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|  | 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 |  |
|  |  | |  | |  |  |  |  |  |  |
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|  | **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. |  |
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