

SEMrush Review & Tutorial: 34 Ways to Level-Up Your SEM in 2017 (Free Trial Link Inside)

 robbierichards.com/review/competitor-research/

Robbie

2/21/2016

Top 10

Best Tools for Keyword Research (As Voted by 105 Search Marketing Experts)

- #1: [SEMrush](#) (61 votes) ... *[Get One Month of SEMrush PRO for free [here](#)]*
- #2: [Google Keyword Planner](#) (54 votes)
- #3: [Keyword Tool.io](#) (18 votes)
- #4: [Ahrefs](#) (15 votes)
- #5: [Search Console](#) and [Longtail PRO](#) (12 votes) *[Start \$1 trial [here](#) or read [review](#)]*
- #6: [Buzzsumo](#) (11 votes)
- #7: [Moz](#) (10 votes)
- #8: [Google Trends](#), [AnswerThePublic](#) and [Ubersuggest](#) (8 votes)
- #9: [Google Analytics](#) (7 votes)
- #10: [KWFinder](#) (6 votes)

Review of: [Semrush](#) (plus tutorial)

Use: SEO & PPC analysis

What I Like:

- ✓
of keyword research capabilities
- ✓
Find top performing organic content
- ✓
Domain comparison & gap analysis
- ✓
In-depth competitor PPC analysis
- ✓
Find (& remove) toxic backlinks

- ✓
Sensor to monitor SERP volatility
- ✓
Site audit and ranking tools
- ✓
Drag-and-drop report builder

What I Don't Like:

- ⚠
Backlink data not as complete as other dedicated link analysis tools
- ⚠
The keyword difficulty metric looks at domain instead of page-level metrics
- ⚠
Unable to analyze SERP data directly inside the keyword table

Summary: [SEMrush](#) is not just another keyword tool. I use it every day for personal and client search marketing projects. It allows you to get an (*almost unfair*) [behind-the-scenes look at your top performing competitors](#) and use the insights to build profitable campaigns right from the beginning. No more guesswork. Make decisions with data.

Find profitable keyword opportunities, pinpoint high-converting ad and landing page copy, dissect competitor content strategies, audit backlink profiles, identify new site monetization opportunities, track metrics in real-time...and a lot more.

Follow along with the review and tutorial.

[Get a Free 30 Day SEMrush PRO Trial](#)

A Closer Look at the Numbers

Before we dive into the review, let's take a quick look at the numbers:

1 Million +

Users

800 Million +

Keywords

130 Million +

Domains

There are no gaps here. [SEMrush](#) provides real-time access to an unbelievable amount of organic and paid search data.

QUICK INTRO: Eliminate the Guesswork and Build Profitable Search Marketing Campaigns

(from the Beginning)

When setting up any type of online marketing campaign a LOT of marketers and business owners try to "reinvent the wheel". They spend countless hours and money trying to come up with the "next big idea" that will blow their competitors out of the water.

Don't. Do. This.

(At least not right in the beginning).

Instead, **use data to plan**, build and launch marketing campaigns you know have a fighting chance of success (and profitability).

How?

Find out what is working for your top competitors and do MORE of that.

Simple, I know.

But, very few people do it.

By first looking at your top-performing competitors you'll be able to **quickly spot gaps in your online marketing strategy**, eliminate the *guesswork* and start with a campaign that has a proven track record.







This process doesn't have to be time consuming or a huge draw on your wallet.

[SEMrush](#) will give you a powerful behind-the-scenes look at what is and is not working for your top competitors.....FAST!

Armed with this knowledge, you'll be using data (not guesswork) to make strategic marketing decisions and deliver results for your boss or business much faster!

In this SEMrush review I'm going to **show you the tool's best features, its weaknesses**, and provide an actionable step-by-step game plan for you to quickly get up and running with the the tool to dissect your online competition and model their success.

A Taste of What You'll Learn:

- 
How to find all your competitor's most profitable keywords
- 
How to perform a keyword gap analysis and find hundreds of new keywords
- 
How to identify which ad copy and landing pages are generating the most sales
- 
How to uncover content ideas that drive organic traffic across the entire funnel
- 
How to analyze competitor PLA, display and video campaigns in minutes
- 
How to find thousands of new link building opportunities

- 💡
How to monitor SERP volatility with "Sensor"
- 💡
How to find (and remove) toxic backlinks
- 💡
How to build data visualizations and get actionable insights

...and that's just the beginning.

If you're a marketer, agency, business owner or someone serious about building profitable online marketing campaigns, [grab a 30-day free PRO trial](#) and follow along with the review.

This post provides the most comprehensive SEMrush review (13,000+ words) you'll find anywhere on the web. I've broken it down into easy-to-navigate categories below.

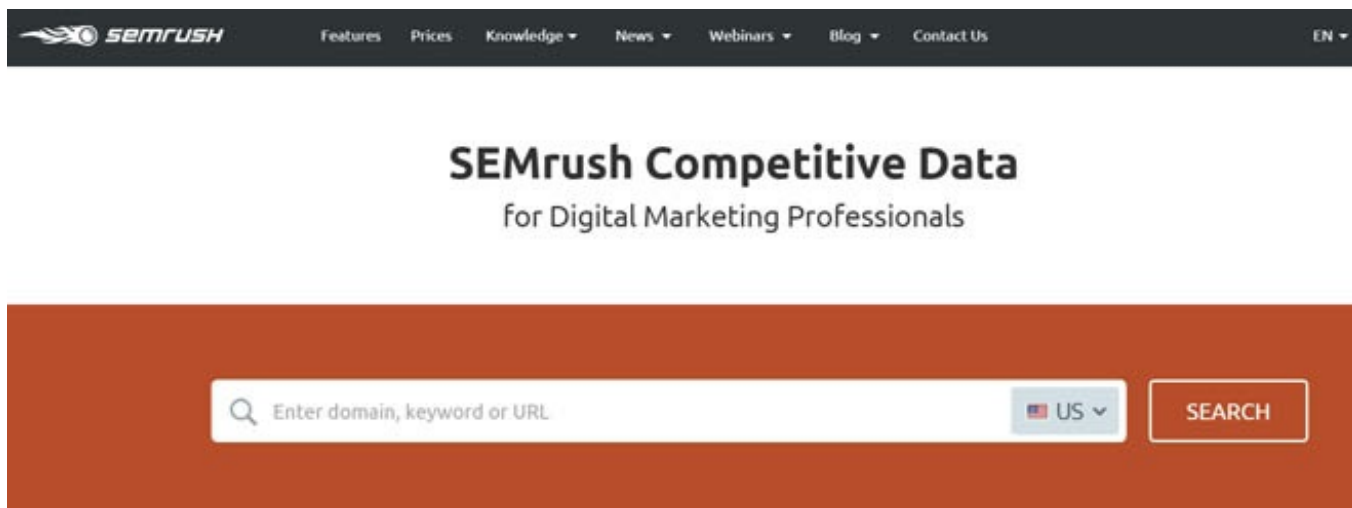
The Ultimate 34-Part Semrush Review and Tutorial (2017 Edition)

Each section of this review will highlight a product feature, walk you step-by-step through how to use it, and provide an action item for immediate implementation.

#1: Collect Benchmark Data

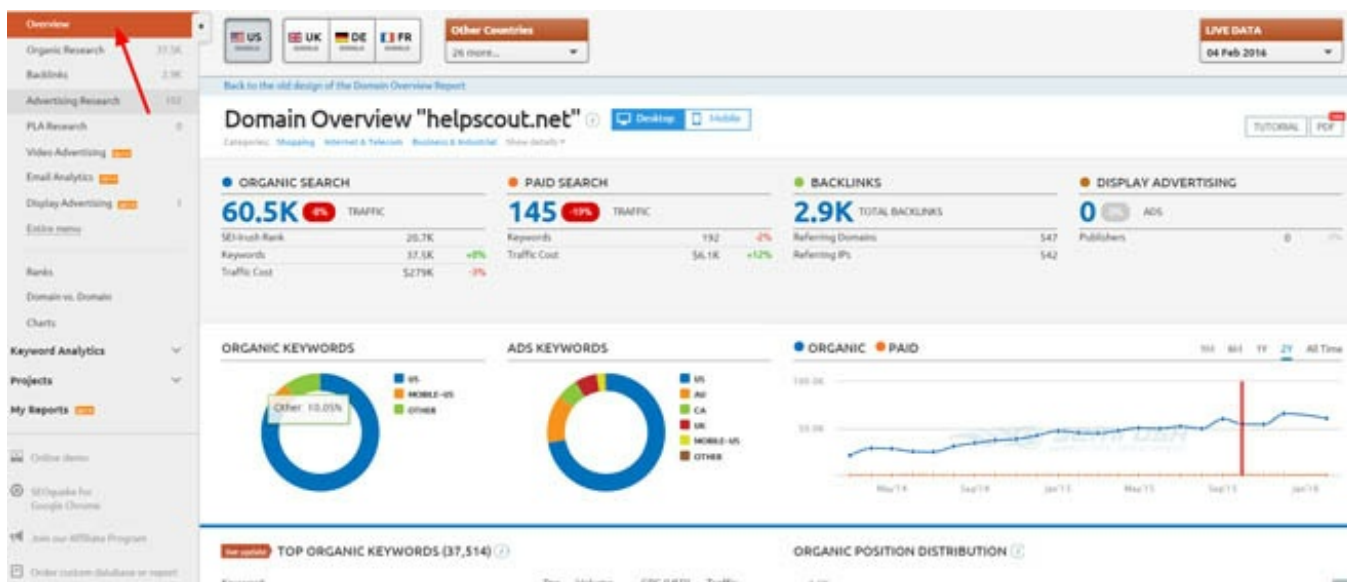
Before starting any type of competitor analysis, it's always a good idea to first look at how you're currently performing across organic and paid search channels.

Head over to [SEMrush](#) and enter your domain into the search bar:



The screenshot shows the SEMrush website header with the logo and navigation links: Features, Prices, Knowledge, News, Webinars, Blog, and Contact Us. Below the header, the main heading reads "SEMrush Competitive Data for Digital Marketing Professionals". At the bottom, there is a large orange search bar with the placeholder text "Enter domain, keyword or URL", a dropdown menu set to "US", and a "SEARCH" button.

Click into the Domain Analytics >> Overview tab:



This report will give you high-level benchmark data in a number of areas.

You can see if traffic is going up or down, if your rankings are improving or getting worse, top organic and paid keywords, backlink data, display ad metrics and more:



Set a date range for the report and download it as a PDF.

ACTION ITEM:

Use the data on the overview dashboard to establish some baseline benchmark metrics. How much organic traffic are you getting? How much paid traffic (if any)? How many keywords do you have ranking in the top three search results?

Put this data into a spreadsheet.

You can return to these metrics periodically and see if you're SEO and PPC efforts are proving effective.

#2: Identify Your Top Organic Search Competitors

The next step is to identify your top organic competitors.

Enter your domain into the search bar and navigate to the “Domain Analytics” >> “Competitors” tab.

Competitor Positioning Map

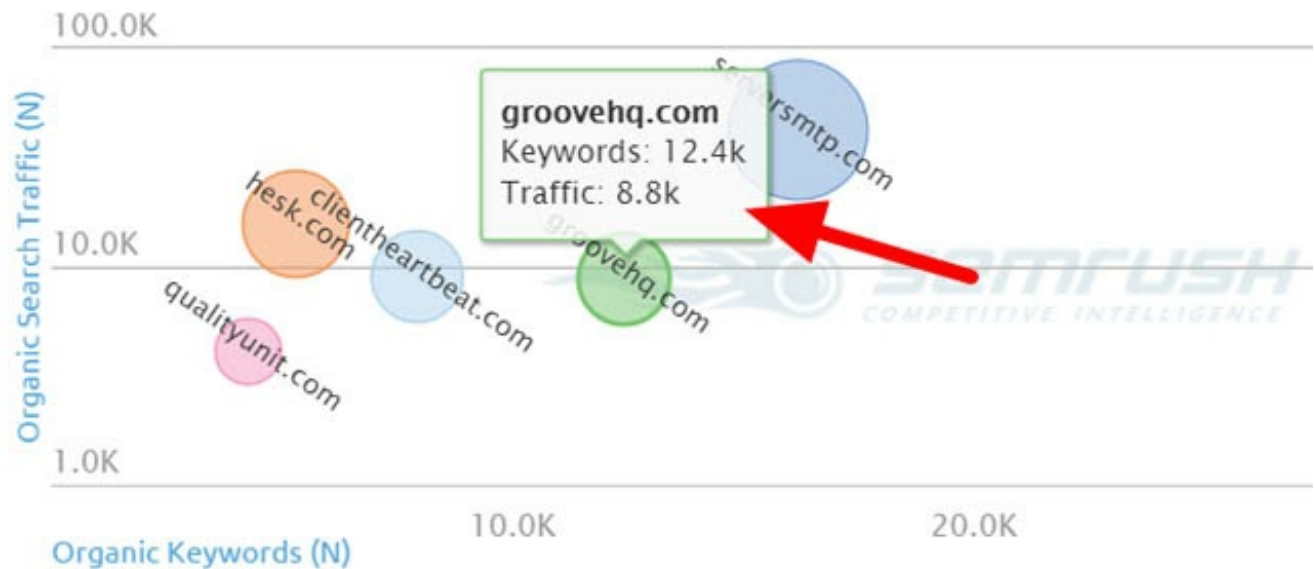
You will see a competitor positioning map highlighting the top organic search competitors.

This visualization provides a quick snapshot of where you rank in the competitive landscape in terms of the number of keywords ranking in the top 100 search results, as well as the amount of search traffic going to the domain:



In this example, we can see that GrooveHQ is a top competitor in terms of both search traffic and number of keywords ranking in the top 100 search results.

Hover over the bubbles to see the exact numbers:



Click on the bubble and you'll be taken to a dashboard covering different organic keyword, paid ad and backlink data (more on that later).

Organic Competitors Table

Now it's time to dive a little deeper.

Scroll down from the competitor positioning map and you'll find the organic competitors table.

This table highlights lesser-known market competitors, and allows you to drill in and find loads of actionable data:

ORGANIC COMPETITORS 1 - 100 (13,776)

Export

Domain	Competition Level	Common Keywords	SE Keywords	SE Traffic	SE Traffic Price	Ads Keywords
clientheartbeat.com	<div></div>	835	7.9k	9.0k	51.7k	0
groovehq.com	<div></div>	640	12.4k	8.8k	47.8k	0
qualityunit.com	<div></div>	491	4.3k	4.1k	23.7k	0
hesk.com	<div></div>	430	5.3k	15.7k	65.9k	0
serversmtp.com	<div></div>	503	16.2k	42.3k	268.3k	401
wpitcare.com	<div></div>	382	9.7k	10.1k	111.3k	0
customerservicemanager.co...	<div></div>	327	4.7k	5.8k	18.2k	58
empower-yourself-with-col...	<div></div>	279	20.8k	139.7k	82.4k	0
unifiv.com	<div></div>	288	3.0k	2.0k	6.8k	0
conversionxl.com	<div></div>	347	24.0k	22.6k	81.0k	0
arclab.com	<div></div>	357	11.6k	10.3k	48.1k	13
desk.com	<div></div>	629	107.1k	102.2k	234.6k	2.8k

You can see in the table we've instantly been able to uncover 13,776 potential competitors. These are domains your site is competing with in Google's top 100 organic search results.

Now, no one has time to analyze over 13,000 competitors, but can you imagine how long it would take to go out to Google and manually sift through the SERPs and put together a list this size?

A LOT longer than the three seconds it just took you.

Time is money, and you just saved a bunch of it.

Pay close attention to the following metrics in the table.

Competition Level: the larger the number of common keywords, the greater the level of perceived competition.

Common Keywords: how many of the same keywords your competitor is ranking for in the top 100 search results.

SE Keywords: the number of keywords bringing visitors to a website via Google's top 100 organic search results.

These metrics will reveal your top organic search competitors.

I would recommend starting with the Common Keywords column. This will filter out the domains currently ranking in the top 100 search results for the same keywords you are ranking for.

The more common keywords, the stronger the competition.

ACTION ITEM:

Select a domain from the Competitors table that has a high number of common keywords. This is the first competitor you'll be analyzing in greater detail.

#3: Take a Behind-The-Scenes Look at Your Competitor's Organic Search Performance

Once you've selected the domain of a top competitor, navigate to the Organic research >> Positions report.

You'll see a high-level overview of the competitor's organic search performance, including the number of keywords the domain is currently ranking for in Google's top 100 search results, the amount of organic traffic the site receives each month and the estimated cost of the organic keywords if you were to bid on them in AdWords.

You can view the data for both mobile and desktop devices.

Pay close attention to the trend graphs in this report:



These will tell you if the number of keywords and amount of organic search traffic your competitor is receiving is increasing or decreasing over time.

A graph that is trending up and to the right (like the one shown above) indicates a [successful](#) SEO campaign is in place. Dig deeper.

Organic Search Positions Report

It's time to see which specific keywords are driving the most organic traffic to your competitor's website.

From the trend graph shown above, scroll down to the "Organic Search Positions" table:

ORGANIC SEARCH POSITIONS 1 - 100 (37,514)

Filter by keyword

Keyword	Pos.	Volume	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP	Last Update
customer service skills	1 (1)	18,100	3.00	www.helpscout.net/kills/	14.06	9.16	0.42	234,000,000			1 day ago
customer service			6.38	www.helpscout.net/kills/	8.56	11.86	0.16	1,020,000,000			1 day ago
customer service quotes			2.24	www.helpscout.net/lonel/	6.29	3.06	0.03	150,000,000			1 day ago
great customer service			8.99	www.helpscout.net/kills/	1.86	3.64	0.11	679,000,000			1 day ago
google groups	8 (9)	165,000	2.40	docs.helpscout.net/groups	1.63	0.85	0.00	334,000,000			1 day ago
customer acquisition	1 (1)	1,300	25.71	www.helpscout.net/ition/	1.00	5.63	0.77	27,700,000			20 Jan 2016
customer appreciation	1 (1)	1,300	8.65	www.helpscout.net/omers/	1.00	1.89	0.16	10,300,000			20 Jan 2016
constant contact login	13 (13)	60,500	0.72	docs.helpscout.net/contact	0.89	0.14	0.10	70,600,000			1 day ago
gmail help	12 (15)	40,500	1.79	docs.helpscout.net/tings	0.86	0.33	0.36	561,000,000			1 day ago
gmail smtp settings	6 (6)	9,900	1.63	docs.helpscout.net/tings	0.81	0.28	0.16	887,000			1 day ago
good customer service skills	1 (1)	1,000	4.09	www.helpscout.net/kills/	0.77	0.69	0.30	148,000,000			20 Jan 2016
customer complaints	1 (1)	1,000	2.44	www.helpscout.net/aints/	0.77	0.41	0.21	173,000,000			20 Jan 2016

(Click to enlarge image)

This table will show you all the keywords the competitor is currently ranking for in the top 100 Google search results, along with a number of other value metrics, including -

Search volume: Average number of monthly searches for each keyword

CPC: How much advertiser are bidding on the keyword in the AdWords PPC auction

URL: Which content is ranking for the given keyword.

Traffic Percentage: The percentage of traffic each keyword drives to the website.


Competition: This is on a sliding scale from 0 to 1. It can help you determine if the keyword is a realistic target in your search campaign.


SERP: Get a real-time snapshot of the SERP and assess the competitiveness for each keyword.














For example:

I know that Helpscout gets around 59,900 organic visits a month.

I also know that they rank #1 for the search term "customer service skills" which accounts for 14.19% of their total monthly organic traffic:

ORGANIC SEARCH POSITIONS 1 - 100 (33,056) 

Filter by keyword  Filters

Keyword	Pos. 	Volume 	CPC (USD) 	URL	Traffic % 
customer service skills	1 (1)	18,100	3.00	 www.helpscout.ne...kills/	14.19
customer service	4 (4)	74,800	6.38	 www.helpscout.ne...kills/	8.64
customer service quotes	1 (1)	8,100	2.24	 www.helpscout.ne...lonal/	6.35
great customer service	1 (1)	2,400	8.99	 www.helpscout.ne...kills/	1.88
google groups	8 (8)	165,000	2.40	 docs.helpscout.n...groups	1.65
customer acquisition	1 (1)	1,300	25.71	 www.helpscout.ne...lition/	1.01
customer appreciation	1 (1)	1,300	8.65	 www.helpscout.ne...omers/	1.01
constant contact login	13 (13)	60,500	0.72	 docs.helpscout.n...ontact	0.90
gmail help	12 (10)	40,500	1.79	 docs.helpscout.n...tings	0.87

So, after doing the math:

0.1419 (traffic %) x 59,900 (monthly organic visits)

I can calculate Helpscout is getting roughly 8,642 monthly organic visits from this single keyword!

If this search phrase is related to my business, I'll definitely want to dive deeper and find out which content they are using to rank for it (and see if I can compete for some of that traffic).

ACTION ITEM:

Export the keywords you are currently ranking for, as well as the keywords of your competitor and import them into a master excel spreadsheet.

Remove any duplicates so you are left with a list of keywords your competitor is ranking for, but you are not.

Sort the list by search volume and competition to find new keyword targets to incorporate into your content strategy.

#4: Perform a Keyword Gap Analysis

A "keyword gap" analysis will tell you where you fall short in comparison to your competitors.

How? By uncovering keywords your competitors rank for, but you don't.

This will uncover "content gaps" and give ideas for keywords you could be targeting, and could most likely rank for, too.

Here's how to do it:

Go to the Domain vs. Domain report.

You should now see space to enter up to 5 domains for comparison.

Basically, you're going to need to enter up to 4 competitors, followed by your own website.

Example:

If I was doing a keyword gap analysis for my own website (robbierichards.com), I could enter ahrefs.com, backlinko.com, and webis.org as competitors, followed by my own website.

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

backlinko.com [info icon] [venn icon] ahrefs.com [venn icon] webis.org [venn icon] robbierichards.com [info icon]

Organic Keywords [dropdown arrow] Organic Keywords [dropdown arrow] Organic Keywords [dropdown arrow] Organic Keywords [dropdown arrow]

IMPORTANT: You MUST enter your competitor's domains first, with your own domain last on the list.

You may notice there's a venn diagram icon between each of these domains. This allows you to choose exactly which keywords you want SEMRush to kick back.

Here are the 4 options you can choose from:

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

backlinko.com [info icon] [venn icon] [dropdown menu] webis.org [info icon]

Organic Keywords [dropdown arrow] Organic Keywords [dropdown arrow]

[venn icon] All Keywords
[venn icon] Unique to the first domain's keywords
[venn icon] Common Keywords
[venn icon] Unique Keywords

backlinko.com backlinko.com backlinko.com

(yes, I realise this isn't the most intuitive design ever, so let me give you a couple examples)

Basically, whatever you do, you need to make sure that the venn diagram between the final competitor on your list and your own domain is set to "Unique to the first domain's keywords", like this:

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

backlinko.com [info icon] [venn icon] ahrefs.com [venn icon] webis.org [venn icon] robbierichards.com [info icon]

Organic Keywords [dropdown arrow] Organic Keywords [dropdown arrow] Organic Keywords [dropdown arrow] Organic Keywords [dropdown arrow]

If we run this as is (i.e. with everything set up as in the screenshot above), here's what we'll see:

live update backlinko.com (by organic) ahrefs.com (by organic) webis.org (by organic) robbierichards.com (by organic) 1 - 100 (537)

Add to Export Manager 34

ALL our competitors rank for these terms, yet we don't!

Keyword	Backlinko.com	Ahrefs.com	Webis.org	Robbierichards.com	Volume	Cost (USD)	CR
buy backlinks	81	3	14	-	1,000	70.05	8.80
seo blog	43	13	60	-	1,000	70.05	0.00
google seo guide	35	37	96	-	880	80.25	0.00
serp keyword tracker	72	34	96	-	880	50.12	0.00
most searched things on youtube	84	52	89	-	720	77.12	0.00
seo google	41	39	96	-	720	88.39	8.51
first page rankings	15	22	75	-	720	65.01	5.47
seo site checkup	76	63	94	-	590	60.24	2.65

This is some seriously powerful stuff.

Why? Because if multiple competitors are targeting and ranking for certain keywords, it's highly likely you could also rank for them.

But, what if you wanted to see keywords that ANY (not ALL) of your competitors rank for?

Well, you can do that, too - just replicate the setup in this screenshot:

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

backlinko.com ahrefs.com webis.org robbierichards.com

Organic Keywords Organic Keywords Organic Keywords Organic Keywords

You'll now see keywords that one (or more) of your competitors rank for, yet you don't.

<input type="checkbox"/>	Keyword	Backlinko.com ↕	Ahrefs.com ↕	Webris.org ↕	Robbierichards.com ↕	Volume ↕	KD ↕
<input type="checkbox"/>	youtube	65	-	-	-	185,000,000	93.13
<input type="checkbox"/>	you tube	93	-	-	-	9,140,000	93.14
<input type="checkbox"/>	utube	64	-	-	-	1,500,000	90.61
<input type="checkbox"/>	youtube.com	58	-	-	-	1,000,000	90.02
<input type="checkbox"/>	www.hotmail.com	-	94	-	-	823,000	75.87
<input type="checkbox"/>	quora	-	-	59	-	823,000	91.22
<input type="checkbox"/>	youtube videos	-	-	81	-	673,000	93.99
<input type="checkbox"/>	youtube	64	-	-	-	550,000	92.38

Cool, right!?

However, with a lot of these keywords, you'll notice that your competitors are ranking pretty far down the rankings....

This is actually pretty useless information. What you really want to see is the keywords competitors are ranking in the top 10 for.

This is easily done with the addition of a few filters:

live update backlinko.com (by organic) ahrefs.com (by organic) webris.org (by organic) robbierichards.com (by organic) 1 - 100 (~1,541 based on passing 6.49%) ⓘ

Add to Export Manager ☒ 34 Advanced filters ▼

Include ▼

backlinko.com (... ▼

Less than ▼

11

Include ▼

ahrefs.com (org... ▼

Less than ▼

11

Include ▼

webris.org (org... ▼

Less than ▼

11

+ Add one more

Apply Reset Cancel

Here, we can now see a few high volume search terms where at least one competitor is ranking in the top 10.

These would be great keywords to target :)

<input type="checkbox"/>	Keyword	Backlinko.com	Ahrefs.com	Webris.org	Robbierichards.com	Volume	KD
<input type="checkbox"/>	google keyword planner	5	-	-	-	22,200	72.06
<input type="checkbox"/>	ahrefs	-	1	-	-	9,900	72.26
<input type="checkbox"/>	open site explorer	-	5	-	-	4,400	72.16
<input type="checkbox"/>	keyword research	2	3	-	-	4,400	73.46
<input type="checkbox"/>	adwords keyword planner	6	-	-	-	3,600	76.84
<input type="checkbox"/>	google search trends	-	9	-	-	3,600	79.92
<input type="checkbox"/>	http vs https	-	9	-	-	2,900	70.43
<input type="checkbox"/>	top google searches	-	1	-	-	2,900	86.18
<input type="checkbox"/>	how long does it take to	-	9	-	-	2,900	77.33

#5: Uncover Your Competitor's Top Performing Content

Open up the new "Pages" report:

US

UK

DE

FR

Other Countries

26 more...

LIVE DATA

05 Feb 2016

helpscout.net

Desktop

Mobile

TUTORIAL

PDF

PAGES 1 - 100 (476)

Filter by URL

Filters

Export

URL	Traffic %	Keywords	Info
www.helpscout.net/blog/customer-service-skills/	39.18	2250	▼
www.helpscout.net/customer-service-quotes/inspirational/	12.66	5592	▼
docs.helpscout.net/article/120-smtp-settings	4.89	1417	▼
www.helpscout.net/25-ways-to-thank-your-customers/	4.25	958	▼
www.helpscout.net/blog/psychology-of-color/	4.15	2806	▼
www.helpscout.net/10-customer-service-stories/	2.85	513	▼

This report shows all the pages your competitor has ranking in the top 100 Google search results.

It also provides an estimation for the amount of [traffic](#) brought to the page from organic search, all the keywords the page is ranking for, as well as additional backlink and AdWords data.

Above, you can see that Helpscout's "customer service skills" post is ranking for 2250 keywords and accounts for almost 40% of the site's organic traffic.

Scrolling further down the table we can quickly see all the different [customer service](#) topics Helpscout is using to capture loads of top-of-the-funnel organic search traffic.

This report alone will give you loads of new keywords and topics to incorporate into your content strategy:

www.helpscout.net/10-customer-service-stories/	2.85	513
www.helpscout.net/blog/customer-survey/	2.15	697
www.helpscout.net/blog/customer-retention-strategies-that-work/	2.01	192
docs.helpscout.net/article/77-google-groups	2.00	138
www.helpscout.net/customer-acquisition/	1.94	224
www.helpscout.net/blog/value-proposition/	1.80	296
www.helpscout.net/blog/customer-complaints/	1.65	189
www.helpscout.net/blog/pricing-strategies/	1.62	666
www.helpscout.net/customer-service-quotes/funny/	1.56	1037
www.helpscout.net/blog/music-productivity/	1.16	782
www.helpscout.net/blog/customer-testimonials/	1.15	143
www.helpscout.net/blog/new-4ps-of-marketing/	1.13	231
www.helpscout.net/blog/customer-service-scenarios/	1.01	255

ACTION ITEM:

Enter your competitor's domain into [Semrush](#) and navigate to the Pages report.

Look over the different posts and pages generating the [most organic traffic](#).

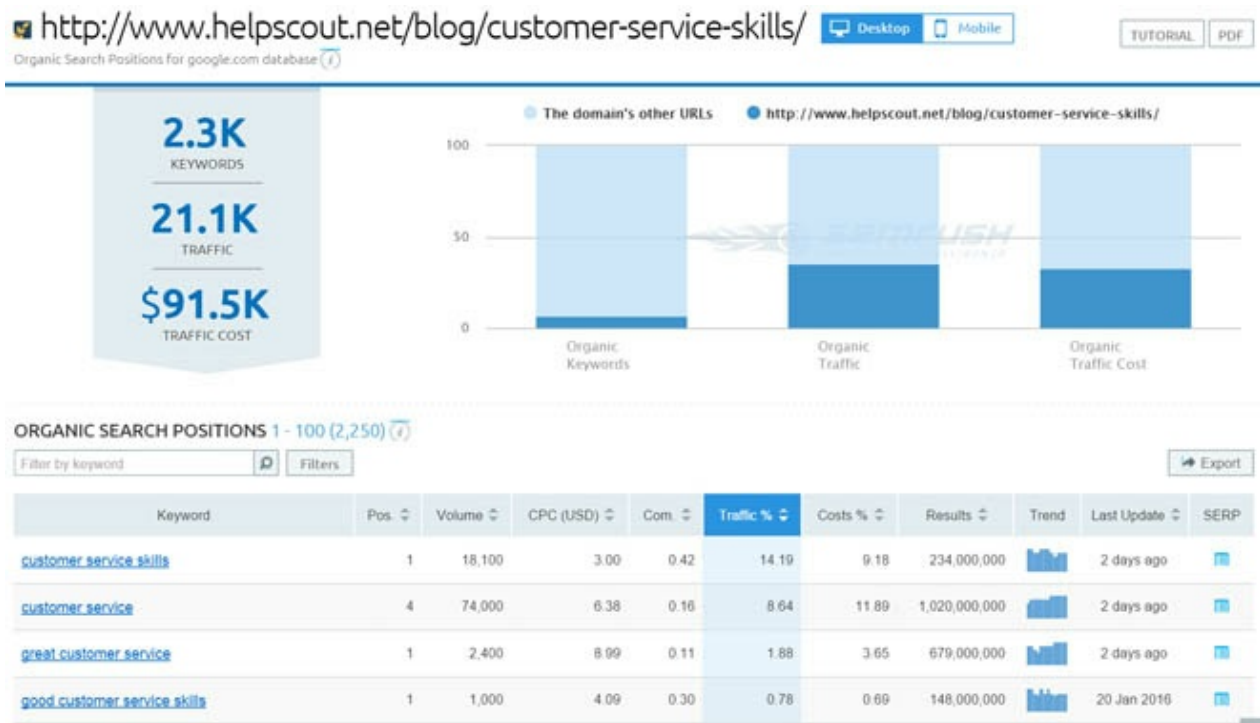
Once you find a piece of content there are three things you need to look at:

1. Keywords

Click the blue link under the "Keywords" tab:

PAGES 1 - 100 (476)		
Filter by URL	Filters	
URL	Traffic %	Keywords
www.helpscout.net/blog/customer-service-skills/	39.18	2250
www.helpscout.net/customer-service-quotes/inspirational/	12.66	5592
docs.helpscout.net/article/120-smtp-settings	4.89	1417
www.helpscout.net/25-ways-to-thank-your-customers/	4.25	958
www.helpscout.net/blog/psychology-of-color/	4.15	2806

This will bring you to the keyword overview report for that specific page/post:



You'll be able to see all the different long tail keyword variations the post/page is ranking for, along with search volume, position and percentage of traffic.

Export the list of keywords for manual review and sorting. These are all variations you'll want to consider integrating into key on-page elements - title tags, headings, body copy, alt text, URL.

2. Content

Click the link to open the post/page:

helpscout.net Desktop Mobile

Pages for google.com database

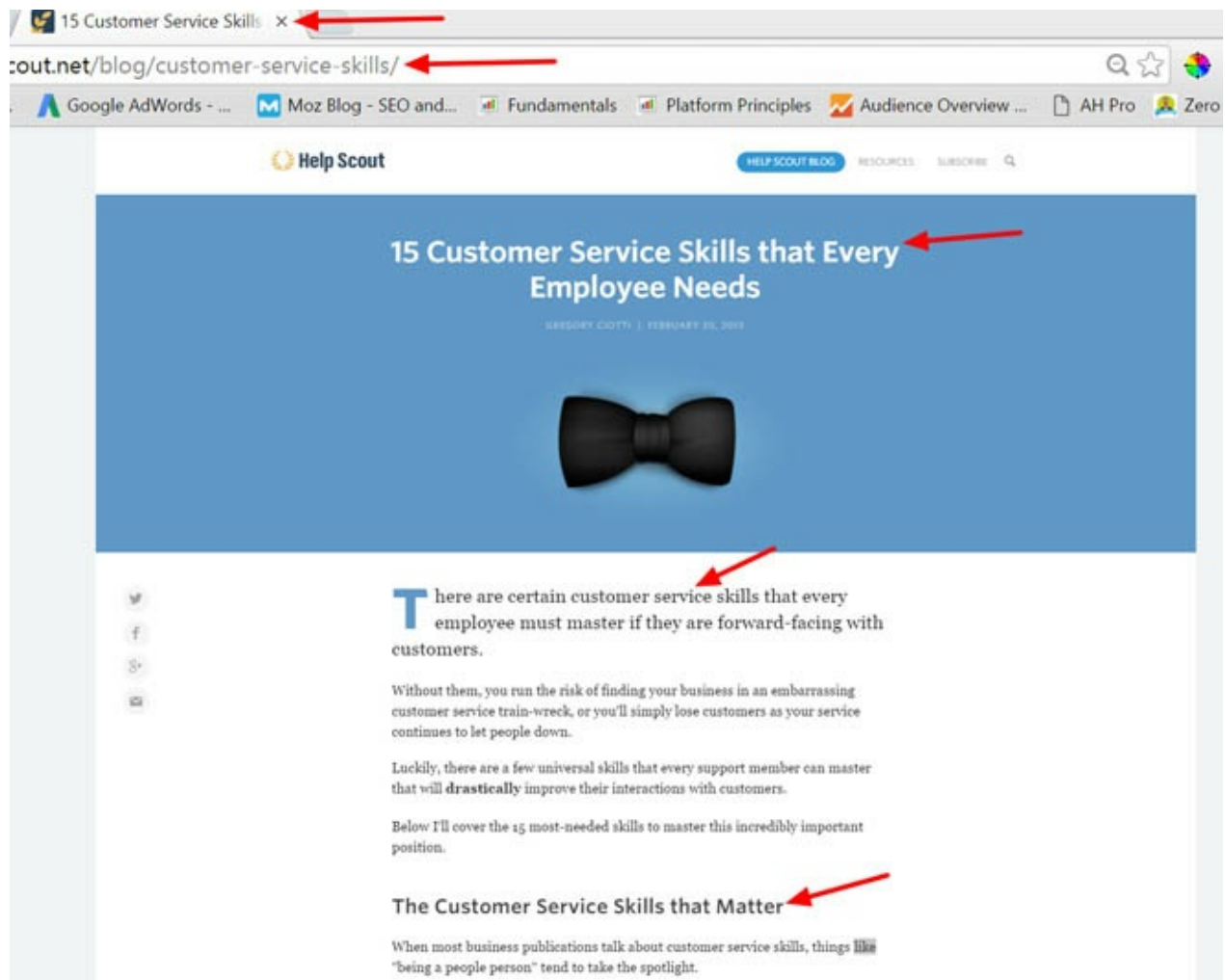
PAGES 1 - 100 (476)

Filter by URL Filters

URL	Traffic %
www.helpscout.net/blog/customer-service-skills/	39.18
www.helpscout.net/customer-service-quotes/inspirational/	12.66
docs.helpscout.net/article/120-smtp-settings	4.89
www.helpscout.net/25-ways-to-thank-your-customers/	4.25

What type of content are they using?

In this case, Helpscout is using a 15-point long form list post and targeting the keyword "customer service skills" in the URL, Title tag, H1 tags and body copy.



How is your competitor optimizing on-page SEO for the target keyword?

3. Competition

For each keyword the post/page is ranking for, you'll be able to view the level of "Competition" - a direct measure of the number of advertisers bidding on the keyword in AdWords:

ORGANIC SEARCH POSITIONS 1 - 100 (2,250)

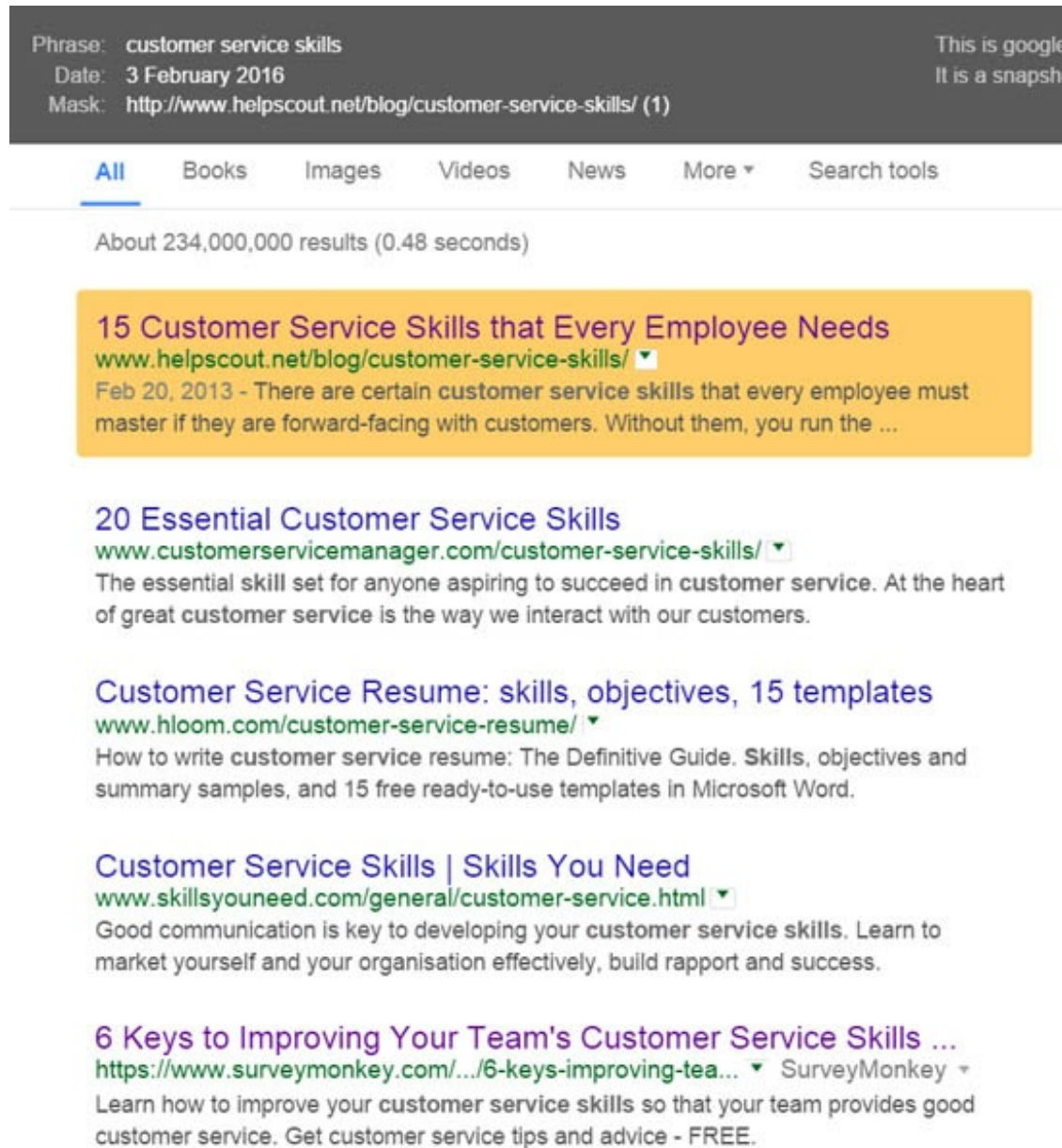
Filter by keyword Filters

Competitive density of advertisers using the given term for their ads. One (1) means the highest competition.

Keyword	Pos.	Volume	CPC (USD)	Com.	Traffic %
customer service skills	1	18,100	3.00	Com.	14.19
customer service	4	74,000	6.38	0.16	8.64
great customer service	1	2,400	8.99	0.11	1.88
good customer service skills	1	1,000	4.09	0.30	0.78

You'll want to take it a step further.

Click the SERP snapshot button to open the Google results page for a given keyword, in this case "customer service skills":



Scroll through and take note of the different sites competing for the search term.

Install the [Mozbar chrome extension](#) to get a quick view of each site's domain and page authority.

Note: Avoid targeting keywords where the competitors have insanely high domain and page authority. These include big names brands like Forbes, Inc, YouTube, and .Gov sites.

If there are a bunch of websites with significantly higher domain authority, it might not be a keyword you want to target just yet.

Generally, go after keywords where there is at least 1-2 sites with comparable domain and page authority already ranking on the first page. This is usually a good sign.

If the competition isn't too high, build out [a piece of content that will blow your competition out of the water](#).

Use the exported list of keywords to prioritize which variations you'll be targeting in the post content.

#6: Find Dozens of Long Tail Keywords

There is a reason 60 online marketing experts rated [Semrush the #1 keyword research tool](#).

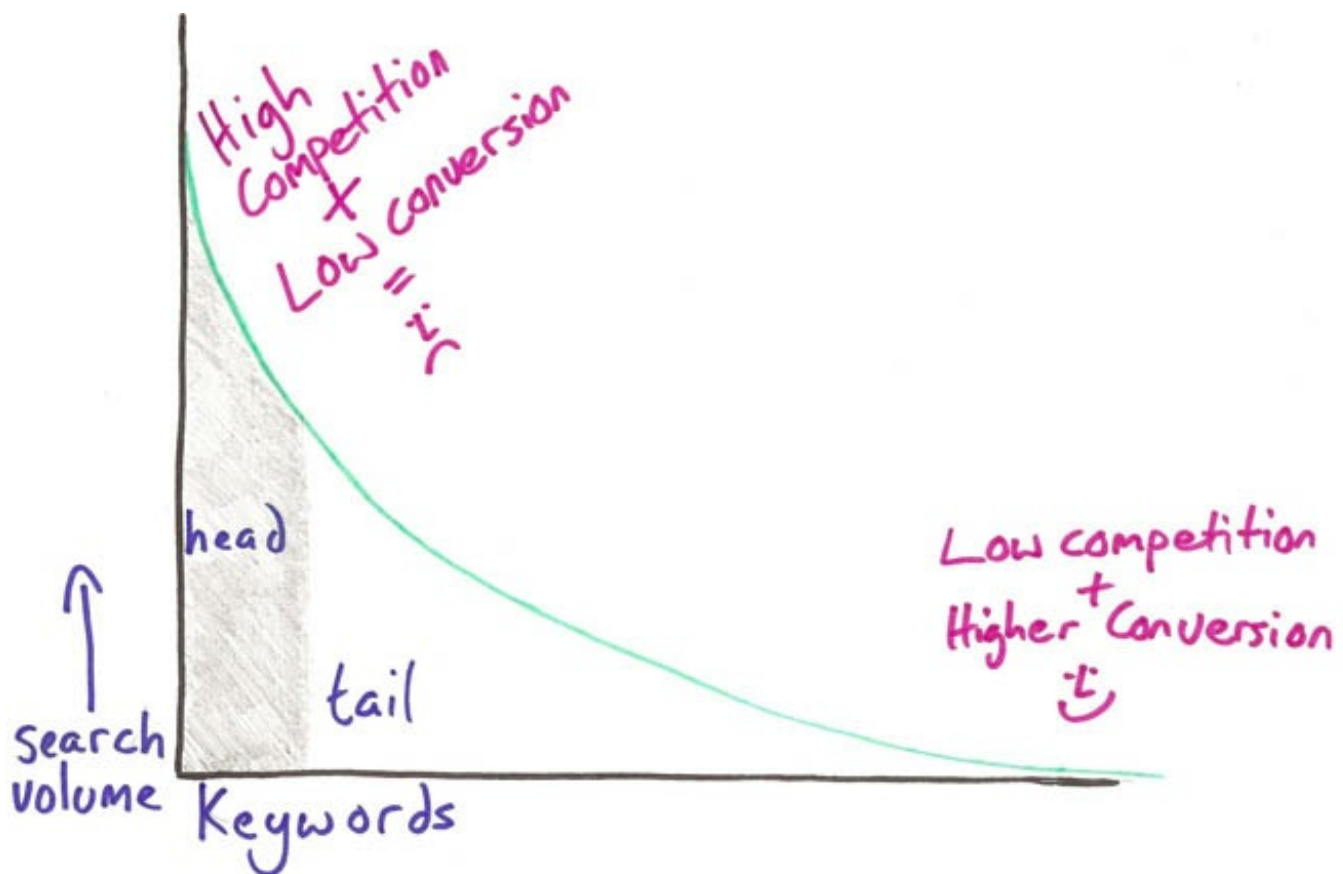
It allows you to quickly find all the common keywords you and your competitors are ranking for, as well as loads of new keyword opportunities your competitors are targeting but you may have overlooked.

In this section we're going to find all of these keywords and then look at ways to expand your keyword list by mining dozens of long tail variations.

But first, why are long tail keywords important?

Long tail keywords are longer, more specific keyword variations. They contain at least 3-4 keywords and are likely searched for when the user is closer to the bottom of the funnel.

Long tail keywords usually have much less competition compared to the more popular "head" terms, which means they are usually easier to rank and have a lower CPC. In fact, long tail keywords account for roughly 70% of all online searches.



From the "Search Positions Report" click one of the keywords your competitor is ranking for and go to the "Keyword Overview" report:



This is where you'll be able to see a bunch of organic and paid search data for the given keyword, including:

- Search volume
- Competition
- CPC bids (higher usually means more commercial intent)
- Search trends

The metrics can be filtered for both mobile and desktop traffic.

Scroll down "Phrase" and "Related" keyword reports:

PHRASE MATCH KEYWORDS (272)				Live update RELATED KEYWORDS (1,454)			
Keyword	Volume	CPC (USD)	SERP	Keyword	Volume	CPC (USD)	SERP
customer service skills	22,200	3.00		customer service	74,000	6.38	
customer service skills resume	1,600	4.51		what is customer service	8,100	2.90	
good customer service skills	1,000	4.09		customer service definition	5,400	0.00	
customer service resume skills	880	3.48		customer care	3,600	4.41	
customer service skills list	720	0.53		customer service training	3,600	7.39	
Export	View full report			Export	View full report		

This is where you'll be able to find dozens of great long tail keyword variations you might not have ever considered targeting in your content.

Phrase Match

This table will show all the long tail keywords with the requested phrase in it:


PHRASE MATCH KEYWORDS (272)

Keyword	Volume	CPC (USD)	SERP
customer service skills	22,200	3.00	
customer service skills resume	1,600	4.51	
good customer service skills	1,000	4.09	
customer service resume skills	880	3.48	
customer service skills list	720	0.53	

[Export](#)

[View full report](#)


Click "View Full Report":

Keyword	Volume 
customer service skills	22,200
customer service skills resume	1,600
good customer service skills	1,000
customer service resume skills	880
customer service skills list	720
customer service skills for resume	720
skills for customer service	590
excellent customer service skills	320
great customer service skills	260
customer services skills	210
customer service skills training	210

This table contains 272 queries containing the phrase "customer service skills".

ACTION ITEM:

Keyword	Volume ↕	CPC (USD) ↕	Com. ↕
good customer service skills	1,000	4.09	0.30
customer service resume skills	880	3.48	0.03
customer service skills list	720	0.53	0.24
customer service skills for resume	720	2.29	0.06
skills for customer service	590	1.61	0.36
excellent customer service skills	320	3.43	0.17
great customer service skills	260	2.45	0.35



Export the "Phrase Match" report and sort the data by search volume and competition.

Look for all the long tail variations you can target within a single post.

For example:

Search terms such as...

"Good customer service skills"

"Excellent customer service skills"

"How to improve customer service skills"

All have decent search volume and could be targeted within a single post.

Helpscout ranks #1 for each of the long tail variations, driving thousands of additional visitors to their site every month.

Bonus Tip:

You can scale this process easily by clicking on a keyword and drilling further into the report.

For example:

Clicking on "customer service skills training" will take me to a "Phrase Match" report for that keyword:

PHRASE MATCH KEYWORDS (11)

Keyword	Volume	CPC (USD)	SERP
customer service skills training	210	6.54	
customer service soft skills training	30	7.58	
customer service skills training activities	30	3.25	
training customer service skills	20	3.25	
soft skills training for customer service	10	5.68	

[Export](#)[View full report](#)


Instantly we are presented with several other long tail keyword variations we could incorporate into an article about customer service skills training.

Drilling into each of these keywords could return numerous other keyword opportunities with even larger search volume.

Related Keywords

This report will show keywords with a similar thematic focus to the selected keyword:

PHRASE MATCH KEYWORDS (272)

Keyword	Volume	CPC (USD)	SERP
customer service skills	22,200	3.00	
customer service skills resume	1,600	4.51	
good customer service skills	1,000	4.09	
customer service resume skills	880	3.48	
customer service skills list	720	0.53	

[Export](#)[View full report](#)

[live update](#) RELATED KEYWORDS (1,454)

Keyword	Volume	CPC (USD)	SERP
customer service	74,000	6.38	
what is customer service	8,100	2.90	
customer service definition	5,400	0.00	
customer care	3,600	4.41	
customer service training	3,600	7.39	

[Export](#)[View full report](#)

Click to view the full report.

The table is synonymous with Google's related search functionality:

Searches related to underwater led boat lights

best underwater boat lights

under water lights for boats

underwater **transom** lights

amphibians led underwater lights

underwater led boat lights **review**

underwater **marine** lights















underwater boat lights reviews

underwater led boat lights **ebay**

Look at the search volume, CPC and SERP source for each of the keywords.

Click to view the the full report.

This will provide several additional metrics for each keyword such as the competitive density and trend analysis:

Keyword	Volume ↕	CPC (USD) ↕	Com. ↕	Results ↕	Trend	Last Update	SERP
lights for boats	210	0.67	1.00	33,700,000		23 Jan 2016	
marine underwater lights	210	1.35	1.00	1,020,000		23 Jan 2016	
led water lights	170	0.66	1.00	90,600,000		24 Jan 2016	
academy sports boats	170	0.27	0.96	1,550,000		24 Jan 2016	
under water lights	170	1.37	1.00	63,300,000		24 Jan 2016	
bass boat led lights	170	0.48	0.98	282,000		24 Jan 2016	
underwater led lights for boats	170	0.88	1.00	677,000		24 Jan 2016	

The key hear is to try and find relevant keywords to add to your growing list.

You can get extremely granular.

Click on one of the related search terms and you will see a list of keywords related to that related search term:

Keyword	Volume ↕	CPC (USD) ↕
marine lighting	720	1.18
led marine lights	590	0.90
underwater light	590	1.29
water lights	480	0.68
boat light	480	0.61
boat running lights	480	0.60
marine led light bar	390	0.89
led underwater lights	390	1.91
underwater lights for boats	390	0.99
led boat navigation lights	390	0.60
marine lights	390	1.04
green led light strips	320	0.85
academy boats	320	0.14
led bow light	320	0.49
underwater led fishing lights	320	0.81

The cool thing about this feature is that as you continue to click deeper and deeper into the related search terms report you will find valuable long tail keywords relevant to all stages of your sales funnel:

Keyword	Volume	CPC	SERP source
led marine navigation lights 	110	0.86	

ACTION ITEM:

Sort the list by search volume.

Set a cut-off threshold.

For this example, we'll export and sort the keywords, deleting any with a monthly search volume below 100.

Add these terms to your master keyword list and remove any duplicates.

Now, only those related terms not already on your list are added.

Search for a commercial intent keyword. For example, “buy underwater boat lights”.

Click 2-3 levels deep into the related search terms report to find loads of long-tail variations.

These are the search terms you’ll want to be sprinkling throughout your content in order to maximize the topical relevancy (more variations = more clues = stronger relevancy) and ranking potential for those pages.

#7. Find even more long-tail keywords (with specific search intent) using the Keyword Magic Tool

Imagine if there was a tool that allowed you to find up to 2 million related long-tail keywords (from a single seed keyword) at the touch of a button.

Well, there is!

Enter the Keyword Magic Tool.

Here’s how to use it:

First, you need to enter a seed keyword (let’s stick with our “customer service” example)



The screenshot shows the Keyword Magic Tool interface. At the top, there is a search bar with a dropdown menu showing "customer s..." and a "+ New keyword" button. Below this, the "Seed keyword:" label is followed by an input field containing "customer service". A large red arrow points to this input field. To the right of the input field is a blue "Apply" button. Further right is a dropdown menu showing "US" with a flag icon and a downward arrow.

Here’s the report it kicks back:

Keyword Magic Tool: **List 3** beta [Go to Keyword Analyzer](#) [All lists \(17\)](#)

[+ New keyword](#)

Seed keyword: [Apply](#)

[All](#) [Questions](#) [Broad Match](#) [Phrase Match](#) [Exact Match](#) [Advanced filters](#)

By num of keywords [111,573](#) By volume

All keywords Total volume **27,264,130** | Average difficulty **35.37%** [Export to XLSX](#) [+ Add to Keyword Analyzer](#)

Keyword	Volume	KD%	CPC	Com.	SERP Features	SERP
comcast customer service	450,000	82.15	2.57	0.23	3	
verizon customer service	450,000	83.86	1.78	0.05	3	
sprint customer service	450,000	76.86	1.56	0.16	2	
att customer service	450,000	82.18	1.51	0.25	3	
amazon customer service	450,000	87.52	0.84	0.03	3	
verizon wireless customer service	368,000	88.55	1.62	0.03	2	
t mobile customer service	368,000	80.02	0.49	0.1	2	
wells fargo customer service	246,000	78.34	2.02	0.01	2	
directv customer service	246,000	70.15	1.32	0.13	2	

customer service related KWs

Yep, that's 111 K+ related keywords. Pretty impressive, right?

But, here's the problem: not all of these keywords will be relevant to your business.

Luckily, though, there are a bunch of powerful filters that will allow you to uncover long-tail keywords that DO work for your business. We're talking filtering by specific search intent (e.g. commercial, informational, etc.), low keyword difficulty, and much more.

It's CRAZY powerful.

Here's a real-world demonstration of how you can use it:

Let's imagine, for example, that you've just started a new weight loss blog and you're looking for new blog post topics / ideas. However, you have no idea what kind of problems people in this niche have.

Here's how to find 11,000+ topic ideas in <5 seconds with the KW Magic Tool:

1. Enter the keyword "weight loss"
2. Select the "questions" filter.

That's it - here are the results:

Seed keyword: US

All Questions Broad Match Phrase Match Exact Match Advanced filters

By num of keywords By volume

All keywords 11,244 11,160 Average difficulty 40.25% [Export to XLSX](#) [Add to Keyword Analyzer](#)

11K+ keyword ideas!

Keyword	Volume	KD%	CPC	Com.	SERP Features	SERP
are bananas good for weight loss	6,600	89.09	0.02	0.01	1	
does apple cider vinegar help with weight loss	5,400	87.22	4.96	0.01	2	
what is the best weight loss pill	4,400	82.81	0.57	1	2	
does metformin cause weight loss	3,600	84.38	2.65	0.01	2	
is oatmeal good for weight loss	1,600	87.2	5.74	0.01	2	
how to take apple cider vinegar for weight loss	1,300	84.53	5.82	0.01	2	
how to use apple cider vinegar for weight loss	1,300	84.37	4.58	0.02	2	
how to drink apple cider vinegar for weight loss	1,000	85.52	14.1	0.02	2	
how does apple cider vinegar help with weight loss	1,000	87.22	7.59	0.01	2	
is coffee healthy for weight loss	880	-	13.88	0.02	-	-
how much apple cider vinegar to drink for weight loss	880	86.42	10.2	0.01	2	

Without any effort whatsoever, this uncovers some pretty cool keywords with a ton of search volume, such as:

- **Are bananas good for weight loss?** - 6,600/month
- **How to use apple cider vinegar for weight loss** - 1,300/month
- **Does b12 help with weight loss?** - 880/month

If you want to get a little more granular, use the “topics” menu on the left-hand side. This essentially groups all keywords into sub-topics (it’s a bit like “ad groups” in AdWords), so you can narrow them down with a single click.

For example, let’s say we wanted to write something about “protein” - we could simply click the “protein” group on the menu to filter the results.

By num of keywords By volume

Group: protein Total volume 14,820 Average difficulty 47.93% [Export to XLSX](#) [Add to Keyword Analyzer](#)

Keyword	Volume	KD%	CPC	Com.	SERP Features	SERP
how much protein for weight loss	720	87.8	9.88	0.02	2	
what does protein do for weight loss	720	87.86	0	0.01	2	
what is the best protein shake for weight loss	590	87.61	1.32	1	2	
which protein powder is best for weight loss	490	83.85	0.83	1	2	
are protein bars good for weight loss	390	85.65	0	0.03	2	
how to use protein powder for weight loss	260	80.11	7.52	0.12	2	
do protein shakes help with weight loss					2	
when to drink protein shakes for weight loss			2.66	0.19	2	
is whey protein good for weight loss	210	81.46	5.42	0.05	2	

protein-focussed topics

Pretty cool :)

NOTE: If you don't see a related KW/topic on the list, click "advanced filters" and add a KW to the "include keywords" area - this will restrict the results so you only see topics containing that KW.

But still, some of these KWs have a high KD score, so let's add a filter to show only easy to rank for KWs under 60.

The screenshot shows a keyword research tool interface. At the top, there are tabs for "All", "Questions", "Broad Match", "Phrase Match", "Exact Match", and "Advanced filters". Below these, there are input fields for "Include keywords" and "Exclude keywords". A red box highlights the "KD %" filter, which is set to "1" to "60". A red arrow points to this box with the text "KD < 60". Below the filters, there is a table of keywords. The table has columns for "Keyword", "Volume", "KD%", "CPC (USD)", "Com.", and "SERP Features". The table lists several keywords related to weight loss, such as "how to use shakeology for weight loss", "how to buy phentermine weight loss pills", and "does humana cover weight loss surgery".

Keyword	Volume	KD%	CPC (USD)	Com.	SERP Features
how to use shakeology for weight loss	590	56.67	5.46	0.12	1
how to buy phentermine weight loss pills	590	58.10	1.79	0.82	1
does humana cover weight loss surgery	90	59.84	10.51	0.71	0
can serrepase help weight loss	90	54.62	8.46	0.39	1
how often should i take garcinia cambogia for weight loss	90	58.4	1.59	0.07	1
how to use moringa leaves for weight loss	90	57.17	0	0.13	1

Any KWs that look promising can be added to Keyword Analyzer with a few clicks - this allows you to take a deeper look at the keywords and make sure they're worth targeting.

From our list of keywords, I'd say "how to use shakeology for weight loss" looks promising.

Let's analyse it further in Keywords Analyzer.

The screenshot shows the "Keyword Analyzer" interface. At the top, there is a header with "Keyword Analyzer: List 3" and a "beta" badge. Below this, there is a "Keywords in KA / Available limit: 1 / 1000" section. The main area is divided into "Databases" and "Keyword search" sections. The "Keyword search" section has a search bar and an "Advanced filters" link. Below this, there are input fields for "Volume", "KD %", "CPC (USD)", "Com.", "Click potential", and "SERP Features". The table below shows the details for the keyword "how to use shakeology for weight loss". The table has columns for "Keyword", "Group", "Seed Keyword", "Volume", "KD", "CPC (USD)", "Com.", "SERP F.", "Click Potential", and "TOP Competitors".

Keyword	Group	Seed Keyword	Volume	KD	CPC (USD)	Com.	SERP F.	Click Potential	TOP Competitors
how to use shakeology for weight loss	weight loss	weight loss	590	61.94	5.46	0.12	2	100	Show

We can now see more details about that KW, including:

- Seed keyword

- SERP Features (e.g. if there's a featured snippet, Google Image result, etc.)
- Click potential (this is how likely you are to get traffic if you rank in the top search results - 100 is best, 0 is worst)
- Top competitors (i.e. the top 10 pages ranking for that term)

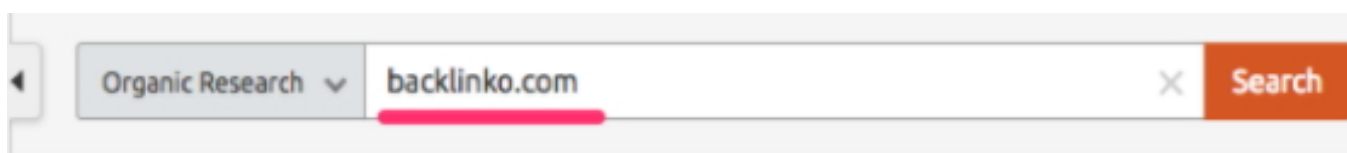
Looking at the competition, it looks pretty poor, so I'd say this would be a decent KW to target.

It's also a KW we would likely never have found using traditional KW research methods - I really recommend giving this tool a try.

#8: Create a Monster List of Cherry-Picked Keywords Using the "Export Manager"

Go to Organic Research > Positions.

Enter a competitors website:



You should now see all of the keywords your competitor ranks for (and their ranking positions), across various pages:

ORGANIC SEARCH POSITIONS 1 - 100 (25,594)

[Add to Export Manager](#) ☒ 88 [Advanced filters](#)

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC	URL
<input type="checkbox"/>	cpa marketing	1 (1)		66.09		backlinko.com/cpa-marketing
<input type="checkbox"/>	seo tools	3 (3)	6,600	68.26		backlinko.com/seo-tools
<input type="checkbox"/>	keyword research	2 (2)	4,400	73.87	6.87	backlinko.com/keyword-research
<input type="checkbox"/>	keyword	11 (12)	9,900	71.61	6.80	backlinko.com/keyword-research
<input type="checkbox"/>	seoon	1 (4)	880	71.21	0.00	backlinko.com/on-page-seo

keywords + ranking positions

NOTE: This is my go-to report when I begin keyword research, as it always uncovers some GREAT keywords.

However, this report also tends to uncover a LOT of keywords (25K+, in this example) and, usually, not all of these will be keywords you actually want to target.

This is where the Export Manager comes in...

The Export manager lets you to create a custom .csv export containing only the keywords you choose. Plus, you

can combine the keywords you find within multiple SEMRush reports into one monster .csv.

Here's how I use it to create a HUGE list of the best, cherry-picked keywords:

OK, so let's say I was looking for keywords to target with [my list of the best keyword research tools](#)...

I can already see that Brian Dean (aka. Backlinko) is competing with me for this term, and his keyword research guide is ranking for some pretty sweet keywords (see screenshot above).

I'll begin by *checking* any keywords that look good from the Positions Report.

ORGANIC SEARCH POSITIONS 1 - 100 (25,594)





Add to Export Manager

✓ 88

Filter by keyword



Advanced filters 

<input type="checkbox"/>	Keyword	Pos. 	Volume 	KD 	CPC (USD) 	URL	Traffic
<input type="checkbox"/>	cpa marketing	1 (1)	1,300	66.09	9.38	backlinko.com/cpa-marketing	
<input type="checkbox"/>	seo tools	3 (3)	6,600	68.26	11.76	backlinko.com/seo-tools	
<input checked="" type="checkbox"/>	keyword research	4 (4)	4,400	73.8	11.76	backlinko.com/keyword-research	
<input checked="" type="checkbox"/>	keyword	5 (5)	5,900	71.1	11.76	backlinko.com/keyword	
<input type="checkbox"/>	seoon	1 (4)	880	71.2	0.00	backlinko.com/-page-seo	
<input type="checkbox"/>	youtube seo	1 (1)	880	64.08	15.91	backlinko.com/ho...videos	
<input type="checkbox"/>	on page seo	1 (1)	720	68.3	11.76	backlinko.com/-page-seo	
<input checked="" type="checkbox"/>	keyword planner	6 (7)	49,500	74.45	5.48	backlinko.com/go...lanner	
<input type="checkbox"/>	brian dean	1 (1)	590	66.28	0.11	backlinko.com/	
<input type="checkbox"/>	video seo	1 (1)	590	73.98	7.43	backlinko.com/video-seo-guide	
<input type="checkbox"/>	link building	2 (3)	2,900	73.06	38.27	backlinko.com/link-building	
<input checked="" type="checkbox"/>	google keyword	5 (5)	22,200	77.06	0.94	backlinko.com/go...lanner	

hit the
checkbox next
to keywords
that appeal

Cool, that's a few good keywords in the bag!

But, I know that I could uncover even more great keywords using some of the other reports within SEMRush. However, I don't want to lose the keywords I've already found.

Solution: hit the "Add to Export Manager" button.

You should now see the number next to the button change to reflect the number of keywords you've added.



OK, let's see if we can uncover more keywords in some other reports.

I'll start by checking out the other keywords Brian's keyword research post ranks for under the "URL" report.

Wow, there are a plenty of good ones here:

ORGANIC SEARCH POSITIONS 1 - 100 (246) ⓘ

Add to Export Manager ✓ 93 Filter by keyword 🔍 Advanced filters ▾

<input type="checkbox"/>	Keyword	Pos. ▴ ▾	Volume ▴ ▾	KD ▴ ▾	CPC (USD) ▴ ▾	Com. ▴ ▾	Traffic % ▴ ▾	Costs % ▴ ▾	Results ▴ ▾	Trend
<input type="checkbox"/>	keyword research	2	4,400	73.87	6.87	0.67	2.73	3.39	15,500,000	
<input type="checkbox"/>	keyword	11	9,900	71.61	6.80	0.18	2.22	2.73	654,000,000	
<input checked="" type="checkbox"/>	keyword analysis	2	590	70.16	10.82	0.65	0.36	0.71	11,800,000	
<input checked="" type="checkbox"/>	seo keyword research	4	320	75.54	10.11	0.64	0.10	0.19	4,230,000	
<input checked="" type="checkbox"/>	how to do keyword research	5	390	74.52	6.10	0.25	0.09	0.10	18,400,000	
<input checked="" type="checkbox"/>	keyword research guide	1	30	71.40	0.00	0.25	0.06	0.00	7,920,000	
<input type="checkbox"/>	seo research	3	140	75.25	3.95	0.65	0.05	0.04	48,900,000	
<input type="checkbox"/>	for keyword research	2	90	71.65	0.00	0.32	0.05	0.00	16,600,000	
<input type="checkbox"/>	keyword research	2	90	73.56	0.00	0.00	0.05	0.00	397,000	

Again, I'll check the ones I want and add them to the Export Manager.

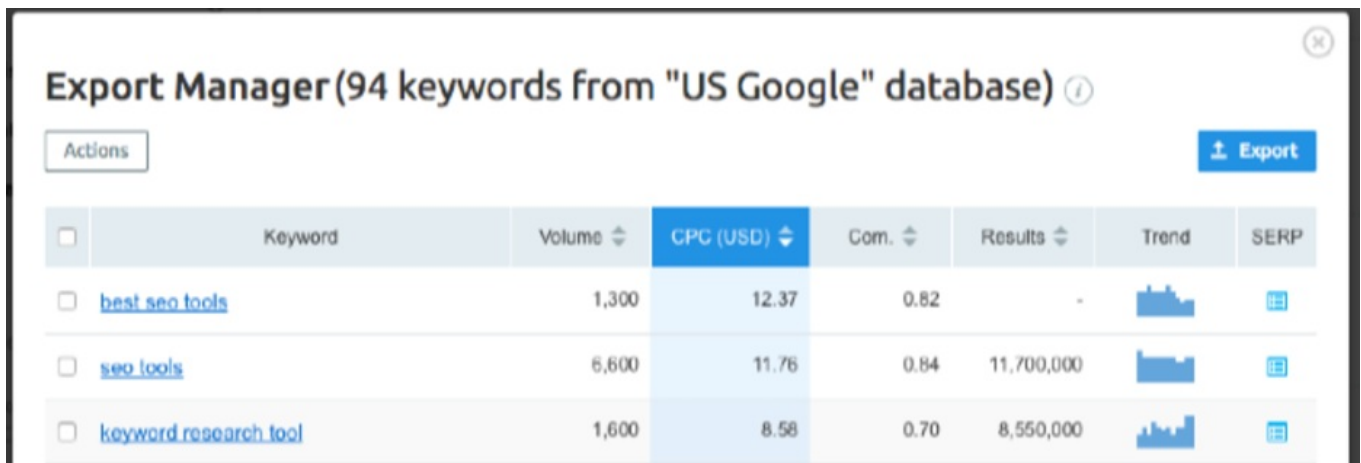
It's worth noting that any keywords that have already been added to the export manager will feature a small icon next to them:

<input type="checkbox"/>	keyword research	2	4,400	73.87	6.87	0.67	2.73	3
<input type="checkbox"/>	keyword	11	9,900	71.61	6.80	0.18	2.22	2
<input checked="" type="checkbox"/>	keyword analysis	2	590	70.16	10.82	0.65	0.36	0

There's no need to add these again!

At any point, you can take a live look at the keywords you've added to the Export Manager by clicking the number

next to the “Add to Export Manager Button”.

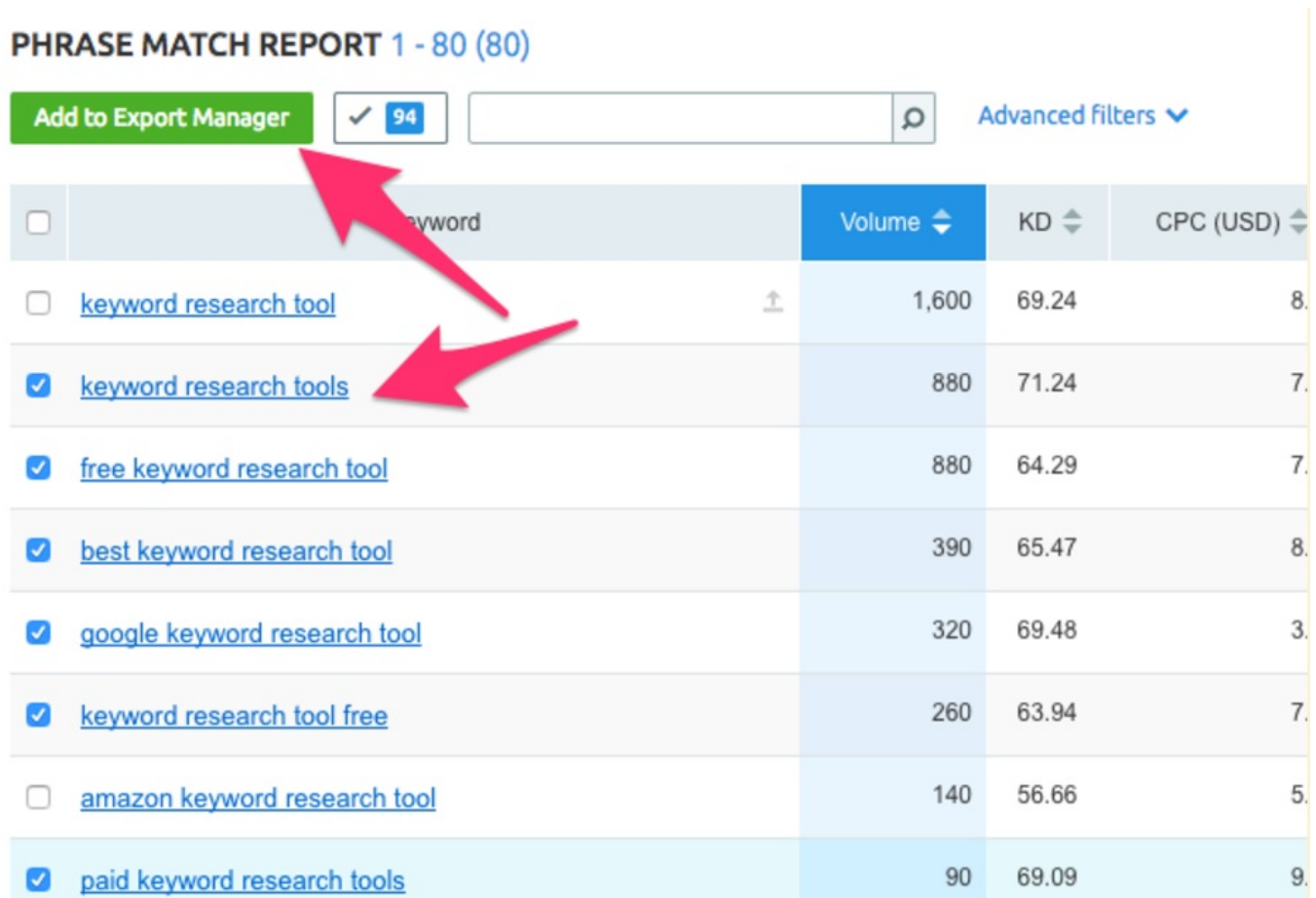


Actions	Keyword	Volume	CPC (USD)	Com.	Results	Trend	SERP
<input type="checkbox"/>	best seo tools	1,300	12.37	0.82	-		
<input type="checkbox"/>	seo tools	6,600	11.76	0.84	11,700,000		
<input type="checkbox"/>	keyword research tool	1,600	8.58	0.70	8,550,000		

Cool, right!?

Looking at the keywords I've collected in Export Manager so far, it looks as though “keyword research tool” is the best fit so far.

Let's take a look at other *Related* and *Phrase Match* keywords for the keyword “best keyword tool” in the Keyword Analytics report.



Keyword	Volume	KD	CPC (USD)
<input type="checkbox"/> keyword research tool	1,600	69.24	8.
<input checked="" type="checkbox"/> keyword research tools	880	71.24	7.
<input checked="" type="checkbox"/> free keyword research tool	880	64.29	7.
<input checked="" type="checkbox"/> best keyword research tool	390	65.47	8.
<input checked="" type="checkbox"/> google keyword research tool	320	69.48	3.
<input checked="" type="checkbox"/> keyword research tool free	260	63.94	7.
<input type="checkbox"/> amazon keyword research tool	140	56.66	5.
<input checked="" type="checkbox"/> paid keyword research tools	90	69.09	9.

Wow, there are plenty of great keywords here — let's add these to the Export Manager, too.

Looking at the Export Manager again, it looks like I've got a pretty big list of keywords now.

I think it's time to export!

To do this, open the Export Manager and hit the Export button.



This will export all the keywords you've added — from the various reports — into one neat .csv file.

	A	B	
1	Keyword	Search Volun	CPC
2	keyword planner	49500	
3	google keyword planner	22200	
4	keyword	9900	

#9: Find Out Where the Competition is Getting the Upper Hand

So far you've managed to identify your top organic search competitors, find all the keywords they rank for, identified their top performing content, and unearthed loads of potential long tail keywords to target.


Now what?

Analyze the Common Keywords report...




In this step you're going to find all the keywords you and your top competitors are ranking for, find where they are beating you, and identify key areas for improvement (and growth).

Head back over to the "Organic Competitors" table and click the "Common Keywords" link:

ORGANIC COMPETITORS 1 - 100 (752)

Domain	Competition Level	Common Keywords	SE Keywords	SE Traffic
 shadow-caster.com	<div><div></div></div>	 119	299	676
 underwaterlightsusa.com	<div><div></div></div>	96	662	797
 lumishore.com	<div><div></div></div>	84	546	147
 lumiteclighting.com	<div><div></div></div>	93	557	1.6k
 lifeformed.com	<div><div></div></div>	70	1.2k	324
 underwaterlights.com	<div><div></div></div>	44	156	993
 aqualuma.com	<div><div></div></div>	41	352	328

You'll see a table listing all the keywords both you and your competitor are ranking for in the top 100 search results:

Keyword	Oceanled.com 	Lifeformed.com 	Volume 
under water led	1	12	30
yacht underwater lights	1	27	20
underwater boat lights led	1	11	70
underwater yacht lights	1	26	20
underwater led	1	12	260
led underwater boat lights	1	11	320
led underwater lights for boats	1	15	20
boat led underwater lights	1	15	30
led underwater	1	11	20
boat underwater led	1	18	30

**Lots of opportunity
and room for improvement**



View the specific ranking positions for each of the keywords, along with the average monthly search volume, CPC and competitive density metrics.

The keywords with high average monthly search volume, CPC and competitive density are GOLDMINES.

Why?

Think about it this way:

Higher search volume = more potential traffic.

Higher CPCs = advertisers are willing to pay more for the keyword.

Higher competitive density = more competitors are bidding on the keyword.

All of this put together equals commercial intent!

ACTION ITEM:

Export and/or filter the data to show your competitor's top ranked common keywords:

live update oceanled.com (by organic) shadow-caster.com (by organic) 1 - 100 (164)

Keyword	Oceanled.com	Shadow-caster.com	Volume
boat lights	11	19	3,600
led boat lights	9	18	2,900
underwater lights	7	12	1,900
marine led lights	9	10	1,600
led lights for boats	9	14	1,300
underwater led lights	1	4	1,300
underwater boat lights	2	4	1,000

This view will show you all the keywords your competitor is ranking highly for, but you are not. These are immediate areas of potential growth.

Click on one of the common keywords and identify which content they are using to rank for it.

Click through to the post and analyze the content.

Are there any glaring signals pointing to why this piece ranks and your's doesn't?

On-page SEO?

Level of detail?

More up-to-date?

Number of referring domains/ backlinks?

Take these insights and start re-optimizing your existing competing content to gain quick wins in the SERPs.

Here are a couple ways to sort the data to get some valuable insights:

Sort by competitive density to uncover low competition keywords you're competitors are ranking for highly. Re-visit your on-page optimization and [link building strategy](#) to see if there are opportunities to improve content.

You can climb the rankings for low competition keywords very quickly with a couple quality backlinks and some basic on-page optimization.

Sort by CPC to find high commercial intent keywords that you can use to attract more bottom-of-the-funnel traffic.

Sort by search volume to find keywords that are bringing your competitors a lot of traffic from the SERPs. Often, you'll come across several keyword you had never considered, but could easily be ranking for.

#10: What About All The Keywords You've Completely Missed?

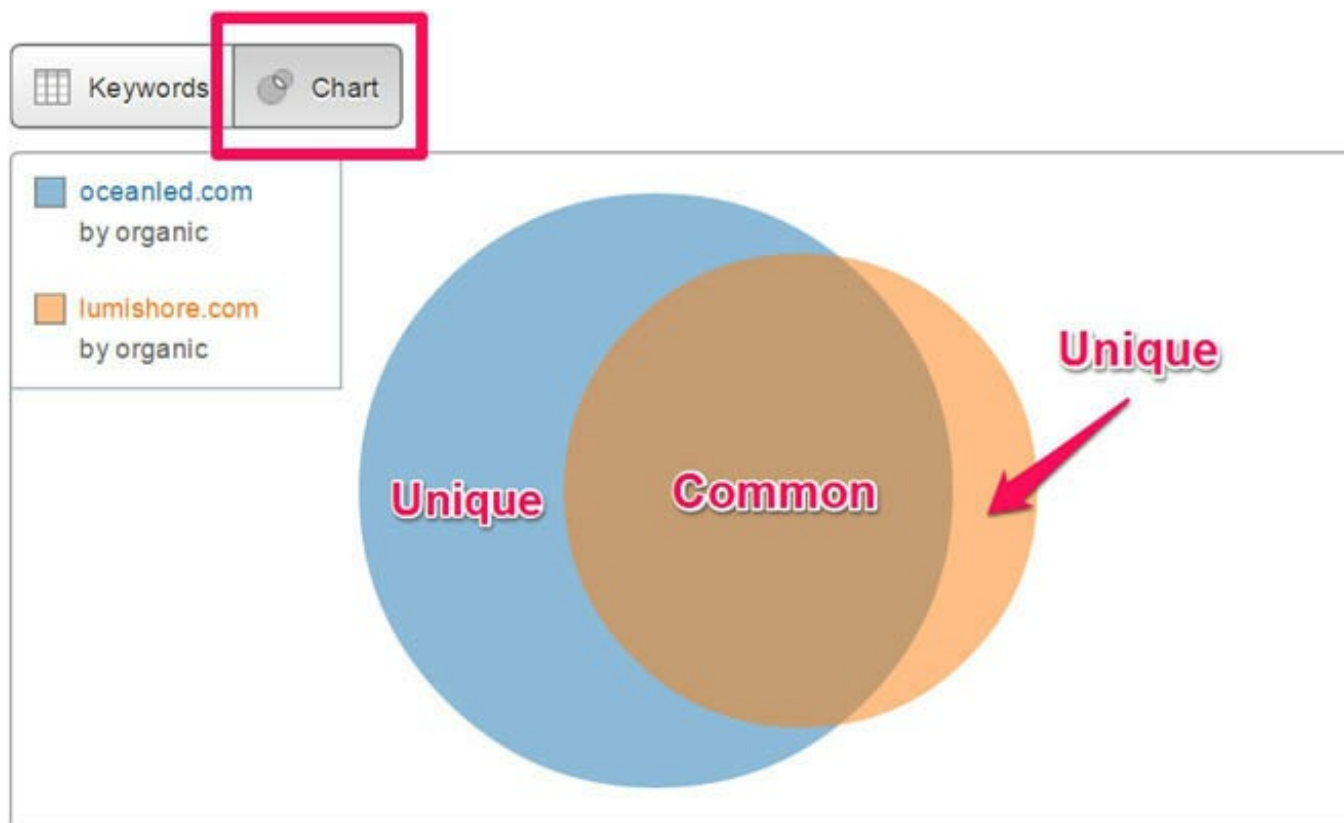
OK, so you've found a ton of keywords that both you and your competitor are ranking for and identified which keywords have commercial intent and will be relatively easy to rank for.

But, what about the uncommon keywords?

The keywords your competitors are ranking for, but you're completely overlooking.

Domain Vs. Domain Chart

From the common keywords comparison table, toggle to the "Chart" view:



You will see a Venn diagram that visualizes the share of keywords each domain has in common, as well as keywords unique to each website.

Click on the section of the diagram that contains keywords exclusive to your competitor.

This will return a table of hundreds (maybe thousands) of keywords that your competitor is ranking for, but you are not:

Keyword	Oceanled.com ↕	Lifeformed.com ↕	Volume ↕	CPC (USD) ↕	Competitive ↕
underwater camera	30	-	22,200	0.90	1.00
true or false	74	-	12,100	0.12	0.01
bass boats	50	-	8,100	0.53	1.00
bass boat	43	-	6,600	0.40	0.96
a16	60	-	5,400	0.00	0.00
t6	54	-	4,400	8.95	0.02
dmx controller	93	-	2,900	1.62	1.00
a12	41	-	2,400	0.00	0.01
blue led lights	32	-	2,400	1.49	1.00

Not ranking

In a matter of seconds you've managed to uncover loads of new keywords you might not have ever thought to target.

ACTION ITEM:

Set the Chart filter to display all the keywords exclusive to the competitor and view the results in table report:

Keyword	Helpscout.net ↕	Groovehq.com ↕	Volume ↕	CPC (USD) ↕	Competitive ↕
the psychology of color	1	-	880	5.29	0.04
good service experience	1	-	10	0.00	0.06
complaint resolution	1	-	70	0.00	0.08
loyalty gifts	1	-	10	0.00	0.59
quotes on customers	1	-	20	0.00	0.14
quality customer service tips	1	-	10	0.00	0.23
good customer quotes	1	-	10	0.00	0.12
customer survey	1	-	880	5.19	0.55
companies with exceptional customer service	1	-	20	0.00	0.03
customer acquisition strategies	1	-	70	0.00	0.63

Not ranking

Sort by search volume, position and competition.

This will give you a boat load of new high volume/ low competition keywords you can target with content, rank quickly and use to [drive new traffic to your site](#).

#11: Uncover Keywords You Can Easily Rank For By Unlocking Keyword “Not Provided” Data

Google Analytics used to show a breakdown of all keywords you ranked for.

This was great. It allowed you to see exactly which terms were driving the most traffic to your website (and even individual web pages).

Unfortunately, Google switched to a keyword “not provided” model a few years back, so now this data is pretty much hidden.

<input type="checkbox"/>	1. (not provided)	6,884 (97.15%)	76.67%	5,278 (96.77%)	74
<input type="checkbox"/>	2. share buttons sharebutton.to	18 (0.25%)	100.00%	18 (0.33%)	5
<input type="checkbox"/>	3. link building strategies 2017	13 (0.18%)	23.08%	3 (0.06%)	53

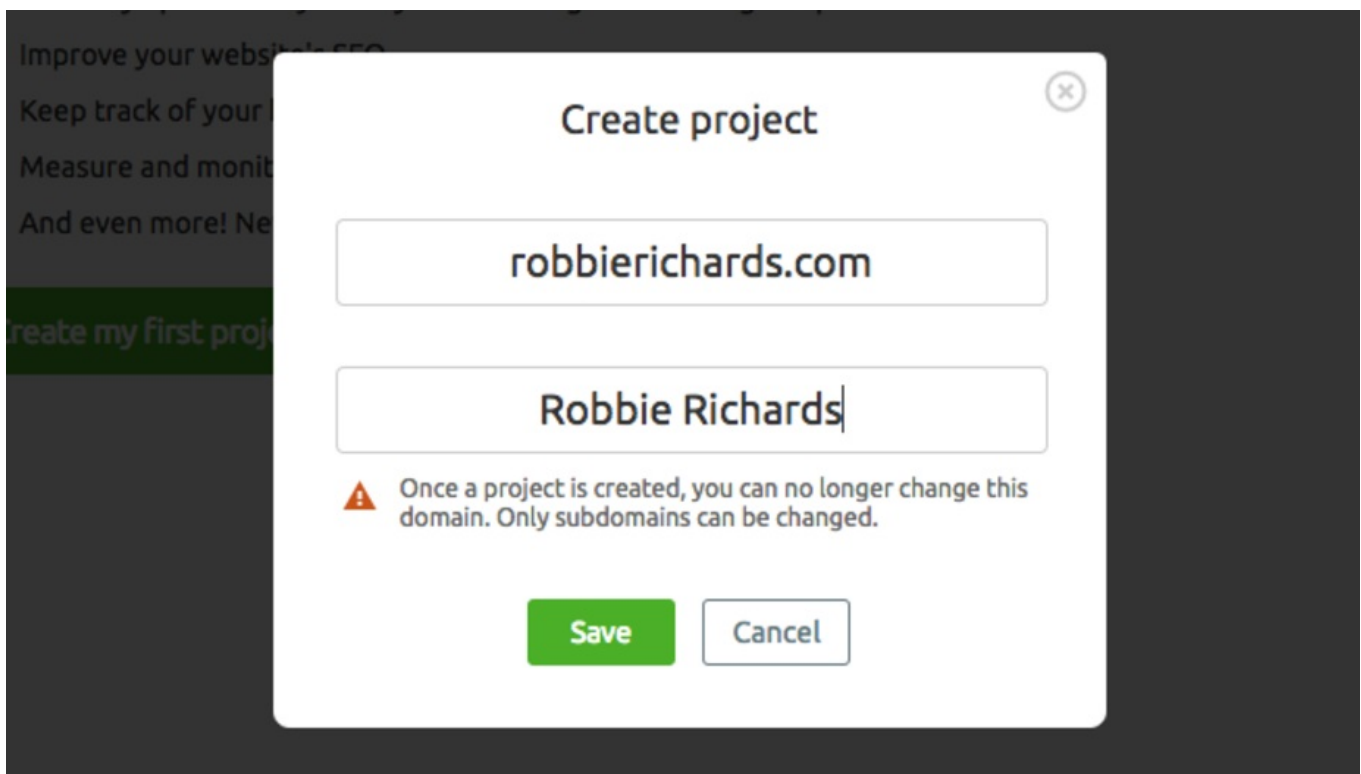
However, by linking your Google Analytics account with SEMRush, you can regain access to this data.

Here's how:

Go to Projects > Add New Project.



Enter your domain + name your project.



Choose “Organic Traffic Insights” from the list of options, then click “Set up”.

Increase your rankings by acquiring high-quality backlinks from the most authoritative domains in your niche. Communicate with site owners and track your progress.

[Set up](#)

Search, create and manage your keywords with SEMrush PPC Keyword tool. Create different campaigns and ad groups with just one click.

[Set up](#)

BETA Organic Traffic Insights

Connect your Google Analytics account to uncover "not provided" keywords and see the actual organic traffic driven for each of them.

[Set up](#)

BETA Content tool

Evaluate your and your competitor's content based on commonly-accepted metrics. Try Demo and see our tool in action.

[Try demo](#)

You'll now need to connect your Google account and select the appropriate property within your account.

NOTE: SEMRush will also give you the option to choose a database (e.g. United States, United Kingdom, etc.) + device (desktop/mobile) that you want to see data for.

Organic Traffic Insights: Robbie Richards

Database: [United States](#) | Device: [Desktop](#) | Last Update: Wed, 02 Aug 2017 | Google account: T

Organic Search Traffic

Sessions	New Sessions	Pages / Sessions	Avg. Session Duration
	80.84	number of keywords	01:51 +2%

each page ranks for

Landing Pages:

Landing Page	Keywords		Sessions (% of total)
	SEMrush	Google Search Console	
12 Killer Link Building Strategies for 2017 (with 13 killer link building strategies) http://www.robberichards.com/seo/13-killer-link-building...	60 +1	216 -74	131 (45.64%)
Competitor Backlink Analysis: An A-Z Guide (with 13 killer link building strategies) http://www.robberichards.com/seo/steal-competitors-backlink-analysis...	23 0	55 -32	21 (7.32%)

You should then see an "Organic Traffic Insights" report, which shows the number of keywords each page ranks for (note: this data is pulled from both the SEMRush database and Google Search Console).

Click one of these numbers to reveal the keywords for the page.

The screenshot shows the SEMrush interface with the 'Keywords' tab selected. A search bar contains 'link building strategies'. Below the search bar, a table lists keywords with their positions, volumes, difficulties, and traffic shares. The first keyword, 'link building strategies', is highlighted with a red box. The second keyword, 'link building strategy', is also highlighted with a red box. The third keyword, 'latest link building techniques', is highlighted with a red box. The fourth keyword, 'link building list', is highlighted with a red box. The table has columns for Keyword, Position, Volume, Keyword Difficulty, and Traffic Share. The data is as follows:

Keyword	Position	Volume	Keyword Difficulty	Traffic Share
1 link building strategies	7	480	64.16%	41.30%
2 link building strategy	8	260	63.61%	15.21%
3 latest link building techniques	6	90	65.01%	8.69%
4 link building list	2	10	56.82%	2.17%

Not only does this uncover the exact keywords each page ranks for, it also tells you which position you rank, the keyword volume, and the % of traffic each keyword drives (note: this is an estimate).

BONUS TIP:

Add a positions filter to show only the keywords you're ranking for in positions 5-10.

The screenshot shows the SEMrush interface with the 'Keywords' tab selected. A search bar contains 'link building strategies'. Below the search bar, a table lists keywords with their positions, volumes, difficulties, and traffic shares. The 'Position' filter is set to '5' to '10', which is highlighted with a red box. The data is as follows:

Keyword	Position	Volume
1 link building strategies	7	480

These are great keywords to target.

Why? Because you're already ranking on the first page. With a bit of a boost, you should be able to push them into the top 5 positions and drive a ton more traffic.

It'll probably just be a case of doing a bit of [on-page optimization](#) and [building a few links](#).

#12: Gain Additional Insights from the Desktop vs. Mobile Keyword Report

Google has stated that almost 60% of searches take place on a mobile device.

But did you know that Google will also often rank keywords in different positions on mobile vs. desktop.

This means that a #1 ranking on desktop doesn't always translate to a #1 ranking on mobile.

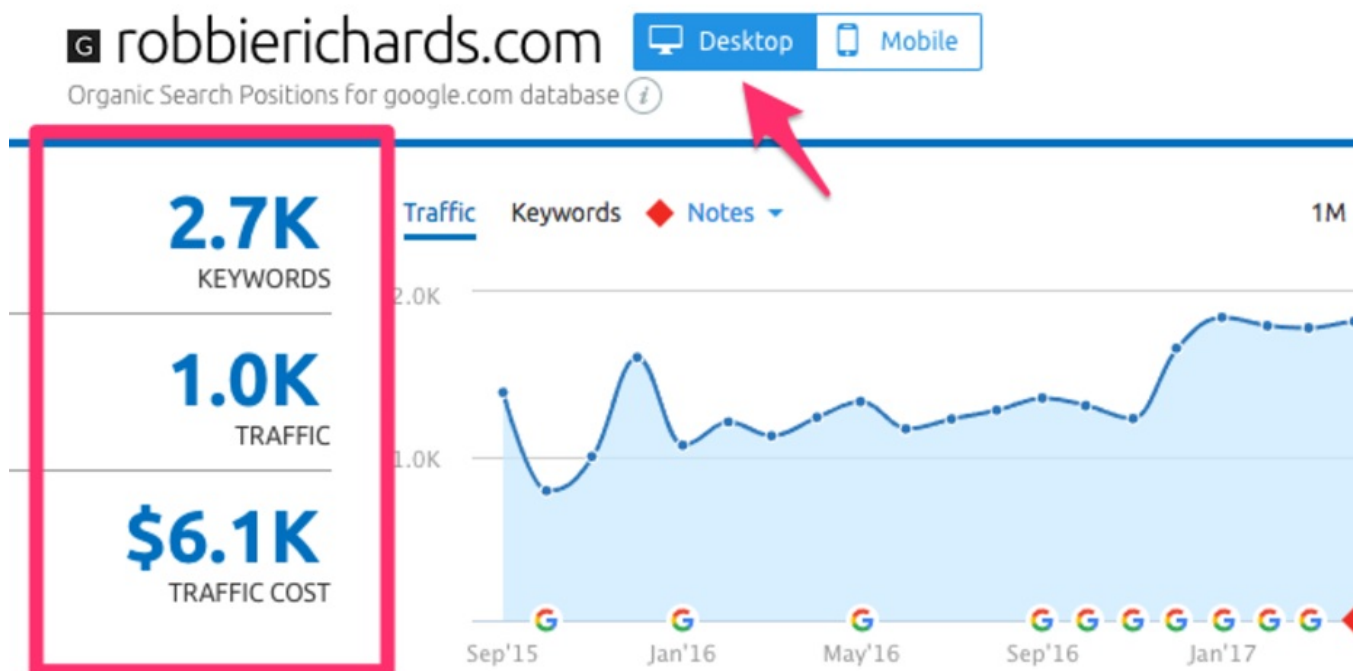
#shocker

You can use the mobile vs. desktop reports in SEMRush to glean additional insight into how your website — or a competitor's website — is faring on both desktop and mobile.

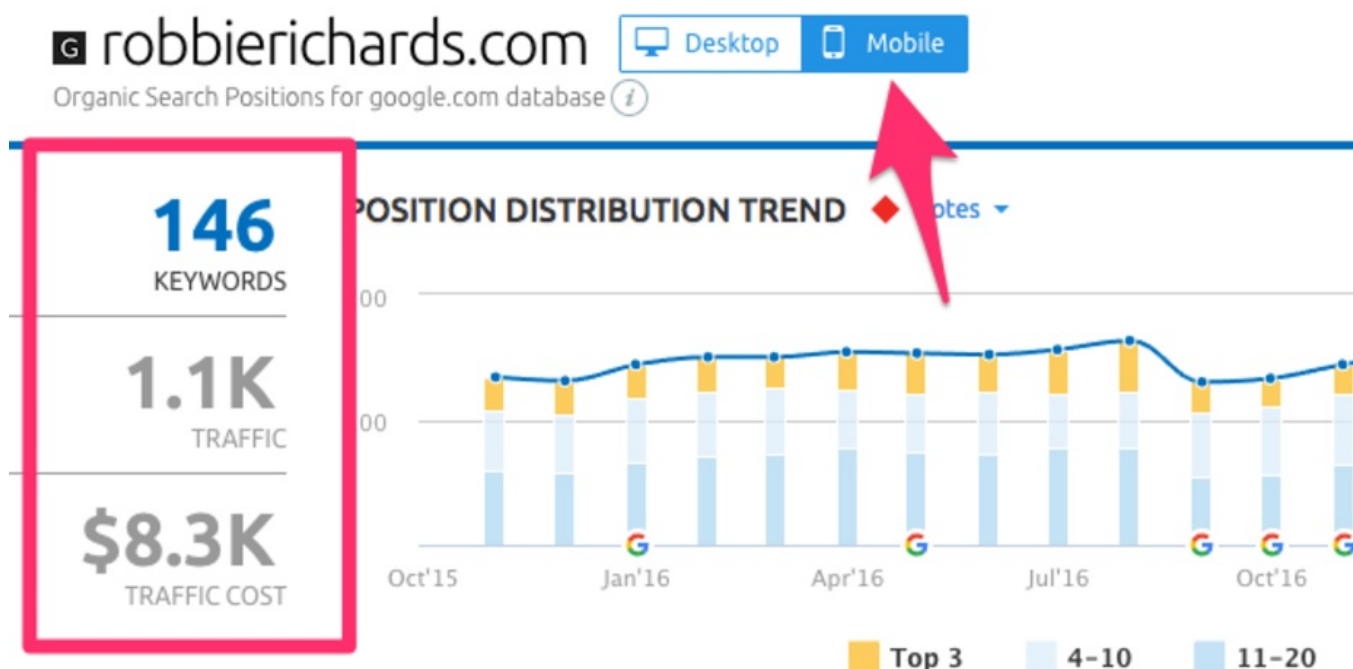
For example, let's take a look at my website (i.e. RobbieRichards.com).

Within the Positions report, you can flick between Mobile/Desktop to see the # of keywords the website is ranking for, the amount of traffic it gets, and the est. traffic cost for both mobile and desktop.

Here's my desktop stats:



And my mobile stats:



Right away, we can see that although my website ranks for thousands more keywords on desktop, it actually gets more traffic from mobile.

We can also see exact rankings between mobile vs. desktop for specific keywords.

For example, here's where [this page](#) ranks on desktop:

<input type="checkbox"/>	best keyword research tool	2 (1)	390	66.46
--------------------------	--	-------	-----	-------


And on mobile:

<input type="checkbox"/>	best keyword research tool	1 (1)	480	7.41	www.rob
--------------------------	--	-------	-----	------	-------------------------

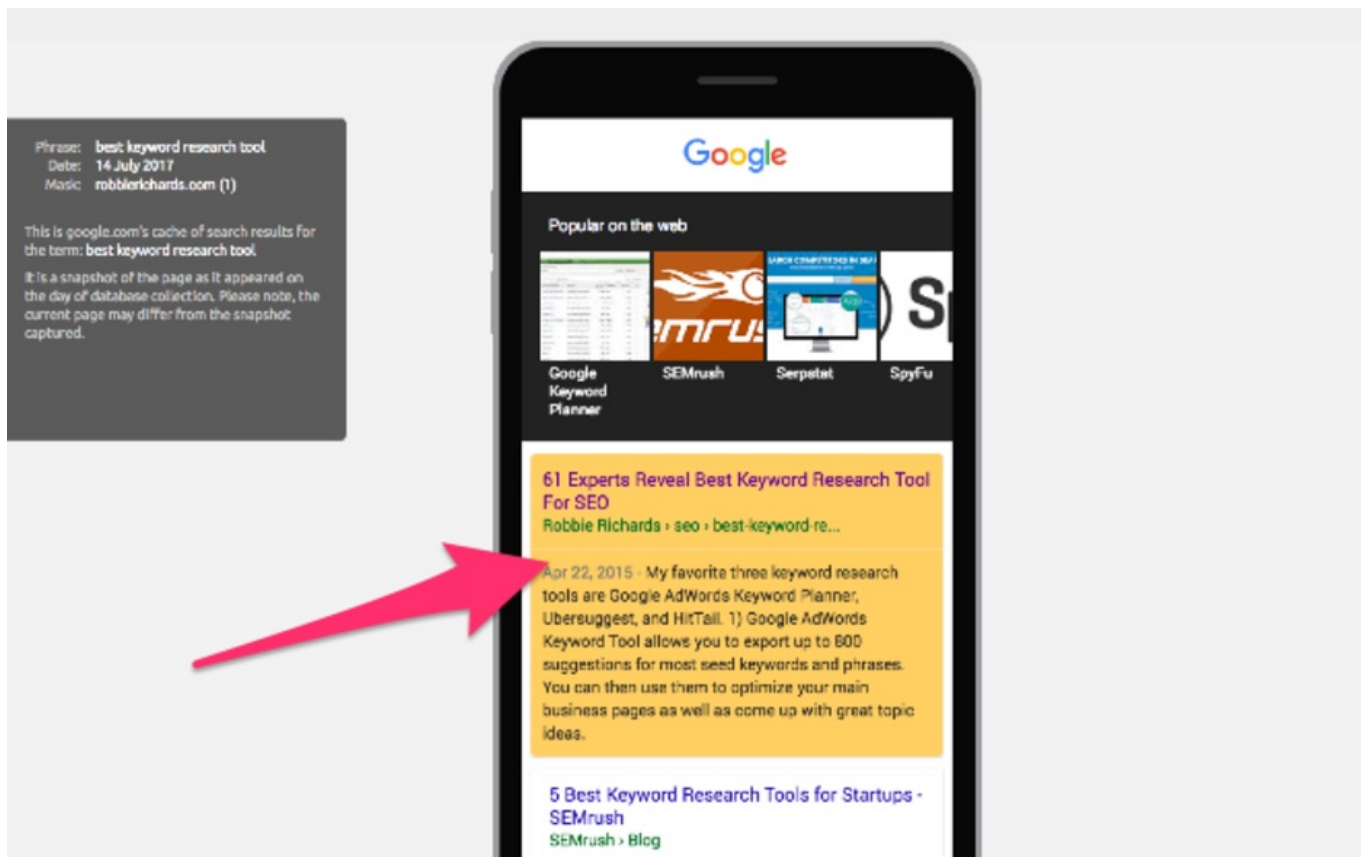
That's #2 on desktop, #1 on mobile!

It's not unusual for these to be a slight variation between desktop and mobile rankings but, in my experience, a big difference may indicate that your page isn't optimised very well for mobile.

You can check this using the SERP preview tool in SEMRush.

best keyword research tool	1 (1)	480	7.41	www.robberic	click here	20.12	
--	-------	-----	------	------------------------------	----------------------------	-------	---

This will show you how the page looks in the SERPs on either mobile or desktop.



We can see it looks perfectly fine here :)

If you notice any large discrepancies between mobile and desktop rankings, or notice that your website doesn't look great on mobile/desktop (according to the SEMRush SERP preview), it's worth checking on an actual mobile device to see if the page is well-optimised for mobile.

#13: What Are Your Chances of (Realistically) Outranking the Competition?

You've found dozens of potential keywords to target.

But, what are the chances of actually ranking for them?

The last thing you want to do is invest a lot of time, money and resources into targeting keywords you might not ever rank for.

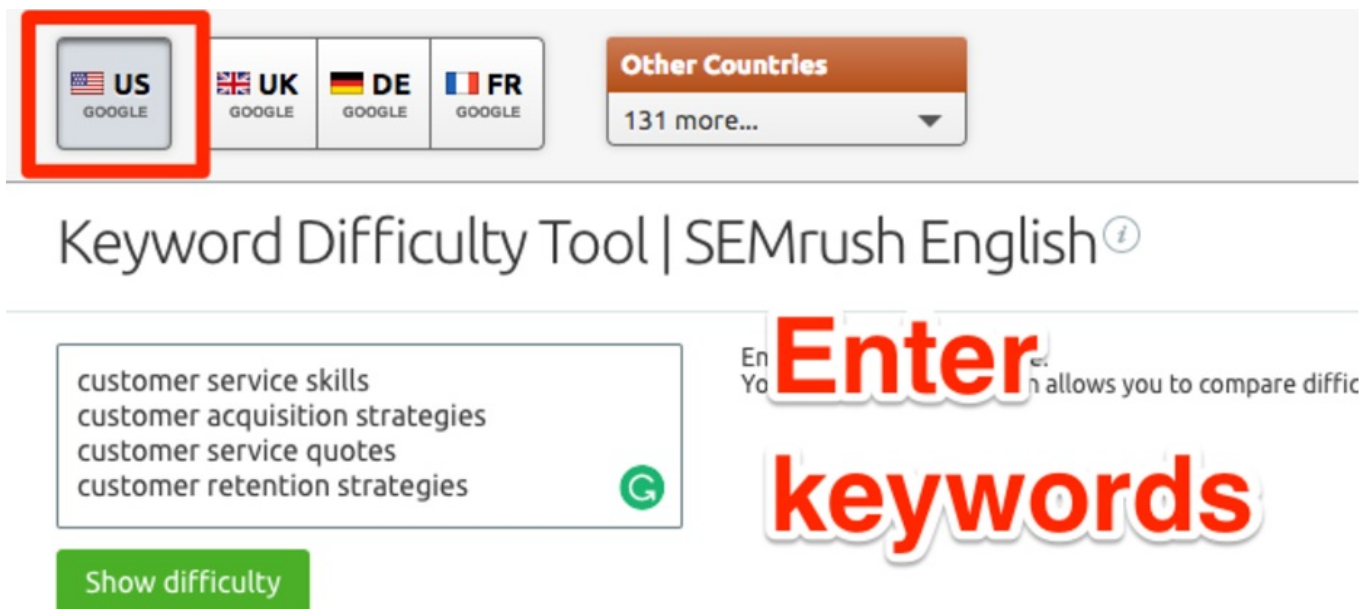
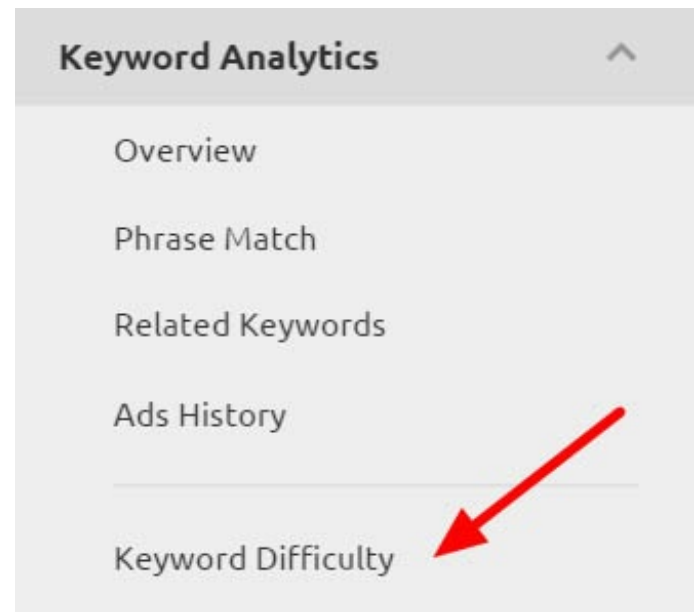
The Semrush Keyword Difficulty Tool allows you to simultaneously assess the level of competition for a large batch of keywords.

This can save you a lot of time filter excel spreadsheets and manually review keyword competition within the Organic Search Position reports.

Go to the tools section and hit the Keyword Difficulty link:

Next, enter a list of your target keywords.

I'm currently using the [PRO plan](#) so I can test up to 100 keywords at a time.



Once you've entered your keywords hit "Show Difficulty".

You'll then see a table that lists the following:

- Keyword difficulty percentage
- Search volume
- Number of search results (for the query)
- SERP features overview (this tells you if there are featured snippets, instant answers, site links, featured videos, etc. in the search results)
- Keyword trend overview (this is basically a graph of how search volume differs across various months - looking at this will give a good indication as to whether the keyword is highly seasonal, or not)
- SERP snapshot (i.e. a snapshot of the top 10 ranking pages)

Keyword	Difficulty, %	Volume	Results	SERP Features								Trend	SERP
				Site links	Knowledge panel	Local pack	Featured snippet	Instant answer	Top stories	Carousel	Featured video		
customer service skills	73.51	14,800	131,000,000				✓						
customer acquisition strategies	63.23	70	5,240,000										
customer service quotes	72.74	6,600	33,800,000										
customer retention strategies	63.37	880	2,430,000				✓						

Basically, the higher the keyword difficulty percentage, the more difficult it will be to rank for those keywords.

NOTE: If you click on a keyword, it'll take you to the KW overview report, which will tell you which of your competitors are already ranking for that search term, along with the corresponding URL(s).

If you want to see volumes / difficult scores for other countries (e.g. UK, Australia, etc.), simply select an alternative country from the toggle at the top of the page.

Keyword Difficulty Tool | SEMrush English

customer service skills
customer acquisition strategies
customer service quotes
customer retention strategies

Show difficulty

Keywords Help

KEYWORD DIFFICULTY 1 - 4 (4)

Export

Keyword	Difficulty, %	Volume	Results	SERP Features								Trend	SERP
				Site links	Knowledge panel	Local pack	Featured snippet	Instant answer	Top stories	Carousel	Featured video		
customer service skills	70.89	5,400	133,000,000				✓						

Adjusted stats

UK selected

ACTION ITEM:

Copy and paste a list of your target keywords into the [Keyword Difficulty Tool](#) to determine how hard it will be to steal your competitor's position in the SERPs.

In general, I would recommend targeting keywords with a difficulty percentage at or below 40% to start. With a solid SEO and [content promotion strategy](#) in place you can target and realistically rank for these keywords pretty fast.

Export and filter the results to only include those keywords with a difficulty rating at or below 40%.

As your site gets more traffic and links, the authority will grow and you'll be able to start targeting higher difficulty keywords.

#14: Keep Your Finger on the Pulse

The Organic Position Changes report removes the manual work associated with comparing a domain's keyword report from the current month to the keyword report from last month in order to find new, lost, improved and declined keywords.

Head over to the Organic Research >> Position Changes report. You'll be able to view all the New, Lost, Improved and Declined keywords:



Click the “New” tab to get a list of new keywords the domain has started ranking for in the last 30 days. This report can help you identify new potential keyword targets:

ORGANIC POSITION CHANGES 1 - 100 (147)

Filter by keyword Filters Export

New Keyword	Pos.	Volume	CPC (USD)	URL	Traffic %	Costs %	Com.	Results	Trend	SERP
good quotes	30	74,000	2.23	www.helpscout.net/learn/	0.18	0.08	0.02	595,000,000		
scout	45	74,000	0.81	www.helpscout.net/docs/	0.03	0.00	0.06	175,000,000		
what does great customer service mean to you	15	3,600	0.00	www.helpscout.net/kills/	0.02	0.00	0.00	79,700,000		
missouri star quilt	17	22,200	0.73	www.helpscout.net/post/	0.02	0.00	0.04	480,000		
help desk software	30	2,900	75.30	www.helpscout.net/pricing/	< 0.01	0.11	0.96	146,000,000		
positive customer service experience	3	30	4.30	www.helpscout.net/kills/	< 0.01	0.00	0.34	130,000,000		
hire culture	23	3,600	0.00	www.helpscout.net/hiring	< 0.01	0.00	0.00	164,000,000		

Look at the “Improved” tab to get a list of keywords where the given domain is gaining ground in the SERPs:

Improved Keyword	Pos. ↕	Position Difference ↕	Volume ↕	CPC (USD) ↕	URL
thanksgiving gifts for clients	33 (93)	+60	30	2.61	www.helpscout.net/omers/
gmail email customer service	32 (89)	+57	30	14.21	www.helpscout.net/email/
google apps mail setup	40 (97)	+57	30	5.04	docs.helpscout.net/tttings
email ticket system	45 (93)	+48	30	32.16	www.helpscout.net/tures/
thank you notes	45 (89)	+44	30	1.84	www.helpscout.net/-note/
help ticket system	48 (91)	+43	30	40.16	www.helpscout.net/tures/

Sort the list by “Position Difference” to see which keywords have shown the largest ranking improvement over the last 30 days. Check out the search volume and landing page URLs for relevant keywords to see how competitors are targeting each search term.

On the other hand, use the “Declined” position report to see which keywords you are losing ground in the SERPs:

Declined Keyword	Pos. ↕	Position Difference ↕	Volume ↕	CPC (USD) ↕	URL
team building art activities	85 (39)	-46	30	2.79	www.helpscout.net/lding/
how much does chipotle franchise cost	86 (42)	-44	30	2.29	www.helpscout.net/ience/
custom thank you cards for business	99 (60)	-39	30	23.49	www.helpscout.net/omers/
good quotes for motivation	83 (44)	-39	30	2.60	www.helpscout.net/ional/
best service desk software	66 (27)	-39	30	31.75	www.helpscout.net/pricing/
thank you cards for doctors	98 (61)	-37	30	2.45	www.helpscout.net/-note/
philosophy quote of the day	85 (50)	-35	30	2.16	www.helpscout.net/ional/
appreciation thank you cards	87 (52)	-35	30	4.78	www.helpscout.net/omers/

BONUS VIDEO: How to Get More Organic Traffic(Without Writing New Content)

Most people think that in order to grow traffic they need to immediately start investing more time and money into things like content production, ad campaigns, guest blogging and other areas.

While all are important...

It's not necessarily the best place to start.

The truth is:

You can get QUICK traffic gains without spending money on ads or writing any new content at all.

How?

Derive more value from your existing assets.

In [this short video tutorial](#) I'm going to show you how to find ALL the low hanging fruit on your website (in minutes), and turn it into quick traffic gains:

#15: Save Hours and Thousands of Dollars in Wasted Ad Spend

I run a lot of paid search campaigns for clients across a wide range of verticals.

Everything from real estate to agriculture to dentists to [marine electronics](#).

[SEMrush](#) is one of the first tools I use to start planning out my campaigns. It allows me to see which keywords my competitors are bidding on, where they rank, as well as the ad copy and destination URLs they are using to increase quality score and conversions.

Here are a few reports you can use to beef up your ad campaigns and make your dollars do work!

Identify Your Top PPC Competitors

Before we can analyze and learn from our top PPC competitors, we first need to identify who they are.

You could start typing in a bunch of keywords into Google and see which companies are buying ad placements.

But, this would take you a LOT of time.

Instead, fire up [Semrush](#) and enter your domain into the search bar.

Click the "Competitors" tab.

First, you will see a competitor positioning map showing the top competitors by amount of paid search traffic and number of paid keywords:



Click on any of the bubbles to be taken to Paid Search Overview for the given domain.

Next, scroll down the page and you'll see the Paid Competitors table:

PAID COMPETITORS 1 - 100 (2,114)

Domain	Competition Level	Common Keywords	Ads Keywords	Ads Traffic	Ads Traffic Price
nextgen.com	<div><div></div></div>	1.5k	2.5k	8.9k	194.7k
advancedmd.com	<div><div></div></div>	1.3k	2.3k	4.6k	46.1k
practicefusion.com	<div><div></div></div>	1.4k	2.3k	2.5k	38.6k
drchrono.com	<div><div></div></div>	758	1.4k	747	14.8k
kareo.com	<div><div></div></div>	1.1k	4.1k	3.0k	60.1k
softwareadvice.com	<div><div></div></div>	1.2k	7.4k	7.6k	159.5k
ancile.com	<div><div></div></div>	387	640	1.4k	18.3k
selecthub.com	<div><div></div></div>	563	3.8k	606	13.1k
e-mds.com	<div><div></div></div>	342	723	235	2.9k
eclipsepracticemanagement...	<div><div></div></div>	277	644	208	4.9k

You'll be able to view a number of valuable metrics, including:

Competition Level: higher number of common keywords = higher competition level.

Ads Keywords: the number of keywords your competitors are bidding on in paid search.

Ads Traffic: how much traffic the paid ads are sending to your competitors' site.

Ads Traffic Price: how much your competitors are spending each month on their paid ad campaigns.

ACTION ITEM:

Select one of the PPC competitors and click the "Ads Keywords" link:

link to open the Overview Report for the domain. The results in the column are sorted by the number of common keywords in descending order.

Domain	Competition Level	Common Keywords	Ads Keywords
nextgen.com	<div><div></div></div>	1.5k	2.5k
advancedmd.com	<div><div></div></div>	1.3k	2.3k
practicefusion.com	<div><div></div></div>	1.4k	2.3k
drchrono.com	<div><div></div></div>	758	1.4k
kareo.com	<div><div></div></div>	1.1k	4.1k

You'll arrive on the "Paid Search Positions" report.

Look at the "Keywords" and "Traffic Cost" graphs. See if there are any trends:



There are a number of high-level indicators you can get from this preliminary analysis.

For example, if your competitor is bidding on more keywords but seeing a lower traffic cost, this could tell you two things.

First, the competitor is trying to scale their PPC efforts by bidding on more keywords. This could indicate they are getting a positive ROI from their campaign. Dive deeper.

Second, if traffic cost is decreasing while number of keywords is increasing this could indicate the competitor has a well optimized PPC campaign in place. Typically, higher quality scores equate to lower CPCs.

Pay close attention to ad copy and landing page experience (more on that soon).

#16: Where (and Why) is the Competition Getting the Upper Hand in Paid Search

From the "Paid Competitors" table, click the "Common Keywords" link:

PAID COMPETITORS 1 - 100 (2,152) ⓘ

Domain	Competition Level	Common Keywords
athenahealth.com		1.5k
advancedmd.com		882
practicefusion.com		1.0k
drchrono.com		556
kareo.com		743

Similar to the Organic report, this domain comparison chart will show you all the keywords both you and your competitor are bidding on in paid search.

ACTION ITEM:

Run two separate data filters:

1. Sort competitor keyword rankings in descending order:

Keyword	Nextgen.com	Athenahealth.com	Volume	CPC (USD)	Competitive
electronic health records and nursing	3	1	20	0.00	0.75
ehr vs emr	4	1	590	31.12	0.79
electronic health record ppt	4	1	10	0.00	0.00
medical records software	2	1	210	29.31	0.98
electronic records	3	1	260	43.25	0.88
webpt emr	3	1	20	29.96	0.85
athena health ehr	8	1	30	12.32	0.75
emr sales	3	1	30	47.61	0.93
klas emr	4	1	20	6.62	0.90

You'll be able to see which paid keywords the competitor is outranking you for.

You job?

Find out why.

Do they have a larger ad budget?

Is competition driving up the average CPC?

How well optimized is their ad copy and landing page experience?

Are they using custom campaign landing pages?

Look for areas of improvement within your own ad campaign.

For example:

Nextgen is ranking #4 for "ehr vs emr", whereas Athenahealth is ranking #1:

Click the keyword and you'll be taken to an overview report where you can see the ad copy used to target that keyword:

live update ADS COPIES



EMR Vs. EHR - athenahealth.com

Ad www.athenahealth.com

Hear Why EHR is Better Than EMR. See 3-Min Demo of the #1 Usable EHR

Top 10 EHR/EMR Software

Ad www.softwareadvice.com

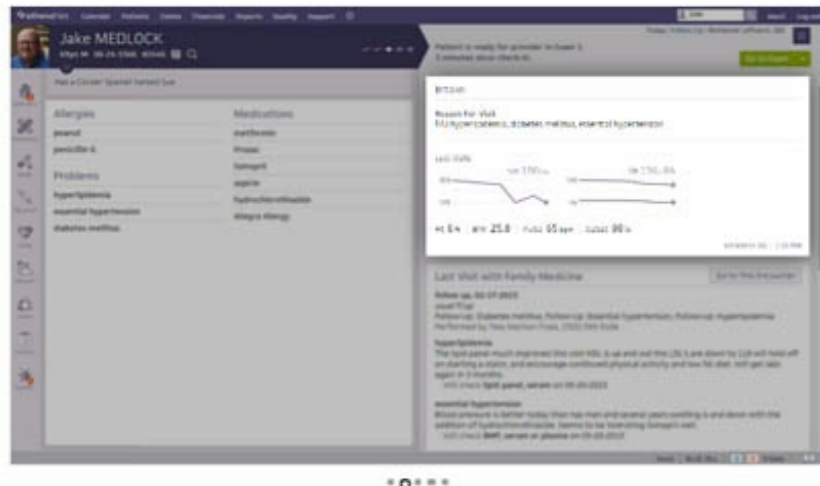
Compare Best EMR Software Systems. Get Free Analysis, Demos & Quotes!

Click on the ad and you'll be taken to a custom campaign landing page:



Easy-to-read summary puts the patient front and center

Tell in the patient's story at a glance. So you can discuss what matters.



"A wonderful electronic medical record that's simple, intuitive. It doesn't bog you down."

Wafae Alrashid, MD



You'll notice the page is optimized for the target keyword, there is loads of social proof, a phone number to contact the support team and form to start a free trial.

How does your ad copy and landing page experience stack up?

2. Click the "Volume" column to sort the chart by search volume:

Keyword	Nextgen.com	Athenahealth.com	Volume
emr	1	2	27,100
aco	1	2	14,800
ehr	1	2	14,800
accountable care organizations	1	2	6,600
electronic medical records	3	2	5,400
epic emr	2	3	4,400
epic ehr	1	2	1,900
emr software	2	1	1,600
epic medical records	1	2	1,600

This will return a list of all the common keywords sorted from highest to lowest search volume.

This is a quick way to find all the high-traffic keyword opportunities you are not taking advantage of.

You might need to increase your keyword bids or optimize your ad copy and landing page layout to improve your quality score and rankings.

3. Click the "Competitive" column to sort the keywords by level of competition:

This sort the keywords from lowest to highest level of competition.

This will not only give you a quick over view of the overall keyword competitiveness, but sometimes it will reveal some new low competition keyword opportunities you might not have previously though of.

This is really helpful if you have a small PPC budget because typically lower competition keywords have MUCH lower CPCs.

#17: Track PPC Competitors, Find New Keyword Opportunities, and Reduce Wasted Ad Spend

Your competitor's PPC campaign will be changing constantly.

The "Position Changes" report allows you to monitor daily changes in your competitors paid search campaign:

NEW LOST IMPROVED DECLINED

NEW & LOST KEYWORDS



Get updated when your competitors target new keywords or launch new ad copy.

Target ads when your competitors are losing visibility.

Optimize and improve your ad's relevance by monitoring when your competitor's update landing pages.

You can see the main navigation markers at the top of the report (above).

New Keywords show all the keywords your competitor that are triggering your ads that previous weren't.

Lost Keywords show all the keywords where your competitor has fallen out of the rankings.

The Improved and Declined Keywords report will show all where your competitors are gaining and losing ground in the paid ad rankings.

You should always be on the look out for new opportunities to increase traffic and sales from paid ads.

This report makes it easy to find opportunities and identify low-performing keywords before you spend a ton of time and money running A/B tests.

ACTION ITEM:

1. Look through the New Keywords report and look for any new offers or products your competitor might be promoting. Pay attention to the keywords and ad copy by hovering over the yellow ad icon:


PAID POSITION CHANGES 1 - 10 (10) ⓘ

Filter by keyword		Filters				
Ad	New Keyword	Pos.	Block	Volume	CPC (USD)	URL
delay of icd-10 ICD-10 Implementation		1		30	0.00	www.athenahealth...ICD-10
www.athenahealth.com/ICD-10 We Helped 67K Providers Implement ICD-10. Watch 1-Minute Online Demo.				20	5.09	www.athenahealth...sement
integrated ehr		2		20	45.50	www.athenahealth...System
medical inventory management software		2		20	10.95	athenahealth.com...gement
ehr in hospitals		1		20	14.26	www.athenahealth...al-EHR







These insights could generate new campaign and product development ideas.

2. Click the "Improved" tab to look at all the keywords that have increased in position:

PAID POSITION CHANGES 1 - 1 (1) ⓘ

Filter by keyword 

Filters

Ad	Improved Keyword	Pos. 	Block	Position Difference 	Volume 	CPC (USD) 
 hospital management information system		1 (3)		+2	20	28.63

Sort the report by "Position Difference" to see which ads have improved the most. This can usually be attributed to an increased budget.

If your competitor is bidding more on the keyword it might be an indication that particular keyword is converting well and might be one you want to incorporate into your own campaign.

3. The "Declined Keyword" tab will show all the ads that have decreased in position.

Select the "Position Changes" report to show all the keywords with the largest decrease in rankings:

Ad	Declined Keyword	Pos.	Block	Position Difference	Volume	CPC (USD)
	medical records electronic	3 (2)		-1	20	25.60
	revenue cycle management flow chart	3 (1)		-2	20	41.75
	aetnahealth.com	3 (2)		-1	20	3.91
	e-health records	2 (1)		-1	20	16.72
	www.aco	2 (1)		-1	30	0.00
	ehr use	2 (1)		-1	20	26.01

Typically, a large decrease in rankings will indicate your competitor has stopped bidding on those keywords. This is usually a sign that it was an underperforming keyword with a low conversion rate.

This kind of insight can save you a lot of time and money running different A/B tests.

#18: Write Attention-Grabbing Headlines, Increase Click-Through Rates and Get More Traffic from Paid Search

You can target all the right keywords and have highly-optimized campaign landing pages, but with out the right ad copy your campaign can still fall flat on it's face:

AD COPIES 1 - 100 (646)

Sort by **Number of keywords - desc...**

Electronic Health Records - athenahealth.com www.athenahealth.com/EHR Now With Epocrates Embedded Right in the EHR Workflow. Watch Demo. Keywords: 231	#1 Cloud Based EMR - athenahealth.com www.athenahealth.com/EMR Two Years in a Row. #1 Ranked for EMR Usability By KLAS. Learn Why. Keywords: 190	Guide to ACO Success - athenahealth.com www.athenahealth.com/ACO-Service Read Our 6-Step Guide to Succeeding as an ACO. Download Free Whitepaper Keywords: 132	Top Ranked EHR System - athenahealth.com www.athenahealth.com/EHR-System Ranked #1 EHR System for Usability in 2014. Watch Our 3-Minute Video. Keywords: 132
#1 Most Usable Cloud EMR - athenahealth.com www.athenahealth.com/EMR Our Physicians Helped Design Our #1 Most Usable EMR. See 3-Min Demo Keywords: 114	Top-Ranked EHR System - athenahealth.com www.athenahealth.com/EHR-System Take Back the Chart - Practice Care Your Way Again. See a 3-Min Demo. Keywords: 49	EMR #1 For Usability - athenahealth.com www.athenahealth.com/EMR Meet the EMR That Solves Health Care's Biggest Problem: The EMR. Keywords: 49	Top-Ranked EHR System - athenahealth.com www.athenahealth.com/EHR-System In 3-Mins, See How Our Redesigned EHR Can Save You Time & Thrive. Keywords: 46
Revenue Cycle Management - athenahealth.com www.athenahealth.com/revenue-cycle Revenue Cycle Management - Driving Efficiency & Producing Results Keywords: 42	Hospital Management Tool - athenahealth.com www.athenahealth.com/hospital Reduce Costs and Manage Growth with athenahealth Hospital Mgmt Software Keywords: 39	E-Prescribing System - athenahealth.com www.athenahealth.com/e-prescribing Streamlined E-Prescribing System w/ athenahealth® - Ranked #1 Vendor. Keywords: 37	#1 KLAS Medical Software - athenahealth.com www.athenahealth.com/Medical-Software #1 Most Usable Medical Software 97% Physician Adoption. See Demo. Keywords: 34

Ad Copy Report

This report will show you all the ad copy your competitor's are using in an aggregated report, along with all the keywords triggering the ad copy.

Use the insights to:

- Write "attention-grabbing" headlines
- Write better ad descriptions and CTAs to get more people clicking through to your landing pages
- Optimize display URLs

ACTION ITEM:

1. Headlines have the greatest impact on whether someone reads an article, opens an email, or in this case, reads the rest of your ad.

Analyze the successful ad copy of your competitor's to see which headlines they are using to capture attention in paid search:

EHR #1 For Usability - athenahealth.com Ad www.athenahealth.com/EHR You Didn't Become a Doctor to Do Data Entry. See Tomorrow's EHR. Keywords: 19	Care Management Service - athenahealth.com Ad www.athenahealth.com/Care-Management Manage Patient Populations Under Any Care Model. View Free Demo. Keywords: 18	#1 KLAS Medical Software - athenahealth.com Ad www.athenahealth.com/Medical-Software Ranked #1 Practice Mngmt & #1 For EHR Usability in 2014. See More. Keywords: 17
athenahealth®, Inc - athenahealth.com Ad www.athenahealth.com/ Helping Caregivers Focus on Patients & Thrive. View Free Demo. Keywords: 16	It's Time To Switch - athenahealth.com Ad www.athenahealth.com/Switch See Our Ground-Breaking, Redesigned EHR - Letting Doctors Be Doctors. Keywords: 14	Medical Billing Software - athenahealth.com Ad www.athenahealth.com/medical-billing You Get Paid Faster, With Far Less Work. See How We Make That Happen. Keywords: 14
#1 KLAS Medical Software - athenahealth.com Ad www.athenahealth.com/Medical-Software Rated Most Usable Medical Software . 97% Physician Adoption. See Demo. Keywords: 14	Top Hospital Software - athenahealth.com Ad www.athenahealth.com/hospital-Software Proven to Improve Outcomes at Lower Costs. See Our Hospital Solutions. Keywords: 14	Top-Ranked EMR Software - athenahealth.com Ad www.athenahealth.com/EMR-Software #1 Usable EMR From athenahealth. Watch Our 3-Minute EMR Demo. Keywords: 13

What type of headlines are they using to capture attention?

Shock value?

Emotional appeal?

Brand mentions to reinforce trust?

[#1 KLAS Medical Software - athenahealth.com](#)

Ad www.athenahealth.com/Medical-Software

Ranked #1 Practice Mngmt & #1 For EHR Usability in 2014. See More.

Keywords: 17



[Medical Billing Software - athenahealth.com](#)

Ad www.athenahealth.com/medical-billing

You Get Paid Faster, With Far Less Work. See How We Make That Happen.

Keywords: 14



[Medical Billing Software - athenahealth.com](#)

Ad www.athenahealth.com/Medical-Billing

Get Paid Faster with Far Less Work. Learn More w/ Our 3-Minute Demo.

Keywords: 16



[Medical Billing Software - athenahealth.com](#)

Ad www.athenahealth.com/medical-billing

#1 Best in KLAS Medical Billing For The Second Year in a Row. See Why.

Keywords: 14



By modeling the headline formula of your top competitors you can quickly capture more attention, boost your CTR and increase overall quality score. This will help lower CPC and drive more traffic to your landing pages.

2. The next step is to look at the description copy.

Are your competitor using alpha numeric numbers to standout?

What type of offers are they using to draw the click?

What CTAs are they using?

3. Display URLs can have a big impact on the relevancy and CTR on your ads.

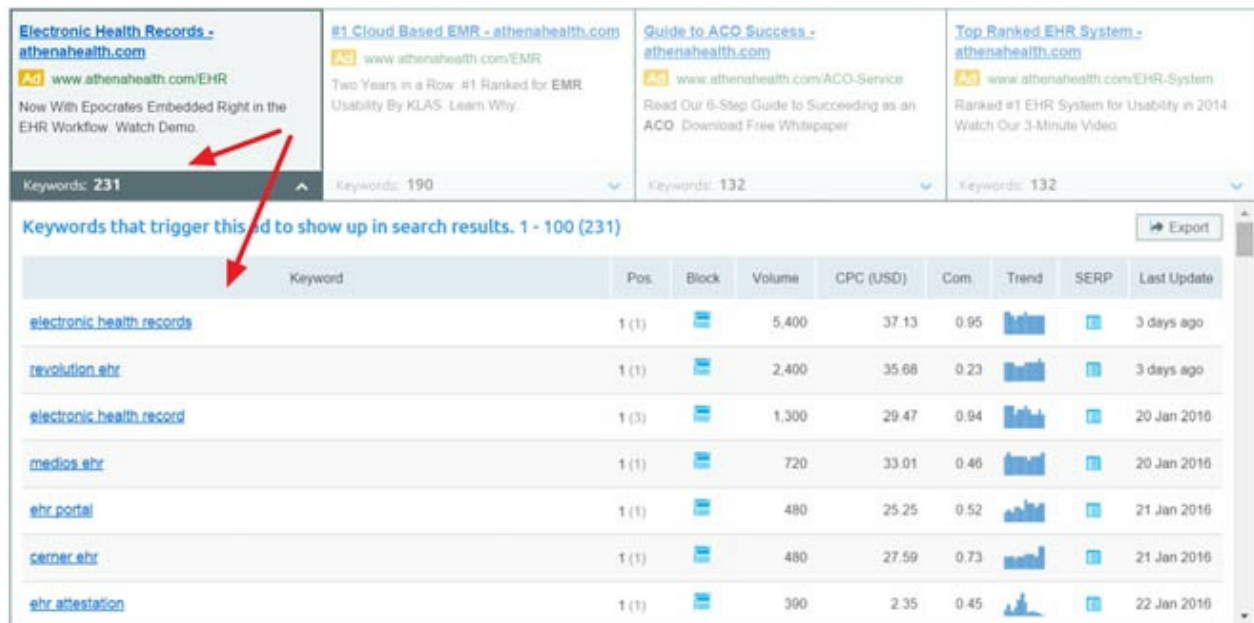
Look at patterns across your competitor's ads.

Are they using keyword rich display URLs to boost quality score?

Do they using dynamic keyword insertion to increase relevancy?

Do they using product names in the URL?

4. Click the "Keywords" link to reveal all the keywords triggering the ad:



Keywords: 231

Keywords that trigger this ad to show up in search results. 1 - 100 (231)

Keyword	Pos.	Block	Volume	CPC (USD)	Com.	Trend	SERP	Last Update
electronic health records	1 (1)		5,400	37.13	0.95			3 days ago
revolution ehr	1 (1)		2,400	35.68	0.23			3 days ago
electronic health record	1 (3)		1,300	29.47	0.94			20 Jan 2016
medios ehr	1 (1)		720	33.01	0.46			20 Jan 2016
ehr portal	1 (1)		480	25.25	0.52			21 Jan 2016
cerner ehr	1 (1)		480	27.59	0.73			21 Jan 2016
ehr attestation	1 (1)		390	2.35	0.45			22 Jan 2016

Look for new keyword opportunities and see how well each ad is ranking.

You can export and sort the data to find new low competition/ CPC keywords to target.

#19: Find High Converting Ad Copy

Don't spend loads of time and money testing ad copy and keywords.

Instead, let your competitors do all that heavy lifting while you reap the rewards.

Enter the "Ads History" report.

It allows you to determine when, and how often your competitors bid on each keyword.

If you notice that your competitors have bid on a particular keyword over a long period of time, you can reasonably infer it is a profitable keyword.

You can also uncover which ad copy is performing best by looking at the historical data.

Go to Advertising Research >> Ads History and enter your competitor's domain.

You will see a table that looks like this:

DOMAIN ADS HISTORY 1 - 100 (6,080)

Keyword	Coverage %	Dec 2015			2015											
		Volume	CPC (USD)	Traffic %	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
emr rating	100.00	1,600	20.54	0.35	1	1	1	2	1	1	1	1	1	1	1	2
office ally ehr	100.00	1,600	12.24	0.35	1	1	1	1	1	2	2	2	2	2	3	2
emr software	100.00	1,600	39.68	1.31	1	1	2	1	1	1	1	1	1	1	1	1
cerner emr	100.00	1,300	25.00	1.07	1	2	1	1	2	1	1	1	1	2	1	1
electronic medical records software	100.00	1,300	38.33	1.07	1	1	2	1	2	1	1	1	1	1	1	1
ehr incentive program	100.00	1,300	5.96	0.28	1	1	1	3	3	2	2	2	3	2	2	2
electronic health record	100.00	1,300	29.47	0.19	1	1	2	1	1	1	1	1	1	1	1	3

If the cell is filled blue then your competitor was bidding on the keyword that month.

The keywords showing blue for each month are likely high performing since they have chosen to bid on them for over a year straight.

Click on a blue cell and you'll see which ad copy they are using to target each keyword:

Keyword	Coverage %	Dec 2015			2015											
		Volume	CPC (USD)	Traffic %	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
emr rating	100.00	1,600	20.54	0.35	1	1	1	2	1	1	1	1	1	1	1	2
office ally ehr	100.00	1,600	12.24	0.35	1	1	1	1	1	2	2	2	2	2	3	2
emr software	100.00	1,600	39.68	1.31	1	1	2	1	1	1	1	1	1	1	1	1

Tested different ad copy and went back to original

2015	August 2015	September 2015	October 2015	November 2015	December 2015
IR Software - im health .fware om rated #1 Overall . 0; CPC: 44.86	Top-Ranked EMR Software - athenahealth.com Ad www.athenahealth .fware For Less Work & More Efficiency Demo the #1 Most Usable EMR System	Top-Ranked EMR Software - athenahealth.com Ad www.athenahealth .fware For Less Work & More Efficiency Demo the #1 Most Usable EMR System	Top-Ranked EMR Software - athenahealth.com Ad www.athenahealth .fware For Less Work & More Efficiency Demo the #1 Most Usable EMR System	Top-Ranked EMR Software - athenahealth.com Ad www.athenahealth .fware #1 Usable EMR From athenahealth. Watch Our 3-Minute EMR Demo.	Top-Ranked EMR Software - athenahealth.com Ad www.athenahealth .fware For Less Work & More Efficiency Demo the #1 Most Usable EMR System
	Volume: 1,600; CPC: 43.43	Volume: 1,600; CPC: 43.43	Volume: 1,600; CPC: 44.86	Volume: 1,600; CPC: 39.68	Volume: 1,600; CPC: 39.68

This provides insights into the different types of ad copy your competitors have been testing. If you notice they have used the same ad copy for a long period you can predict that this ad copy converts well.

Conversely, if you notice that your competitors tried certain ad copy and then quickly changed it the next month, then it must not have performed well.

You can use your competitors historical ad data to optimize your own ad copy and keyword bids without having to spend a lot of money testing.

ACTION ITEM:

Enter your competitors domain into the Ads History report and look for trends.

If your competitor has bid on a specific keyword or ran the same ad copy for a long period of time, it likely converts well. You might want to replicate some of their ad copy and bid on those keywords.

If you notice that they bid on a certain keyword for a few months and then discontinued, you can determine that keyword did NOT perform well and elect to remove it from your paid keyword list.

#20: Uncover Competitor Pricing Strategy with Product Listing Ads

If you sell products online you probably have product listing ads running through Google's merchant center.


















[SEMrush](#) recently launched the "PLA Positions" report.

You'll be able to view the PLAs your competitors are running, where they rank, the keywords triggering the ads, the landing page URL, search volume, product title, and my favorite...

...product prices.

PRODUCT LISTING ADS POSITIONS 1 - 100 (1,038,059) ⓘ

Filter by keyword Filters

Ad	Keyword	Pos. ↕	Volume ↕	URL	Product Title	Price (USD) ↕	Trend	SERP
	macbook air	2 (2)	301,000	rover.ebay.com/r...680969	Apple Macbook Air A1370 11.6" Laptop - Mc505ll/a (october,	344.99		
	xbox one	3	246,000	rover.ebay.com/r...697769	Far Cry: Primal (microsoft Xbox One, 2016) Pre	53.50		
			\$53.50	r.ebay.com/r...677609	Become Ageless Instantly With Premier Face Lift -5 Vials 10ml Total	22.38		
				r.ebay.com/r...677609	Jeunesse Ageless Anti-wrinkle Instant Effect Microcream In Sachets	11.89		
	xbox 360 hard drive	2 (3)	49,500	rover.ebay.com/r...677609	120gb 250gb 320gb 500gb Hdd S Slim Xbox360 Xbox 360 Hard Drive	33.68		

PLAs typically have the highest CTRs, and in my experience, conversion rates. This can be attributed to the top-of-page ad placement and visual real estate they occupy in the SERPs. Plus, they are positioned more for bottom-funnel traffic.

This report is great for analyzing the pricing strategy of your top competitors.

You can also use this report to obtain some inspiration for product titles for your own (similar) ads, along with landing page inspiration (just hover over the yellow "ad" icon and click the popover to view the landing page of any ad).

There's also the "competitors" PLA report - this will show you other websites that are competing for similar terms.

For example, if we enter ebay.com, the "competitors" report shows us that Walmart, Jet.com, and NewEgg, amongst others, are competing for many of the same keywords.

PRODUCT LISTING ADS COMPETITORS 1 - 100 (20,610)

Export

Domain	Competition Level	Common Keywords	PLA keywords	Paid Keywords	Paid Traffic	Paid Traffic Price (USD)
walmart.com	<div><div></div></div>	65.2k	941.6k	203.3k	4.3m	2.1m
bonanza.com	<div><div></div></div>	32.7k	50.7k	1.6k	2.7k	5.6k
jel.com	<div><div></div></div>	32.4k	376.2k	28.5k	206.9k	178.5k
newegg.com	<div><div></div></div>	20.3k	114.6k	12.0k	170.0k	109.2k
rakuten.com	<div><div></div></div>	17.2k	33.9k	6.2k	83.7k	49.5k

Here's a breakdown of everything else this tells you:

- **Competition level** - this shows a visual representation of how similar this website is in terms of PLA competition.
- **Common keywords** - the number of keywords this website has in common with the website you entered.
- **PLA keywords** - the total number of PLA keywords the website is bidding on.
- **Paid traffic** - the amount of paid traffic they're getting from these ads.
- **Paid traffic price** - an estimation as to the amount they're spending on PLA ads each month.

ACTION ITEM:

Enter five of your top competitors into the "PLA Positions" report.

Make a note of your competitor's pricing strategy.

Sort the PLAs by position.

Click through to the landing pages of the top ranking ads and see how they have optimized the landing page experience.

Do they incorporate keywords in PLA title, landing page headers and body copy?

#21: Build Profitable Video Ad Campaigns

YouTube has over one billion users and is the second largest search engine on the planet.

The number of people earning six figures a year from their YouTube channel is up 50% year over year.

And, all of the top 100 global brands have run some kind of YouTube ad in the past year.

Videos ads are an important consideration in any paid search campaign.

Whether you're a seasoned professional or just entering the world of video advertising, the [Semrush Video Advertising report](#) can help you build more profitable video ad campaigns:

Advertiser: microsoft.com ⓘ

Overview

Video Ads

Landing Pages

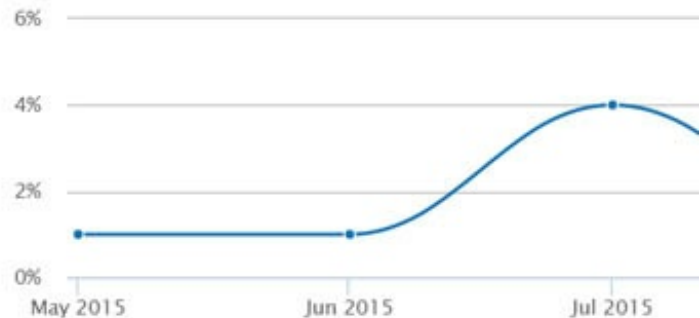
Channels

Videos

Advertiser Summary

Video Ads ⓘ	41
Channels ⓘ	1,557
Videos ⓘ	7,850
First seen ⓘ	3 May 2015
Last seen ⓘ	25 Jan 2016
Times seen ⓘ	24,237

Advertiser Trend seen



Use the Video Advertiser Overview report to find out how many video ads your competitor is running, across how many different channels and within which specific videos.

Get a full list of all the landing page URLs your competitor is using to convert video ad traffic:

Overview

Video Ads

Landing Pages

Channels

Videos

LANDING PAGES LIST (42) ⓘ

Advanced...

Export

Landing Page	First Seen	Last Seen	Times Seen	Video Ads
www.microsoft.com/en-us/windows/upgradeyourworld/?&semi...us_ytt	28 Jul 2015	28 Jul 2015	3,453	1
www.microsoft.com/en-us/windows/microsoft-edge?FORM=MH1...MH140H	14 Dec 2015	26 Dec 2015	1,326	1
www.microsoft.com/en-us/groove?OCID=YouTube_cpc_US_manifesto	11 Jan 2016	18 Jan 2016	831	1
www.microsoft.com/en-us/tablet/?OCID=Oneconstab_D_video...CUSISV	22 May 2015	29 May 2015	747	1
www.microsoft.com/en-us/tablet/?ocid=oneconstab_d_video...cusisv	22 May 2015	29 May 2015	684	1

Quickly see which landing pages have been promoted the longest, and which ones are receiving the most traffic.

Look at each YouTube channel your competitor is promoting ads on:

Overview	Video Ads	Landing Pages	Channels	Videos
----------	-----------	---------------	----------	--------

CHANNELS LIST (1,557) ⓘ

Channel	Video Ads	Times Seen	First Seen	Last Seen	Coverage by Videos	Coverage by Views	Subscribers
#EEVblog	1	47,736	15 Dec 2015	24 Dec 2015	47% 448 with ads 963 total	49% 29.4m with ads 60.1m total	319,786
#CGRundertow	2	8,028	15 Dec 2015	15 Jan 2016	2% 93 with ads 5.0k total	4% 4.0m with ads 103.9m total	146,827
#iCrackUniDevice	1	6,552	15 Dec 2015	15 Dec 2015	9% 84 with ads 904 total	16% 19.0m with ads 121.5m total	683,984
#TheHonestGuys	2	6,159	24 Dec 2015	15 Jan 2016	26% 74 with ads 280 total	43% 58.1m with ads 134.4m total	417,144
#MusicRadar	3	5,949	26 May 2015	26 May 2015	25% 141 with ads 569 total	42% 8.1m with ads 19.0m total	37,071

You'll also be able to see how long competitors have been targeting each channel, the number of subscribers and percentage of videos on each channel that provide ad placement opportunities.

For example, I can see Microsoft is targeting the [Electronics Engineering Video Blog](#) which has over 320,000 subscribers:

EEVBlog Electronics Engineering Video Blog
NO SCRIPT, NO FEAR, ALL OPINION.
An off-the-Cuff Video Blog for Electronics Engineers, Hobbyists, Hackers and Makers

EEVblog Web Site

EEVblog 320,900

Home Videos Playlists Channels Discussion About

Already subscribed

Look at a full list of individual videos showing ads:

VIDEOS (7,850) ⓘ

Advanced...

Sort by

Views count - descending



Bruno Mars - It Will Rain [OFFICIAL VIDEO]

#Bruno Mars
342,528,966 views
10 Nov 2011

Info

465



Trey Songz - Na Na [Official Video]

#Trey Songz
132,274,884 views
13 Mar 2014

Info

9



Chris Brown - Forever

#ChrisBrownVEVO
132,215,984 views
25 Oct 2009

Info

27

Click on a video and you'll be able to see an over summary for the video:

Overview

Advertisers

Video Ads

Landing Pages



Video Summary

Channel ⓘ

#Jamie Oliver

Published ⓘ

20 Jan 2013

Times Seen ⓘ

N/A

Views ⓘ

38713

Likes ⓘ

364

Dislikes ⓘ

1

Finally, get a full list of advertisers promoting ads within the video, the landing pages associated with the ads, as well as the individual ad creative:

ADVERTISERS (20) ⓘ

Advertiser	Video Ads	Times Seen
wayfair.com	13	11,757
order.pizzahut.com	4	6,000
mazdausa.com	1	4,486
journeyneverstops.com	6	972
us.moo.com	1	225

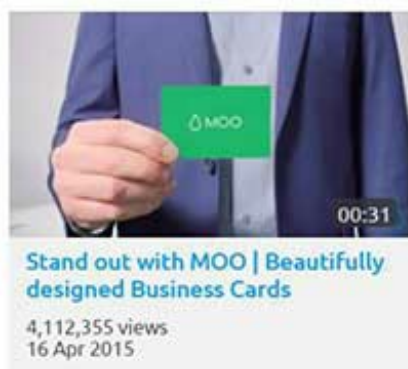
Export View full report

LANDING PAGES (47) ⓘ

Landing Page
www.journeyneverstops.com/?extlink=Ente..
cobblestonebreadco.com/recipes/?utm_sou..
www.wayfair.com/index.php?refid=YTPNAT..
www.infinitiusa.com/sedan/q50?dcp=omd.1..
disneyworld.disney.go.com/special-offer....0..

Export

VIDEO ADS (23) ⓘ



ACTION ITEM:

Enter your competitor's domain into [Semrush](https://www.semrush.com) and look closely at the following:

1. Video Content

What type of videos are they using to promote their products or services?

VIDEO ADS (41) ⓘ

#UpgradeYourWorld | Vote for a Global Nonprofit To Win \$500k
956,018 views
27 Jul 2015
00:31

SurfaceBeats Ligther 2398 15 MISV1
8 views
11 May 2015
00:16

Info ^ 10359 👁

Advertiser	microsoft.com
Landing Page	https://www.microso...
Published	27 Jul 2015
Times Seen	10,359

Info v 2241 👁

Pay attention to the video messaging – is it funny, serious or controversial? How long is the video? What type of CTAs are they using to drive traffic or capture conversions?

Look at the number of times the video has been seen. This is usually an indication of how aggressively the video is being promoted across other channels.

The video shown above has been seen over 10,000 times. This suggests Microsoft has been promoting this campaign for a relatively long period of time. In some cases, this could indicate a high-converting video ad and give you some ideas on how to position your own video ad content.

2. Landing Pages

Find out where your competitors are sending video ad traffic.



Pay attention to the conversion goals.

Are your competitors capturing emails? Selling a product? Promoting an affiliate?

In the example above, you can see Microsoft is using video ads to promote a campaign asking people to vote for non profits making a difference in the world.

Analyze your competitors landing pages and look for opportunities to better optimize your own. Are they using social proof? What about value proposition and benefit statements? Product images? Sign up forms? Free trials? Special offers?

Channels:

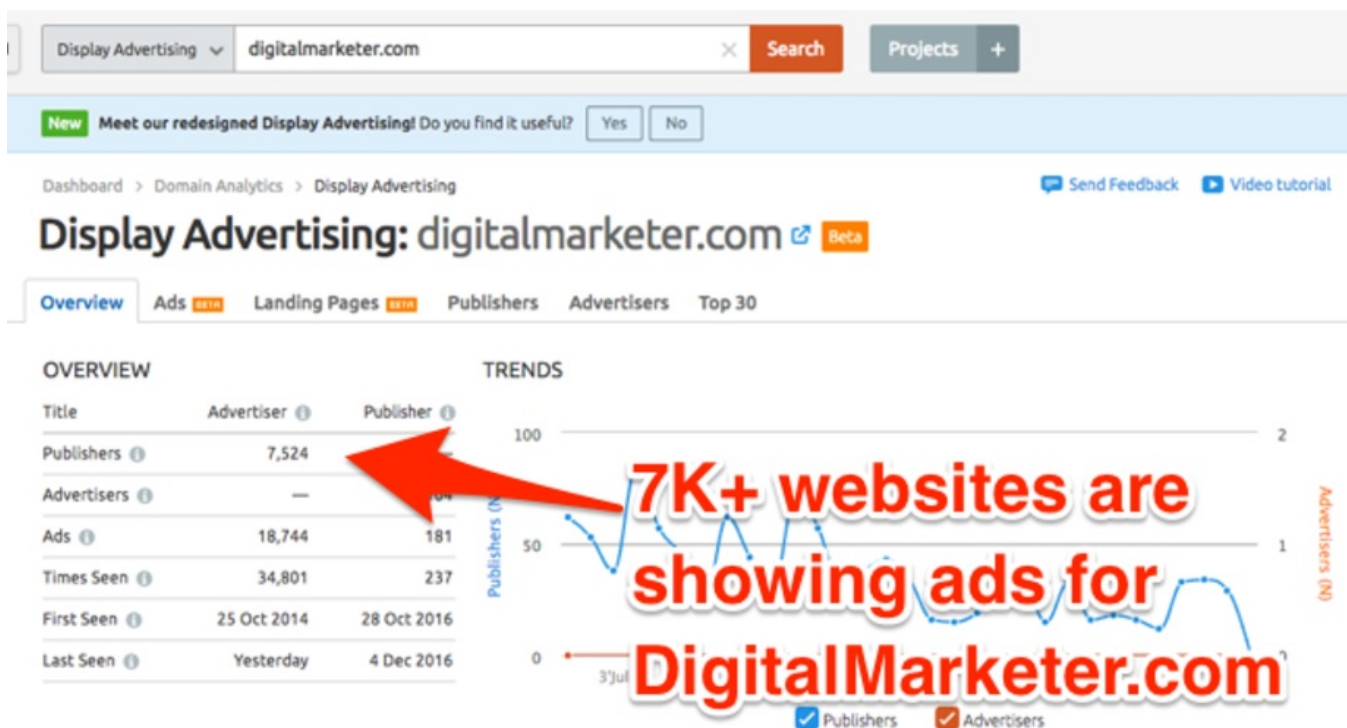
Find out where your competitors have been promoting ads the longest. This is where you will want to launch your first ad placements.

#22: Dissect Competitor Display Ad Campaigns

NOTE: The Display Advertising report is currently in beta.

Although the data is not complete yet, the report still provides a handy overview of your competitor's display campaign activity.

Go to the "Display Advertising" >> "Overview" tab and enter your competitor's domain:



You'll be able to see if the competitor is advertising on Google's on display network, publishing ads on their own site to monetize traffic through AdSense, or both.

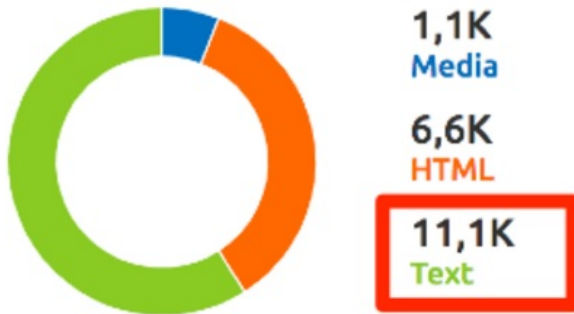
I can see that DigitalMarketer.com is currently promoting display 18,744 display ads across 7,524 websites:

Overview	Ads	Landing Pages	Publishers
OVERVIEW			
Title	Advertiser	Publisher	
Publishers	7,524	—	
Advertisers	—	104	
Ads	18,744	181	
Times Seen	34,801	237	
First Seen	25 Oct 2014	28 Oct 2016	

I can also see they are mostly displaying text ads.

AS ADVERTISER

AD TYPES RATIO



PUBLISHERS (7,524)

Title ⓘ	Ads ⓘ	M
inspiredm.com ↗	1,263	15
askmefast.com ↗	626	79
nytimes.com ↗	843	16
money.cnn.com ↗	454	0
forbes.com ↗	389	21

Export

You can drill deeper and view all the sites displaying their ads, and review both the text ad copy and display ad designs:

SAMPLE MEDIA ADS (1,070)



sample media ads

SAMPLE TEXT ADS (11,103)

The Blog Content Engine »

Our Content Engine Helps You
Create Blogs That You Can Be Proud
Of.

[digitalmarketer.com](#) ↗

Podcast Launch Guide »

Get a Top Ranking Podcast. With This
4-Step Strategy.

[digitalmarketer.com/Podcast](#) ↗

Want More Social Traffic?

Copy and paste these headlines to
get more clicks from social.

[digitalmarketer.com](#) ↗

Podcast Launch Guide »

Get Your Podcast to Top of Charts
and Keep It There in 4 Easy Steps

[digitalmarketer.com/Podcast](#) ↗

sample text ads

[View full report](#)

In the “publisher’s” report, you can even see exactly where the website is advertising, and exactly how many ads appear on that domain.

Publishers List (7,524)

Publisher	Ads	Media/HTML/Text			Times Seen	First Seen	Last Seen
inspiredm.com	1,263	15%	39%	46%	3,546	15 Jun 2016	Yesterday
askmefast.com	626	7%	80%	13%	1,856	12 Jul 2016	1 Jun 2017
nytimes.com	843	16%	100%	0%	1,776	15 Jun 2016	3 days ago
money.cnn.com	1,263	0%	94%	6%	820	3 Dec 2016	15 Apr 2017
forbes.com	389	21%	100%	1%	1,776	15 Jun 2016	4 days ago
independent.ie	479	0%	80%	20%	744	16 Jun 2016	22 Apr 2017
celticradio.net	26	0%	54%	46%	582	11 Aug 2016	24 Jan 2017
onlineincometeacher.com	239	16%	31%	53%	539	17 Jun 2016	Yesterday
tennisopolis.com	295	0%	37%	63%	450	12 Aug 2016	Yesterday
applecentral.com	15	0%	0%	100%	450	3 Jun 2016	8 Nov 2016

**DM is advertising
on these websites**

If you click the “ads” hyperlink, you’ll even be able to see the exact ad copy used on that website.

Ad	Times Seen
<p>The Blog Content Engine »</p> <p>Our Content Engine Helps You Create Blogs That You Can Be Proud Of.</p> <p>digitalmarketer.com</p>	297

And it doesn’t end there...on the “landing pages” report, you can see the landing pages the advertiser is directing their ads to. This is insanely useful for figuring out what type of offers are converting for your competitors.

Landing Pages (46)

Landing Page and Title	Description	Ads	Keywords
<p>Facebook Ad Template Library</p> <p>http://www.digitalmarketer.com/lp/fb-ad-template...</p> <p>View landing pages</p>		122	6
<p>DigitalMarketer</p> <p>http://www.digitalmarketer.com/lp/</p> <p>View landing pages</p>		20	0
Digital Marketing Products Digital Marketer			

**this ad is probably
converting well**

ACTION ITEM:

Enter your competitor's domain and look at the following four reports:

1. Overview Table

Is your competitor an advertiser, publisher or both?

2. Text vs. Media Ads

If your competitor is advertising on the display network, find out what percentage of ads are text vs image based:

3. Trend Graph

Is your competitor showing ads on more sites? If so, this could indicate the display campaign is performing well.

Are the number of publishers decreasing? This could indicate one of two things. Either the campaign is not delivering a good ROI and the competitor is cutting back investment in display ads, or they are excluding under-performing placements and building a more targeted campaign.

Either way, start your display campaign with the few remaining sites because you know those are still being targeted for a reason :)

4. Ad Reports

Click through and look at the text ads :

AS ADVERTISER

AD TYPES RATIO



1,1K
Media

6,6K
HTML

11,1K
Text

Ads			
Media 1,070	HTML 6,571	Text 11,103	As Advertiser 18,744 As Publisher 181
<input type="text" value="Search"/> <input type="button" value="Advanced filters"/>			
Ad ⓘ	Advertiser ⓘ	Times Seen ⓘ ↕	Days seen ⓘ ↕
The Blog Content Engine » Our Content Engine Helps You Create Blogs That You Can Be Proud Of. digitalmarketer.com 🔗	digitalmarketer.com	297	49
Podcast Launch Guide » Get a Top Ranking Podcast. With This Easy 4-Step Strategy. digitalmarketer.com/Podcast 🔗	digitalmarketer.com	211	14
Want More Social Traffic? Copy and paste these headlines to get more clicks from social. digitalmarketer.com 🔗	digitalmarketer.com	208	79
Podcast Launch Guide » Get Your Podcast to Top of Charts and Keep It There in 4 Easy Steps digitalmarketer.com/Podcast 🔗	digitalmarketer.com	190	14

And display ad creative:



Filter the report to identify which ad creatives have been in rotation the longest.

Usually this will indicate a high-performing display ad you can model in your own campaign.

Take note of trends for each different ad type. This will help provide a little more context to Publisher graph shown above.

5. Publishers

Look at all the different sites your competitor is showing ads on. You might find some targets you hadn't thought of yet:







Publishers 1 - 100 (24,364)							Filters	Export
Publisher	Ads	Text / Media		First seen	Last seen	Times seen		
icisue.fr	29	86%	14%	8 Jun 2013	1 May 2015	1538		
chinesemov.com	21	76%	24%	7 May 2013	22 Dec 2015	1241		
drummerworld.com	39	23%	77%	29 Mar 2013	16 Nov 2015	780		
globalrph.com	2	0	100%	6 Aug 2013	30 Jan 2015	666		
entrepreneur.com	20	0	100%	2 Apr 2013	19 Feb 2015	389		
supermediathek.de	28	89%	11%	29 Jun 2013	25 Jun 2015	323		
theinspirationroom.com	1	0	100%	28 Mar 2013	23 Jun 2015	322		
brooklyndaily.com	8	100%	0	30 May 2013	1 Aug 2015	298		
performancebiz.com	1	0	100%	19 May 2013	29 Dec 2013	288		
double-je.com	20	90%	10%	22 May 2013	5 Feb 2015	280		

Look at how many ads are being promoted on each site, whether they are text or image based, and for how long ads have been seen on the site.

The longer your competitor has been placing ads on a site could indicate it might be one to consider testing as a target placement in your own display campaign.

6. Landing Pages

Get a full list of all the landing pages your competitor's are targeting with display ads:

Landings 1 - 100 (2,327)		
Landing	First seen	Last seen
 http://itunes.apple.com/app/google-search/id284815...	3 Dec 2013	15 Jul 2014
 http://itunes.apple.com/app/chrome/id535886823?ls=...	9 Jul 2013	28 Sep 2013
 https://itunes.apple.com/us/movie/the-locked-door/...	19 Apr 2013	24 Sep 2013
 http://itunes.apple.com/app/id429167326	22 May 2014	8 Aug 2015
 http://itunes.apple.com/app/amazon-instant-video/i...	7 Dec 2014	19 Feb 2015
 http://itunes.apple.com/us/app/idraw/id404705039?m...	11 Dec 2013	12 Nov 2015

Look at the "Times Seen" and "Ads" columns to get an idea which landing pages are being targeted the most.

#23: Find New Site Monetization Opportunities

If you're a [blogger](#) driving solid traffic and are open to on-site advertising, this section is for you.

There are many sites out there paying for the traffic you are driving through organic search.

So, if you were able to identify those sites and offer them advertising on your site, you could quickly start to monetize the traffic. [Semrush](#) makes this SUPER easy.

Here's how to do it:

Go to Organic Research >> Competitors and enter your domain.

Scroll down to the "Organic Competitors" table and select one of your competitors:

Domain	Competition Level	Common Keywords	SE Keywords	SE Traffic	SE Traffic Price	Ads Keywords
 techtag.com	<input type="text"/>	18	609	321	911	0
 sproutsocial.com	<input type="text"/>	108	52.7k	76.3k	229.0k	1.4k
 vervesearch.com	<input type="text"/>	23	3.3k	1.4k	2.9k	0
 brightedge.com	<input type="text"/>	22	4.5k	7.3k	95.0k	370
 dashburst.com	<input type="text"/>	28	6.2k	4.1k	44.3k	2
 serps.com	<input type="text"/>	38	6.7k	13.2k	53.1k	53
 bloggeripstricks.com	<input type="text"/>	38	11.4k	4.0k	9.8k	0
 moz.com	<input type="text"/>	307	135.8k	229.2k	946.4k	4.6k

Pay attention to "Ads Keywords" column.

Look for competitors that are bidding on the keywords you are ranking for.

In this example I would click on the "Common Keywords" metric next to Sproutsocial.com.

You'll be taken to a "Comparison of Domains by Keywords" report. Set the filters so you are returning the keywords that you rank for organically and your competitor is bidding on in paid search:

Domain vs. Domain

Desktop

Mobile

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

razorsocial.com sproutsocial.com Enter Domain

Organic Keywords ▼

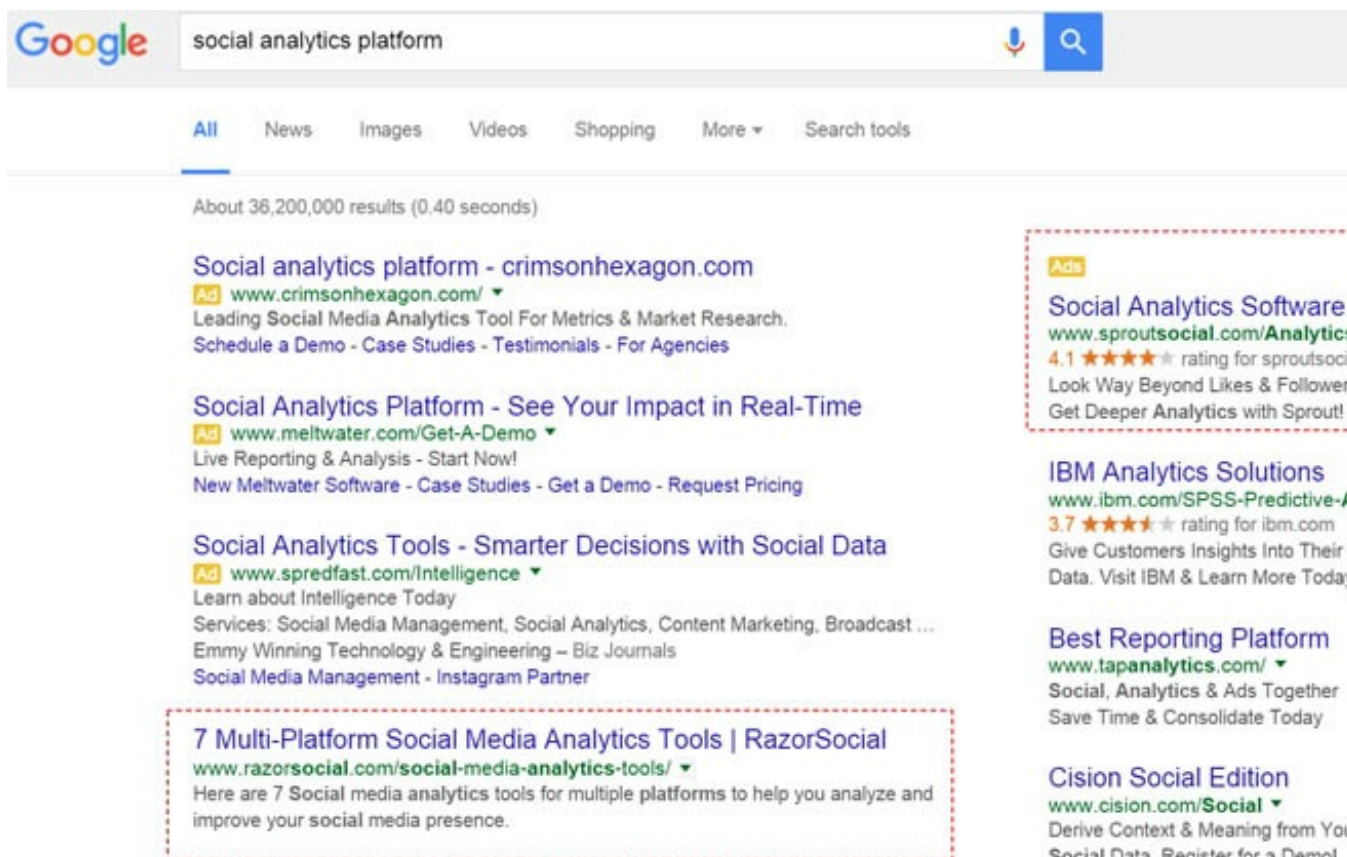
Organic Keywords
Paid Keywords
PLA Keywords

razorsocial.com sproutsocial.com

You will see this report:

Keyword	Razorsocial.com	Sproutsocial.com	Volume	CPC (USD)	Competitive
schedule multiple tweets	1	1	10	5.25	0.13
social analytics platform	1	3	20	17.87	1.00
facebook analytic tools	1	2	10	0.00	0.79
twitter hashtag analytics tools	1	1	10	9.61	0.72
social media analytics platform	1	2	10	0.00	0.77
social media analytics platforms	1	2	30	36.25	0.98
facebook analytics tool	1	2	20	23.85	0.76

The first result is for “social analytics platform”. If you take a look at the SERP snapshot and you’ll notice razorsocial is ranked #1 organically for that search term, while Sproutsocial is currently bidding on the search term:



ACTION ITEM:

[Semrush](#) is a great place to source partnerships with companies that are bidding on the keywords you rank organically for.

Reach out to some of these companies and see if they are interested in placing ads on your site. This can be a win-win, especially if they are spending a lot of money on the keywords you rank for.

Negotiate an ad fee and start monetizing your organic traffic.

#24: Find (and Remove) Toxic Backlinks Using the Backlink Audit Tool

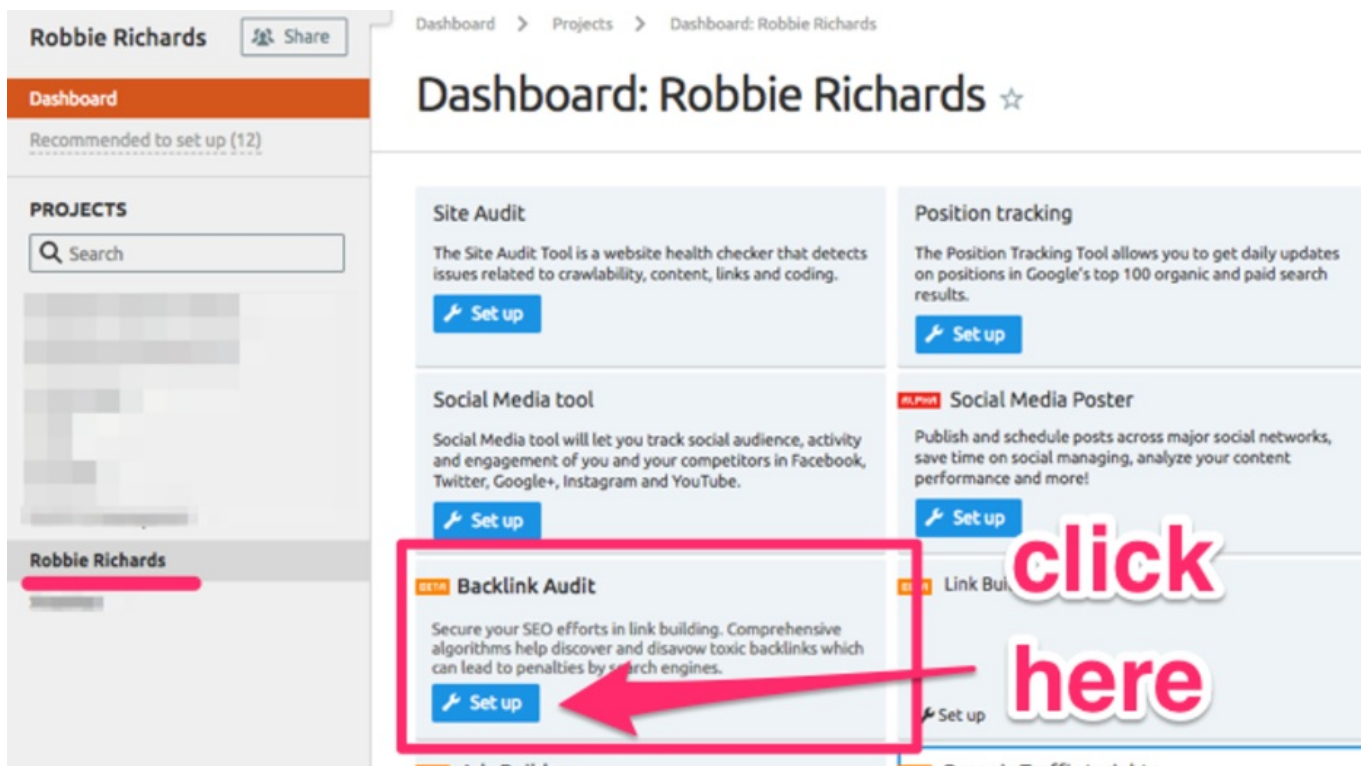
Nothing is worse for SEO than having toxic backlinks pointing towards your website.

Bad backlinks can even lead to a Google penalty (if not disavowed).

Luckily, SEMRush has a built-in backlink audit tool that analyses your backlink profile for toxic backlinks at the touch of a button.

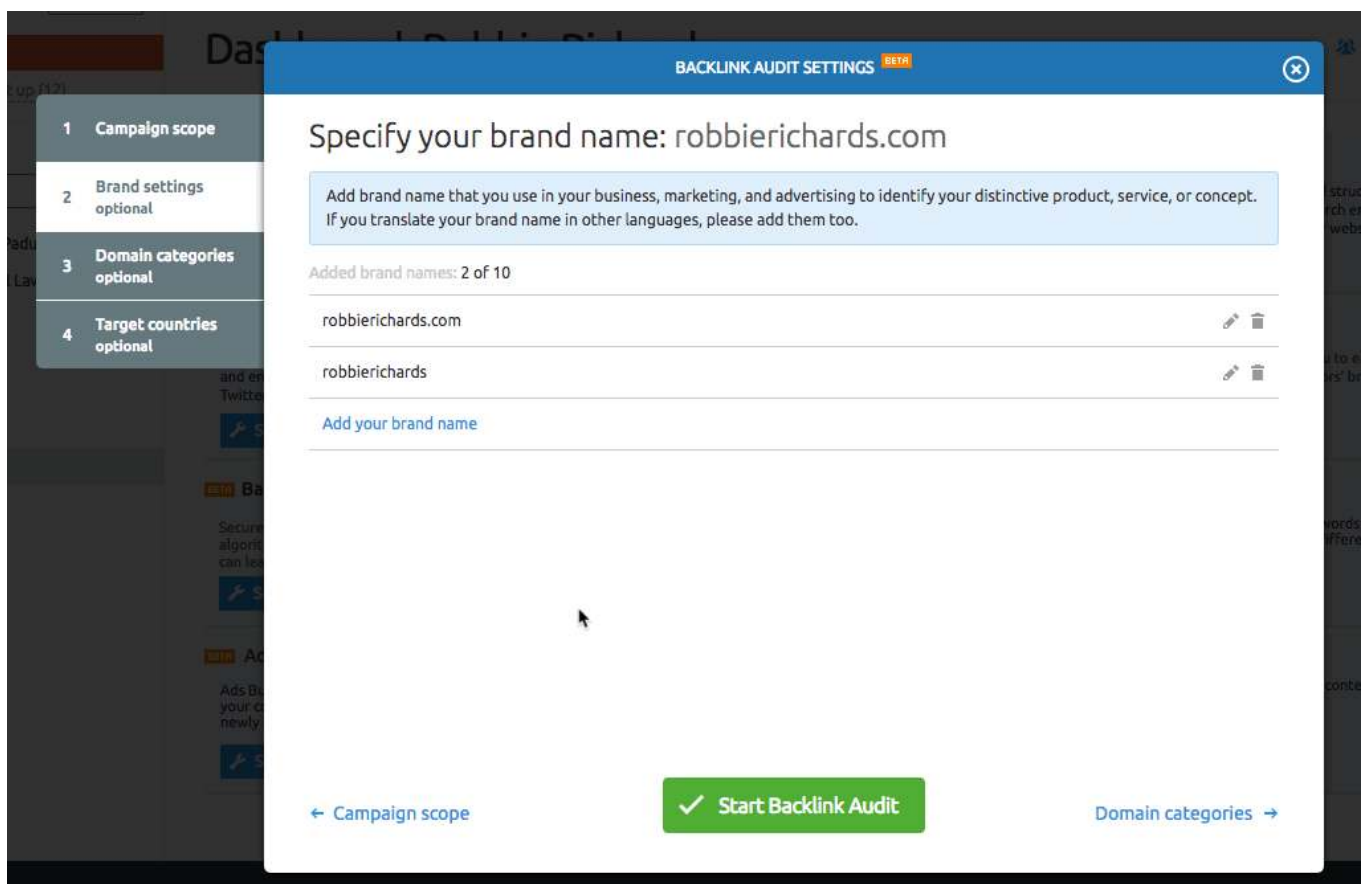
Here's how to use it:

First, you need to add a project within SEMRush — you can then click the “Backlink Audit” option.



It will then walk you through the setup.

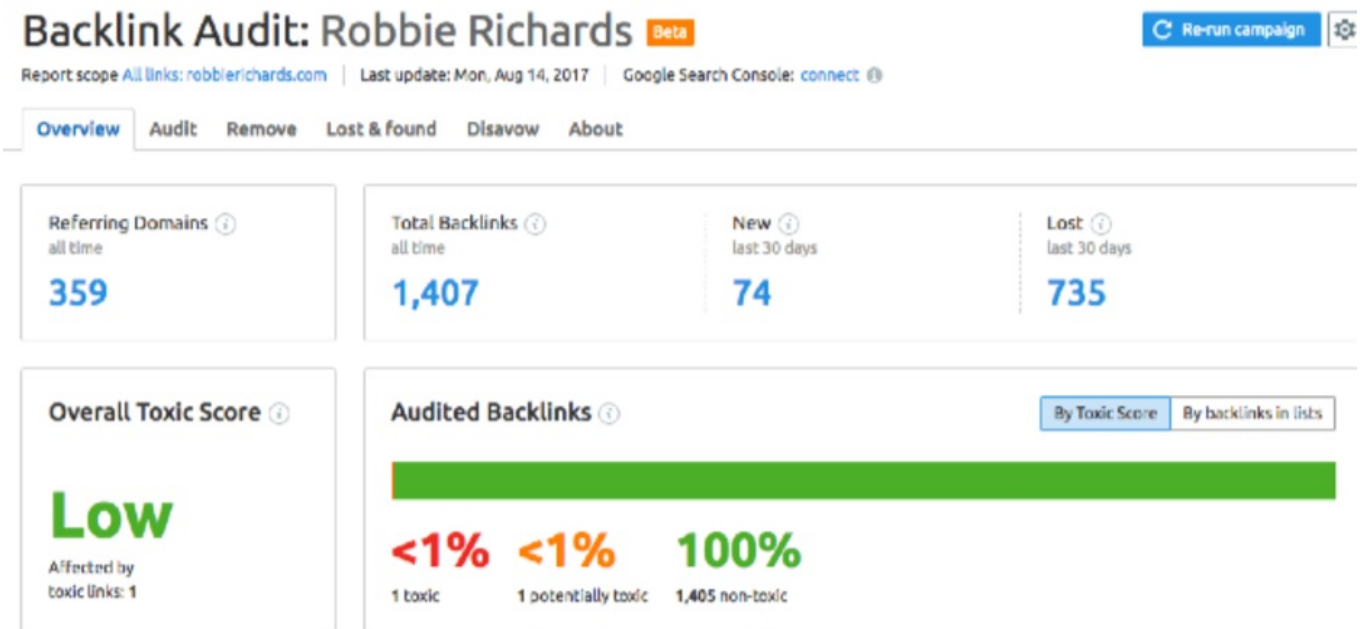
I recommend going through the 4 options and adjusting them accordingly.



Once you're set up, hit "Start Backlink Audit".

(be patient...it takes a while to complete!)

When it's finished, you should see a domain overview that looks something like this:



As you probably guessed, a "low" toxic score + a low number of toxic backlinks is good.

It looks like my website is faring pretty well :)

However, there are a couple of potentially toxic backlinks, so let's take a look at the full "Audit" report.

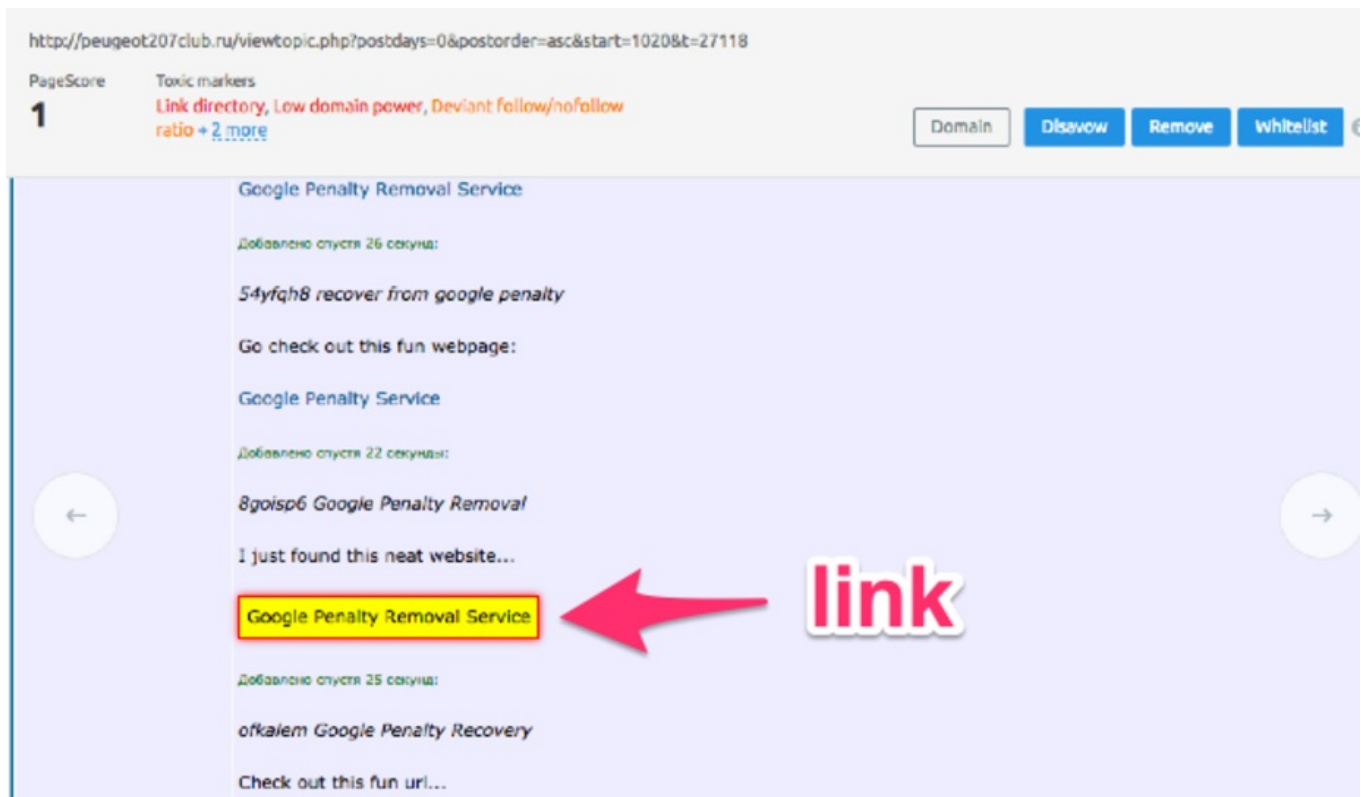
The "Audit" tab shows a table of backlinks. Two rows are highlighted with red boxes, indicating high toxicity scores.

Page Title and Source URL	Anchor Text	Toxic Score	Actions
Alexa Top 1000000 - Alexa.com.hk - Alexa website ... http://top.alexa.com.hk/Alexa_29.html	robbierichards.com branded	80	Keep
Просмотр темы - Дисконтная программа http://peugeot207club.ru/viewtopic.php?post...	Google Penalty Removal Service other	57	Keep

By default, it lists the backlinks in order of toxicity (highest first) so you can easily uncover those harmful links.

In this instance, we can see a couple of websites with relatively high toxicity scores.

Click the link to view the page and view the link.



Here, we can see that this is most definitely a spammy link. It's a Russian forum of some sort, and my link clearly doesn't make sense in the context of the page.

This needs either removing or disavowing.

In the top right-hand corner, you can see a few options to either “disavow”, “remove” or “whitelist”.

Here's what these buttons do:

- “Disavow”: Adds the URL (or domain) to a disavow file.
- “Remove”: Adds the URL (or domain) to a manual removal file (i.e. a .csv for your own reference, so you can then contact the website and request the link be removed)
- “Whitelist”: Add the URL (or domain) to a whitelist; this is useful if you feel SEMRush made a mistake in it's toxic analysis of this link. Whitelisting will ensure SEMRush doesn't grade links from this URL/domain as toxic in future.

In this instance, I think “disavow” is the best option.

Click the “disavow” button and it'll be added to the disavow tab; you can then upload your disavow file (from Google) and SEMRush will add the link to it automatically. You can then submit this directly to Google.

#25: Find (And Manage) Thousands of Link Prospects in Seconds with the Link Building Tool

Imagine if you could find, vet, and manage thousands of link building prospects in seconds...

Enter the SEMRush Link Building Tool.

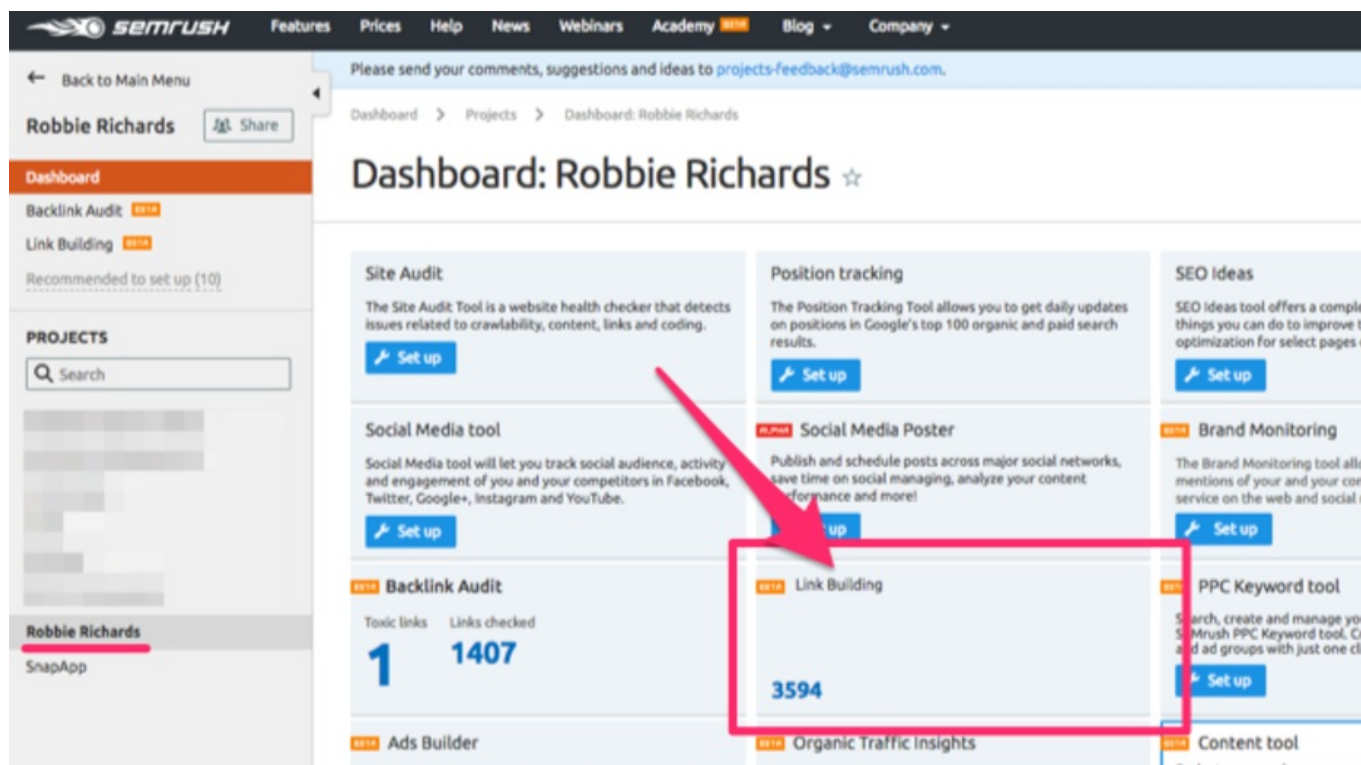
Here's how it works:

1. Enter a list of target keywords + competitors and let SEMRush work its magic!
2. Select from best prospects (from the list SEMRush kicks back)
3. Reach out and secure the link without ever leaving SEMRush!

(seriously, this tool is a game changer!)

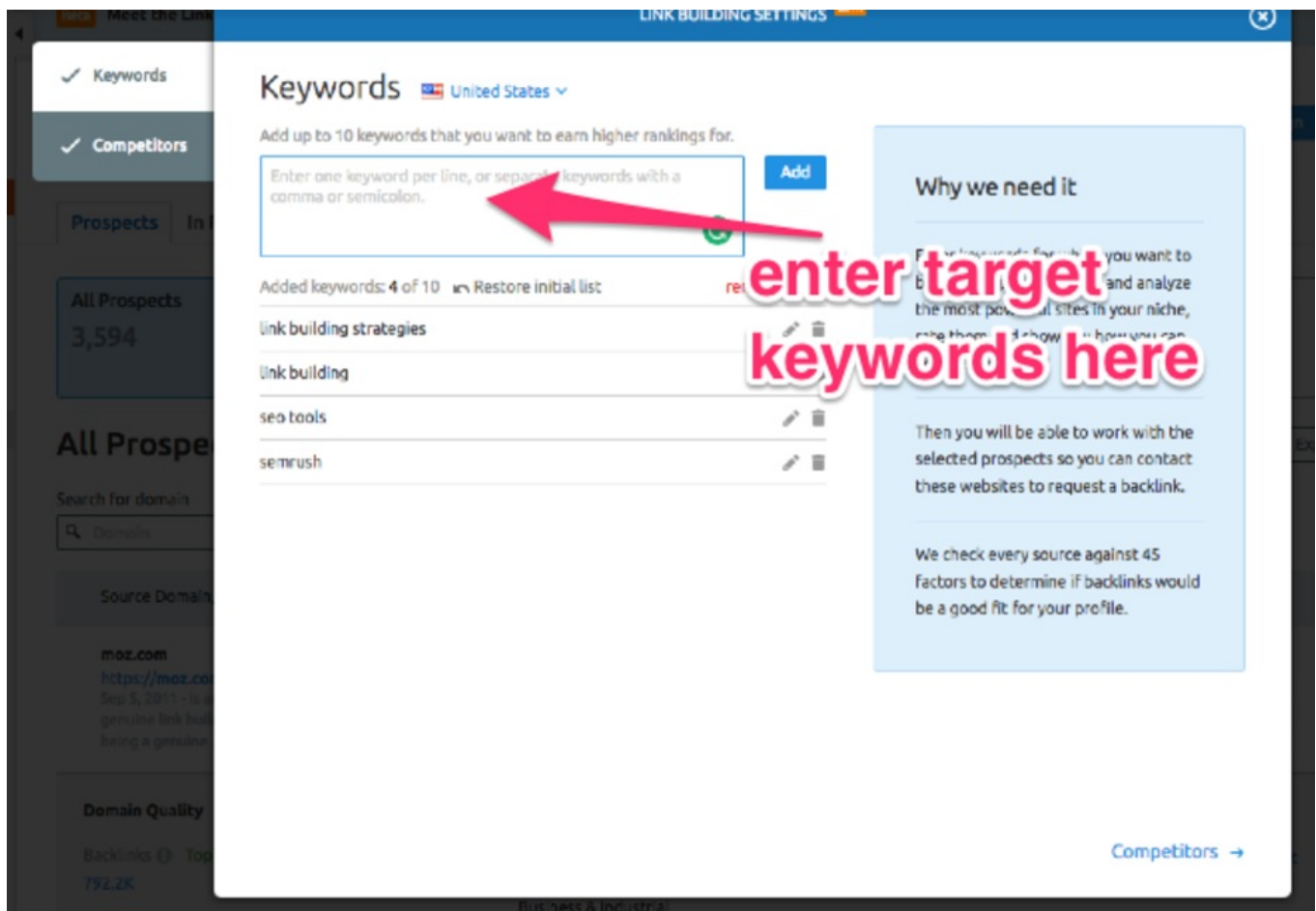
Here's how to do it:

Go into one of your projects and select the "Link Building" option.



Note: If you haven't already set up a project within SEMRush, you will need to do this first.

Next, you'll be prompted to add up to 10 keywords you want to earn high rankings for.



And up to 10 competitors.

LINK BUILDING SETTINGS

Competitors

Add up to 10 competitors that you want to earn higher rankings for.

Enter one competitor per line, or separate competitors with a comma or semicolon. **Add**

Added competitors: 9 of 10 [Restore initial list](#) **remove all**

kwfinder.com	edit delete
ubersuggest.io	edit delete
timfelmingham.com	edit delete
keywordtool.io	edit delete
rebekahradice.com	edit delete
blogmarketingacademy.com	edit delete
pointblankseo.com	edit delete
gotchseo.com	edit delete
ahrefs.com	edit delete

☐ Remove existing prospects

[← Keywords](#) **Start Link Building**

Why we need it

We will analyze who links to your competitors and help you get links from the most powerful site sources. This way, you can get a stronger backlink profile.

Additionally, we will collect all the links to backlinks that need to be recovered.

We will also find your good lost backlinks so that you can recover them.

enter competitors here

Then click “Start Link Building”.

After a few minutes, SEMRush should kick back something that looks like this:

Dashboard > Projects > Robbie Richards > Link Building

Link Building: Robbie Richards Beta

Last update: Wed, Aug 16, 2017 | Google Search Console: [connect](#) | Mailbox: [Add](#)

Prospects | In Progress | Monitor | About

All Prospects 3,594	Organic Search 61	Competitors 3,342 Add	Mentions 0 + Add	Manual Upload 0 + Add	Lost Backlinks 0	Rejected 0
-------------------------------	-----------------------------	--	---	--	----------------------------	----------------------

All Prospects

Search for domain: | URL Type: **All** | Keyword: **All** | TLD: **All**

woah! thousands of prospects

Source Domain, URL Example and Snippet	1 - 10 out of 3,594	URL Type	Domain Score	Trust Score	Rating	Add to In Progress
moz.com https://moz.com/community/q/yahoo-answers-link-building Sep 5, 2011 - Is answering questions on yahoo answers and forums genuine link building opportunity? I dont mean spamming much, but being a genuine ...	General	57	61	5/5	+ Add with v	X

Domain Quality Backlinks Top 5% 792.2K	Domain Relevance Common categories i Internet & Telecom Business & Industrial	Domain Health We are preparing your data with Backlink Audit . The rating could be changing.
---	---	---

Basically, SEMRush has done all the hard work for you and found thousands of link prospects (that it thinks are a good match for your website).

They look at 50+ factors to determine these prospects, so they're usually pretty damn good!

Anyway, all prospects are given a rating out of 5. You can also see a bunch of other data for each prospect.

All Prospects

[Export](#)

Search for domain

URL Type

Keyword

TLD

All

All

All

Source Domain, URL Example and Snippet

1 - 10 out of 3,594

URL Type

Domain Score

Trust Score

Rating

Add to In Progress

moz.com

<https://moz.com/community/q/yahoo-answers-link-building>

Sep 5, 2011 - is answering questions on yahoo answers and Forums genuine link building opportunity? I dont mean spamming much, but being a genuine ...

General

57

61

5 / 5

+

Add with

X

Domain Quality

Backlinks [?] Top 5%
792.2K

Referring domains [?] Top 5%
27.2K

Keywords [?] Top 5%
285.2K

Traffic [?]
N/A

Domain Relevance

Common categories [?]

Internet & Telecom
Business & Industrial
Arts & Entertainment
Computers & Electronics

Competitors backlinks [?]

gotchseo.com
ubersuggest.io
linkbird.com
kwfinder.com
pointblankseo.com
keywordtool.io
ahrefs.com

Complexity [?]

Domain Health

We are preparing your data with Backlink Audit
The rating could be changing.

Safety Rank [?]
being processed

Dangerous Signals [?]
being processed

Potentially Dangerous Signals [?]
being processed

Some of this data is crazily useful!

For example, there's a "complexity" rating, which tells you how difficult getting a link from this website is likely to be.

There's also a "Trust Score" and many other ratings related to domain health.

This allows you to make decisions FAST.

Basically, all you have to do is to sift through the prospects, pluck out the ones you want to pursue, then use the drop-down to select an appropriate outreach strategy.

Example:

KISSmetrics is one of the prospects on my list (for RobbieRichards.com):

blog.kissmetrics.com

<https://blog.kissmetrics.com/natural-link-building-101/>

Link building is one of the most important things you can do in terms of off-site search ... This refers to all of the ways getting social online (blog comments, forum ...

Blog

54

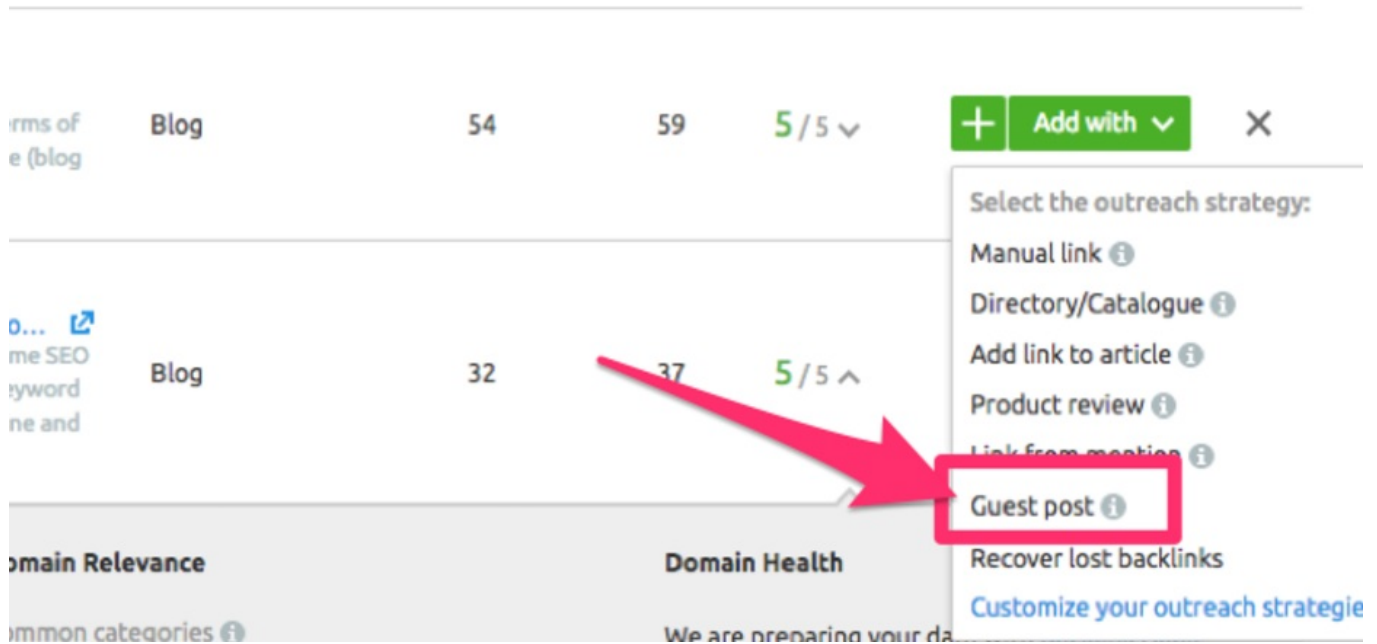
59

5 / 5

Definitely a great prospect!

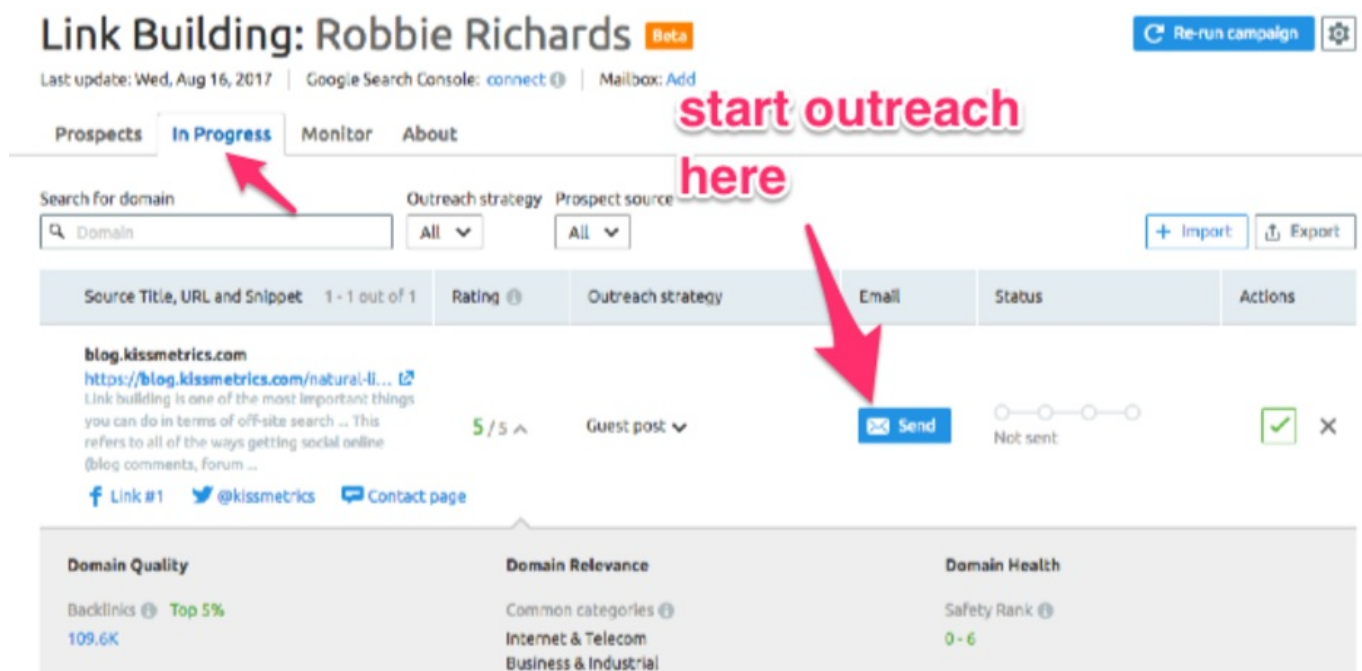
I know KISSmetrics accept guest posts from time to time, so I'm going to opt for guest post outreach in this example.

To do this, I simply click "Add with" and select "Guest Post" from the drop-down.



The prospect will then be moved automatically to the “In progress” tab — this is where you can begin (and manage) your outreach!

Let’s take a look.



Starting outreach for this prospect is as simple as hitting the “Send” button.

This will bring up an email composition area where you can craft the perfect message and send the outreach email.

Search for domain Outreach strategy Prospect source

 Guest post All [+ Import](#) [Export](#)

Source Domain, Outreach Strategy, Status

blog.kissmetrics.com
Guest post ▾

Not sent

[Close](#)

Contact blog.kissmetrics.com by email

[First email message](#)

To: ☐ https@blog.kissmetrics.com

[X](#)

[Click to add placeholders:](#) [click to site ideas](#) [your project domains](#) [Undo](#) [Save template](#) [Preview](#)

Subject:

Hello,

I'm Robbie from RobbieRichards.com.

I was wondering, do you still accept guest posts? I remember seeing a couple of guest posts back in the day but not sure if you're still looking?

If you are, I'd love to write something for you. I have a few ideas in mind.

Let me know!

Cheers,
Robbie

[Send](#) [I have sent it manually](#)

Hit “Send” and the outreach is complete!

This saves a ton of time when compared to exporting data to third-party tools!

#26: Find High Quality Link Building Opportunities

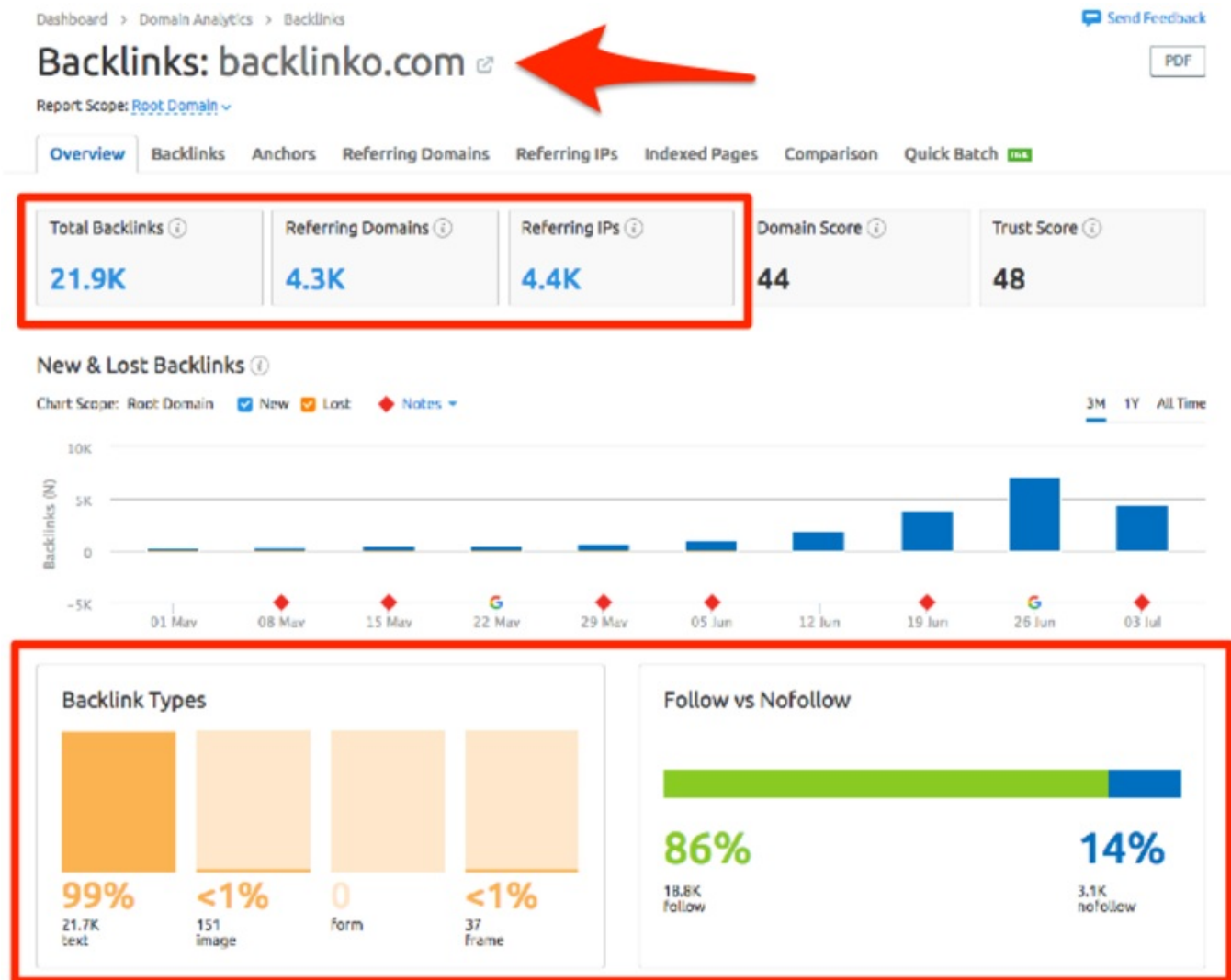
[Semrush](#) provides the capability to [analyze your competitor backlinks profiles](#).

You can uncover the number of backlinks, referring domains, follow/no follow and top level domain distribution.

These features can help you better understand your competitor’s link building strategy and highlight new sources you can tap into to [build backlinks](#) and [referral traffic](#).

Backlinks Overview:

Go to Backlinks >> Overview and enter your competitor’s domain. You’ll see the following high level metrics:



Pay attention to the number of referring domains. This is a strong indicator of the diversity of your competitor's link profile.

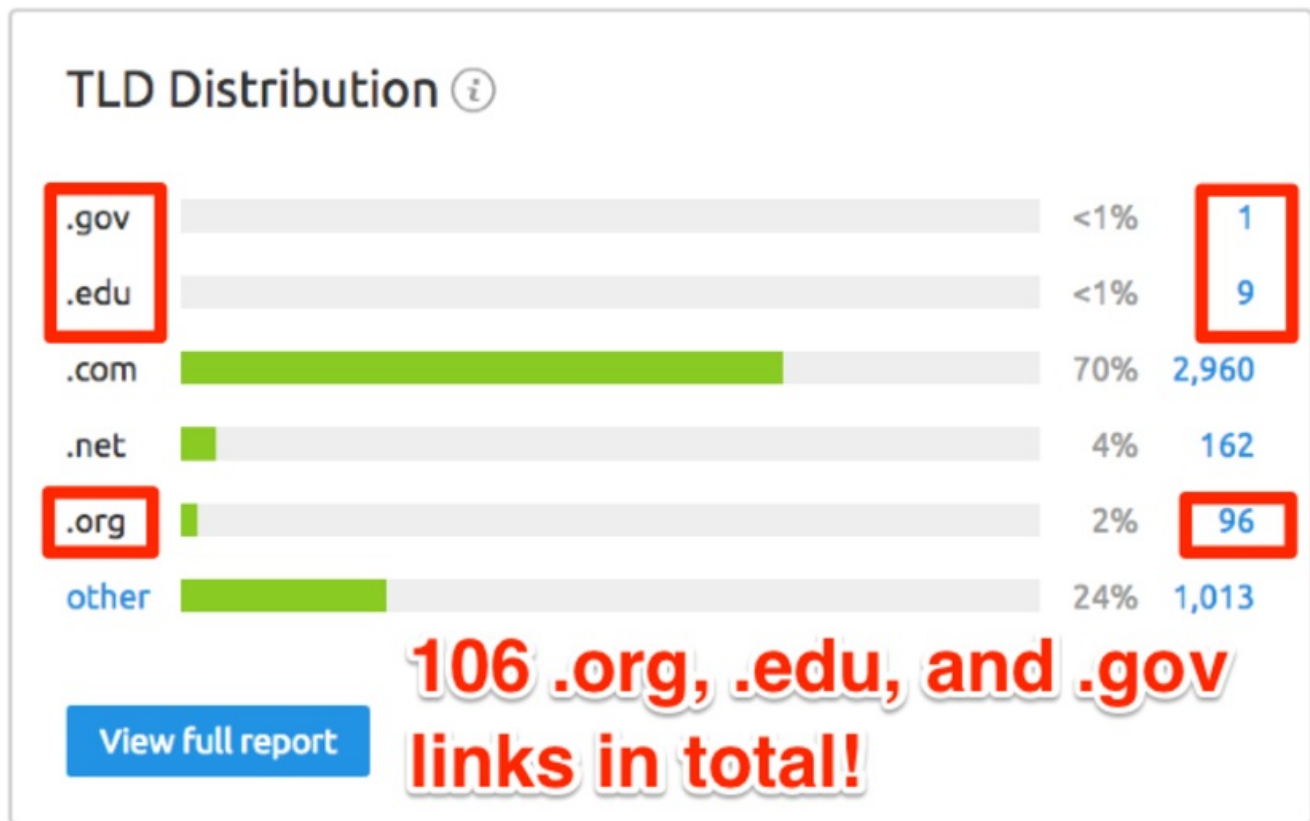
A large number of relevant referring domains will boost a site's overall domain authority.

Another piece of data you'll want to look at is the type of backlinks your competitor is getting.

As you can see in the graph on the previous page, over 97% of [Backlinko](#)'s backlinks are "text" links. This is another indication of a killer backlink profile. The site likely has a large number of contextual backlinks.

The best kind :)

Backlinko also has quite a few .org backlinks.



Backlinks from these TLDs will typically pass more authority onto your site.

Referring Domains

From the Backlinks Overview page, click on the “Referring Domains” metric.

You’ll be able to see a table containing all the domains sending backlinks to your competitor’s website:

Referring Domains 1 - 100 (4,281) Export

Advanced Filters ▼

Domain Score (i) ↕	Trust Score (i) ↕	Root Domain (i)	Backlinks (i) ↕	IP / Country (i)	First Seen (i) ↕	Last Seen (i) ↕
3	1	shoppluss.ir ↗	3,312	79.127.127.65	03 Jun 2017	28 Jun 2017
48	52	neilpatel.com ↗	1,012	104.196.203.82	17 Feb 2016	30 Jun 2017
2	0	marketingforums.net ↗	567	37.187.135.8	27 Nov 2016	30 Jun 2017
7	8	hdgonline.net ↗	488	98.124.251.205	09 Apr 2017	27 Jun 2017
13	30	netvantagemarketing.com ↗	474	209.59.165.97	24 Feb 2017	27 Jun 2017
21	35	gofuckbiz.com ↗	228	104.24.97.232	23 Feb 2016	16 May 2017
43	48	ahrefs.com ↗	195	188.165.15.46	07 Jan 2016	29 Jun 2017

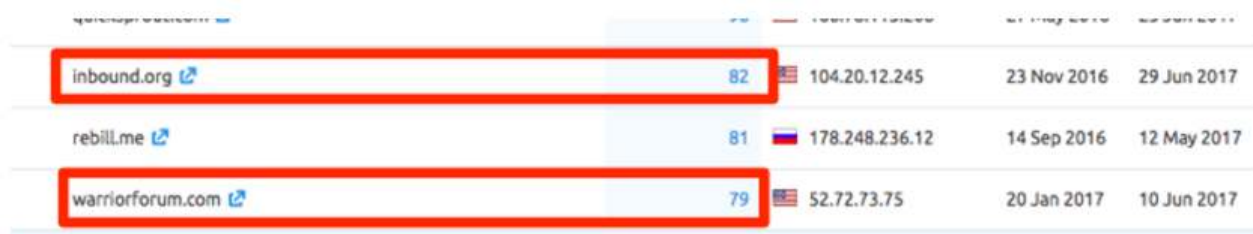
Brian has nice list of high PR domains linking to his site, including a healthy mix of net, .org, .com TLDs.

You can also see how many backlinks are coming from each domain.

ACTION ITEM:

Look closely at the type of sites linking to your competitor.

In this case, it looks like Brian is active on forums such as Warrior Forum and Inbound.org. These are communities you could start engaging in to [drive traffic to your site](#).



inbound.org	82	104.20.12.245	23 Nov 2016	29 Jun 2017
rebill.me	81	178.248.236.12	14 Sep 2016	12 May 2017
warriorforum.com	79	52.72.73.75	20 Jan 2017	10 Jun 2017

He also has a large number of links coming from [searchengineland.com](#) and [kikolani.com](#). He might be guest posting there. Maybe an opportunity to pitch a guest post of your own...

He has 46 backlinks coming from Scoop.it. This could indicate that he is leveraging the social channel to promote his content.

Backlinko is getting links from AllTop indicating that he may have submitted his domain to the directory.

Smart move. AllTop provides authoritative backlinks for hundreds of different business categories. Use these insights to guide your own content and link building strategies.

Backlinks

Ok, so you know which domains are linking to your competitor...

Now, it's time to see which specific pages are linking. This show you exactly how they are getting their links.

Are they using [guest posts](#), forum marketing or directory submissions to build links and drive traffic?

Let's find out.

Click on the "Total Backlinks" metric.

You'll be able to see where the backlink originated, as well as which page on your competitor's site received the backlink:

Backlinks 1 - 100 (21,871)

Search by anchors		All links	Follow	Nofollow	By type	All	<input type="checkbox"/> New	<input type="checkbox"/> Lost	Advanced Filters
Page Score	Trust Score	Source Page Title and URL Target URL		Anchor Text	Ext. Links	Int. Links	Type		
38	31	Seo hero ninja: Check rank in live, 20 to 50 G... Source: https://seo-hero.ninja/ Target: http://backlinko.com/search-eng...		strong position in SEO rankings is a gradual	8	16	T		
34	30	How to Start a Blog: 7 Easy Steps to Create ... Source: https://websitesetup.org/create... Target: http://backlinko.com/the-definiti...		Guest post on relevant blogs	18	26	T		
34	7	CloudhazΠρώτωση ιστοσελίδων με τεχνικ... Source: http://blog.cloudhaz.com/proot... Target: http://backlinko.com/long-tail-ke...		Long Tail Keywords	13	99	T		
32	20	Content Upgrades Pro: Create Content Spe... Source: http://contentupgradespro.com/ Target: http://backlinko.com/		Backlinko	12	3	T		

Other useful metrics including the anchor text and number of other external links pointing to your competitor's site from each referring page.

You can also see if the links are follow/no follow.

One thing to note here is that Backlinko has a nice mix of brand, keyword and naked URL anchor text.

Penguin-Proof :)

So, you have a huge list of backlink URLs...

But, how the heck do you extract actionable insights?

Filters.

You are able to filter the backlink URLs by "type" and "zone":

Backlinks 1 - 100 (21,871)

BETA Search by anchors

By type

I might want to see how Brian is getting his .org backlinks, since these are powerful links.

I'd filter the results by "zone" and ".org":

<div> <div>Include ▾</div> <div>Zone ▾</div> <div>org ▾</div> </div>				
<div>+ Add one more</div>				
<div> <div>Apply filters</div> <div>Reset</div> </div>				
Page Score <i>i</i> ▴ ▾	Trust Score <i>i</i> ▴ ▾	Source Page Title Target URL <i>i</i>	Anchor Text <i>i</i>	
34	30	How to Start a Blog: 7 Easy Steps to Create ... Source: https://websitesetup.org/create... Target: http://backlinko.com/the-definiti...	Guest post on relevant blogs	
21	3	UW IMAGES – Modern Home Gallery and Blog Source: http://www.uwimages.org/ Target: http://backlinko.com/on-page-seo	on page SEO	
20	3	ICD CDEA Online Portal Bright Ideas Online Source: http://www.icd-cdea.org/ Target: http://backlinko.com/on-page-seo	On page SEO	

This will return a list of only those .org sites linking to the domain.

See if there are any [backlinks you can replicate](#) in your own link building campaign.

Indexed Pages

How would like to know which specific pages on your competitor's website are attracting the most links?

Go to Backlinks >> Indexed Pages.

You'll see a list of your competitor's best link building assets:

Indexed Pages 1 - 100 (161)

Title and URL <i>i</i>	Backlinks <i>i</i> ▴ ▾	Domains <i>i</i> ▴ ▾	External Links <i>i</i>
Link Building for SEO: The Definitive Guide (2017 Update) http://backlinko.com/link-building	3,754	232	181
SEO Training and Link Building Strategies – Backlinko http://backlinko.com/	3,193	1,139	8
Google's 200 Ranking Factors: The Complete List http://backlinko.com/google-ranking-factors	2,616	979	91
Link Building Case Study: How I Increased My Search Traffic by 110% in 14 Days http://backlinko.com/skyscraper-technique	1,704	588	25
11 Critical Search Engine Ranking Factors (1 Million Results) http://backlinko.com/search-engine-ranking	1,083	567	444

Sort the domain column to return results in descending order.

Backlinko's [list of Google ranking factors](#) has attracted the most referring domain backlinks.

If you're in the SEO/link building space, you instantly know that content targeting this subject could be used to build links and traffic.

Take a look at which of your competitor's posts/pages are generating the most backlinks. This will give you an idea of the types of linkable content you can incorporate into your own content strategy.

Explore the content in depth and see if there any opportunities to expand and make it better.

This insight forms the [foundation](#) of my content promotion strategy.

ACTION ITEM:

Enter your competitors domain and check the "Indexed Pages" report to find which posts and pages are attracting the most backlinks and referring domains.

Click the referring domains link and see how different sites are linking to your competitor's content.

Are your competitors building links from guest posts, [roundups](#), resource pages, blog commenting...?

Now you know which topics generate the most links and where your competitors are getting those links. The next step is [build a superior piece of content](#) and replicate as many links as possible. Or, at least use the insights to guide your own link building strategy:

REFERRING DOMAINS 1 - 94 (94) Filters

Domain Score	Root Domain	Backlinks	IP / Country
13	red-aede.es	9	151.236.44.85
3	automotiveinternetsales.com	8	208.82.16.68
1	2createablogsite.com	6	192.254.231.86
21	impactbnd.com	4	23.15.9.137
0	thestorytellermarketer.com	4	184.170.140.136

#27: Analyze Link Sources at Scale with the SEMrush Quick Batch Tool

OK, let's assume you've looked through your competitors backlinks and identified a bunch of websites they've written guest posts for.

Good start :)

But, how do you know which one of these websites has the best traffic potential?

And how do you know which website will give you the most powerful link(s)?

Enter Quick Batch.

Quick Batch allows you to quickly compare up to 200 URLs. It kicks back a bunch of metrics on one screen that will help you to make decisions...FAST.

For example, I pasted a few guest posts by Brian Dean (AKA. Backlinko) into the Quick Batch tool and selected “Root domain” under the Results scope dropdown.

Quick Batch Comparison

Enter up to 200 URLs, one per line: 5/200

https://ahrefs.com/blog/the-ultimate-guide-to-reverse-engineering-your-competitors-backlinks/
https://www.hitreach.com/101-lessons-from-five-years-of-seo-by-brian-dean/
http://okdork.com/how-you-can-create-content-that-generates-40000-targeted-visitors/
http://pointblankseo.com/4-unique-link-building-ideas
http://www.buzzstream.com/blog/7-ways-to-make-email-outreach-link-building-more-effective.html

Results scope

Root Domain

Compare

Clear all

Here's what it kicked back:

By Metrics (5)

No.	Domain or URL	Domain Score	Trust Score	Backlinks	Domains	Follow / Nofollow	Text	Image	Form	Frame	Info
1	ahrefs.com root domain	44	49	156,455	6,609	45.2K / 111K 29% / 71%	156K 100%	426 0%	0 0%	21 0%	more
2	hitreach.com root domain	23	26	592	126	552 / 40 93% / 7%	589 99%	3 1%	0 0%	0 0%	more
3	okdork.com root domain	39	44	7,648	1,824	5.7K / 1.9K 75% / 25%	7.5K 99%	98 1%	0 0%	10 0%	more
4	pointblankseo.com root domain	33	38	5,648	988	4.4K / 1.3K 77% / 23%	5.6K 99%	54 1%	0 0%	3 0%	more
5	buzzstream.com root domain	37	43	11,665	1,776	10.2K / 1.5K 87% / 13%	10.7K 92%	928 8%	0 0%	8 0%	more









If we order by Domain Score, we can see that getting a guest post on Ahrefs.com will probably result in the most powerful link, closely followed by Noah Kagan's OKDork.com.

You can also use the Quick Batch tool for finding “skyscraper” content ideas.

Let's say you have a list of URLs from a bunch of different websites (maybe you scraped Google SERPs for a term like “link building”).

Paste these into Quick Batch, select “URL” under the Results Scope option, and then order by “domains” to uncover the pages with the most referring domains.

By Metrics (103)

No.	Domain or URL	Domain Score  	Trust Score  	Backlinks  	Domains  
1	http://pointblankseo.com/link-building-strategies url	22	19	1,333	403
2	http://www.seobook.com/archives/001792.shtml url	25	21	1,333	344
3	https://moz.com/beginners-guide-to-seo/growing-popularity-and-links url	22	19	89	268
4	http://backlinko.com/link-building url	18	14	3,789	247
5	https://moz.com/beginners-guide-to-link-building url	16	14	22	150
6	https://moz.com/learn/seo/anchor-text url	16	14	60	140
7	http://www.buzzstream.com/link-building url	13	14	17	107

great "skyscraper" ideas

These are potentially great “skyscraper” content ideas :)

ACTION STEPS:

Paste in a list of URLs into textbox (one per line).

Select URL or Domain under Results Scope (depending on whether you want to analyse the entire domain or just the URL)

Order by the metric you’re interested in (e.g. “domains” when researching potential “skyscraper” content ideas).

Competitor Comparison

Finding competitors can be somewhat difficult, especially if you’re new to an industry/niche. Luckily, SEMRush has a comparison tool that allows you to do this in seconds.

Here’s how it works:

First, enter your domain (or that of a known competitor) then navigate to the “comparison” report.

You should now see an overview of the domain you entered, along with 5 “add competitors” boxes.

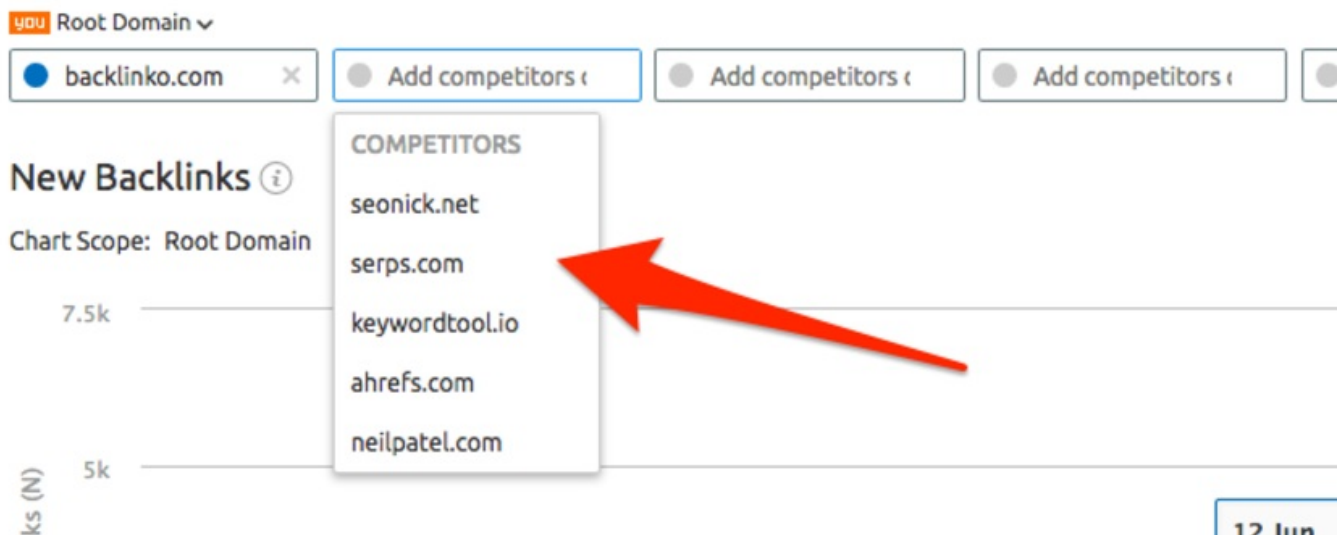
Backlinks Comparison



(I'm using backlinko.com as Brian is, in fact, a competitor of mine :D)

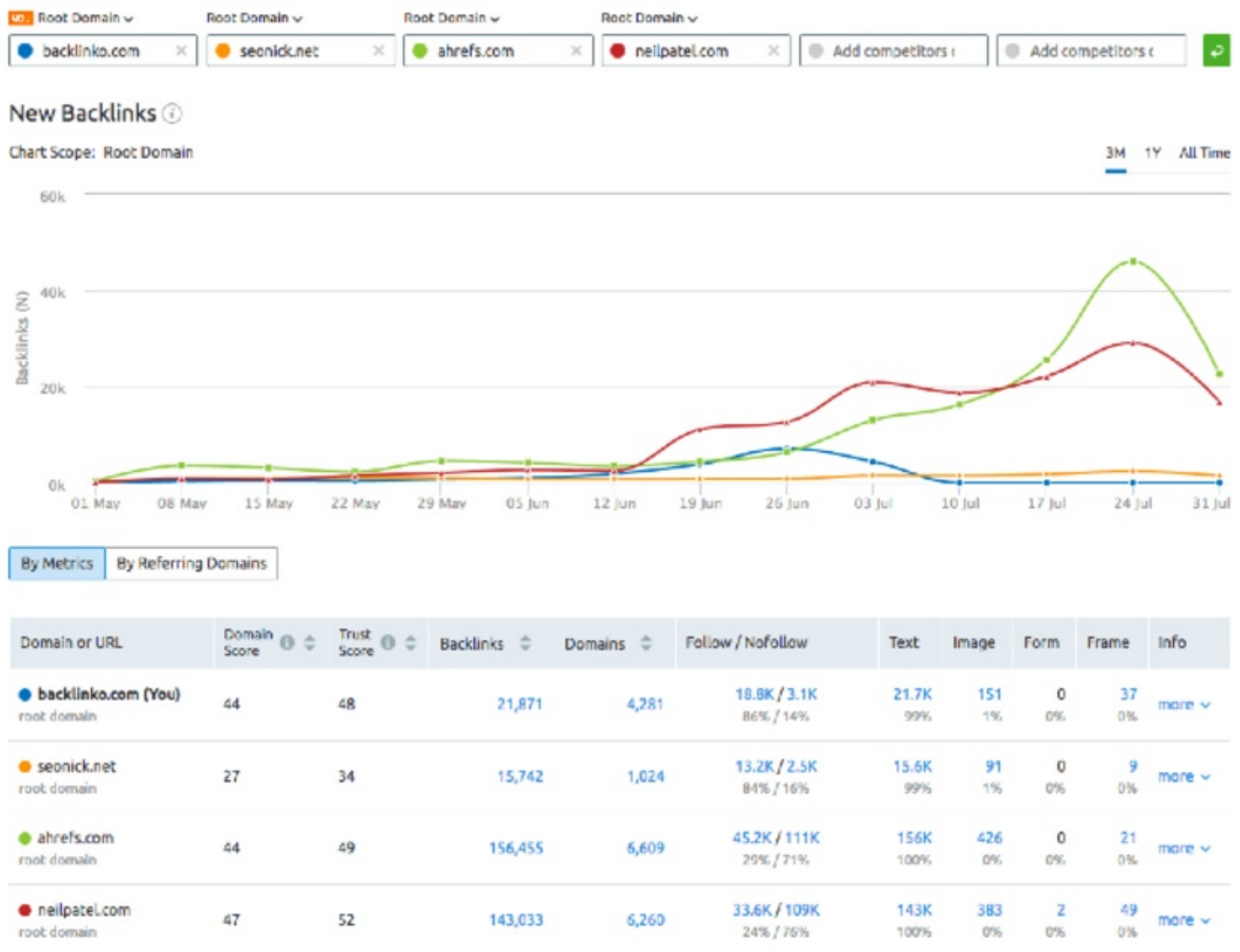
But, like I said, what if you don't know who your competitors are?

Don't worry. As soon as you click inside one of these "add competitors" boxes, SEMRush will actually suggest competitors for you.



Let's select a few.

SEMRush will now show you how your domain compares to that of the competition.



Pay particular attention to the graph, as this shows new backlinks over time. If you see one of your competitors have attracted a bunch of backlinks just lately (as ahrefs.com has in this example), this probably indicates that they're doing something right in terms of link building.

Investigate further!

Below this, there are some stats showing how the domains compare. Here you'll see referring domains, backlinks, domain score, and much more. Use this to glean deeper insights into your competitor.

ACTION ITEMS:

Enter your domain (or the domain of a known competitor) into SEMRush.

Go to the "Comparison" report.

Add competitors (either manually, or using the suggestions from SEMRush).

Look for competitors that are actively building backlinks, then investigate further. There is likely a lot you can learn from them, such as what type of content is attracting the most backlinks, what type of backlinks they're attracting, and so forth.

#28: Scale Competitor research with domain comparisons

It can be difficult to see exactly how you stack up against the competition.



The [Semrush](#) “Domain vs. Domain” report makes it easy to analyze up to 5 competitors at once, across both organic and paid search channels.

This can help you build high performing organic and paid search campaigns based on your competitors most successful keywords, saving you a lot of time and wasted ad spend.

Go to Backlinks >> Domain vs Domain.

Enter up to five domains you’d like to compare across organic and paid keyword data:


Domain vs. Domain

 Desktop  Mobile

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.


helpscout.net

Organic Keywords ▼
Organic Keywords
Paid Keywords
PLA Keywords




jitbit.com

Organic Keywords ▼







groovehq.com

Organic Keywords ▼



E

C

helpscout.net	 helpscout.net jitbit.com	 helpscout.net  jitbit.com  groovehq.com
32,804	353	215

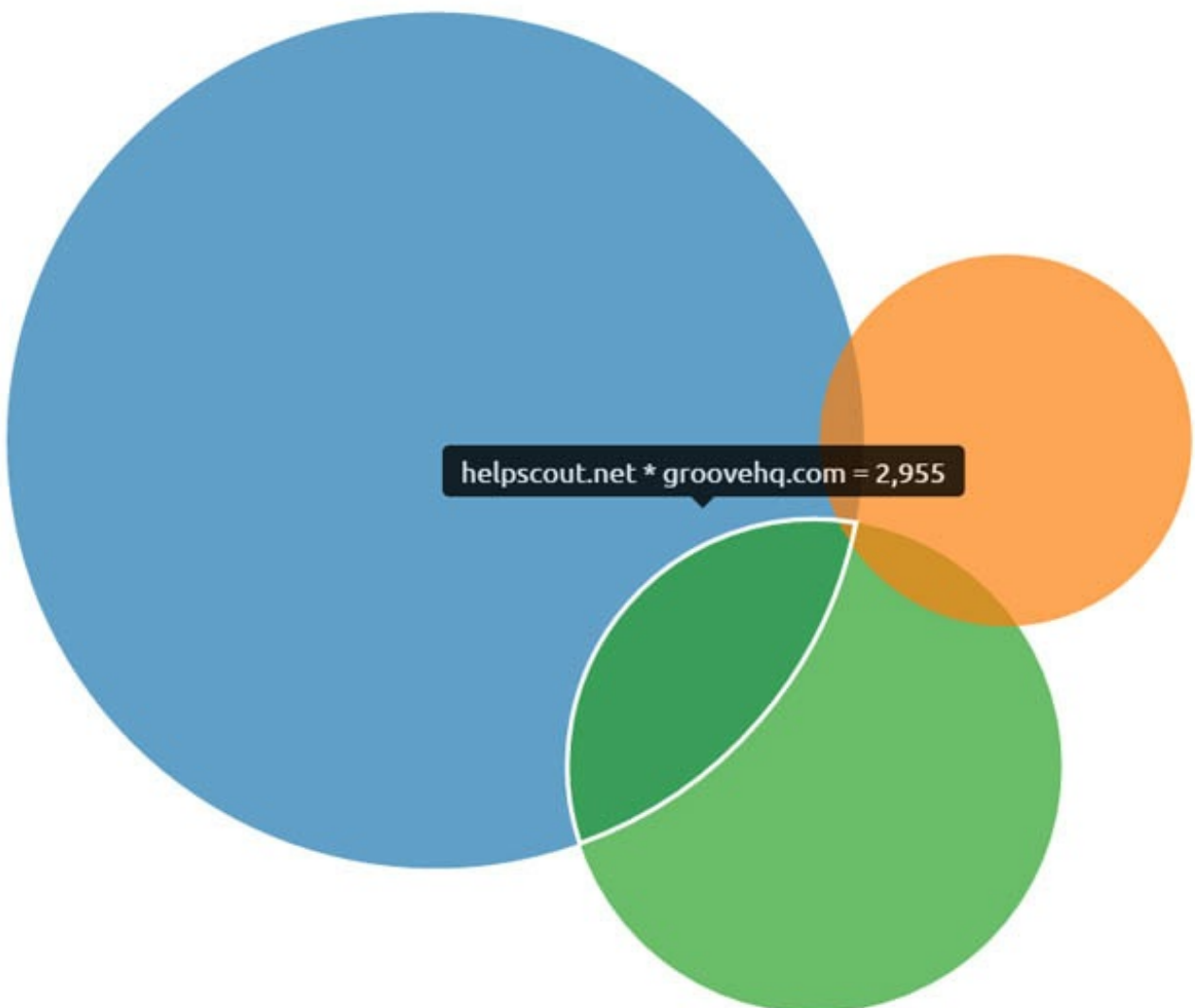
Hit “Go”.

You’ll see how each domain is ranking for common keywords.

This tool will show you how you rank against your competitors in organic search:

Keyword	Helpscout.net	Jitbit.com	Groovehq.com	Volume
help desk software	28	16	18	2,900
zendesk pricing	48	37	16	1,300
helpdesk software	27	24	23	720
email management	23	60	33	720
helpdesk ticketing system	77	4	30	720
email management software	4	35	17	590
it ticketing system	77	9	10	480


Toggle to the chart view to segment common and unique keywords for each domain:



By clicking on different intersection points within the venn diagram you'll be able to view common and unique keywords, as well as the keywords your competitors are ranking for but you are NOT.


You can repeat the same process to see which keywords your competitors are bidding on in paid search, but you are missing:


Domain vs. Domain

 Desktop  Mobile

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

helpscout.net 

jitbit.com 

groovehq.com 





Paid Keywords ▼

Paid Keywords ▼

Paid Keywords ▼

What if you're setting up a new campaign and don't know where to start?

Enter at least 3 competitors into the Domain vs. Domain and select "Keyword Type":

 US  UK  DE  FR

Other Countries
26 more... ▼

LIVE DATA
15 Feb 2020

 Desktop  Mobile




helpscout.net 



groovehq.com 







zendesk.com 

Select keywords' type
☒ Organic ☐ Paid ☐ PLA

By default, this report will show a list of the keywords each of your competitors are targeting and provide ideas for keywords you might want to consider including in your campaign:

See update helpscout.net (by organic)  groovehq.com (by organic)  zendesk.com (by organic) 1 - 100 (1,500) 

 Filters  Export

Keyword	Helpscout.net	Groovehq.com	Zendesk.com	Volume	CPC (USD)	Competitive	Results	Trend
zendesk	26	59	1	49,500	25.20	0.40	6,010,000	
customer service skills	1	6	23	18,100	3.00	0.42	253,000,000	
net promoter score	70	46	40	12,100	8.13	0.47	2,180,000	
plack	45	21	9	8,100	9.61	0.04	7,280,000	
what is customer service	6	56	13	8,100	2.90	0.03	802,000,000	
customer service definition	71	64	8	5,400	0.00	0.01	118,000,000	

You'll be able to see where each competitor ranks for the search term, find out search volume and assess the level of competition for each keyword.

You can remove overlapping keywords by selecting "Advanced Mode" and adding your domain to the report and selecting the "Unique to the First Domain" option:



This remove your keywords from the report and leave you the unique keywords of the three competitors you're missing.

Export the search terms and sort by level of competition to find new low-competition keyword opportunities to target in your search campaign.

ACTION ITEM:

The Domain vs. Domain tool can also help you save money by identifying the keywords you are bidding on in AdWords, but already rank for organically.

Enter the same domain into the report. Choose organic keyword type for one and paid keyword type for the other, with the common keywords filter selected:



Next, filter the list of keywords to only show those organic keywords ranking in the top 3 organic search positions.

Include ▼ helpscout.net (...) ▼ Less than ▼ 3

+ Add one more

Apply Reset Cancel

Statistically, keywords ranking top 3 in organic search get the same, if not more traffic from the SERPs than top ranked PPC keywords.

Keyword	Helpscout.net	Helpscout.net	Volume	CPC (USD)
customer service email management	1	3	20	13.32
email support software	1	2	10	0.00
customer service email software	1	2	10	22.21
freshdesk alternative	1	1	30	25.81
freshdesk alternatives	2	1	10	39.03
customer email management	2	1	30	17.95

Bidding on pricey KWs they already rank highly for in organic search

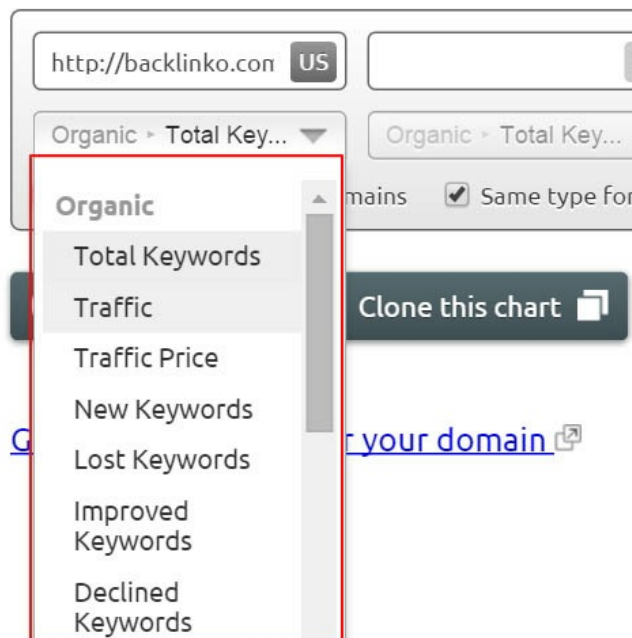
#29: Create Powerful Data Visualizations

The “Charts” tool is great for producing quick data visualizations for up to five different domains.

You can generate graphs based on search traffic, number of keywords, traffic price, new keywords and much more:

Here is a graph showing the blog's organic search traffic increase:

Chart Tool



You can represent the data in a line, bar and pie graph format.

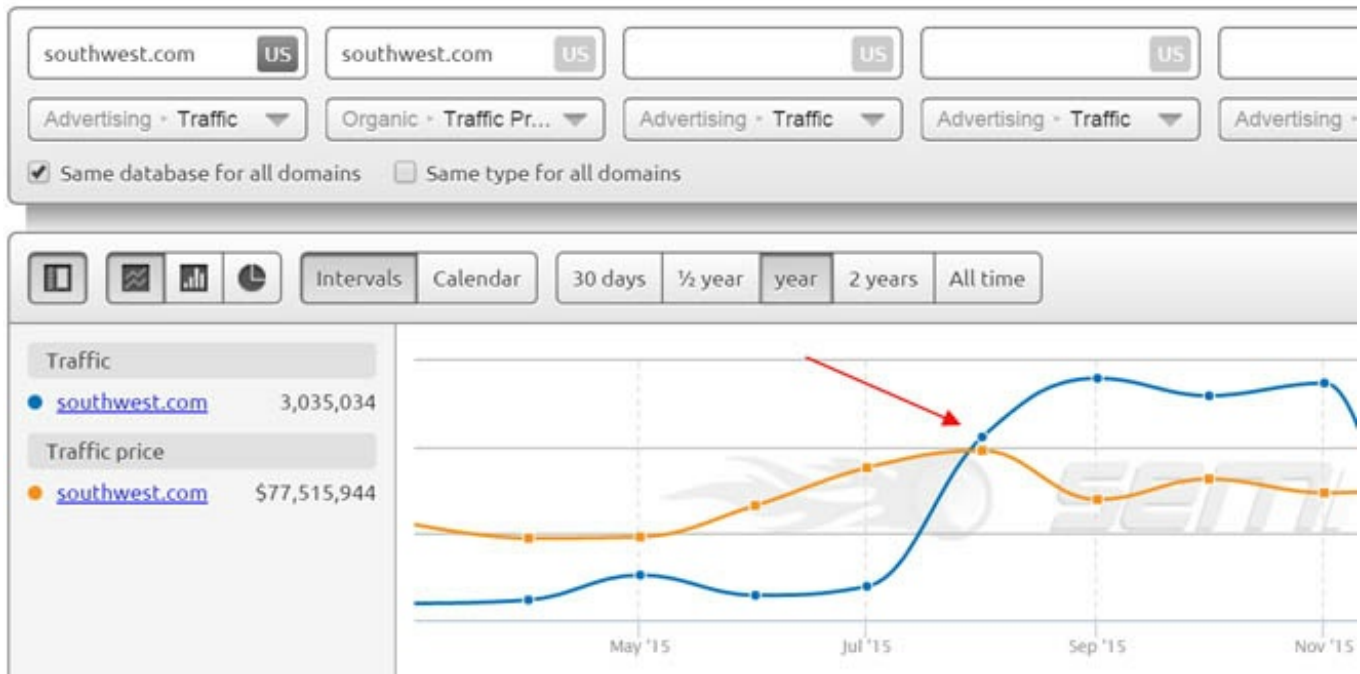
Export or print the graphics as a PDF for reporting.

The charts report can be used to forecast advertising budget by looking at the historical ad spend of your competitors:



Is your competitor increasing or decreasing their ad spend? Are they running seasonal ad campaigns?

Another way to measure the effectiveness of a paid ad campaign is to compare the amount spent to the traffic coming from paid ads:



Above, you can see that towards the end of 2015 Southwest was spending less on paid traffic, but getting more traffic. This indicates a highly optimized ad campaign that is generating the most traffic for the budget.

If your competitors are showing similar trends, it could be an ad campaign worth analyzing further and potentially modeling.

ACTION ITEM:

Use the Charts tool to gain insights into the historical performance of your competitors organic and paid search campaigns.

Look to see if they are investing more in their paid ad campaign:



Drill in and look at which new keywords your competitor is targeting. Are there any opportunities you may have overlooked? Identify related keywords and test them in your campaign.



The Charts Tool is also an easy way to see how your competitor's organic search campaign has been performing over time. Are they ranking for more keywords? Are they getting more organic traffic?



We can see here that Helpscout has seen a consistent increase in organic traffic over the last three years. If I was in the customer support/ helpdesk industry, I'd definitely be looking closely at their search strategy very closely and looking for ways to model their success.

You can even use the Charts Tool to win new clients. For example, let's pretend I am trying to convince Kmart that they need more help with their SEO efforts.

An agency could compare the growth of Kmart's organic search traffic with Target. The graph below shows a clear gap:



If tables and excel spreadsheets aren't your thing, use the Charts tool to get a quick visual snapshot and identify competitors you might want to analyze further.

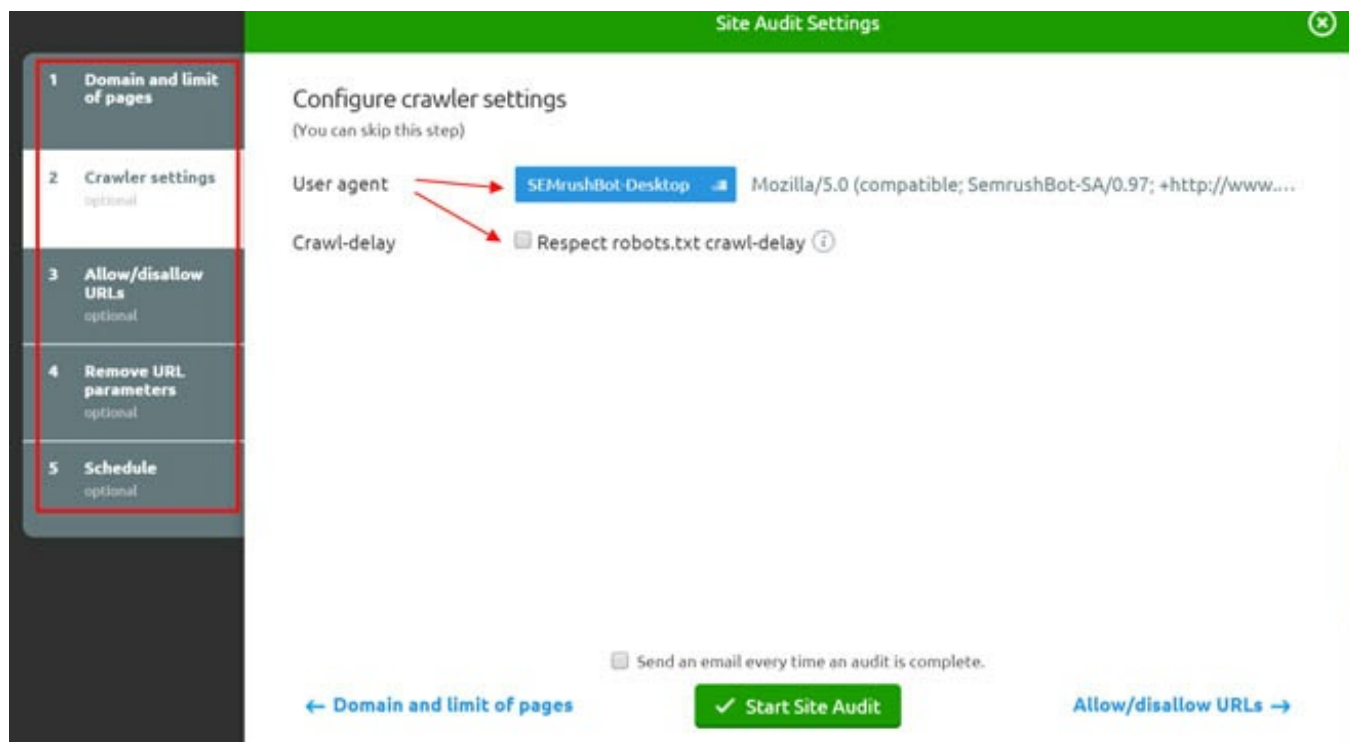
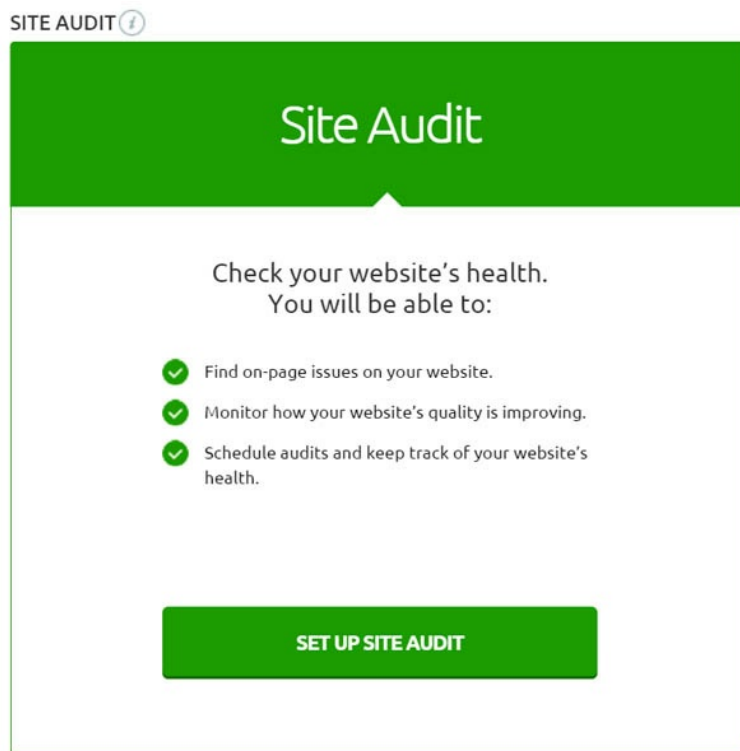
#30: Audit Your Website in Minutes with the Semrush Audit Tool

[Semrush](#) is continually adding new featured to it's already powerful competitor research platform.

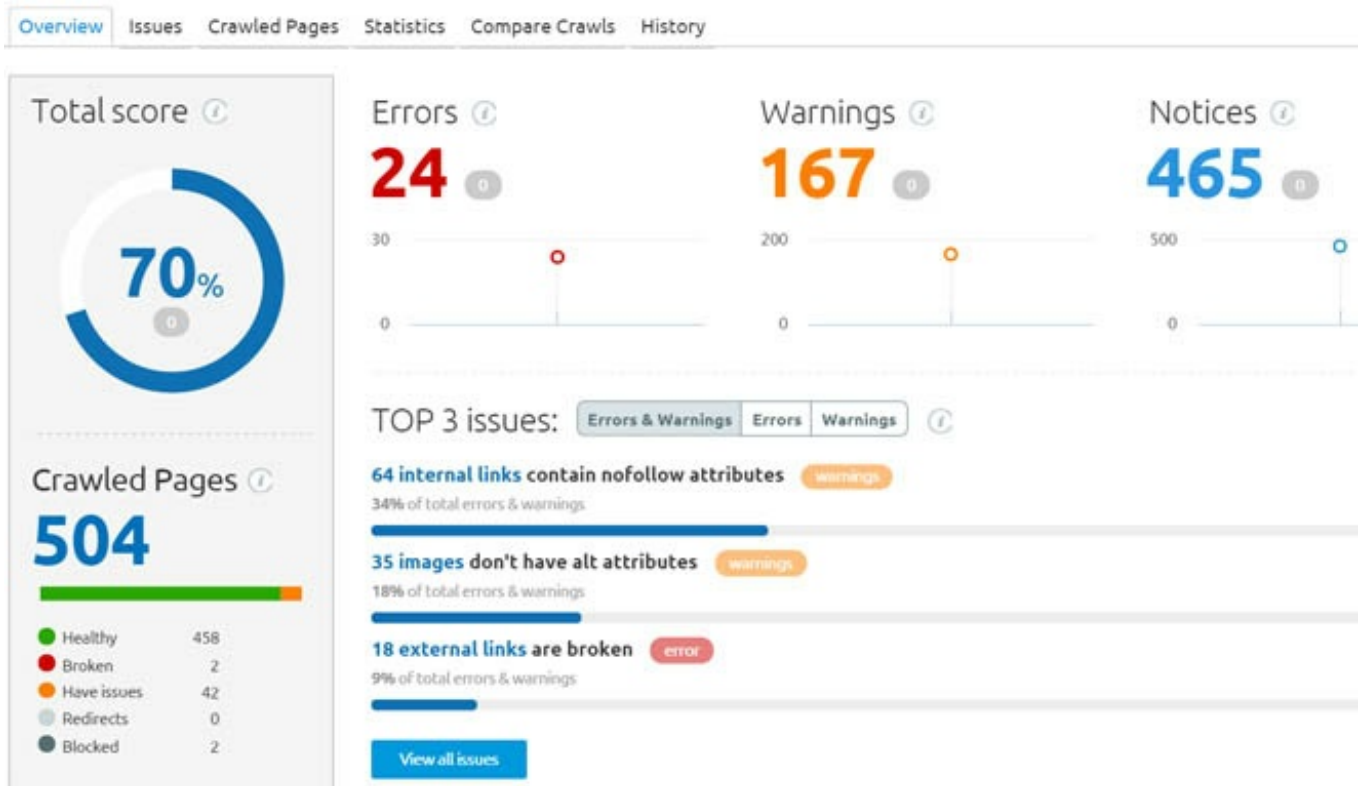
On top of in-depth SEO, PPC and backlink analysis, users can now use it's new Site Audit tool.

Head over to the "Projects" tab and select "Site Audit" from the options:

Enter your domain and set up any of the advanced crawl settings. You can select which user agent you want to crawl the site, exclude certain URLs and parameters, as well as schedule recurring reports highlighting the health of the website and areas for optimization.

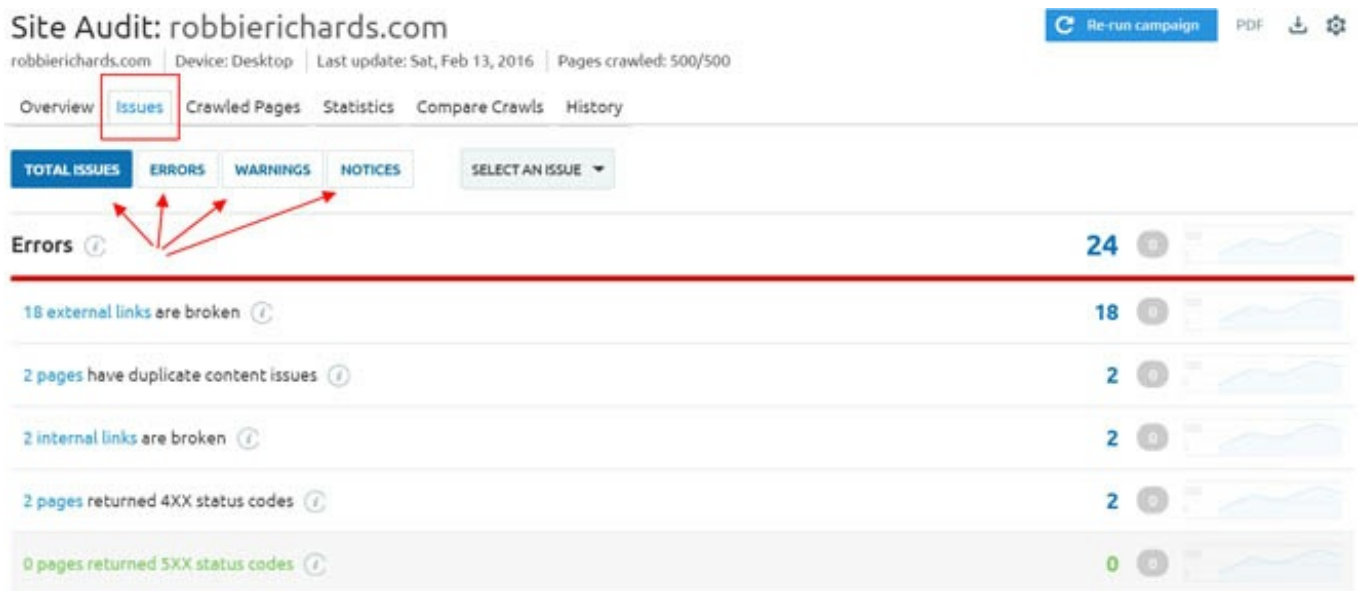


Once the audit is complete you'll see a report highlighting any problems that may be occurring on your site that [may be hurting SEO](#):



In minutes I've been able to identify dozens of issues on my blog.

Select each of the tabs at the top of the report to get more information and find the exact areas that need improvement:



You can export these reports as a PDFs to pitch potential clients and build reports.

#31: Keep An Eye On SERP Volatility With SEMRush Sensor

Google makes minor algorithm updates on an almost daily basis, meaning the SERPs can be pretty volatile.

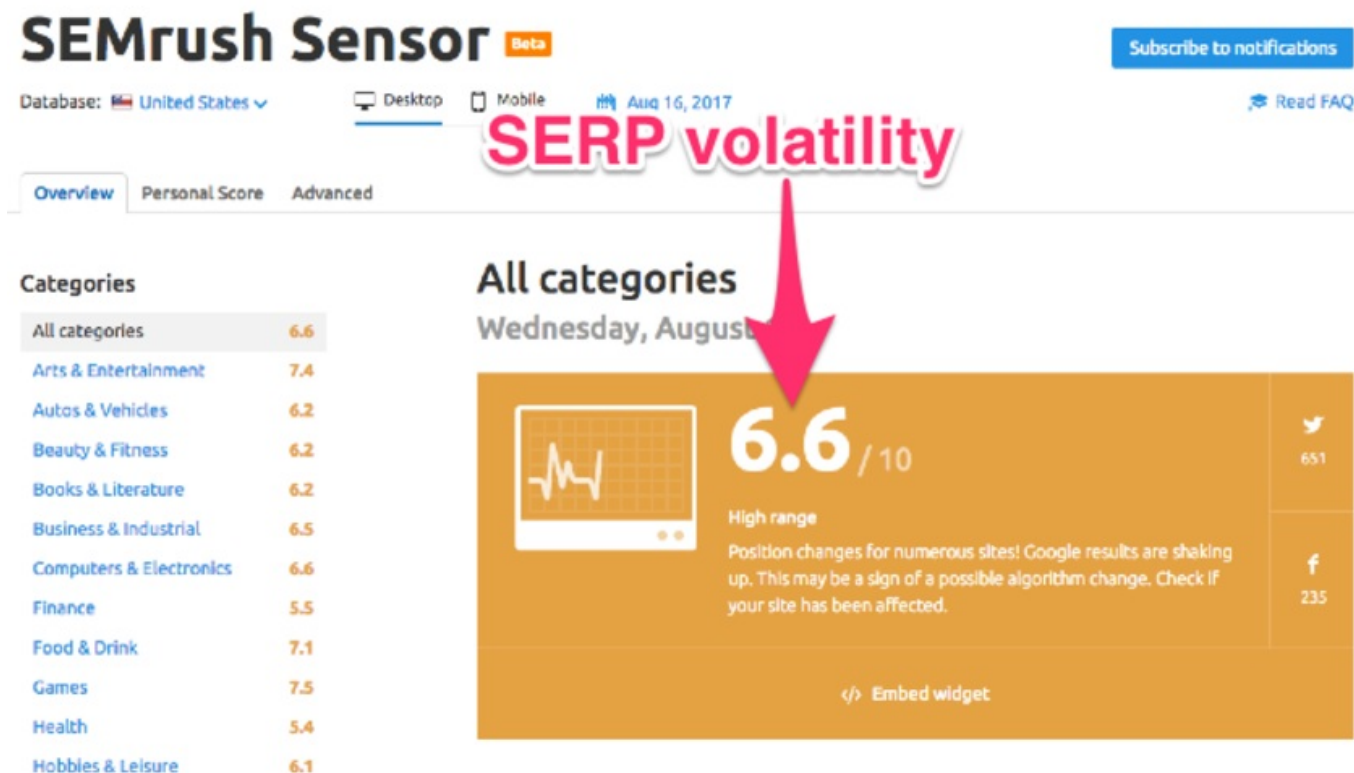
However, the SERPs are more volatile on some days than others.

They're also more volatile for certain industries over others.

This is important to know.

Why? Because sometimes, your rankings may jump up and down for no good reason whatsoever. This can sometimes lead to the question “what did I do wrong!?”

Enter SEMRush Sensor.



SEMrush sensor shows the volatility of the SERPs over the last 30 days. This is great for seeing how your website compares to the rest of the web. Plus, it can also be useful for spotting algorithm changes.

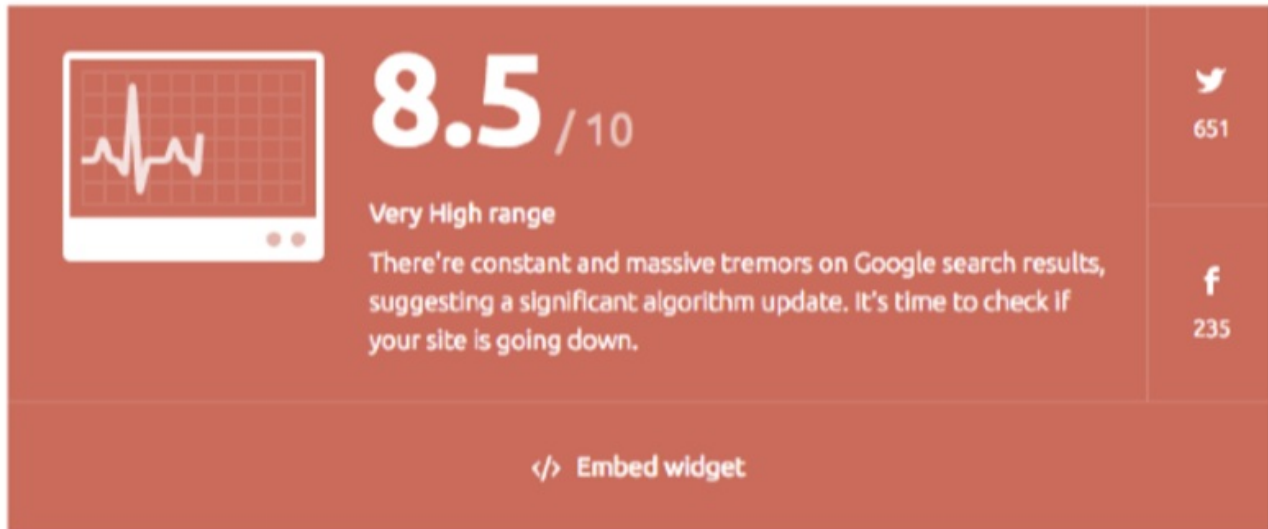
You can even drill down into various categories to see how the SERPs are faring in different “niches”.

Example:

It looks like there's been significant volatility in the Sports “niche” over the past 30 days:

Sports ×

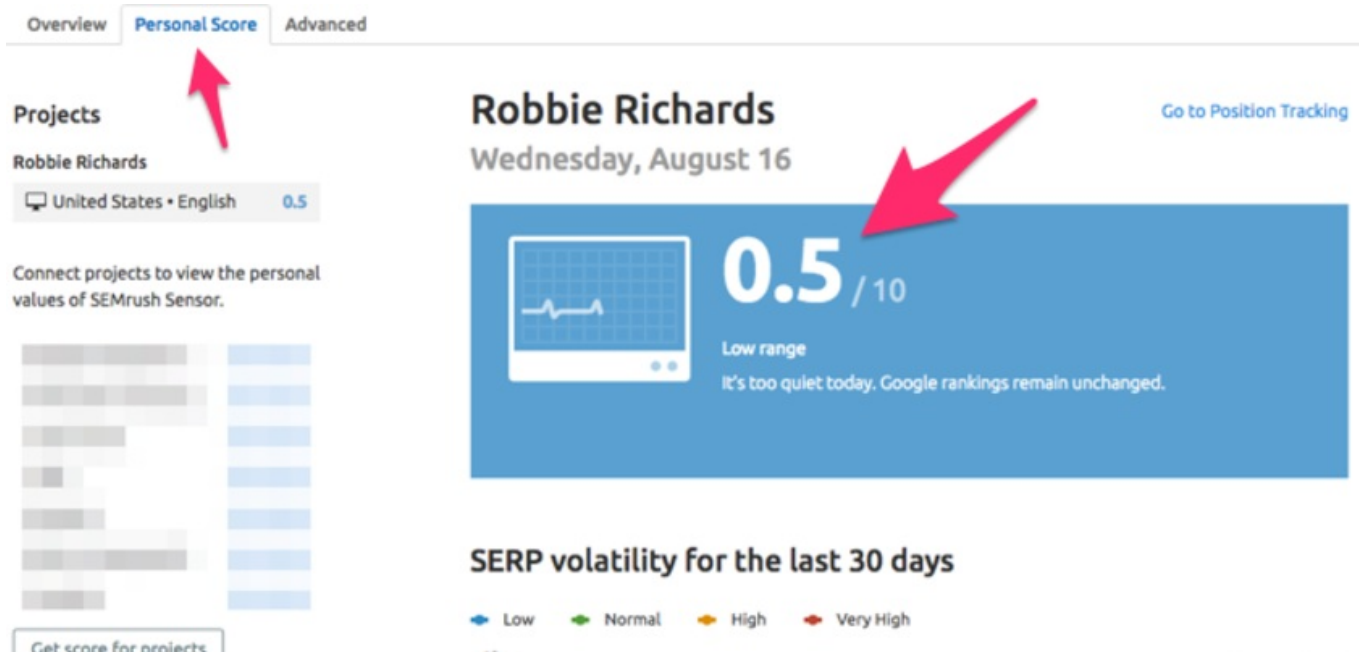
Wednesday, August 16



However, this is pretty standard. Why? Because sports-related queries often require fresh results, such as current scores and whatnot. Google, therefore, moves websites around in the SERPs a LOT.

Anyway, getting a general sense for SERP volatility is one thing, but this doesn't really tell you much unless you can see how your website is faring in comparison.

Luckily, this is exactly what the "Personal Score" tells you.



It basically looks at the keywords you're ranking for and checks SERP volatility for them.

Looks like my website is staying strong :)

I usually check this periodically and, if I see that my Personal Score is much higher than the average for my niche (i.e. the “Internet and Telecom” category), I’ll investigate things a little further.

#32: Track Keywords from Any Location in the World

Keyword rankings form the foundation of any SEO or PPC strategy. The higher you rank in the SERPs, the more traffic and potential customers you will drive to your website.

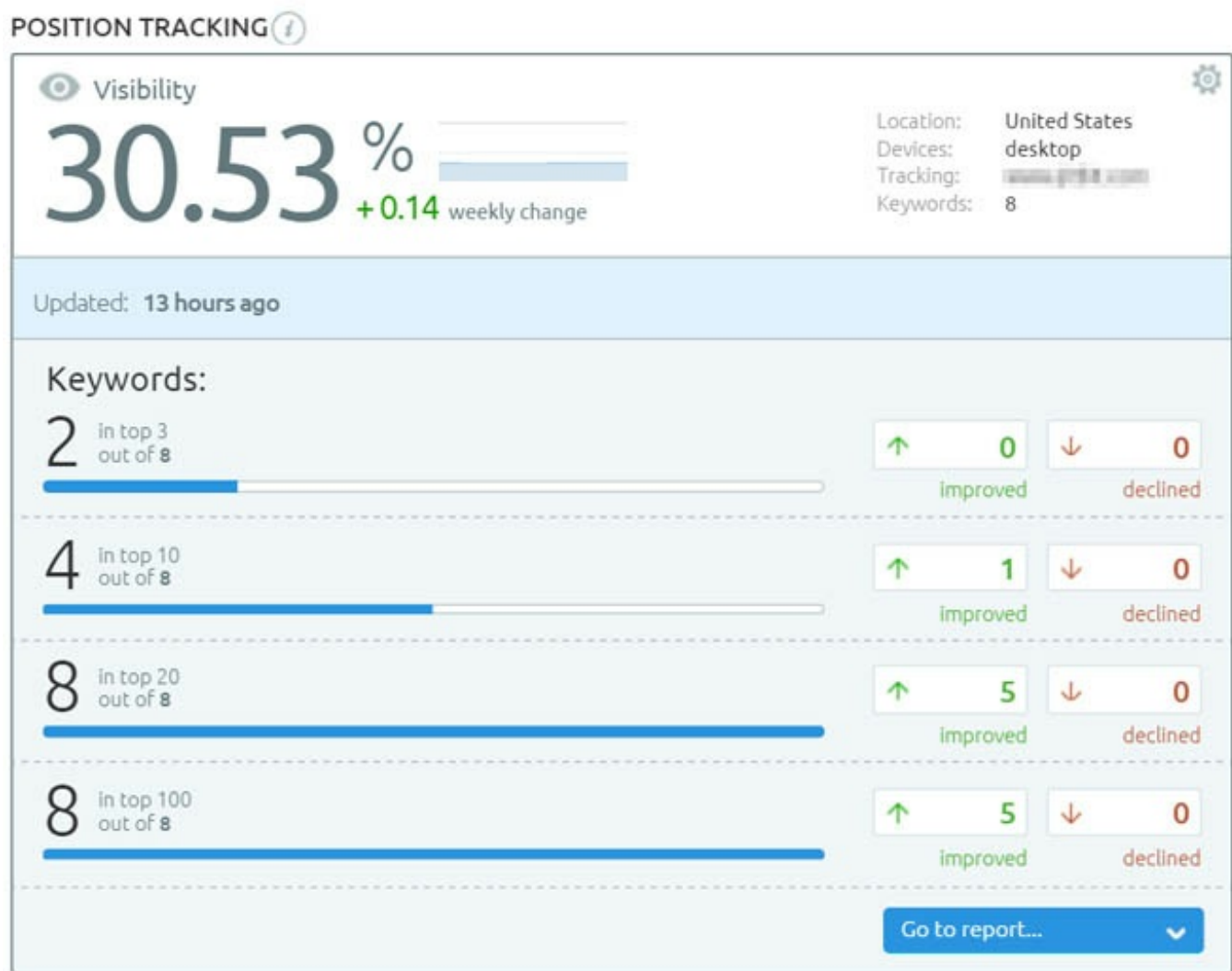
Keeping track of where you rank for target keywords is very important for measuring campaign performance and identifying areas of opportunity.

But, it can be extremely time consuming to manually enter search terms to monitor your progress in the SERPs, especially if you’re targeting hundreds or thousands of different keywords.

Enter the Semrush “Position Tracking” report.

This allows you to monitor national, regional and local search rankings for any domain or keyword, across any device – mobile, tablet and desktop.

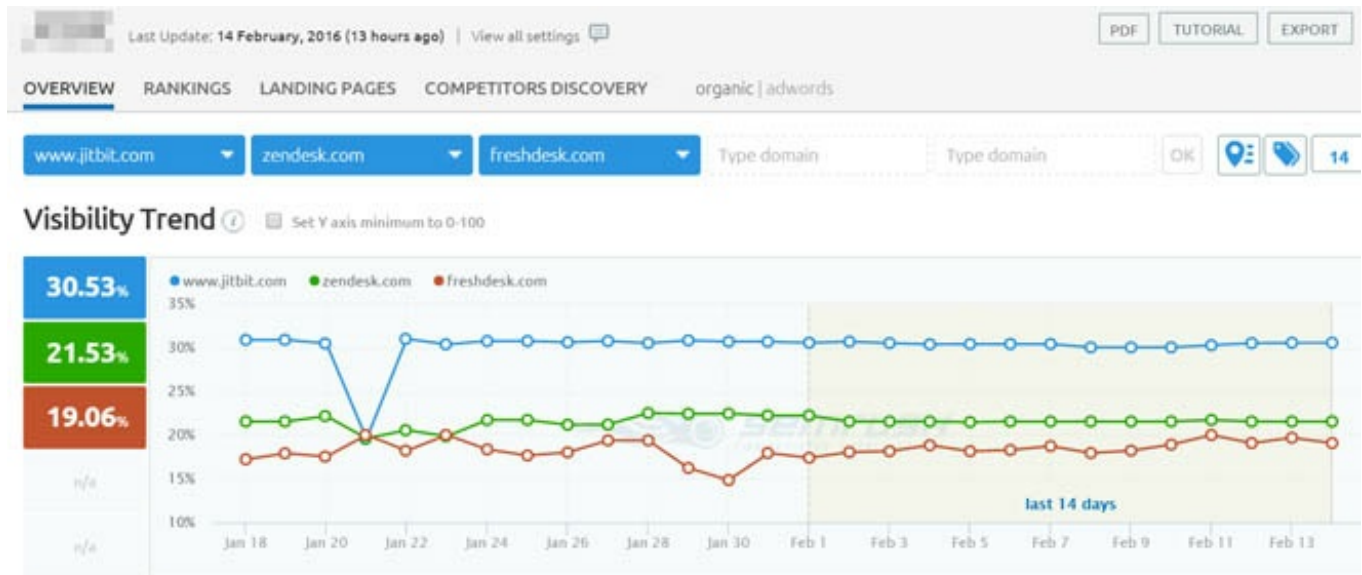
Here is what it looks like:



You’ll be able to monitor weekly changes in a website’s search visibility and track movement for individual keywords.

If you rank #1 for every keyword you are tracking, your search visibility score will 100%.

From the main Position Tracking overview report you'll be able to get a historical view of search visibility of your website and competitors, for the keywords you are tracking. You can also toggle the report between organic and AdWords rankings:



You'll also be able to view a rankings table showing improved or declining rankings, identify the landing pages ranking for each keyword and identify new competitors to track your performance against:

Rankings Overview 1 - 8(8) (i)

Buy me		A search term from the current tracking campaign		Keyword	www.jitbit.com				zendesk.com				freshdesk.com				CPC	Vol
					1 Feb	Trend	14 Feb	Diff	1 Feb	Trend	14 Feb	Diff	1 Feb	Trend	14 Feb	Diff		
1	web based helpdesk	1	1	1	1		1	0	8		12	↓4	3		2	↑1	0.00	10
2	hosted helpdesk	1	1	1	1		1	0	3		3	0	4		5	↓1	42.75	70
3	help desk ticketing system	5	5	5	5		5	0	9		9	0	6		7	↓1	51.86	320
4	it ticketing system	9	9	9	9		9	0	4		4	0	6		8	↓2	51.02	480
5	support ticket system	10	10	10	10		10	0	2		2	0	3		3	0	62.39	320
6	support ticketing system	10	10	10	10		10	0	2		2	0	4		4	0	56.06	70
7	help desk software	15	15	15	15		15	0	4		4	0	7		5	↑2	75.30	3,600
8	helpdesk software	20	19	↑1	19		19	↑1	4		4	0	7		5	↑2	73.44	720

The Semrush Position Tracking report also makes it easy to quickly identify which competitors are gaining or losing the most visibility in the search engines over time:

Competitors 1 - 10(412)

Domain	Visibility	Keywords	Avg pos
3. www.jitbit.com	<div></div>	8	8 ± 6
1. www.capterra.com	<div></div>	8	4 ± 7
2. gosticket.com	<div></div>	8	13 ± 17
3. www.jitbit.com	<div></div>	8	8 ± 6
4. www.zendesk.com	<div></div>	8	5 ± 3
5. freshdesk.com	<div></div>	8	5 ± 1
6. www.spiceworks.com	<div></div>	6	5 ± 3
7. www.webhelpdesk.com	<div></div>	8	7 ± 4
8. www.kayako.com	<div></div>	8	11 ± 10
9. www.softwareadvice.com	<div></div>	7	13 ± 11
10. www.groovehq.com	<div></div>	6	14 ± 8

Winners & Losers 1 - 10(462)

Domain	Visibility
202. www.jitbit.com	0.00
1. blog.freshdesk.com	+2.09
2. www.mojohelpdesk.com	+1.37
3. www.softwareadvice.com	+1.10
4. freshdesk.com	+0.99
5. www.otrs.com	+0.65
6. www.helpdeskz.com	+0.49
7. www.inc.com	+0.48
8. www.techrepublic.com	+0.48
9. www.smartertools.com	+0.44
10. blog.kayako.com	+0.45

The keyword grouping feature makes tracking thousands of search terms a breeze. You can group them by specific keywords or brand names. Each keyword can up to 5 difference tags and be housed in multiple groups.

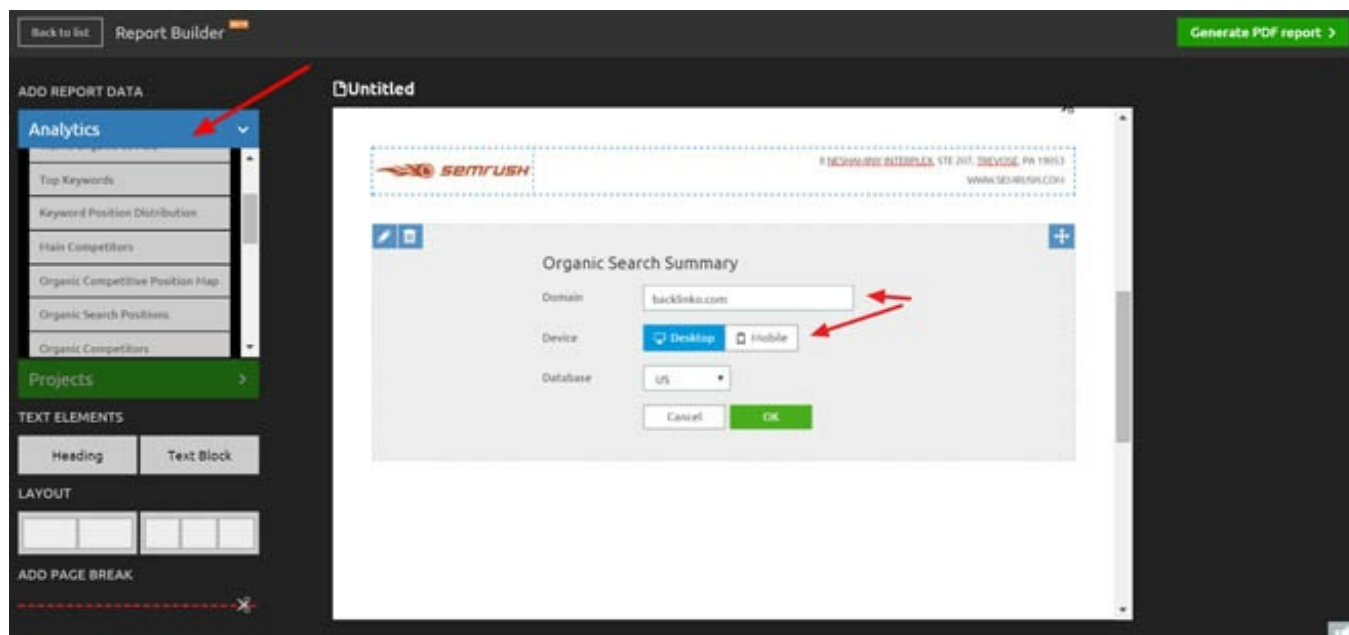
Export the data to excel or PDF to use in client reports.

#33: Build Professional Reports (in Seconds)

An essential part of any marketing is measuring performance.

For a lot of companies this comes as a monthly report highlighting metrics such as organic traffic increase, new keyword rankings, PPC traffic and more.

The new [Semrush](#) Reports tool allows you to build professional branded campaign reports by simply dragging and dropping widget into their pre-built reporting template:



Select the report widget from the left menu, enter the domain URL and select the device type.

You can also drag-and-drop heading and text blocks to organize data and add commentary to key metrics in the report. Use the layout widgets to create columns.

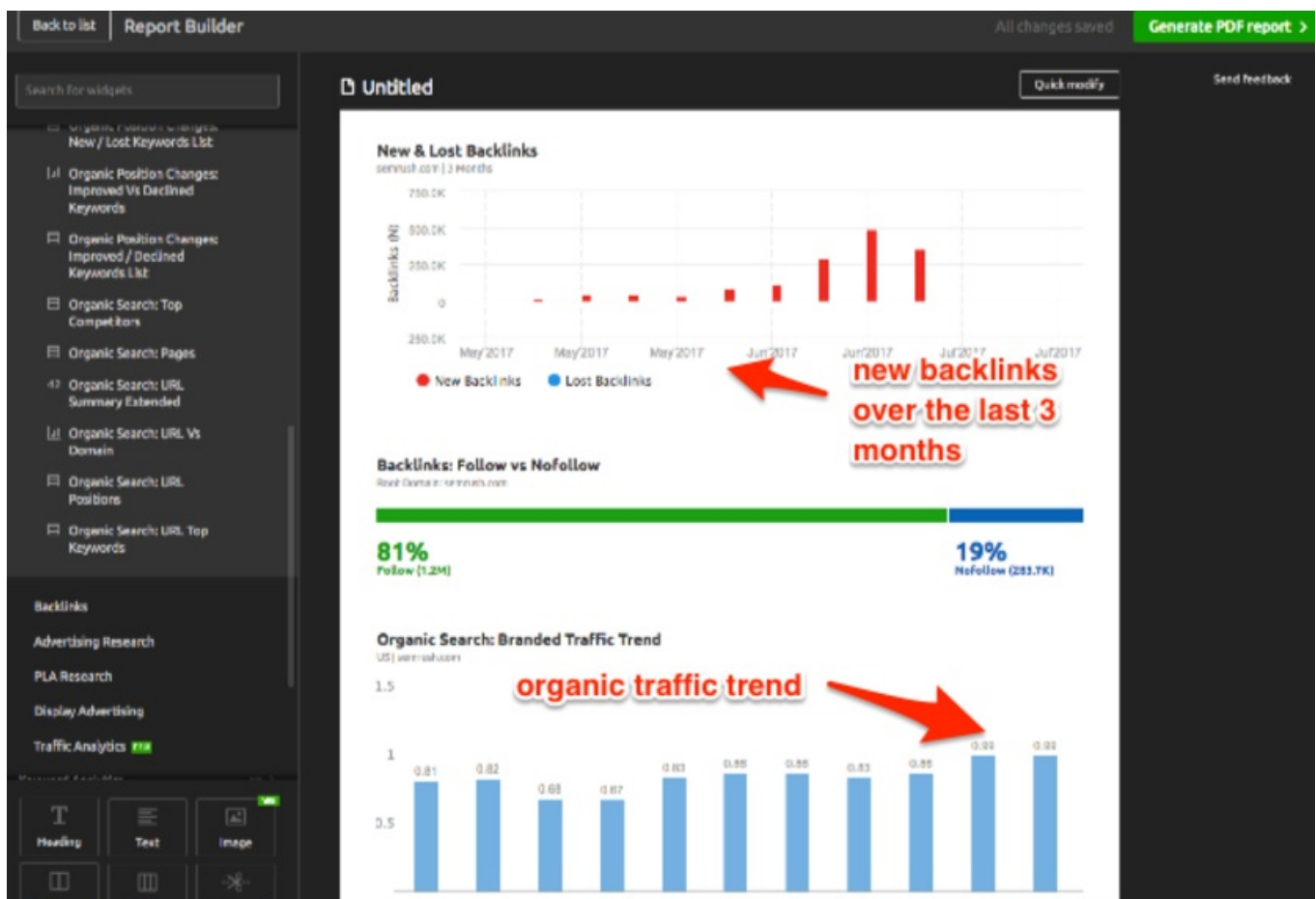
It's difficult to illustrate just how powerful this can be, but I'll try to give a quick example...

Let's assume we were doing SEO for SEMRush.

We've been executing a few link building strategies over the past 3 months, and now we want to make a report that tells the rest of the team the following data points:

1. A visual representation of new links being built over the last 3 months.
2. How many of these were dofollow vs. nofollow
3. How these links contributed to organic traffic increases

Here's the (very basic) sample report:



#34: Use the Lead Generation Tool to Attract New Clients

Looking to attract more SEO clients?

Don't worry, SEMRush has got you covered!

Enter the Lead Generation Tool.

This allows you to offer your visitors a free SEO audit in return for their email address (i.e. they become a fully-fledged lead!)

You'll then be free to follow-up on the lead and offer your SEO services.

Simple.

Here's how to set it up:

Go to the [Lead Generation Tool](#), fill in your details, then copy/paste the widget code onto your website.

Your audit widget code

Copy and paste the code provided anywhere you'd like the widget to appear.

```
<!-- semrush siteaudit widget -->
<div id="ssa-widget"></div>
<script type="text/javascript"
src="https://www.semrush.com/leadgen/static/js/widget.min.
js"></script>

<script type="text/javascript">
    new SEMRUSH.SiteauditWidget({
        widgetApiKey: "59559ca35f50e972b3b37f3a"
    });
</script>
<!-- /semrush siteaudit widget -->
```

Copy

copy this!

You can edit/customise the widget beforehand — just adjust the settings on the Lead Generation Tool page accordingly.

Lead Generation

Widget Settings Leads 0

Settings

Email leads to:

Translate or edit widget:

Title:

Domain label:

Email label:

Phone label: Show in widget ☒

Optional

Button text:

Your audit widget preview

Get a free page audit

Your Domain:

Email you'd like us to send your report to:

Your phone number:

⚠ There are unsaved changes. If you're done making changes, click Save.

It's as simple as that!

Now can start collecting leads right on your website. No coding required :)

How Does Semrush Get So Much Keyword Data, Despite Google's "Not Provided" Encryption

Some of you may be wondering how [Semrush](#) collects its data, despite Google's move to "not provided" keyword encryption.

So, I did some research and found an answer.

Rae Hoffman asked David Black, the Head of Customer Relations and Video Content Development at SEMrush the following question –

Rae: You offer estimated traffic data for sites. How do you determine how much traffic a site is receiving without access to their analytics? Additionally, You offer a listing of keywords you (SEMRush) believe drive traffic to a site. How are you identifying those keywords and how does Google's recent move to 100% secure search (not provided) affect your ability to identify those keywords (if at all)?

Black: We take a database of the top 95 million keywords worldwide and automatically query each keyword on a regular basis. Sometimes, as often as everyday, depending on the popularity of the keyword. Then, we record the first two pages of search results for each keyword and parse that source data in order to determine which domains rank for these keywords and where.

Since we're looking at Google from the outside and reflecting what we see, that's exactly why we're not affected by the "(not provided)" issue.

In order to determine a domain's traffic coming from organic and ads keywords, our algorithms factor in the search volume for each keyword in their report, along with their ranking position to find what percentage of the monthly search volume is going to them based strictly off of where they rank on the SERP. We do that same calculation for

each keyword and then total it all up.

Plans & Pricing

There is a free version of the tool. However, the reporting features are very limited.

Plans & Prices

☒ Monthly Plans ☐ Annual Plans, Save up to \$800

PRO

\$99.95 monthly

SUBSCRIBE

Analytics	
Results per report	10 000
Reports per day	3 000
Historical data	×
Product Listing Ads	×

Projects

GURU BEST CHOICE

\$199.95 monthly

SUBSCRIBE

Analytics	
Results per report	30 000
Reports per day	5 000
Historical data	✓
Product Listing Ads	×

Projects

BUSINESS

\$399.95 monthly

SUBSCRIBE

Analytics	
Results per report	50 000
Reports per day	10 000
Historical data	✓
Product Listing Ads	✓

Projects

[Semrush](#) has three paid plans and three pricing options. The Pro plan is \$99.95/ month. If you're an individual blogger or small agency the PRO account will be plenty.

The Guru plan is designed for larger agencies. It goes for \$199.95/mo. The Guru plan allows you to run 3 simultaneous sessions (multiple people can be logged in and working in the account at the same time) and run more reports and store historical data. You'll also be able to create branded PDF reports for clients.

The final BUSINESS plan is for larger agency teams (up to 10 users) who are working with a ton of data each month across clients campaigns. Outside of the increased data access, you'll also be able to white label PDF reports and get access to the SEMrush API.

The Swiss Army Knife of Competitor Research

[Semrush](#) is my go-to tool for keyword research, PPC analysis and competitor research. I use it every day to find keyword opportunities, analyze PPC campaigns, brainstorm content ideas, and perform in-depth competitor research.

At \$99.95, the tool is by no means cheap, but if you act on the mountain of actionable data the tool provides, it will pay dividends in a very short period of time.

And, although this review is very in-depth, I have only covered a small fraction of the tool's use cases.

If you are a serious marketer or online business owner, Semrush is one of those "must-have" tools.

\$99.95

[GET A FREE 30 DAY SEMRUSH PRO TRIAL](#)

Did you find this review helpful? Are there any ways you use the tool to get actionable insights that were not covered in this review?

Please let me know in the comments below.