

Intent-Based Competitor Analysis Checklist

Identify and capture commercial opportunities by understanding user search intent.

Based on [Intent Based Competitor Analysis Commercial Vs Informational Keyword Gaps](#) by Casey's SEO

1. Understanding Keyword Intent

Differentiate between informational and commercial search queries to target users effectively.

- Identify informational keywords used for early research and awareness.
- Identify commercial keywords indicating purchase readiness.
- Recognize that informational keywords build authority, while commercial keywords drive revenue.
- Analyze the distinction between broad informational terms and specific commercial intent terms.
- Understand how missing commercial intent keywords costs potential revenue.

2. Mapping the Customer Journey

Visualize and understand the complete path a customer takes from initial awareness to purchase.

- Map the entire customer journey for your target audience.
- Identify touchpoints where users search for information.
- Identify touchpoints where users show commercial intent.
- Create content clusters that address each stage of the buyer's journey.
- Ensure clear pathways exist between informational and commercial content.

3. Analyzing Competitor Content

Evaluate your competitors' content strategies to find gaps and opportunities.

- Identify your true competitors, including those effectively capturing your customers.
- Analyze competitor content strategies and highest-performing pages.
- Assess the depth of competitor coverage for specific topics.
- Identify opportunities to create more in-depth and valuable content.
- Monitor competitor content publication schedules and new page creation.

4. Intent Classification and Gap Analysis

Classify competitor keywords by intent and identify areas where they are missing opportunities.

- Classify every keyword your competitors target by user intent.
- Analyze competitor strengths and weaknesses in keyword targeting.
- Identify opportunities your competitors are missing.
- Analyze competitor content depth and user engagement signals.
- Assess competitor conversion optimization strategies.

5. Opportunity Prioritization

Focus your efforts on the most valuable keyword gaps and opportunities.

- Prioritize keyword gaps based on search volume.
- Prioritize keyword gaps based on competition level.
- Prioritize keyword gaps based on commercial value.
- Align prioritized opportunities with your specific business goals.
- Ensure content investment delivers the highest possible return.

6. Strategic Implementation Roadmap

Develop a practical plan to target identified keywords and optimize content.

- Determine which keywords to target for maximum business impact.
- Plan the type of content to create for each identified opportunity.
- Outline how to optimize content for both search engines and user intent.
- Implement a strategy to balance informational and commercial keyword portfolios.
- Develop content funnels to guide users from informational to commercial pages.

7. Monitoring and Optimization

Continuously monitor market shifts, competitor moves, and user behavior.

- Monitor real-time intent signals and market changes.
- Set up systems to alert you to changes in competitor strategies.
- Track new keyword opportunities as they emerge.
- Analyze competitor keyword targeting changes.
- Optimize for intent-specific user experience on your website.
- Test different page layouts and conversion elements for commercial vs. informational content.

8. Measuring Success

Track key performance indicators to measure the impact of your intent-based analysis.

- Track organic traffic growth for qualified leads.
- Monitor commercial keyword rankings.
- Measure lead quality improvement and conversion rates.
- Assess market share capture for competitor-dominated keywords.
- Analyze content performance metrics like time on page and engagement.
- Ensure data collection methods comply with privacy regulations (GDPR, CCPA).
- Verify content claims comply with FTC guidelines.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

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

■ Colorado Springs Local SEO Company

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

■ AI SEO Tools Comparison: 2025 Software Rankings – Casey's SEO

<https://caseysseo.com/ai-seo-tools-comparison-2025-software-rankings/>

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

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

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Find Your Local Results

<https://caseysseo.com/>

■ 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/>

■ About Casey's SEO

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

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Target the right keywords at the right stage to capture more customers.