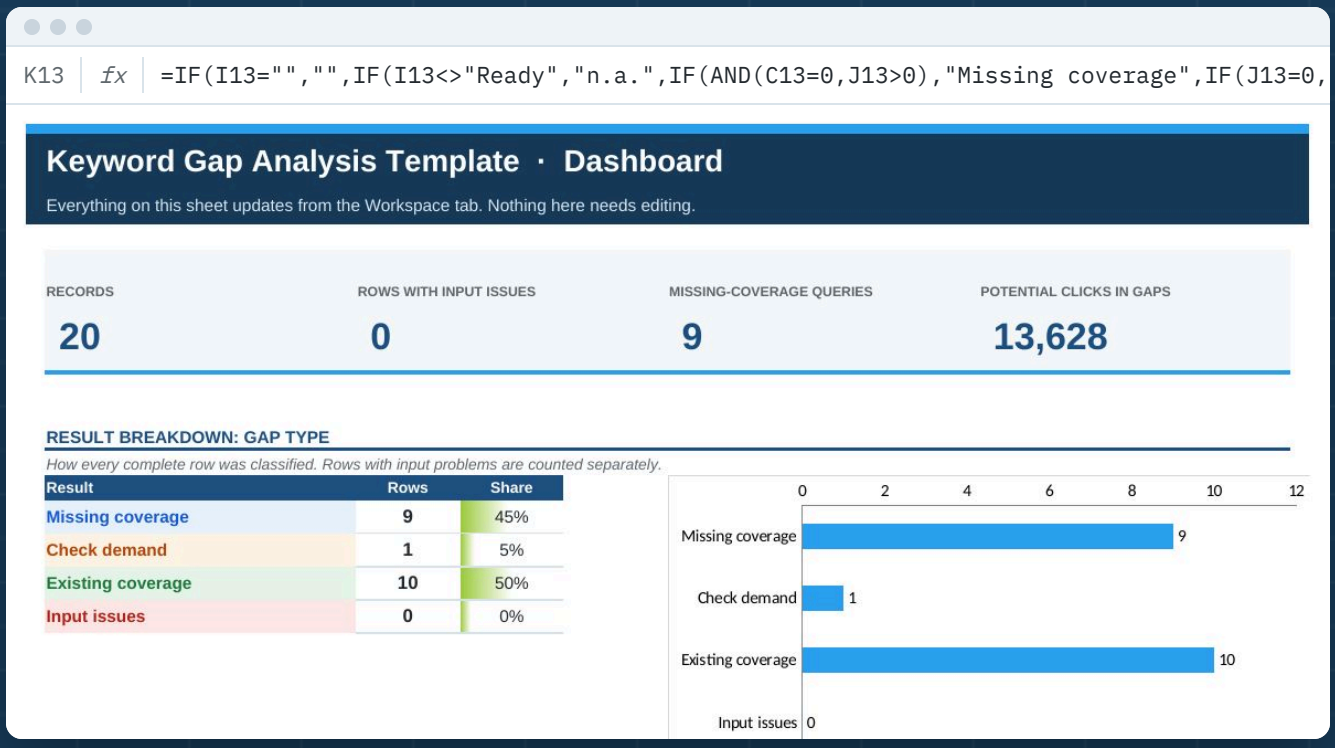
OptimizationTheory.com

Keyword Research Toolkit, resource 04

Keyword Gap Analysis Template

Find the queries your competitors rank for that you don't, and size each gap in potential clicks.

Built for the DataForSEO API: Labs: Ranked Keywords



Jourdan Rombough, optimizationtheory.com

What this template decides

Which competitor-ranked queries you have no coverage for, how big each opportunity is, and which ones need a new page.

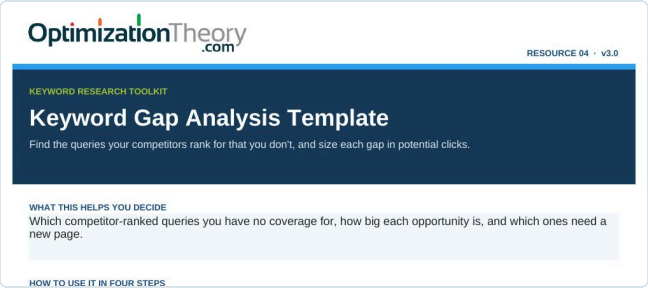
A keyword gap analysis answers a simple question: what are my competitors getting found for that I'm not? The answer is usually a short list of high-intent topics you never built a page for, hiding inside a long list of noise.

This keyword gap analysis template takes each query with your rank and up to two competitors' ranks, then labels it Missing coverage (competitors rank, you don't), Existing coverage (you rank somewhere) or Check demand (nobody in your set ranks, so validate the opportunity first). Each gap is sized as potential monthly clicks at a target CTR, and the Dashboard ranks the biggest gaps.

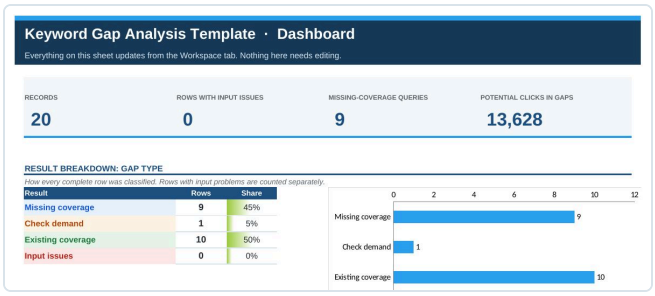
Who it's for

- SEOs planning new content from competitor research
- Ecommerce teams finding missing category and product pages
- Agencies building a pitch around missed opportunities
- Teams entering a new market or product line

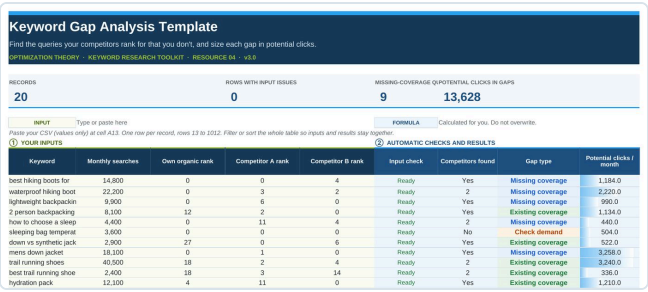
What's in the workbook



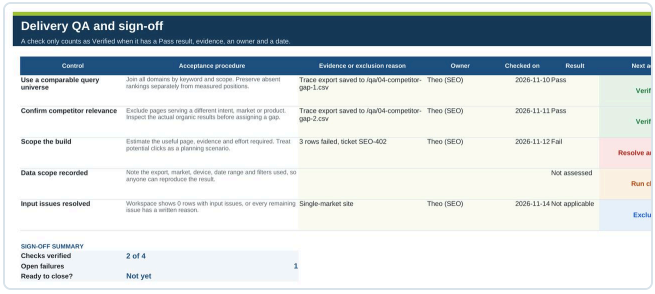
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 1,000 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Competitors found counts how many of the two competitors rank (rank > 0). Gap type is Missing coverage when you don't rank and at least one competitor does, Check demand when neither competitor ranks, and Existing coverage otherwise. Potential clicks = search volume × target CTR.

The key formula, as written in the workbook

```
=IF(I13="","",IF(I13<>"Ready","n.a.",IF(AND(C13=0,J13>0),"Missing coverage",IF(J13=0,"Check demand","Existing coverage"))))
```

Result column	Plain-English formula	What it tells you
Competitors found	IF(Competitor A rank>0,1,0)+IF(Competitor B rank>0,1,0)	Count of the two named competitors found.
Gap type	IF(AND(Own organic rank=0,Competitors found>0),"Missing coverage",IF(Competitors found=0,"Check demand","Existing coverage"))	Classifies observed coverage, not content quality.
Potential clicks / month	Monthly searches × Target CTR	Gross opportunity at the assumed CTR. It is not an incremental forecast.

The results you'll see

Missing coverage | Check demand | Existing coverage

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

Pick two real competitors

Choose the sites that actually rank for your money keywords, not your business competitors by name.

2

Export the intersection

Pull keywords where at least one competitor ranks, with search volume, your rank and theirs. Use 0 when a site doesn't rank in the tracked depth.

3

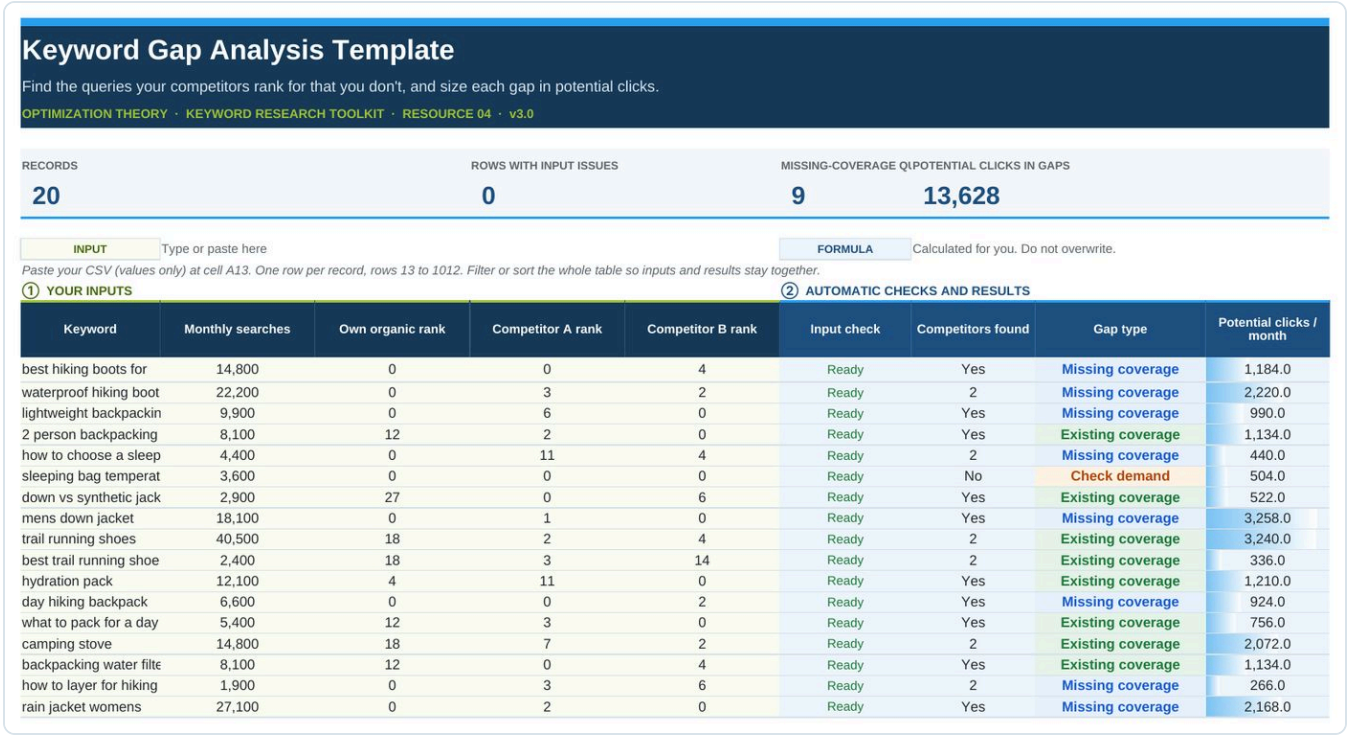
Set a target CTR and effort

Enter the CTR you'd expect at the position you can realistically reach and the hours to build or improve the page.

4

Work the Missing coverage list

Sort by potential clicks. Map each Missing coverage keyword to a planned URL in the keyword mapping template.



Keyword Gap Analysis Template

Find the queries your competitors rank for that you don't, and size each gap in potential clicks.

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RECORDS	ROWS WITH INPUT ISSUES	MISSING-COVERAGE QU	POTENTIAL CLICKS IN GAPS
20	0	9	13,628

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 1012. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Keyword	Monthly searches	Own organic rank	Competitor A rank	Competitor B rank	Input check	Competitors found	Gap type	Potential clicks / month
best hiking boots for	14,800	0	0	4	Ready	Yes	Missing coverage	1,184.0
waterproof hiking boot	22,200	0	3	2	Ready	2	Missing coverage	2,220.0
lightweight backpackin	9,900	0	6	0	Ready	Yes	Missing coverage	990.0
2 person backpacking	8,100	12	2	0	Ready	Yes	Existing coverage	1,134.0
how to choose a sleep	4,400	0	11	4	Ready	2	Missing coverage	440.0
sleeping bag temperat	3,600	0	0	0	Ready	No	Check demand	504.0
down vs synthetic jack	2,900	27	0	6	Ready	Yes	Existing coverage	522.0
mens down jacket	18,100	0	1	0	Ready	Yes	Missing coverage	3,258.0
trail running shoes	40,500	18	2	4	Ready	2	Existing coverage	3,240.0
best trail running shoe	2,400	18	3	14	Ready	2	Existing coverage	336.0
hydration pack	12,100	4	11	0	Ready	Yes	Existing coverage	1,210.0
day hiking backpack	6,600	0	0	2	Ready	Yes	Missing coverage	924.0
what to pack for a day	5,400	12	3	0	Ready	Yes	Existing coverage	756.0
camping stove	14,800	18	7	2	Ready	2	Existing coverage	2,072.0
backpacking water filte	8,100	12	0	4	Ready	Yes	Existing coverage	1,134.0
how to layer for hiking	1,900	0	3	6	Ready	2	Missing coverage	266.0
rain jacket womens	27,100	0	2	0	Ready	Yes	Missing coverage	2,168.0

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO Labs: Ranked Keywords**: every keyword a domain ranks for, with its ranking URL, position and volume.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/dataforseo_labs/google/ranked_keywords/live
[
  {
    "target": "yourdomain.com",
    "location_code": 2840,
    "language_code": "en",
    "limit": 1000
  }
]
```

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 04 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Keyword, Monthly searches, Own organic rank	Competitor A rank, Competitor B rank, Target CTR, Work hours

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`keyword`	Keyword	Exact query in the selected country and language.	DataForSEO: keyword
`search_volume`	Monthly searches	Provider monthly search-volume estimate. Use one market, language and source date.	DataForSEO: search_volume
`own_rank`	Own organic rank	Organic rank in the selected depth. Use 0 only for confirmed not found.	DataForSEO: rank
`competitor_a_rank`	Competitor A rank	Best organic rank for named competitor A. Zero means not found.	Your records or manual review
`competitor_b_rank`	Competitor B rank	Best organic rank for named competitor B. Zero means not found.	Your records or manual review
`target_ctr`	Target CTR	Assumed organic click-through rate as a decimal. Calibrate by device, brand and SERP layout. Decimal, 0.08 = 8%.	Your records or manual review
`effort_hours`	Work hours	Estimated implementation hours, greater than zero.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

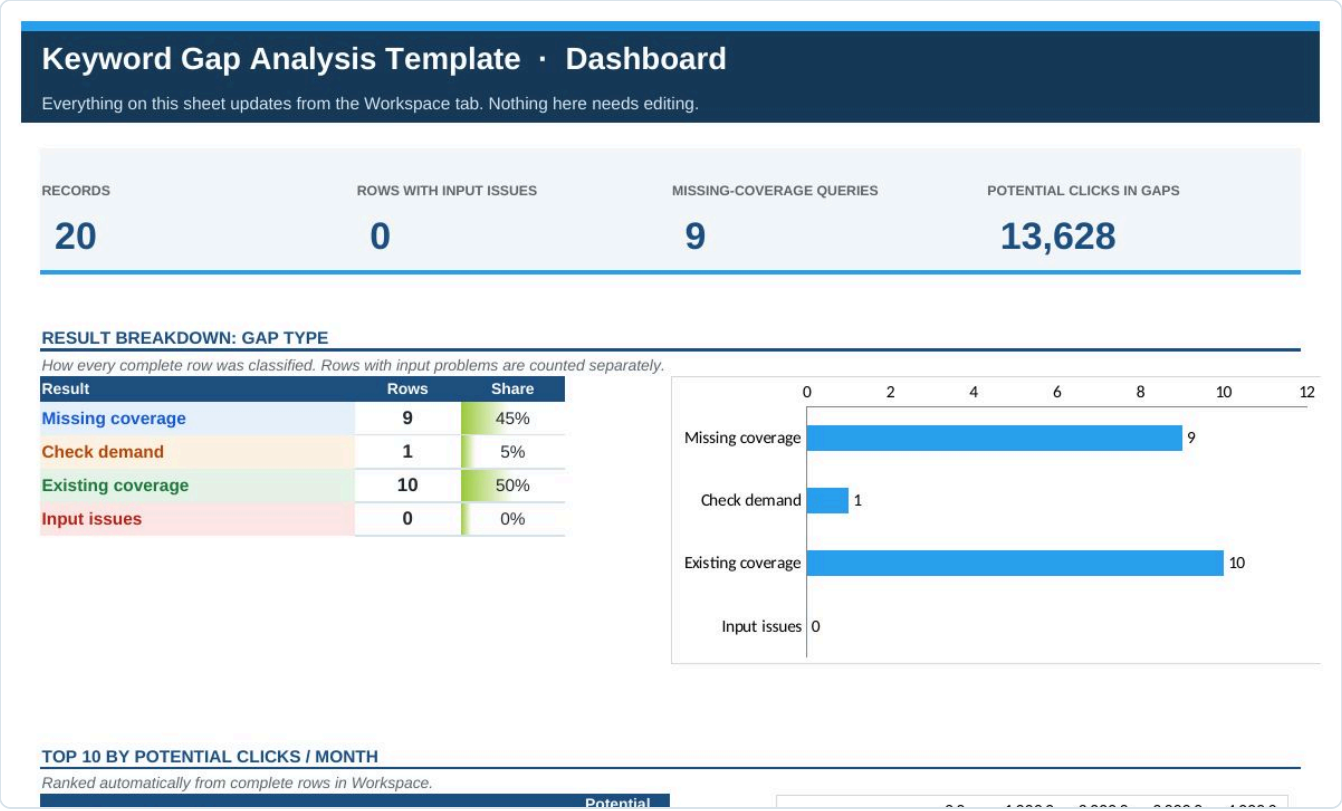
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 20 example rows.

20	0	9	13,628
Records	Rows with input issues	Missing-coverage queries	Potential clicks in gaps

Nine of the 20 example keywords are true gaps, worth about 13,600 potential clicks a month combined. One more is flagged Check demand because neither competitor ranks for it either.

Top 10 by potential clicks / month

#	Keyword	Potential clicks / month
1	mens down jacket	3,258.0
2	trail running shoes	3,240.0
3	waterproof hiking boots	2,220.0
4	trekking poles	2,178.0
5	rain jacket womens	2,168.0



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Existing coverage may need an update instead of another URL. Gross potential does not deduct current traffic.

Limits. The starter importer fills one domain at a time. Peer joins and absence confirmation require a deliberate merge.

Mistakes to avoid

Choosing competitors by brand, not by SERP. Your biggest business rival might not rank for anything you care about. Pick domains that share your SERPs.

Ignoring Existing coverage. Keywords where you rank 18th aren't gaps, but they're often the cheapest wins. Feed them into the prioritization template.

Building a page for every gap. Cluster gap keywords first. Ten gaps often collapse into three pages.

Tips from the field

DataForSEO Labs' domain intersection endpoint returns exactly this table. The included automation script converts the JSON to the input CSV.

Add a third competitor by copying the workbook and running it twice; keep the comparison set stable over time.

Re-run quarterly to catch new gaps as competitors publish.

Questions people ask

What is keyword gap analysis?

It's comparing the keywords your competitors rank for with the ones you rank for, to find topics where they're visible and you're not.

How do I find competitor keywords for free?

Search Console shows your own queries, and you can check competitor rankings manually for a short list. For scale, use a keyword tool or the DataForSEO API and paste the export into this template.

What's the difference between a keyword gap and a content gap?

A keyword gap is a query you don't rank for. A content gap is the missing page or section behind it. This template finds the first so you can plan the second.

Why does it say Check demand?

Neither competitor ranks in the tracked depth, so the query may have low commercial value or an intent nobody serves well. Validate before you build.

Templates that work well with this one

Keyword Prioritization Template
Rank every keyword by the profit it could add per hour of work, not by search volume alone.

Keyword Mapping Template
Assign every keyword to exactly one URL and catch conflicting assignments before they become cannibalization.

SERP Overlap Keyword Clustering Template
Decide whether two keywords belong on one page or two by measuring how much their Google results overlap.

SEO Forecast Template
Project added clicks and contribution per keyword cluster with CTR, attainment and seasonality you can defend.

AI Share of Voice Calculator
Compare citation rate and share across competitor domains inside one fixed set of AI answers.

Ecommerce SEO Prioritization Template
Rank product pages by potential orders, unit contribution and profit per hour, and catch out-of-stock or noindex SKUs.

Read the full tutorial online: **optimizationtheory.com/download-view/keyword-gap-analysis-template/**
Get all six templates in the **Keyword Research Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.