SEO Guide: Content Gap Analysis

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

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** | Strong 4.8K |

	Keyword	Intent
☐	⊕ basketball ball ≫	I T
☐	⊕ us women's basketball ≫	I T
☐	⊕ basketball balls ≫	I T
☐	⊕ basketball jersey dress ≫	I T
☐	⊕ addidas basketball shoes ≫	I T

3) Filter Results

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

4) Advanced Filters

Take it a step further: use advanced filters for CPC, intent, and more:
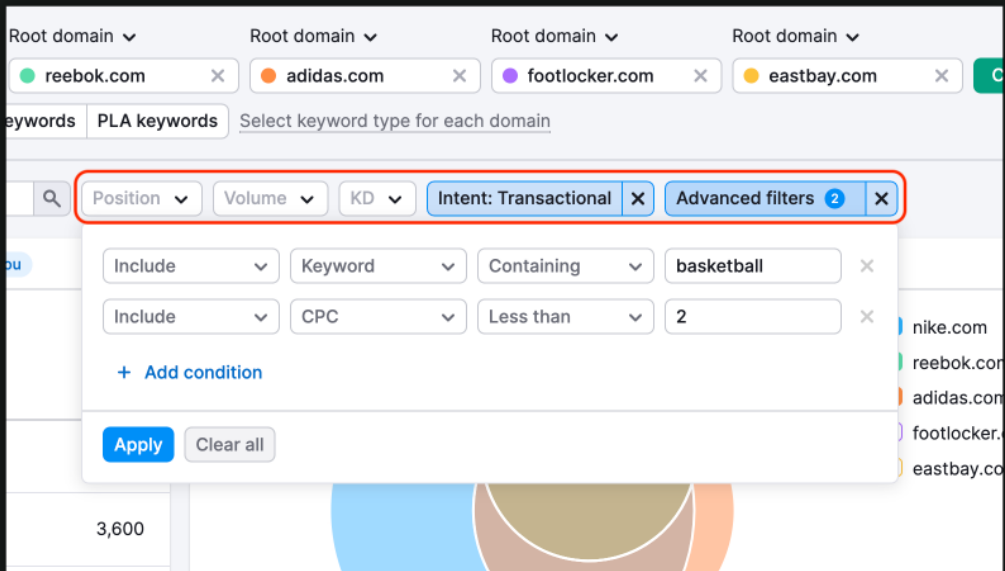
Using this data, you now have the perfect pitch to your outreach target!

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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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!