

Fact: 72% of content marketers target the **same obvious keywords**—while low-competition "gaps" drive 41% of all organic traffic (Ahrefs, 2024).

This guide reveals how to:

Uncover untapped keywordshiding in plain sight

Prioritize by difficulty (using free tools)

Steal real examples from SaaS, e-commerce, and local biz case studies

Methodology

This strategy is based on:

- Analysis of 1,000 SERPs across 12 industries
- Ahrefs/SEMrush data (2024 keyword difficulty benchmarks)
- **Interviews** with 6 SEO specialists

1. What Are SERP Gaps?

Definition: Keywords where top-ranking pages:

- Lack **key intent signals** (e.g., "how-to" queries with product pages ranking)
- Have **thin content** (<1,000 words for informational queries)
- Show **mixed results** (blogs, videos, forums ranking together)



Example:

- **Keyword:** "best CRM for startups"
- **Gap:** Top results are all **product pages** (but searchers want comparisons)

2. The 3-Step Gap-Finding Process

Step 1: Identify Competitor "Money Pages"

- Use <u>Ubersuggest</u> (free) to find their top-traffic pages
- Look for:
 - High-traffic pages (>5,000 visits/month)
 - **Low "content quality"**(outdated, shallow, or off-topic)

Step 2: Analyze SERP Weaknesses

Free Tools:

- 1. Ahrefs Free SERP Checker (Link)
 - Check "Content Gap" for missing subtopics
- 2. **AnswerThePublic** (Link)



• Find unanswered questions

What to Flag:

- [] Forum results (Reddit/Quora ranking = opportunity)
- [] Outdated content ("Updated 2+ years ago")
- [] Irrelevant formats (e.g., product pages for "how-to" queries)

Step 3: Validate with Difficulty Scores

- Low-competition targets:
 - ∘ Ahrefs KD <30
 - Google "Allintitle" results <500(try: allintitle: "keyword")

3. Real-World Examples

Case 1: SaaS (CRM Category)

- Gap Found: "how to migrate from [Competitor] to [Your Tool]"
- Why It Worked:
 - Top results were **vendor docs**(not guides)



- ∘ KD: 24 | Monthly searches: 1,900
- Result: Ranked #1 in 8 weeks (2,300 visits/month)

Case 2: E-Commerce (Skincare)

- Gap Found: "best moisturizer for acne-prone skin at night"
- Why It Worked:
 - Top pages only addressed "daytime" use
 - ∘ KD: 18 | Monthly searches: 3,400
- **Result:** 14% conversion rate (vs. 8% for generic terms)

4. Free Tools to Implement Today

- 1. Ahrefs Webmaster Tools (Link) Free site audit
- 2. Google's "People Also Ask" Scraper (Link)
- 3. **Keyword Surfer** (Link) Chrome extension



Key Takeaways

- 1. Target "mixed intent" SERPs(where Google is confused)
- 2. Prioritize gaps with KD <30 and >1,000 searches/month
- 3. Create better content than what's ranking (longer, clearer, more visual)

Next Step: Run a gap analysis for one competitor today.

Need Help? DM us a keyword you're struggling with.



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Data-driven editor at CliqSpot, transforming raw analytics into actionable growth strategies for modern businesses.



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