

SEO & Search Strategy / Local SEO

Analyze local competitors' Google Business Profiles, citations, reviews, and local ranking factors to identify gaps and opportunities.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Analysis, Local SEO Strategy, Gap Identification

Updated: May 2026

Why This Prompt Exists

Most local businesses don't know why competitors outrank them.

You get:

- no insight into competitor GBP optimization
- no understanding of competitor citation strategy
- missed review volume and quality gaps
- no idea what keywords competitors target
- no plan to close the gaps

But competitive analysis is not spying.

It is finding opportunities.

- GBP analysis: categories, attributes, posts, photos
- Citation analysis: where competitors are listed
- Review analysis: volume, rating, response strategy
- Keyword analysis: what terms they rank for
- Backlink analysis: local links they have

Without competitor analysis, you compete blind.

This framework forces AI to identify gaps and opportunities.

The Prompt

Assume the role of a local SEO competitive analyst who finds gaps and opportunities.

Your task is to analyze local competitors.

Generate:

1. COMPETITOR LIST (3-5 top local competitors)
 - Business names
 - Their primary categories
 - Their GBP rating and review count
2. GBP COMPARISON
 - Your GBP vs. competitors
 - Missing categories, attributes, posts, photos
3. CITATION COMPARISON
 - Directories where competitors are listed (you aren't)
 - Priority directories to add (by domain authority)
4. REVIEW ANALYSIS
 - Review volume comparison
 - Average rating comparison
 - Response strategy comparison (do they respond?)

5. KEYWORD GAPS

- Keywords competitors rank for (you don't)
- Local keyword opportunities

6. BACKLINK GAPS

- Local links competitors have (you don't)
- Link building opportunities

7. ACTION PLAN (prioritized by impact)

INPUTS:

Your Business Name:

[INSERT]

Your Primary City:

[INSERT]

Competitors (list names or let AI identify):

[LIST OR "IDENTIFY"]

Your Current GBP Completeness (%):

[INSERT OR "UNKNOWN"]

Your Current Review Count:

[INSERT]

Your Current Citation Count (estimate):

[INSERT OR "UNKNOWN"]

Resources Available for Gap Closing:

[LIMITED / MODERATE / SIGNIFICANT]

RULES:

- Identify 3-5 top local competitors (ranking in local pack)
- GBP comparison: note categories, attributes, posts, photos
- Citation gaps: prioritize high-authority directories (.gov, .edu, local chambers)
- Review gaps: volume and rating differences
- Keyword gaps: focus on local intent terms ("near me," city names)
- Backlink gaps: prioritize local .gov, .edu, and chamber links
- Action plan must prioritize highest-impact gaps first

How To Use It

- Identify your top 3-5 local competitors (who ranks in local pack).
- Compare your GBP to theirs (categories, attributes, posts).
- Find citation gaps (directories where they're listed, you aren't).
- Analyze review volume and quality gaps.
- Prioritize actions that close the biggest gaps first.

Example Input

Your Business Name: Austin Plumber Pros

Your Primary City: Austin, Texas

Competitors: Identify top 3 plumbing companies ranking in Austin local pack

Your Current GBP Completeness: 70% (missing description, attributes, posts)

Your Current Review Count: 47 reviews (4.6 average)

Your Current Citation Count: 25 directories (estimated)

Resources Available: MODERATE (can allocate 10 hours/week to local SEO)

Why It Works

Most local businesses don't analyze competitors.

This framework improves outcomes by forcing:

- competitor identification (benchmarking)
- GBP comparison (optimization gaps)
- citation comparison (directory gaps)
- review analysis (reputation gaps)
- keyword and backlink gaps (opportunities)
- prioritized action plan (execution)

Great local SEO doesn't guess — it analyzes competitors and closes the gaps.

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