

Competitor Keyword Gap Analysis

Identify ranking gaps, steal traffic from competitors & prioritise content opportunities.

Version	1.0 April 2025	Scope	Organic Search All Devices
Brand	YourBrand	Competitors	Competitor A · Competitor B · Competitor C
Tool Sources	Ahrefs / Semrush / GSC	Review Cycle	Quarterly

Purpose: This document maps keywords that one or more competitors rank for but YourBrand does not — or ranks significantly lower. Use it to find content creation, optimisation, and paid search opportunities. Replace all [bracketed] placeholders with actual data from your SEO tool.

01 | Competitor Overview

Domain Authority & Traffic Snapshot

Competitor Profile Summary

Domain	DA / DR	Est. Monthly Org. Traffic	Total Ranking KWs	Overlap with YourBrand	Primary Strength
yourbrand.com	42	85,000	12,400	—	Our baseline
competitor-a.com	61	210,000	34,500	4,200	Blog content depth
competitor-b.com	55	145,000	27,800	3,600	Product range breadth
competitor-c.com	48	98,000	18,200	2,900	Local SEO strength

Gap Summary at a Glance

Gap Type	Description	Est. KW Count	Traffic Opportunity
Unique to Competitor A	KWs only Comp A ranks for, we do not	~18,400	Very High
Unique to Competitor B	KWs only Comp B ranks for, we do not	~14,300	High
Unique to Competitor C	KWs only Comp C ranks for, we do not	~9,800	Medium
Shared gap (2+ comps)	KWs multiple competitors rank for, we don't	~6,200	Critical priority
We rank lower	We rank p6–20, competitors rank p1–5	~3,100	Quick win

02 | Keyword Gap Master Table

Top 40 Priority Gap Keywords

How to read this table: 'Our Pos.' = current Google position (blank = not ranking). 'Comp Pos.' = best competitor position across all three rivals. Opportunity score = composite of volume, KD, and position gap.

Keyword / Phrase	Monthly Vol.	KD	Our Pos.	Best Comp. Pos.	Comp. Domain	Intent	Opportunity
best project management software	22,000	45	—	2	comp-a.com	Commercial	High
free task manager app	18,500	38	—	3	comp-b.com	Transact.	High
team collaboration tools	14,200	41	18	4	comp-a.com	Commercial	Q-Win
online gantt chart maker	12,800	36	—	1	comp-b.com	Transact.	High
agile project management tool	11,400	52	—	5	comp-a.com	Commercial	Med
how to manage remote teams	9,600	28	—	2	comp-a.com	Inform.	High
scrum board online free	8,900	31	—	4	comp-b.com	Transact.	High
project tracking software	8,200	44	22	3	comp-c.com	Commercial	Q-Win
task management for small business	7,800	33	—	5	comp-b.com	Commercial	High
kanban board software	7,400	39	—	2	comp-a.com	Transact.	High
sprint planning tool	6,900	35	—	3	comp-a.com	Transact.	Med
project roadmap template	6,500	27	—	1	comp-b.com	Inform.	High
employee time tracking app	6,200	42	—	4	comp-c.com	Commercial	Med
work breakdown structure example	5,900	24	—	2	comp-a.com	Inform.	High
resource management software	5,700	48	29	3	comp-b.com	Commercial	Q-Win
project management vs task manager	5,400	22	—	1	comp-a.com	Inform.	High
best crm for agencies	5,100	40	—	5	comp-c.com	Commercial	Med
client portal software	4,900	37	—	2	comp-b.com	Commercial	Med
meeting agenda template free	4,700	19	—	1	comp-a.com	Inform.	High
OKR tracking software	4,500	34	—	3	comp-b.com	Commercial	Med
milestone tracking tool	4,200	29	—	4	comp-a.com	Transact.	Med
project portfolio management	4,000	51	—	6	comp-a.com	Commercial	Low
slack alternative for teams	3,800	43	—	2	comp-c.com	Commercial	Med
how to write a project charter	3,600	21	—	1	comp-a.com	Inform.	High
status report template	3,400	18	—	1	comp-b.com	Inform.	High

Keyword / Phrase	Monthly Vol.	KD	Our Pos.	Best Comp. Pos.	Comp. Domain	Intent	Opportunity
workload management software	3,200	36	—	3	comp-b.com	Commercial	Med
project budget tracker	3,000	27	—	5	comp-c.com	Transact.	Med
daily standup tool	2,900	23	—	2	comp-a.com	Transact.	High
retrospective meeting template	2,700	20	—	1	comp-a.com	Inform.	High
issue tracker software	2,500	38	16	2	comp-b.com	Commercial	Q-Win
project risk register template	2,400	17	—	1	comp-a.com	Inform.	High
digital whiteboard for teams	2,200	32	—	4	comp-c.com	Commercial	Med
automated project reporting	2,000	30	—	3	comp-b.com	Commercial	Med
construction project software	1,900	44	—	5	comp-c.com	Commercial	Low
nonprofit project management	1,700	26	—	4	comp-c.com	Commercial	Low
monday.com alternative	1,600	47	—	3	comp-a.com	Commercial	Med
asana vs trello comparison	1,500	25	—	2	comp-b.com	Inform.	High
project management certification	1,400	55	—	8	comp-a.com	Inform.	Low
task prioritisation framework	1,300	19	—	1	comp-a.com	Inform.	High
remote work productivity tips	1,200	22	14	3	comp-b.com	Inform.	Q-Win

03 | Keyword Gaps by Content Category

Organise Gaps Into Actionable Buckets

Blog / Informational

Keyword	Monthly Volume	Opportunity
how to manage remote teams	9,600	High
how to write a project charter	3,600	High
work breakdown structure example	5,900	High
project management vs task manager	5,400	High
meeting agenda template free	4,700	High
retrospective meeting template	2,700	High
asana vs trello comparison	1,500	High
task prioritisation framework	1,300	High

Product / Collection

Keyword	Monthly Volume	Opportunity
best project management software	22,000	High
free task manager app	18,500	High
online gantt chart maker	12,800	High
kanban board software	7,400	High
task management for small business	7,800	High
OKR tracking software	4,500	Med
workload management software	3,200	Med
issue tracker software	2,500	Q-Win

Landing / Comparison

Keyword	Monthly Volume	Opportunity
team collaboration tools	14,200	Q-Win
agile project management tool	11,400	Med
slack alternative for teams	3,800	Med
monday.com alternative	1,600	Med
best crm for agencies	5,100	Med
client portal software	4,900	Med

Template / Resource

Keyword	Monthly Volume	Opportunity
project roadmap template	6,500	High
status report template	3,400	High
project risk register template	2,400	High
sprint planning tool	6,900	Med
daily standup tool	2,900	High

04 | Quick Win Keywords

Currently Ranking p6–20 — Boost to Page

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Quick Wins Definition: Keywords where YourBrand already ranks on page 1–2 (positions 6–20) but competitors rank higher. A targeted on-page refresh — stronger title tag, more content depth, better internal links — can move these to the top 5 within 4–8 weeks.

Keyword	Our Pos.	Best Comp. Pos.	Vol.	KD	Est. Traffic Uplift	Recommended Action
team collaboration tools	18	4	14,200	41	+1,200/mo	Rewrite H1, add comparison table, build 3 links

Keyword	Our Pos.	Best Comp. Pos.	Vol.	KD	Est. Traffic Uplift	Recommended Action
project tracking software	22	3	8,200	44	+700/mo	Expand page copy, add case studies section
resource management software	29	3	5,700	48	+480/mo	Add use-case sections, strengthen internal links
issue tracker software	16	2	2,500	38	+300/mo	Update title tag, add feature comparison block
remote work productivity tips	14	3	1,200	22	+180/mo	Refresh intro, add checklist, internal link from hub

05 | Content Gap Action Plan

Prioritised Roadmap — Next 90 Days

Month 1 — Quick Wins & Foundation (Weeks 1–4)

team collaboration tools (pos.18)

Rewrite title tag & H1. Add 400-word comparison section. Build 3 internal links from blog hub.

Owner: SEO Writer + Dev

project tracking software (pos.22)

Expand body copy to 1,200 words. Add customer testimonial block and FAQ schema.

Owner: Content Team

issue tracker software (pos.16)

Update meta description. Add feature-vs-competitor table above fold.

Owner: SEO Specialist

Create: 'How to Manage Remote Teams' blog post

2,000-word guide targeting 9,600 vol KW. Include checklist, internal links to product pages.

Owner: Content Team

Month 2 — New Content Creation (Weeks 5–8)

Create: 'Best Project Management Software' comparison page

Long-form comparison guide (2,500+ words). Target 22,000 vol. Include pricing tables.

Owner: SEO Writer + Designer

Create: 'Free Task Manager App' landing page

Dedicated freemium landing page. Target 18,500 vol. A/B test headline CTAs.

Owner: Product + SEO

Create: 'Online Gantt Chart Maker' product/feature page

Feature-focused page. Embed interactive demo. 1,500 words.

Owner: Dev + Content

Create: 'Project Roadmap Template' resource page

Free downloadable template + 1,200-word guide. High intent, low KD (27).

Owner: Content Team

Month 3 — Scale & Consolidate (Weeks 9–12)

Create: 'Kanban Board Software' collection/product page

7,400 vol. Category page with use-cases. Internal link from blog content created in M2.

Owner: SEO + Dev

Create: 'Agile Project Management Tool' landing page

11,400 vol. Landing page with integration showcase and social proof.

Owner: Growth + Content

Create: 'Status Report Template' + 'Risk Register Template' resource hub

Bundle both as a 'PM Templates' hub. 2x high-intent informational KWs, low KD.

Owner: Content Team

Link building sprint — target top 10 gap pages

Outreach for 15 backlinks to Month 1 & 2 content. Focus on domain diversity.

Owner: Link Building Team

06 | Competitor Strengths & Weaknesses

Where to Attack & Where to Defend

Competitor A (competitor-a.com)

Strengths	Weaknesses	Our Opportunity
<ul style="list-style-type: none"> • Exceptional blog content depth — 200+ long-form guides • Strong DR 61 — earns links passively • Dominates informational KWs (positions 1–3 for 8,000+ terms) • High brand recognition in target market 	<ul style="list-style-type: none"> • Collection/product pages are thin — <400 words each • Slow page speed — avg LCP 4.2s on mobile • No local SEO presence • Weak on comparison & alternative KWs 	<p>Attack via product/category page SEO. Create superior comparison content. Target 'vs Competitor A' keywords.</p>

Competitor B (competitor-b.com)

Strengths	Weaknesses	Our Opportunity
<ul style="list-style-type: none"> • Wide product range — ranks for 5,000+ transactional KWs • Strong e-commerce SEO foundations • Good mobile performance (LCP 2.1s) • Active on review platforms (high UGC) 	<ul style="list-style-type: none"> • Almost no informational/blog content • Thin meta descriptions — poor CTR • Low domain authority (DR 55) — few editorial links • No FAQ or structured data on key pages 	<p>Build a content hub to dominate informational KWs. Improve CTR with better title tags. Earn editorial links to outpace their DR.</p>

Competitor C (competitor-c.com)

Strengths	Weaknesses	Our Opportunity
<ul style="list-style-type: none"> • Strong local SEO — ranks for 'near me' and geo KWs • High review count on Google (4.8★, 1,200+ reviews) • Good schema markup implementation • Active PPC reinforces organic visibility 	<ul style="list-style-type: none"> • Smallest organic footprint (18,200 KWs) • No dedicated comparison or alternative pages • Content not updated regularly (avg. 18 months old) • Limited international / multi-language targeting 	<p>Refresh older content faster to outrank stale pages. Create comparison pages — they have zero. Expand beyond local to national / international KWs.</p>

07 | Tracking & KPIs

Measuring the Gap-Closure Progress

Monthly Tracking KPIs

KPI	Tool	Baseline (Today)	30-Day Target	90-Day Target	Owner
# Gap KWs ranking p1–10	Ahrefs / Semrush	0 of 40	5 of 40	18 of 40	SEO Lead
# Quick-win KWs moved to p1–5	GSC + Rank Tracker	0 of 5	2 of 5	5 of 5	SEO Specialist
Organic sessions from gap KWs	GA4	0	+2,500/mo	+15,000/mo	SEO Lead
New content pages published	CMS	0	4 pages	12 pages	Content Team

KPI	Tool	Baseline (Today)	30-Day Target	90-Day Target	Owner
Avg. position (gap KW set)	GSC	N/A	< 30	< 15	SEO Lead
Backlinks to new gap content	Ahrefs	0	10 links	45 links	Link Builder
CTR on quick-win pages	GSC	1.8%	2.5%	3.5%	SEO Specialist

Monthly Gap Review Checklist

✓ Export fresh gap report from Ahrefs/Semrush	✓ Flag any new competitor content in gap areas
✓ Update master table with new competitor rankings	✓ Check if competitors gained or lost rankings
✓ Check GSC for position changes on target KWs	✓ Reprioritise backlog based on updated volumes
✓ Log new content published vs plan	✓ Report KPI progress to stakeholders
✓ Review CTR — update underperforming title tags	✓ Refresh action plan for next 30 days