



SEMrush Toolkit for SEO



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Introduction

SEMrush is an established and exceedingly efficient toolkit for digital marketing used by more than 4,500,000 specialists from around the world. Our suite comprises over 40 tools to aid web developers, content marketers and creators, SMM and PPC specialists, PR and Brand managers.

As for SEO, we pride ourselves on having won the Best SEO Software Suite of 2019 in the European Search Awards, and in the United States Search Awards. SEMrush offers SEO specialists an assortment of reliable auxiliary and essential tools, and this e-book will guide you through all of them.

This PDF is laid out in a logical path that follows the basic SEO process. We will teach you how to use our tools to streamline your workflow, efficiently analyze big data and draw competent conclusions. Bear in mind that all of the suggested steps are intertwined, and will often require simultaneous and continuous work.



Tips & Tricks (To Avoid Tics & Trips)

Before we get down to the nitty-gritty of the SEMrush toolkit, let's touch on some key aspects to hone the skills of seasoned SEOs, help our newcomers to adapt, and maximize efficiency overall.

Specify!

Smart SEO requires you to think locally and understand your audience. Choosing the right location to analyze and target can play a huge role in the success of your business. SEMrush provides 140+ databases for keyword analysis, and you can use our tools to target particular regions and cities. And since the mobile-friendliness trend is not going anywhere, our mobile database now includes 17 countries, so you can ensure your website does well on mobile platforms.

As well as looking outwards and adjusting your SEO for different locations and devices, you should also look closely at your website. It is not a single solid entity, sites are made up of several parts. Of course, successful SEO requires you to work on the whole website, but not all of its parts are equally important. And when it comes to ranking, you are promoting specific pages. For those reasons you might want to point our tools at a certain part of your site or at an exact page.

Learn!

On our website we keep an updated [Knowledge Base](#) with the freshest manuals that include all new features. And if you have any questions, you can always contact our customer support. Also, you can find many free courses in the [SEMrush Academy](#).

Schedule!

Set up notifications and scheduling to automate reporting, keep track of your SEO development, and be the first one to spot points of danger and growth.

Pay attention to our tip icons, you will meet them throughout the text identifying the tools that are related to the matter.

Filter!



Aside from the basic functionality for sorting and filtering, many of our tools include advanced filters with many more options for including or excluding keywords and setting ranges for various metrics.

Delegate!



To help you automate your workflow, SEMrush integrated Trello into its Site Audit and On Page SEO Checker tools. You can easily add found issues and ideas for your website on the Trello boards to assign and manage tasks.

Create Projects!



A number of major SEMrush tools require a preset project. All tools within a single project are focused on the same domain, this way you are able to keep track of your progress. Share projects with your colleagues for dynamic and transparent cooperation.

To start a project go to the Projects section in the dashboard and click **Add New Project** in the top right corner. If you have never launched a project before, the prompt will say **Create my first project**. The wizard will ask you to specify a domain and name the project. After that you will be able to set up each tool individually.

Integrate!



Connect your Google Analytics and Google Search Console to maximize the effectiveness of SEMrush tools and see a bigger picture with the analytical data from your account.

Export!



Most of our tools have options to export the data. Click the **Export** button in the top right corner of the report you are interested in to get a prompt for selecting the type and the scope of the export. Note that if you do not need a full report, you can select the lines for exporting, plus all the filters you have used will be applied to the data.

PDF exporting has a separate button; use its dialog box to set up emailing and schedule delivering of the PDF. Guru subscription allows you to brand the PDF reports, and Business plan adds an option to create white-label PDFs. Download the report as it is with the **Export to PDF** button, or hit **Create Custom PDF Report** to use the Report Builder tool to customize the PDF in an easy and fluent manner.



Competitive Research

Competitive Research

Understanding the strengths and weaknesses of your rivals is crucial for marketing success. Your business does not exist in a vacuum, and is always threatened by competitors. You have to constantly look over your shoulder and carefully research the competition landscape. And it will work to your advantage: you can learn from your opponents' mistakes, study their best practices and spot opportunities.

All of this is obviously applicable to the development of the SEO strategy also. But fighting for clients in the digital space has its own set of rules and methods. Even if you are lucky enough to not be directly challenged in your niche, someone from another industry can easily outrank you in search engine results. To stay ahead you need to continuously track and check your rivals. Here are the SEMrush assets that can help you research your competition quickly and easily:



Competitors Report



Overview and Positions Report



Keyword Gap



Backlinks Competitors Report and Backlink Gap

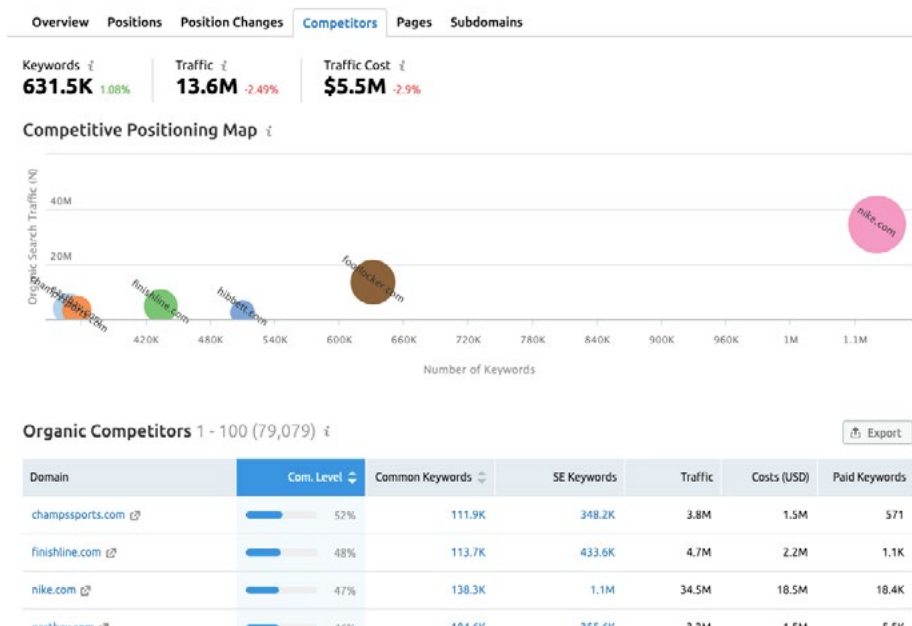


Traffic Analytics

Competitors Report

A good place to start studying your rivals is with the **Competitors Report** in Organic Research. By simply entering a domain you will get a list of websites competing for the same keywords. Besides discovering your competitors you will also get some nifty details. First you need to pay attention to the Competition Level. The report is automatically sorted by this metric, and it shows your closest competitors.

Competition Level is calculated based on the total number of keywords your competitors are ranked for and the percentage of keywords they share with you. So, if a website is ranked for a large number of keywords but only a small number of them are in common with yours, it will not come up as a relevant result. For example, Wikipedia and YouTube will almost certainly rank for some of the keywords that you are targeting, but quite often they are not your competitors.



Spot the domains that have the largest amount of search engine traffic and the most keywords in common with you. These rivals should be first in line for analysis. Keep in mind that you can look for competitors on mobile platforms as well as on desktops.

Discover organic competitors!

Overview and Positions Report

Start off your competitor analysis with the **Overview Report**, here you will be presented with the bird's-eye view of your competitors' performance.

Enter the rival domain you want to investigate in the search field, select the country and the device you want to target.

At the top of the report you will see statistical information:

Keywords – The overall number of keywords from our database that the domain is ranked for in the top 100 positions.

Traffic – The estimated monthly traffic these keywords can bring.

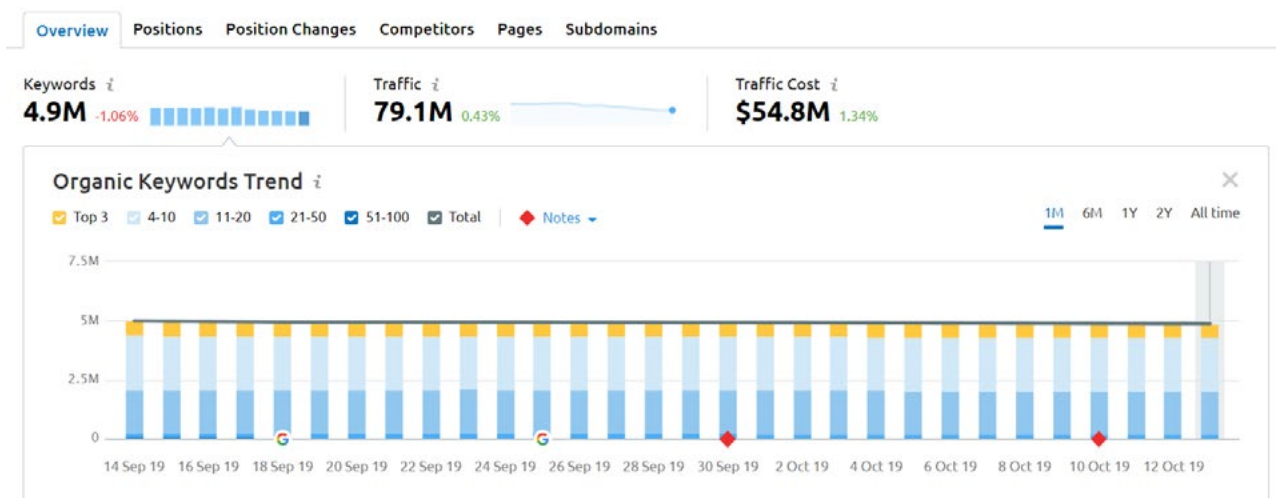
Traffic Cost – The estimated cost of running Google Ads campaign for every keyword.

Branded Traffic – Search traffic that comes from branded keywords.

Non-Branded Traffic – Search traffic that comes from non-branded keywords.

The graph shows changes over a period of time in keywords or traffic; you can switch between these metrics and select the time range. There are also notes at the bottom of the graph. Google icons pinpoint the dates when we notice changes in Google's algorithm. These modifications can influence websites' rankings, and you can see the details by clicking on a note. You can add custom notes to the graph as well as seeing when **SEMrush Sensor** detects high volatility on SERPs, or when SEMrush updates databases; all these marks will have red diamond icons.

You can select the notes that will be shown by clicking on Notes above the graph and ticking the boxes in the menu.



The SERP Features widget shows the percentage of each special search result that is triggered by the keywords the targeted domain is ranked for. Clicking on any of these SERP features will filter the Positions Table for keywords with that feature on the SERP.

Notice that all SERP features are divided into two sections:







- **Linking to domain** for features that have a link to the domain. Filtering for those results will show you all keywords that the targeted domain has a feature for.

- **Not linking to domain** for features that do not have a link or for which SEMrush does not analyze the links. Filtering will show all keywords with a certain feature on the SERP.







Filtering for SERP features, among the variety of other filtering options, is a great asset for exploring your competitors' presence on SERPs, and their keyword strategies.

SERP Features ⓘ

Linking to domain

 Site links 660 keywords	 Featured snippet 240 keywords	 Video 52 keywords	 Tweet 25 keywords
 Reviews 0 keywords	 Featured video 0 keywords		

Not linking to domain

 News 451.8K keywords	 Images 161.3K keywords	 Knowledge graph 34.2K keywords	 Local pack 11.8K keywords
 Instant answer 1.8K keywords	 Carousel 405 keywords		

For further competitor analysis you can switch to the [Positions Report](#) in Organic Research.

Positions Table is the heart of this report. It lists the keywords that the targeted domain is ranked for, and as well as filtering allows you to sort them for various metrics. Use the arrows next to the column name to sort the table in ascending or descending order. Use the 'Manage Columns' button to hide or display your columns.

Here is the keyword data you can gather from the report:

Pos. Shows the position of the URL ranking in the SERP for a given keyword in the selected time period (the number shows the previous position).

Volume is the average number of searches in the chosen database per month (calculated over the last 12 months).

KD (Keyword Difficulty) estimates how hard it would be to rank well in organic results for a given keyword.

CPC (Cost-per-click) is the average price of a click for a Google Ads campaign.

URL is the URL displayed in search results for a given keyword

Traffic % – The share of total traffic driven to the website from the keyword over the specific time frame.

Costs – The total cost of all traffic driven to an analyzed domain with a given keyword over a specific period of time.

Com. Competitive Density of advertisers using the given keyword for their ads.

Results shows the number of URLs displayed in the search results for the given keyword.

Trend presents the changes in interest for the given keyword over 12 months.

SERP Gives a snapshot of the SERP source where SEMrush found the result.

Last Update The time when the given keyword was last updated in our database.

Organic Search Positions 1 - 100 (631,493) ⌵

⚙ Manage columns 10/15 📄 Export

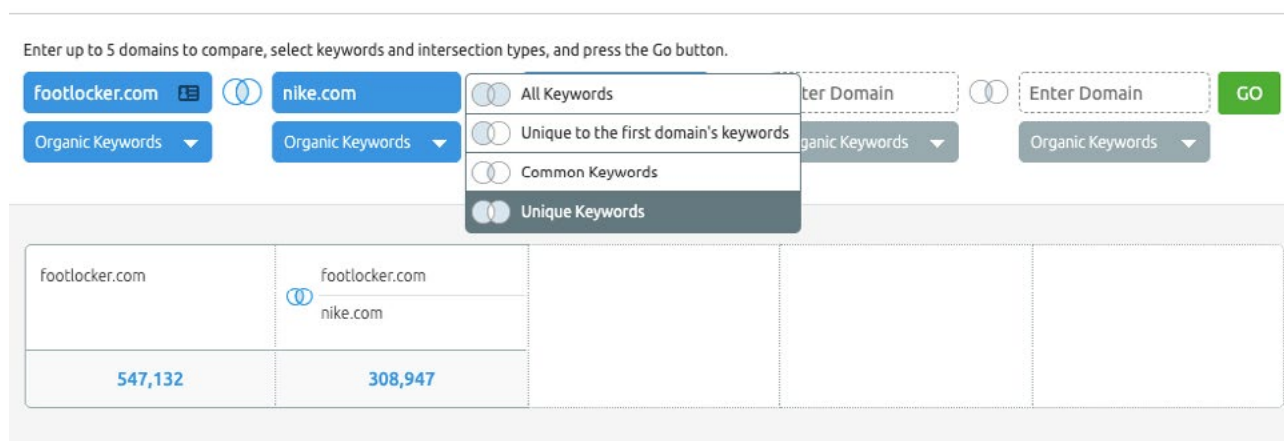
Keyword	Pos. ⌵	Diff. ⌵	Traffic % ⌵	Volume ⌵	KD% ⌵	CPC (USD) ⌵	URL	SERP	Last Update ⌵
footlocker	1 → 1	0	16.12	2,740,000	89.39	0.09	https://www.fo...com/ 🔗	📄	Oct 07, 2019
foot locker	1 → 1	0	5.88	1,000,000	86.56	0.10	https://www.fo...com/ 🔗	📄	Oct 07, 2019
air max 97	1 → 1	0	1.90	550,000	90.20	0.43	https://www.fo...html 🔗	📄	Oct 07, 2019
huaraches	1 → 1	0	1.27	368,000	89.24	0.31	https://www.fo...html 🔗	📄	Oct 07, 2019
air max 95	1 → 1	0	0.85	246,000	86.50	0.37	https://www.fo...html 🔗	📄	Oct 07, 2019
basketball shoes	1 → 1	0	0.69	201,000	88.44	0.67	https://www.fo...html 🔗	📄	Oct 07, 2019
foamposites	1 → 1	0	0.69	201,000	87.19	0.43	https://www.fo...html 🔗	📄	Oct 07, 2019
champion shoes	1 → 1	0	0.57	165,000	91.14	0.27	https://www.fo...html 🔗	📄	Oct 07, 2019

See competitors' best keywords!



Keyword Gap

Now it is time to compare your website’s performance with that of your competitors in Gap Analysis, and to see if your keyword strategy is somehow deficient. [Keyword Gap tool](#) allows you to compare up to five domains and find out the keywords that these domains have in common, or the unique sets of keywords for each domain. You can also set the intersection type to **Unique to the first domain’s keywords**, and get the keywords that only the first domain is ranked for.



Keywords that are unique for your competitors are probably the ones that you have missed and need to incorporate in your content. To overcome the content gap with ease you can employ SEMrush’s [SEO Content Template](#) (learn about this tool in the [On-page optimization](#) section of this PDF).

Keywords that are common amongst you and your competitors can be used to find where you are outperformed and need improvement. For example, you can apply filters to include keywords that your competitor ranks for on the first page (less than 10), and you are on the second page or deeper (include your domain with the positions set to greater than 10).

Include
footlocker.com ...
Less than

✕

Include
nike.com (organ...
Greater than

✕

+ Add one more

Apply
Reset
Cancel

<input type="checkbox"/>	Keyword	Nike.com	Footlocker.com	Volume	KD	CPC (USD)	Competitive	Results	Trend
<input type="checkbox"/>	\$50 basketball shoes	11	6	170	84.94	0.52	1.00	82	
<input type="checkbox"/>	0.3 month jordan outfits	11	9	70	92.34	0.52	1.00	68	
<input type="checkbox"/>	100 basketball shoes	11	5	20	86.69	0.62	1.00	322,000,000	
<input type="checkbox"/>	100 dollar basketball shoes	11	1	40	79.90	0.36	1.00	95	
<input type="checkbox"/>	10s blue and white	11	5	50	86.50	0.79	1.00	89,700,000	
<input type="checkbox"/>	11s jordans black and gold	11	2	30	87.95	0.00	0.74	71	
<input type="checkbox"/>	11s jordans blue	11	3	20	87.93	0.21	0.93	88	

This way you will get the scope of keywords you need to shift your focus to. Tweaking your content for these keywords can help you get to the first SERP, which will undoubtedly pump up the visibility of your domain.

Keep in mind that as well as comparing the **Organic Keywords** in the Keyword Gap you can also select **Paid keywords** and **PLA keywords** for each domain. And if you want to get a graphic representation (Venn diagram) of the report you can click **Enable Charts**.

See domains' common and unique keywords! ➤

Backlinks Competitors Report and Backlink Gap

Backlinks are a very important ranking factor, especially when they are coming from trusted resources in your industry. The Backlink Gap tool will help you to easily uncover the link building opportunities that you are missing based on your competitors' backlinks.

The Backlink Gap tool will automatically provide you with four of your top competitors to analyze. Use the Backlinks Report, if you need to identify more of your backlinks rivals. The lineup might differ from your keyword competitors, since your organic opponents most probably have varied backlink profiles. Enter your domain in the [Backlinks Report](#) and switch to the **Competitors** tab.

Overview Backlinks Anchors Referring Domains Referring IPs Indexed Pages Competitors More

Total Backlinks ↑


63.7M +5.5M -6.2M

Referring Domains ↑

124K

Authority Score ↑

82 no changes



[View Authority Score Trend](#)

Domain Competitors 100 ↑ Export

Authority Score <small>↑</small>	Domain <small>↑</small>	Competition Level <small>↑</small>	Common Ref Domains <small>↑</small>	Total Ref Domains <small>↑</small>	Backlinks <small>↑</small>
82 <small>↓</small>	adidas.com	<div style="width: 23%;"></div> 23%	14,716	57,213	43,509,239
78 <small>↓</small>	hm.com	<div style="width: 18%;"></div> 18%	14,589	106,348	18,922,773
76 <small>↓</small>	nordstrom.com	<div style="width: 15%;"></div> 15%	10,720	75,962	15,973,080
75 <small>↓</small>	puma.com	<div style="width: 15%;"></div> 15%	8,836	31,909	12,762,820
77 <small>↓</small>	zara.com	<div style="width: 15%;"></div> 15%	10,349	71,288	9,153,397
78 <small>↓</small>	asos.com	<div style="width: 14%;"></div> 14%	10,443	82,886	21,310,769
76 <small>↓</small>	gap.com	<div style="width: 14%;"></div> 14%	8,833	59,890	9,400,973

Your competitors in the report are automatically sorted by the Competition Level. This metric shows competition closeness, and is calculated in the same manner as Competition level in Organic Research, except instead of number of keywords it uses the number of common referring domains in relation to the total number of referring domains.

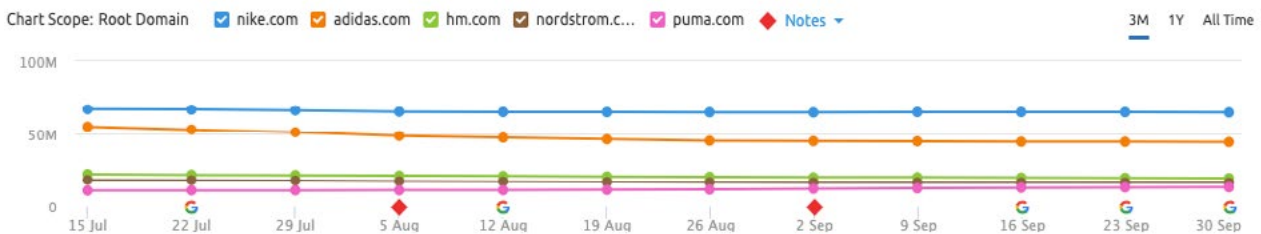
You can sort the table by the number of **Common Referring Domains**, the number of **Total Referring Domains**, or the number of **Backlinks**. You can also sort by the **Authority Score**—a compound metric that shows overall strength and popularity of the domain

To expose domains that are linking to your competitor but abstain from linking to you, click on the number of **Common Referring Domains**. This will take you to the **Backlink Gap** where you can type in up to five domains including yours. Select your domain in the menu right above the table to filter for websites that have no links to you. Voilà – you’ve got yourself a list full of targets for your backlink strategy. This list is automatically sorted by the **Authority Score**. Also, you can choose sorting by the number of matches amongst the analyzed domains.

Backlink Gap

Root Domain

Total Backlinks



By Referring Domains

To view backlink opportunities that you're missing, select your domain

Referring Domain	Authority Score	Matches	nike.com	adidas.com	hm.com	nordstrom.com	puma.com
instructables.com	80	4 / 5	0	4	1	2	1
mynewsdesk.com	76	4 / 5	0	5	21	1	60
rakuten.com	79	4 / 5	0	1	1	2	1
wftv.com	70	4 / 5	0	7	7	24	2
newswire.com	72	4 / 5	0	4	1	5	5
cntraveller.com	71	4 / 5	0	2	1	3	1

Research competitors' backlinks!

Traffic Analytics

It is a good idea to monitor and analyze your competitors' traffic sources to discover if you need to expand or adjust your marketing strategy. You certainly can't access your competitors' analytical data to get the exact numbers, but you can use [SEMrush Traffic Analytics](#) and get an accurate estimation based on the clickstream data from third-party providers, which is sufficient to evaluate your competitors. Simply type in the domain you want to analyze and start absorbing the insights.

Traffic Analytics: comicbook.com

Historical data: [September 2019](#) | Location: [All Regions](#) | Devices: [All devices](#) | Estimated accuracy: [---](#)

[Notify me](#) [PDF](#) [Pitch mode](#)

[Overview](#) [Audience Overlap](#) [Traffic Sources](#) [Top Pages](#) [Geo Distribution](#) [Destination Sites](#) [Subdomains](#)

Benchmark your website against competitors

[comicbook.com](#) [cheatsheet.com](#) [gamespot.com](#) [gizmodo.com](#) [kotaku.com](#) [Compare](#) [Cancel](#)

Domain	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
comicbook.com	39M -5.01%	16.1M -3.91%	1.73 +6.79%	04:37 -7.05%	73.88% +0.30%
cheatsheet.com	146.5M -6.18%	49.4M -2.81%	1.44 -2.15%	04:22 +0.38%	71.61% +3.10%
gamespot.com	82.5M -15.43%	28.8M -12.56%	2.61 +6.45%	08:05 -3.00%	67.16% -1.86%
gizmodo.com	46.2M -11.22%	23.6M -3.26%	1.80 +6.17%	05:19 -7.00%	76.69% -1.21%
kotaku.com	28.6M -15.07%	10.1M -12.45%	2.10 +4.33%	05:51 -18.18%	66.28% -3.30%

Traffic Sources

[All devices](#) | [Sep 2019](#) [Export to PNG](#) [View full report](#)

Source	comicbook.com	cheatsheet.com	gamespot.com	gizmodo.com	kotaku.com
Direct	10M	65M	22M	12M	10M
Referral	18M	60M	18M	25M	12M
Search	8M	18M	42M	8M	5M
Social	2M	2M	2M	2M	2M
Paid	0M	0M	0M	0M	0M

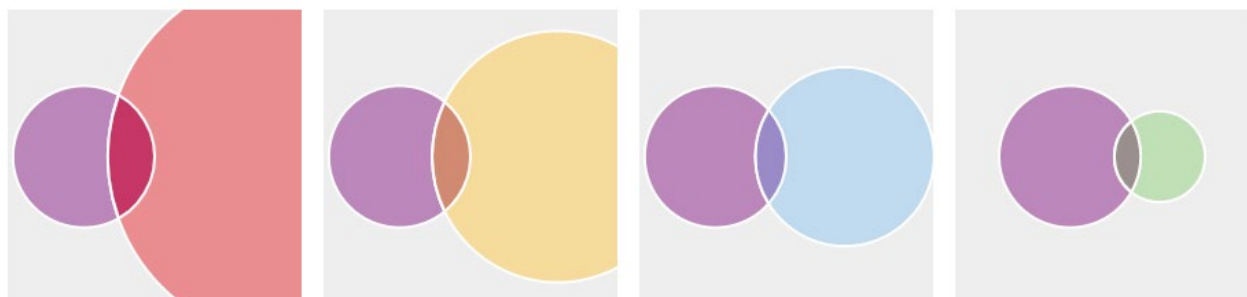
Start with the **Traffic Overview** tab to get a quick snapshot of competitors' performance in terms of driving traffic. Determine where the greatest share of their visitors is coming from, whether it is direct, referral, search engine or social media traffic. Find out exactly which referring websites, social networks, and search engines bring the most traffic to your competitor. Look at bounce rates and average session durations to learn which of your competitors have the most engaging websites, then carefully study the strongest contestants. You need to understand why they attract visitors and how they compel them to stay. The longer the client lingers on the website, the higher the chance of a conversion.

Go to the designated tabs to get more detailed information on audience overlap, traffic sources, top pages of the researched domain, geographical distribution of traffic shares, and traffic distribution across subdomains of a targeted website. You need to be a paid user of the SEMrush Traffic Analytics add-on to get full reports, otherwise you will get sample information for three domains: ebay.com, amazon.com, and search-engineland.com.

Audience Overlap ?

All devices | Sep 2019

comicbook.com
 cheatsheet.com
 gamespot.com
 gizmodo.com
 kotaku.com



Domain 1	Domain 2	Overlap Percentage	Audience Size
comicbook.com	cheatsheet.com	33.00%	5.2M
comicbook.com	gamespot.com	27.04%	4.3M
comicbook.com	gizmodo.com	21.83%	3.4M
comicbook.com	kotaku.com	18.68%	2.9M

The Audience Overlap report will shed light on how many users visit the websites of two (or more) competitors. You can also compare readerships of several media to decide on the most interesting placement. This information will help you target your audience more precisely, and discover partnership opportunities.

Analyze competitors' traffic in detail [➔](#)

Traffic Sources Details

All devices | Sep 2019

Source Domain	Source Type	Group Traffic Split	Traffic Share
Direct	Direct		33.33%
google.com ↗ • Google organic	Search Engines		23.12%
facebook.com ↗	Social Networks		2.05%
ampproject.org ↗	Referring Sites		1.75%
reddit.com ↗	Social Networks		0.93%

The Traffic Sources report provides a comparison function for several competitors at once. This way, you can estimate marketing budget shares for each of the digital channels.

The Destination Sites tab can also give you some food for thought – it shows the list of websites that users visited right after the analyzed domain.

Top Pages 1–100 (1,000) [↗](#)

[Export to CSV](#)

No.	Page	Unique Pageviews	Unique Visitors	Entrances	Entrance Sources
1.	comicbook.com ↗	11.6M	6M	8.9M	
2.	comicbook.com/marvel/2019/09/20/marvel-reveals-the-infinity... ↗	431.5K	385.8K	371.4K	
3.	comicbook.com/marvel/amp/2019/09/20/marvel-reveals-the-in... ↗	309K	279.5K	281.3K	
4.	comicbook.com/dc/amp/2019/09/06/shazam-superman-cameo... ↗	224.3K	213.9K	201.1K	
5.	comicbook.com/starwars/amp/2019/09/07/disney-demands-ca... ↗	217K	207.6K	206.1K	

The recently added Top Pages report will be of use if you are curious about your competitors' top content or conversion funnels as the list of the most visited URLs may include checkout, trial, and thank you pages.

Last but not least, you can filter historical and regional data in the tool—provided you've got a paid SEMrush Traffic Analytics subscription, of course.





Keyword Research

Keyword Research

There's no two ways about it: keyword research is the main pillar of quality SEO. To get rewarding traffic you need to find precise keywords and put them to work. But there is more to keyword research than just leading clientele from search engines to your website; it can be helpful on a whole other level of marketing endeavors.

Keyword exploration is helping you to stay in touch with your audience, since the search query is the voice of the customer's demand. A keyword map can serve as a way to pinpoint new and profitable market niches, and can even be used to shape an outline for your marketing strategy. But still a lot of marketers approach keyword research ineptly or even completely disregard it.

Search engines are constantly tweaking algorithms to better decipher users' intent and provide the most relevant results for a query. And in the ever-changing world of SEO SEMrush offers an assortment of tools to help you build an exceptional keyword strategy with minimal effort and top results:



**Keyword
Overview**



**Keyword
Magic Tool**



**Keyword
Difficulty**



**Organic Traffic
Insights**

Research the demand and find the exact terms to target the right customers with long tails, short heads, or key questions!

This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/semrush-toolkit-for-seo/>