

MIND THE GAP!

YOUR CONTENT STRATEGY NEEDS A GAP ANALYSIS

In content marketing, the gap is the same. It's the difference between where you are in your content strategy and where you expect your content strategy to take you.

A content gap analysis provides a complete view of where you are today and what's missing in your content creation efforts. There are many approaches to content gap analysis, but the purpose remains the same;



Understand the performance of the current content



Identify the topics that failed to engage audience



Find what's missing

The process can be tedious, but can be really helpful identifying any revisions needed for your content strategy.

A CONTENT GAP ANALYSIS CAN BE BROKEN INTO THREE STEPS.

01

Evaluate where you are and what content already exists on your site

A simple spreadsheet can help organize the current content inventory. Plan for fields to include keyword group, targeted keyword, title, link, last update.

Define goals and content strategy approach

Look to your content strategy to help guide your goals and approach to creating the content that is needed.

02

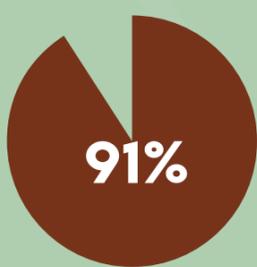
03

Competitive and content review.

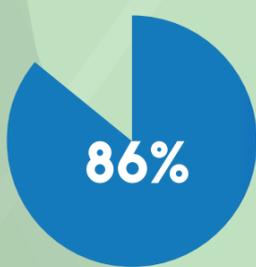
Identify the missing content. Compare to your keyword and content rank report to highlight gap terms that are important for your business but are missing from the rank report or content inventory.

REDUCE CONTENT GAP WITH A SUCCESSFUL CONTENT MARKETING STRATEGY

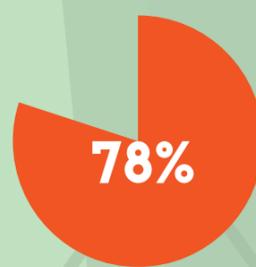
Once the inventory is complete, competitive keyword data tools can show who's currently ranking for the terms you'd like to rank for. The competitive landscape data will help illustrate the overlap of content you have that need to be revised or optimized, plus the content you need and the topics you don't need to go after.



B2B marketers use content marketing.



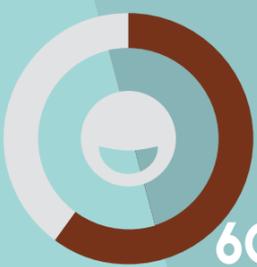
B2C marketers use content marketing



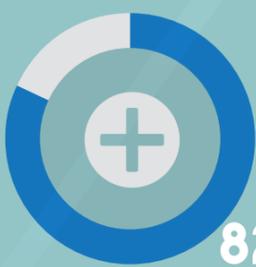
CMOs see custom content as the future of marketing

PRIORITIZE TO FILL THE BIGGEST GAPS FIRST

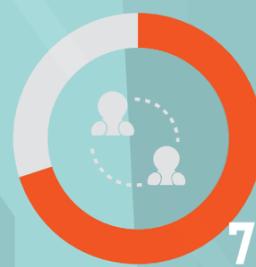
The result of a gap analysis often includes a long list of content that needs to be created. Prioritize your content requests to be sure the biggest gaps are filled first, then move on to the content that simply needs to be improved or optimized.



of consumers enjoy reading relevant content from brands



of consumers feel more positive about a company after reading custom content



of consumers feel closer to a company as a result of content marketing

Reference

<http://www.ezdia.com/blog/mind-gap-content-strategy-gap-analysis/>

<http://www.demandmetric.com/content/content-marketing-infographic>

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