

MCP SERVER

NO CODE

CLOUD HOSTED

Content Gap Identifier MCP for AI Agents

Finding Missing Keywords and Topics for SEO Content Strategy

Content Gap Identifier uses advanced TF density analysis to compare your website's content against competitors'. It pinpoints specific keywords and entire topics that are present in competitor writing but are missing or underrepresented on your own site. This helps you know exactly where to focus your next round of content creation.

A+ Quality Score 100/100

seo

keywords

competitor-analysis

content-strategy

text-analysis



The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeytoken Trap System

Phantom credentials are injected into isolated environments. If a honeytoken is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Content Gap Identifier MCP

3 tools available

Cloud-hosted on Vinkius

Building great SEO content is tough because the web is already saturated with information. Instead of guessing what people are searching for, this MCP lets your AI agent analyze a competitor's entire content library and compare it directly to yours. You get deep linguistic insights showing exactly which keywords or broader themes you're neglecting. For instance, an agent can use the system to determine that while both sites talk about 'AI', the competitor dedicates significantly more coverage to 'ethical implications,' a topic your current guides ignore. This isn't just keyword stuffing; it identifies whole content pillars you need to build out. Because Vinkius hosts this MCP in their catalog, your AI client connects once and immediately gains access to sophisticated competitive analysis tools that used to require expensive software subscriptions.

Core Capabilities

01 — Detecting Missing Content Topics

It finds keywords and entire subject areas that competitors cover but are weak or absent in your content.

03 — Quantifying Topic Weight Differences

The MCP evaluates how much more focus or emphasis a specific topic carries in competitor material compared to your own work.

02 — Pulling Out Core Keywords from Text

You can run a document through the system to isolate and identify its most significant, high-value keywords.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/content-gap-identifier — connect your AI agent in three steps.

- 01** First, you feed the system two sets of data: your content and the competitor's target content. You tell your agent what kind of comparison you need.
- 02** The MCP runs a Term Frequency (TF) density analysis across both bodies of text. It systematically compares topic weights and keyword presence against established industry benchmarks.
- 03** Your AI client receives a detailed report, showing precise gaps in topics or keywords, along with quantitative data on how much more emphasis the competitor placed on that subject.

The bottom line is you get an objective map of your content strategy weaknesses, telling you exactly what to write next.

Built For

SEO Content Strategists and Marketing Managers use this when they're tired of writing content that feels generic or underperforms. They need hard data proving where their competitors are winning—and where the gaps are.

Content Strategy Manager

They run comprehensive gap analyses to prove the ROI of new content pillars before writing a single word.

SEO Specialist

They use it daily to ensure every piece of published content addresses topics that have high competitor density but low site coverage.

Technical Writer/Editor

They check draft articles against topic importance metrics, making sure the most critical keywords are given appropriate weight.

What Changes When You Connect

- 01** Stop guessing what to write. By running the `identify_content_gaps` tool, you get a clear list of topics your competitors rank for that your site currently ignores.

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- 02** You stop wasting time on low-impact content. Use `evaluate_topic_importance` to quantify which subjects carry the most weight in competitor articles so you know where to focus your effort.
-
- 03** Better article drafts, faster. Run `extract_text_essence` over existing high-performing content to pull out proven keywords and ensure they are woven into your new pieces.
-
- 04** Faster competitive audits. Instead of manually reading multiple sites, let your agent compare your entire site against rivals in minutes.
-
- 05** Higher search visibility. By directly addressing the gaps identified by this MCP, you improve topical authority across your domain.
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Real-World Applications

Launching a new product page

A marketing manager needs to write an article about 'Quantum Computing'. They ask their agent to run `'identify_content_gaps'` comparing their draft against the top three competitor pages. The agent reports that while all sites mention 'speed,' they are missing coverage on 'quantum entanglement' entirely, giving the manager a precise topic for the new section.

Analyzing a niche industry rival

A content specialist compares their site against an unexpected competitor in a highly technical field. They use `'evaluate_topic_importance'` and discover that the competitor dedicates 3x more weight to 'regulatory compliance' than they do, instantly shifting the focus of the entire content strategy.

Refreshing old blog content

An editor wants to update an outdated guide. They feed the agent two texts—the old draft and the competitor leader page. Using `'extract_text_essence'` on both, they see that while their old piece is keyword-heavy, it lacks the 'future outlook' essence found in the competition.

Creating pillar page outlines

A strategist has a broad topic like 'Digital Transformation.' They use this MCP to identify all associated sub-topics that competitors have covered and structure a comprehensive pillar page outline, ensuring no major keyword cluster is missed.

Patterns to Avoid

Writing generic content

X AVOID

The writer simply adds more keywords they think are important without confirming if the topic has actual weight in competitor articles.

✓ INSTEAD

Don't just list terms. Use ``evaluate_topic_importance`` first to confirm that a topic carries significant, measurable weight in competitor content before you commit to writing about it.

Focusing only on keyword density

X AVOID

An SEO specialist manually checks for the presence of 5 keywords, assuming coverage. This misses broader thematic gaps or missing conceptual pillars.

✓ INSTEAD

Don't rely on simple lists. Use ``identify_content_gaps`` to detect entire topics and themes that are completely absent from your current content set.

Over-relying on single documents

X AVOID

A user runs ``extract_text_essence`` only on one article and thinks they've solved the gap, ignoring the broader topic landscape.

✓ INSTEAD

Always use a comparative tool. Pair ``extract_text_essence`` with ``identify_content_gaps`` to ensure you pull out important keywords from your text **and** confirm those topics are relevant relative to your competition.

The Right Fit

Use this MCP if your content team needs objective, data-backed evidence of what topics they should write about next. If you suspect your current content is missing key subtopics or that its keyword focus doesn't match the industry standard set by rivals, this tool is critical. You must use it for competitive audits before starting any major content pillar. Don't use it if you just need to check if a single word exists; basic keyword tools will suffice. If your goal is simply to optimize existing text for better flow and readability without changing the topic scope, focus on human editing rather than gap analysis.

Content Gap Identifier MCP: Solving Content Strategy Gaps

Today, content creation feels like a guessing game. You spend hours deep in competitor blogs, manually copying keywords and highlighting phrases that seem important. Then you copy-paste them into your own drafts, spending time cross-referencing to see if the topic is truly relevant or if it's just a passing mention.

With Content Gap Identifier, your agent does all that work instantly. You feed in your content and a competitor's piece of writing. The system immediately returns precise reports showing exactly which topics are missing from you, providing a clear roadmap for what needs to be written.

Content Gap Identifier MCP: Quantifying Topic Authority

Manually judging which topic is 'most important' across two long documents is exhausting. You spend time trying to calculate if a competitor's focus on, say, 'regulatory compliance,' is genuinely more significant than your own coverage of the same subject.

Now, you simply ask the MCP to assess it using `evaluate_topic_importance`. It gives you a measurable number showing exactly how much weight the competitor places on that topic compared to yours. That metric dictates your content priority.

Content Gap Identifier: 3 Tools for Competitive Keyword Analysis

These tools allow your agent to analyze text, compare it against competitors, and pinpoint exactly where your content needs improvement.

#	TOOL	DESCRIPTION
01	<code>evaluate_topic_importance</code>	This tool measures how much more focus a specific subject carries in competitor writing compared to your own content.
02	<code>extract_text_essence</code>	It pulls out the most meaningful keywords from any single, provided piece of text.
03	<code>identify_content_gaps</code>	The tool detects specific topics or keywords that are missing or significantly weaker in your site compared to competitor material.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

- U** My guide is about sustainable energy, but I think we're missing some topics covered by our main rival.



Content Gap Analysis: Sustainable Energy

Based on the comparison, here are the primary gaps:

- **Missing Topics:** 'Grid-scale storage solutions,' 'Policy incentives for residential solar.'
- **Underrepresented Keywords:** 'Intermittency management' (Competitor density: 1.8% vs. Your text: 0.3%).

Focus on the policy side; that's where your biggest lift is.

- U** Pull out the absolute core keywords from this whitepaper draft about machine learning:



Core Keywords Identified

The analysis extracted three high-density terms that define your content's focus:

- Machine Learning (Density: 3.1%)
- Neural Networks (Density: 2.5%)
- Supervised Learning (Density: 1.9%)

U How much more emphasis does the competitor put on 'user intent' compared to my text?



Topic Importance Report: User Intent

The gap severity for this topic is **Moderate**. This means your content needs a focused update.

- **Competitor Density:** 2.5% (High focus)
- **Your Density:** 0.4% (Low focus)

Recommendation: Dedicate a new section to user intent, using these specific subheadings.

Frequently Asked Questions

01 How does the Content Gap Identifier help me with my SEO content strategy?

It provides objective proof of what topics you're missing relative to your competitors. Instead of guessing, you get a data-driven list of keywords and concepts that will boost your topical authority.

02 Can the Content Gap Identifier tell me if my content is too basic?

Yes. By comparing your text against industry leaders, it highlights topics where competitors have significantly more depth or weight, telling you exactly where to level up your coverage.

03 Is this better than just using keyword research tools for content gaps?

It is because standard tools only look at single keywords. This MCP analyzes entire thematic structures and topic clusters, giving you a much broader picture of where your competition is winning.

04 What kind of documents can I use with the Content Gap Identifier?

You can analyze articles, whitepapers, guides, or any large block of text. The system treats all inputs as raw content for comparison and analysis.

05 How do I know if a topic is important enough to write about?







The MCP provides quantitative metrics showing how much more emphasis competitors place on certain topics versus yours, giving you a measurable justification for your writing efforts.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"content-gap-identifier": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

Content Gap Identifier is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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