

SEO Competitor Analysis Template

A structured competitor research workbook for comparing organic visibility, keywords, content, site architecture, on-page SEO, SERP features, backlinks, internal linking, technical SEO, and growth opportunities.

1. Project Overview

Website / domain	Brand	Analysis date	Analyst	Primary market	Target country	Target audience	Primary products / services	Primary conversion goal

2. Competitor Identification

Competitor	Domain	Competitor type	Why selected	Primary overlapping topics	Primary overlapping products / services	Market relevance	SEO relevance	Priority

3. Organic Visibility Benchmark

Domain	Estimated organic visibility	Estimated organic traffic	Ranking keywords	Top 3 keywords	Top 10 keywords	Top 100 keywords	Branded share	Non-branded share	Trend direction	Notes

4. Keyword Overlap and Gap Analysis

Keyword	Topic cluster	Search intent	Search volume	Our position	Competitor 1 position	Competitor 2 position	Competitor 3 position	Our target URL	Best competitor URL	Gap type	Business relevance	Priority	Recommended action

5. Topic and Content Gap Analysis

Topic / cluster	Our coverage	Competitor coverage	Best competitor page	Content format	Search intent	Depth / completeness	Unique competitor angle	Our gap	Recommended content action	Priority

6. Top-Performing Page Comparison

Domain	URL	Page type	Primary topic	Estimated traffic contribution	Ranking keyword breadth	Search intent	Content format	Internal links observed	Backlink strength	Why it performs	Opportunity for us

7. Content Quality Comparison

Page / topic	Competitor	Intent match	Content completeness	Original data / research	Examples / proof	Freshness	Author / expert signals	UX / readability	Media use	Conversion path	Strength	Weakness	Action for us

8. Site Architecture Comparison

Domain	Primary navigation model	Category structure	Topic hubs	Breadcrumbs	Average click depth observation	Internal linking pattern	Orphan risk observation	Faceted navigation	URL structure	Strength	Opportunity

9. On-Page SEO Comparison

Page / topic	Domain	Title approach	H1 approach	Heading structure	Intent alignment	Topical coverage	Internal links	Schema type	Media use	CTA approach	Strength	Gap / opportunity

10. SERP Feature Comparison

Keyword / topic	SERP feature	Our ownership	Competitor owner	Competitor URL	Format used	Current position	Opportunity	Recommended optimization	Priority

11. Backlink and Authority Gap

Competitor	Referring domain opportunity	Linking page / publication	Target competitor URL	Link type	Topical relevance	Authority / quality note	Our equivalent asset	Gap / opportunity	Recommended action	Priority

12. Internal Linking Comparison

Topic / page type	Our approach	Competitor approach	Hub page used	Contextual links	Anchor text pattern	Navigation support	Breadcrumb support	Strength	Opportunity	Recommended action

13. Technical SEO Comparison

Check	Our site	Competitor 1	Competitor 2	Competitor 3	Benchmark / observation	Risk or opportunity	Recommended action	Priority
Indexation footprint								
Core Web Vitals observation								
Mobile usability observation								
Structured data coverage								
HTTPS consistency								
Canonical implementation observation								
Pagination / faceted navigation approach								
JavaScript rendering dependency								
International SEO setup								
Sitemap structure								
URL consistency								

14. Content Publishing and Freshness

Domain	Publishing frequency	Primary content types	Update frequency	Recent content pattern	Evergreen refresh pattern	Seasonal content use	Programmatic / scaled content observation	Content velocity trend	Opportunity

15. Competitor Strengths and Weaknesses

Competitor	Primary SEO strengths	Primary SEO weaknesses	Topics they dominate	Formats they use well	Authority advantage	Technical advantage	Content advantage	Vulnerabilities	How we should respond

16. Opportunity Prioritization

Opportunity	Category	Competitor evidence	Business relevance (1-5)	Traffic potential (1-5)	Ranking feasibility (1-5)	Strategic value (1-5)	Effort (1-5)	Priority tier	Recommended next step	Owner	Status

17. Action Plan and Roadmap

Task ID	Opportunity	Workstream	Target URL / topic	Recommended action	Expected impact	Priority	Effort	Owner	Target date	Dependency	Status	Validation method	Result / notes

18. Executive Summary

Summary area	Findings and recommendations
Overall competitive position	
Biggest visibility gap	
Biggest keyword opportunity	
Biggest content opportunity	
Biggest authority opportunity	
Biggest technical opportunity	
Quick wins	
30-day priorities	
60-day priorities	
90-day priorities	