

Intent-Based Competitor Analysis Process

Identify and capitalize on commercial vs. informational keyword gaps.

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

Step 1: Map the Entire Customer Journey

Identify your true competitors by analyzing who is effectively capturing your potential customers through strategic keyword targeting across all stages of the buyer's journey.

- Don't just focus on obvious competitors; look for businesses winning with strategic keyword targeting.
- Use AI-powered platforms to analyze competitor content strategies and customer journey touchpoints.



Step 2: Classify Keyword Intent and Analyze Gaps

Classify every keyword your competitors target by intent (informational vs. commercial) and buying stage. Identify their strengths, weaknesses, and missed opportunities.

- Distinguish between informational keywords (building authority) and commercial keywords (capturing ready-to-buy traffic).
- Analyze competitor content depth and user engagement signals.



Step 3: Prioritize Opportunities

Evaluate identified keyword gaps based on search volume, competition level, commercial value, and alignment with your business goals to focus on the most impactful opportunities.

- Focus on lower-volume commercial intent terms that truly drive revenue, not just high-volume informational terms.
- Consider local commercial intent variations that national strategies might miss.



Step 4: Develop a Strategic Implementation Roadmap

Create a detailed plan outlining which keywords to target, the type of content to create, and how to optimize for both search engines and user intent.

- Design content funnels that guide users from informational queries to commercial decisions.
- Ensure informational content includes strategic calls-to-action and internal linking.



Step 5: Monitor Real-Time Intent Signals

Implement systems to continuously monitor competitor strategies, new keyword opportunities, and changes in market dynamics for immediate response.

- Track competitor content publication schedules and keyword targeting changes.
- Utilize autonomous competitive intelligence systems for automated data collection and real-time market intelligence.



Step 6: Optimize for User Experience

Ensure commercial pages prioritize clear value propositions and conversion elements, while informational pages offer in-depth, well-organized content tailored to user intent.

- Test different page layouts and conversion elements for commercial versus informational content.
- Create content clusters that address each stage of the buyer's journey.



Step 7: Measure Success and Ensure Compliance

Track key metrics like organic traffic growth, commercial keyword rankings, and lead quality improvement, while ensuring all data collection and content comply with privacy regulations and advertising guidelines.

- Monitor metrics such as market share capture and content engagement.
- Ensure compliance with GDPR, CCPA, and FTC guidelines.

Resources & Further Reading

Related guides for this process:

■ Intent-Based Competitor Analysis Checklist

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

■ Intent-Based Competitor Analysis Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Action%20Sheet/intent-based-competitor-analysis-commercial-vs-informational-keyword-gaps-action-sheet.pdf>

■ 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 of the buyer's journey to capture revenue.