Search Gaps Dashboard

Dashboards · https://www.serpsmoothie.com/support/dashboards/search-gaps/

Search Gaps finds demand you’re not capturing yet and turns it into a prioritized plan for SEO, PPC, or both.

What this dashboard helps you decide

- Where demand exists but neither channel performs
- Whether to start with content (SEO), paid coverage (PPC), or a combined approach
- How to prioritize by potential impact vs difficulty/cost

How it works

We combine GSC, Google Ads, and planner-style signals to estimate demand, difficulty, and current coverage. Recommendations reflect your client goal (Budget efficiency, Cost reduction, SERP domination).

Scan the top row

- Summary cards show opportunity counts (Improve SEO/PPC/Both)
- Filters let you focus by country, campaigns/ad groups, categories, time, difficulty, and volume ranges

Read the charts

- Demand vs coverage highlights under-served terms (high demand, low coverage)
- SEO position vs PPC CTR shows whether paid is likely to work now or needs better LP/creatives
- ROAS vs CPC identifies paid-first candidates vs SEO-first bets

Work the table

- Add columns for monthly searches, difficulty, ROI proxy, and recommendation
- Sort by opportunity score; tag pages/owners to accelerate routing
- Open Performance view to sanity-check before committing

Performance view (per-term drill-down)

- Clear recommendation with rationale and supporting trends
- Tiles for demand, position, CTR, CPC/ROAS, and alignment to target landing pages

Goal-aware recommendations

- Budget efficiency: low-cost PPC probes and pragmatic SEO tasks first
- Cost reduction: bias toward SEO over expensive PPC tests
- SERP domination: invest in both channels across strategic clusters
- Thresholds (difficulty/volume/return proxies) can be tuned per project

Scope & limits

- Search terms aggregated from GSC and Ads, with 30-day planner signals where available

Workflow (5 steps)

1) Filter to strategic categories and target country 2) Sort by opportunity score; shortlist top 20 3) Open Performance view to validate each 4) Create briefs (SEO) and micro-tests (PPC) with clear owners 5) Export the plan; review after 2–4 weeks

Export & handoff

- Export all rows with current filters or selected rows only (CSV/XLSX) for briefs, roadmaps, and client packs

Tips

- Pair PPC probes with new content to accelerate learning
- Map each term to a best-fit landing page before scaling bids