

BACKLINK GAP ANALYSIS

Quickly see how your backlinks stack up against your competitors. This analysis looks at the top 1000 links a site has (+ 5 competitors) to show any backlink gaps.

What to do with this data:

- ▶ Get backlinks your competitors have.
- ▶ Generate new link building ideas.
- ▶ Understand your niche's online landscape.

How to read this data:

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

Backlink gaps

| LINKING ROOT DOMAIN | LINKING PAGE | MATCHES | DR | OPEN IN: ahrefs | CLIENT | COMPETITOR 1 | COMPETITOR 2 |
|---------------------|--------------|---------|----|----------------------------|---------------------|----------------------|-----------------|
| | | | | ROOT | accuservheating.com | airconditionerpro.ca | lairdandson.com |
| | | | 45 | Click here | Yes | No | Yes |
| | | 2 | 23 | Click here | Yes | No | No |
| | | 2 | 25 | Click here | Yes | No | No |
| | | 2 | 14 | Click here | No | No | Yes |
| | | 2 | 70 | Click here | No | No | Yes |
| | | 2 | 26 | Click here | No | Yes | No |
| | | 2 | 63 | Click here | Yes | No | Yes |
| | | 2 | 15 | Click here | Yes | No | Yes |
| | | 2 | 77 | Click here | Yes | No | Yes |
| | | 2 | 61 | Click here | Yes | No | Yes |
| | | 2 | 49 | Click here | No | No | Yes |
| | | 1 | 17 | Click here | No | No | Yes |
| | | 1 | 2 | Click here | No | No | Yes |
| | | 1 | 32 | Click here | Yes | No | No |
| | | 1 | 14 | Click here | No | No | Yes |
| | | 1 | 48 | Click here | Yes | No | No |
| | | 1 | 19 | Click here | No | No | Yes |

Matches = count of link gaps

Domain Rating for link

Gap Analysis tab give you more data (link types + anchor texts) on the gaps so you can dig deeper into the data:

Dofollow or Nofollow

| CLIENT | LINK ANCHOR | LINK TYPE | COMPETITOR #1 | LINK ANCHOR | LINK TYPE |
|---------------------|---|-------------------|----------------------|-------------------------|-----------|
| accuservheating.com | Accuserv Heating and Ai | Dofollow, Content | airconditionerpro.ca | | |
| Yes | Web | Dofollow | No | | |
| Yes | http://www.accuservhea | Nofollow | No | | |
| No | | | No | | |
| No | | | No | | |
| No | | | No | | |
| Yes | Accuserv Heating and Ai | Dofollow | Yes | Novel Care Air Conditor | Dofollow |
| Yes | Contact Us | Dofollow | No | | |
| Yes | accuservheating.com | Nofollow | No | | |
| Yes | https://www.accuservheating.com | Dofollow, Content | No | | |
| No | | | No | | |

Anchor text for link

WHAT'S NEXT?

Exploring your data:

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

1) Further analysis

Look at backlink
link in everyone's

Open up root or page

| LINKING ROOT DOMAIN | LINKING PAGE | MATCHES | DR | OPEN IN: ahrefs |
|---------------------|--------------|---------|----|----------------------------|
| | | 3 | 45 | Click here |
| | | 2 | 23 | Click here |
| | | 2 | 25 | Click here |
| | | 2 | 14 | Click here |

column to open up that

link in Ahrefs

| | | | |
|---|----|----------------------------|----------------------------|
| 2 | 70 | Click here | Click here |
| 2 | 26 | Click here | Click here |
| 2 | 63 | Click here | Click here |
| 2 | 15 | Click here | Click here |
| 2 | 77 | Click here | Click here |
| 2 | 61 | Click here | Click here |
| 2 | 49 | Click here | Click here |
| 1 | 17 | Click here | Click here |
| 1 | 2 | Click here | Click here |
| 1 | 32 | Click here | Click here |
| 1 | 14 | Click here | Click here |

Compare link anchors

2) Compare anchor text

You may want to use the Analysis tab, this will

| lairdandson.com | LINK ANCHOR | LINK TYPE | belyeabrothers.com | LINK ANCHOR | LINK TYPE |
|-----------------|---|-----------|--------------------|----------------------------------|-----------|
| Yes | Laird & Son Heating & Air Conditioning | | Yes | Belyea Bros | |
| No | | | Yes | Web | |
| No | | | No | | |
| Yes | Laird & Son Heating & Air Conditioning | | Yes | Belyea Bros Ltd. Belyea Brothers | |
| Yes | | | Yes | | |
| No | | | No | | |
| Yes | Laird and Son | | No | | |
| Yes | Contact Us | | No | | |
| Yes | lairdandson.com | | No | | |
| Yes | https://www.lairdandson.com | | No | | |
| Yes | Laird and Son | | Yes | Belyea Brothers | |
| Yes | https://lairdandson.com | | No | | |
| Yes | Download | | No | | |
| No | | | No | | |
| Yes | https://lairdandson.com | | No | | |
| No | | | No | | |
| Yes | http://www.lairdandson.com | | No | | |
| No | | | No | | |
| Yes | Laird & Son Heating & Air Conditioning | | No | | |
| Yes | | | No | | |

Analysis

Compare link types

3) C

Go to the Education

| lairdandson.com | LINK ANCHOR | LINK TYPE | belyeabrothers.com | LINK ANCHOR | LINK TYPE |
|-----------------|-------------|------------------------|--------------------|-------------|-------------------|
| Yes | | Dofollow, Content | Yes | | Dofollow, Content |
| No | | | Yes | | Dofollow |
| No | | | No | | |
| Yes | | Dofollow, Image | Yes | | Dofollow, Image |
| Yes | | Nofollow, Image | Yes | | Nofollow, Image |
| No | | | No | | |
| Yes | | Dofollow | No | | |
| Yes | | Dofollow | No | | |
| Yes | | Nofollow | No | | |
| Yes | | Dofollow, Content | No | | |
| Yes | | Nofollow | Yes | | Nofollow |
| Yes | | Nofollow, Content | No | | |
| Yes | | Nofollow | No | | |
| No | | | No | | |
| Yes | | Nofollow, Content | No | | |
| No | | | No | | |
| Yes | | Dofollow, Content | No | | |
| No | | | No | | |
| Yes | | Nofollow | No | | |
| Yes | | Dofollow, Redirect 301 | No | | |

Governmental,

| LINKING ROOT DOMAIN | LINKING PAGE | DR | ahrefs |
|---|---|----|--------|
| https://www.localsearch.ca/ | https://www.localsearch.ca/10-hvac-services-in-toronto/ | 3 | 45 |
| http://rlog.ru/ | http://rlog.ru/analysis/furnaceto-toronto.ca | 2 | 70 |
| https://can.exilion.com/ | https://can.exilion.com/canada/business/building_and | 2 | 63 |
| https://threebestrated.ca/ | https://threebestrated.ca/hvac-services-in-toronto-ca | 2 | 77 |
| https://www.handymanreviewed.com/ | https://www.handymanreviewed.com/best-furnace-in-toronto | 2 | 61 |
| https://www.squareoneinsurance.com/ | https://www.squareoneinsurance.com/tenant/ontario | 2 | 49 |
| https://www.squareoneinsurance.com/ | https://www.squareoneinsurance.com/tenant/ontario | 2 | 49 |

| URL | URL | Score | Click here | Click here |
|---|---|-------|----------------------------|----------------------------|
| http://directory.dreamteammoney.com/ | http://directory.dreamteammoney.com/index.php?c=... | 59 | Click here | Click here |
| http://forums.redflagdeals.com/ | http://forums.redflagdeals.com/help-new-boller-214... | 69 | Click here | Click here |
| http://hawkee.com/ | http://hawkee.com/profile/661858/7a-post&tt=enig... | 63 | Click here | Click here |
| http://ifttt/ | http://ifttt/1Cu4Fvm | 79 | Click here | Click here |
| http://interestline-dlr.com/ | http://interestline-dlr.com/Home/Consumer_Informa... | 50 | Click here | Click here |
| http://james50v3ebxblog.hatenablog.com/ | http://james50v3ebxblog.hatenablog.com/entries/26... | 90 | Click here | Click here |
| http://m.weblocal.ca/ | http://m.weblocal.ca/belyea-brothers-ltd-toronto-on... | 66 | Click here | Click here |
| http://mail.anaximanderdirectory.com/ | http://mail.anaximanderdirectory.com/construction/ | 50 | Click here | Click here |
| http://prlog.ru/ | http://prlog.ru/analysis/iash.org.uk | 70 | Click here | Click here |
| http://prlog.ru/ | http://prlog.ru/analysis/kwonloospice38.com | 70 | Click here | Click here |

Filter by condition

Is between

40

and

90

column

Happy data exploring