

Backlink Gap Analysis for High-Authority Link Opportunities

Uncover and acquire valuable backlinks your competitors are missing.

Based on [Backlink Gap Analysis Finding High Authority Link Opportunities Your Competitors Miss](#) by Casey's SEO

Step 1: Identify Competitors

Determine 5-10 true link building competitors by looking beyond direct business rivals to entities ranking for your target keywords.

- Consider any entity consistently ranking for your most valuable target keywords.
- This broader view ensures you don't overlook powerful link sources.



Step 2: Analyze Competitor Backlinks

Export the full backlink profiles of your identified competitors, focusing on links acquired within the past 12 months to target actively linking and receptive domains.

- Utilize industry-leading tools like Ahrefs, SEMrush, and Moz.
- Prioritize domains that have linked to competitors recently.



Step 3: Identify Multi-Competitor Opportunities

Find domains that link to multiple competitors. These represent the highest probability targets as the site has proven willingness to link within your industry.

- Look for domains that link to three or four of your rivals.
- This indicates the site is highly receptive to linking within your niche.



Step 4: Score and Evaluate Prospects

Score potential targets based on multi-competitor overlap, audience relevance, domain strength, link recency, and placement quality.

- Higher overlap indicates greater opportunity.
- Focus on editorial, in-content links over less valuable placements.



Step 5: Develop Content Angles

For high-priority targets, create unique content angles that improve upon what competitors have already linked to, making your pitch irresistible.

- Consider creating more in-depth guides or developing fresh statistics.
- Offer unique expert perspectives or build superior resources.



Step 6: Execute Relationship-Based Outreach

Craft multi-touch outreach sequences designed to build genuine relationships. Start by engaging with their content and providing value before making requests.

- Interact on social media and share their articles.
- This value-first strategy yields higher success rates.



Step 7: Monitor and Measure Results

Track key metrics such as response rates, link acquisition rates, ranking improvements, and organic traffic growth to optimize your strategy and demonstrate ROI.

- Aim for 15-25% outreach response rates.
- Expect ranking improvements within 3-6 months.

Resources & Further Reading

Related guides for this process:

■ Backlink Gap Analysis: Uncover Competitor Link Opportunities (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Infographic/backlink-gap-analysis-finding-high-authority-link-opportunities-your-competitors-infographic.pdf>

■ Backlink Gap Analysis Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/backlink-gap-analysis-checklist.pdf>

■ 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

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■ Colorado Springs Local SEO Company

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Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920

719-639-8238 | caseysseo.com

Leverage competitor success to uncover your most valuable link opportunities.