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|   |   |   |   |   |   |   |   |   |   |
|   | CONTENT GAP ANALYSIS |   |
|   |   |   |   |   |   |   |   |   |   |
|   |   |   |   |   |   |   |   |   |   |
|   |  | KEYWORD ANALYSIS |   |   |   |
|   |   |   |   |   |   |   |   |   |
|   | KEYWORD | Your Rank | Competitor1 | Competitor2 | Competitor3 | Competitor4 | 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 | ReachedGoals(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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