

# Master Your Content Strategy

Stop guessing what to write next. Use our interactive **content gap analysis template** to uncover untapped keywords, analyze competitor weaknesses, and build a data-driven roadmap to dominate your niche.

[Use The Free Template Now](#)

## Project Information

Project Name:

Project Lead:

Primary Objective:  ▼

## Competitor Analysis

| Competitor Name | Website              | Primary Strengths                          | Identified Weaknesses           | Notes / Strategy                 |
|-----------------|----------------------|--------------------------------------------|---------------------------------|----------------------------------|
| Competitor A    | www.competitor-a.com | Strong blog content, High domain authority | Weak on social media            | Focuses on long-form content.    |
| Competitor B    | www.competitor-b.com | Excellent video marketing                  | Poorly structured product pages | Great for YouTube keyword ideas. |

[+ Add Competitor](#)

## Your Content Inventory

| Content URL             | Content Title / Topic                      | Primary Keyword(s)                                 | Content Format       | Content Funnel Stage | Current Google Ranking |
|-------------------------|--------------------------------------------|----------------------------------------------------|----------------------|----------------------|------------------------|
| yourblog.com/post-1     | 10 Ways to Improve Your SEO                | seo tips, content optimization                     | <div>Blog ▾</div>    | <div>Aware ▾</div>   | 3                      |
| yourblog.com/guide-2023 | The Ultimate Guide to Content Gap Analysis | content gap analysis template, competitor analysis | <div>Landing ▾</div> | <div>Aware ▾</div>   | 8                      |

[+ Add Content](#)

## Content Gap Analysis

Table View

Kanban View

Identify opportunities by comparing your content against your competitors for each target keyword or topic. Fill in the table below to build your strategic content plan.

| Keyword/Topic             | Monthly Search Volume | Keyword Difficulty (0-100) | Your Current Rank |
|---------------------------|-----------------------|----------------------------|-------------------|
| <div>content audit</div>  | 1200                  | <div>35</div>              | <div>15</div>     |
| <div>local seo chec</div> | 800                   | <div>25</div>              | <div>0</div>      |

+ Add Keyword/Topic

### Action Plan

| Content Title / Idea | Target Keyword/Topic     | Content Format    | Funnel Stage    | Priority         | Assigned Writer/Creator | Sta           |
|----------------------|--------------------------|-------------------|-----------------|------------------|-------------------------|---------------|
| <div>Create</div>    | <div>content audit</div> | <div>Blog ▾</div> | <div>Av ▾</div> | <div>Hig ▾</div> | <div>John D.</div>      | <div>Ir</div> |
| <div>Develc</div>    | <div>local seo</div>     | <div>Che ▾</div>  | <div>D€ ▾</div> | <div>Me ▾</div>  | <div>Jane S.</div>      | <div>N</div>  |

+ Add Action Item

Export Your Analysis

Finalize your strategy and export your complete analysis for your team or records.

[Export As CSV](#)

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## Your Workflow

1 Define Objectives

2 Analyze Gaps

3 Create Plan

4 Track Results

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