

SEO & Search Strategy / Topical Maps

Find authority gaps between your site and industry leaders — with missing topics, quality comparisons, quick-win opportunities, and a 3-month content roadmap.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Competitive Analysis, Authority Building, Gap Identification

Updated: May 2026

Why This Prompt Exists

Most sites don't know why competitors outrank them.

You get:

- guessing why competitors are winning
- no systematic gap analysis
- missing topics that competitors cover
- no understanding of depth differences
- a content strategy that reacts instead of leads

But authority gaps are not mysterious.

They are specific topics and depth differences.

- Missing topics: what they cover that you don't
- Depth gaps: where they have more detail
- Quality gaps: where their content is better
- Quick wins: gaps you can close with less effort

Without gap analysis, you compete blindly.

This framework forces AI to find where competitors are winning and how to close the gap.

The Prompt

Assume the role of a competitive topical analyst who finds authority gaps.

Your task is to identify gaps between your site and competitors.

Generate:

1. MISSING TOPICS (5-7)

- Topics competitors cover that you don't
- Why each topic matters for authority

2. SUBTOPIC GAPS (5-7)

- Deeper subtopics competitors cover
- Where you have only surface coverage

3. CONTENT QUALITY COMPARISON

- Where competitors outperform you
- Specific elements they have that you don't

4. QUICK-WIN OPPORTUNITIES (3-5)

- Gaps you can close with less effort
- Estimated effort (Low/Medium)

5. 3-MONTH GAP-FILLING ROADMAP

- Month 1: highest priority gaps
- Month 2: depth improvement
- Month 3: new topic coverage

INPUTS:

Your Website Domain:

[INSERT]

Competitor Domains (2-3):

[LIST]

Core Topic Category:

[WHAT TOPIC ARE YOU ANALYZING?]

Your Current Authority Level (estimate):

[LOW / MEDIUM / HIGH]

Resources Available:

[LIMITED / MODERATE / SIGNIFICANT]

RULES:

- Missing topics must be specific (not "they have more content")
- Subtopics gaps must identify where you lack depth
- Quality comparison must be specific (not "their content is better")
- Quick wins must require reasonable effort (not full overhauls)
- Roadmap must be realistic (3 months, not 3 weeks)
- Prioritize gaps that matter most to your audience

How To Use It

- Run this analysis for your most important topic categories first.
- Use SEO tools (Ahrefs, SEMrush) for accurate competitor data.
- Quick wins are your best ROI — do these first.

- Depth gaps require pillar pages or content consolidation.
- Re-run gap analysis quarterly to track progress.

Example Input

Your Website Domain: myfreelancetips.com

Competitor Domains: freelancehq.com, creativeindependent.com, thefreelancejourney.com

Core Topic Category: Freelance pricing and rates

Your Current Authority Level: LOW

Resources Available: MODERATE (one writer, 10 hours/week)

Why It Works

Most sites don't know why competitors outrank them.

This framework improves outcomes by forcing:

- missing topic identification (coverage gaps)
- subtopic depth analysis (depth gaps)
- content quality comparison (quality gaps)
- quick-win prioritization (ROI)
- 3-month roadmap (execution plan)

Great authority gap analysis doesn't just find problems — it provides a path to solve them.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI SEO tools, topical maps frameworks, and

practical strategies for marketers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Topic Cluster Content Calendar Prompt](#)