CONTENT GAP ANALYSIS

KEYWORD ANALYSIS

KEYWORD	Your Rank	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Content Gap & Strategy
Keyword 1	23	11	4	12	6	Updating
Keyword 2	2	1	3	4	12	Merge Content
Keyword 3	5	1	4	12	13	New Content

Competitor 1 > www.competitor1website.com Competitor 2 > www.competitor2website.com Competitor 3 > www.nameofcompetitor3website.com Competitor 4 > www.competitor1website.com

BUYING STAGE

STAGE	How Much Content (1-5)	Suits Needs of Business (1-5)	How Content Performs (1-5)	Gap & Strategy
TOFU (Top of the funnel content)	2	5	3	Business is new and thus needs more of general awareness content. Strategy: Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere.
MOFU (Middle of the funnel content)	5	2	2	Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Strategy: Pellentesque habitant morbi tristique senectus et netus et malesuad.
BOFU (Bottom of the funnel content)	1	4	5	Donec laoreet nonummy augue. Suspendisse dui purus. Strategy: Scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget.

CHANNELS

KEYWORD	Importance (1-5)	Type of content promoted	Reached Goals (1-5)	Gap & Strategy
Facebook	3	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed.	2	Content doesn't reach goals - wrong targeted audience.Strategy: Donec laoreet nonummy augue. Suspendisse dui purus, vulputate vitae.
Twitter	2	Aenean nec lorem. In porttitor. Donec laoreet nonummy augue. Suspendisse dui.	3	Content doesn't reach goals - wrong targeted audience.Strategy: Donec laoreet nonummy augue. Suspendisse dui purus, vulputate vitae.
LinkedIn	1	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed.	3	"Content doesn't reach goals - wrong targeted audience.Strategy: Donec laoreet nonummy augue. Suspendisse dui purus, vulputate vitae."
Instagram	5	Aenean nec lorem. In porttitor. Donec laoreet nonummy augue. Suspendisse dui.	4	"Content doesn't reach goals - wrong targeted audience.Strategy: Donec laoreet nonummy augue. Suspendisse dui purus, vulputate vitae."
Email	4	Ut nonummy. Fusce aliquet pede non pede.	4	"Content doesn't reach goals - wrong targeted audience.Strategy: Donec laoreet nonummy augue. Suspendisse dui purus, vulputate vitae."