

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:

Matches = how many times the keyword appears in search. Monthly search volume for the keyword.

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

Keyword your site is ranking. Approx. difficulty to rank for the keyword.

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

The website that is ranking. If ranking, the corresponding URL.

Position	Ranking URL
Not Ranked	No ranking URL
25	https://www.example.com
9	https://www.example.com
14	https://www.example.com
Not Ranked	No ranking URL
18	https://www.example.com
31	https://www.example.com
Not Ranked	No ranking URL
Not Ranked	No ranking URL

Ranking position of keyword.

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 between page 1 and middle page 2, these are keywords/pages that need a little SEO love.

The screenshot shows a filter menu on the left with 'Position' selected. The 'Filter by condition' is set to 'Is between' with values '5' and '20'. The main table has columns for KEYWORD, MATCHES, VOLUME, DIFFICULTY, and Position. The Position column is highlighted in green, showing values ranging from 9 to 19.

2) Find location keywords Filter keyword by LOCATION

You may want to drive traffic to your business by the location you have chosen. The keyword column shows the location you have chosen.

How to find them:

Two screenshots of the search tool's filter menu. The left one shows 'portland' entered in the 'Filter by values' field, and the right one shows 'seattle'. Both show a list of suggestions below the input field.

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 for KEYWORD, MATCHES, VOLUME, DIFFICULTY, Position, and Ranking URL. The Position column is filtered to 'Not Ranked' and the Ranking URL column is filtered to 'No ranking URL'. The table shows results for 'seattle contractors' and 'smith auto electric'.

Select all - Clear

contractor

- building contractors seattle
- contractor seattle wa
- contractors seattle
- foundation contractors seattle

Cancel OK

Keyword	Matches	Volume	Difficulty	Position	Ranking URL
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

Filter by high volume + not ranked

Filter by condition

Greater than

400

KEYWORD	MATCHES	VOLUME	DIFFICULTY	Position	Ranking URL
	2	3700	54	Not Ranked	No ranking URL
	2	1700	2	Not Ranked	No ranking URL
	2	1400	1	Not Ranked	No ranking URL
	3	1100	18	Not Ranked	No ranking URL
	4	900	14	Not Ranked	No ranking URL
	2	800	56	Not Ranked	No ranking URL
	7	500	13	Not Ranked	No ranking URL
	5	450	20	Not Ranked	No ranking URL
	2	450	20	Not Ranked	No ranking URL

a high search volume is, the keywords you could

Filter by values

Select all - Clear

Not Ranked

Happy data exploring