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| Keyword Analysis  Gap Analysis for Content | | | | | | |
| Keyword | Your Rank | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 | Content Gap & Strategy |
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| Buying Stage | | | | |
| Stage | How much Content (1-5) | Suits needs of Business (1-5) | How content performs (1-5) | Gap & Strategy |
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| Channels | | | | |
| Keyword | Importance (1-5) | Type of content promoted | Reached Goals (1-5) | Gap & Strategy |
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