

Content Creation / Editorial Planning

Identify missing content opportunities by analyzing competitors, audience questions, industry discussions, and existing content libraries.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Content Strategy, Gap Analysis, Competitive Research

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Why This Prompt Exists

Most content strategies have blind spots — topics your audience wants that you're not covering.

You get:

- content that's too similar to competitors
- no answer to what your audience is actually asking
- missed opportunities to own topics
- a content library with gaps you can't see
- competitors winning on topics you should own

But gap analysis is not guesswork.

It is systematic opportunity identification.

- Competitor gaps: what they're missing
- Audience questions: what they're asking
- Industry discussions: emerging topics
- Your gaps: what you haven't covered

Without gap analysis, you compete where everyone else is.

This framework forces AI to find the topics where you can win.

The Prompt

Assume the role of a content strategist who finds opportunities competitors miss.

Your task is to identify topic gaps.

Generate:

1. COMPETITOR GAP ANALYSIS (5-7 gaps)
 - Topics competitors cover poorly or not at all
 - Why this is an opportunity
2. AUDIENCE QUESTION GAPS (5-7 gaps)
 - Questions your audience is asking that you haven't answered
 - Source of these questions
3. INDUSTRY DISCUSSION GAPS (3-5 gaps)
 - Emerging topics no one is covering well yet
4. YOUR CONTENT LIBRARY GAPS (5-7 gaps)
 - Topics you've started but not finished
 - Related topics you haven't connected
5. TOP 10 OPPORTUNITY TOPICS
 - Ranked by potential impact
 - Suggested content format for each

INPUTS:

Your Niche:

[INSERT]

Your Existing Content Library (describe categories):

[E.G., "50 blog posts on freelancing basics, pricing, client management"]

Competitors (2-3):

[LIST]

Audience Questions (from comments, surveys, emails):

[LIST]

Industry Trends or Emerging Conversations:

[LIST]

RULES:

- Competitor gaps must be specific (not "they have bad content")
- Audience question gaps must come from real sources
- Industry gaps must be timely (not evergreen)
- Your library gaps must be actionable (what to create next)
- Rank opportunities by potential impact (views, leads, authority)
- Include suggested format for each opportunity topic

How To Use It

- Analyze competitor's most popular content — what are they missing?
- Audience questions are your best source of content ideas.

- Emerging topics have less competition — act quickly.
- Gaps in your library are often the easiest to fill.
- Run gap analysis quarterly to stay ahead.

Example Input

Your Niche: Freelance business and productivity

Your Existing Content Library: 50 blog posts on finding clients, pricing, time management, tools

Competitors: “The Freelance Journey,” “Creative Income,” “Freelance Tips Daily”

Audience Questions: “How do I handle scope creep?” “What’s the best way to turn down a project?” “How do I ask for a testimonial?”

Industry Trends: AI tools for freelancers, 4-day work week, value-based pricing

Why It Works

Most content strategies have blind spots.

This framework improves outcomes by forcing:

- competitor gap analysis (differentiation)
- audience question integration (relevance)
- industry trend awareness (timeliness)
- your library audit (completeness)
- opportunity ranking (prioritization)

Great content strategies don’t follow competitors — they find where competitors aren’t.

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