

Backlink Gap Analysis Checklist

Uncover 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 and analyze your key competitors for link building.

- Identify 5-10 true link building competitors.
- Include entities ranking for your valuable target keywords.
- Analyze competitor backlink profiles.
- Focus on links acquired within the past 12 months.
- Exclude competitors with no overlap in target keywords.
- Ensure competitors are active in linking.

2. Opportunity Scoring

Evaluate potential link targets based on multiple factors.

- Score targets by multi-competitor overlap (how many rivals link).
- Assess audience relevance to your ideal customer.
- Evaluate domain strength (authority and traffic).
- Prioritize domains that have linked to competitors recently.
- Focus on editorial, in-content link placements.
- Filter out low-value placements like footers or generic directories.
- Identify domains linking to multiple competitors as high-priority.

3. Content Angle Development

Create compelling content angles to improve upon competitor links.

- Develop unique content angles for high-priority targets.
- Plan to create more in-depth guides than competitors.
- Aim to develop fresh, updated statistics or research.
- Consider offering unique expert perspectives or thought leadership.
- Build superior tools or valuable resources to enhance their content.
- Ensure content angles directly address the linking site's needs.

4. Outreach Strategy

Implement relationship-based outreach sequences for better results.

- Craft multi-touch outreach sequences.
- Initiate engagement by interacting with their content on social media.

- Share their articles before making a request.
- Provide value before asking for a link.
- Reference their existing coverage of similar businesses in outreach.
- Personalize outreach based on competitor links.
- Avoid generic, uninspired outreach templates.

5. Link Quality & Relevance

Focus on acquiring links that provide real value and impact.

- Prioritize sites with genuine audience overlap.
- Seek links from sites where your target audience engages.
- Identify competitor backlinks driving referral traffic.
- Ensure links have meaningful audience connection.
- Evaluate links based on potential for tangible impact, not just authority.
- Move beyond vanity metrics like Domain Authority alone.

6. Performance Metrics

Track key metrics to measure success and optimize efforts.

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

7. Ethical Compliance

Ensure all link building activities are transparent and ethical.

- Comply strictly with search engine guidelines.
- Adhere to relevant disclosure requirements (e.g., FTC).
- Avoid manipulative link building practices.
- Do not purchase or exchange links.
- Focus on earning editorial links through valuable content.
- Maintain meticulous documentation of all outreach.
- Ensure full transparency in all activities.

8. Regular Analysis

Maintain a competitive edge through consistent gap analysis.

- Implement regular backlink gap analysis cycles.

- Conduct monthly analysis for highly competitive industries.
- Perform quarterly reviews for slower-moving sectors.
- Stay current with emerging link opportunities.
- Adapt strategies based on evolving competitive landscape.
- 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/>

■ About Casey's SEO

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

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■ Colorado Springs Local SEO Company

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

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Leverage competitor success to secure high-authority links.