

Advanced Semrush Competitor Content Gap Analysis

Uncover competitors' overlooked content opportunities to gain a competitive edge.

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

Step 1: Identify and Categorize Competitors

Go beyond obvious rivals. Identify direct, indirect, and aspirational competitors based on keyword rankings and audience overlap, not just industry assumptions.

- Analyze up to five competitor domains simultaneously.
- Use Semrush's Keyword Gap tool to find competitors ranking for your target keywords.



Step 2: Perform Multi-Tool Gap Analysis

Utilize Semrush tools to uncover different types of content gaps: missing keywords, weak keywords (where you rank but are outperformed), and shared keywords (direct competitive areas).

- Leverage the Keyword Gap tool for missing opportunities.
- Use the Backlink Gap tool to identify link-building targets.
- Employ Content Gap analysis to pinpoint topics competitors cover that you don't.



Step 3: Analyze AI Overview and Backlink Opportunities

Investigate opportunities for Google's AI Overviews and identify specific domains that link to competitors but not to you, providing targeted outreach lists.

- Understand which keywords trigger AI Overviews in your industry.
- Look for competitors' content appearing in AI Overviews where yours does not.



Step 4: Prioritize Opportunities by Intent and Business Impact

Categorize identified gaps by search intent, alignment with business goals, and competitive difficulty. Prioritize opportunities that offer the highest potential for revenue impact.

- Focus on keywords with high commercial intent and moderate competition.
- Align content creation with your specific business revenue model.



Step 5: Develop Content Clusters for Topic Authority

Group related gap keywords into comprehensive content clusters. Create fewer, more in-depth resources that cover entire topic areas to build topical authority.

- Address multiple opportunities with a single, thorough piece of content.
- Ensure content matches the specific search intent (informational, commercial, etc.).



Step 6: Optimize for Position and SERP Features

Identify keywords where competitors rank in top positions (1-3) while you are on page two (4-10). Optimize existing content for these opportunities and target specific SERP features like featured snippets.

- Position-based analysis can yield faster results than creating entirely new content.
- Analyze competitor content for format and structure to capture SERP features.



Step 7: Incorporate Seasonal and Industry-Specific Strategies

Identify seasonal keyword trends and adapt gap analysis for specific industries like local services or e-commerce, focusing on unique content opportunities such as location-specific terms or comparison content.

- For local businesses, target location-specific and service area variations.
- For e-commerce, create product comparison and category overview content.



Step 8: Measure Traffic Quality and Business Impact

Track the success of gap-targeted content by measuring traffic quality (pages per session, time on page, conversion rates) and competitive position changes, ensuring content drives tangible business results.

- High-quality gap content should demonstrate longer session durations and higher engagement.
- Monitor changes in your share of voice and overall visibility.

Resources & Further Reading

Related guides for this process:

■ 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 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

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Systematically uncover and capitalize on your competitors' overlooked content opportunities.