SkillNewton

SEO Competitor Analysis Template

Compare business and SERP competitors on content, gaps, backlinks and technical SEO to find clear opportunities.

This SEO competitor analysis template helps you compare the sites that rank for your target topics and turn what you find into a list of opportunities. It covers both business competitors and the sites you compete with in search results, which are often different. It is designed for site owners, freelancers and SEO trainees. Follow the process below, add one row per competitor and finish each row with clear next actions.

How to use it

1. **Find your competitors.** Search your main keywords and list the domains that rank repeatedly, marking each as a business or SERP competitor.
2. **Analyse their ranking pages.** Record their ranking URLs, content strengths and gaps compared with your own pages.
3. **Check links and technical SEO.** Add backlink and technical notes from your SEO tools and Google's free testing tools.
4. **List opportunities.** Turn each finding into a specific action and add the actions to your content plan.

Columns

Competitor domain	The competing site.
Type (business/SERP competitor)	Business: sells the same thing. SERP: ranks for your keywords but may not be a direct business rival.
Pages ranking for target topics	Their URLs that rank for your important keywords, with the keyword.
Content strengths	What their content does well: depth, examples, original photos, tools, freshness.
Content gaps	Topics or questions they miss, or cover poorly, that you can cover better.
Backlink notes	Types of sites linking to them (from your backlink tool), not just totals.
Technical notes	Anything notable: mobile experience, page speed, structured data, site structure.
Opportunities	Specific actions for your site based on this row.

Sheet (example rows, then blank rows to fill in)

Competitor domain	Type (business/SERP competitor)	Pages ranking for target topics	Content strengths	Content gaps	Backlink notes	Technical notes	Opportunities
bakingschool.example	Business	Example: /classes/bread/ for "bread making workshop"	Example: clear class schedule, photos from real sessions	Example: no eggless options, no beginner FAQs	Example: listed in local event directories and a food blog roundup	Example: slow mobile pages, no breadcrumbs	Example: add a beginner FAQ and eggless options to our workshop page
recipeblog.example	SERP	Example: /easy-bread/ for "how to make bread at home"	Example: step-by-step photos, troubleshooting section	Example: no video, no guidance for Indian kitchen ovens or OTGs	Example: links from recipe roundups	Example: Recipe structured data in place	Example: create a bread guide with OTG instructions and step photos
example.org	SERP	Example: /cake-faults/ for "why is my cake dense"	Example: covers many cake faults in one page	Example: thin answers, no photos of the faults	Example: few relevant links	Example: none notable	Example: publish a cake problems guide with photos from our classes
onlinecookery.example	Business	Example: /courses/cakes/ for "eggless cake baking course"	Example: detailed syllabus, course previews	Example: no in-person option, no local pages	Example: links from education directories	Example: clear breadcrumbs and course category pages	Example: improve our course page syllabus and add a preview video

Step 1: Identify SERP competitors

Search your most important keywords	Note which domains appear repeatedly in the top results across your keyword list.
Separate business and SERP competitors	A recipe blog may never sell classes, yet it competes with you for informational searches.
Use a tool to confirm overlap	Most SEO suites have a competing domains or keyword overlap report; use it to check what you saw manually.
Pick three to five competitors per topic	More than that becomes hard to analyse properly.

Step 2: Compare pages and signals

Compare the ranking page with your equivalent page	Look at format, depth, examples, visuals, freshness and how quickly it answers the question.
Look at who links to them	Note the types of linking sites, such as local directories, blogs or news, to see which are realistic for you.
Check technical basics	Test mobile usability and page speed with PageSpeed Insights, and note any structured data with the Rich Results Test.
Record facts, not assumptions	Write what you can see on the page or in a tool; label anything else as a guess.

Step 3: Find gaps and act

List keywords they rank for and you do not	A content gap or keyword gap report in your SEO tool speeds this up.
Note questions nobody answers well	These are often the best chances to add first-hand experience.
Turn every gap into a task	Write a specific action in the Opportunities column, then add it to your content calendar.
Repeat the analysis periodically	Results pages change, so revisit your main competitors every few months.

Online version, with the matching free guide: skillnewton.com/resources/templates/competitor-analysis-template/

Learn this hands-on: SEO Analytics, Auditing & Reporting – skillnewton.com/courses/seo-analytics-course/