GADEX SAMPLE REPORT

Competitor Search Gap Report

Fictional sample for ClinicOS example

SITE
ClinicOS example

MARKET
Private clinics

SCOPE
Buyer questions and missing pages

Competitors answer buyer questions the site does not.

Competitors are winning searches around software comparison, appointment automation, and implementation risk. The site has product pages, but it does not answer the questions buyers ask before booking a demo.

01 / FINDINGS

Buyer questions found

How do I compare clinic booking software?

What does appointment automation change for staff?

How long does clinic software implementation take?

Competitor coverage

Three competitors answer comparison intent.

Two competitors publish implementation guides.

One competitor owns staff-workflow searches.

PRIORITY DECISION

Write the comparison guide first.

The topic has a clear buyer question, visible competitor coverage, and a direct path back to the booking automation offer.

What to write first

01

Clinic booking software comparison guide

Answer vendor-selection intent and link to booking automation.

02

Appointment automation workflow guide

Show how staff time, reminders, and patient intake change.

03

Implementation timeline article

Reduce buying risk before sales conversations.

How Gadex uses this

The report becomes the first content map: priorities, briefs, publishing notes, and internal links for the monthly program.