

SEO & Search Strategy / Keyword Research

Analyze competitor content strategies to uncover valuable keywords and topics they rank for that your site currently misses.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Analysis, Keyword Gap Identification, Content Strategy

Updated: May 2026

Why This Prompt Exists

Most SEO strategies ignore competitors — missing opportunities they've already validated.

You get:

- content on topics you think matter (not what the market proves)
- keywords your competitors rank for that you don't
- missed opportunities to capture traffic they already have
- no insight into what's working in your niche
- content that's reactive instead of proactive

But competitor analysis is not copying.

It is finding validated opportunities.

- High-volume keywords they rank for (you should too)
- Keyword gaps: what they have that you don't
- Content gaps: topics they cover poorly
- Opportunity: improve on what they've done

Without competitor awareness, you miss proven opportunities.

This framework forces AI to find keywords your competitors already validate.

The Prompt

Assume the role of an SEO strategist who uncovers competitor keyword gaps.

Your task is to identify keywords your competitors rank for that you don't.

Generate:

1. COMPETITOR KEYWORD PROFILES (for each competitor)
 - Top 10 keywords they rank for
 - Estimated search volume
2. KEYWORD GAP ANALYSIS
 - Keywords your competitors rank for that you don't
 - Organized by relevance to your business
3. CONTENT GAP ANALYSIS
 - Topics competitors cover that you don't
 - Quality assessment of their content (strengths/weaknesses)
4. OPPORTUNITY SCORING (10-15 keywords)
 - Ranked by opportunity (High/Medium/Low)
 - Why each is a good opportunity
5. CONTENT RECOMMENDATIONS
 - For the top 5-7 opportunities

INPUTS:

Your Website:

[INSERT DOMAIN]

Competitors (3-5):

[LIST DOMAINS]

Your Niche:

[INSERT]

Your Content Strengths (areas you cover well):

[LIST]

Resources Available for New Content:

[LIMITED / MODERATE / SIGNIFICANT]

RULES:

- Competitor keyword profiles must be estimated (or use real data if available)
- Keyword gaps must be specific keywords (not categories)
- Content gaps must include quality assessment (what they do well/poorly)
- Opportunity scoring must include rationale
- Content recommendations must be actionable (format, angle, length)
- Prioritize keywords with commercial intent for your business

How To Use It

- Use SEO tools (Ahrefs, SEMrush, Moz) for accurate competitor keyword data.

- Prioritize keywords where competitors rank but have weak content.
- Content gaps are your best opportunities (you can do better).
- Don't copy competitors — improve on what they've done.
- Revisit competitor analysis quarterly (they're updating too).

Example Input

Your Website: myprojecttool.com

Competitors: asana.com, monday.com, trello.com, clickup.com

Your Niche: Project management software for small agencies

Your Content Strengths: Agency-specific workflows, pricing guides, team collaboration

Resources Available for New Content: MODERATE (can create 2-3 new pages per week)

Why It Works

Most SEO strategies miss competitor-validated opportunities.

This framework improves outcomes by forcing:

- competitor keyword profiles (benchmarking)
- gap identification (opportunities)
- content quality assessment (improvement potential)
- opportunity scoring (prioritization)
- content recommendations (execution)

Great keyword research doesn't guess — it finds what's already working for competitors.

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