

SEO Guide: Content Gap Analysis

How to use a gap
analysis to land
10x more backlink
opportunities.



SEO Power Plays

Why Use a Content Gap Analysis?

Most outreach emails stink.
And if you want to earn
links from real websites
with real authority, **YOU**
need to provide value first.



please add my link to your
post



I spent the time
researching your current
content strategy and
benchmarked it against
competitors. I found XX
opportunities in this niche
vertical.

How to Perform a Content Gap Analysis in 5 Steps:


1) Competitor Domains

Open an SEO tool like Semrush. Use their "keyword gap" feature:

Keyword Gap

A tool that helps you do a full analysis of your keyword with keywords of your competitors.

You adidas.com	×	Root domain ▾	Organic keywords ▾
nike.com	×	Root domain ▾	Organic keywords ▾
reebok.com	×	Root domain ▾	Organic keywords ▾
newbalance.com	×	Root domain ▾	Organic keywords ▾
puma.com	×	Root domain ▾	Organic keywords ▾

 US ▾

Compare

Plug in the domain you are doing outreach to, and 2-3 of their competitors.

2) Find Weak Spots

Select "weak" or "missing" keywords. This shows you a list of keywords that your outreach target **is not ranking well for** against competitors:

All keyword details for:		nike.com		You	
Shared	5.5K	Missing	1.6K	Weak	731
<input type="checkbox"/>	Keyword				Intent
<input type="checkbox"/>	basketball ball >>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	us women's basketball >>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	basketball balls >>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	basketball jersey dress >>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	addidas basketball shoes >>			<input type="checkbox"/>	<input type="checkbox"/>

3) Filter Results

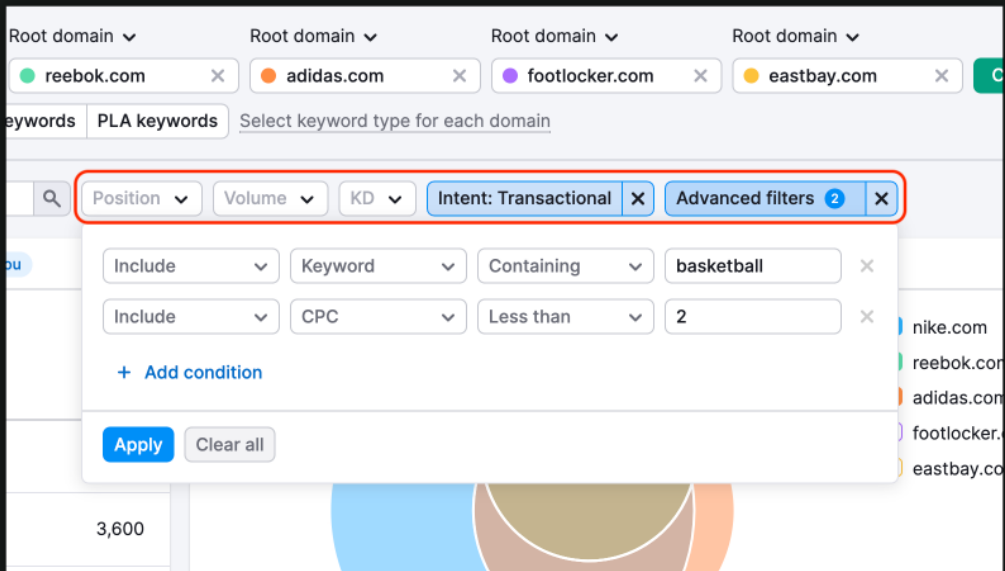
Filter for **keyword difficulty**, finding opportunities that will actually drive results:

The screenshot shows a keyword research tool interface. At the top, there are four tabs for different root domains: 'You' (nike.com), 'reebok.com', 'adidas.com', and 'footlock'. Below these are three buttons: 'Organic keywords' (selected), 'Paid keywords', and 'PLA keywords'. A link 'Select keyword type for each domain' is also present. The main section has a search bar 'Filter by keyword' and several dropdown filters: 'Position', 'Volume', 'KD' (Keyword Difficulty), and 'Intent'. The 'KD' dropdown is open, showing a scale from 'Very hard' (85-100%) to 'Very easy' (0-14%), with a 'Custom range' section at the bottom. On the left, under 'Top Opportunities', there are two sub-filters: 'Missing' (selected) and 'Weak'. Below this is a table of keyword opportunities.

Keyword	Volume
reebok pumps >>	33,100
adidas pants >>	22,200
james harden shoes >>	22,200
puma basketball shoes >>	22,200

4) Advanced Filters

Take it a step further: use [advanced filters](#) for CPC, intent, and more:



Using this data, you now have the [perfect pitch](#) to your outreach target!

5) Email Draft / Copy

Write a great email that **gets your pitch accepted**. Steal this template:

[Competitor 1] is outranking you for [keyword]

To:

Cc: Bcc:

From: Jeremy Moser

Subject: [Competitor 1] is outranking you for [keyword]

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Tx

Hi [Name],

I did keyword research against [Competitor 1] and [Competitor 2] — you're currently not ranking for [Keyword / Topic].

This term has [search volume] searches per month, and a CPC of [CPC], indicating really high intent.

Let's make a deal: I will write this for you in 7 days, adhering to your style guidelines, and you'll only need to spend 5 minutes editing, max, or you can ignore it.

In exchange, I'll get a byline to help promote my expertise.

Deal?

Now sit back,
relax, and watch
the pitch
acceptances
flood in.

Stop asking for
links. Start
providing value!