Content gap

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A content gap analysis helps identify missing or underdeveloped content on your website compared to competitors. By understanding these gaps, you can optimize your content strategy, improve SEO rankings, and attract more organic traffic. This template provides a structured approach to analyze and address content gaps effectively.

1. Purpose of the Analysis
Briefly describe the purpose of the analysis. For example: "Identifying missing content on our website compared to competitors, so we can leverage new opportunities and improve our SEO ranking."

2. Competitors
• [Add a list of competitors you are analyzing]

Competitor	Competitor URL
[Competitor]	[Competitor URL]

3. Analyzed Keywords
• [List of keywords included in the analysis]

Keywords	Traffic volume
[Keyword]	[Volume]

4. Content Comparison

Keyword	Our Content	Competitor 1	Competitor 2	Competitor 3	Content Gap?
[Keyword]	[Yes/No]	[Yes/No]	[Yes/No]	[Yes/No]	[Description of missing content]

5. Priorities and Recommendations

Highest Priority (Greatest Opportunities)
- [List of topics or content types with the highest impact]

Medium Priority
- [List of topics or content types that are useful but have less impact]

Low Priority
- [List of topics or content types that are optional]

6. Action Plan
- Step 1: [Description of the first action]
- Step 2: [Description of the second action]
- Step 3: [Description of the third action]

7. Responsibilities

Task	Responsible	Deadline
[Task description]	[Name]	[Date]
[Task description]	[Name]	[Date]

8. Measurable Success Factors

- **Keyword position improvement**: [e.g., increase from position X to position Y]
- **Traffic increase**: [e.g., +10% organic traffic within 3 months]
- **Conversions**: [e.g., increase in leads/downloads/sales]

"This template helps you systematically analyze content gaps and create a structured plan to address them."