

SEO & Search Strategy / Topical Maps

Evaluate how comprehensively a topic is covered on your website compared to competitors — with gap identification and a gap-filling content plan.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Content Audit, Gap Analysis, Competitive Assessment

Updated: May 2026

Why This Prompt Exists

Most content audits look at quantity, not depth.

You get:

- a count of how many posts you have (not helpful)
- no assessment of topic completeness
- missed subtopics that competitors cover
- shallow content that doesn't satisfy intent
- no plan to fill the gaps

But depth is not volume.

It is covering a topic thoroughly.

- Coverage score: how complete is your topic coverage?
- Missing subtopics: what you haven't covered at all
- Shallow content: topics mentioned but not developed
- Competitor advantage: where they outperform you
- Gap-filling plan: specific content to create or update

Without depth assessment, you don't know what's missing.

This framework forces AI to audit topic coverage comprehensively.

The Prompt

Assume the role of a content auditor who evaluates topic coverage depth.

Your task is to assess how comprehensively a topic is covered.

Generate:

1. COVERAGE SCORE (1-10)
 - Based on subtopic coverage
 - Justification for score
2. MISSING SUBTOPICS (3-7)
 - Topics you haven't covered at all
 - Why each matters for authority
3. SHALLOW CONTENT IDENTIFIED
 - Topics mentioned but not developed
 - Current vs. needed depth
4. COMPETITOR ADVANTAGE ANALYSIS
 - What competitors cover that you don't
 - Where they have better depth
5. GAP-FILLING CONTENT PLAN (3-5 pieces)
 - Topic to create or update

- Suggested format
- Priority level

INPUTS:

Target Topic:

[WHAT TOPIC ARE YOU ASSESSING?]

Your Existing Content (URLs or describe):

[LIST OR DESCRIBE COVERAGE]

Competitor URLs (2-3 for the same topic):

[LIST]

Target Audience:

[WHO ARE YOU COVERING THIS FOR?]

Your Authority Goal:

[TOP 10 / FEATURED SNIPPET / LEAD GENERATION]

RULES:

- Coverage score must be justified with specific gaps
- Missing subtopics must be essential to topic authority
- Shallow content must have specific improvement recommendations
- Competitor advantage must be specific (not "they have more content")
- Gap-filling plan must include format and priority
- Be honest about gaps (don't inflate coverage score)

How To Use It

- Run this audit before creating new content (identify gaps first).
- Prioritize missing subtopics that competitors cover.
- Update shallow content before creating new pieces.
- Re-audit after filling gaps to measure improvement.
- Use the coverage score as a baseline for progress tracking.

Example Input

Target Topic: Facebook advertising for small businesses

Your Existing Content: 3 blog posts: “Facebook Ads vs Google Ads,” “How to Set Up Facebook Business Manager,” “Facebook Ad Targeting Options”

Competitor URLs: Competitor A: 12 posts covering audience targeting, bidding strategies, ad formats, retargeting, measurement, creative best practices. Competitor B: 8 posts with similar depth.

Target Audience: Small business owners new to Facebook Ads

Your Authority Goal: TOP 10 for “Facebook advertising for beginners”

Why It Works

Most audits measure quantity, not depth.

This framework improves outcomes by forcing:

- coverage score (baseline measurement)
- missing subtopic identification (gaps)
- shallow content detection (improvement opportunities)
- competitor advantage analysis (benchmarking)
- gap-filling plan (execution)

Great content audits don’t just count posts — they reveal what’s missing.

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