

Advanced Semrush Techniques for Competitor Content Gap Analysis Workbook

Uncover your competitors' content blind spots and create a winning strategy.

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

Identifying Competitor Gaps

What is the primary reason most gap analysis efforts miss real opportunities, according to the article?

Beyond Basic Keyword Gaps

Besides missing keywords, what two other types of opportunities does modern keyword gap analysis identify?

AI Overview Opportunities

Why is optimizing for Google's AI Overviews a significant advantage in content gap analysis?

Backlink Gap Analysis

How can backlink gap analysis help in content strategy development?

Competitor Categorization

List the three types of competitors Casey's SEO identifies during their advanced gap analysis process.

Prioritizing Opportunities

What factors are used to categorize and prioritize content gap opportunities?

Content Clusters

Why is grouping gap keywords into content clusters a more effective strategy than addressing individual keywords?

Measuring Success

Beyond traffic volume, what metrics should be used to measure the success of content created from gap analysis?

Resources & Further Reading

Related guides to use with this workbook:

■ Uncover Competitor Content Blind Spots with Advanced Semrush Gap Analysis (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-e6395a/casey-s-seo/Infographic/advanced-semrush-techniques-for-competitor-content-gap-analysis-infographic.pdf>

■ Advanced Semrush Gap Analysis for Competitor Content Blind Spots (Comparison)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-b272b9/casey-s-seo/Comparison/advanced-semrush-techniques-for-competitor-content-gap-analysis-comparison.pdf>

■ 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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<https://caseysseo.com/contact/>

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Systematically find and fill your competitors' content blind spots for strategic growth.