

Advanced Semrush Techniques for Competitor Content Gap Analysis Workbook

Uncover your competitors' content blind spots and gain a competitive edge.

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

Identifying Competitor Types

According to the article, what are the three types of competitors to identify during gap analysis?

Keyword Gap Opportunities

What are the three distinct types of keyword opportunities identified in modern keyword gap analysis?

AI Overview Optimization

Why is optimizing for Google's AI Overviews considered a significant advantage in content discovery?

Backlink Gap Analysis

How can backlink gap analysis reveal opportunities for building links to your content?

Prioritizing Opportunities

What factors should be considered when prioritizing content gap opportunities?

E-commerce Content Gaps

What common content gaps are often found on e-commerce websites, according to the article?

Content Clusters

Why is grouping gap keywords into content clusters a recommended strategy?

Measuring Success

Beyond traffic volume, what metrics should be used to measure the success of content created from gap analysis?

Resources & Further Reading

Related guides to use with this workbook:

■ 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 Techniques for Competitor Content Blind Spots (Comparison)

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/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 overlooked content opportunities to drive business growth.