Regulatory Compliance

Ensure all link building is compliant and ethical.

- Comply strictly with search engine guidelines.
- Adhere to relevant disclosure requirements (e.g., FTC).
- Avoid manipulative link building practices.
- Focus on earning editorial links through valuable content.
- Never purchase or exchange links.
- Maintain meticulous documentation of all outreach and interactions.
- Ensure full transparency in all activities.

7. Performance Measurement

Track key metrics to evaluate success and ROI.

- Monitor outreach response rates (aim for 15-25%).
- Track link acquisition rates (aim for 5-12%).
- Measure average time to link acquisition (aim for 2-6 weeks).
- Observe ranking improvements for targeted keywords (within 3-6 months).
- Measure organic traffic increases (within 90 days).
- Connect link building efforts to tangible revenue increases.

8. Ongoing Analysis

Maintain a competitive edge with regular analysis.

- Implement regular, systematic gap analysis cycles.
- Conduct monthly analysis for highly competitive industries.
- Conduct quarterly reviews for slower-moving sectors.
- Stay current with emerging link building opportunities.
- Ensure consistent competitive advantage.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

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

■ Broken Link Building Strategies Turning Competitor Link Losses Into Your Gains – Casey's SEO

<https://caseysseo.com/broken-link-building-strategies-turning-competitor-link-losses-into-your-gains/>

■ Finding Your Competitors' Content Blind Spots: Advanced Semrush Gap Analysis, Made Easy – Casey's SEO

<https://caseysseo.com/advanced-semrush-techniques-for-competitor-content-gap-analysis/>

■ 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/>

■ Contact Casey's SEO

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

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920

719-639-8238 | caseysseo.com

Leverage competitor insights to uncover your most valuable link opportunities.