Brandella Journal

# Competitor Gaps checklist

Project: _____ Date: _____

- [ ] Listed my site and up to 4 real search competitors with their site type
- [ ] Exported rankings for every site from one tool and one country
- [ ] Pasted one row per keyword with volume, difficulty and every site's position
- [ ] Chose a search intent and a business value for every keyword
- [ ] Marked which keywords show an AI Overview
- [ ] Checked 10 to 30 key questions in AI Overviews, AI Mode and one AI assistant, with dates
- [ ] Reviewed every Missing keyword first, then Untapped and Weak
- [ ] Studied the best competitor page before planning each new page
- [ ] Wrote down the original value we add for every target, not just the keyword
- [ ] Fixed every Mentioned, not linked AI answer
- [ ] Planned a refresh for every Strong and Unique page
- [ ] Moved the chosen gaps to the Action Plan with an owner and a due date
- [ ] Replaced the assumed CTR table with our own Search Console numbers
- [ ] Set a monthly date to refresh positions and AI checks
- [ ] Set a quarterly date to rerun the full gap analysis

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/competitor-gaps/