Buyers' Research Hub Content Gap Analysis

B2B buyers are more self-reliant than ever, with most completing over 70% of their decision-making before speaking to a sales rep.

A well-organized buyers' research hub positions your company as a trusted expert, providing the clarity buyers need while allowing you to control the narrative of their research journey.

How to conduct your Contact Gap Analysis:

1. Review the 8 Buyers' Research Hub categories

1. Problem identification
2. Solution Presentation
3. Buyer Education & Industry Insights
4. Value Proposition
5. Financial Considerations
6. Support, Onboarding & Migration
7. Security & Compliance
8. Company Credibility

2. Understand which document type maps to the categories

A spec sheet might fall under the "Buyer Education" category for example.

3. Identify your existing content

Enter each piece of your existing content in the correct corresponding row which matches its content type and category.
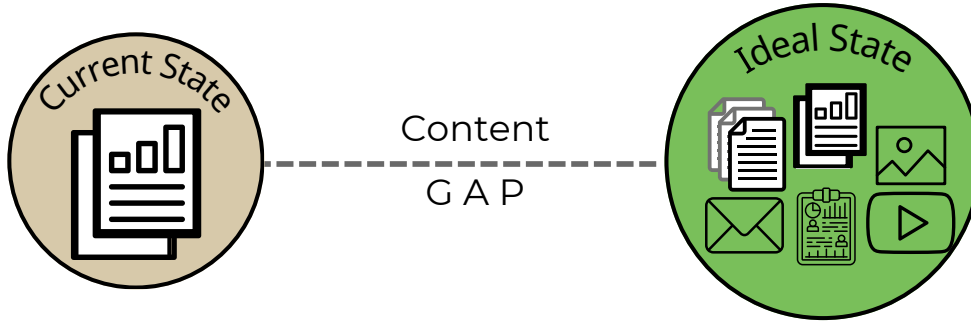
4. Score existing content

Score your existing content from 1-5 based on its quality, to help prioritize what content you may need to update or create.

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1. Content categories	2. Document types	3. Name & location (URL) of your existing content		4. Score existing content

Buyers' Research Hub Categories	Document Types	Existing Content (Name)	Content URL	Content score 1-5
Problem Identification: Does your content clearly articulate the buyer's challenges?	Blog posts on industry pain points			
	FAQ sections			
	Infographics illustrating common challenges			
	Explainer videos			
Solution Presentation: Are your solutions described in a way that addresses the identified problems?	Product/service overview pages			
	Comparison charts			
	Case studies			
	"How It Works" videos			

Buyers' Research Hub Content Gap Analysis

Current State —— Content G A P —— Ideal State

Access the Buyer's Research Hub Content Gap Analysis Spreadsheet

https://docs.google.com/spreadsheets/
d/1VWKvdUsbLbHBvXeBYVemTmv7hIo4y9cb6kcF0ypPy8U/edit?usp=sharing

Quick Tips:

Buyers' Research Hub Categories	Document Types	Existing Content (Name)	Content URL	Content score 1-5
Problem Identification: Does your content clearly articulate the buyer's challenges?	Blog posts on industry pain points	5 common problems we solve	acmecompany.com/blog	5
	FAQ sections	Frequently asked questions	acmecompany.com/faq	3
	Infographics illustrating common challenges			0
	Explainer videos			0
Solution Presentation: Are your solutions described in a way that addresses the identified problems?	Product/service overview pages	multiple		3
	Comparison charts			0
	Case studies			0
	"How It Works" videos	How our solution saved a client $$	acmecompany.com/case-study	2

If a particular category or doucment type doesn't apply, remove it or modify it.

These columns represent your existing content

0: Create new
1-3: Consider recreating

Use the Buyer's Research Hub Content Gap Analysis Spreadsheet to track content revisions or new content.