

## KEYWORD GAP ANALYSIS

Quickly see how your organic rankings stack up against your competitors. This analysis looks at the top 1000 keywords a site ranks for (+ 5 competitors) to show any keyword gaps.

### What to do with this data:

- ▶ Rank for keywords your competitors are targeting.
- ▶ Generate new content ideas.
- ▶ Understand your niche's online search trends.

### How to read this data:

Keyword Gap tab shows you ranking gaps across your site & competitors. Here's an overview of how to read the data:

KEYWORD	MATCHES	VOLUME	DIFFICULTY
keyword	5	27000	12
keyword	2	14000	4
keyword	3	14000	4
keyword	2	14000	11
keyword	2	8200	44
keyword	3	7800	9
keyword	3	7600	6
keyword	3	7500	26
keyword	3	7400	6
keyword	3	7000	17
keyword	2	6800	8
keyword	3	6600	8

For each URL, there is a column that shows if the site is ranking for the keyword, the position and ranking URL.

Position	Ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
25	<a href="https://www.example.com">https://www.example.com</a>
9	<a href="https://www.example.com">https://www.example.com</a>
14	<a href="https://www.example.com">https://www.example.com</a>
Not Ranked	No ranking URL
18	<a href="https://www.example.com">https://www.example.com</a>
31	<a href="https://www.example.com">https://www.example.com</a>
Not Ranked	No ranking URL
Not Ranked	No ranking URL

## WHAT'S NEXT?

### Exploring your data:

You can explore the data inside this Keyword Gap Analysis in a couple ways. Below we have listed some ways you can filter this analysis document for a more granular look at your gap data.

#### 1) Find quick win pages

**Filter by position 5 - 20 to find quick win pages**

We define quick win pages as those pages that are ranking in positions 5 - 20 in Google. As these are ranking in the middle page 2, these are keywords/pages that need a little SEO love.

The screenshot shows a filter menu on the left with options: Sort A → Z, Sort Z → A, Sort by color, Filter by color, and Filter by condition. The 'Filter by condition' option is selected, showing a dropdown menu with 'Is between', and input fields for '5' and '20'. The 'OK' button is highlighted. To the right is a table with columns: KEYWORD, MATCHES, VOLUME, DIFFICULTY, and Position. The 'Position' column is highlighted in green, and the 'Position' header is highlighted in yellow. The table contains 15 rows of data.

KEYWORD	MATCHES	VOLUME	DIFFICULTY	Position
	2	400	1	19
	2	300	3	19
	2	300	1	14
	2	200	0	15
	2	200	0	15
	2	200	2	18
	2	150	2	10
	2	70	0	14
	3	50	2	11
	2	40	0	13
	2	40	3	20
	4	30	0	19
	2	30	2	19
	2	30	1	9
	2	20	0	16
	2	20	2	11
	2	20	5	8
	2	20	0	8
	2	10	0	16
	2	10	0	14

## 2) Find location keywords **Filter keyword by LOCATION**

You may want to drill down by the location you have chosen. the keyword column by the location you have chosen.

How to find them:

The screenshot shows two filter menus side-by-side. The left menu has 'Filter by values' selected, showing a search bar with 'portland' and a list of suggestions: 'adu portland', 'bathroom remodel portland', 'boots portland oregon', and 'danner boots portland'. The right menu has 'Filter by values' selected, showing a search bar with 'seattle' and a list of suggestions: 'aesthetica dental seattle', 'aol seattle', 'archbright seattle', and 'audi of seattle'. Both menus have 'Cancel' and 'OK' buttons.

**Filter position by not ranked & keyword by a service/product relevant to your business**

## 3) Find PRODUCT/SERVICE

The screenshot shows a table with columns: KEYWORD, MATCHES, VOLUME, DIFFICULTY, Position, and Ranking URL. The 'Position' column is highlighted in green, and the 'Ranking URL' column is highlighted in yellow. The table contains 2 rows of data. The 'Filter by values' menu is open on the left, showing a search bar with 'seattle' and a list of suggestions: 'seattle contractors' and 'smith auto electric'. The 'OK' button is highlighted.

KEYWORD	MATCHES	VOLUME	DIFFICULTY	Position	Ranking URL
seattle contractors	4	200	4	Not Ranked	No ranking URL
smith auto electric	2	200	0	Not Ranked	No ranking URL

[Select all](#) [Clear](#)


☒ building contractors seattle
 ☒ contractor seattle wa
 ☒ contractors seattle
 ☒ foundation contractors seattle

Cancel

OK

urban vet seattle	2	200	1	Not Ranked	No ranking URL
wall assembly	5	200	10	Not Ranked	No ranking URL
bright design lab	2	150	0	Not Ranked	No ranking URL
building construction company	2	150	73	Not Ranked	No ranking URL
construction seattle	3	150	3	Not Ranked	No ranking URL
danner boots portland oregon	3	150	7	Not Ranked	No ranking URL
hammer hand	7	150	12	Not Ranked	No ranking URL
how to build 90 degree corner deck stairs	2	150	1	Not Ranked	No ranking URL
imagine energy	2	150	0	Not Ranked	No ranking URL
karuna house	4	150	0	Not Ranked	No ranking URL
kick out flashing roof	2	150	8	Not Ranked	No ranking URL
kickout diverter	2	150	4	Not Ranked	No ranking URL
kitchen remodeling seattle	2	150	2	Not Ranked	No ranking URL
northwest home design	3	150	5	Not Ranked	No ranking URL
opensquare seattle	3	150	2	Not Ranked	No ranking URL
redwood slab table	2	150	1	Not Ranked	No ranking URL
seattle construction projects	2	150	7	Not Ranked	No ranking URL
seattle remodel	2	150	15	Not Ranked	No ranking URL
seattle remodeling contractors	3	150	12	Not Ranked	No ranking URL
small bathroom door ideas	2	150	19	Not Ranked	No ranking URL
ti seattle	3	150	10	Not Ranked	No ranking URL
windows hammer	2	150	1	Not Ranked	No ranking URL

Filter by values

[Select all](#) [Clear](#)


☒ Not Ranked

position to  
are not. You

Filter by high volume + not ranked

KEYWORD

MATCHES

VOLUME

DIFFICULTY

	2	3700	54
	2	1700	2
	2	1400	1
	3	1100	18
	4	900	14
	2	800	56
	7	500	13
	5	450	20
	2	450	20

stewartmlnehomes.com

Position	Ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL
Not Ranked	No ranking URL

Filter by condition

Greater than

400

Filter by values

[Select all](#) [Clear](#)


☒ Not Ranked

a high search volume is,  
the keywords you could

Happy data exploring