

Backlink Gap Analysis Checklist

Uncover high-authority link opportunities your competitors miss.

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

1. Competitor Identification

Identify entities consistently ranking for your most valuable target keywords.

- Define your top 5-10 true link building competitors.
- Include entities beyond direct business rivals.
- Consider any entity ranking for valuable target keywords.

2. Backlink Profile Export

Gather backlink data from identified competitors.

- Use tools like Ahrefs, SEMrush, or Moz.
- Export the full backlink profiles of identified competitors.
- Focus on links acquired within the past 12 months.

3. Opportunity Scoring

Evaluate potential link targets based on multiple factors.

- Calculate multi-competitor overlap (how many competitors link from a domain).
- Assess audience relevance to your ideal customer.
- Evaluate domain strength (authority and traffic metrics).
- Prioritize domains that have linked to competitors recently.
- Focus on editorial, in-content link placements.

4. Content Angle Development

Create compelling content angles to enhance existing links.

- Identify what competitors' links have already linked to.
- Develop more in-depth guides on covered topics.
- Create fresh, updated statistics or research.
- Offer unique expert perspectives or thought leadership.
- Build superior tools or valuable resources.

5. Relationship-Based Outreach

Implement multi-touch outreach sequences for genuine engagement.

- Initiate engagement by interacting with their content on social media.
- Share their articles to provide value.

- Provide value before making a direct link request.
- Reference their existing coverage of similar businesses in outreach.
- Present your content as a specific enhancement to their resources.

6. Strategic Focus & Prioritization

Prioritize link building efforts for maximum impact.

- Focus on sites with genuine audience overlap.
- Prioritize multi-competitor opportunities.
- Seek links from sites proven to link within your niche.
- Target sites that have demonstrated a repeated willingness to link.
- Consider sites with established processes for evaluating links.

7. Ethical Compliance & Transparency

Ensure all link building activities are compliant and ethical.

- Comply strictly with search engine guidelines (e.g., Google's Link Schemes).
- Adhere to FTC disclosure requirements.
- Earn editorial links through valuable content.
- Never purchase or exchange links.
- Avoid manipulative link building tactics.
- Maintain meticulous documentation of all outreach.
- Ensure full transparency in all activities.

8. Performance Measurement

Track key metrics to evaluate success and optimize efforts.

- Monitor outreach response rates (aim for 15-25%).
- Track link acquisition rates (aim for 5-12% of outreach).
- Measure average time to link acquisition (aim for 2-6 weeks).
- Observe ranking improvements for targeted keywords (within 3-6 months).
- Realize measurable organic traffic increases (within 90 days).
- Connect link building efforts to revenue increases.

Resources & Further Reading

Use these pages while working through the checklist:

■ 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

<https://caseysseo.com/>

■ About Casey's SEO

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

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■ Colorado Springs Local SEO Company

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

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Leverage competitor insights to secure high-authority, relevant backlinks.