Advanced Semrush Competitor Gap Analysis Cheat Sheet

Uncover competitor content blind spots and identify high-impact opportunities.

Based on Advanced Semrush Techniques For Competitor Content Gap Analysis by Casey's SEO

Beyond Basic Gap Analysis

- Replicate success, but focus on competitor oversights for growth.
- Traditional analysis misses search intent and ranking difficulty.
- Advanced gap analysis finds missing categories, AI Overview gaps, and backlink blind spots.

Competitor Identification

- Analyze direct, indirect, and aspirational competitors.
- Identify competitors by keyword rankings, not just industry.
- Use Semrush and other data sources for comprehensive visibility.

Keyword Gap Types

- Missing Keywords: Topics competitors rank for that you don't (quick wins).
- Weak Keywords: Where you rank below competitors (content improvement).
- Shared Keywords: Direct competitive areas for market share gains.

AI Overview & Backlink Gaps

- Optimize content for AI Overview inclusion to increase visibility.
- Identify competitors ranking in AI Overviews where you don't.
- Backlink Gap Analysis: Find domains linking to competitors but not you.

Industry-Specific Strategies

- Local Services: Target location-specific and service area terms.
- E-commerce: Create comparison and category overview content.
- Professional Services: Develop educational content and process explanations.

Content Strategy & Development

- Group keywords into content clusters for topical authority.
- Match content type to specific search intent (informational, commercial).
- Analyze competitor content quality, depth, and format to set standards.

Advanced Semrush Techniques

- Position-Based Analysis: Target keywords where competitors rank higher.
- SERP Feature Analysis: Identify opportunities in featured snippets and AI Overviews.
- Seasonal Analysis: Capitalize on time-sensitive keyword trends.

Measuring Success

- Focus on traffic quality (pages/session, time on page, conversion rates).
- Track competitive position and share of voice changes.
- Measure business impact and revenue generation from gap content.

Resources & Further Reading

Related guides to pair with this cheat sheet:

- Uncover Competitors' Content Blind Spots with Advanced Semrush Gap Analysis (Infographic)

https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Infographic/advanced-semrush-techniques-for-competitor-content-gap-analysis-infographic.pdf

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

https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/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/

- Contact Casey's SEO

https://caseysseo.com/contact/

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920
719-639-8238 | caseysseo.com
Systematically uncover and capitalize on competitor content oversights for measurable growth.