

Intent-Based Competitor Analysis Checklist

Identify and capture commercial and informational keyword gaps to outperform competitors.

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

1. Understanding Keyword Intent

Differentiate between informational and commercial search queries to align your strategy.

- Identify informational keywords used for early-stage research.
- Identify commercial keywords signaling purchase readiness.
- Analyze how informational keywords build authority and awareness.
- Analyze how commercial keywords capture ready-to-buy traffic.
- Recognize the revenue impact of targeting the right intent.
- Understand that businesses win by targeting the right keywords at the right stage.

2. Mapping the Customer Journey

Visualize the complete path a customer takes from awareness to purchase.

- Map the entire customer journey for your target audience.
- Identify touchpoints where users search for information.
- Identify touchpoints where users show commercial intent.
- Create content clusters that address each stage of the buyer's journey.
- Ensure clear pathways between informational and commercial content.
- Identify common questions users ask at each stage of their journey.

3. Competitor Content Analysis

Evaluate your competitors' content landscape to find opportunities.

- Identify your true competitors, including those effectively capturing your customers.
- Analyze competitor content strategies and highest-performing pages.
- Assess the depth of competitor content on key topics.
- Identify gaps in competitor informational keyword targeting.
- Identify gaps in competitor commercial keyword targeting.
- Analyze competitor user engagement signals.
- Evaluate competitor conversion optimization strategies.

4. Intent Classification and Gap Analysis

Classify competitor keywords by intent and identify exploitable gaps.

- Classify every targeted competitor keyword by user intent.
- Classify every targeted competitor keyword by buying stage.

- Identify competitor strengths in keyword targeting.
- Identify competitor weaknesses in keyword targeting.
- Pinpoint opportunities where competitors are missing intent.
- Analyze content depth for topic coverage.
- Analyze user engagement signals for content resonance.

5. Opportunity Prioritization

Focus your efforts on the most valuable keyword opportunities.

- Prioritize keyword gaps based on search volume.
- Prioritize keyword gaps based on competition level.
- Prioritize keyword gaps based on commercial value.
- Align prioritized opportunities with specific business goals.
- Ensure content investment delivers the highest possible return.

6. Strategic Implementation

Develop a practical roadmap for targeting identified opportunities.

- Determine which keywords to target for maximum impact.
- Plan the types of content to create for each intent.
- Optimize content for both search engines and user intent.
- Balance informational content for authority with commercial content for revenue.
- Address local commercial intent variations specific to your market.
- Design content funnels to guide users from informational to commercial pages.
- Implement clear calls-to-action within informational content.

7. Monitoring and Optimization

Stay ahead of the curve with continuous analysis and adaptation.

- Monitor real-time intent signals and market shifts.
- Track competitor content publication and strategy changes.
- Identify new keyword opportunities as they emerge.
- Analyze performance metrics for organic traffic growth.
- Track commercial keyword rankings and lead opportunities.
- Measure improvements in lead quality and conversion rates.
- Monitor market share gains for competitor-dominated keywords.
- Optimize page layouts and conversion elements for user experience.

8. Compliance and Best Practices

Ensure your analysis and content strategies adhere to regulations.

- Comply with data privacy regulations (e.g., GDPR, CCPA).
- Ensure all data collection methods respect user privacy.

- Adhere to platform terms of service for data analysis.
- Ensure commercial content claims comply with FTC guidelines.
- Use clear value propositions on commercial intent pages.
- Prioritize contact information and conversion elements on commercial pages.
- Ensure informational pages are in-depth and well-organized.

Resources & Further Reading

Use these pages while working through the checklist:

■ 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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Understand user intent to capture more customers and drive revenue.