Strategy to build customer success **using content gap analysis**

A content gap analysis is a process to evaluate our existing content and find the content that can be improved. This analysis gives an opportunity to create the targeted content that our audience is interested in. Competitor's analysis helps to identify the major topics and contents missing from your website.

- How do they create a buyer's journey? How do they take the customers from the Initial stage (Awareness) to the final stage (Conversion)?

- Do they focus on any specific type of content?

- Where do they get the most traffic/revenue, and where are they failing?

The content gap analysis process involves:

- Identifying the goals.

- Creating your buyer persona.

- Understanding the buyer's journey.

- Competitors' research.

- Auditing your website's existing content.

The primary gaps in the content gap analysis are the gap by keyword; which identifies for which keyword you are not ranking in search results but competitors, gap by the funnel, which identifies the missing funnel gap for which you've not created enough content to answer general questions, gap by channel; which identifies the channel where your content can be distributed. Once you've identified the content gaps, you need to prioritize which gaps to fill first so you can generate revenue for your website.

Identifying and fixing the content gap will enhance the SEO and content marketing strategies so your website can perform overall. This will help you to build website authority that leads to more traffic and customers.

SEMrush & Ahref's are helpful marketing tools to identify competitors' keywords and marketing efforts and discover new opportunities. These tools also have "Content Gap" features to see which keyword your competitors are ranking, but you are not.

Filling the content gap means developing engaging, highly relevant, and updated content that your audience will love.

What is Content Gap Analysis?

A content gap analysis is a process to evaluate the existing content and find an opportunity for improvement against your competitor to provide the best value to your target audience. This process helps to identify holes in the content that helps to generate more traffic and visibility for the brand or website.

Content Gap Analysis Process - Step by Step

1. Identify the goals that you need to achieve:

The goal Is to rank for more keywords in the search engine to boost the website traffic and revenue where you are lacking.

2. Understand your target audience:

To connect with the customer, you need to understand who they are, what they do, what they like, etc. Creating a buyer's persona is an effective way to connect to your ideal audience. Asking your customers directly is among the most common approaches to learn more about them.

Picture your Customer		Demographic Information	
Persona name	Peter - Marketing Manager	Age	27
		Gender	Male
Picture or image of customer		Family	Single
		Location	San Francisco
		Income	$50,000
		Personality	Outgoing, Creative
		Lifestyle	Frugal, But open for new experiences
		Technology used	Google analytics, Mix panel, Google tag manager
Brief bio: what makes this personality	Peter is the newly hired marketing manager for a popular gaming startup. His responsibility is to simple and figure out how to promote the game and create the awareness		

Understand their business and role			
Company or industry	Gaming company	Who do they check	CEO
Role or job title	Marketing Manager	How do they measures Key kpi's and measure	New customers, rentetion, churn, engagement

Outline their goals	
What do they accomplished?	Meet KP Targets
What do they value?	Results
What are their interests?	Get all digital marketing data together to see how customers are interacting with the business
What are their pain points?	Looks at and monitor analytics metrics every day, but wonders what metrics those are
What tools do they use?	Google analytics
What influencers do they rely?	Sean Ellis, Gary .V, Brain Balfour, Sujan Patel, Neil Patel, Brain Dean

3. Map out the customer journey:

The customer journey is a visual presentation of customer touchpoints that your customers may have with your brand from how the user first interacts with your brand/website to their first revenue conversion. A customer journey should include all touchpoints a user has with your brand, it may be a visit from social platforms i.e., Twitter/Facebook, a website visit, or email sign-up. For E.g., a customer journey may start from commenting on Instagram about a product/service and then visiting a website to complete the purchase.

Image Source: https://petenginemarketing.com/news/2019/4/29/social-media-vs-traditional-media
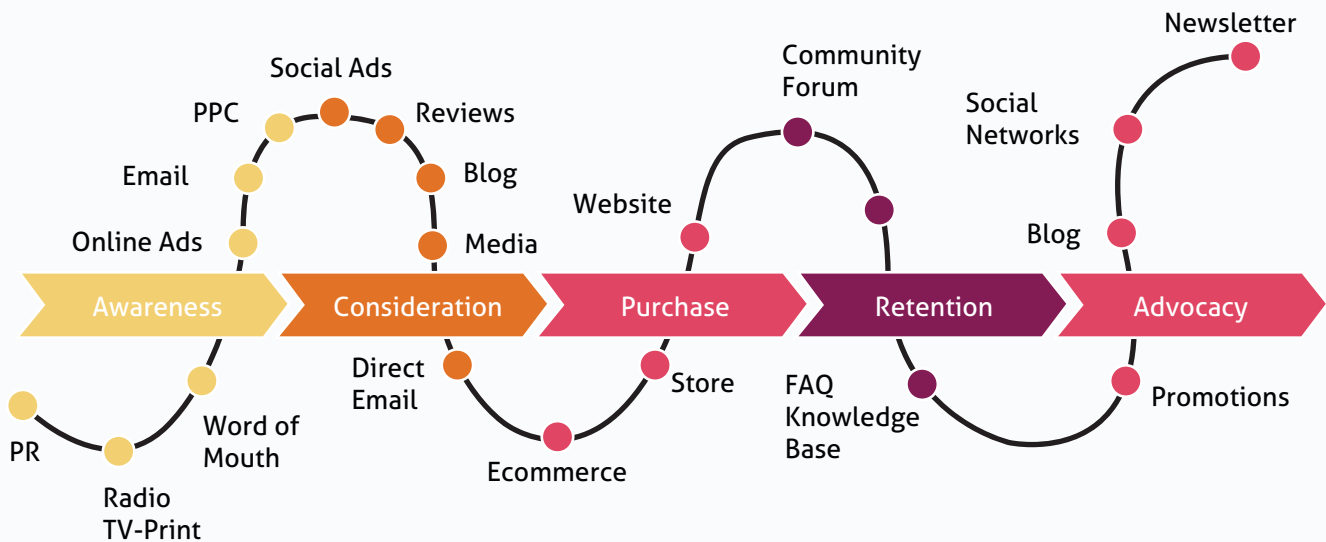
4. Examine the website's content

Scan the whole website's URLs to see how (or whether) they correspond to each step. Then, you may assess whether you are lacking information that connects one stage to the next.

The Awareness phase has keywords that solve the audience's problem. This content includes the problem and offers valuable information but does not directly convert the user into a customer.

At the **Consideration phase**, People evaluate several approaches to solving their problems. They might read "best of" posts, "top of" posts, comparison guides, or reviews.

The **Decision phase** is where you will find most "revenue" pages. These are your sales pages, service pages, etc., that serve as the final touchpoint before a user buys from you, completes any goal, or contacts you.

Finally, The Success phase reassures the customers that they will achieve their desired results. This can be a Thank You page, asking for a review from a customer, or a follow-up email to the customer for ongoing support.
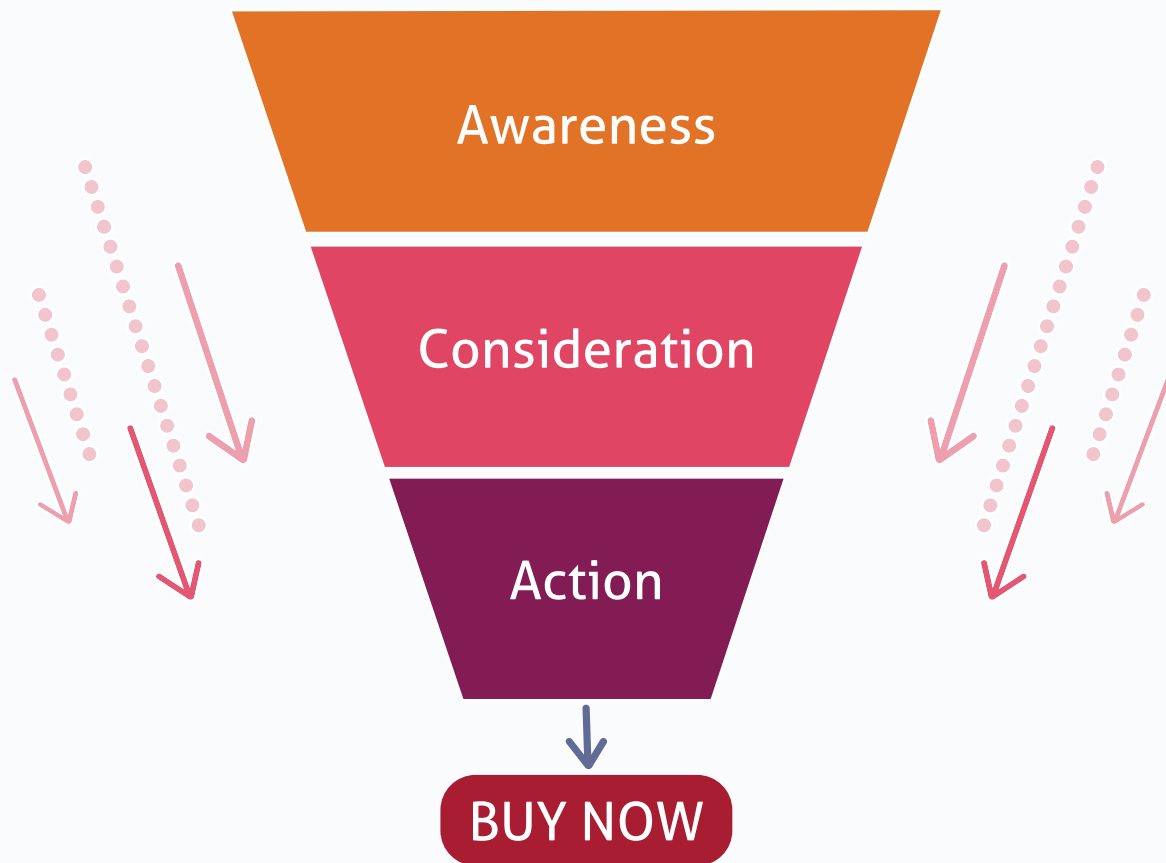
5. Analyze Your Competitors' Content

Compare your website with that of your competition to identify any further gaps between what you are doing and what your competitors are doing. To maximize the potential of your website, identify the high-performing and low-performing material of your competitors.

Methodology for the analysis of content gap

There are three main voids in your content that you should check for:

1. Keyword gap:

A group of keywords for which your competitors rank, but your website doesn't.

2. Buying stage gap:

This is the stage of the funnel for which you're missing content on your website to answer common questions of the user.

3. Channel gap:

A source of a channel that you are not currently using for your content to distribute into the world.

1. Content Gap Analysis by Keywords

A keyword gap analysis lets you see gaps for which keywords you're not ranking, but your competitors rank for those keywords. A detailed keyword gap analysis looks at not only the keywords your competitors rank but also the keywords none of you rank for. This can be the advantage for getting ranking faster, which is less competitive as your competitors are not targeting them.

How to carry out content gap analysis using keywords

1. Scan up to 10 websites into the competitor keyword gap tool.
2. Sort the Matrix according to the aspect of the keywords.
3. Find out the gaps which are worth targeting by using the traffic source.
4. Once you've a list of keywords worth targeting and gaps for which you have gaps, use the keyword magic/difficulty tool to check their difficulty level. Also, make use of similar keywords.
5. If the keyword is already in your website content but not getting the attention of the user and not showing in search results, consider updating it. If there are the same pages for the same topic, consider merging them to avoid cannibalization.

2. Content Gap Analysis by Buying Stage

Content plays a major role in the customer's buying journey process. Examine the content gaps from top to bottom of your marketing funnel as it pertains to the buyer's journey. Doing these content audits and finding a gap will show opportunities for improvement, which helps the customer to convert and improve ROI.

Top of funnel (TOFU) wide-ranging top of funnel (TOFU) material targets readers who are exploring a subject but have not yet made a decision. This can include the content on blogs and websites, how-to content, steps to taken content, and content that answer the generic queries of "What is" and "why" questions. The purpose of this TOFU content is to drive traffic.

Middle of the Funnel (MOFU) content is educational and targeted. It gives the buyers information about products & services and pushes them one step forward in their purchase journey. Case studies, blogs, white papers, comparison content, and email campaigns are typically used at this stage.

Bottom of the funnel (BOFU) content aids customers in making decisions with content that includes customer reviews, case studies, product descriptions and presentations, specification sheets, FAQs, and comparisons of your product to that of peers.

Once you have identified that content for each stage of the funnel, look for the content gap, what you are missing in your content, and which content is not performing.

1. Does your website have enough content for each stage?
2. Does this content fulfill the need of your business?
3. Is your content performing or not?
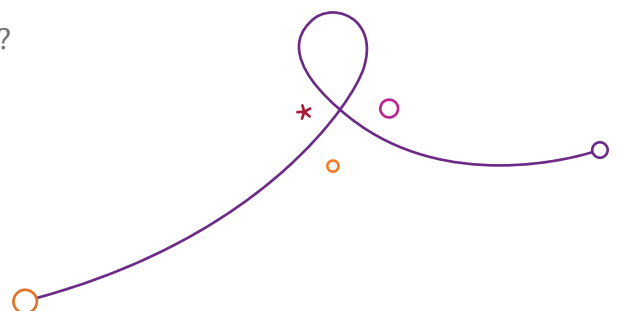
3. Content Gap Analysis by Channel

Producing the content for your website is not enough; you must promote your content so it can be reached the right audience at the right time. Assess the channels of distribution for your content and the possibilities for promotion to increase the return on your investment.

Some typical content distribution channels include the following:

- Organic search

- Paid search

- Social media platforms, i.e., Facebook, Instagram, Twitter, LinkedIn

- Forums and Discussions website like Quora and Reddit

- Email

- Referral channels like guest posts and coupon websites.

Next, Prioritize Which Gaps to Fill

You must first prioritize which gaps to fill to generate revenue for your website. Assign the resources in a way that can generate revenue for your business.

Taking more resources than revenue will not lead to a good business strategy.

Who are your competitors?

Examine your competitors' websites to discover what kinds of material they are producing. Initially, it would help if you found competitors rich in content and the topics related to your business. You can identify the subjects and keywords you overlooked by conducting this analysis. It is an excellent technique to determine whether you have completely covered the client journey or not.

Below are the major questions you should consider in your competitor content gap analysis:

The following are the main inquiries you should take into account in your competitor content gap analysis:

1. How often do they publish fresh content?

2. Which keywords are showing up on the first page?

3. Which blog posts are most widely shared on social media?

4. Which blog posts, articles, and other content receive the most backlinks?

Best Practices

Analyze Google's First Page

Let's face it:

Major of people publish the content to get the ranking#1 on Google.

The best way to find the content gap is to look at Google's first page and see what is already ranking.

Let us take the example of writing a blog article about healthy snacking.

Well, you'd search for that keyword and see what Google's first page has to offer:

Image Source: Google

Then, identify gaps in that content.

Common content gaps involve:

• Content freshness: When was it revised or published?

• Thoroughness: Is the content giving you all the details?

• Usability: Is the information simple to understand?

• Wow factor: Is this information interesting and compelling?

Analyzing the above points will help you to generate your content and "fill in" all these gaps with your content. Although even improving one or two gaps can help you to gain visibility on Google's first page.

Use Tools to Scale This Process

The SEMRush tool may be used to identify subjects with a lot of content gaps. Just hit the competitor in the tool and see their top-performing keywords.

	Keyword	Intent	SF	Pos.	Diff.	Traffic	Traffi...
> ☐ ⊕	healthy snacks ≫	I	🔗 ±5	6 → 7	↓ 1	6K	24.89
> ☐ ⊕	healthy snacks for weight loss ≫	C	🔗 ±4	2 → 2	0	3.6K	14.76
> ☐ ⊕	low calorie snacks ≫	I	🔗 ±5	9 → 9	0	1.2K	4.90
> ☐ ⊕	healthy weight loss snacks ≫	C	🔗 ±5	2 → 2	0	1.1K	4.41
> ☐ ⊕	weight loss snacks ≫	C	🔗 ±4	4 → 2	↑ 2	712	2.93

Source: SEMrush

Types these keywords one by one on google and check their first page.

You may receive the first page with a lot of material gaps on occasion, but other times you will discover the content is legitimate and does not have many gaps. There, you can fill those content gaps and create something better than the competitors to gain ranking on the first page of google.

Audit Your Content

Auditing your competitors' content is a great idea but auditing your content is the best place to look for the content gaps and fill them.

Content audits can help you find which content is underperforming and the area for improvement.

Some Interesting Facts about Content Gaps

• According to a case study by Ahrefs, just 5.7% of sites rank in the top 10 search rankings within a year after being published.

• As per a Hubspot study, 60% of marketers measure their content marketing strategy through sales, so this is how the content plays an important role, and expanding on content gaps can help to generate more traffic and sales.

• 70.87% of keywords with more than 10,000 searches only have one or two, so picking up the right keyword is important for content success.

Several Businesses & Brands have done various implementations after a content gap analysis and improved their presence and revenue.

Some of the ways are as below -

- They shortened the intro

- They added more images and videos.

- They made the content easier and more engaging.

- They made the content more thorough.

- They added keywords that were more targeted than the generic ones.

- They created content on topics not picked up by their competitors' but could be a win for their business.
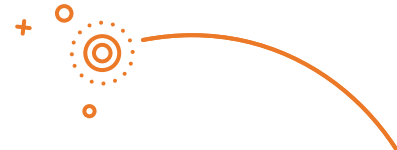
After doing all the above changes, they have seen organic improvement.

Content Gap Analysis – Benefits

Identifying your content gaps gives you the information to focus on your efforts. Once you've identified the gaps,

- It saves your business money & time.

- It helps you see your performance more clearly in comparison to that of your competitors.

- You can create a keyword strategy to acquire new customers and generate traffic.

Creating content after a gap analysis can help businesses improve their overall relevancy and strengthen their relationship with the targeted customers.

How to use SEMrush's keyword gap tool

This tool aids companies in researching new keywords, competitive keywords, necessary efforts, and everything in between. The SEMrush tool includes features like "Keyword Gap" and "Bulk Analysis" that are useful. "Backlink Gap" is another helpful tool to find out the competitor's backlinks to get a new opportunity for your website.The "Keyword Gap" function allows you to enter a maximum of five URLs of your competitors. You'll get a report that lists the "common keywords," "unique keywords," and each site rank, but your website does not.

The "Bulk Analysis" tool identifies the reasons why your page does not score as well as your competitors. The tool allows for the addition of more than 200 URLs. The number of backlinks on each page, the proportion of dofollow and nofollow links, and many more statistics are included in these metrics.

How to use Ahref's keyword gap tool

Ahrefs has a wide range of features compared to the SEMrush tool in terms of keywords and backlinks. The tool has unique "Content gap" features specifically designed to analyze for which keyword your competitors are ranking, but you're not. Firstly, you need to define your article and, see the articles you are competing against, add your top competitors to see the gaps.

o achieve the most precise result while using the tool, set the Intersections setting to "1 target." This will list all the unique keywords that your competitor ranks but others don't. It's a quick and easiest way to find the unique opportunity to make your content gap analysis thorough.

And there you go!

Any number in the "Highest position" can be clicked to open its corresponding page. If there are too many keywords, you can use the plus button to limit the search results and add more competitor sites. It is suggested that you start your search small and then expand it later.
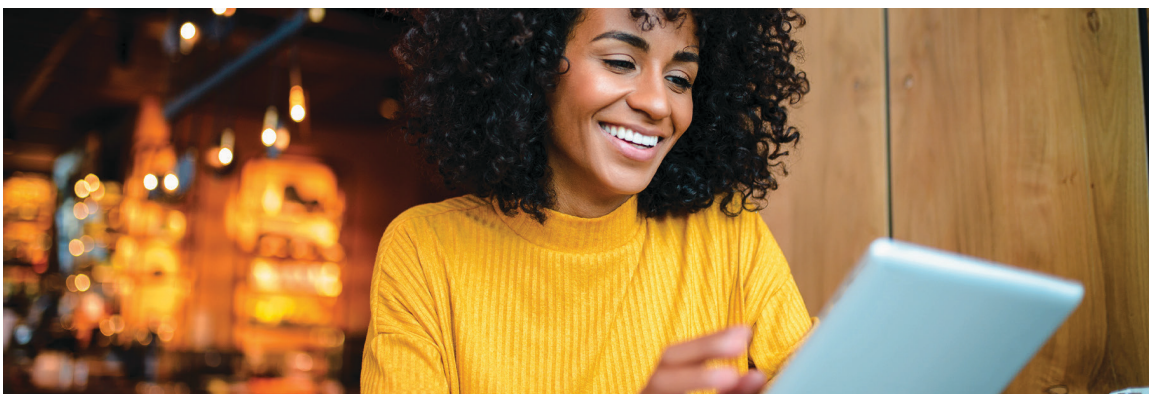
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With specializing in SEO, He is passionate about digital marketing. Digital marketing courses designed have helped many users around the organization to upgrade their skills. In his spare time, he loves to travel, swim, and cycle.

About Mindtree

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