

SEMrush Review & Tutorial: 38 Ways to Level-Up Your Digital Marketing in 2020 (Templates & Trial Link Inside)

 robbierichards.com/review/competitor-research

Robbie

January 27,
2020

Looking for a comprehensive SEMrush review? This guide will cover every inch of the platform, including 38 practical applications.

If you're trying to create high-performing digital marketing campaigns for your business, boss and/or clients, you need a strong toolset.

The problem? The more tools you buy for specific areas of a campaign - SEO, PPC, reporting etc - the more costs skyrocket.

Think about SEO alone:

Keyword research tool...\$100+/month.

Rank tracking tool...\$100+/month.

Backlink analysis tool...\$100+/month.

SEO audit software...\$100+/month.

And you're *just* getting started. You haven't even looked at other channels like PPC or social media. Before you know it, you're spending over \$500+/month on marketing tools.

Not to mention:

Each tool comes with a learning curve, and often won't integrate with other tools in your marketing stack.

The solution? SEMrush (affiliate).

In this review, I'm going to show you EVERYTHING SEMrush can do, and walk you step-by-step through **38 practical applications of the tool** you can use to perform deep competitor analysis and build successful digital marketing campaigns.

Before we get started, make sure you grab one of the free trial links below so you can follow along step-by-step with this review and implement the action items:

Disclosure: There are affiliate links in this article. If you decide to purchase a tool through one of those affiliate links, I will receive a commission at no additional cost to you. I only promote tools I personally use in my business.

SEMrush is NOT a standalone "SEO" or "Competitor Analysis" Tool...

Let's clear the air on a couple things:

1. SEMrush is **not** an SEO tool.
2. SEMrush is **not** a competitor analysis tool.

Sure, it is one of the top tools, if not the *best*, in each category as voted [here](#), [here](#) and [here](#).

But, in recent years, **SEMrush has morphed into much more.**

Now, it is truly an **all-in-one digital marketing platform** comprised of **numerous Toolkits** designed to help you succeed across different areas of your campaign - [SEO](#), [Advertising](#), [Content Marketing](#), [Competitive Research](#) and Campaign Management.

The fact that it packs so much firepower, for less than many standalone tools, is the reason *millions* of [agencies](#) and marketers are using the SEMrush.

In fact, SEMrush is [used by over 4 million users](#), including the digital marketing teams at [25%](#) of the Fortune 500 companies, and 7 out of 10 of the world's top advertisers.

We'll jump into **practical applications** for each **SEMrush Toolkit** in the review below, but here is a quick overview of each one:

Competitor Research Toolkit

Get an unfair behind-the-scenes look at your competitor's SEO, PPC, and overall online traffic strategy. Use the insights to build campaigns with a proven track record of success.



SEO Toolkit

Analyze [competitor link profiles](#), perform in-depth keyword research, track rankings, identify on-page issues and run technical site audits from one central SEO project dashboard.



Advertising Toolkit

Research competitor PPC campaigns - text, display and PLAs - at the keyword, ad copy, and landing page levels. Use the insights to reduce wasted ad spend, and build profitable campaigns.



Content Marketing Toolkit

Perform content audits, build content templates, find new topic ideas, use the content analyzer to uncover on-page opportunities, and order articles from a [marketplace](#) of verified writers.



Management Toolkit

Manage all your campaigns and projects - link building, rank tracking, PPC, site audits, social media, brand monitoring etc - from one dashboard. Get real-time notifications and build white label reports.



Traffic Analytics

If Google Analytics and SimilarWeb had a baby, this would be it. The tool allows you to [find out which channels](#) - [organic](#), paid, referral, social etc - are driving traffic to a site, and analyze engagement metrics across each one.



Editor's note: While SEMrush provides countless use cases, it won't do the work for you.

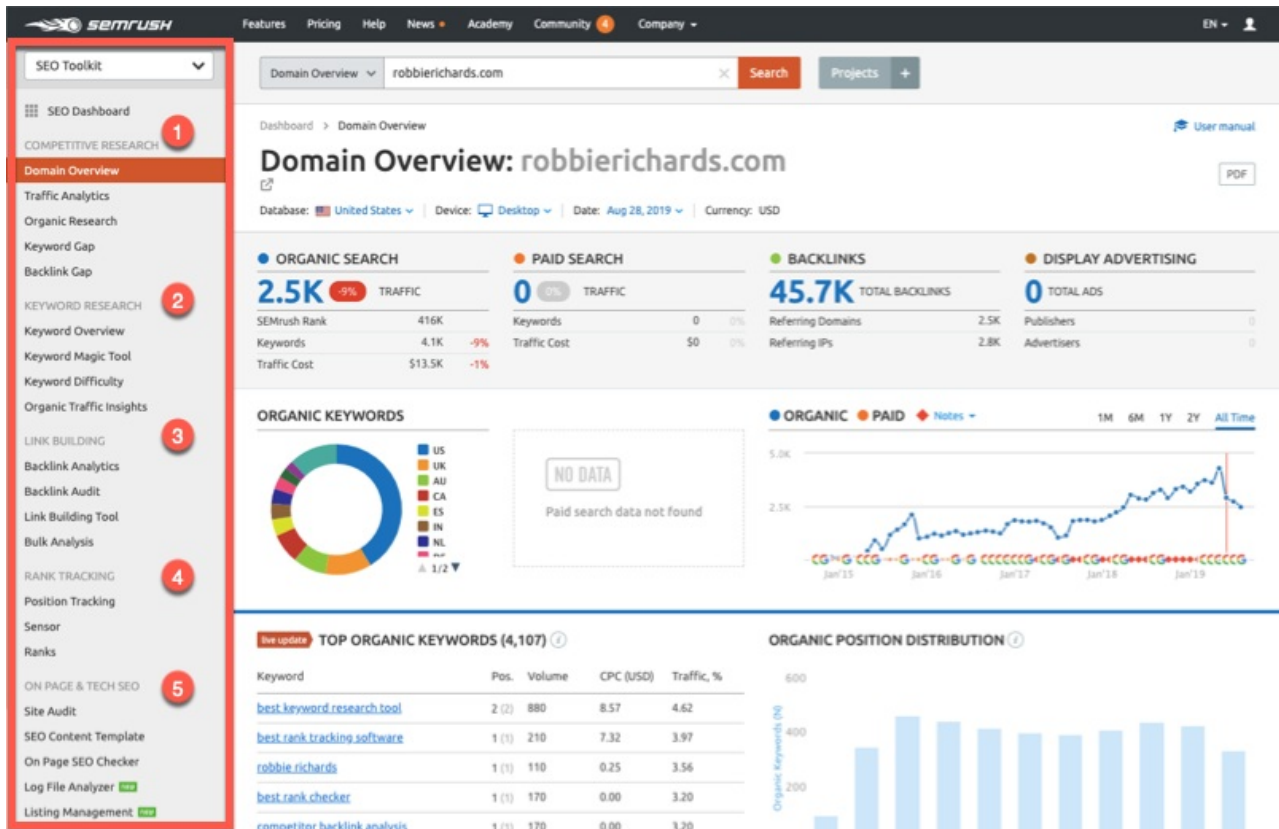
Truth is: Many people get excited about everything the platform can do, sign up for a free trial, and only realize a fraction of the value it can provide.

That's why **this review is not going to be another feature dump**. Instead, it will show you step-by-step [how](#) to use SEMrush to drive real results for your business.

The Ultimate 38-Part SEMrush Review and Tutorial (2020 Edition)

In this review and tutorial, we're going to cover the [entire SEMrush Toolset](#). But we're not going to focus only on features – I'll also show you **how** to leverage each toolkit to drive immediate value for your business and/or clients.

SEO Toolkit Review and Tutorial



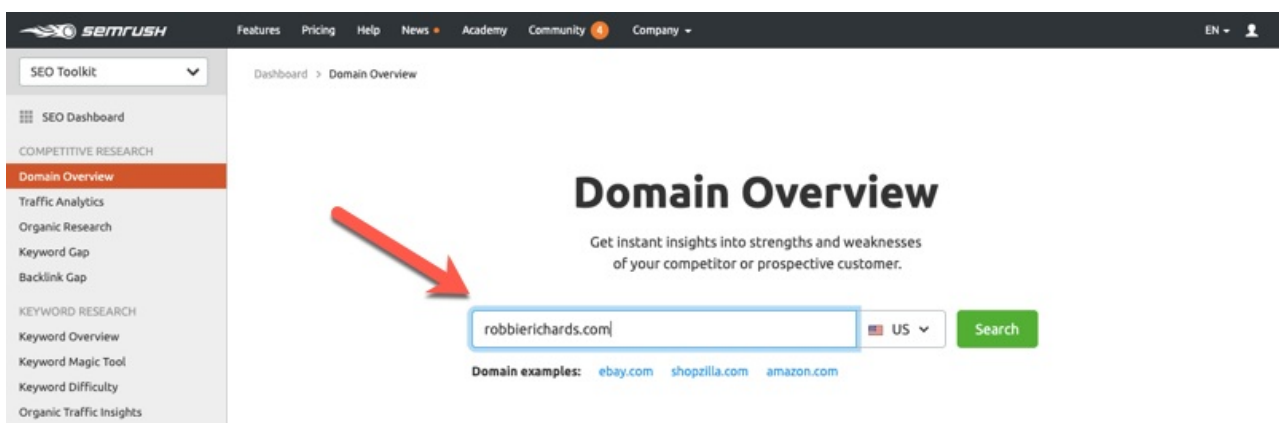
#1: Collect Benchmark Data

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

Here's how to do that...

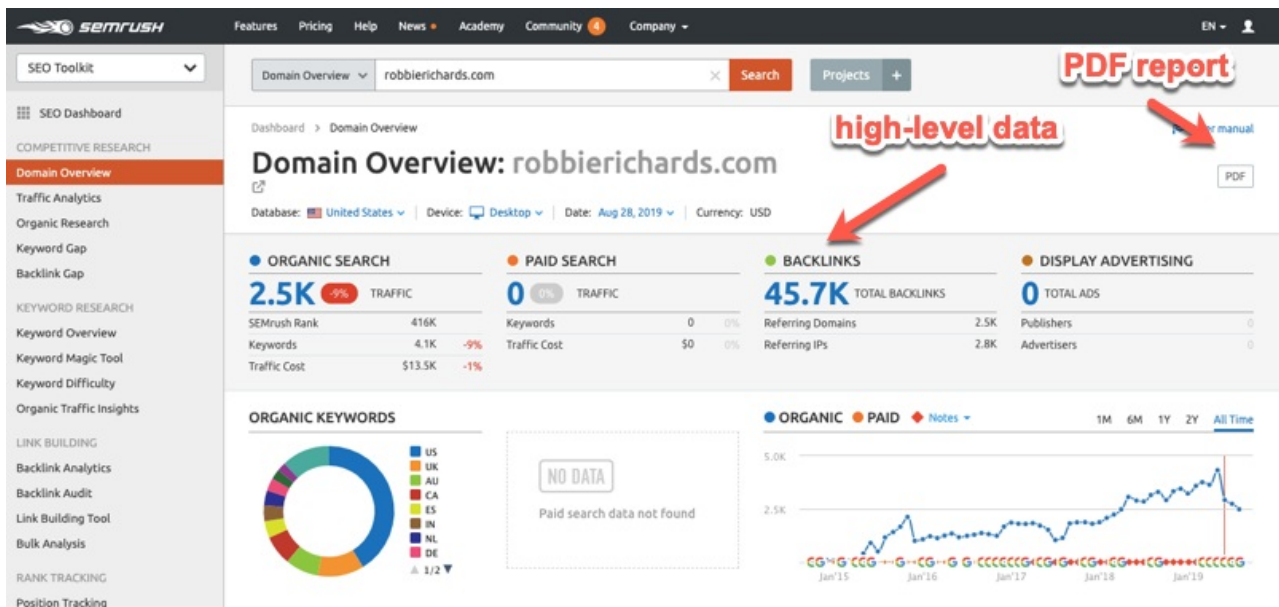
In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Domain Overview** from the side menu.
3. Enter the domain – e.g. “*robbierichards.com*” – you want to analyze.
4. Click **Search**:



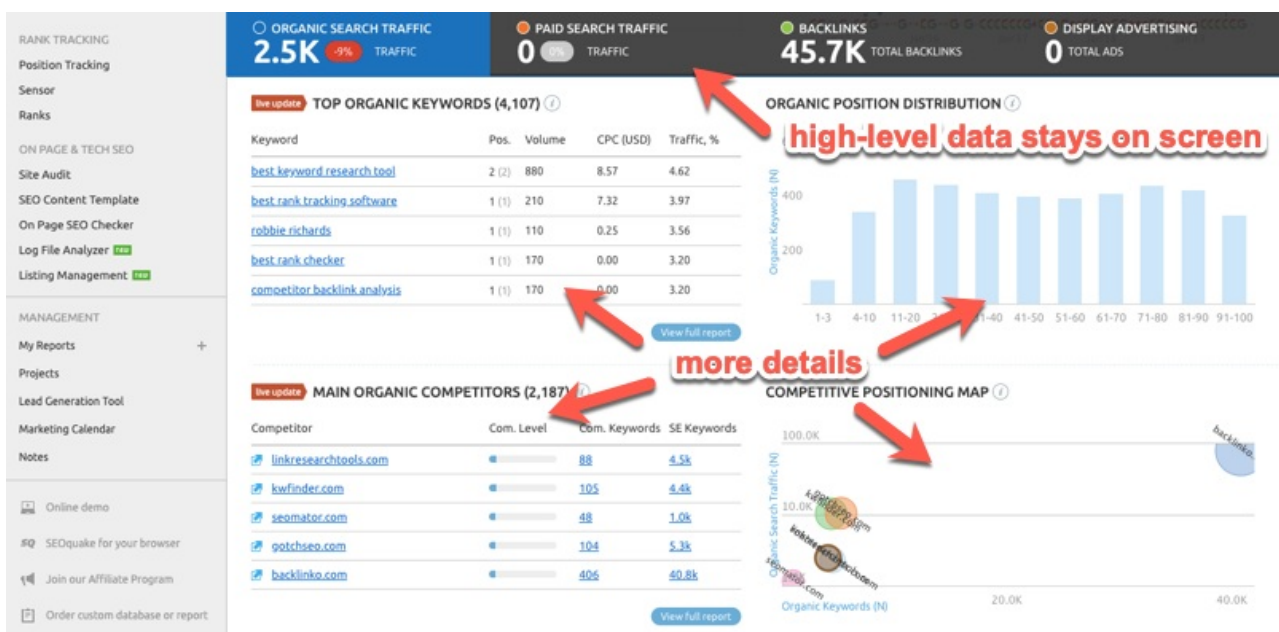
The report shows your high-level data, including:

- Organic search
- Paid search
- Backlinks
- Display advertising



As you scroll down the page, you can see more details, including:

- Top organic keywords
- Organic position distribution
- Main organic competitors
- Competitive positioning map



Scroll back up and click the **PDF** button at the top of the page. Now you can download the dated report and benchmark your data.

ACTION ITEM:

Use the data on the overview dashboard to establish some baseline benchmark metrics:

- *How much organic traffic are you getting?*
- *How many backlinks do you have pointing to the site?*
- *How much paid traffic (if any)?*
- *How many keywords do you have ranking in the top three search results?*

Save this data in a spreadsheet.

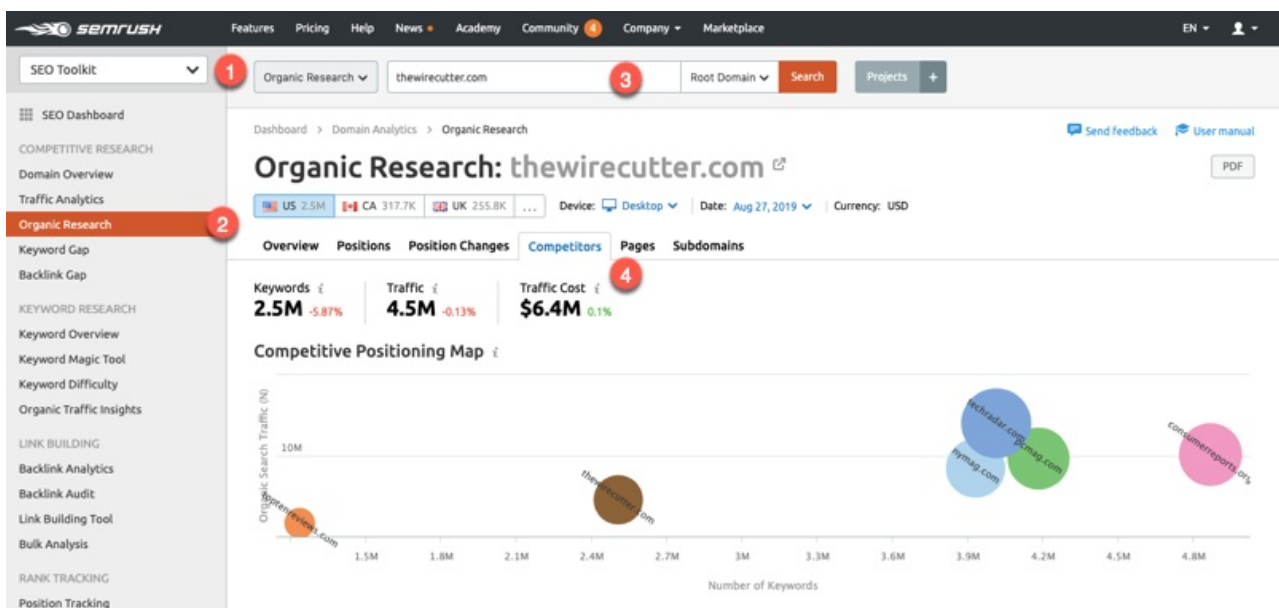
You can return to these metrics periodically and see if your SEO and PPC efforts are proving effective.

#2: Identify Your Top Organic Search Competitors

The next step is to identify your top organic competitors.

In SEMrush:

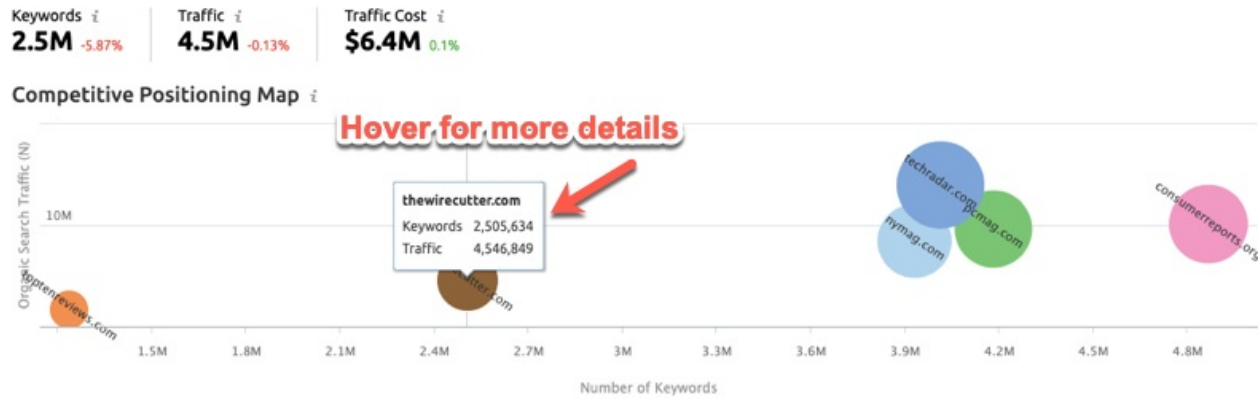
1. Select **SEO Toolkit**.
2. Click on **Organic Research** from the side menu.
3. Enter the domain – e.g. “*thewirecutter.com*” – you want to analyze.
4. Click on the **Competitors** tab:



The **Competitor Positioning Map** highlights the top organic search competitors.

For each domain, you can see the number of keywords ranking in the Top 100 search results, as well as the volume of organic search traffic. In our example, you can see that Techradar and PCMag are top competitors of Wirecutter.

Hover over the bubbles to see the exact numbers for each domain:



Scroll down from the **Competitor Positioning Map**, and you'll find the **Organic Competitors** report:

Organic Competitors 1 - 100 (274,856) $\uparrow$ Export

Domain	Com. Level	Common Keywords	SE Keywords	Traffic	Costs (USD)	Paid Keywords
nymag.com	18%	117.4K	3.9M	8.5M	10M	122
pcmag.com	14%	109.7K	4.2M	9.6M	27.2M	441
consumerreports.org	14%	102.3K	4.9M	10.1M	22.1M	3.1K
toptenreviews.com	13%	57.3K	1.2M	1.7M	4.2M	0
techradar.com	12%	102.5K	4M	14M	24M	0
digitaltrends.com	12%	135.3K	6.6M	14.6M	21.1M	155
reviewed.com	11%	38.6K	778.2K	728.9K	1.1M	344
bestbuy.com	10%	167.9K	7.4M	59.8M	44.1M	39.5K
tomsguide.com	10%	92.7K	4.5M	10.6M	19.1M	0
reviews.com	9%	36K	986.6K	1.9M	13.8M	0

This table highlights *lesser-known* organic competitors, and allows you to drill-down and find loads of actionable data.

You can see in the table we've instantly been able to uncover **274,856** potential competitors.

Much quicker than trawling through Google!

Pay close attention to the following metrics in the table:

- **Competition Level** – the larger the number of common keywords, the higher the level of perceived competition.

- **Common Keywords** – the keywords for which multiple domains rank in the top Google 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'd recommend starting with the **Common Keywords** column to filter out the domains currently ranking in the Top 100 search results for the same keywords you're ranking for.

The more common keywords, the stronger the competition.

ACTION ITEM:

Select a domain from the **Organic 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 Traffic (Folder, Page, and Individual Keyword Level)

Having identified your competitors in step #2, SEMrush allows you to get an **'All Access Backstage Pass'** to see how your competitors are driving traffic at the subdomain/subfolder, page/post, and individual keyword levels.

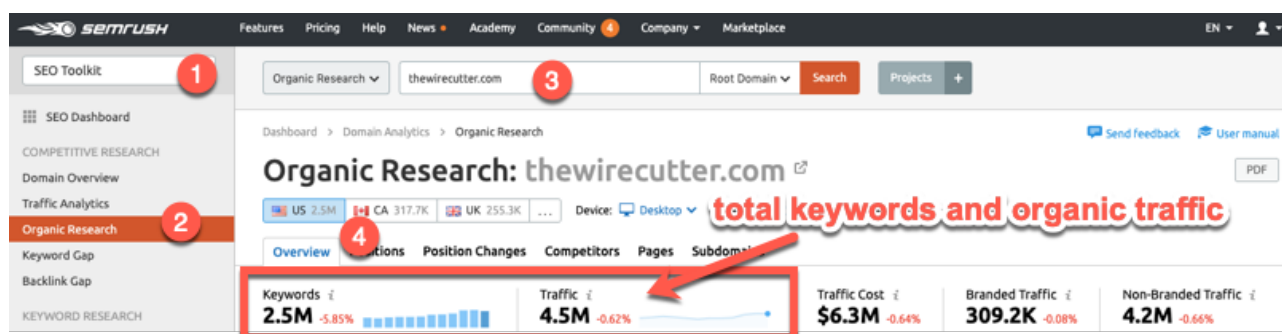
You can use this data to create a proven roadmap to quickly scale your organic traffic across each stage of the funnel.

Top-level organic traffic view

Let's start with an overview of all the organic traffic for Wirecutter.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Organic Research** from the side menu.
3. Enter the domain – e.g. *"thewirecutter.com"* – you want to analyze.
4. Click on the **Overview** tab:



The **Overview** report shows the total organic **traffic** and **keywords** for the domain. You can see that Wirecutter has **2.5 million keywords** in the Top 100 and expects to get **4.5 million visits** per month.

OK, let's dig a little further...

Folders

Using filters in SEMrush, you can find which subfolders drive the most organic search traffic. For example, Wirecutter houses its product reviews in a URL subfolder called **"/reviews/"**:



Let's see how much of their **investigational intent traffic** goes there.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Organic Research** from the side menu.
3. Enter the domain – e.g. *"thewirecutter.com"* – you want to analyze.
4. Click on the **Positions** tab.
5. Apply advanced filters: **Include > URL > Containing > /reviews/**

1. SEO Toolkit dropdown

2. Organic Research tab

3. Domain input field: thewirecutter.com

4. Positions tab

5. Advanced filters dropdown

Advanced filters: Include URL Containing /reviews/

+ Apply subfolder filter for "/reviews/"

Apply Clear filter

Now the results show the keywords and traffic found only in the **"/reviews/"** subfolder:

Overview Positions Position Changes Competitors Pages Subdomains

Positions Filter by keyword Volume Advanced filters 1 X

Keywords 2.2M -5.25%

Traffic 4.1M 0.06%

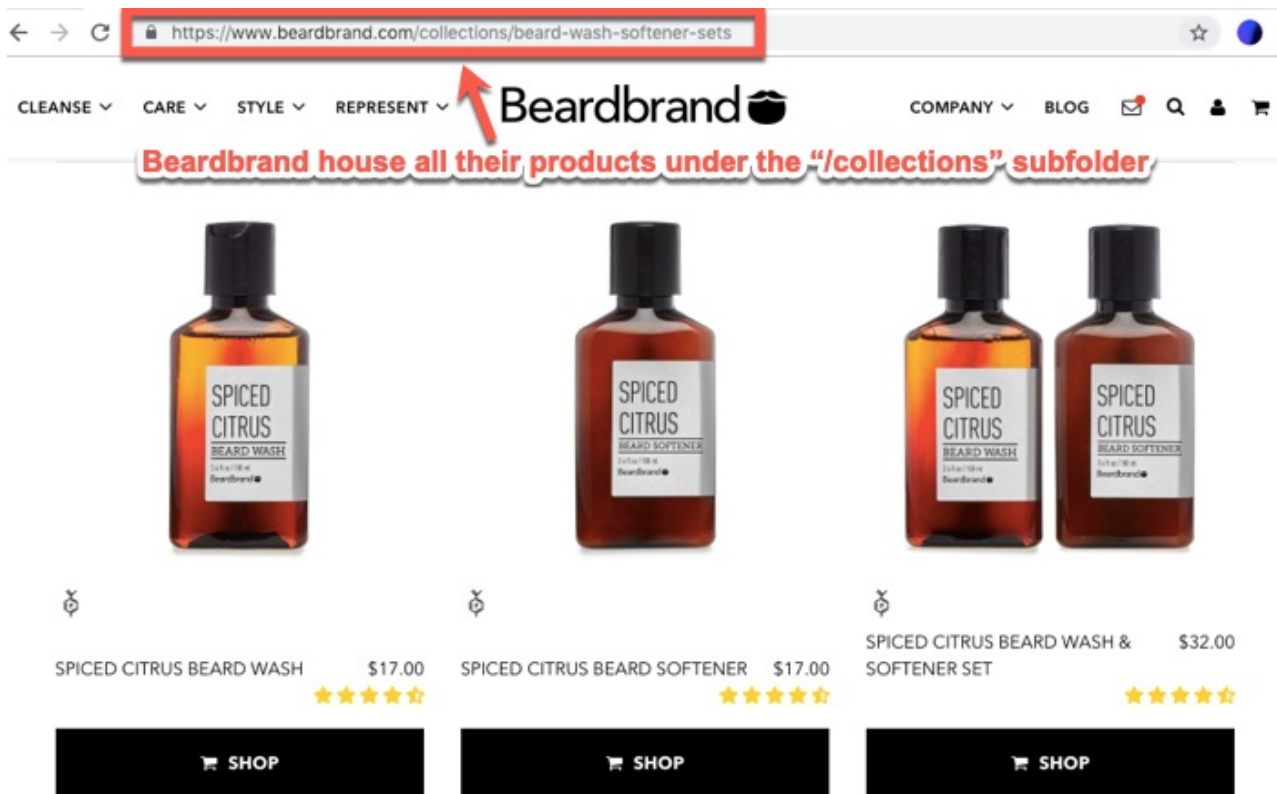
Traffic Cost \$5.6M 0.11%

Organic Search Positions 1 - 100 (2,245,799)

	Keyword	Pos.	Diff.	Traffic	Traffic %	Volume	KD%	CPC (USD)
>	scanner app	4 → 1	↑ 3	115,620	2.55	246,000	81.67	1.24
>	air fryer	10 → 11	↓ 1	31,631	0.69	673,000	91.21	0.67
>	alarm clock	11 → 11	0	25,850	0.57	550,000	88.63	0.68
>	peloton bike cost	1 → 1	0	19,035	0.42	40,500	83.84	3.00
>	dehumidifier	6 → 4	↑ 2	17,220	0.38	246,000	86.86	0.92

You can see that Wirecutter gets **4.1 million visits** per month (**91% of the total traffic**) and has **2.2 million keywords** (**88% of all keywords**) in its **"/reviews/"** subfolder, which is where they generate their affiliate revenue.

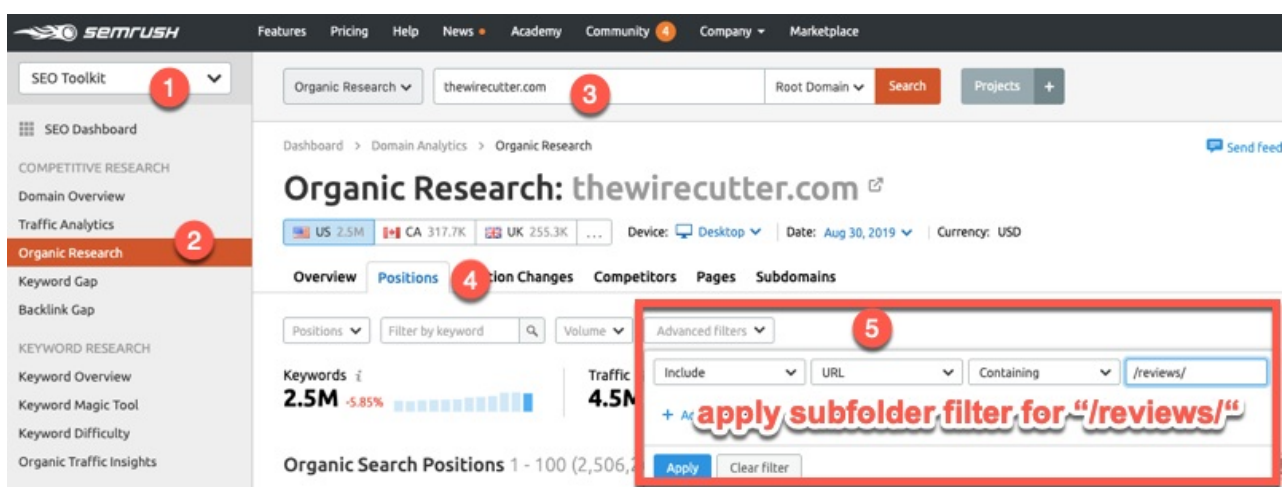
OK, now let's check the ecommerce site, Beardbrand, who house all their products under the **"/collections/"** subfolder:



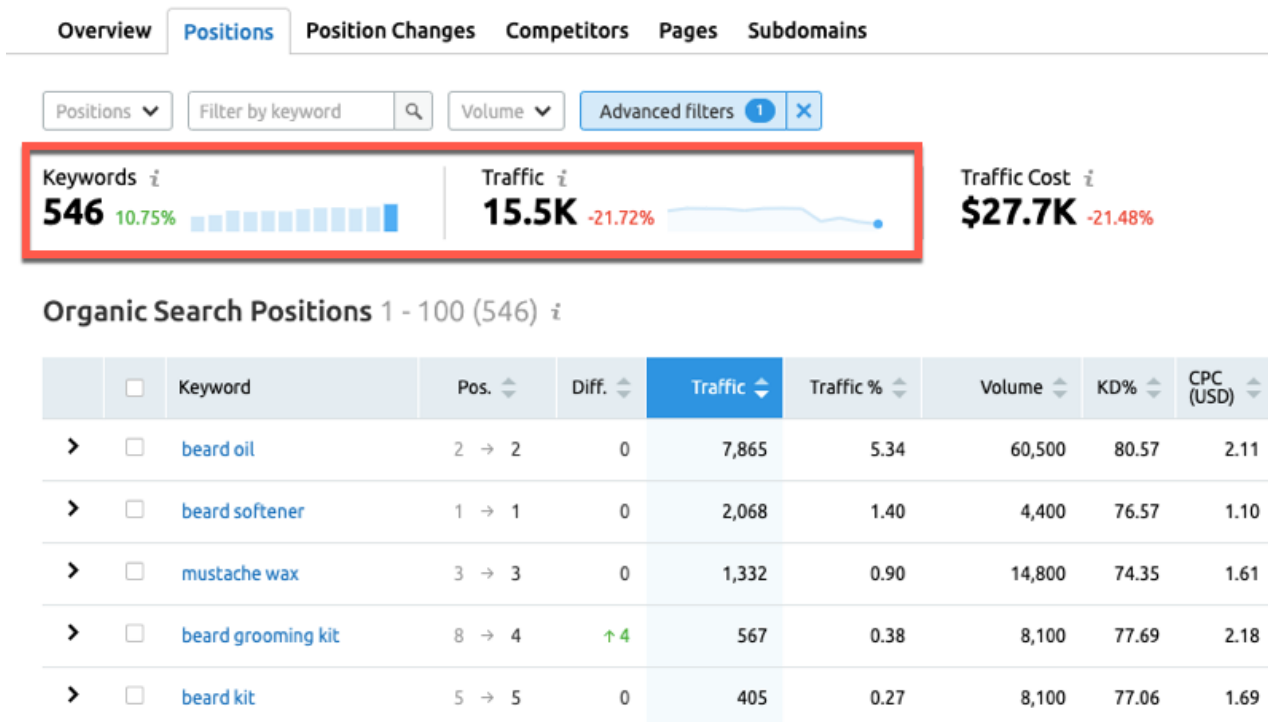
This time we'll apply the advanced filters to discover the **commercial intent** traffic.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Organic Research** from the side menu.
3. Enter the domain – e.g. *"beardbrand.com"* – you want to analyze.
4. Click on the **Positions** tab.
5. Apply advanced filters: **Include > URL > Containing > /collections/**



Now the results show the keywords and traffic found only in the **"/collections/"** subfolder:



Overall, Beardbrand has **40.9K keywords** in the Top 100 and expects to get **147K visits** per month. But its commercial intent product category pages only drive a small proportion with **546 keywords** and **15.5K (11%) traffic**.

Pages/posts

You can also check which individual pages are driving the most traffic across each stage of the funnel. This tells you which topics (rather than keywords) your competitors are targeting.

Let's check the top traffic-driving commercial intent pages for Beardbrand.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Organic Research** from the side menu.
3. Enter the domain – e.g. “beardbrand.com” – you want to analyze.
4. Click on the **Pages** tab.
5. Apply advanced filters: **Include > URL > Containing > /collections/**

1. Select **SEO Toolkit**.

2. Click on **Organic Research** from the side menu.

3. Enter the domain – e.g. “*thewirecutter.com*” – you want to analyze.

4. Click on the **Positions** tab.

5. Apply advanced filters: **Include > Keyword > Containing > best**

URL	Traffic	Traffic %	Keywords
https://www.beardbrand.com/collections/beard-oil	8.7K	5.88	101
https://www.beardbrand.com/collections/beard-softener	2.3K	1.57	17
https://www.beardbrand.com/collections/mustache-wax	1.5K	0.99	53
https://www.beardbrand.com/collections/grooming-kits	1.1K	0.75	39
https://www.beardbrand.com/collections/sea-salt-spray	460	0.31	78

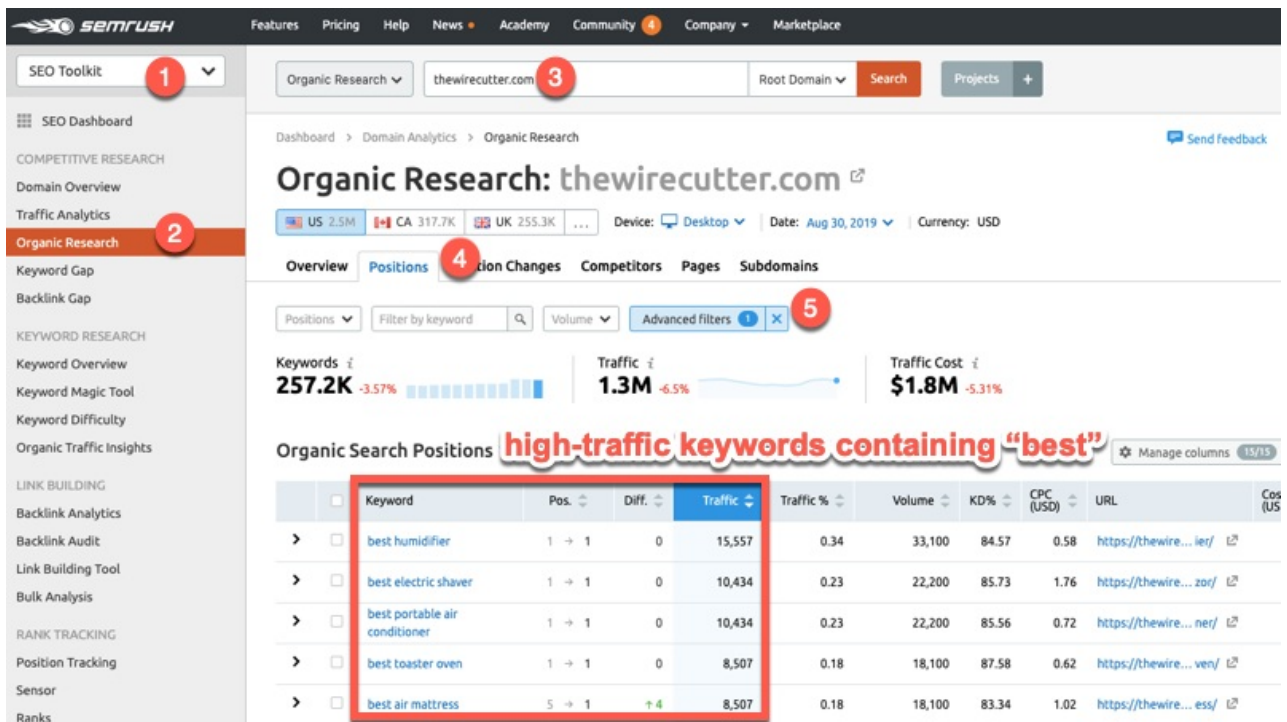
For Beardbrand, you can see their Beard Oil page gets **8.7K visits** per month – that’s **5.9%** of the total traffic – and is by far their highest traffic-generating commercial intent topic.

Keywords

Finally, let’s look at which keywords are driving the most traffic. But rather than using URL filters, we’ll check for **investigational intent keywords** that use modifiers like **best**, **top**, **review**, and **comparison**.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Organic Research** from the side menu.
3. Enter the domain – e.g. “*thewirecutter.com*” – you want to analyze.
4. Click on the **Positions** tab.
5. Apply advanced filters: **Include > Keyword > Containing > best**



The report shows that Wirecutter uses **257.2K investigational intent keywords** to drive **1.3M visits** per month – that's **28.9%** of their total traffic.

Bonus Resource: [How to Find High-Value Competitor Keywords \(Actionable 5-Step Guide\)](#)

#4: Perform an In-Depth Keyword Gap Analysis

The SEMrush [Keyword Gap tool](#) lets you make direct comparisons with up to five of your competitors by uncovering keywords they rank for, but you don't.

For example, you can discover:

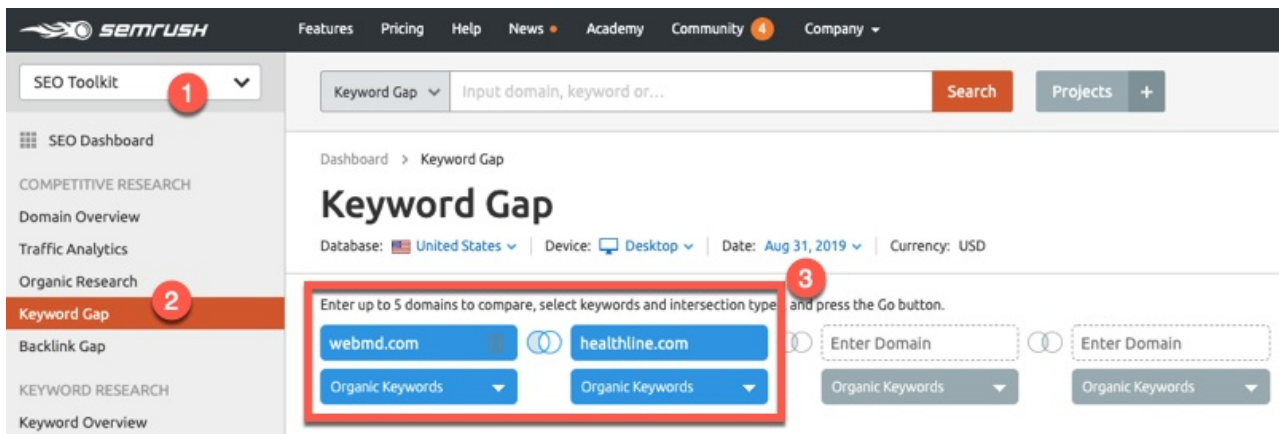
- What keywords are unique to your competitor
- What keywords you have in common

In this example, Healthline is analyzing its competitor, WebMD.

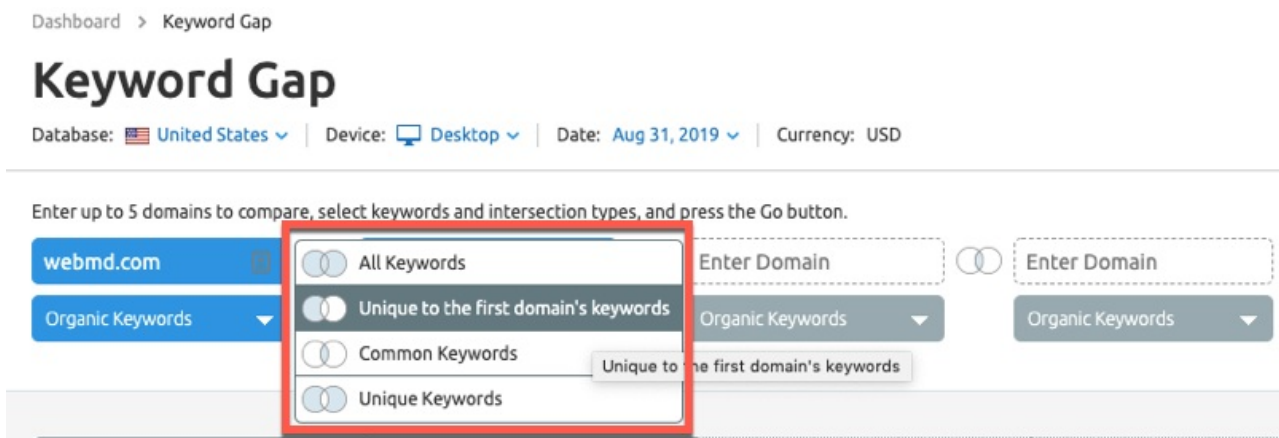
IMPORTANT: You MUST enter your competitor's domains first, with your own domain last on the list.

In SEMrush:

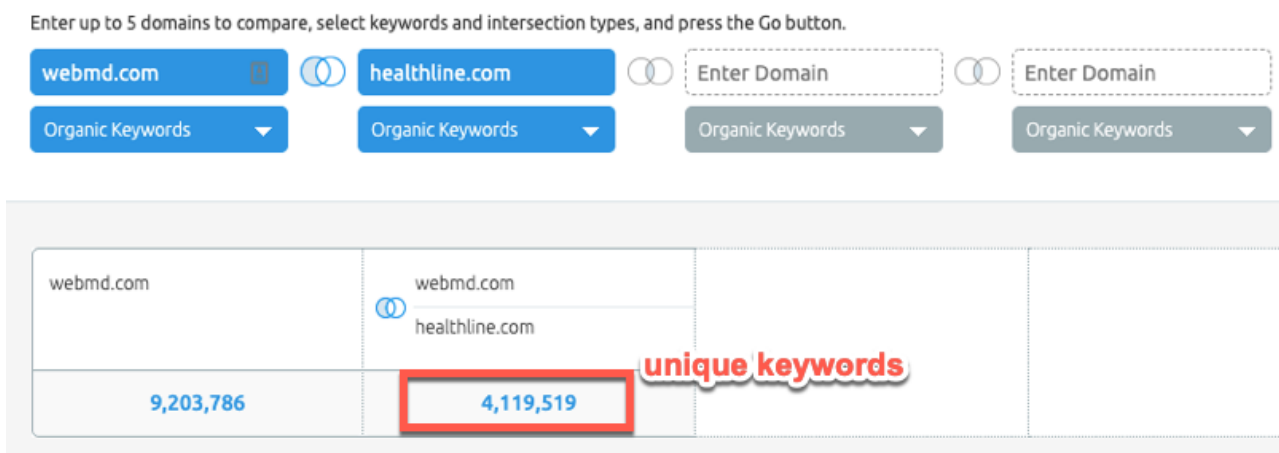
1. Select **SEO Toolkit**.
2. Click on **Keyword Gap** from the side menu.
3. Enter the domains you want to compare – e.g. "webmd.com" and "healthline.com":



Then select the type of intersection – e.g. “Unique to the first domain’s keywords”:



The report shows that there are **4,119,519 keywords** unique to WebMD:



But a lot of those are low-ranking keywords.

So to make the report more relevant, we’ll add an advanced filter to find the competitor keywords ranking in the Top 10:

Advanced filters ▾

Include ▾

webmd.com (or... ▾

Less than ▾

11

+ Add one more

Apply a filter to show keywords ranking in the Top 10

Apply

Reset

Cancel

Now you can see a list of high-volume Top 10 ranking keywords unique to WebMD that Healthline could target:

Advanced filters ▾

Include ▾

webmd.com (or... ▾

Less than ▾

11

+ Add one more

Apply

Reset

Cancel

High volume Top 10 ranking keywords unique to WebMD that Healthline could target

☐	Keyword	Webmd.com ▴▾	Healthline.com ▴▾	Volume ▴▾	KD ▴▾	CPC (USD) ▴▾
☐	sex	3	-	2,740,000	95.17	0.25
☐	dog	10	-	1,220,000	89.23	0.93
☐	cat	5	-	1,000,000	87.61	0.81
☐	pill identifier	3	-	1,000,000	78.56	1.29
☐	dermatologist	8	-	550,000	86.79	5.80
☐	pill finder	3	-	550,000	80.31	1.02
☐	health videos	5	-	450,000	86.02	1.16

#5: Find All Your Existing Keyword Opportunities

If you only perform keyword research for new content, then this tactic is a game-changer. And it's one I've used on my blog on countless occasions:

Page ?	Pageviews ? ↓
Organic Traffic	86.88% ↑ 3,461 vs 1,852
1. /seo/best-keyword-research-tool/	
Jan 23, 2019 - Feb 23, 2019	3,461 (100.00%)
Dec 22, 2018 - Jan 22, 2019	1,852 (100.00%)
% Change	86.88%

Increasing organic traffic by as much as 402% month over month:

Page ?	Source / Medium ?	Pageviews ? ↓
		449.32% ↑ 9,355 vs 1,703
1. /social/how-to-promote-your-blog-post/	google / organic	
Jul 12, 2016 - Aug 12, 2016		4,753 (50.81%)
Jun 11, 2016 - Jul 11, 2016		946 (55.55%)
% Change		402.43%

The blog post above went from position #8 to #2 overnight, which is why the traffic shot up like a rocket!

This tactic allows you to take existing content that's underperforming and optimize it in such a way that it generates near-immediate traffic gains.

In SEMrush:

1. Select **SEO Toolkit**.
2. Select **Organic Research** from the sidebar menu.
3. Enter the domain – e.g. “magento.com” – you want to analyze.
4. Click on the **Positions** tab:

SEMRUSH

Features Pricing Help News Academy Community Company Marketplace

SEO Toolkit

Organic Research

Dashboard > Domain Analytics > Organic Research

Organic Research: magento.com

US 121K UK 27.5K CA 21.1K ... Device: Desktop Date: Aug 30, 2019 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Positions Filter by keyword Volume Advanced filters

Keywords 121K 0.49%

Traffic 167.4K 1.42%

Traffic Cost \$1.2M 3.02%

The results show **all** the top-ranking keywords. But you only want to target the **low-hanging** keywords that can be optimized, so use the **Positions** filter to find keywords ranking in positions **#6 to #20**:

Organic Research: magento.com

US 121K UK 27.5K CA 21.1K ... Device: Desktop Date: Aug 30, 2019 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Pos: #6-20

Keywords 14.8K -2.63%

Traffic 18.6K -17.98%

Traffic Cost \$49.5K -7.19%

Organic Search Positions 1 - 100 (14,758)

Keyword	Pos.	Diff.	Traffic	Traffic %	Volume	KD%	CPC (USD)
rural king	8 → 9	↓ 1	4,038	2.41	673,000	80.75	0.23
pci	13 → 10	↑ 3	1,485	0.88	49,500	71.60	7.00
jomashop	12 → 12	0	429	0.25	165,000	88.69	0.15
magent	5 → 6	↓ 1	405	0.24	8,100	78.36	1.83
cayan	12 → 11	↑ 1	310	0.18	6,600	71.80	3.11

Now you have **14.8K keywords** (instead of 121K) that you can target.

You can drill down further by selecting subfolders to target, as we did in the previous section.

Once you've selected the pages to optimize, export the results as a **CSV** file. Then copy/paste the data into the sheet labeled "1. SEMRush Export" in the [Google Sheet](#) below.

In the DONE tab, you should now see something like this:

A	B	C	D	E	F
Keyword	Position	Search Volume	Keyword Difficulty Index	Competition	Url
subreddit list 5000	18	210	76.67	0	https://www.robberichards.com/social/reddit-traffic/
king sumo	17	320	51.39	0.01	https://www.robberichards.com/kingsumo-thank-you/
keyword keg	8	390	45.7	0.02	https://www.robberichards.com/seo/best-keyword-rese
ahrefs	9	12100	72.18	0.03	https://www.robberichards.com/seo/ahrefs-review/
seo keyword tool online	18	390	63.83	0.03	https://www.robberichards.com/seo/best-keyword-rese
keyword io	7	720	49.67	0.04	https://www.robberichards.com/seo/best-keyword-rese
seo monitoring dashboard	17	390	56.98	0.04	https://www.robberichards.com/seo/seo-metrics/
free link building tools	9	320	55.8	0.05	https://www.robberichards.com/seo/link-building-tools/
best keyword tracker	7	210	58.19	0.05	https://www.robberichards.com/seo/best-keyword-rese
link building tips	8	170	69.69	0.05	https://www.robberichards.com/seo/13-killer-link-buildi
free link building software	16	140	52.48	0.07	https://www.robberichards.com/seo/link-building-tools/
keywordtool io	11	1900	58.93	0.08	https://www.robberichards.com/seo/best-keyword-rese
seo onpage	16	110	60.62	0.08	https://www.robberichards.com/seo/on-page-seo/
seo metrics	13	260	65.57	0.09	https://www.robberichards.com/seo/seo-metrics/
building ideas	19	590	78.19	0.09	https://www.robberichards.com/seo/13-killer-link-buildi

The rows with the most GREEN in them signify the MOST ATTRACTIVE opportunities.

For more details on this technique, check out this post.

Editor's Note: If you want to learn the exact keyword research processes I use to scale organic traffic for my clients, check out my premium training course, *The SEO Playbook*.

You'll learn how to find, qualify, prioritize and map keyword data:

Keyword	Position	Volume	KC	CPC	Tag	URL	Relevancy	Intent	Compete?	Content Type	Notes
beard oil	na	78000	14	1.5	Content Gap KWs - Commercial	na	y	Investigational	Yes	Product Category	
mustache wax	na	12000	6	\$1.00	Comp. KWs - Commercial	https://www.beardbrand.com/	y	Transactional	Yes	Product Category	
boar bristle brush	na	11000	11	1	New KWs - Commercial	na	y	Transactional	Yes	Product Page	
beard brush	na	10000	5	\$1.10	Content Gap KWs - Informational	na	y	Investigational	Yes	Product Category	
sea salt spray	10	8500	8	1.3	Existing KW - Commercial	https://www.beardbrand.com/	y	Investigational	Yes	Product Page	
beard conditioner	7	6700	4	1.4	Existing KW - Commercial	https://www.beardbrand.com/	y	Investigational	Yes	Product Category	
beard grooming kit	12	6100	4	1.6	Existing KW - Commercial	https://www.beardbrand.com/	y	Investigational	Yes	Product Category	
beard growth oil	na	6000	1	0.8	New KWs - Commercial	na	y	Investigational	Yes	Product Category	
beard care products	7	4500	35	1.6	Existing KW - Commercial	https://www.beardbrand.com/	y	Investigational	Yes	Home	beard oil parent category
beard kit	12	3900	3	1.1	Existing KW - Commercial	https://www.beardbrand.com/	y	Investigational	Yes	Product Category	Home pages ranking
beard softener	na	3700	1	\$1.10	Content Gap KWs - Commercial	na	y	Investigational	Yes	Product Category	
best beard products	na	3100	7	\$1.40	Content Gap KWs - Informational	na	y	Investigational	Yes	Home	conditioner parent topic
beard wash	na	2800	1	1.4	Content Gap KWs - Commercial	na	y	Investigational	Yes	Product Category	
beard cream	na	2400	2	1.2	New KWs - Commercial	na	y	Investigational	Yes	Product Category	beard shampoo parent
beard shaping tool	na	2100	1	0.35	Comp. KWs - Commercial	https://shop.beardholio.com/	y	Investigational	Yes	Product Page	
beard balm vs oil	na	1700	1	\$2.50	Content Gap KWs - Informational	na	y	Investigational	Yes	Blog Post	
beard balm vs beard oil	na	1400	1	\$2.00	Content Gap KWs - Informational	na	y	Investigational	Yes	Blog Post	
best beard grooming products	na	1300	14	\$2.00	Content Gap KWs - Informational	na	y	Transactional	Yes	Home	beard products parent
best beard care products	na	1200	6	1.2	Content Gap KWs - Informational	na	y	Investigational	Yes	Blog Post	
grooming kit	13	1100	4	\$1.20	Existing KW - Commercial	https://www.beardbrand.com/	y	Investigational	Yes	Product Category	beard grooming kit parent
beard shaper	na	1100	2	0.45	Comp. KWs - Commercial	https://shop.beardholio.com/	y	Investigational	Yes	Product Category	
beard kits	9	1000	5	\$1.50	Existing KW - Commercial	https://www.beardbrand.com/	y	Investigational	Yes	Product Page	
beard thickener	9	1000	9	\$0.60	Existing KW - Informational	https://www.beardbrand.com/	y	Investigational	Yes	Blog Post	how to grow a thicker
best beard growth products	na	1000	6	\$1.00	Content Gap KWs - Informational	na	y	Investigational	Yes	Blog Post	

Screenshots of the Aggregate and Keyword Mapping tabs in *The SEO Playbook*.

#6: Expand Your Organic Footprint with Secondary Keyword Analysis

A single page can rank for hundreds or even thousands of different keywords depending on the niche and type of content.

For example, Wirecutter's top pages rank for **thousands** of keywords:

Organic Pages 1 - 100 (1,988) **top pages rank for thousands of keywords**

URL	Traffic	Traffic %	Keywords
https://thewirecutter.com/	180K	3.97	7.8K
https://thewirecutter.com/reviews/best-mobile-scanning-apps/	124.5K	2.75	5.5K
https://thewirecutter.com/reviews/peloton-review-what-to-know-before-you-buy/	60K	1.32	3.3K
https://thewirecutter.com/reviews/best-air-fryer/	58K	1.28	4.4K
https://thewirecutter.com/reviews/the-best-humidifier/	52.1K	1.15	3.9K
https://thewirecutter.com/reviews/what-is-alexa-what-is-the-amazon-echo-...-ld-you-get-one/	46K	1.01	7.1K

But if you dig a little deeper, you'll find that the primary keyword only brings in a small proportion of the traffic. And the remainder comes from secondary keywords.

For example, take a look at the Wirecutter page for the best mobile scanning apps. The primary keyword – **scanner app** – brings in **115,620 visitors** – that's **2.55%** of the page's overall monthly organic traffic. The remaining **97.45%** comes from the other **5,529** semantic and long tail secondary keywords:

Organic Search Positions **primary keyword generates 2.55% of the monthly traffic**

	☐	Keyword	Pos.	Diff.	Traffic	Traffic %	Volume	KD%	CPC (USD)
>	☐	scanner app	4 → 1	↑ 3	115,620	2.55	246,000	81.67	1.24
>	☐	best scanner app	1 → 1	0	1,363	0.03	2,900	85.39	1.50
>	☐	the best	9 → 11	↓ 2	850	0.01	18,100	92.21	0.81
>	☐	scan app for android	2 → 2	0	468	0.01	3,600	86.84	0.83
>	☐	scanner app free	9 → 9	0	363	< 0.01	12,100	85.32	1.32
>	☐	best scanner app for documents	1 → 1	0	277	< 0.01	590	88.51	1.21

Here's how to expand the organic keyword footprint on your pages with secondary keywords related to the primary topic.

In SEMrush:

1. Select **SEO Toolkit**.
2. Select **Keyword Magic Tool** from the sidebar menu.
3. Enter the primary keyword – e.g. "scanner app" – into the search bar.
4. Click **Search**:

scanner app	US	Search	Broad Match	Phrase Match	Exact Match	Related
All	Questions	Advanced filters				
By number	By volume	Group "barcode": 1,534	Total volume: 33,900	Average KD: 11.50%		
All keywords	13,796	Keyword	Volume	Trend	KD%	CPC ...
> best	1,997	barcode scanner app	9,900		78.61	1.33
> android	1,665	barcode scanner app free	2,900		83.55	1.63
> barcode	1,534	lottery ticket barcode scanner app android	1,300		84.86	2.89
> police	1,524	free walmart barcode scanner app	1,000		85.94	1.48
> iphone	1,395	best barcode scanner app	880		81.86	1.52
> free	1,217					
> download	662					
> card	524					
> nr	512					

Look through the results to see which related keywords you want to add to your content.

Note: You can also use these secondary keyword ideas to create new posts or pages.

#7: Find Piles of Long-Tail Keywords (With Specific Search Intent) Using the Keyword Magic Tool

Staying with the **Keyword Magic Tool**, let's see how we can find specific search intent long-tail keywords.

Another of Wirecutter's top pages is their review of **Air Fryers**:

Organic Pages 1 - 100 (1,988)	top pages rank for thousands of keywords		
URL	Traffic	Traffic %	Keywords
https://thewirecutter.com/	180K	3.97	7.8K
https://thewirecutter.com/reviews/best-mobile-scanning-apps/	124.5K	2.75	5.5K
https://thewirecutter.com/reviews/peloton-review-what-to-know-before-you-buy/	60K	1.32	3.3K
https://thewirecutter.com/reviews/best-air-fryer/	58K	1.28	4.4K
https://thewirecutter.com/reviews/the-best-humidifier/	52.1K	1.15	3.9K
https://thewirecutter.com/reviews/what-is-alexa-what-is-the-amazon-echo-...-ld-you-get-one/	46K	1.01	7.1K

When you enter the primary keyword – air fryer – into the Keyword Magic Tool, you get a staggering **101,194 related keywords**:

The screenshot shows the Keyword Magic Tool interface. The search bar contains 'air fryer' and the location is set to 'US'. The search results are displayed in a table with columns: Keyword, Volume, Trend, KD%, and CPC. The total volume is 4,384,730 and the average KD is 7.81%.

Summary: All keywords: 101,194 | Total volume: 4,384,730 | Average KD: 7.81%

Keyword	Volume	Trend	KD%	CPC
air fryer	673,000	[Trend]	90.08	0.67
air fryer recipes	165,000	[Trend]	84.11	0.33
best air fryer	90,500	[Trend]	88.59	0.50
air fryer oven	74,000	[Trend]	86.05	0.81
power air fryer oven	74,000	[Trend]	88.43	2.44

But, say you're only interested in **mid-funnel investigational intent** keywords? Then you can use the groups of keywords in the left-hand menu to find keyword modifiers like "best":

The screenshot shows the Keyword Magic Tool interface with the search bar containing 'air fryer'. The left-hand menu shows a list of keyword groups, with 'best' selected. The search results are displayed in a table with columns: Keyword, Volume, Trend, KD%, and CPC. The total volume is 192,500 and the average KD is 9.47%.

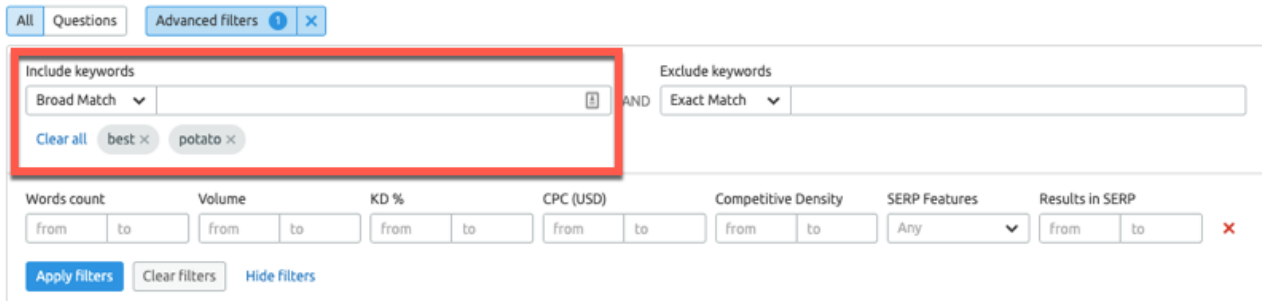
Summary: Group "best": 2,778 | Total volume: 192,500 | Average KD: 9.47%

Keyword	Volume	Trend	KD%	CPC
best air fryer	90,500	[Trend]	88.59	0.50
best air fryer 2018	12,100	[Trend]	82.53	0.72
best air fryer recipes	6,600	[Trend]	86.43	0.21
best buy air fryer	6,600	[Trend]	95.35	0.34
175 best air fryer recipes	5,400	[Trend]	73.50	0.58

And now you have **2,778 keywords** related to **"best air fryer"**, such as *"best air fryer recipes"*, *"best air fryer consumer reports"*, and *"best-rated air fryer"*.

You can use the list to drill into the most valuable long-tail keyword ideas. But if you don't see a related keyword topic in the left-hand menu, you can use the **"Advanced Filters"** to add a keyword to the **"Include keywords"** area.

For example, you could add the words **"best"** and **"potato"** to refine the results to keywords containing both words:



Now the results look like this:

By number By volume

All keywords: 35 Total volume: 190 Average KD: 2.24%

long-tail keywords containing "best" and "potato"

	Keyword	Volume	Trend	KD%	CPC (...)
☐	best air fryer sweet potato fries	30		n/a	0.00
☐	best potatoes for french fries in air fryer	30		78.55	0.00
☐	best sweet potato fries in air fryer	30		n/a	0.00
☐	best potato for air fryer fries	20		n/a	0.00
☐	best potatoes for air fryer	20		n/a	0.00
☐	best air fryer potato chips	10		n/a	0.00

You have **35** long-tail keywords containing both **"best"** and **"potato"**, such as **"best potatoes for french fries in air fryer"** and **"best air fryer potato chips"**.

#8: Find Out Where Competitors Are Getting the Upper Hand in the SERP

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.

So what's next?

In this step, you're going to find all the common keywords where your competitors are ranking higher than you in the SERPs.

In SEMrush:

1. Select **SEO Toolkit**.
2. Select **Organic Research** from the sidebar menu.
3. Enter the domain – e.g. “*thewirecutter.com*” – you want to analyze.
4. Click the **Competitors** tab:

SEMRUSH

Features Pricing Help News Academy Community Company Marketplace

SEO Toolkit 1

Organic Research 2

thewirecutter.com 3

Root Domain Search Projects +

Dashboard > Domain Analytics > Organic Research

Organic Research: thewirecutter.com

US 2.5M UK 255.1K AU 235.4K ... Device: Desktop Date: Sep 1, 2019 Currency: USD

Overview Positions Position Changes Competitors 4 Pages Subdomains

Keywords 2.5M -0.05% Traffic 4.5M -1.37% Traffic Cost \$6.2M -1.58%

Scroll down the page to the **Organic Competitors** table and click on the **Common Keywords** for one of your competitors – e.g. techradar.com:

Organic Competitors 1 - 100 (276,316) i

Domain	Com. Level	Common Keywords	SE Keywords	Traffic
nymag.com	18%	118.6K	3.9M	8.4M
pcmag.com	14%	110K	4.2M	9.8M
consumerreports.org	14%	102.9K	4.9M	10.1M
toptenreviews.com	13%	57.5K	1.2M	1.6M
techradar.com	12%	102.3K	4M	13.7M
digitaltrends.com	12%	135.7K	6.6M	14.3M
reviewed.com	11%	38.4K	776K	731.1K

A new window/tab opens in SEMrush, with the **Keyword Gap** details pre-populated:

SEMURSH

Features Pricing Help News Academy Community 4 Company

SEO Toolkit

Keyword Gap

Input domain, keyword or... Search

Dashboard > Keyword Gap

Keyword Gap **common keywords**

Database: United States Device: Desktop Date: Sep 2, 2019 Currency: USD

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

thewirecutter.com techradar.com

Organic Keywords Organic Keywords

Enter Domain

Organic Keywords

Scroll down the page to the results table listing all the keywords both Wirecutter and their competitor TechRadar are ranking for in the Top 100 search results:

live update thewirecutter.com techradar.com 1 - 100 (654,279)

Show: Table View Enable Charts

common keywords and ranking positions on each domain

	Keyword	Thewirecutter.com	Techradar.com	Volume	KD	CPC (USD)	Competitive	Results	Trend
☐	apple watch	63	14	2,240,000	94.63	0.99	1.00	3,240,000,000	
☐	roku	72	41	1,000,000	94.97	0.43	0.92	90	
☐	ipad	81	16	823,000	94.53	1.23	1.00	1,810,000,000	
☐	vpn	24	8	823,000	85.25	11.78	0.72	240,000,000	
☐	chase credit card	32	35	673,000	90.27	3.29	0.37	106,000,000	
☐	google home	32	13	673,000	95.31	1.37	1.00	14,380,000,000	
☐	ancestry dna	53	31	550,000	86.89	1.61	1.00	38,400,000	
☐	apple watch 4	76	16	550,000	93.09	1.40	1.00	84	
☐	camera	10	42	550,000	91.07	0.77	0.82	6,880,000,000	
☐	chromebook	11	5	550,000	94.06	1.76	1.00	64,400,000	

But, to narrow the selection, let's add a filter, so we only see the results for TechRadar ranking in the Top 10 results:

live update thewirecutter.com techradar.com 1 - 100 (654,279)

Advanced filters

Include techradar.com (...) Less than 11

+ Add one more

add a filter for competitor's Top 10 ranking keywords

Apply Reset Cancel

Now you have a list of results that you can target:

live update thewirecutter.com techradar.com 1 - 100 (188,373) Show: Table View Enable Charts Export

☐	Keyword	Thewirecutter.com	Techradar.com	Volume	KD	CPC (USD)	Competitive	Results	Trend
☐	vpn	24	8	823,000	85.25	11.78	0.72	240,000,000	
☐	chromebook	11	5	550,000	94.06	1.76	1.00	64,400,000	
☐	laptop	42	10	450,000	92.01	1.60	1.00	2,440,000,000	
☐	new iphone	77	1	450,000	91.36	2.24	0.99	92	
☐	apple watch 3	85	8	301,000	93.87	0.50	1.00	2,530,000,000	
☐	ipad mini	62	9	301,000	93.87	0.50	1.00	706,000,000	
☐	laptops	29	10	301,000	91.23	1.89	1.00	2,350,000,000	
☐	wireless earbuds	24	3	301,000	90.11	0.70	1.00	67,200,000	
☐	bluetooth headphones	10	8	246,000	90.25	0.61	1.00	416,000,000	

For example, TechRadar ranks in position #5 for the keyword “Chromebook”, while Wirecutter is just outside the first page in position #11. This looks like an excellent topic to target and improve as the gap is small.

Other keywords might need a lot of work. For example, the keyword “new iPhone” shows TechRadar in the top spot with Wirecutter way down in position #77.

ACTION ITEM:

Export and/or filter the data (as above) to show your competitor's top-ranked common keywords.

This view will show you all the keywords where your competitor is ranking highly, 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 page ranks and yours doesn't?

- *On-page SEO?*
- *Level of detail?*
- *More up-to-date?*
- *Number of referring domains/ backlinks?*

Take these insights and start 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 where your competitors rank in the Top 10. 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 of 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 keywords you had never considered, but could easily be ranking for.

#9: 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.

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.

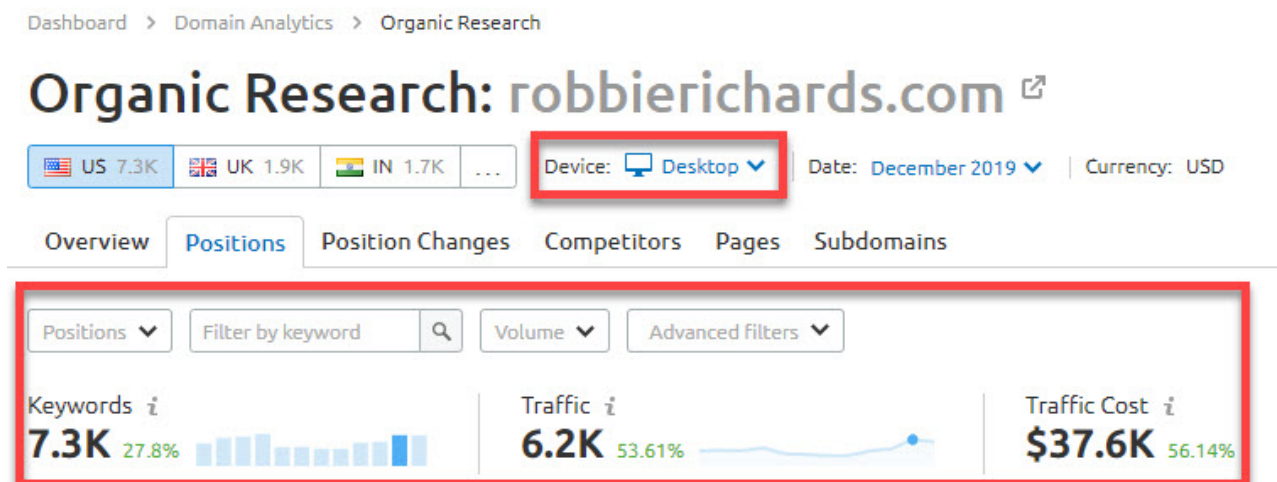
For example, let's take a look at my website.

In SEMrush:

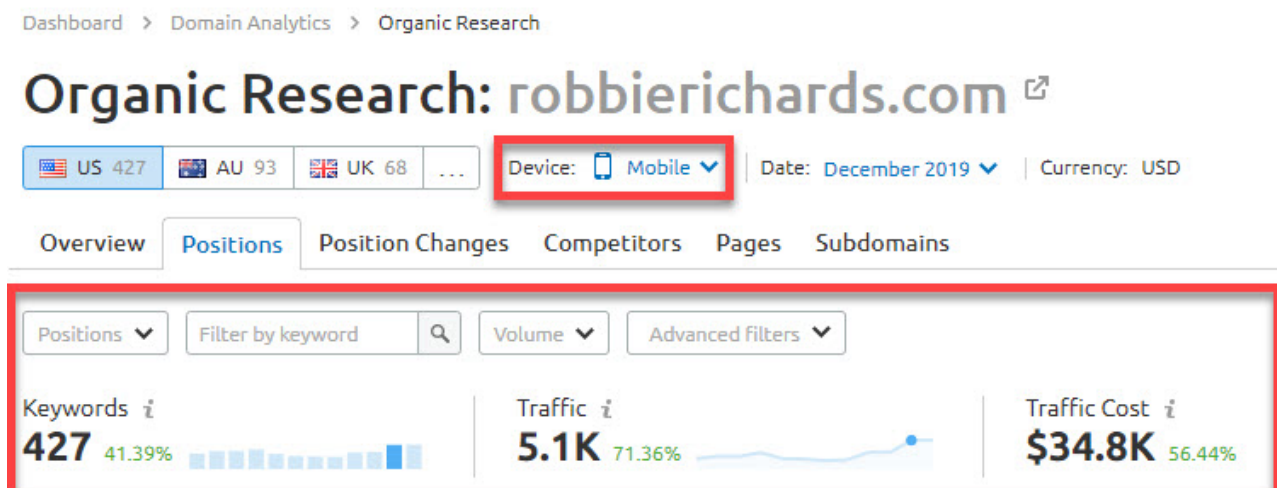
1. Select **SEO Toolkit**.
2. Click on **Organic Research** from the side menu.
3. Enter the domain – e.g. “*robbierichards.com*” – you want to analyze.
4. Click on the **Positions** tab:

Within the **Positions** report, you can switch between Mobile and Desktop to see the number of keywords the website is ranking for, the amount of traffic it gets, and the estimated traffic cost for both mobile and desktop.

Here’s my **desktop** stats:



And my **mobile** stats:



In my case, I still have more keywords and traffic on desktop compared to mobile.

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

For example, here’s where this page ranks on **desktop**:

	☐	Keyword desktop	Pos.	Diff.	Traffic	Traffic %	Volume	KD%
>	☐	best seo rank tracker	1 → 1	0	79	3.27	170	64.23
>	☐	best keyword rank tracker	1 → 1	0	65	2.69	140	59.45

And on **mobile**:

	☐	Keyword mobile	Pos.	Diff.	Traffic	Traffic %	Volume	CPC (USD)
>	☐	best keyword rank tracker	2 → 2	0	22	1.47	170	0.00
>	☐	rank tracking software	11 → 11	0	22	1.47	480	6.68

So you can see there is a variation in **ranking position** and **traffic volume**.

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

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

On **desktop**:

65 Experts Reveal Best Keyword Rank Tracker (With Leaderboard)

<https://www.robberichards.com/seo/best-rank-tracker/> ▼

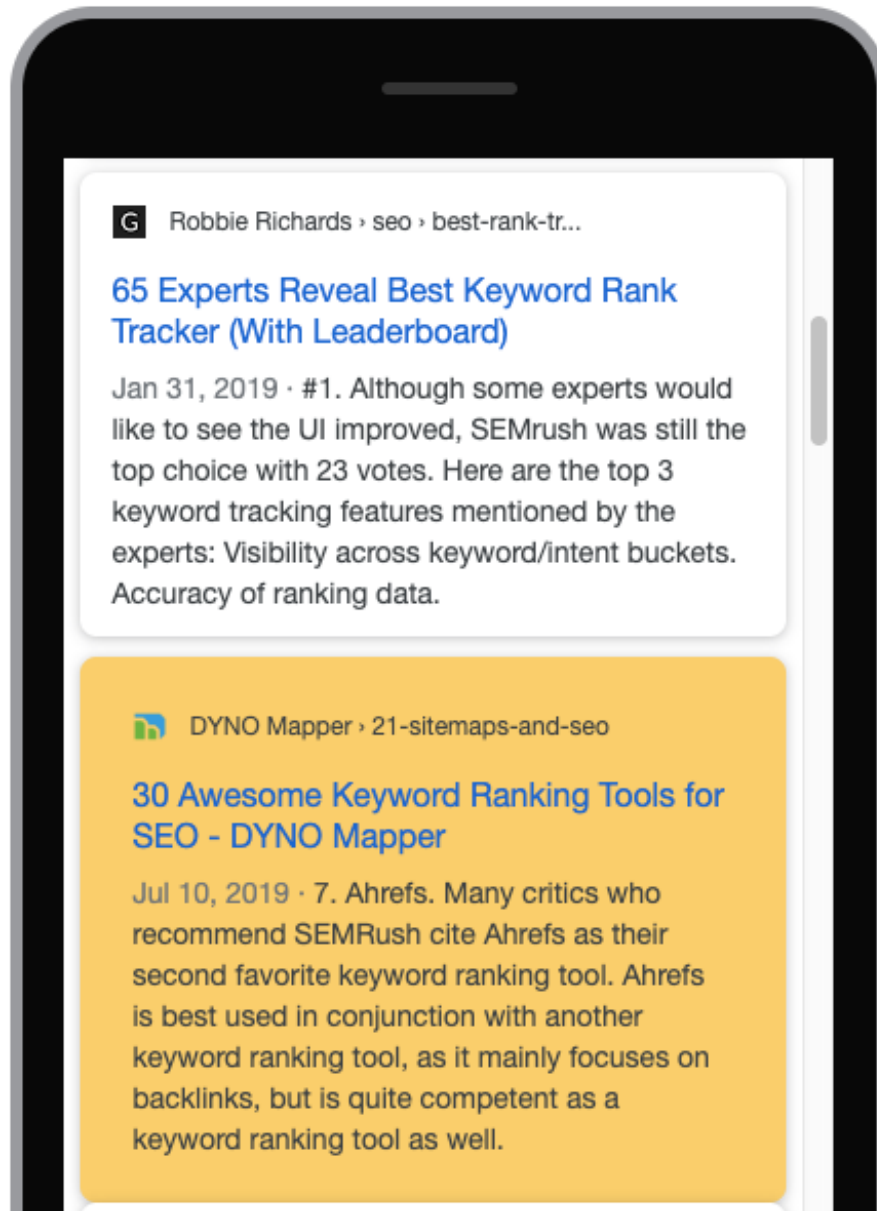
Jan 31, 2019 - Run a Google search and you'll get over 9.5M results: You'll see posts listing dozens of different **rank tracking** tools. Ahrefs is also an all-in-one SEO toolset. Unlike SEMrush and Ahrefs, AccuRanker is a standalone **keyword rank tracking** software, dedicated to delivering the most up-to-date and accurate **rankings** data.

30 Awesome Keyword Ranking Tools for SEO - DYNO Mapper

<https://dynamapper.com/blog/21-sitemaps.../424-best-keyword-ranking-tool-for-seo> ▼

5 days ago - 7. Ahrefs. Many critics who recommend SEMRush cite Ahrefs as their second favorite **keyword** ranking tool. Ahrefs is **best** used in conjunction with another **keyword** ranking tool, as it mainly focuses on backlinks, but is quite competent as a **keyword** ranking tool as well.

And on **mobile**:



In our example, you can see it looks perfectly fine on both desktop and mobile.

If you notice any significant 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-optimized for mobile.

#10: Establish a Keyword Difficulty Baseline (And See If You Can REALISTICALLY Outrank the Competition)

You've found dozens of potential keywords to target.

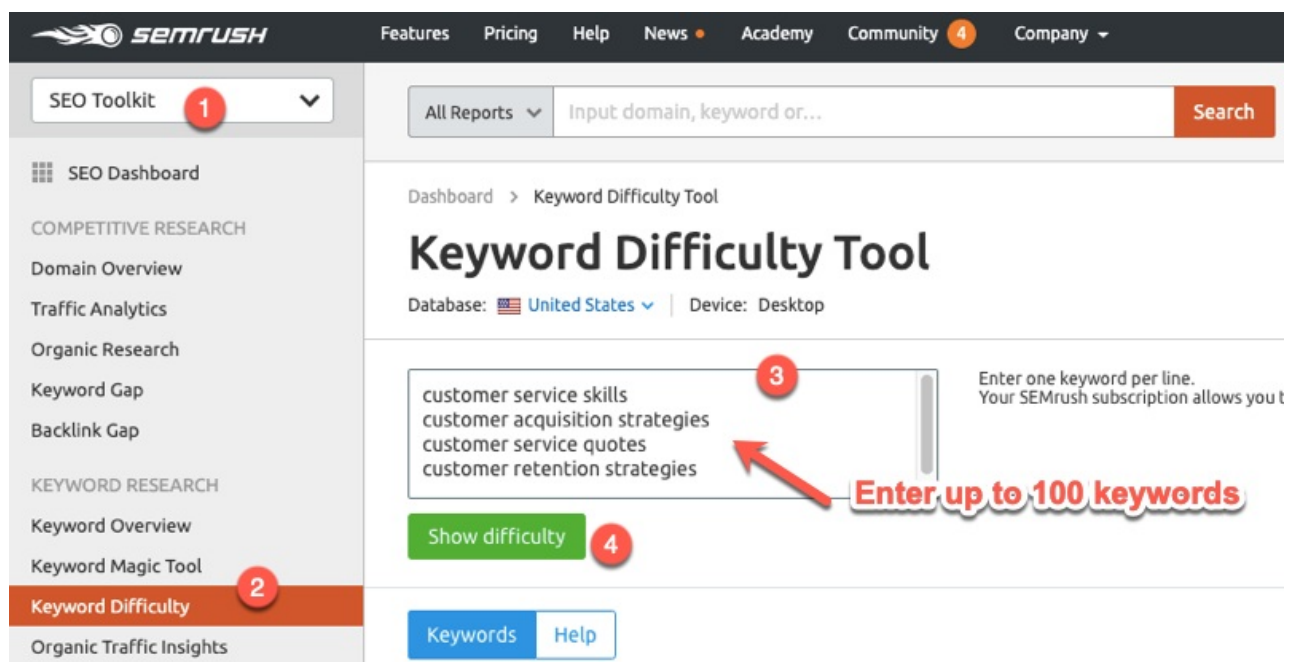
But, what are the chances of actually ranking for them?

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. Which can save you a lot of time having to filter excel spreadsheets and manually review keyword competition within the **Organic Research Position** reports.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Keyword Difficulty** from the side menu.
3. Enter a list of your target keywords.
4. Click on the **Show Difficulty** button:



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 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	Images	Reviews	Tweet	Video		
customer service skills	76.78	14,800	837,000,000				✓					✓					
customer service quotes	77.53	6,600	555,000,000				✓					✓	✓				
customer retention strategies	69.84	720	91,900,000										✓				
customer acquisition strategies	71.53	480	134,000,000				✓					✓	✓				

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 will take you to the **Keyword Overview** report, and shows you which of your competitors are already ranking for that search term, along with the corresponding URL(s).

Also, if you want to see volumes and difficulty scores for other countries – e.g. *UK, Australia, etc.* – simply select an alternative country from the dropdown menu at the top of the page:

Dashboard > Keyword Difficulty Tool

Keyword Difficulty Tool

Database: United Kingdom Device: Desktop

Enter one keyword per line.
Your SEMrush subscription allows you to compare difficulty of up to 100 keywords.

KEYWORD

UK results

Keyword	Difficulty, %	Volume	Results	Site links	Knowledge panel	Local pack	Featured snippet	Instant answer	Top stories	Carousel	Featured video	Images
customer service skills	72.54	3,600	1,070,000,000				✓		✓			✓
customer service quotes	71.93	720	585,000,000				✓					✓
customer retention strategies	66.48	260	56,200,000									✓
customer acquisition strategies	68.38	140	157,000,000									✓

ACTION ITEM:

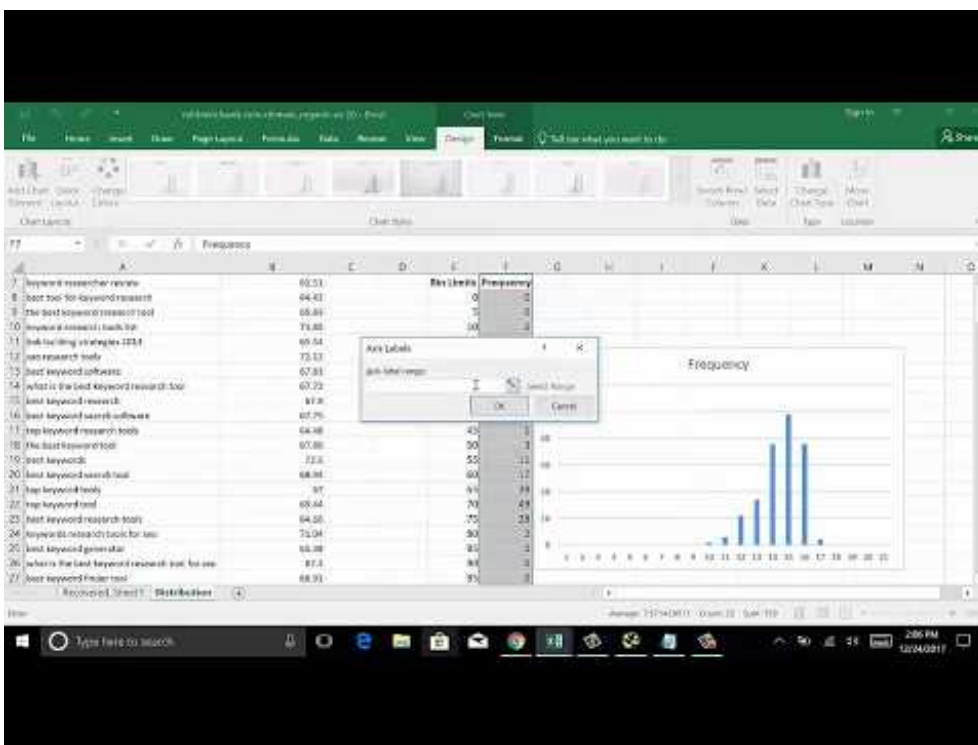
Not all keywords are created equal. Some are more competitive than others.

Targeting the wrong terms can result in a LOT of wasted time and money.

As a result, you want to focus on only the competitor keyword opportunities you can realistically rank for in say the next 3-6 months.

One of the best ways to narrow down the competitor keyword set to these terms is to establish a keyword difficulty baseline.

I'll show you how to quickly set this baseline using SEMrush (affiliate) in the video below:



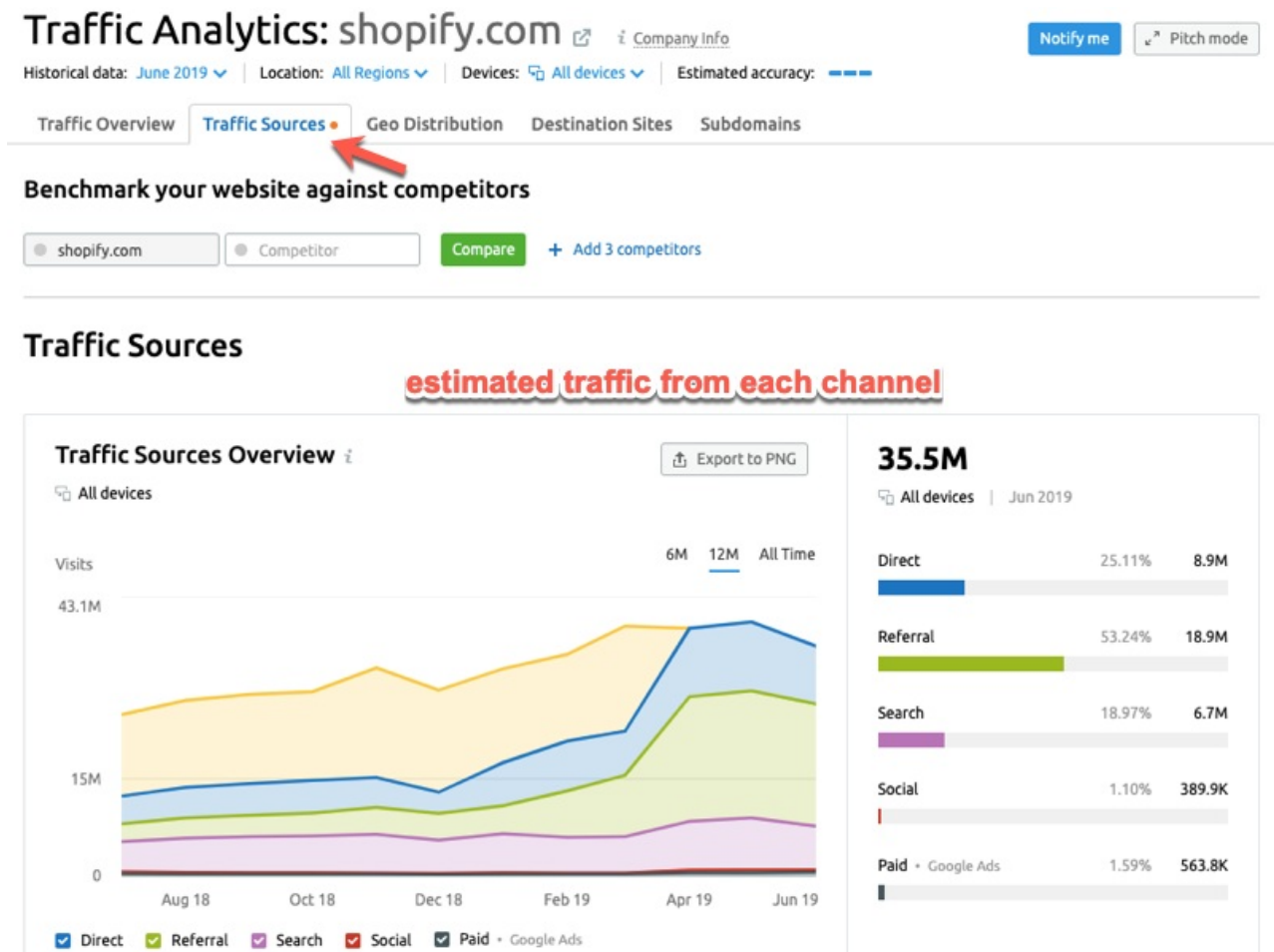
Watch Video At: <https://youtu.be/kQ0jQKRnwX0>

Use this template to automate the process.

Make a note of your keyword difficulty baseline across each relevant intent bucket - informational, investigational, and commercial - because you'll be using this to narrow down the competitor keyword opportunities later on.

Editor's note: So far, we've looked at the **organic traffic source**. But what if you want a more global view?

=> Enter **Traffic Analytics**.



It's an "All Access Backstage Pass" that combines the insights of a tool like SimilarWeb with the engagement metrics of Google Analytics.

The **Traffic Analytics Report** provides **estimated** desktop and mobile traffic of any website, which you can use to uncover its traffic strategies.

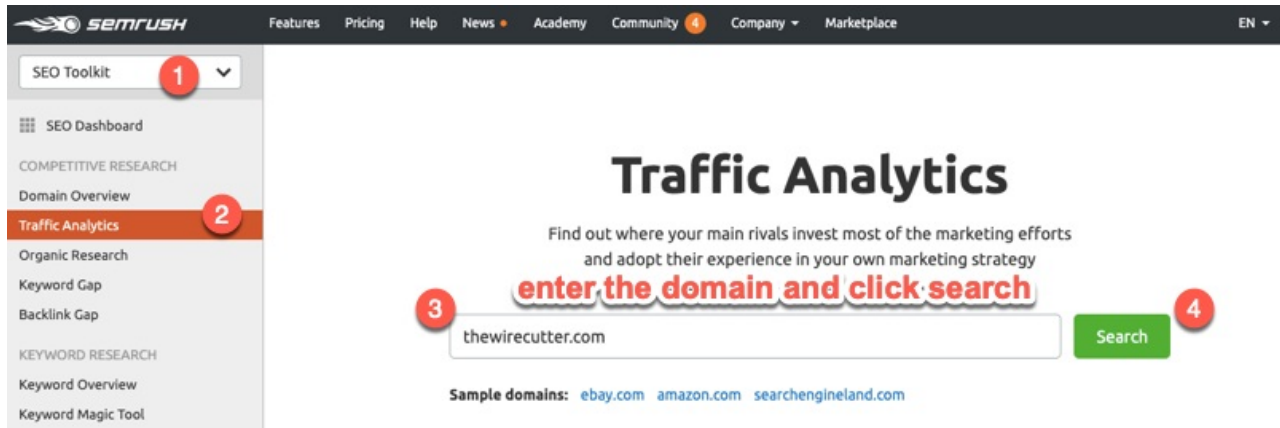
Note: these reports are **estimates** (based on third-party clickstream data) because SEMrush does not have access to every website's internal analytics.

#11: Look at Your Competitor's Top-Level Traffic and Engagement Metrics (Across Mobile and Desktop Devices)

Let's take a look at the **Traffic Analytics** report and see what metrics we can discover for the Wirecutter website.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Traffic Analytics** from the side menu.
3. Enter the domain – e.g. “thewirecutter.com” – you want to analyze.
4. Click **Search**:



The **Traffic Overview** report provides an estimate of the queried domain's top-level **traffic** and **engagement** and metrics.

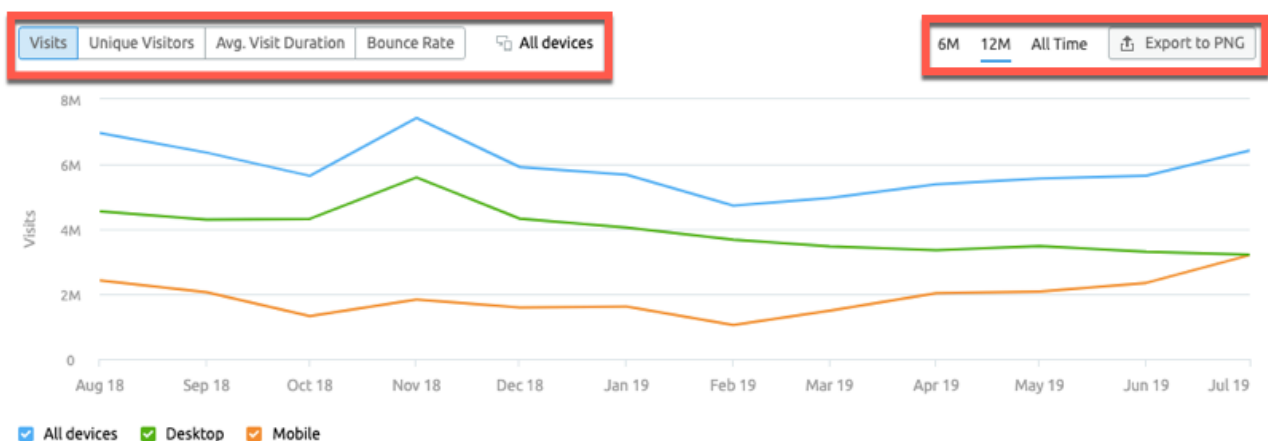
You can apply filters – historical data, location, and device – to modify the results. And next to the filters is a set of blue bars noting the '**Estimated Accuracy**' of the report, which is based on the size of the domain and filters. In our example, Wirecutter has 3 bars, which means the data is “pretty much” accurate:



Let's examine the Wirecutter's top-level traffic and engagement metrics for all regions, on both desktop and mobile, in July 2019:

- **Visits** - an estimate of total visits to the website over the chosen month – e.g. Wirecutter had **an estimated 6.4M visits**, which is a slight increase **(+13.70%)** compared to the previous month.
- **Unique Visitors** - an estimate of total unique visits to the website over the chosen month – e.g. Wirecutter had **an estimated 3.8M unique visitors**, which is a slight increase **(+14.05%)** compared to the previous month.
- **Pages/Visit** - an estimate of how many pages (on average) a person visits in one session on the website – e.g. on average, Wirecutter visitors checked **2.47 pages per visit**, slightly down on the previous month.
- **Avg. Visit Duration** - an average estimate of the amount of time spent on the site during each visit – e.g. on average, Wirecutter visitors spent almost **six minutes per visit**, slightly up **(+12.09%)** on the previous month.
- **Bounce Rate** - an estimate of the website's average bounce rate, or percentage of visitors that leave the website after viewing just one page – e.g. **72.10%** of visitors leave the Wirecutter site after viewing one page.

Below the top-level metrics, you can view a selection of historical trends:



You can switch between Total Visits, Unique Visitors, Average Visit Duration, and Bounce Rate. And you can also select the timeframe – 6 months, 12 months, or All-Time.

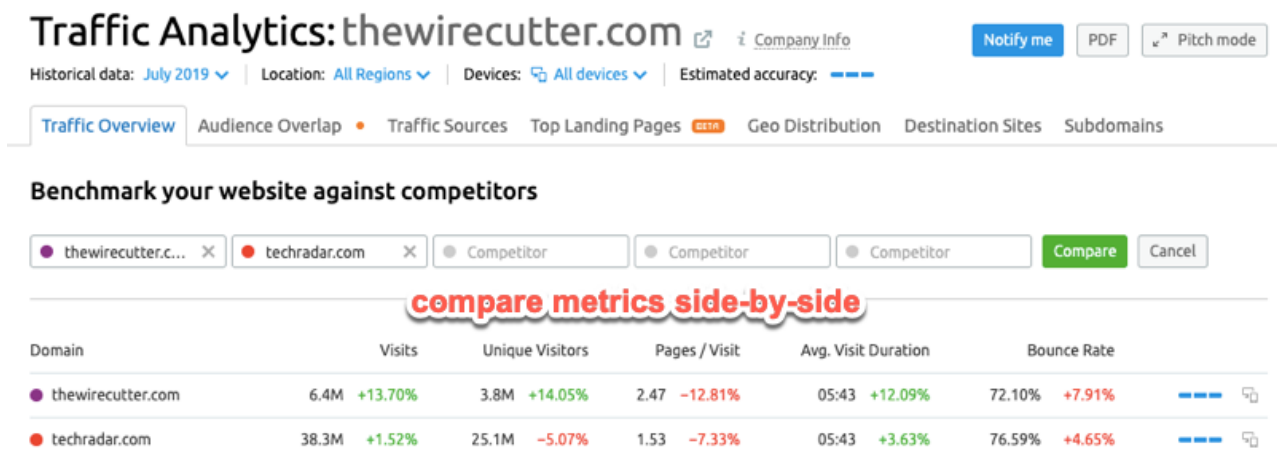
The trend lines are for All Devices (blue), Desktop (green), and Mobile (orange).

In our example, you can see visits to the Wirecutter have peaked and troughed over the last 12 months, hitting a high in November and a low in February, which indicates they get seasonal/holiday variations.

It's also interesting to note that in the last six months, mobile visits have increased while desktop visits have decreased.

The Traffic Overview report also lets you **compare your website against competitors**.

At the top of the page, you can enter up to four competitors plus your site. For example, you could compare Wirecutter and TechRadar:



The report lets you compare metrics side-by-side. Notice that although TechRadar gets loads more traffic than Wirecutter, many other engagement metrics are similar – e.g. average visit duration and bounce rate.

You can see this in the trend graphs too:



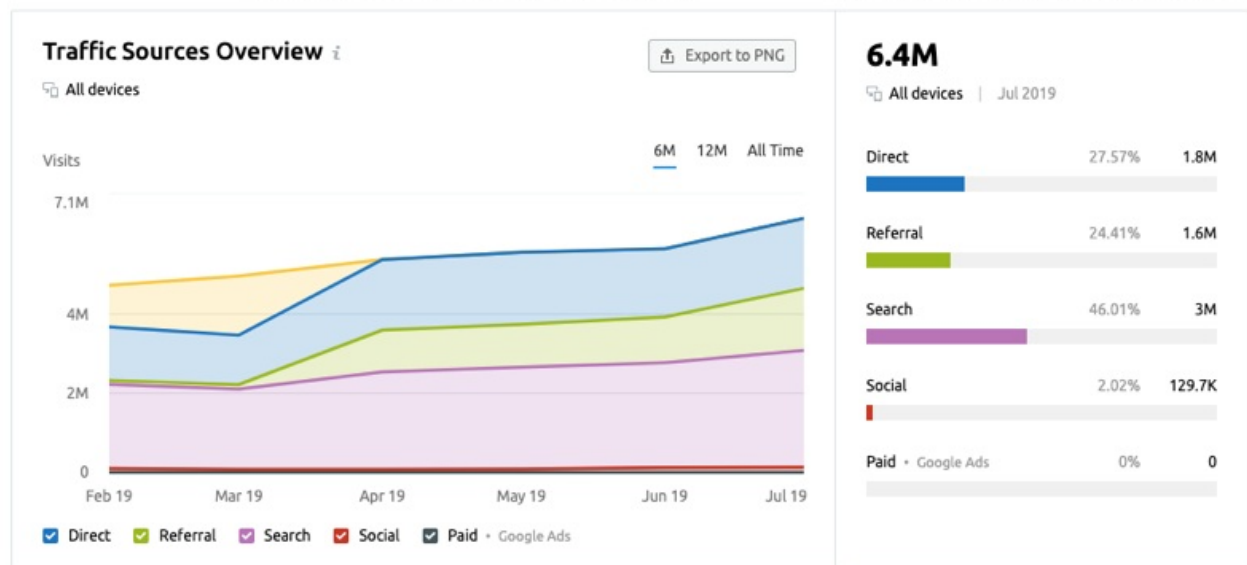
Over the last 12 months, Wirecutter has increased their average visit duration to match TechRadar.

The **Traffic Sources** report shows how much traffic is coming from each channel – Direct, Referral, Search, Social, and Paid:

Traffic Sources

Trend data over last 6 months

Results for the last month



You can view the trend data plus last month's figures.

For Wirecutter, you can see that almost half (**46.01%**) of their traffic comes from **search** engines. **Direct** and **referral** traffic provide most of the other half, with a tiny amount coming from **social** media. Wirecutter doesn't spend any money on **paid** advertising.

Want to dig a little deeper?

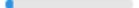
No problem.

SEMrush provides more details on the traffic sources. For example, you can see that Wirecutter gets most of its referral traffic from Amazon, the NYTimes, and its Email Subscribers:

Traffic Sources Details

Top referring sites to Wirecutter

All devices Jul 2019

All Sources 2,119	Referring Sites 2,061	Search Engines 45	Social Networks 12	Export to CSV
Domain		Traffic Share	Traffic	Changes
amazon.com		6.05%	77,459	+115.88%
list-manage.com		4.58%	58,622	+227.24%
nytimes.com		4.07%	52,091	+84.54%
feedly.com		3.44%	44,018	+13.66%

Note: “list-manage.com” refers to the MailChimp email marketing service.

Editor's note:

The traffic referral sources can make for great link building targets

Look for the domains that are sending your competitors the most traffic, and then head over to the [Backlink Analytics toolkit](#) to discover more about their link building practice.

But which countries drive the most traffic?

Unsurprisingly, Wirecutter gets most of its traffic from the USA:



What’s interesting to note here is that the US, Canada, and the UK have a relatively even split between desktop and mobile traffic. But Australia and Germany are heavily weighted towards desktop traffic.

Editor's note: So far, we’ve looked at some of the top competitor organic traffic analysis.

Now we’re going to switch gears and focus on some of the link building applications.

SEMrush recently overhauled and expanded its [backlink database](#):

The SEMrush Backlink Database

Database

6.7 trillion backlinks (+ 300%)

651 million referring domains (+ 290%)

Crawler

200,000 URLs per second (+ 222%)

Server

4,000 Petabytes (+ 300%)

The SEMrush Backlink Database May'19 (Compared to October'18)



#13: Find (And Remove) Toxic Backlinks Using the Backlink Audit Tool

The **Backlink Audit Tool** checks your domain's backlink profile to help you avoid Google penalties related to toxic backlinks. You can audit all of your links, analyze the toxic score and markers, request website owners to remove toxic backlinks, and ultimately create a disavow file to send to Google.

Here's how it works...

In SEMrush:

- Select **SEO Toolkit**.
- Select **Backlink Audit** from the sidebar menu.
- Select from your list of projects – e.g. *robbierichards.com*:

SEO Toolkit 1

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Magic Tool Full Report

Keyword Manager Full Report

Keyword Difficulty

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit 2

Link Building Tool

Bulk Analysis

SEO Optimisation > Backlink Audit Tool

Backlink Audit Tool

Project name or domain

Projects	Overall Toxic Score & Last recrawl	Emails to Send	Follow-ups to Send	Ready to Disavow	Items to Export	Items to Submit to Google
Robbie Richards robbierichards.com	3 High 1 Jan 2020	0	0	0	1	0

Once you've run a backlink audit, you have the latest results displayed:

Dashboard > Projects > Robbie Richards > Backlink Audit

Product tour User manual Send feedback

Backlink Audit: Robbie Richards

Re-run campaign Integrations 0/3 PDF Settings

Report scope All links: robbierichards.com | Last update: Wed, 1 Jan 2020 | Mailbox: Add

Overview Audit Remove Disavow Lost & Found About

Overall Toxic Score ↑

High

Your backlink profile looks dangerous! Get rid of toxic backlinks by removing or disavowing them.

Referring Domains ↑

2,761

new	3
broken	74
lost	47

Analyzed Backlinks ↑

15,608

for review	15,607	100.0%
whitelist	0	0.0%
to remove	0	0.0%
disavow	1	0.0%

Domains by Toxic Score ↑

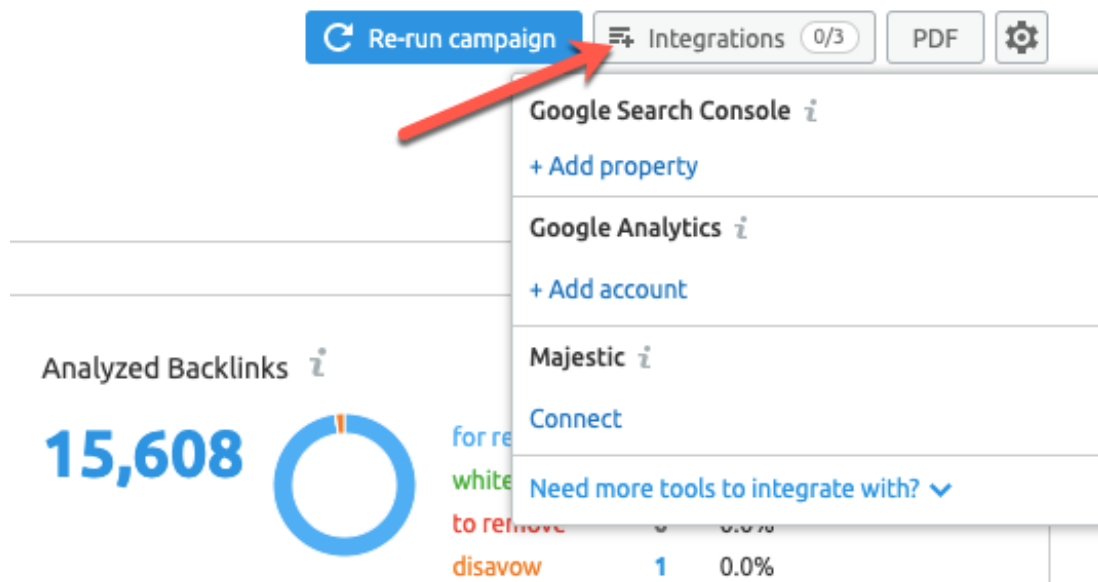
Current Weekly Trend

4% **8%** **88%**

123 toxic 226 potentially toxic 2,412 non-toxic

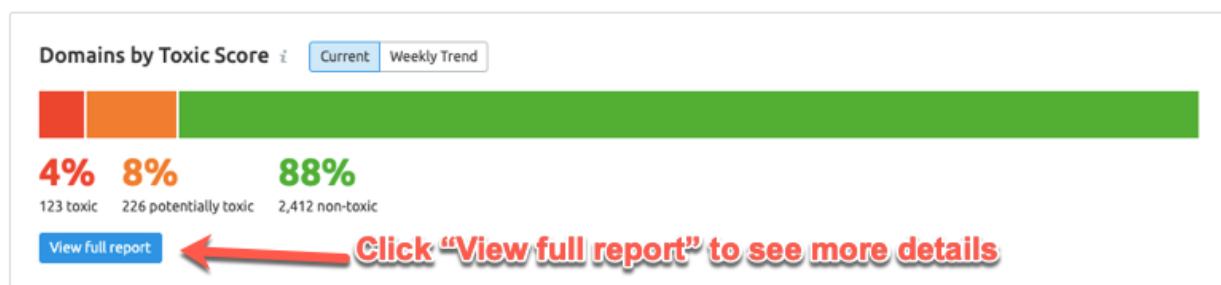
View full report

In the top right-hand corner, you can click on **Integrations** to connect **Google Search Console** and **Google Analytics**:



- **Search Console** lets you access extra backlinks for your analysis, get up-to-date info on disavowed backlinks, and update your disavow file with just one click.
- **Google Analytics** gives you the updated Toxic Score for affected backlinks.

On the **Overview** report, you can see the **Domains by Toxic Score** showing colored segments of **toxic** (red), **potentially toxic** (orange), and **non-toxic** (green):



Clicking on the **View full report** button takes you to the **Audit** report. Here you can review the toxicity level of each referring domain, based on 45 toxic markers:

- **60-100** means the domain is **Toxic**
- **45-59** means the domain is **Potentially Toxic**

If you click on the **toxic score**, you can see why the domain has been flagged:

Domain score *i* 3 Trust score *i* 0

TOXIC MARKERS

Dangerous

- Non-indexed domain
- Low domain power

Potentially dangerous

- Link network (by IP)
- Suspicious follow/nofollow ratio from domain
- Domain backlink profile poor
- Irrelevant geo
- Poor layout

On each line of the report, you have 3 options:

Backlink Audit: Robbie Richards

Report scope All links: robbierichards.com | Last update: Wed, 1 Jan 2020 | Mailbox: Add

Overview **Audit** Remove Disavow Lost & Found About

For review 15,607 Whitelist 0 All links 15,608

Add backlinks Export to CSV

How to manage your most toxic backlinks?

Move group of backlinks Group by Search

Keep Delete Domain URL Everywhere Search New Target URL error Advanced filters

1-100 out of 2,761 domains (total backlinks: 15,607)

Page Title Source URL Target URL	Anchor Text	Toxic Score	Actions
trek theme excel - Sofas.postdocsurvey.org Source: http://sofas.postdocsurvey.org/trek-theme-excel/ Target: https://www.robbierichards.com/wp-content/uploads/20... 429 Target URL error Domain +4 IP: +33	other	70	Keep Delete
Kokthansogreta.nu - Nyhetssök / News Search ! » Moz Blog » July 20... Source: https://kokthansogreta.nu/SNsok/Moz_Blog/2019/07/ Target: https://www.robbierichards.com/seo/best-keyword-rese... Domain +87	the best keyword research tools money		Keep Delete

100+ англоязычных интернет-ресурсов для digital-маркетолога

Choose how to delete the toxic backlink

Move to a list

Domain URL

Add group linked to the domain

☐ IP +33

To Remove To Disavow

- **Click Delete > To Disavow** - requests Google to ignore your toxic backlink
- **Click Delete > To Remove** - requests domain owners to remove the backlink
- **Click Keep > To Whitelist** - adds the link to your safe list of domains

Choose keep to add backlink to your whitelist

	Page Title Source URL Target URL	Anchor Text	Toxic Score	Actions
☐	trek theme excel - Sofas.postdocsurvey.org Source: http://sofas.postdocsurvey.org/trek-theme-excel/ Target: https://www.robberichards.com/wp-content/uploads/20... 429 Target URL error Domain +4 IP: +33	other	T 70	Keep Delete
☐	Kokthansogreta.nu - Nyhetssök / News Search ! » Moz Blog » July 20... Source: https://kokthansogreta.nu/SNsok/Moz_Blog/2019/07/ Target: https://www.robberichards.com/seo/best-keyword-rese... Domain +87	the best keyword research tools money	T 65	

100+ англоязычных интернет-ресурсов для digital-маркетолога

Move to whitelist

Domain URL

Add group linked to the domain

☐ IP +33

To Whitelist

Plus, you can add your comments about the domain:

Add your comments on the domain

	Page Title Source URL Target URL	Anchor Text	Toxic Score	Actions
☐	trek theme excel - Sofas.postdocsurvey.org Source: http://sofas.postdocsurvey.org/trek-theme-excel/ Target: https://www.robberichards.com/wp-content/uploads/20... 429 Target URL error Domain +4 IP: +33	other	T 70	Keep Delete
☐	Kokthansogreta.nu - Nyhetssök / News Search ! » Moz Blog » July 20... Source: https://kokthansogreta.nu/SNsok/Moz_Blog/2019/07/ Target: https://www.robberichards.com/seo/best-keyword-rese... Domain +87	the best keyword research tools money	T	

100+ англоязычных интернет-ресурсов для digital-маркетолога

Comment on domain

Add your comment

Save Cancel

If you choose to disavow the backlink, it's moved to the **Disavow** tab:

Overview Audit Remove **Disavow** Lost & Found About

What to do in Disavow list?

Search for URL All item types All export statuses All sources Import Disavow links Export to TXT Clear

Item	Type	Status	Info	Action
1-1 of 1 (domains: 0, URLs: 1)				
http://peugeot207club.ru/viewtopic.php?postdays=0&postorder=asc&start=1020&t=27118	URL	To export	info	

Page 1 of 1

Export all backlinks in one file and send to Google Disavow Tool

From here, you can prepare a single file with all the toxic backlinks you want to be ignored by Google, export it, and then upload it to the Google Disavow Tool.

As potentially toxic backlinks can appear at any time, the Backlink Audit tool conducts a regular re-crawl of your website every two weeks, and you can also launch a crawl every week.

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

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

=> Enter the SEMrush **Link Building Tool**.

Here's how it works:

- Enter a list of target keywords + competitors and let SEMrush work its magic.
- Select the best prospects from the list SEMrush kicks back.
- Reach out and secure the link without ever leaving SEMrush.

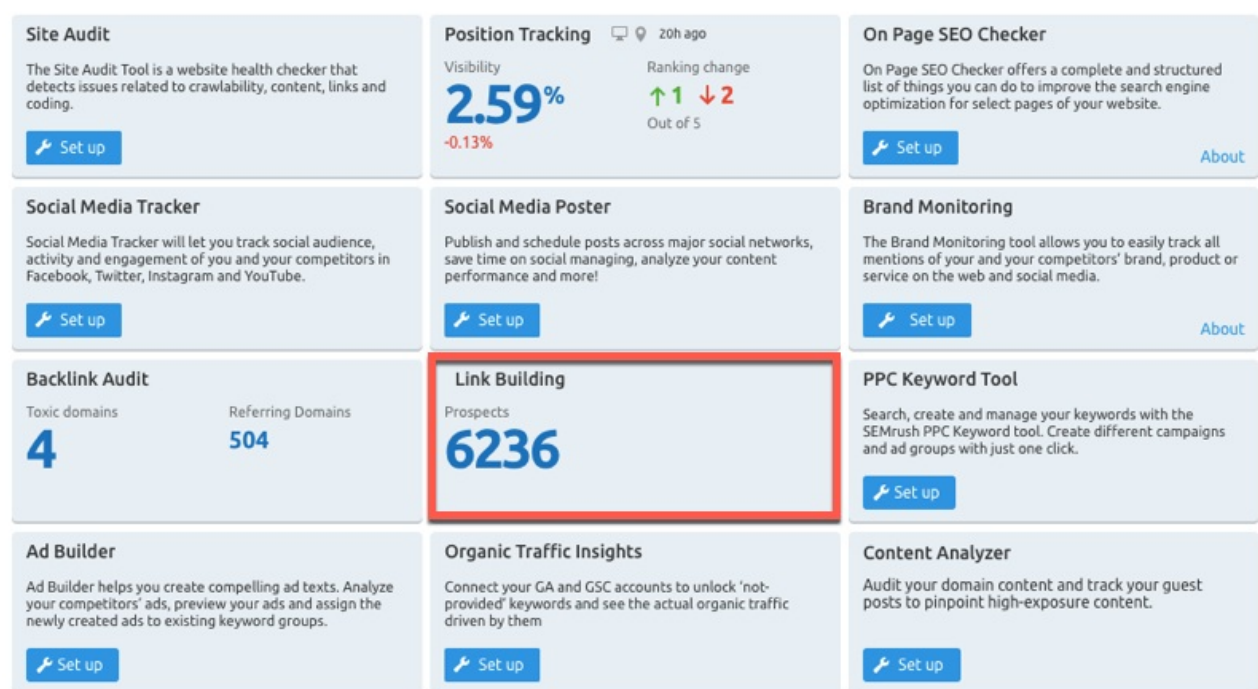
Seriously, this tool is a game-changer!

Here's how to do it:

In SEMrush:

Go into one of your projects and select the **Link Building** option:

Dashboard: Robbie Richards ☆ | [Go to SEO Dashboard →](#)



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

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

Send your comments, suggestions and ideas to projects@feedback.gemini.com

Select your database

LINK BUILDING SETTINGS **BETA**

✓ Keywords
✓ Competitors

Keywords United States

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

Enter one keyword per line, or separate keywords with a comma or semicolon.

Add

Added keywords: 7 of 10 [Restore initial list](#) [remove all](#)

foundation repair concord	edit	trash
green pest control seattle	edit	trash
direct connect portal	edit	trash
friendly garage door colorado springs	edit	trash
garage door repair camarillo	edit	trash
plumber stephens city va	edit	trash
foundation repair columbia sc	edit	trash

Why we need it

Enter keywords for which you want to be in the top. We will find and analyze the most powerful sites in your niche, rate them and show you how you can acquire links.

Then you will be able to work with the selected prospects so you can contact these websites to request a backlink.

We check every source against 45 factors to determine if backlinks would be a good fit for your profile.

write in your own target keywords

edit or remove suggested keywords

Move on to step 2. [Competitors](#)

And up to 10 competitors:

Projects

LINK BUILDING SETTINGS **BETA**

✓ Keywords
✓ Competitors

Competitors

Add up to 10 competitors that you'd like to outperform.

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

Add

Added competitors: 7 of 10 [remove all](#)

sears.com	edit	trash
menards.com	edit	trash
houzz.com	edit	trash
overstock.com	edit	trash
granger.com	edit	trash
bedbathandbeyond.com	edit	trash
doityourself.com	edit	trash

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 references to backlinks that need to be replaced.

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

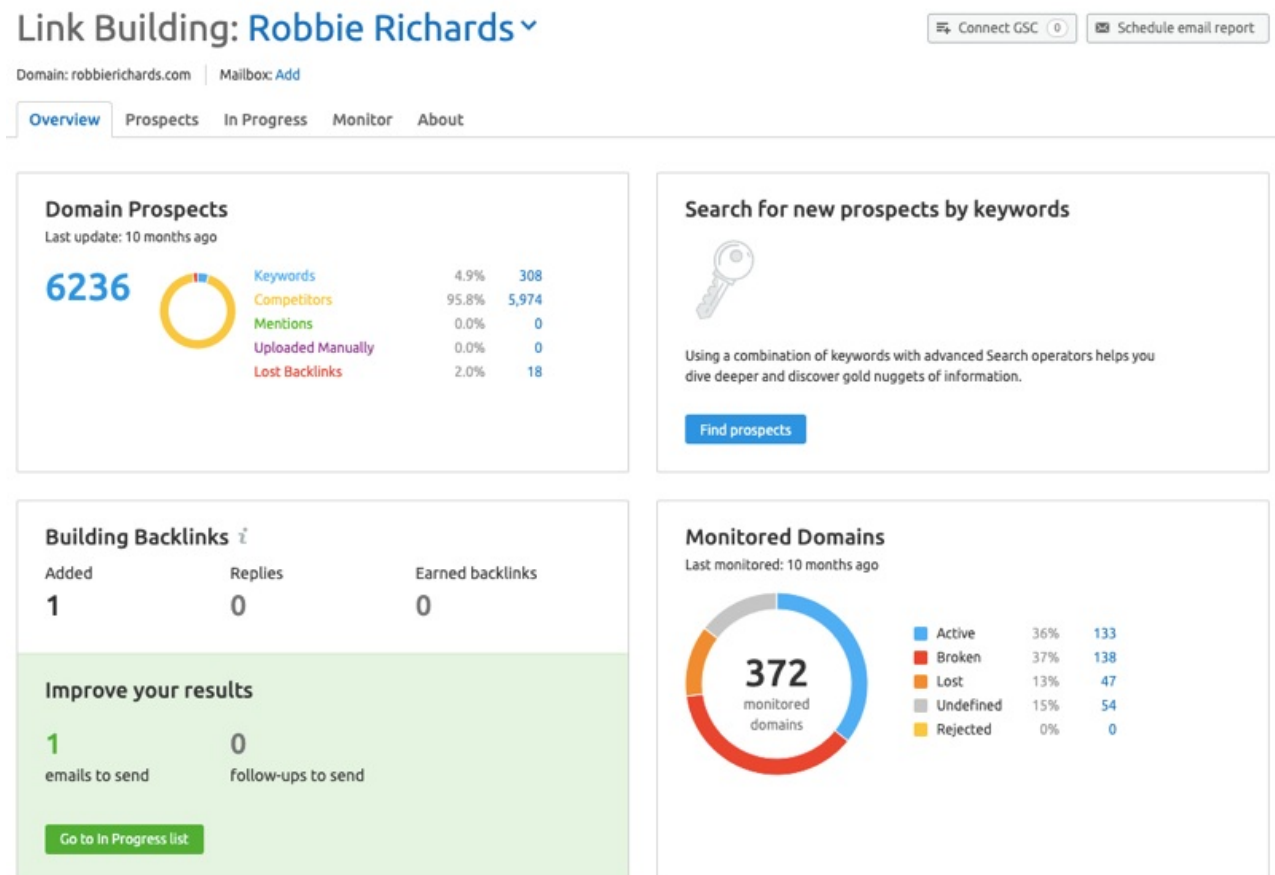
enter competitors

edit or remove suggested competitors

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

Then click **Start Link Building**.

After a few minutes, SEMrush should kick back an **Overview** report that looks like this:



That's a whopping **6,236 prospects** in a matter of minutes!

Click on the **Prospects** tab to see more info:

Link Building: Robbie Richards

[Connect GSC](#)
[Schedule email report](#)

Domain: robbierichards.com Mailbox: Add

[Overview](#)
[Prospects](#)
[In Progress](#)
[Monitor](#)
[About](#)

Domain Prospects 6,236

Last update: 10 months ago [Update prospects](#)

All Prospects 6,236	Keywords 308 +82 + Add	Competitors 5,974 +4,259 + Add	Mentions 0 + Add	Uploaded Manually 0 + Add	Lost Backlinks 18	Rejected 0
------------------------	--	--	--	---	----------------------	---------------

[To In Progress](#)
[X Reject](#)
[Everywhere](#)

[Advanced filter](#)
[check the data for each prospect](#)
[Export to CSV](#)

☐	Source Domain, URL Example and Snippet	1-100 out of 6,236 domains	URL Type	Domain Score	Trust Score	Rating	Move prospect
☐	backlinko.com https://backlinko.com/learn-seo-fast How to Learn SEO in 2018 (NEW Guide)		General	50	52	5/5	To In Progress
☐	moz.com https://moz.com/blog/optimize-featured-snippets How to Optimize for Google's Featured Snippets to Build More Traffic - Moz		Blog	61	65	5/5	To In Progress
☐	verticalmeasures.com https://www.verticalmeasures.com/blog/link-building/top-100-link-buildin... Here are over 100 links to the best resources on link building training, ... for search engine news and SEO strategy with a focus on link building ...		Blog	33	39	5/5	To In Progress

The data for each prospect is extremely powerful. For example:

- The **Rating** tells you how difficult getting a link from this website is likely to be. The higher the rating, the more likely you'll be able to add the link to your backlink profile.
- The **Trust Score** measures the quality of a domain based on its referring domains.

This data allows you to make decisions FAST.

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

For example:

SEOSmarty is one of the prospects on my list, so I'm going to select **Guest post** outreach from the drop-down selection:

☐	Source Domain, URL Example and Snippet	1-100 out of 6,236 domains	URL Type	Domain Score	Trust Score	Rating	Move prospect
☐	seosmarty.com http://www.seosmarty.com/old-vs-new-link-building-strategies/ You are here: Home / Link Building / Old VS New Link Building Strategies. By Ann ... and try to submit your link in each directory, forum, etc you managed to find.		General	31	37	5/5	To In Progress

Domain Quality

Backlinks [768](#)

Referring domains [56](#)

Keywords [2.5K](#)

Domain Relevance

Common categories [Computers & Electronics](#)
[Arts & Entertainment](#)
[Reference](#)

Competitors backlinks [timfelmingham.com](#)
[linkbird.com](#)

Domain

Toxic Ra [4-10](#)

Danger [Checked](#)

Potentia [Checked, no signals found.](#)

Select an outreach strategy:

Manual link [i](#)

Directory/Catalogue [i](#)

Add link to article [i](#)

Product review [i](#)

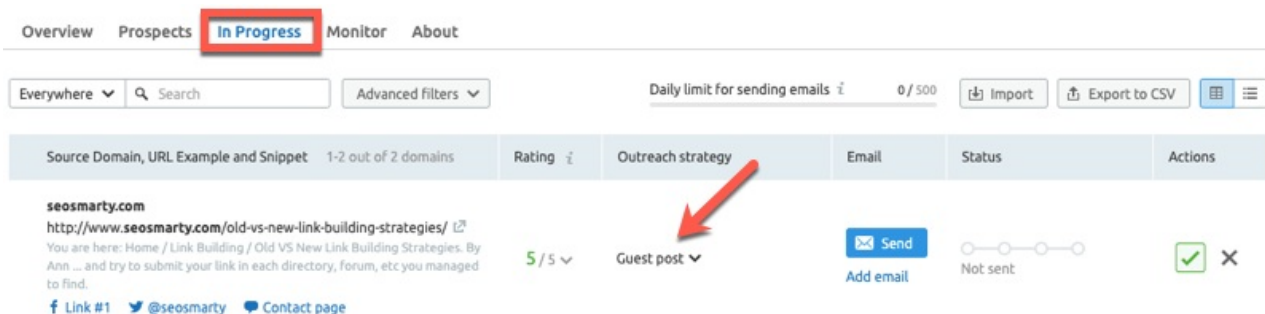
Link from mention [i](#)

Guest post [i](#)

Recover lost backlinks

[Customize your outreach strategies](#)

The prospect is moved automatically to the **In progress** tab:



Starting outreach for this prospect is as simple as hitting the **Send** button, which brings up an email composition area where you can craft the perfect message and send the outreach email:

Contact seosmarty.com by email

[First email message](#) Follow-up

From: [+ Add mailbox](#)

To:

Drag and drop placeholders:

[Save template](#) [Reset](#) [Preview](#)

Subject:

Please prepare an email template which you will send to site owners in order to acquire a backlink to your site. Once created, it will be available for you for all ideas within same strategy.

Do not forget to:

- update email subject
- Introduce yourself and your project
- show value which a link to your site will add to the source website
- thank for cooperation
- add a link to your content or product pages

craft your email message here

Keep in mind, that there is no single template for all cases, so try to modify your template according to the strategy chosen.

Good luck!

[Send and proceed to next](#)

[Next domain](#)

[I have sent it manually](#)

Click **'Send and proceed to next'** to complete the outreach process.

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

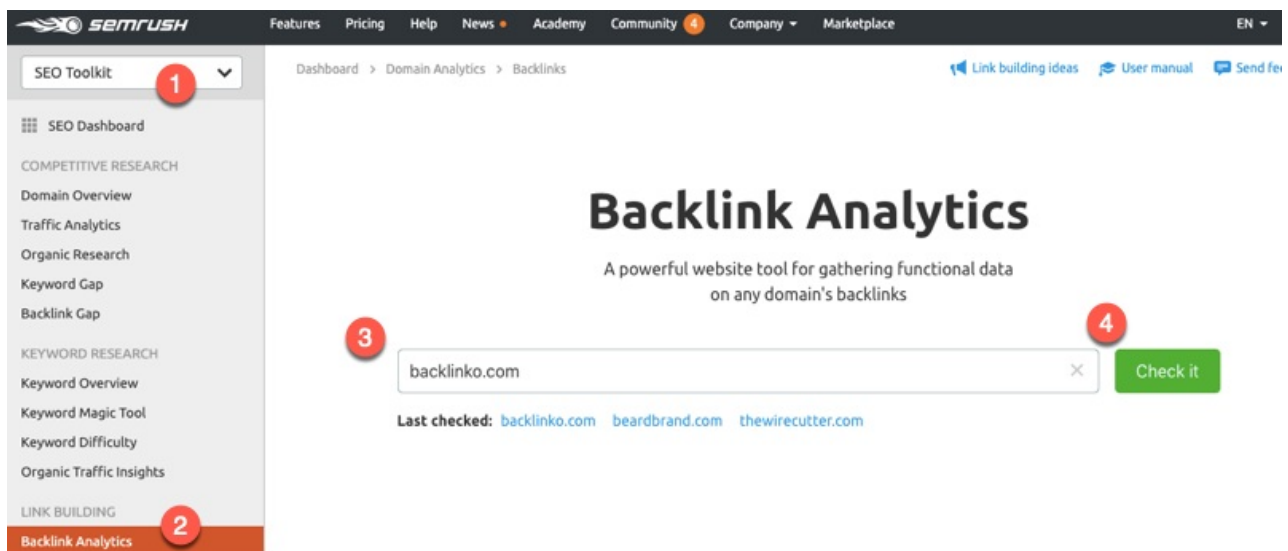
SEMrush lets you analyze your competitor backlinks profiles. You can uncover the number of backlinks, referring domains, follow/no follow split, and top level domain distribution.

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.

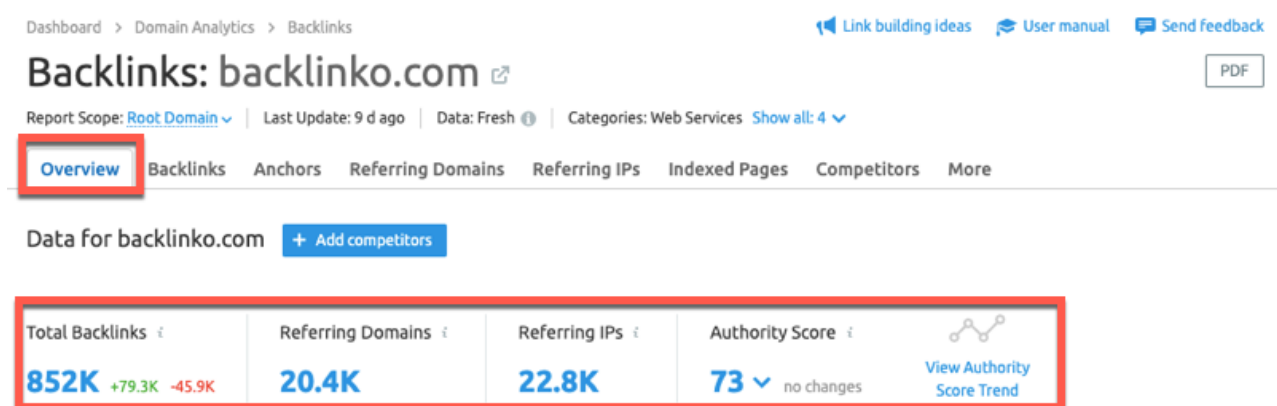
Let's take a look.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Backlink Analytics** from the side menu.
3. Enter the domain – e.g. “backlinko.com” – you want to analyze.
4. Click the ‘**Check It**’ button:

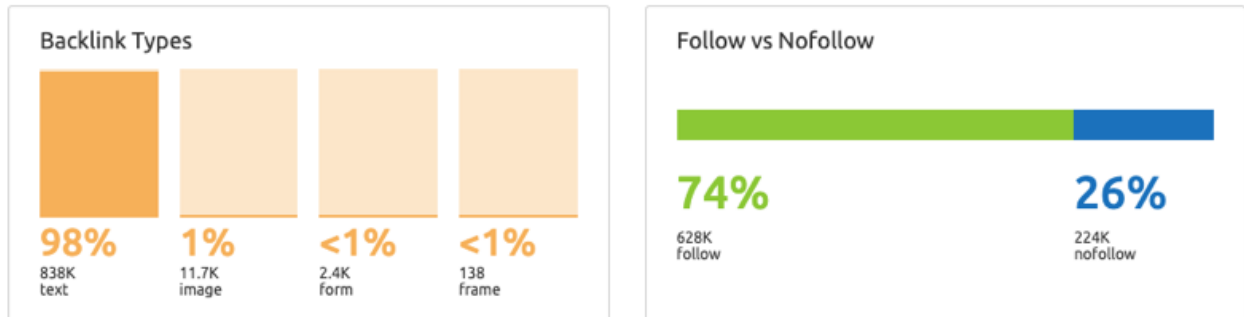


The **Overview** report gives you a high-level view of the backlinks:



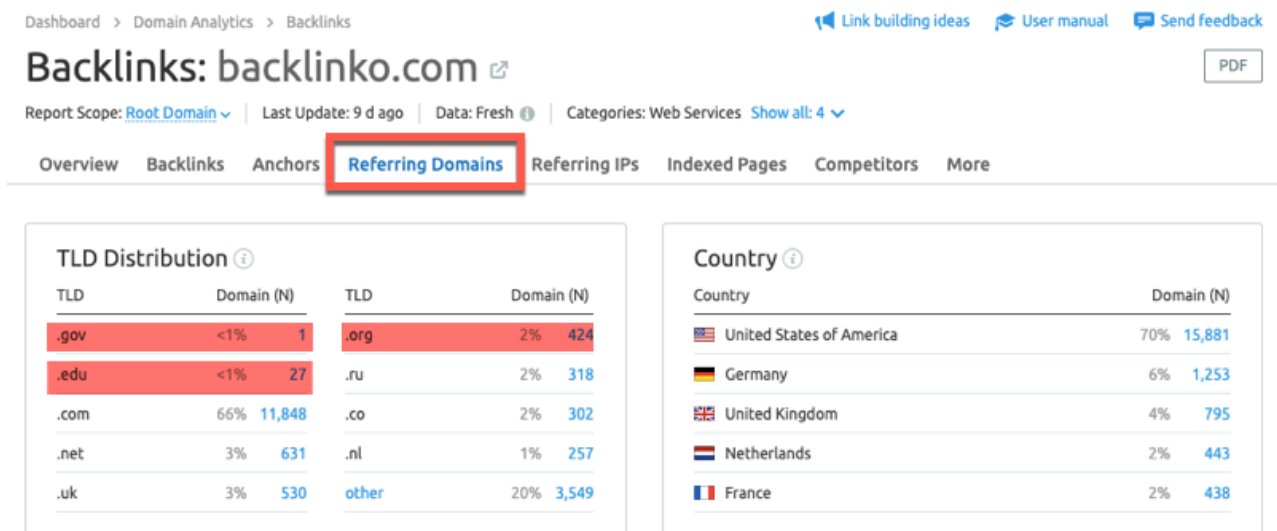
Pay attention to the number of **referring domains**, as it's a strong indicator of the diversity of your competitor's link profile. Plus, a large number of relevant referring domains will boost a site's overall domain authority.

Further down the page, you can see more details about the backlinks:



For example, **98%** of Backlinko's backlinks are **'text' links**, and **74%** of the backlinks are **'follow' links**. Both of these metrics are indicators of a killer backlink profile.

The **Referring Domains** tab highlights the TLD distribution and originating country of the backlinks:



Backlinko gets most links from **'com'** sites but there are also links from **'gov'**, **'edu'**, and **'org'** domains, which will typically pass more authority onto your site.

Scroll down and you'll see a table containing all the domains sending backlinks to the website:

Referring Domains 1 - 100 (20,378)

Export

☐ New ☐ Lost [Advanced Filters](#)

Authority Score	Root Domain	Backlinks	Country / IP	First Seen	Last Seen
83	libsyn.com	188,184 view	204.16.244.13	20 May'17	13 d ago
18	recip-links.com	62,957 view	52.95.146.7	26 Apr'18	13 d ago
9	business-members-club.biz	47,519 view	66.103.159.6	5 Jan'19	13 d ago
11	americanonlinephonebook.com	35,116 view	162.144.157.81	14 Jan'19	13 d ago
49	digitalexaminer.com	22,044 view	104.196.13.119	18 Mar'18	13 d ago
48	gorilla360.com.au	20,067 view	104.17.113.180	15 Dec'17	16 d ago
73	quicksprout.com	11,850 view	35.194.27.224	27 May'16	13 d ago
85	altervista.org	11,560 view	104.27.155.151	3 Oct'17	13 d ago

In our example, you can see Backlinko has some high authority referring domains, including Libsyn and QuickSprout. .

Editor's note:

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.

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.

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

Now, it's time to check which specific pages are linking and see 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 **Backlinks** tab and scroll down the page:

Backlinks 1 - 100 (~361,200) Disavow list Table settings Export

Links per ref. domain: All 1 3 10 All links Follow Nofollow By type: All New Lost Advanced Filters

PS	TS	Source Page Title and URL	Ext Links	Int Links	Anchor and Target URL	First Seen	Last Seen	Disavow
92	82	Optimizacija sajta 45 saveta za rast posete vaš... www.happymedia.rs/optimizacija-sajta/	8	16	reč stavi na početak naslova backlinko.com/on-page-seo text	30 Jan'19	20 Jun'19	+
88	90	Alex Juel's Internet Marketing Blog ~ Inbound ... alexjuel.com/	45	41	Skyscraper technique backlinko.com/skyscraper-technique text	13 Jun'17	14 d ago	+
88	80	The Ultimate Keyword Tool for SEO KWFinder... kwfinder.com/	65	21	Brian Dean SEO expert, backlinko.com backlinko.com/keyword-research-tools text nofollow	28 May'19	13 d ago	+
88	70	Zoekmachineoptimalisatie - Wikipedia nl.wikipedia.org/wiki/Zoekmachineoptimalisatie	38	133	Google 200 Ranking Factors: The Complete List backlinko.com/google-ranking-factors text nofollow	26 Jul'17	21 d ago	+

Here you can see:

1. the page and trust scores
2. the backlink source
3. the anchor text
4. the page that received the backlink
5. the type of link (text, image, etc.)
6. the follow/no-follow tag

In our example, you can see 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?

Advanced Filters let you search for backlinks by Anchor text, Referring domain, New & Lost, Sitewide, IP address, and Zone.

For example, you could filter the results by **'zone'** and **'org'** to see where Backlinko gets those types of backlinks from:

Backlinks 1 - 100 (~3,800) Disavow list Table settings Export

Links per ref. domain: All 1 3 10 All links Follow Nofollow By type: All New Lost Advanced Filters

Include Zone org + Add one more

Apply Filters Reset

apply advanced filters to extract actionable insights

PS	TS	Source Page Title and URL	Ext Links	Int Links	Anchor and Target URL	First Seen	Last Seen	Disavow
88	70	Zoekmachineoptimalisatie - Wikipedia nl.wikipedia.org/wiki/Zoekmachineoptimalisatie	38	133	Google 200 Ranking Factors: The Complete List backlinko.com/google-ranking-factors text nofollow	26 Jul'17	21 d ago	+
75	71	SEO SQUIRRLY™ — WordPress Plugins wordpress.org/plugins/squirrly-seo/	36	83	Brian Dean backlinko.com/seo-tools text nofollow	10 Jul'17	14 d ago	+
68	70	London Class War – Rebirth www.londonclasswar.org/	16	45	search engine traffic backlinko.com/seo-techniques text	5 Aug'16	15 d ago	+

Now you get a list of only those **'org'** sites linking to the domain.

ACTION ITEM:

See if there are any backlinks you can replicate in your own link building campaign.

#16: Identify “Linkable” Asset and Content Types

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

Staying in **Backlink Analytics**, select the **Indexed Pages** tab where you’ll see a list of your competitor’s best link building assets:

Indexed Pages 1 - 100 (33,276)

[Export](#)

Title and URL ⓘ	Backlinks ⓘ ↕	Domains ⓘ ↕	External Links ⓘ	Internal Links ⓘ	Last Seen ⓘ ↕
SEO Training and Link Building Strategies – Backlinko https://backlinko.com/ ⓘ	130,138	3,101	4	13	15 d ago
http://backlinko.com/ ⓘ	42,425	2,705	0	0	15 d ago
http://backlinko.com/google-ranking-factors ⓘ	49,251	2,420	0	0	14 d ago
Google's 200 Ranking Factors: The Complete List https://backlinko.com/google-ranking-factors ⓘ	70,348	2,277	104	80	14 d ago
We Analyzed 1 Million Google Search Results. Here's What We Learned About SEO https://backlinko.com/search-engine-ranking ⓘ	19,660	1,994	59	64	14 d ago
http://backlinko.com/search-engine-ranking ⓘ	16,393	1,586	0	0	14 d ago
http://backlinko.com/skyscraper-technique ⓘ	24,159	1,382	0	0	14 d ago

Sort the Domains column to return results in descending order.

Aside from the homepage, Backlinko's [list of Google ranking factors](https://backlinko.com/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 are any opportunities to expand and make it better.

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

ACTION ITEM:

Enter your competitor's 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, or blog comments?

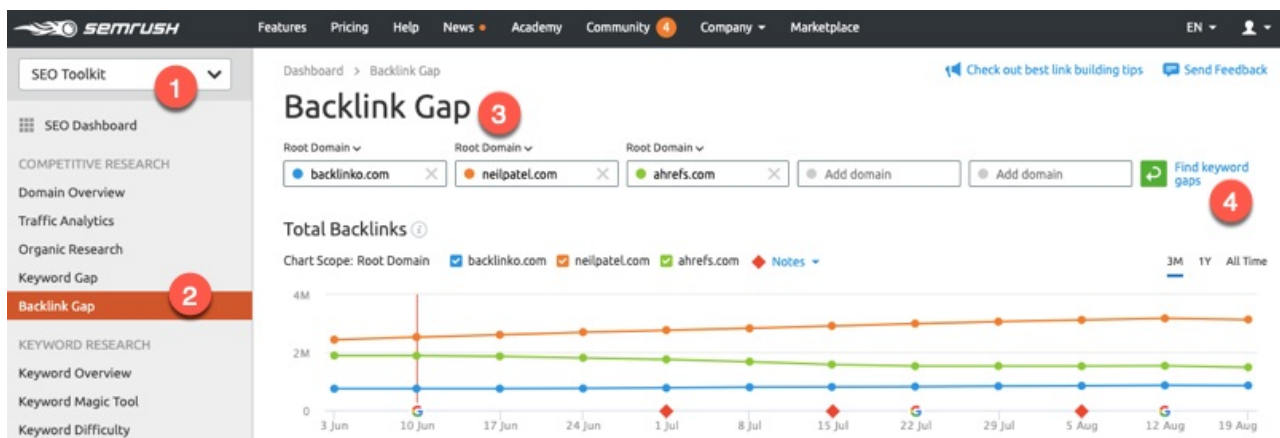
Now you know which topics generate the most links and where your competitors are getting those links. The next step is to build a superior piece of content and replicate as many links as possible. Or, at least use the insights to guide your own link building strategy.

#17: Quickly Find (And Fill) Backlink Gaps

The **Backlink Gap** Tool lets you compare the backlink profiles of up to five competing sites. And if you're not too sure which sites to enter, SEMrush auto-suggests competitors.

In SEMrush:

1. Select **SEO Toolkit**.
2. Click on **Backlink Gap Tool** from the side menu.
3. Enter the domains – e.g. “backlinko.com”, “neilpatel.com” – you want to analyze.
4. Click on the ‘green’ button:



The trend graph gives you a quick overview of which domains are building the most backlinks. You can switch the timeframe between the past 3 months, past year or all time.

In this example, you can both Neil Patel and Ahrefs have more backlinks than Backlinko, so there are definitely gaps to target.

Scroll down the page to see the comparison table showing which referring domains are linking to each competing site:

By Referring Domains

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

Select domain

select your domain to see what opportunities you're missing

Referring Domain	Authority Score	Matches	backlinko.com	neilpatel.com	ahrefs.com
google.com	100	3 / 3	1	112	7
youtube.com	97	1 / 3	0	0	4
blogger.com	97	1 / 3	0	0	2
wordpress.org	96	3 / 3	543	557	13
wikipedia.org	95	3 / 3	11	3	3

To view backlink opportunities that you're missing, select your domain from the dropdown box. For example, if you select Backlinko, you'll now see a list where Backlinko has zero backlinks, but other sites do:

By Referring Domains

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

backlinko.com

Export

Referring Domain	Authority Score	Matches	backlinko.com	neilpatel.com	ahrefs.com
youtube.com	97	1 / 3	0	0	4
blogger.com	97		0	0	2
microsoft.com	94	2 / 3	0	1,072	6
goo.gl	93	1 / 3	0	4	0
amazon.com	93	1 / 3	0	4	0

Looking at the results, Backlinko can see Neil Patel has over a thousand links from **Microsoft**, so maybe that's a site to target and fill his backlink gap. Or perhaps he wants to target **Blogger** who've linked to Ahrefs?

The **Backlink Gap** report gives you a quick way of identifying your next link building targets.

ACTION ITEM:

Try entering the domains for you and your competitor(s) to identify your backlink gaps.

#18: Reclaim Lost Backlinks

After working hard to build valuable new backlinks, the last thing you want is to lose them.

But it happens.

Sometimes it's down to a change in a referring domain's website structure or content. Or perhaps your own site has changed?

Other lost links could be deliberate removals by the referring domain. Either way, it pays to check if you've lost any backlinks and if so, set about getting them back.

To do this, head back to the **Backlink Analytics** tool and select the **Backlinks tab**.

Next, you'll need to make the following selections:

1. Check the **Lost** backlinks.
2. Select the **Follow** filter.
3. Sort by the **Page Score** in descending order:

Backlinks 1 - 100 (~98,500)

Links per ref. domain: All 1 3 10 | All links **Follow** Nofollow | By type: All | ☐ New ☒ **Lost** | Advanced Filters

PS	TS	Source Page Title and URL	Ext Links	Int Links	Anchor and Target URL	First Seen	Last Seen	Disavow
86	60	Fast SEO Ranking and Ranking Fast adventdigital.net/	147	84	200+ ranking factors backlinko.com/google-ranking-factors (text) lost	10 May'19	17 May'19	+
					according to Backlinko backlinko.com/link-building (text) lost	10 May'19	17 May'19	
86	87	Webdesigner Depot - powered by FeedBurner feeds2.feedburner.com/webdesignerdepot?format=html	254	4	Backlinko backlinko.com/ (text) lost	28 Feb'19	24 Mar'19	+

Now you have a list that shows **your lost 'follow' backlinks** from the most trusted domains.

#19: Identify Broken Link Building Opportunities

Not many people know that you can use SEMrush to run your broken link building campaigns.

Here's how to do it:

In SEMrush, add your competitor's website as a **New Project** and run a **Backlink Audit**.

Once the audit has finished, go to the **Lost & Found** tab, scroll down the page, and filter the data with **'State = Broken'** and **"Group by URL"**:

Move group of backlinks

State

Group by

Search

add filters

Keep

Delete

New

Broken

Lost

Domain

URL

Everywhere

Search

Advanced filters

Export to CSV

☐	Page Title Source URL Target URL	1-100 out of 449 URLs (total backlinks: 705)	Anchor Text	Status	Date Broken	Toxic Score	Actions	
☐	Alexa Top 10000... Source: http://... Target: http://...		branded	T	404	4 Sep 2019	78	Keep Delete
☐	imostats.com - Al... Source: http://... Target: http://...		branded	T	404	4 Sep 2019	57	Keep Delete
☐	22 Killer Lead Ma... Source: http://... Target: http://...		other	T	404	4 Sep 2019	48	Keep Delete
☐	Case study mark... Source: http://... Target: http://...		other	T	404	4 Sep 2019	42	Keep Delete

The report shows all the broken links pointing to your chosen domain

Now, you can contact each website owner and advise them of all their broken links. Often, the broken links are caused by a 404 Error when pages are deleted. So you can offer them a new piece of content to link to and gain a valuable backlink.

This is a win-win for the website owner as they get to fix a broken link with a fresh piece of content.

#20: Analyze Link Sources at Scale with the Bulk Backlink Analysis Tool

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

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)?

The **Bulk Analysis Tool** (formerly known as the Quick Batch Tool) allows you to compare up to 200 URLs quickly. 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 (from Backlinko) into the tool and selected **'Root Domain'** under the **Results scope** dropdown:

Bulk Backlink Analysis

Enter up to 200 URLs/domains, one per line (5/200)

[Check keywords](#)

```
https://ahrefs.com/blog/the-ultimate-guide-to-reverse-engineering-your-competitors-backlinks/  
https://okdork.com/how-you-can-create-content-that-generates-40000-targeted-visitors/  
https://smartblogger.com/blogger-outreach/  
https://buffer.com/resources/increase-conversions-by-134-percent  
https://www.entrepreneur.com/article/238008
```

Results scope

Root Domain ▼

Compare

[X Clear](#)

If we order by **Authority Score (AS)**, we can see that getting a guest post on Entrepreneur will probably result in the most powerful link, closely followed by Buffer and Ahrefs.

Editor's note: Authority Score is a compound metric used to gauge a domain's overall quality and influence on SEO.

The score is based on the domain's domain score, trust score, quantity of backlinks, quantity of referring domains, quantity of referring IPs, correlation between domain score and trust score, follow vs. nofollow links, organic search traffic (from our Organic Positions report), and number of users (from our Traffic Analytics report).

You can also use the **Bulk Analysis 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 **Bulk Analysis Tool** and select **'URL'** under the **Results Scope** option:

Bulk Backlink Analysis

Enter up to 200 URLs/domains, one per line (8/200)

[Check keywords](#)

```
https://moz.com/beginners-guide-to-link-building
https://www.wordstream.com/link-building
https://backlinko.com/link-building
https://www.linkresearchtools.com/case-studies/link-building-techniques/
https://en.wikipedia.org/wiki/Link_building
https://ahrefs.com/blog/link-building-strategies/
https://www.redevolution.com/seo-link-building-techniques
https://www.pageonepower.com/link-building-guide
```

Results scope

URL ▼

Compare

✕ Clear

And then order the results by **Domains** to uncover the pages with the most referring domains:

By Metrics 8 **great “skyscraper” ideas**[Export](#)

No.	Domain or URL	AS	Backlinks	Domains	Follow / Nofollow	Text	Image	Form	Frame	Info
1	https://moz.com/beginners-guide-to-link-building	0 ▼	3,879	1,008	3.2K / 653 83% / 17%	3.8K 98%	70 2%	0 0%	0 0%	more ▼
2	https://backlinko.com/link-building	0 ▼	17,342	791	16.7K / 595 97% / 3%	17.3K 99%	89 <1%	0 0%	0 0%	more ▼
3	https://en.wikipedia.org/wiki/Link_building	0 ▼	38,711	442	2.1K / 36.6K 6% / 94%	38.7K 99%	8 <1%	0 0%	0 0%	more ▼
4	https://www.wordstream.com/link-building	0 ▼	806	130	771 / 35 96% / 4%	806 100%	0 0%	0 0%	0 0%	more ▼
5	https://ahrefs.com/blog/link-building-strategies/	0 ▼	534	106	354 / 180 66% / 34%	533 99%	1 <1%	0 0%	0 0%	more ▼

These are potentially great “skyscraper” content ideas.

ACTION ITEM:

1. Paste a list of URLs into the textbox (one per line).
2. Select **URL** or **Domain** under **Results Scope** (depending on whether you want to analyze the entire domain or just the URL).
3. Order by the metric you’re interested in (e.g. **AS** when researching guest post opportunities or **Domains** when researching potential “skyscraper” content ideas).

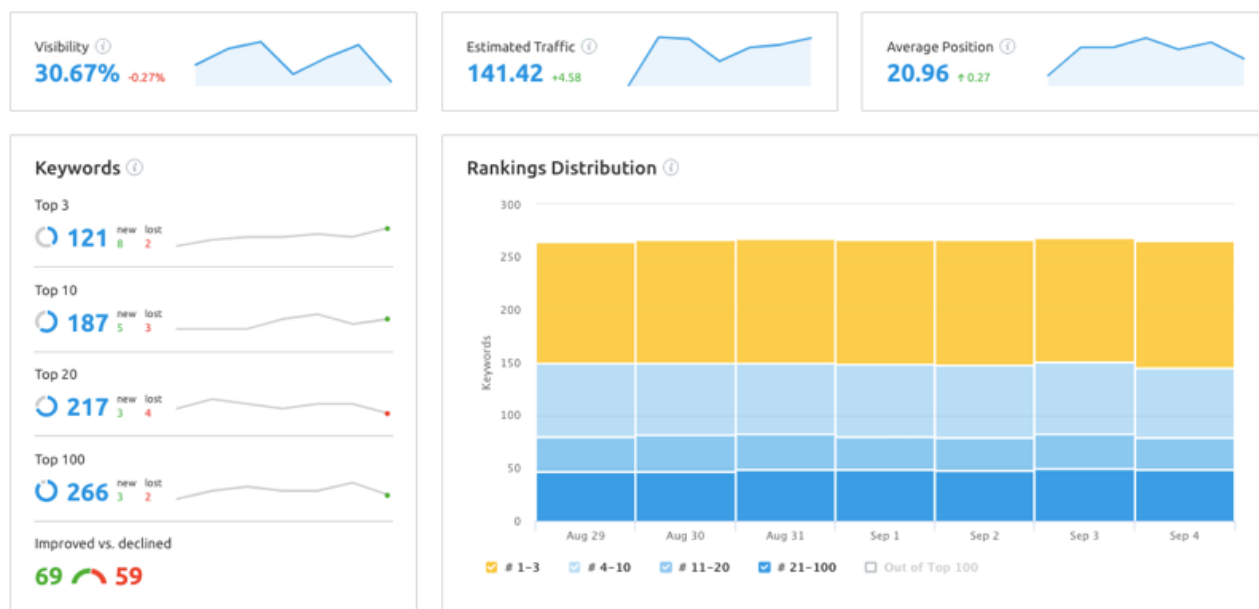
#21: Track Keywords from Any Location in the World (Across Any Device)

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

SEMrush' **Position Tracking Tool** allows you to monitor a website's daily ranking for your chosen keywords. You can track national, regional, and local search rankings for any domain or keyword, across any device – mobile, tablet, and desktop.

As you can imagine, the tool is packed with data, so let's look at some of the reports available to you...

The new **Position Tracking Landscape** report is fantastic. It gives you a quick view of everything you're tracking, including your domain's trend for visibility, estimated traffic, and average position, plus your top keywords and rankings distribution:



Next up is the **Overview** report. Here you can see a summary of your domain's visibility, estimated traffic, and average position for every keyword you're tracking.

Here's what the **Visibility Trend** looks like:



The Visibility Trend is based on the average position of the domain's ranking pages. So in this example, you can see the domain is on an upward trend, especially over the last 7 days.

Below the Visibility Trend is the **Rankings Overview** table where you can manage your keywords:

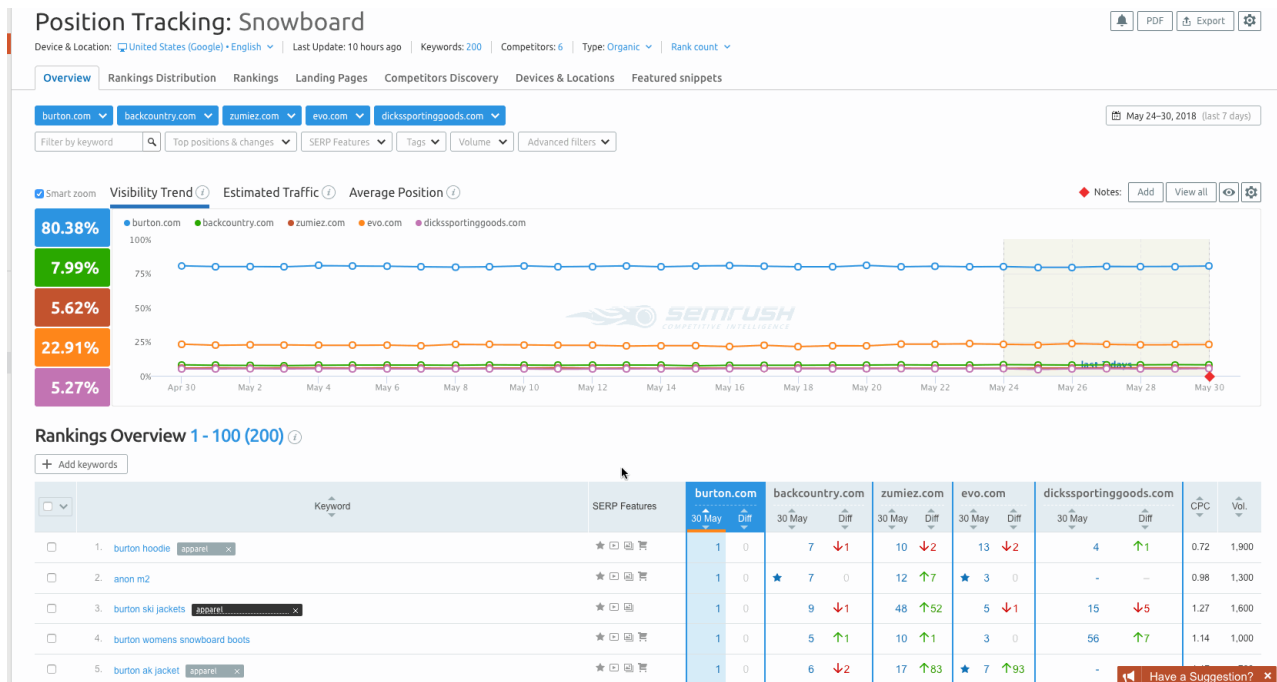
Rankings Overview 1 - 18 (18) ⓘ

+ Add keywords		Actions ▾	Positions	Estimated traffic	Visibility				
☐	Keyword ▾	SERP Features	Positions		Estimated Traffic		Visibility		
			5 Sep ▴	Diff ▴	5 Sep ▴	Diff ▴	5 Sep ▴	Diff ▴	
☐	added 8-28-2019 ✕	★ 📄 📄 📄 📄	1	0	0.12	0	5.556%	0	
☐	added 6-5-2019 ✕	★ 📄 📄 📄 📄	1	0	0.36	0	5.556%	0	
☐		★ 📄 📄 📄 📄	2	0	1.08	0	1.908%	0	
☐		★ 📄	2	0	0.04	0	1.908%	0	
☐		★ 📄 📄 📄 📄	2	0	0.04	0	1.908%	0	
☐		★ 📄 📄 📄 📄	2	0	0.29	0	1.908%	0	

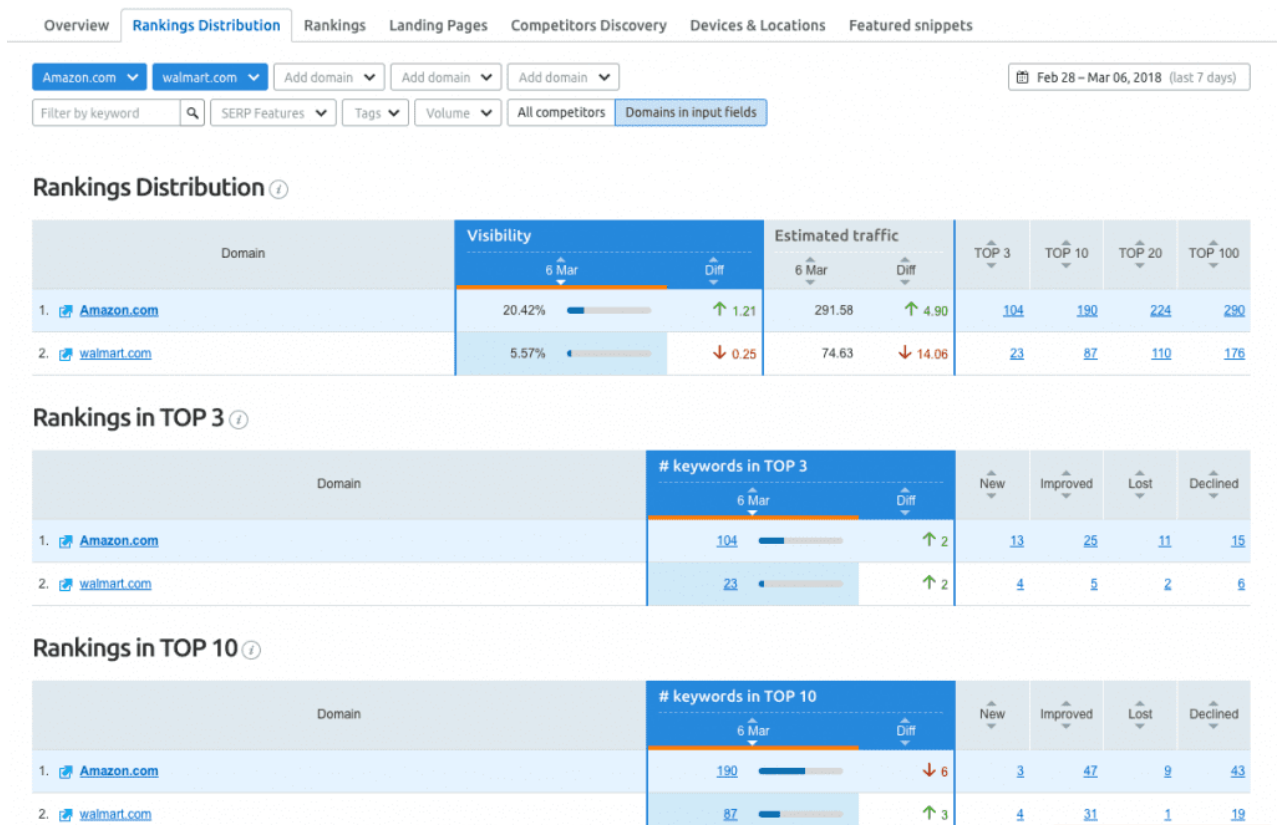
There's a row for every keyword in your campaign, and you can measure progress against Positions, Estimated Traffic, and Visibility.

There's also an option to tag your keywords, which helps to filter ranking reports. For example, you could add the date you started tracking the keyword or note their search intent.

The **Tags Manager** allows you to add or remove tags from any keywords in your campaign. You can get to the Tags Manager by clicking the Tags filter and then selecting "Manage tags" :



The next tab in the **Position Tracking** tool is the **Rankings Distribution** report:



(Source)

The first table compares the overall **Visibility** and **Estimated Traffic** between you and your competitors.

The remaining tables display all of the rankings that you and your competitors have in the Top 3, Top 10, Top 20, and Top 100 positions.

#22: Keep an Eye on SERP Volatility with SEMrush Sensor

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

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

And they're also more volatile for some industries.

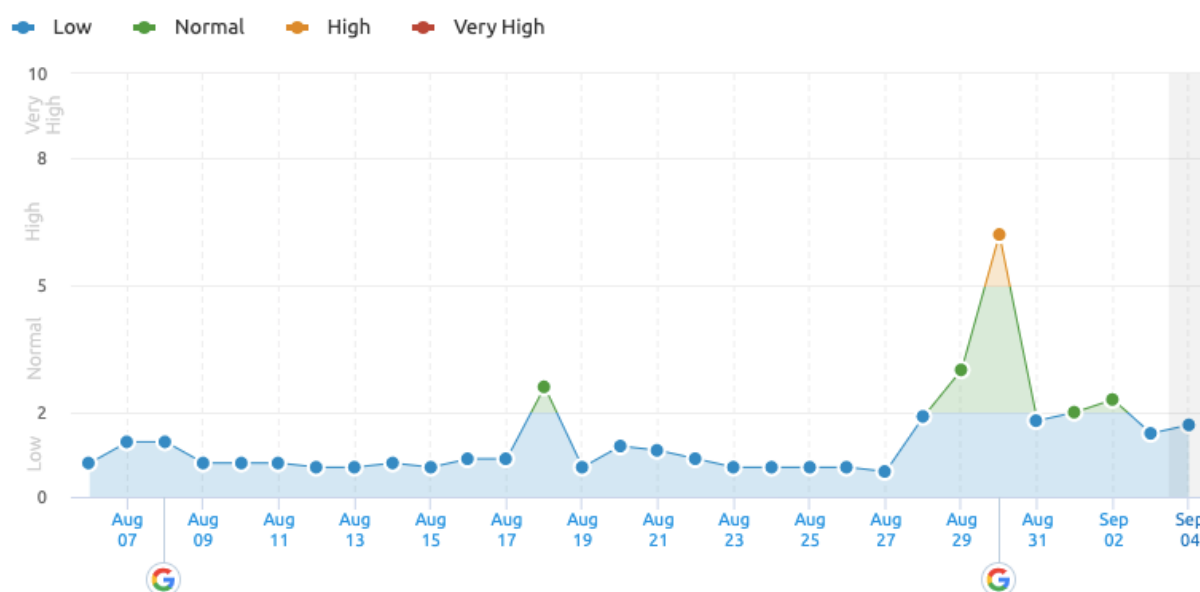
So it's worth bearing this in mind when your rankings suddenly jump up or slide down for no particular reason.

You may not have done anything wrong.

But there's a quick way to check...

The **SEMrush Sensor** shows the SERP volatility for the last 30 days:

SEMrush Sensor: SERP volatility for the last 30 days

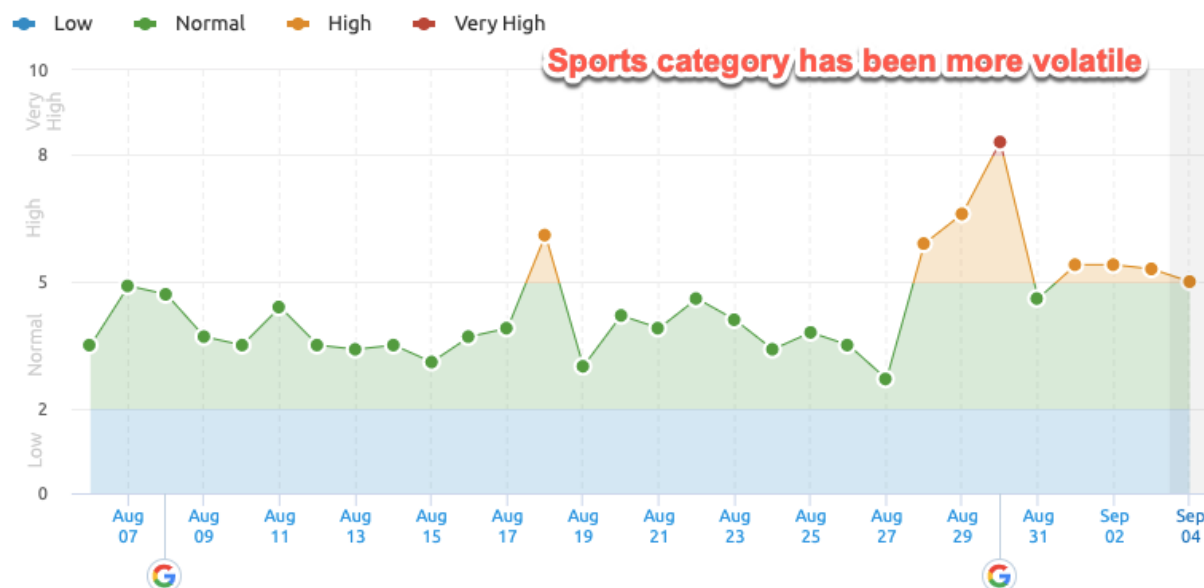


It's a useful tool to see how your site compares to the rest of the web. Plus, it can also help spot algorithm changes.

You can even drill down into various categories to check SERP volatility in different niches. For example, the Sports niche has been more volatile than others for the last few days:

SERP volatility for the last 30 days

Compare with... ▼



SEMrush advises that *“Google results are shaking up, and maybe a sign of a possible algorithm change. Check if your site has been affected.”*

However, this is pretty standard. Why? Because sports-related queries often require fresh content, such as the latest scores and results. So Google frequently moves websites around in the SERPs.

Aside from general volatility, you can monitor your website in the **Personal Score** tab:

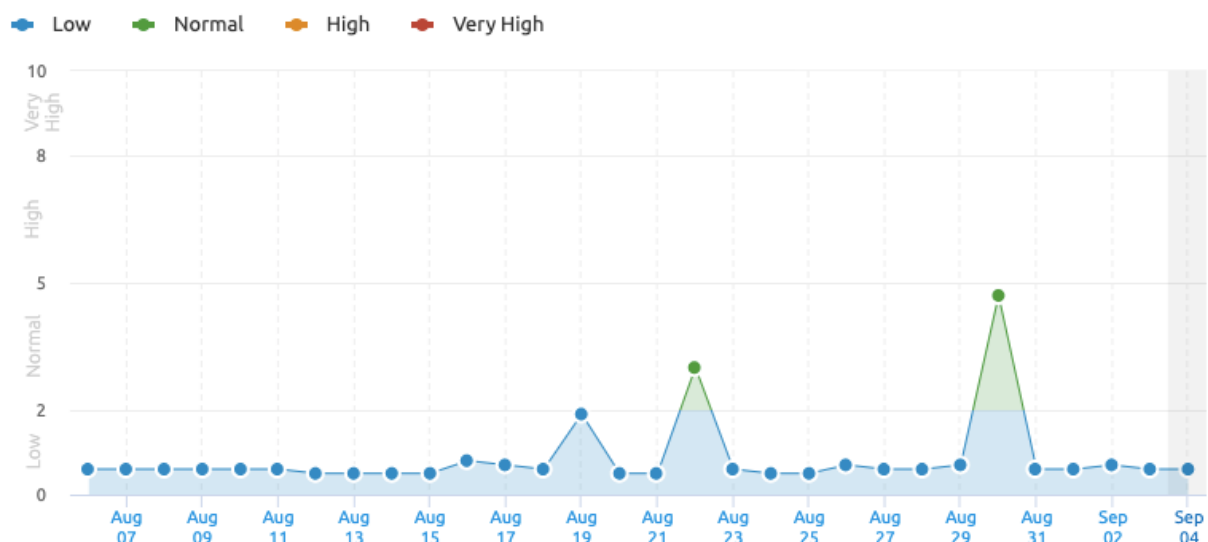


0.6 / 10

Low range

It's too quiet today. Google rankings remain unchanged.

SERP volatility for the last 30 days



The report looks at the keywords you're ranking for and checks SERP volatility for them.

And it looks like I have nothing to worry about at the moment.

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.

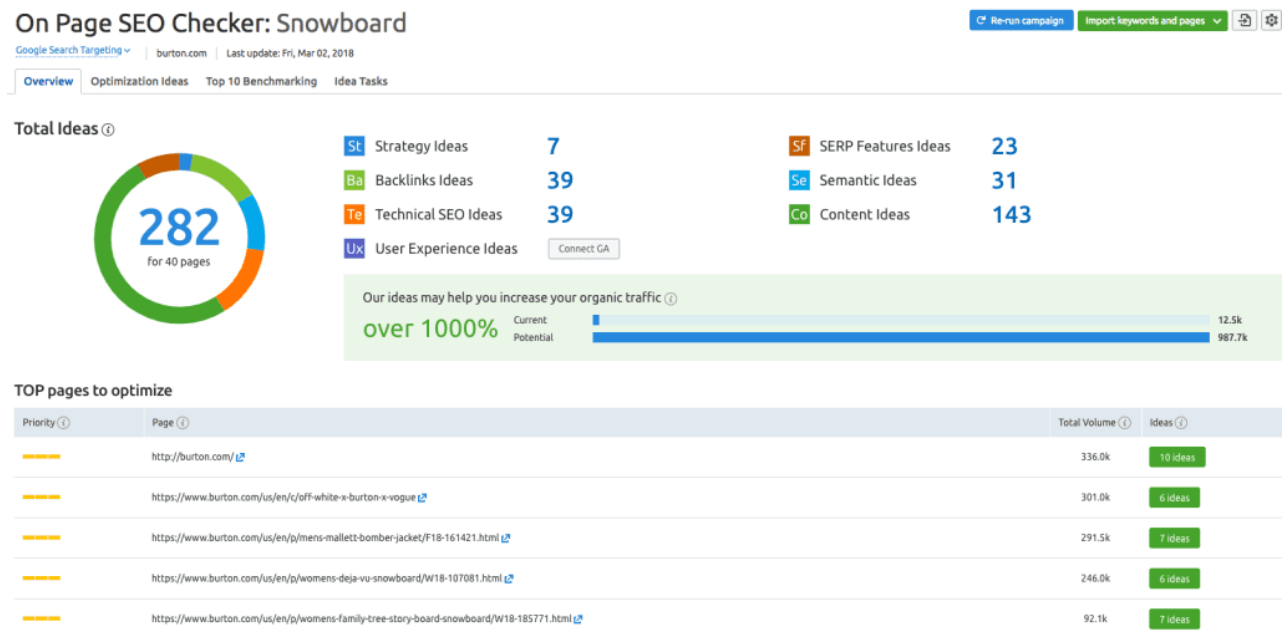
#23: Optimize Your Content with the On-Page SEO Checker

The **On-Page SEO Checker** provides a structured list of things you could do to improve the rankings of pages on your website.

The report includes on-page SEO ideas, semantically related words to include on your pages, target content length, readability, and backlink prospects.

SEMrush calculates the optimization ideas based on the Top 10 real-time competitors for each of your target pages and keywords.

The **Overview** report displays the total number of suggested ideas, an estimation of how much traffic the ideas could help you gain, and a short table with the suggested pages to optimize first:



From the report, you can click the links to investigate the optimization ideas further.

Or you can head straight to the **Optimization Ideas** tab where you'll see a list of all the suggestions:



You can sort the table by Priority, URL, Keywords, Total Volume, Last Update, or the number or type of ideas.

The On-Page SEO Checker advises what action you should take and what benefits you can expect as a result. It's an excellent way to start analyzing your site.

Advertising Toolkit Review and Tutorial

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

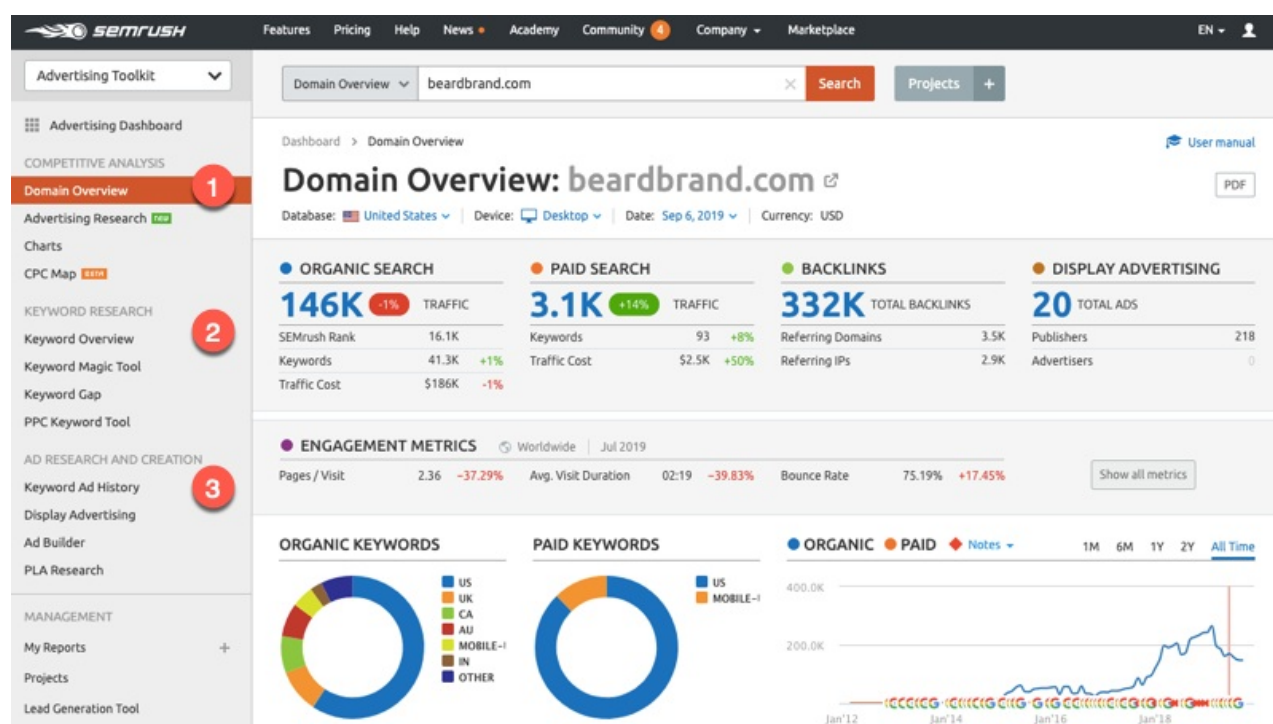
Everything from real estate to agriculture to dentists to marine electronics.

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.

SEMrush eliminates the guesswork and avoids a lot of wasted time and money testing a PPC campaign so you can start with a proven roadmap for success.

The **Advertising Toolkit** contains all the tools and reports you need to run your PPC campaigns organized in three sections:

1. Competitive Analysis
2. Keyword Research
3. Ad Research and Creation



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

#24: Analyze Competitor Spend and Traffic Trends

The **Advertising Research Positions** report gives you an overview of your competitor's use of advertising. At the top of the page, you can see the headline metrics for keywords, traffic, and traffic cost:

Advertising Research: athenahealth.com Database:  United States | Device:  Desktop | Date: Sep 5, 2019 | Currency: USD**Positions**

Position Changes

Competitors

Ad Copies

Ad History

Pages

Subdomains

Filter by keyword



Advanced filters

Keywords 	Traffic 	Traffic Cost 
4.9K -4.09%	41.8K -2.08%	\$443.6K 6.09%

As you scroll down the page, you can see the trend graphs for each metric:

Advertising Research: rei.com Database:  United States | Device:  Desktop | Date: Jan 10, 2019 | Currency: USD**Positions**

Position Changes

Competitors

Ad Copies

Ad History

Pages

Subdomains

Filter by keyword



Advanced filters

Keywords 	Traffic 	Traffic Cost 
39.2K 0.0%	1.6M 0.0%	\$1.7M 0.0%

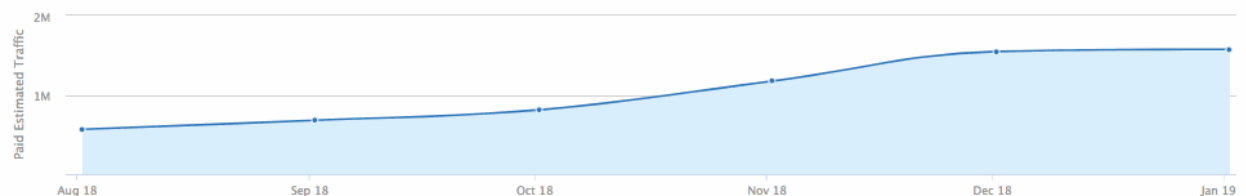
Paid Search Trends 

Estimated Traffic

Keywords

Traffic Cost

1M 6M 1Y 2Y All time



You can adjust the date range of the trends between 1 month, 6 months, 1 year, 2 years, and 'All time'.

The trend graphs let you gauge whether a competitor is spending more or less each month on ads. Any trends you spot, you can analyze deeper.

If it's increasing, drill into the position changes report to see NEW or LOST keywords to get an idea of where this is coming from – see section #28 for more details.

It also gives you an idea of how much you'll have to spend to get similar traffic levels. Or, how much traffic you can expect from specific topic categories.

#25. Where (And Why) Is the Competition Getting the Upper Hand in Paid Search

Want to know where your competitors are outranking you with their paid ads?

Move along to the **Competitors Tab** of the **Advertising Research Toolkit**. Scroll down to the **Paid Competitors** table, and click one of the **Common Keywords** links:

Paid Competitors 1 - 100 (858) click on the common keywords link Export

Domain	Com. Level	Common Keywords	Paid Keywords	Paid Traffic	Paid Traffic Price (USD)	SE Keywords
kareo.com	19%	808	3.6K	30,494	531.4K	22K
softwareadvice.com	14%	772	6.5K	41,255	903.8K	276K
advancedmd.com	10%	364	2K	32,053	347.2K	9.7K
clinictracker.com	5%	161	360	2,005	18K	1.1K
greenwayhealth.com	4%	103	579	11,393	163.1K	10.6K
medhost.com	3%	89	263	926	19.9K	1.2K

Similar to what we saw above in the SEO Toolkit, this opens a new window/tab with the **Keyword Gap** report. The comparison chart shows you all the common keywords that 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:

You'll be able to see which paid keywords the competitor is outranking you for. For example, Kareo is outranking Athena Health for these keywords:

live update athenahealth.com kareo.com 1 - 100 (808) Show: Table View Enable Charts

Advanced filters see where Kareo outranks Athenahealth Export

Keyword	Athenahealth.com	Kareo.com	Volume	CPC (USD)	Competitive	Results	Trend
☐ best ehr programs	7	1	90	0.00	0.97	3,210,000	
☐ cloud based emr system	7	1	90	0.00	0.93	8,130,000	
☐ ehr integration	7	3	170	22.80	0.87	5,340,000	
☐ ehr reviews 2018	7	5	20	0.00	0.00	4,500,000	
☐ online ehr	7	1	50	32.49	0.91	17,000,000	

Your job?

=> To 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:

Athenahealth is ranking #7 for “best EHR programs”, whereas Kareo 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

EHR Software Shopping? | Get Ultimate EHR Buyers Guide

Ad promo.clinictracker.com/

Download Free PDF - The Ultimate EHR Buyers Guide for Mental Health Practices. Billing Service. Billing. EHR . Telehealth. Practice Management. Services: EHR , Billing, Telehealth Service, Billing Service, Practice Management.

Cloud Based EMR | Voted Easiest to Use

Ad demo.remedly.com/free-dem...

Easy Scheduling - Save Time - Increase Client Retention - HIPAA Compliant. Schedule a free demo now. HIPAA Compliant Email. Dedicated support. Revenue Management. Patient Portal. Features: Automation Streamlines Scheduling & Follow Up, Processes Insurance Claims With One Click.

Kareo® Clinical EHR | The Best EHR Software | kareo.com

Ad get.kareo.com/EHR

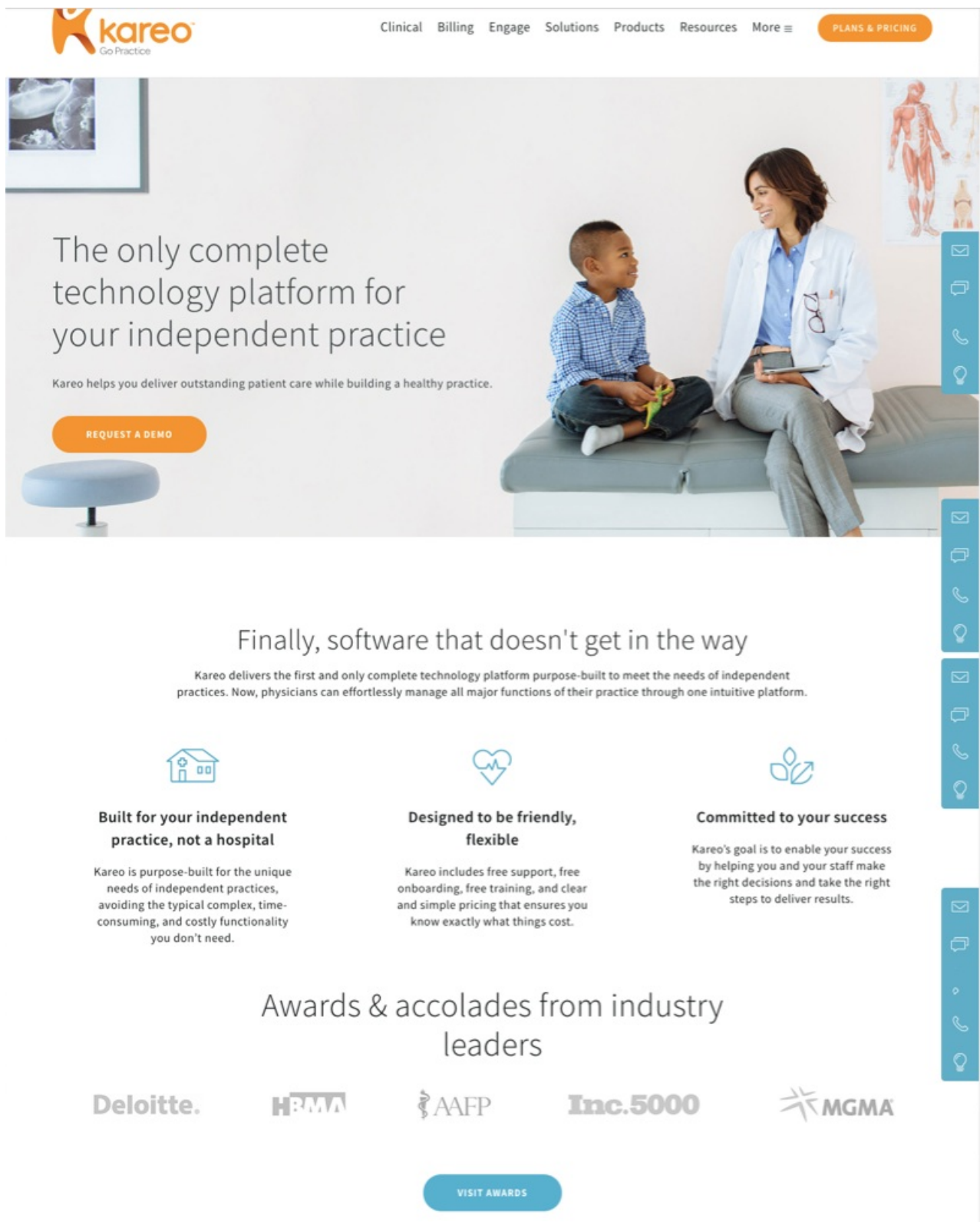
Award Winning, Fully Featured Web Based EHR . Get A Free Demo Today! Over 50,000 Providers. Up & Running in Minutes. Free Training & Support. Affordable Solutions. Free Onboarding. Simple & Easy To Use. Services: Simple Charting, Easy e-Prescribing, Electronic Superbills, Secure Messaging.

Greenway Health | EHR Software Available | Easy Workflows

Ad discover.greenwayhealth.c...

Increase Staff Productivity And Profitability.

Click on the ad, and you'll be taken to a custom campaign landing page, or in this example a redirect to the Kareo homepage:



The screenshot shows the Kareo homepage. At the top is a navigation bar with links: Clinical, Billing, Engage, Solutions, Products, Resources, More, and a PLANS & PRICING button. The main hero section features a large image of a doctor and a young boy sitting on an examination table. To the left of the image, the text reads: "The only complete technology platform for your independent practice" and "Kareo helps you deliver outstanding patient care while building a healthy practice." Below this is a REQUEST A DEMO button. To the right of the hero image is a vertical scrolling contact widget with icons for email, chat, phone, and a lightbulb. Below the hero section is a section titled "Finally, software that doesn't get in the way" with a subtext: "Kareo delivers the first and only complete technology platform purpose-built to meet the needs of independent practices. Now, physicians can effortlessly manage all major functions of their practice through one intuitive platform." This section is divided into three columns, each with an icon and a heading: 1. A house icon with the heading "Built for your independent practice, not a hospital" and text: "Kareo is purpose-built for the unique needs of independent practices, avoiding the typical complex, time-consuming, and costly functionality you don't need." 2. A heart with a pulse line icon with the heading "Designed to be friendly, flexible" and text: "Kareo includes free support, free onboarding, free training, and clear and simple pricing that ensures you know exactly what things cost." 3. A leaf icon with the heading "Committed to your success" and text: "Kareo's goal is to enable your success by helping you and your staff make the right decisions and take the right steps to deliver results." Below this is a section titled "Awards & accolades from industry leaders" featuring logos for Deloitte, HIMA, AAFP, Inc.5000, and MGMA. At the bottom is a VISIT AWARDS button.

Kareo
Go Practice

Clinical Billing Engage Solutions Products Resources More **PLANS & PRICING**

The only complete technology platform for your independent practice

Kareo helps you deliver outstanding patient care while building a healthy practice.

REQUEST A DEMO

Finally, software that doesn't get in the way

Kareo delivers the first and only complete technology platform purpose-built to meet the needs of independent practices. Now, physicians can effortlessly manage all major functions of their practice through one intuitive platform.



Built for your independent practice, not a hospital

Kareo is purpose-built for the unique needs of independent practices, avoiding the typical complex, time-consuming, and costly functionality you don't need.



Designed to be friendly, flexible

Kareo includes free support, free onboarding, free training, and clear and simple pricing that ensures you know exactly what things cost.



Committed to your success

Kareo's goal is to enable your success by helping you and your staff make the right decisions and take the right steps to deliver results.

Awards & accolades from industry leaders

Deloitte. **HIMA** **AAFP** **Inc.5000** **MGMA**

VISIT AWARDS

You'll notice the page is optimized for the target keyword, there is loads of social proof, a scrolling contact widget to contact the team by phone, chat message or email.

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

2. Sort common keywords search volume by descending order:

live update athenahealth.com kareo.com 1 - 100 (808)

Show: Table View Enable Charts

sort by search volume

Export

☐	Keyword	Athenahealth.com	Kareo.com	Volume	CPC (USD)	Competitive	Results	Trend
☐	emr	1	1	33,100	26.29	0.44	31,800,000	
☐	ehr	1	3	27,100	25.27	0.41	42,000,000	
☐	meditech	1	2	14,800	18.36	0.10	12,100,000	
☐	emr systems	4	1	6,600	41.88	0.77	42,700,000	
☐	meaningful use	1	1	5,400	7.38	0.10	297,000,000	
☐	electronic health records	1	1	4,400	34.09	0.62	249,000,000	
☐	electronic medical records	1	1	4,400	28.76	0.62	163,000,000	

Now you can see 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. Sort common keywords competitive score in ascending order:

live update athenahealth.com kareo.com 1 - 100 (808)

Show: Table View Enable Charts

sort 'competitive' in ascending order

Export

☐	Keyword	Athenahealth.com	Kareo.com	Volume	CPC (USD)	Competitive	Results	Trend
☐	2014 meaningful use attestation	1	2	20	0.00	0.00	537,000	
☐	2016 meaningful use attestation deadline	1	2	90	0.00	0.00	84,100	
☐	a1 ehr demo	2	1	40	0.00	0.00	635,000	
☐	accuro emr download	1	3	20	0.00	0.00	58	
☐	activity diagram for clinic management system	2	1	20	0.00	0.00	87,500,000	

Now you can see the common keywords sorted from the lowest to the highest level of competition.

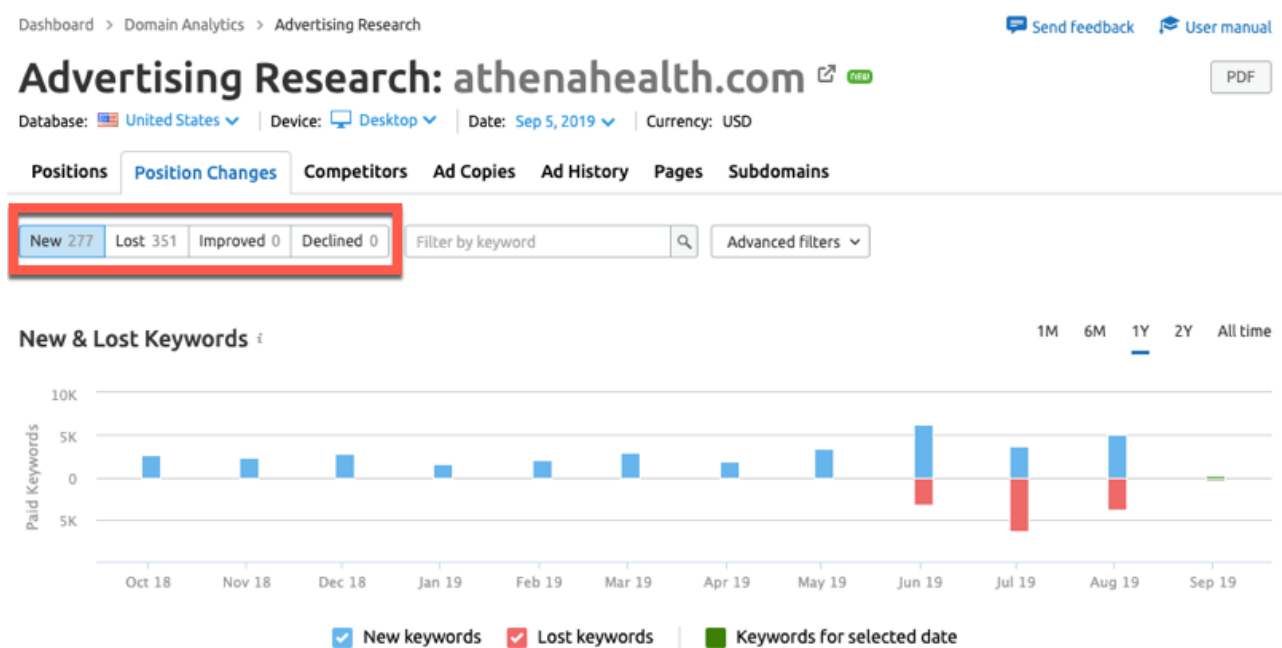
This not only gives you a quick overview of the overall keyword competitiveness but sometimes also reveals new low-competition keyword opportunities you might not have previously thought of.

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

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

Your competitor's PPC campaign will constantly be changing.

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



- 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 primary navigation markers at the top of the report (above):

- **New Keywords** - shows keywords where the domain has started ranking an ad in Google's Top Paid 8 positions (and was not ranking at the time of the previous update).
- **Lost Keywords** - shows all the keywords where your competitor has fallen out of the rankings.
- The **Improved and Declined Keywords** filters show all keywords where your competitor is gaining and losing ground in the paid ad rankings.

You should always be on the lookout 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 green ad icon:

New Paid Search Positions 1 - 100 (6,270) Export

	Ad	Keyword	Pos.	Diff.	Block	Volume	CPC (USD)	URL	Traffic Change	Costs (USD)	Com.	Results
>		myhealth	→ 1	new		90,500	3.64	http...	4,253	15.5K	0.03	31M
>		athenahealth® Official Site Electronic Health Records				90,500	3.64	http...	4,253	15.5K	0.03	33.1M
>		www.athenahealth.com/EHR				60,500	3.88	http...	2,843	11K	0.25	1.4M
>		Cloud-Based Services To Keep You Efficient. Back-Office Work So You Can Focus on Care. You Cure the Patients.				60,500	2.93	http...	2,843	8.3K	0.24	1.4M
>		We'll Cure the Inefficiencies. State of the Smart. Network-Enabled Services.				60,500	3.88	http...	2,843	11K	0.25	1.5M
>		Authorization Management. Epocrates Embedded in EHR. Mobile EHR Access.				60,500	3.88	http...	2,843	11K	0.25	1.3M
>		advancedmd	→ 1	new		33,100	9.27	http...	1,555	14.4K	0.18	127K

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:

Improved Paid Search Positions 1 - 2 (2) sort by position difference Export

	Ad	Keyword	Pos.	Diff.	Block	Volume	CPC (USD)	URL	Traffic Change	Costs (USD)	Com.	Results	Tre	
>	☐		top 10 ehr vendors	4 → 2	↑ 2		30	16.76	http...	0	6	0.85	707K	
>	☐		emr for dummies	3 → 2	↑ 1		30	5.13	http...	0	2	0.97	2.5M	

Sort the report by Diff (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 a particular keyword is converting well and want to incorporate into your own campaign.

3. The **Declined** tab will show all the ads that have decreased in position:

Declined Paid Search Positions 1 - 10 (10) sort by position difference Export

	☐	Ad	Keyword	Pos.	Diff.	Block	Volume	CPC (USD)	URL	Traffic Change	Costs (USD)	Com.	Results
>	☐		medical insurance billing software	1 → 3	↓ 2		20	93.34	http...	2	16	0.89	33.4M
>	☐		patient reminders meaningful use	1 → 2	↓ 1		30	7.61	http...	2	2	1.00	16.4M
>	☐		ehr health	1 → 2	↓ 1		50	58.40	http...	4	37	0.63	26.6M
>	☐		hakonechloa macra	1 → 2	↓ 1		880	1.21	http...	22	13	0.87	334K

Sort the report by Diff (Position Difference) to show the keywords with the largest drop in rankings.

Typically, a significant 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.

#27: 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 without the right ad copy, your campaign can still fall flat on its face.

The **Ad Copies** report will show you all the ad copy your competitors are using in an aggregated report, along with all the keywords triggering the ad copy:

Dashboard > Domain Analytics > Advertising Research Send feedback User manual

Advertising Research: athenahealth.com

Database:  United States Device:  Desktop Date: June 2019 Currency: USD

Positions Position Changes Competitors **Ad Copies** Ad History Pages Subdomains

Filter by product title

Ad Copies 1 - 100 (3,623) Sort by: Number of keywords - descending Export

Meaningful Use Changes and What That Means For You   www.athenahealth.com/Meaningful-Use See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Cloud-Based Network. Epocrates in the Workflow. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 116 	Meaningful Use Changes and What That Means For You   www.athenahealth.com/Meaningful-Use See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Epocrates in the Workflow. Cloud-Based Network. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 96 	Prior Authorization Management athenahealth® - Learn More   www.athenahealth.com/Authorization-Management Stop Chasing Authorizations . Our Services Save 15 Hours Per Provider, Per Week. Get Paid More. Keywords: 47 	PQRS Reporting Made Easy Quality Payment Program Pros   www.athenahealth.com/PQRS Don't Leave Behind 9% of Your Medicare Payments. We Guarantee MU & PQRS . Epocrates in the Workflow. Cloud-Based Network. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 43 
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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:

Meaningful Use Changes and What That Means For You www.athenahealth.com/Meaningful-Use See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Epocrates in the Workflow. Cloud-Based Network. Services: Electronic Health Records, Patient Engagement. Keywords: 34	Medical Patient Portal athenahealth® Official Site athenahealth.com www.athenahealth.com/Communicat Let Patients View Health Records, Pay Bills, Make Appointments & More. See 3-Minute Demo. An Engaged Patient is an Empowered Patient. Pick Patient Portal Software That Works. Keywords: 33	Let's Keep MACRA Simple We'll Make Sure You Succeed www.athenahealth.com/MACRA You Handle Health Care, We'll Make Sense of the MACRA Final Rule So You Succeed. Cloud-Based Network. Epocrates in the Workflow. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 31	Meaningful Use Changes and What That Means For You www.athenahealth.com/Meaningful-U See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Cloud-Based Network. Epocrates in the Workflow. Services: Electronic Health Records, Patient Engagement. Keywords: 31
MIPS Success - Guaranteed Partner with athenahealth® www.athenahealth.com/MIPS Get Your Full Incentive Payment & Avoid Penalties. See 3-Min Demo. Epocrates in the Workflow. Cloud-Based Network. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing, Population Health. Keywords: 28	MACRA Resource/Content Center The Tools You Need to Succeed www.athenahealth.com/MACRA We Understand the 2,398 Page MACRA Rule So Our Clients Don't Have To. See More. Cloud-Based Network. Epocrates in the Workflow. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 27	Top Medical Billing Service See How We Get You Paid More www.athenahealth.com/Medical-Billin Stop Paying for Medical Billing Software Upgrades. Stay Updated in the Cloud. See Demo. Keywords: 25	MIPS Success - Guaranteed Partner with athenahealth® www.athenahealth.com/MIPS Get Your Full Incentive Payment & Avoid Penalties. See 3-Min Demo. Cloud-Based Network. Epocrates in the Workflow. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing, Population Health. Keywords: 24

What type of headlines are they using to attract attention?

- *Shock value?*
- *Emotional appeal?*
- *Brand mentions reinforcing trust?*

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.

Let's Keep MACRA Simple We'll Make Sure You Succeed www.athenahealth.com/MACRA You Handle Health Care, We'll Make Sense of the MACRA Final Rule So You Succeed. Epocrates in the Workflow. Cloud-Based Network. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 23	Meaningful Use Changes and What That Means For You www.athenahealth.com/Meaningful-U See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Keywords: 22	athenahealth® EHR Award-Winning Patient Records www.athenahealth.com/EHR Cloud-Based Electronic Health Records Keep Providers Productive. Watch 3-Minute Demo. Do the Clinical Work You Do Best. We Take On Your Administrative Tasks At Scale. Keywords: 20	Medical Patient Portal athenahealth® Official Site athenahealth.com www.athenahealth.com/Communicat Let Patients View Health Records, Pay Bills, Make Appointments & More. See 3-Minute Demo. Keywords: 20
athenahealth® Official Site Electronic Health Records www.athenahealth.com/EHR Cloud-Based Services To Keep You Efficient. Back-Office Work So You Can Focus on Care. Keywords: 19	MACRA Resource/Content Center The Tools You Need to Succeed www.athenahealth.com/MACRA We Understand the 2,398 Page MACRA Rule So Our Clients Don't Have To. See More. Epocrates in the Workflow. Cloud-Based Network. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 18	Prior Authorization Management athenahealth® HIT Solutions www.athenahealth.com/Authorizatio We Handle Medical Authorizations to Save You Time and Drive Outcomes. Watch Demo. Preauthorizations Are Mandatory. Waiting On Hold Is Optional. Let Us Take It On For You. Keywords: 18	Cloud-Based EMR athenahealth® Official Site athenahealth.com www.athenahealth.com/EMR athenaClinicals® EMR Keeps Providers Focused on Patients, Not Checking Boxes. See Demo. Meet the Network That Connects the Docs. See How We Help You Thrive. Network-Enabled Services. Keywords: 18

- Are your competitors using alphanumeric numbers to stand out?
- 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?
- Are they using dynamic keyword insertion to increase relevance?
- Are they using product names in the URL?

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

Meaningful Use Changes and What That Means For You www.athenahealth.com/Meaningful-Use See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Cloud-Based Network. Epocrates in the Workflow. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 116	Meaningful Use Changes and What That Means For You www.athenahealth.com/Meaningful-Use See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Epocrates in the Workflow. Cloud-Based Network. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 96	Prior Authorization Management athenahealth® - Learn More www.athenahealth.com/Authorization-Management Stop Chasing Authorizations . Our Services Save 15 Hours Per Provider, Per Week. Get Paid More. Keywords: 47	PQRS Reporting Made Easy Quality Payment Program Pros www.athenahealth.com/PQRS Don't Leave Behind 9% of Your Medicare Payments. We Guarantee MU & PQRS . Epocrates in the Workflow. Cloud-Based Network. Services: Electronic Health Records, Patient Engagement, Medical Billing, Order Transmission, Epocrates, Secure Text Messaging, Patient Record Sharing. Keywords: 43
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Keywords that trigger this ad to show 1 - 100 (116)

Keyword	Position	Diff.	Block	Volume	CPC (USD)	Com.	Trend
meaningful use stage 3	1 → 1	0		1,600	4.63	0.28	
meaningful use 2018	1 → 1	0		720	11.56	0.28	
cms meaningful use	1 → 1	0		480	19.95	0.15	
meaningful use attestation deadline 2018	→ 1	new		110	10.92	0.28	

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

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

#28: Unearth High-Converting Ad Copy Formulas

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.

The **Ads History** report 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, it's safe to assume it's a profitable keyword.

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

In SEMrush:

1. Select **Advertising Toolkit**.
2. Click on **Advertising Research** from the side menu.
3. Enter your competitor's domain – e.g. *athenahealth.com*
4. Select the **Ad History** tab:

You can use these insights to see 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.
- But, if you notice that your competitors tried different ad copy and then quickly changed it the next month, then it must not have performed as well.

Use your competitor's 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 competitor's 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 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 particular 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.

The **Ad Builder Tool** allows you to write ad copy and headlines for your PPC campaigns based on your competitor's ads. And, even better, when your ad is finished, you can upload it straight to the **Google Ads Editor**.

The main benefit of the Ad Builder is that it lets you see exactly how your competitors structure their successful ads – and then replicate them.

Start with the **Ad Research** tab and enter your competitor's domain to see their ads:

Ad Builder: www.nextgen.com

Ad Research

Text Ads

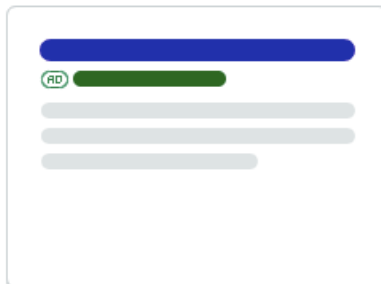
Display Ads BETA

Extensions

About

Text ads

Display ads



Find ideas for your ads:

- Enter your competitor's domain and see their ads
- Or enter a seed keyword to see ads triggered by this keyword

×
🇺🇸 ▼
Search Ads

If you see an ad that you think you could modify and use, then click the '+' button in the top right corner:

Ad Builder: www.nextgen.com

Ad Research

Text Ads

Display Ads BETA

Extensions

About

Text ads

Display ads

Search ads by domain o

Click to use this Ad as template. ×

click the '+' button

Prior Authorization Management Stop Chasing Authorizations Ad www.athenahealth.com athenahealth® Services Save 15 Hours Per Provider, Per Week. See How. Keywords: 46	Meaningful Use Changes and What That Means For You Ad www.athenahealth.com See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Epocrates i Keywords: 46	Prior Authorization athenahealth® - Le Ad www.athenahealth.com Stop Chasing Authorizations. Save 15 Hours Per Provider, Per Week. See How. Keywords: 44
---	--	---

Then customize the (1) headlines, (2) description, and (3) display URL to fit your campaign, and choose which (4) campaign group to use:

New Ad [Reset to initials](#)

Headline 1 ①

Headline 2 ①

Headline 3 ①

Description 1 ①

Description 2 ①

Path ① /

Final URL ①

Mobile URL

Campaign

Group

Tracking ①

Preview

Ideas for your ads

Search ads by domain or seed keyword: [Search Ads](#)

Prior Authorization Management Stop Chasing Authorizations Ad www.athenahealth.com athenahealth® Services Save 15 Hours Per Provider, Per Week. See How.	Meaningful Use Changes and What That Means For You Ad www.athenahealth.com See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Epocrates i
Prior Authorization Management athenahealth® - Learn More Ad www.athenahealth.com Stop Chasing Authorizations . Our Services Save 15 Hours Per Provider, Per Week.	Meaningful Use Changes and What That Means For You Ad www.athenahealth.com See How athenahealth Helps Clients Succeed Amidst Industry Change. Learn More. Cloud-Based
Prior Authorization Management athenahealth® HIT Solutions Ad www.athenahealth.com We Handle Medical Authorizations to Save You Time and Drive Outcomes. Watch Demo.	PQRS Reporting Made Easy Quality Payment Program Pros Ad www.athenahealth.com Don't Leave Behind 9% of Your Medicare Payments. We Guarantee MU & PQRS . Cloud-Based Netw

Page: 1 of 534

As you edit the text, you see a preview of how it will look. Once you're happy with the ad copy, save it to your campaigns:

Dashboard > Projects > www.nextgen.com > Ad Builder [User Manual](#)

Ad Builder: www.nextgen.com [Recommendations](#) [Settings](#)

Ad Research **Text Ads** Display Ads **BETA** Extensions About

[+ Campaign](#) [New Ad](#) [Edit](#) [Headline 1](#) [Search Ads](#) [Export](#)

Ads without group (0)

Default Campaign (1)

[Add group](#)

Default Group (1)

☐ **NEW HEADLINE | Stop Chasing Shadows**

[Ad](#) [robbierichards.com](#)

Super Services Save 30 Hours Per Provider, Per Week. See How.

Page: 1 of 1

Export your ad as a .CSV file and upload to Google Ad Editor

The final step is to export your customized ads to a **CSV** file, which can then be imported into your Google AdWords Editor program.

#29: Uncover Competitor Pricing Strategy with Product Listing Ads

The new **PLA (Product Listing Ads) Research Tool** lets you analyze the performance of an advertiser's Google Shopping ad campaigns.

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.

The **PLA Positions** report is great for analyzing the pricing strategy of your top competitors. You can view the PLAs, their keywords, ranking position, search volume, product title, and URL:

PLA Positions 1 - 100 (3,098,616) Export

☐	Ad	Keyword	Pos.	Diff.	Volume	Product Title and URL	Price (USD)	Trend	SERP	Last Update
☐		sonic	2	new	1,830,000	Sonic Mania Plus Art Book Only No Game Ps4 Xb1 Switch https://www.ebay.com/i/143276183609	9.99			9/5/2019
☐		ps4	3	new	1,500,000	Sony PlayStation 4 https://www.ebay.com/i/383103681931	155.00			9/5/2019
☐		xbox one	3	new	1,500,000	Microsoft Xbox One https://www.ebay.com/p/1836940248?thm=3000	59.00			9/5/2019
☐		playstation	1	0	823,000	Sony PlayStation https://www.ebay.com/i/113154908673	540.05			9/6/2019

And my favorite...**product prices**:

PLA Positions 1 - 100 (3,098,616) Export

☐	Ad	Keyword	Pos.	Diff.	Volume	Product Title and URL	Price (USD)
☐		us map	2	↓ 1	4,090,000	USA Map for Kids - Laminated - United States Wall Chart Map (18 x 24) https://www.amazon.com/USA-Map-Kids-Laminated-United-States-Wall-Chart-Map-18-x-24/dp/B000000000	\$10.99 Amazon.com

hover on the green Ad icon to see the image, ad copy, and product price

You can use the **PLA Copies** report to gauge the pricing strategy used by competitors:

PLA Copies 1 - 100 (2,611,521) Sort by: Number of keywords — descending Export

 Amazon.com \$100 Gift Card in a Black Gift Box (Birthday) \$100 Amazon.com Keywords: 3,115	 Amazon.com Gift Card in a Red Gift Box Reveal \$500 Amazon.com Keywords: 2,947	 Fire TV Stick with Alexa Voice Remote, streaming media \$39.99 Amazon.com Keywords: 2,527	 Powerbeats Pro - Totally Wireless Earphones - Black \$249.95 Amazon.com Keywords: 2,398
--	--	---	---

In the main part of the report, you'll see the ads of competitors that Google likes the most. The more keywords an ad has, the more it shows up in SERPs, and the more likely potential customers will see it and click it.

The **Product Price** filter lets you view your competitors' highest- and lowest-priced products. You can also sort results according to the number of keywords and price:

Filter by product title		Advanced filters	
PLA Copies 1 - 100 (26,451)		Sort by: Number of keywords — descending	
 Air Jordan 13 Retro Little Boys' Shoe Size 3Y (Black) ↗ \$80 Nike Keywords: 530	 Converse Chuck Taylor All Star Low Top Shoe Size 11 (White) ↗ \$50 Converse Keywords: 425	 Air Jordan 5 Retro Men's Shoe Size 9.5 (Sail) ↗ \$190 Nike Keywords: 383	 Converse Chuck 70 High Top Shoe Size 4 (Black) ↗ \$85 Converse Keywords: 382
 Converse Custom Chuck Taylor Premium Leather High Top Shoe Size 11 (Gold) ↗ \$100 Converse Keywords: 319	 Air Jordan 12 Retro Big Kids' Shoe Size 5.5Y (Black) ↗ \$140 Nike Keywords: 262	 Air Jordan 9 Retro NRG Men's Boot Size 13 (Black) ↗ \$225 Nike Keywords: 250	 Converse x Hello Kitty Phone Pouch (Black) ↗ \$45 Converse Keywords: 234
 Converse Chuck Taylor All Star Leather High Top Shoe Size 8.5 (Black) ↗ \$70 Converse Keywords: 219	 Converse Chuck 70 GORE-TEX High Top Shoe Size 8.5 (Black) ↗ \$110 Converse Keywords: 210	 Air Jordan 12 Retro (10.5c-3y) Little Kids' Shoe Size 1Y (Black) ↗ \$80 Nike Keywords: 207	 Air Jordan 5 Retro Men's Shoe Size 10 (Sail) ↗ \$190 Nike Keywords: 202
 Air Jordan 3 Retro Kids' Shoe Size 5Y (White) ↗ \$140 Nike Keywords: 179	 Jordan XI Retro TD Men's Football Cleat Size 7 (White) ↗ \$125 Nike Keywords: 169	 Nike Sportswear Windrunner Big Kids' (Boys) Jacket Size 5 (White) ↗ \$39.97 Nike Keywords: 164	 Air Jordan 10 Retro Men's Shoe Size 8 (Racer Blue) ↗ \$190 Nike Keywords: 162
 Air Jordan 13 Retro Little Boys' Shoe Size 1Y (Black) ↗ \$80 Nike	 Converse One Star Street Warmer Leather Low Top Women's Boot Size 6 (Khaki) ↗ \$52.97 Converse	 Air Jordan 12 Retro (10.5c-3y) Little Kids' Shoe Size 12C (Black) ↗ \$80 Nike	 Converse Chuck II High Top Shoe Size 10 (Black) ↗ \$39.97 Converse

[Source]

You can use this data to help you optimize your PLAs with better titles, descriptions, and pricing.

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 the PLA title, landing page headers, and body copy?

#30: Quickly Find Gaps in Your Paid Search and PLA Strategy

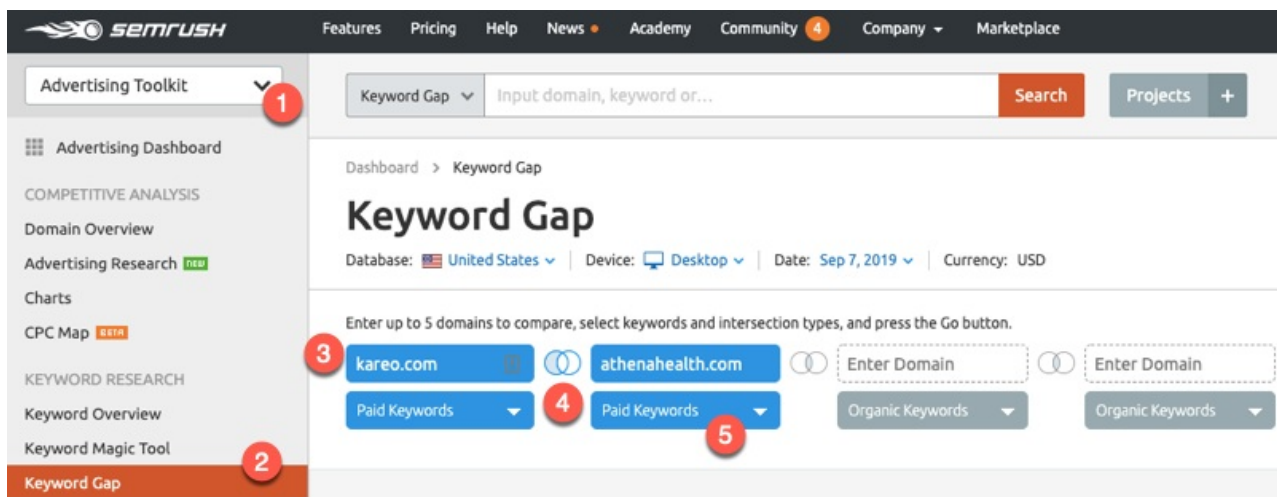
Earlier, in section #4, you saw how to use the Keyword Gap tool for organic traffic.

Using the same principles, we can find keyword gaps for Paid Search and PLA.

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

In SEMrush:

1. Select **Advertising Toolkit**.
2. Click on **Keyword Gap** from the side menu.
3. Enter the domains you want to compare – e.g. “kareo.com” and “athenahealth.com”.
4. Select the “Unique to first domain’s keywords” intersection.
5. Select **Paid Keywords** from the dropdown:



From the results table, Athenahealth can see the Paid Keywords that it’s missing out on compared to Kareo:

live update kareo.com athenahealth.com 1 - 100 (2,685) Show: Table View Enable Charts

keywords unique to Kareo Export

Keyword	Kareo.com	Athenahealth.com	Volume	CPC (USD)	Competitive	Results	Trend
☐ 12 characteristics of computer based patient record	1	-	30	0.00	0.07	210,000,000	
☐ 1800 home doctor	1	-	20	0.00	0.00	146,000,000	
☐ 1mg software free download for pc	1	-	20	0.00	0.00	49	
☐ 2017 mips attestation	1	-	90	0.00	0.00	37,400	
☐ 2017 mips measures list	1	-	40	0.00	0.00	276,000	

You can run the same kind of report for PLA Keywords. Repeat the steps above but change the dropdown selection to **PLA**. You can also add filters to narrow the selection.

For example, here are the PLA keywords containing “laptop” unique to Walmart that

Amazon might want to target:

live update walmart.com amazon.com 1 - 100 (4,850) Show: Table View Enable Charts

laptop Advanced filters Export

Include Keyword Containing laptop

+ Add one more

Apply Reset Cancel

PLA keywords containing "laptop" unique to Walmart that Amazon could target

Keyword	Walmart.com	Amazon.com	Volume	CPC (USD)	Competitive	Results	Trend
☐ \$100 gaming laptop	4	-	210	0.43	1.00	23,200,000	
☐ \$300 laptop	4	-	720	1.47	1.00	23,000,000	
☐ \$99 laptop	5	-	210	0.43	1.00	15,900,000	

Using the **Keyword Gap** tool before starting either a Paid or PLA campaign can help you identify keywords to include.

#31: Dissect Competitor Display Ad Campaigns

The **Display Advertising** report provides a handy overview of your competitor's display campaign activity.

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

Go to the **Overview** tab and enter your competitor's domain:

Dashboard > Domain Analytics > Display Advertising Top 30 Publishers & Advertisers Advertising Toolkit Course Send Feedback

Display Advertising for advertiser digitalmarketer.com

Location: Worldwide Device: All Period: All Time Publisher: All

Overview Ads Landing Pages Publishers

Ads	Publishers	Times Seen	First Seen	Last Seen
2.8K	6.8K	39.4K	Oct 25, 2014	Aug 18, 2019

Audience Targeting: Gender

Male 62% Female 38%

Audience Targeting: Age

18-24 18% 25-34 27% 35-44 20% 45-54 16% 55-64 11% 65+ 8%

Top Audience Interests

Interest	Percentage
Media & Entertainment	54%
Technology	44%
News & Politics	36%
Shoppers	20%
Sports & Fitness	15%

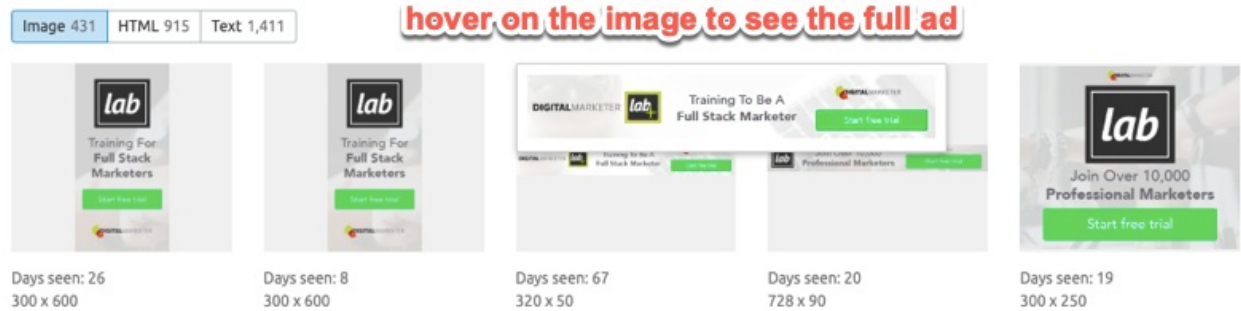
More details

In this example, DigitalMarketer is currently promoting **2.8K** display ads across **6.8K** domains. The report also shows audience gender and age range they're targeting.

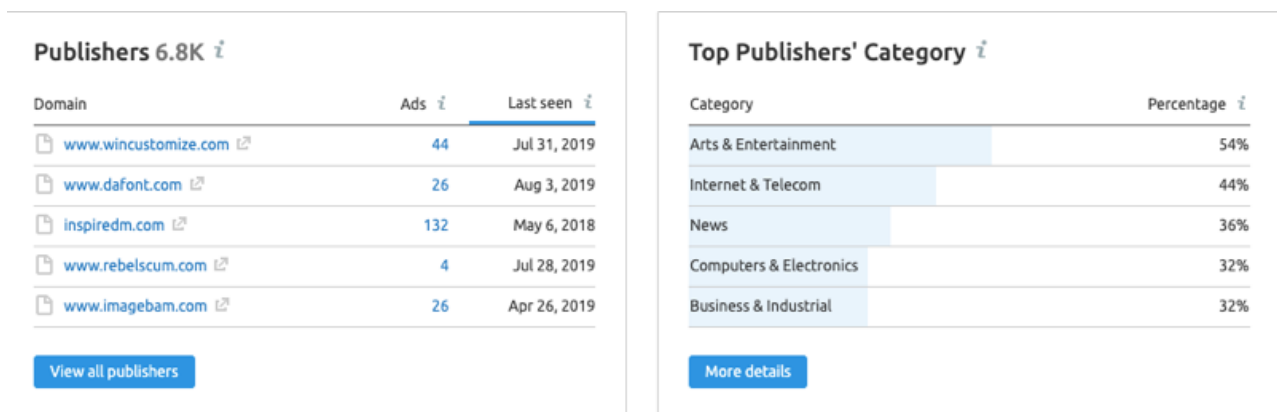
As you scroll down the page, you gather more info:

There's a sample of the different types of ads (Image/HTML/Text):

Sample Ads 2.8K

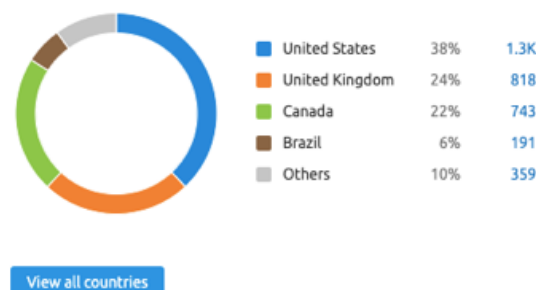


The top publishers and their industry/niche:

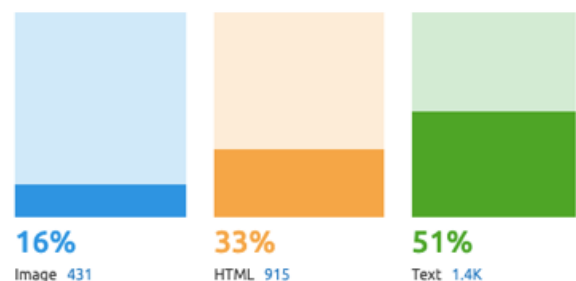


The countries where they're advertising and the type of ads they're using:

Display Ads by Countries 27



Ad Types



In the **Publishers** report, you can see where the competitor is advertising, and exactly how many ads appear on that domain:

Publishers List (6,773)

Search  **DigitalMarketer is advertising on these websites** Export

Publisher, Title & Description	Monthly Visits	Ads	Image/HTML/Text	Times Seen	First Seen	Last Seen
www.poetrysoup.com no title no description	Upgrade	13	54% 0 46%	26	Jun 13, 2019	Aug 18, 2019
www.clker.com no title no description	Upgrade	26	65% 0 35%	194	Nov 16, 2018	Aug 17, 2019
www.askmefast.com no title no description	Upgrade	39	49% 5% 46%	874	Apr 7, 2018	Aug 10, 2019
www.impawards.com no title no description	Upgrade	24	42% 0 58%	120	Apr 8, 2019	Aug 10, 2019

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

Ads Image 17 HTML 0 Text 9 Search  Advanced filters Export

Ad	Advertiser	Times Seen	Days Seen	First Seen	Last Seen	Countries
DigitalMarketer Lab Trial Join Lab Today for Free! 30 Day Free Trial. 728 x 90	digitalmarketer.com	20	253	Nov 17, 2018	Jul 27, 2019	 
DigitalMarketer Lab Plus Enjoying Lab Basic? Join Lab Plus Today for Free! 30 Day Free Trial. DigitalMarketer 300 x 600	digitalmarketer.com	4	73	Apr 23, 2019	Jul 4, 2019	

But it doesn’t end there...

On the **Landing Pages** report, you can see the landing pages the advertiser is directing their ads to:

Display Advertising for advertiser digitalmarketer.com

Location: [Worldwide](#) Device: [All](#) Period: [All Time](#) Publisher: [All](#)[Overview](#) [Ads](#) [Landing Pages](#) [Publishers](#)

Landing Pages (53)

**This landing page has 455 ads pointing to it**

Landing Title, URL and Description	Ads	Times Seen	Days Seen	First Seen	Last Seen
Marketing Certifications - Lab DigitalMarketer https://www.digitalmarketer.com/lp/digitalmarketer-lab-special-offer/ Join the premier online community for digital marketers	455	16,377	277	Nov 15, 2018	Aug 18, 2019
Marketing Certifications - Lab+ DigitalMarketer https://www.digitalmarketer.com/lp/lab-plus-trial/ With DigitalMarketer Lab+, you can leverage our comprehensive marketing certi...	174	3,053	269	Nov 15, 2018	Aug 10, 2019

In our example, DigitalMarketer has 455 ads pointing to this landing page.

This information is insanely useful for figuring out what type of offers are converting for your competitors.

ACTION ITEM:

Enter your competitor's domain and look at the following 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, so the competitor is cutting back investment in display ads. Or they are excluding underperforming 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 compare the Text and Image ads:



Ad	Advertiser	Times Seen	Days Seen	First Seen	Last Seen	Countries
212 Blog Post Ideas Free Ultimate List Blog Post Ideas. Never Run Out of Ideas Again. digitalmarketer.com/BlogPostIdeas 300 x 600	digitalmarketer.com	30	402	Jul 12, 2016	Aug 17, 2017	Canada, United Kingdom, United States
Need Blog Post Ideas? Free Ultimate List Blog Post Ideas. Never Run Out of Ideas Again. 300 x 250	digitalmarketer.com	30	390	Jul 12, 2016	Aug 5, 2017	Canada, United States

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 the Publisher graph shown above.

5. Publishers

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

Check how many ads are being promoted on each site, whether they are text or image-based, and for how long the 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.

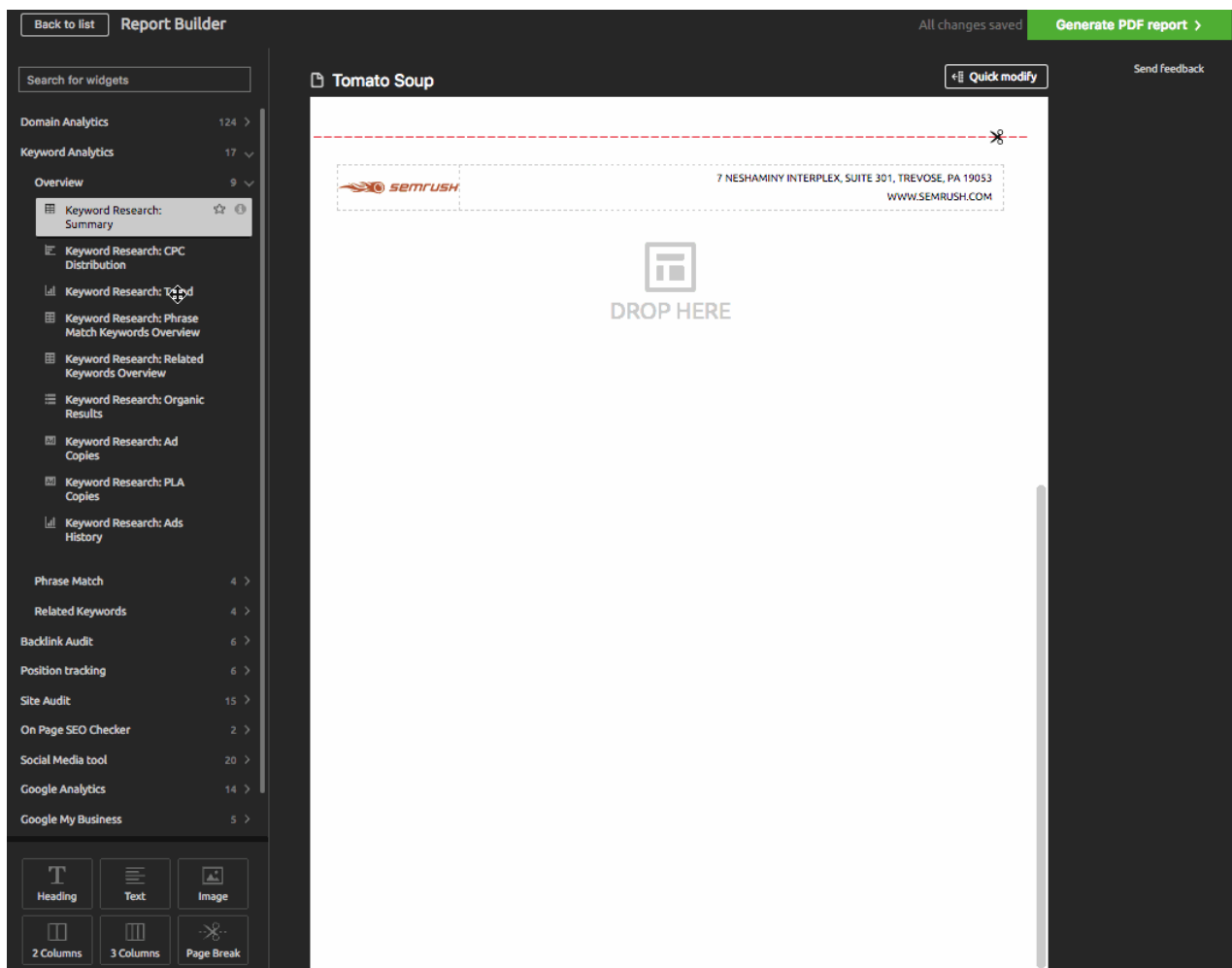
6. Landing Pages

Get a full list of all the landing pages your competitors are targeting with display ads. Check the '**Times Seen**' and '**Ads**' columns to get an idea which landing pages are being targeted the most.

#32: Show PPC Progress and Results

The **My Reports builder** – located in the **Management Toolkit** – makes it easy to build PDF reports from scratch or customize an existing template. It's a great way to share PPC progress and results with your clients.

Use the drag-and-drop editor to add different sources, including PPC, from the left-hand menu panel into the report builder:



When you're finished, you can email the report to your clients.

SEMrush's Business Plan also allows you to generate white-label reports.

Content Marketing Toolkit

SEMrush' **Content Marketing Toolkit** comprises a set of tools designed to improve your existing content plan or research, write, and audit new content.

The tools in the suite include:

- Topic Research
- SEO Content Template
- SEO Writing Assistant
- Brand Monitoring
- Post Tracking
- Content Audit

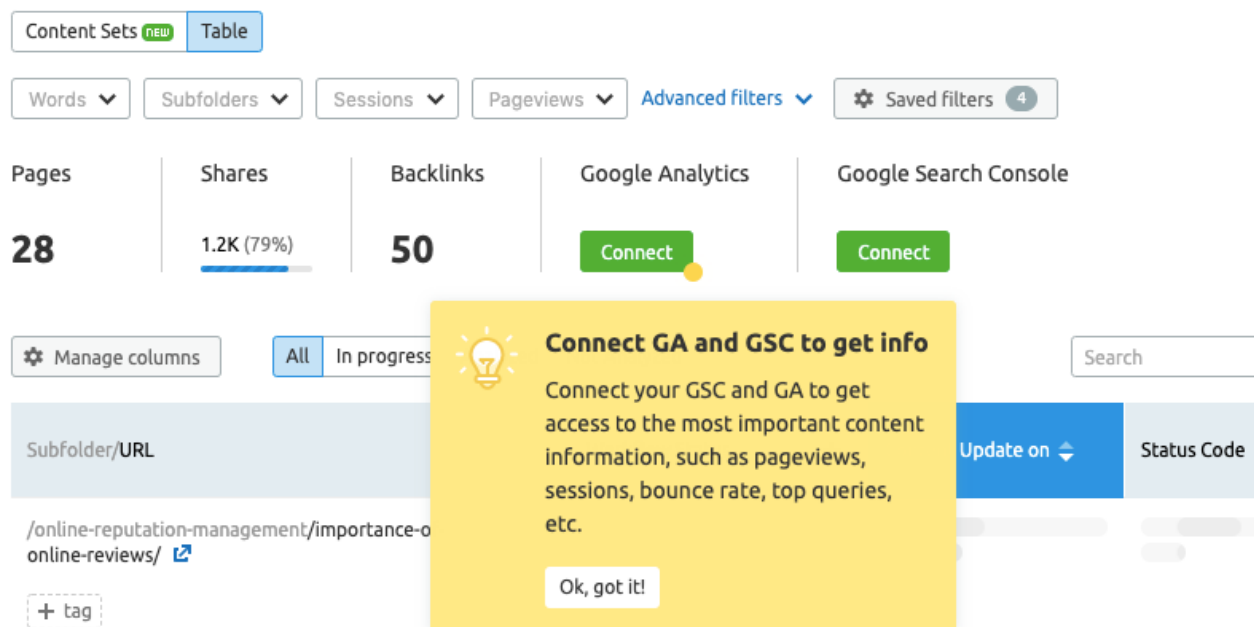


#33: Uncover Quick Wins with a Technical Content Audit

The **Content Audit Tool** allows you to analyze content within the subfolders of your website and find the pages that need improvement.

Once you've selected the subfolders that you want to audit, you're ready to start your content audit.

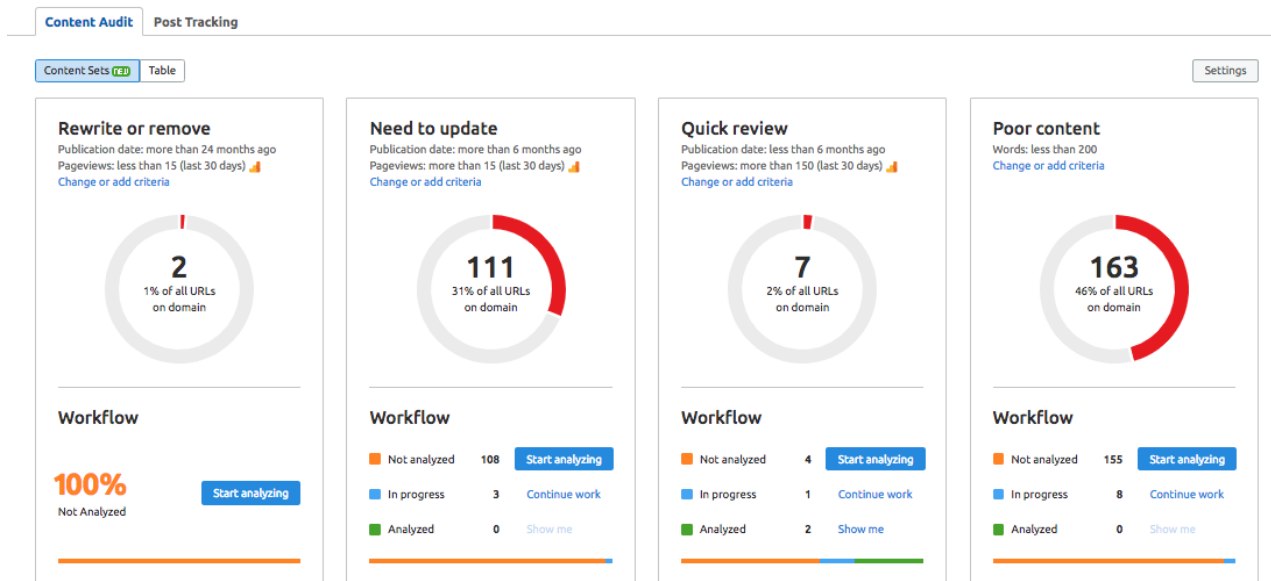
Note: You'll need to connect your Google Analytics and Search Console to collect data about page views, sessions, bounce rate, etc:



There are two main tabs to use in this tool: **Content Sets** and **Table**.

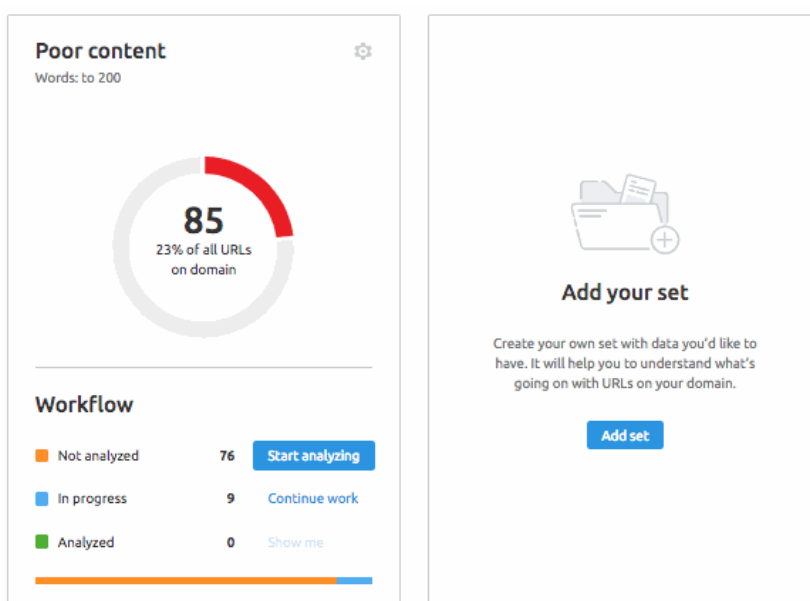
Content Sets

SEMrush groups the audit results in **Content Sets** based on actions you need to take:



- **Rewrite or remove.** Pages published more than 24 months ago and viewed less than 15 times in the last 30 days are stored here.
- **Need to update.** Pages published more than 6 months ago and viewed less than 15 times in the last 30 days are stored here.
- **Quick review.** Pages published less than 6 months ago and viewed more than 150 times in the last 30 days are stored here.
- **Poor content.** Pages less than 200 words long are stored here.

You can also create **customized content sets**. For example, you may want to select content based on the number of words, shares, backlinks, etc:

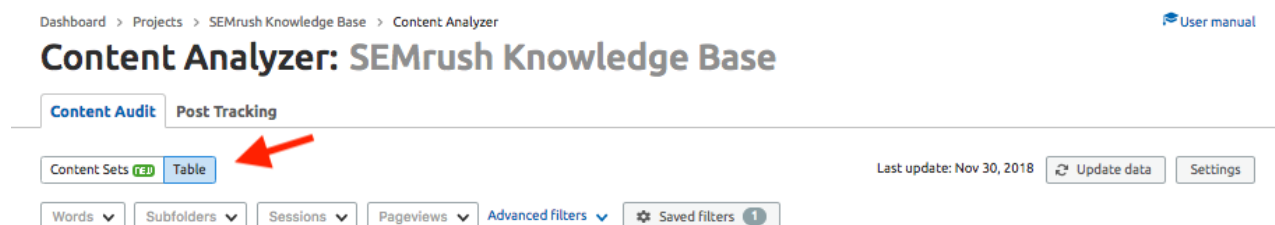


For each content set, click on the **'Start analyzing'** button to see what actions you need

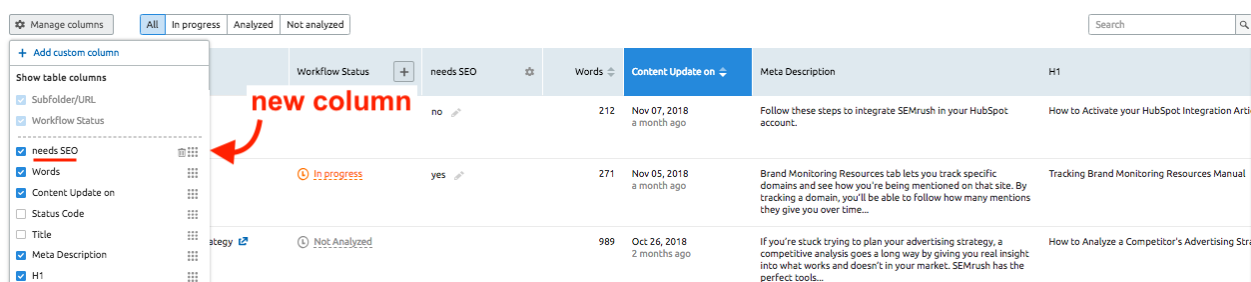
to take.

Table View

Alongside **Content Sets** is the **Table** tab where you can get an overview of your content:



The table is fully customizable, so you can remove unwanted columns and sort by others. Plus, you can also add custom columns to the table to personalize the metrics you want:

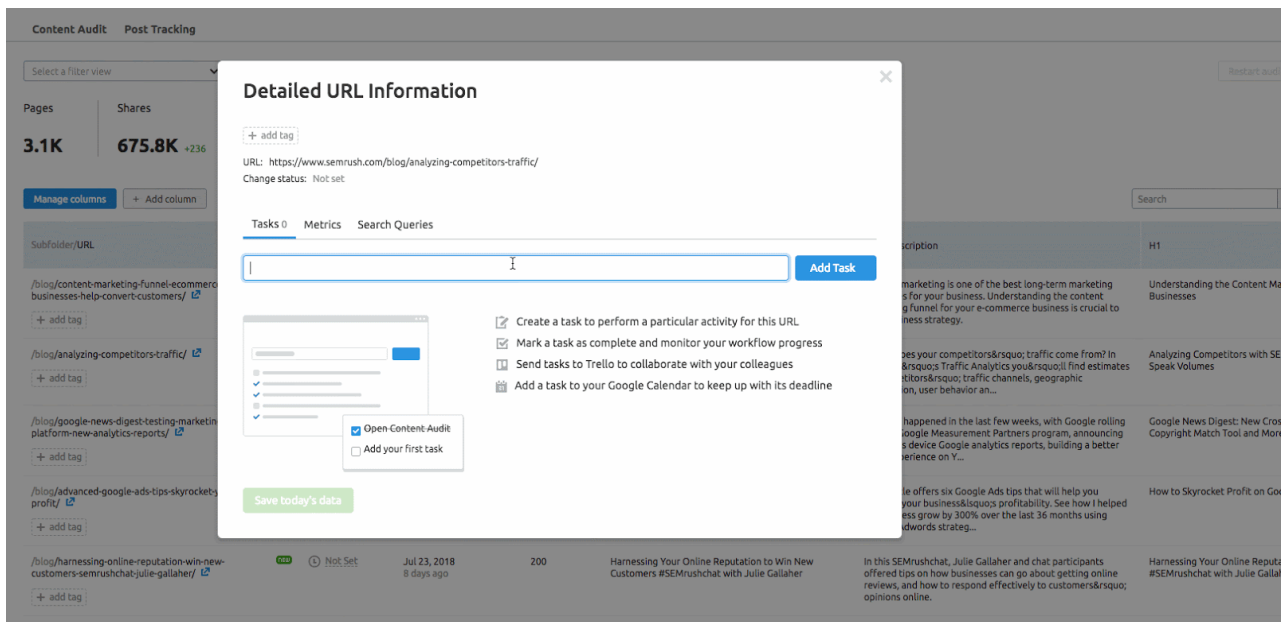


Filtering results

Now you've collected the data and arranged your table columns, you can start sorting and filtering results by different parameters. For example, you might want to sort by *"lowest backlinks"* or *"oldest pages"*.

Set tasks

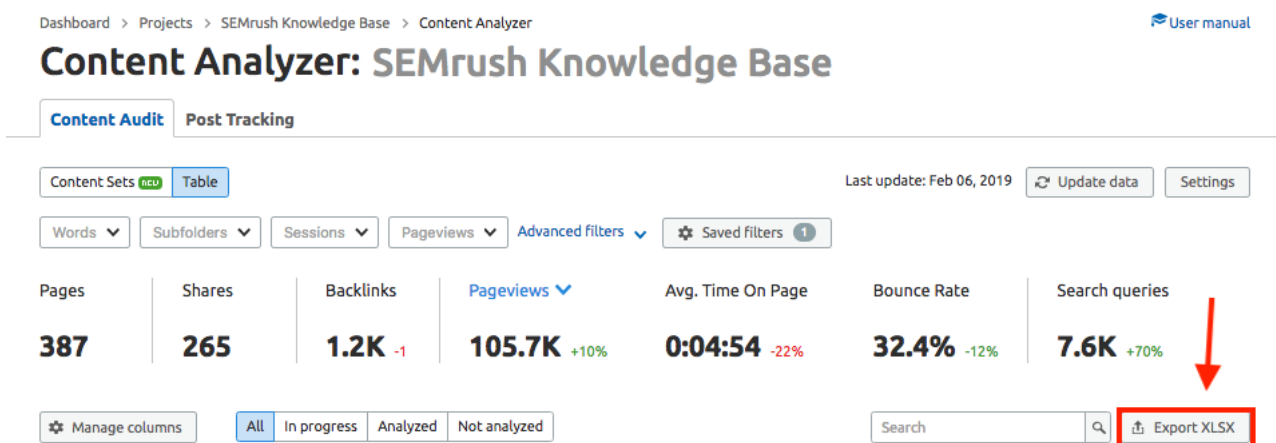
As you work through the pages that require attention, you can add notes and set tasks like *"optimize header tags"* or *"add a new paragraph about x"*.



There's also an option to send these tasks to Trello and Google Calendar for collaboration within your team.

Exporting Your Content Audit Results

Finally, there's an option to export the audit results from Table View to Excel:



The export contains all of the audit pages and their metrics, plus there are links in some columns to jump back to the Content Audit so you can update the results:

Subfolder	URL address	Article	Content update on	Status Code	Title	Meta Description	H1	Article Content
Ab	https://www.semrush.com/Nb/780-display-advertising-overview	Create tasks and send to Trello or Google Calendar	Jan 24, 2018	200		In the Overview tab, you'll see if the domain participates as an Advertiser or a Publisher.	Display Advertising Overview Manual	Article Content
Ab	https://www.semrush.com/Nb/586-ppc-keyword-tool-recommendations	Create tasks and send to Trello or Google Calendar	Feb 02, 2017	200		With the PPC Keyword Tool, you can manage groups of keywords and implement cross-group negatives to avoid ad poaching in your PPC campaigns.	PPC Keyword Tool Recommendations Manual	Article Content
Ab	https://www.semrush.com/Nb/807-seo-keyword-research	Create tasks and send to Trello or Google Calendar	Feb 19, 2018	200		In order to take website traffic away from your competitors, you need to research the search vernacular of your market or niche and look for opportunities your competitors are missing.	SEO Keyword Research Category	Article Content
Ab	https://www.semrush.com/Nb/32-position-tracking	Create tasks and send to Trello or Google Calendar	Aug 16, 2016	200		Position Tracking (also called rank tracking or SERP tracking) is the process of monitoring and reporting on the progress of a search marketing campaign.	Position Tracking Category	Article Content
Ab	https://www.semrush.com/Nb/591-where-do-the-seo-content-template-recommendations-come-from	Create tasks and send to Trello or Google Calendar		200	Where do the SEO content template recommendations come from? Question - SEMrush Toolkits Help SEMrush	SEMrush analyzes the top ten pages that rank in Google's results for each keyword you enter in the tool.	Where do the SEO Content Template recommendations come from? Question	Article Content
Ab	https://www.semrush.com/Nb/751-monitoring-your-twitter-mentions	Create tasks and send to Trello or Google Calendar	Aug 22, 2017	200		Twitter provides people a voice to write their reviews and thoughts about specific brands or products.	Monitoring Your Mentions on Twitter Manual	Article Content
Ab	https://www.semrush.com/Nb/857-google-analytics-and-search-console	Create tasks and send to Trello or Google Calendar	Aug 03, 2018	200		By connecting your Google Analytics and Google Search Console accounts to the SEMrush user interface, SEMrush Toolkits...	Google Analytics and Search Console Category	Article Content
Ab	https://www.semrush.com/Nb/696-what-are-the-limits-of-my-position-tracking-campaigns	Create tasks and send to Trello or Google Calendar		200		Depending on the level of your SEMrush account, you will have limits on the number of keywords you can track and the number of extra devices and locations tracked in your campaign.	What are the limits of my Position Tracking campaign? Question	Article Content
Ab	https://www.semrush.com/Nb/374-what-are-my-account-limits	Create tasks and send to Trello or Google Calendar		200	Which taxes are collected by SEMrush, Inc.? Question - Billing and Account Management SEMrush Knowledge Base SEMrush	SEMrush collects Value Added Tax (VAT) for customers residing within the European Union, and Sales Tax for customers within Pennsylvania, United States.	Which taxes are collected by SEMrush, Inc.? Question	Article Content
Ab	https://www.semrush.com/Nb/311-what-are-my-account-limits	Create tasks and send to Trello or Google Calendar		200	SEMrush Account Limits question - Billing and Account Management SEMrush Knowledge Base SEMrush	At any time you can review how close you are to breaking your monthly account limits in the Manage accounts section of your profile settings.	What are my account limits? Question	Article Content
Ab	https://www.semrush.com/Nb/398-semrush-101-keywords	Create tasks and send to Trello or Google Calendar		200	SEMrush 101: Keyword Analytics video - Getting Started SEMrush Knowledge Base SEMrush	Watch this playlist to get a full walkthrough of SEMrush Keyword Analytics.	SEMrush 101: Keyword Analytics Video	Article Content
Ab	https://www.semrush.com/Nb/714-post-tracking-compare	Create tasks and send to Trello or Google Calendar	May 12, 2017	200	Post Tracking and Compare Reports manual - Reports and Tools SEMrush Knowledge Base SEMrush SEMrush	On SEMrush, there are a number of ways to research and track SERP features.	Post Tracking and Compare Reports Manual	Article Content
Ab	https://www.semrush.com/Nb/301-what-are-serp-features	Create tasks and send to Trello or Google Calendar		200		Read this user manual to learn how to use the Related Keywords report on SEMrush and find more keywords to add to your search marketing strategy.	What are SERP features? Question	Article Content
Ab	https://www.semrush.com/Nb/259-related-keywords-report	Create tasks and send to Trello or Google Calendar	Sep 01, 2016	200			Related Keywords Report Category	Article Content
Ab	https://www.semrush.com/Nb/260-ads-history-report	Create tasks and send to Trello or Google Calendar	Sep 01, 2016	200	Ad History Report - Reports and Tools SEMrush Knowledge Base SEMrush SEMrush	Notes can be managed with the Notes Management window. From the dropdown, you can add new notes, edit old notes, or open the management window to view all the notes (click "View all").	Ads History Report Category	Article Content
Ab	https://www.semrush.com/Nb/482-how-can-i-add-my-own-notes	Create tasks and send to Trello or Google Calendar		200	Adding custom notes in SEMrush question - SEMrush Toolkits Help SEMrush		How can I add my own notes? Question	Article Content

#34: Use SERP Insights to Create Content Templates That Rank

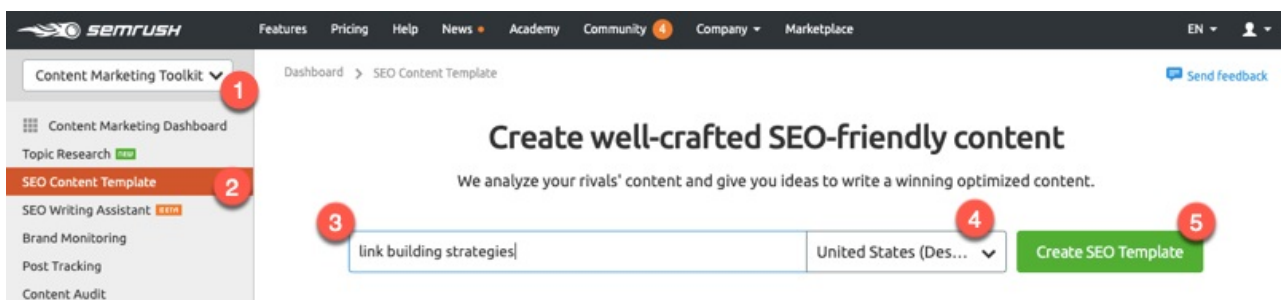
The **SEO Content Template** helps you craft SEO-friendly content based on the Top 10 rivals for your target keyword.

This a huge time-saver because you'll know exactly what type of content you need to create and the websites to acquire backlinks so you can rank on Page #1.

Here's what to do...

In SEMrush:

1. Select **Content Marketing Toolkit**.
2. Select **SEO Content Template** from the sidebar menu.
3. Enter the keywords – e.g. *"link building strategies"* – you want to analyze.
4. Select your target settings – **Country, Region, City, Language, Device** – from the dropdown menu.
5. Click **'Create SEO Template'** button:



The SEO recommendations from SEMrush for your content are based on the Top 10 results:

SEO Content Template: recent recommendations

SEO Recommendations

Real-time Content Check BETA

SEO recommendations for your content

Our analysis is based on your Google top 10 rivals

link building strategies

1. <https://backlinko.com/link-building-strategies>
2. <https://yoast.com/successful-linkbuilding-strategy/>
3. <https://ahrefs.com/blog/link-building-strategies/>
4. <https://moz.com/beginners-guide-to-seo/growing-popularity-and-links>
5. <https://neilpatel.com/blog/13-efficient-link-building-strategies-for-busy-marketers/>
6. <https://www.robberichards.com/seo/13-killer-link-building-strategies/>
7. <https://www.wordstream.com/link-building-strategy>
8. <https://www.wordstream.com/link-building>
9. <https://www.linkresearchtools.com/case-studies/link-building-techniques/>
10. <https://webis.org/link-building-strategies-that-work/>

Below the Top 10 SERP listing, you'll get the key recommendations based on:

- **Semantically related words** - related topics to include in your content.
- **Backlinks** - target domains to acquire backlinks from.
- **Readability** - how easy it should be for users to read your content.
- **Text length** - how many words should be in your content.

Key recommendations (based on your Google top 10 rivals)

Semantically related words	• Enrich your text with the following semantically related words: <a>blog post <a>search results <a>web pages <a>building strategies <a>anchor text <a>blog comments <a>nofollow links <a>great content <a>resource page <a>google searches <a>case studies <a>broken link building <a>link to your site <a>dead links <a>links pointing <a>referral traffic <a>link to your website <a>link profiles <a>social media <a>free tools
Backlinks	• Try to acquire backlinks from the following domains: <a>mythemeshop.com <a>iwannabeablogger.com <a>seobegin.com <a>smartblogger.com <a>ftf.agency <a>lumeaseoppc.ro <a>superxgh.com <a>ocreations.com <a>referralcandy.com <a>weebly.com <a>goodtoseo.com <a>urbanlegendweb.co.nz <a>webrevelation.com <a>moz.com <a>koozai.com <a>ahrefs.jp <a>businessgrowthdigitalmarketing.com <a>ericward.com <a>thriveagency.com <a>domainstats.com
Readability	• Average readability score of top 10 URLs: 68
Text length	• Recommended text length: 3847 words
Video content	• Your top 10 rivals are using video content. Try to embed a video on your page.

Followed by examples of how your competitors use your target keyword:

link building strategies

1. Link Building Strategies: The Complete List

<https://backlinko.com/link-building-strategies>

This is the most complete list of link building strategies on the Web. Period.

In fact, you'll find 175 strategies, tips and tactics on this page.

[Show more \(566 occurrences\)](#)

2. A successful link building strategy in 6 steps • Yoast

<https://yoast.com/successful-linkbuilding-strategy/>

Links are important for SEO. And link building should therefore definitely be part of your holistic SEO strategy. But more importantly, link building should be part of your growth strategy. Links should help generate traffic to your site directly.

Before we dive in, if you want to learn more about link building strategies and other essential SEO skills, you should check out our.

[Show more \(42 occurrences\)](#)

You can also export the recommendations to a word document:

SEO Template for new content

Target keywords: link building strategies

**Export the recommendations
to a Word Doc**

Page title

- Optimal title length: **55 characters**
- Add at least one of your target keywords to your <title> tag, don't use each target keyword more than 1 time: **link building strategies**

Meta description

- Optimal meta description length: **160 characters**
- Add at least one of your target keywords, don't use each target keyword more than 1 time: **link building strategies**

H1

- Add all your target keywords at least one time: **link building strategies**

Text

- Enrich your text with the following semantically related words: **blog post, search results, web pages, building strategies, anchor text, blog comments, nofollow links, great content, resource page, google searches, case studies, broken link building, link to your site, dead links, links pointing, referral traffic, link to your website, link profiles, social media, free tools**
- Your top 10 rivals are using video content. Try to embed a video on your page
- Focus on creating more informative content. Recommended text length: **3847 words**
- Try to acquire backlinks from the following domains: mythemeshop.com, iwannabeablogger.com, seobegin.com, smartblogger.com, ftf.agency, lumeaseoppc.ro, superxgh.com, ocreations.com, referralcandy.com, weebly.com, goodtoseo.com, urbanlegendweb.co.nz, webrevelation.com, moz.com, koozai.com, ahrefs.jp, businessgrowthdigitalmarketing.com, ericward.com, thriveagency.com, domainstats.com
- Make sure that your text is easy to read with the Flesch-Kincaid readability test. The readability score should be **67**

SEMrush's **Real-time Content Check** also allows you to paste in content and check it against the Top 10 ranking results:

SEO Content Template: recent recommendations

SEO Recommendations

Real-time Content Check BETA

Paste your content here and see how it measures against the Top 10

Quick Checker

Set writing task

H1 H2 B I

19 ACTIONABLE Link Building Strategies for 2019 (with Examples and Scripts)

May 6, 2019 by [Robbie](#) 329 Comments

Link building is one of the most challenging aspects of SEO.

But it also has a HUGE impact on where your site ranks in the SERPs.

(this has been shown [time](#) and [time again](#) in pretty much every ranking factors study)

[Some people](#), however, still argue that Google's reliance on backlinks is diminishing, but let's be real here:

Backlinks aren't going anywhere any time soon.

Overall score z

Good 6.9 /10

Readability

Score definition

74.5 Fairly easy Target 67.3

Your text's difficulty corresponds to 7th grade level education. This is just about what your audience expect.

Words

17,949 Target 3,847

Reading time: 72 min

On the right-hand side, you can see your overall score plus the individual metrics like Readability, Word count, Semantic keywords, etc.

#35: Improve Readability and Rank Potential with the SEO Writing Assistant

The **SEO Writing Assistant (SWA)** lets you check the ranking potential and readability of a piece of content in real-time:

SEO Writing Assistant beta

Check if your texts follow our best SEO recommendations.

Get add-on for Google Docs

Get add-on for WordPress

[I've already installed add-on](#)

You can configure the SEO Writing Assistant as a **Google Docs Add-on** or **WordPress plugin**:

The screenshot shows a Google Docs interface with a document titled "What is Schema?". The document content includes a heading "What is Schema?" and three paragraphs of text. The SEMrush SEO Writing Assistant sidebar is open on the right, showing options to "Create new template" and "Already connected template". A "plagiarism checker" section is highlighted with a red box, showing "United States (desktop) • 1 keyword". The SEMrush logo and a "Menu" button are visible at the bottom right of the sidebar.

What is Schema?

Schema (schema.org) is a structured data vocabulary that defines entities, actions, and relationships on the Internet (webpages, emails, etc).

This vocabulary makes it possible for search engines to understand the meanings behind subject matter (entities) on the web, and in turn, serve a better user experience for Internet users.

As Google continues to build a more semantic web, these markups become increasingly valuable in effective Internet communication.

SEMrush SEO Writing Assistant

+ Create new template

✓ Already connected template
Click to open corresponding document:

plagiarism checker
United States (desktop) • 1 keyword

SEMURSH Menu

[\[More details here\]](#)

You can use an existing SEO Content Template (like we created in the previous section) or create a new piece of content directly in Google Docs.

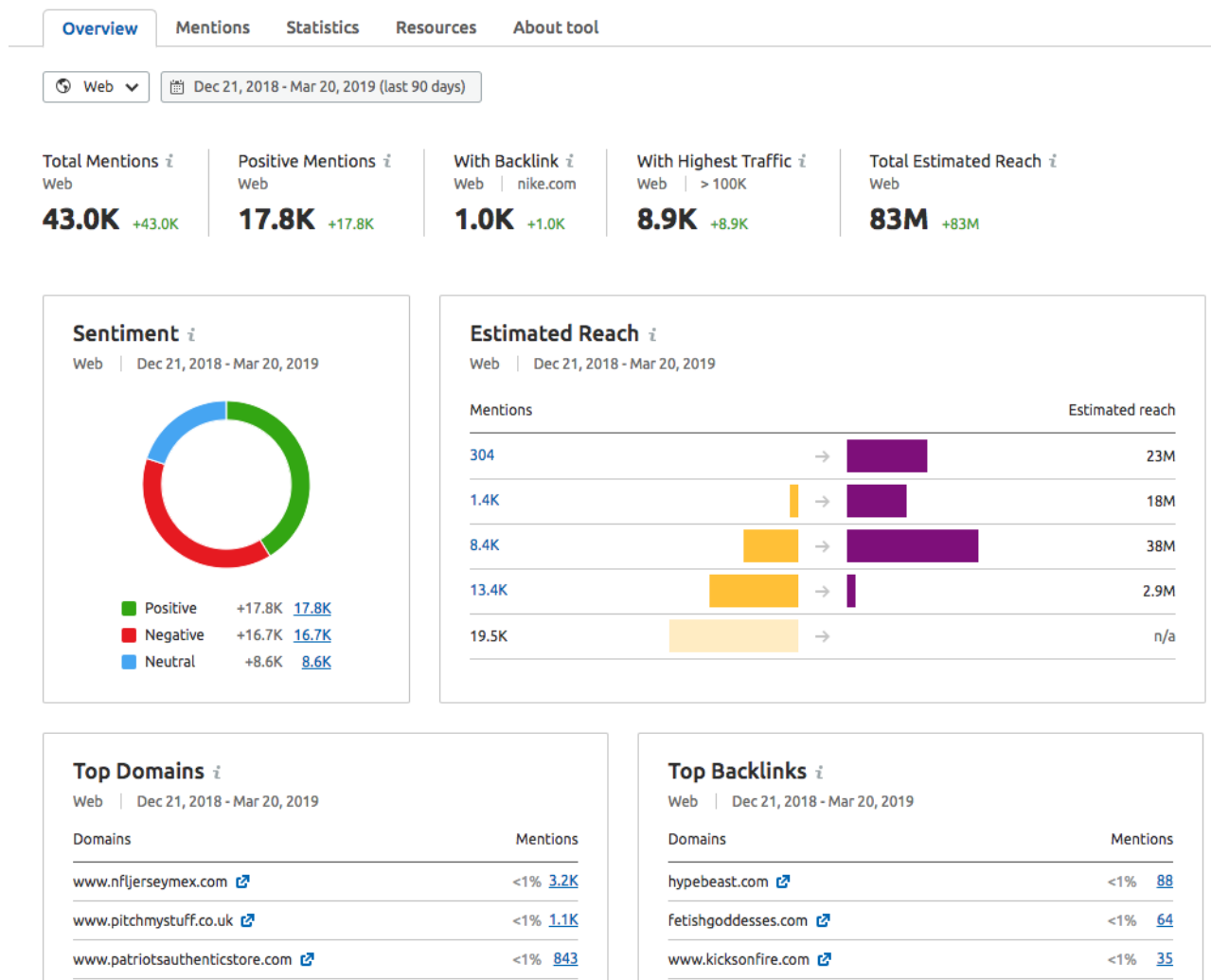
The SEO Writing Assistant provides an overall score based on four areas:

- **Readability** - ease of reading, word count, title and content issues.
- **SEO** - target keywords, recommended keywords (semantically related), link issues, keyword stuffing.
- **Tone of voice** - based on the words you're choosing to use, the rhythm, the word order, and pace.
- **Originality** - checks for signs of plagiarism.

Follow the recommendations to improve the readability and ranking of your content.

#36: Stay on Top of Brand Mentions and Online Reputation

The **Brand Monitoring Report** gives you a quick overview of how your campaigns are being received. You can go deeper into the insights with the corresponding tabs for mentions, statistics, and resources.



The **Sentiment** chart shows how well your brand name is being discussed online. If it's mostly green, then you're being well-received. But if it's mostly red, then you may need to take action to manage your brand.

It's also worth comparing the '**Total Mentions**' and '**With Backlink**' figures. For example, you can see that only 1.0K of the total 43.0K mentions have a backlink. These non-linked mentions are a potential source of gaining more backlinks to your domain.

Campaign Management Toolkit

SEMrush's **Management Toolkit** contains a set of tools to help manage all your marketing campaigns from one place. You can receive timely notifications of all the events that influence your rankings, add your own notes, and report on your performance to clients.

Here's what's included:

- Projects
- My Reports
- Lead Generation Tool

- Marketing Calendar
- Notes

On top of the analysis tools in previous sections, SEMrush also offers a robust project tracking and reporting solution that spans all the different toolkits so you can monitor and report progress to your clients and/or boss.

Let's take a look...

#37: Get a Top-Level View (And Spot Issues) Across All Digital Marketing Projects

SEMrush **Projects** lets you set up **12 different tools** to analyze all aspects of your digital marketing from one dashboard:

- Site Audit
- Position Tracking
- Organic Traffic Insights
- On-Page SEO Checker
- Backlink Audit Tool
- Link Building Tool
- Social Media Tracker
- Social Media Poster
- Brand Monitoring
- Content Analyzer
- PPC Keyword Tool
- Ad Builder

Dashboard > Projects > Dashboard: New project

[Send Feedback](#)

Dashboard: New project ☆ | [Go to SEO Dashboard →](#)

[Share](#) 

Site Audit The Site Audit Tool is a website health checker that detects issues related to crawlability, content, links and coding. Set up	Position Tracking The Position Tracking tool allows you to get daily updates on positions in Google's top 100 organic and paid search results. Set up	On Page SEO Checker On Page SEO Checker offers a complete and structured list of things you can do to improve the search engine optimization for select pages of your website. Set up About
Social Media Tracker Social Media Tracker will let you track social audience, activity and engagement of you and your competitors in Facebook, Twitter, Google+, Instagram and YouTube. Set up	Social Media Poster Publish and schedule posts across major social networks, save time on social managing, analyze your content performance and more! Set up	Brand Monitoring The Brand Monitoring tool allows you to easily track all mentions of your and your competitors' brand, product or service on the web and social media. Set up About
Backlink Audit Secure your SEO efforts in link building. Comprehensive algorithms help discover and disavow toxic backlinks which can lead to penalties by search engines. Set up	Link Building 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	PPC Keyword Tool Search, create and manage your keywords with the SEMrush PPC Keyword tool. Create different campaigns and ad groups with just one click. Set up
Ad Builder Ad Builder helps you create compelling ad texts. Analyze your competitors' ads, preview your ads and assign the newly created ads to existing keyword groups. Set up	Organic Traffic Insights Connect your GA and GSC accounts to unlock 'not-provided' keywords and see the actual organic traffic driven by them. Set up	Content Analyzer Audit your domain content and track your guest posts to pinpoint high-exposure content. Set up

Note: You don't have to set up and configure every tool. For example, if you require **Position Tracking** and **Link Building**, just select those. You can always add more later.

Once your selected tools are running, the **My Projects dashboard** will display previews of each tool's main metrics.

From the dashboard, you can see all of the Projects under your account. You can switch views between:

- All Projects (including those shared with your account).
- Projects you've created.
- Projects shared with you.
- Projects where you are the "Admin".

Dashboard > Projects Old version Send feedback

My Projects STEP

Limits Share your projects Add New Project

All 41 My own 31 Shared with me 4 Admin 6 Manage columns 12/12

Projects	Site Audit	Visibility	Ideas to do	Audience	Scheduled posts	Mentions	Toxic domains	Link building prospects
☆ Bluett Bros bluettbros-violins.com	71% no change	4.61% -0.025%	119 16	Set up	0 no change	Set up	8	Set up
☆ bluett test2 bluettbros-violins.com	74% no change	Set up	Set up	Set up	Set up	Set up	Set up	Set up
☆ Burqers in LA www.in-n-out.com	Set up	Set up	Set up	Set up	0 no change	Set up	Set up	Set up
☆ Burton burton.com	49% no change	77.27% +4.362%	286 40	Set up	0 no change	Set up	603	Set up
☆ Connecting Google to... guitarpedalhub.com	Set up	Set up	122 19	Set up	Set up	Set up	Set up	Set up

The **Manage Columns** button lets you customize the dashboard to show only the tools most relevant to you and your business:

My Projects 3177

Limits

Share your projects

Add New Project

All 42 My own 31 Shared with me 5 Admin 6 Manage columns 12/12

URL or name

Projects	Site Audit	Visibility	Ideas to do	Audience	Scheduled posts	Mentions	Toxic domains	Link building prospects	PPC campaigns / Keywords	At
☆ becky smm posting semrush.com	Set up	Set up	Set up	134,378 Facebook	0 no change	Set up	Set up	Set up	Set up	
☆ Bluett Bros bluettbros-violins.com	71% no change	4.61% -0.025%	119 16	883 Facebook	0 no change	26 +26	8	1,409	Set up	
☆ bluett test2 bluettbros-violins.com	74% no change	Set up	Set up	Set up	Set up	Set up	Set up	Set up	Set up	
☆ Burqers in LA www.in-n-out.com	Set up	Set up	Set up	Set up	0 no change	1,243 +752	Set up	Set up	Set up	
☆ Burton burton.com	49% no change	77.27% +4.362%	286 40	794,096 Facebook	0 no change	226,484 +51,100	603	2,252	1 +432	
☆ Connecting Google to... guitarpedalhub.com	Set up	Set up	122 19	Set up	Set up	Set up	Set up	Set up	Set up	
☆ DIY network diynetwork.com	Set up	Set up	Set up	1,182,801 Facebook	Set up	Set up	Set up	Set up	Set up	
☆ espn.com espn.com	Set up	Set up	Set up	33,831,366 Twitter	Set up	Set up	Set up	Set up	Set up	
☆ Guitar pedals guitarpedalhub.com	93% no change	0.9% +0.044%	114 16	26 Facebook	0 no change	Set up	0	1,869	Set up	
☆ Home Depot homedepot.com	39% no change	56.94% +0.202%	767 132	4,873,781 Facebook	0 no change	174,828 +49,828	16	4,968	1 +48	
☆ improve SEO swimmingpool.com	71% -2%	0.06% -0.049%	282 47	Set up	Set up	Set up	Set up	Set up	Set up	

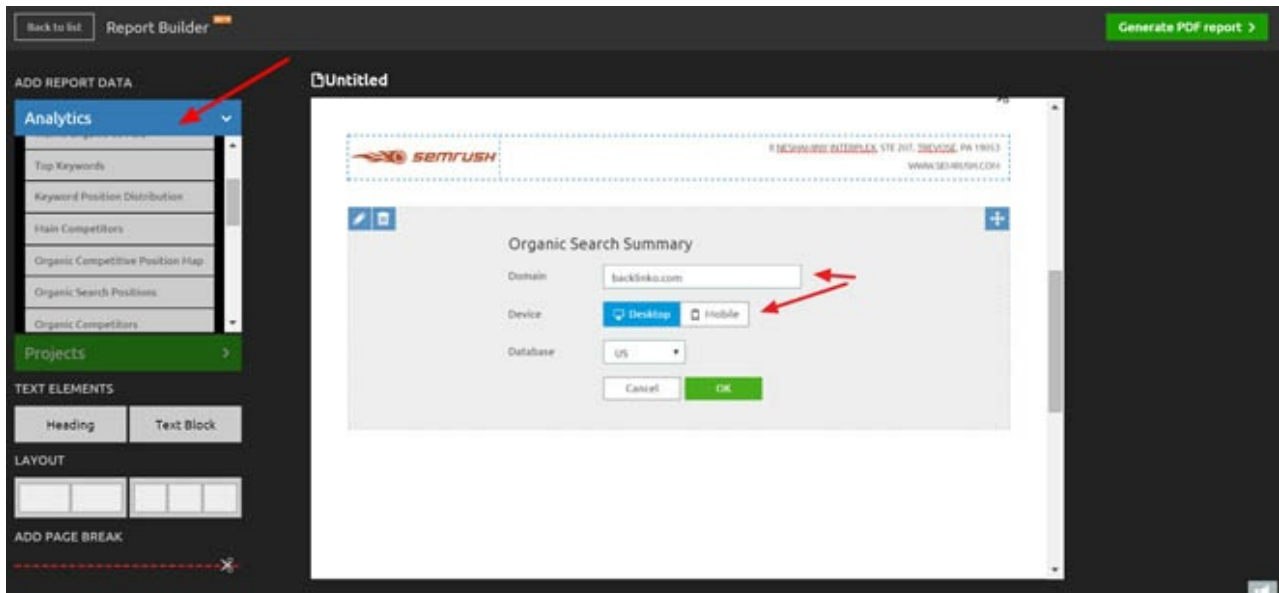
The tool allows you to share and collaborate on projects with colleagues and clients, plus track progress with email reports and graphs.

#38: Build Professional White Label Reports (in Minutes)

An essential part of any marketing is measuring performance.

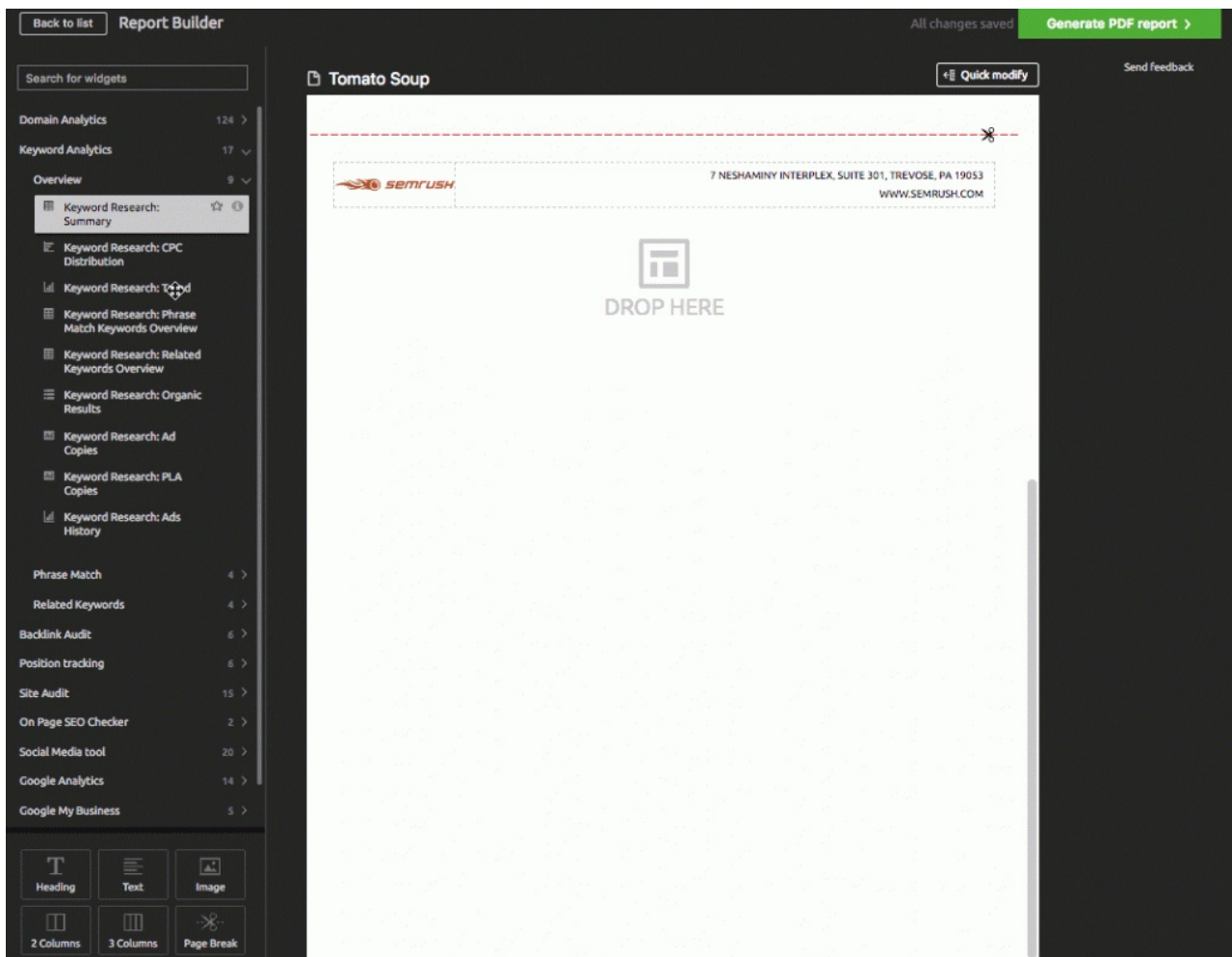
For a lot of companies, this comes as a monthly report highlighting metrics such as organic traffic increases, new keyword rankings, PPC traffic, and more.

SEMrush's **Reports tool** allows you to build professional branded campaign reports by simply dragging and dropping widgets 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, and use the layout widgets to create columns:



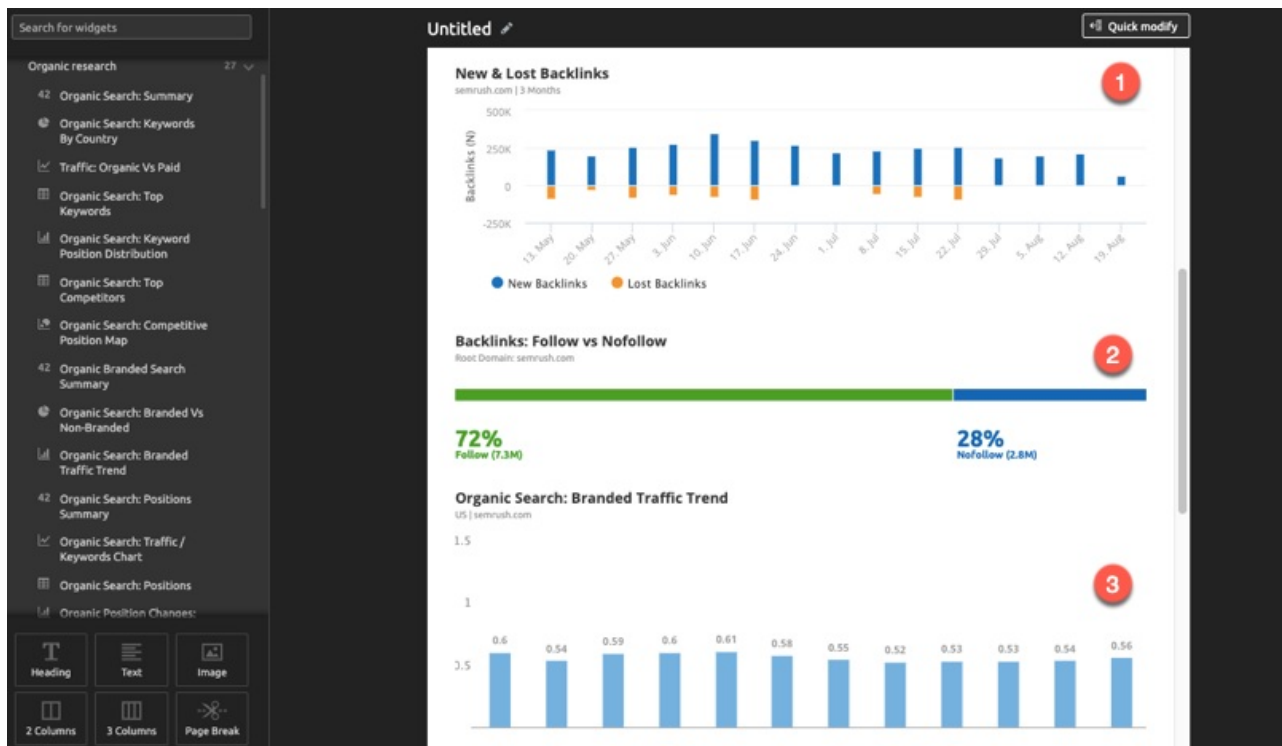
It's difficult to illustrate just how powerful this can be, but I'll try to give a quick example...

Let's assume we were doing SEO for SEMrush.

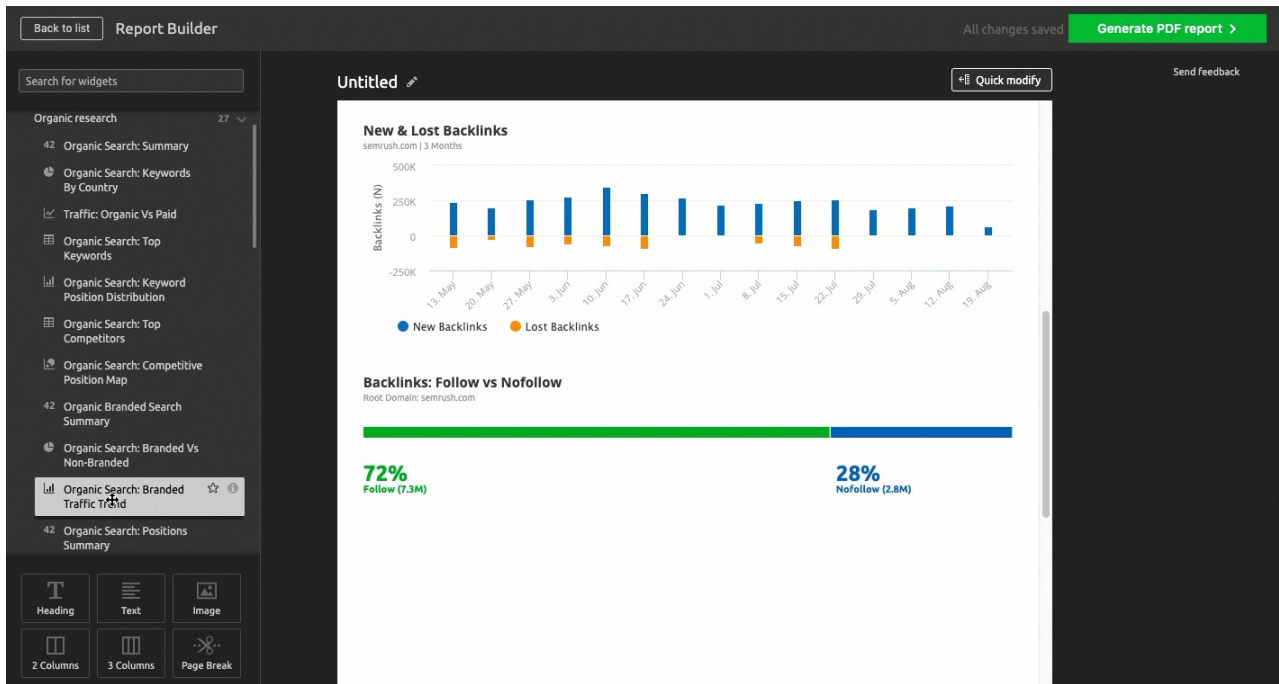
We've been executing a few link building strategies over the past 3 months, and now we want to create a report that tells the rest of the team the following data points:

1. A visual representation of new and lost backlinks 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 (elementary) sample report:



Or a GIF:



Social Media Management Toolkit

SEMrush's **Social Media Toolkit** provides two tools to make your social media management activities easier.

The screenshot shows the SEMrush Social Media Toolkit landing page. The top navigation bar includes links for Features, Pricing, Help, News, Academy, Community, Company, and Marketplace. A sidebar on the left contains a dropdown menu for 'Social Media Toolkit' with options for 'Social Media Dashboard', 'Social Media Poster', and 'Social Media Tracker'. The main content area has a blue background with the title 'Social Media Toolkit' and the tagline 'One place to manage and track all your social profiles:'. Below this are social media icons and a 'Get started' button. A section titled 'Schedule posts' lists features like scheduling posts, finding the best time to post, creating posts while surfing, editing images, importing from CSV, and using UTM tracking. It also mentions availability for various social media platforms. A preview of the 'Social Media Poster: SEMrush Posting Calendar' tool is shown on the right.

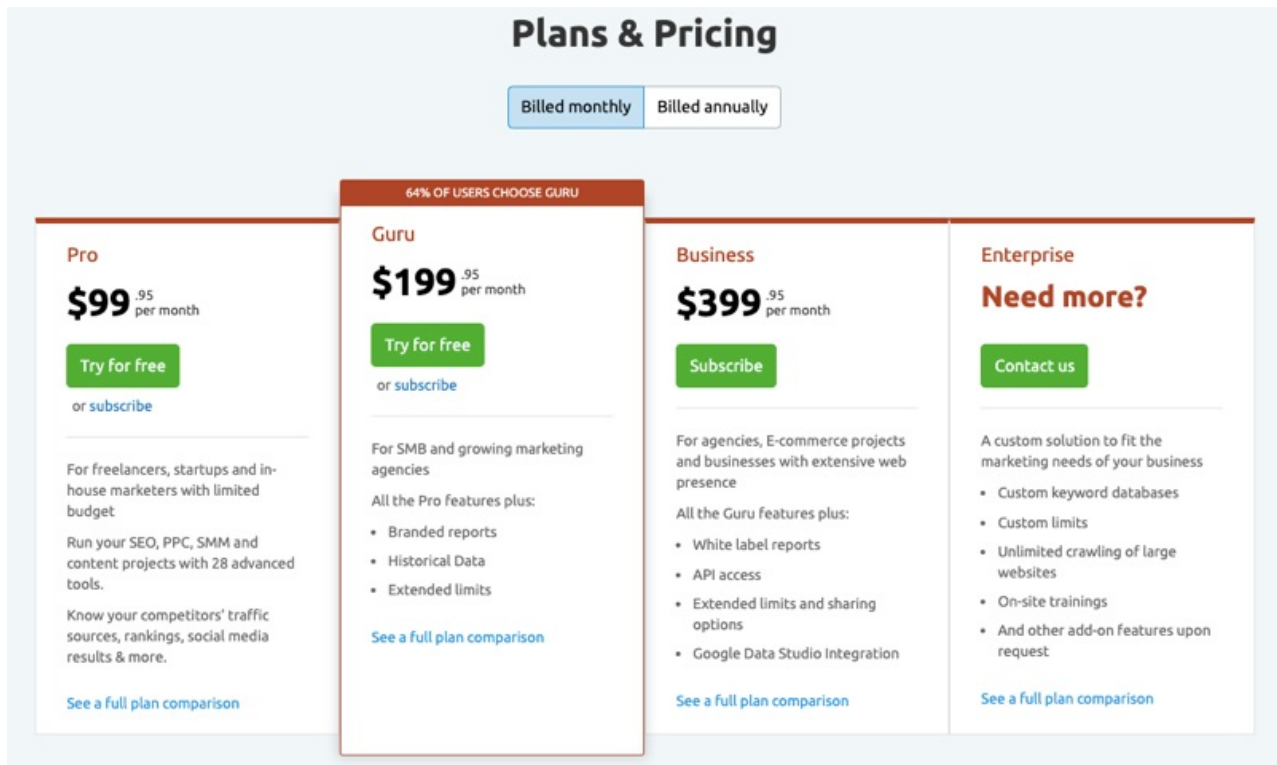
The **Social Media Tracker** lets you track the social media accounts of your competitors so you can compare their growth and engagement levels with your accounts.

Editor's note: I don't use the tool for this use case, mainly just SEO and PPC. But it does provide a lot of value to folks looking for an all-in-one solution.

Click here to learn more about the Social Media Toolkit, or watch this video: URL.

Plans & Pricing

SEMrush has three paid plans with the option to pay monthly or yearly:



The screenshot displays the 'Plans & Pricing' page for SEMrush. At the top, there are two tabs: 'Billed monthly' (selected) and 'Billed annually'. Below the tabs, a banner states '64% OF USERS CHOOSE GURU'. The main content is divided into four columns representing different plans: Pro, Guru, Business, and Enterprise. The Pro plan is priced at \$99.95/month and includes a 'Try for free' button. The Guru plan is priced at \$199.95/month and includes a 'Try for free' button. The Business plan is priced at \$399.95/month and includes a 'Subscribe' button. The Enterprise plan is labeled 'Need more?' and includes a 'Contact us' button. Each plan column lists its target audience, key features, and a link to 'See a full plan comparison'.

Plan	Price	Target Audience	Key Features	Action
Pro	\$99.95/month	Freelancers, startups, and in-house marketers with limited budget	Run your SEO, PPC, SMM and content projects with 28 advanced tools. Know your competitors' traffic sources, rankings, social media results & more.	Try for free or subscribe
Guru	\$199.95/month	For SMB and growing marketing agencies	All the Pro features plus: - Branded reports - Historical Data - Extended limits	Try for free or subscribe
Business	\$399.95/month	For agencies, E-commerce projects and businesses with extensive web presence	All the Guru features plus: - White label reports - API access - Extended limits and sharing options - Google Data Studio Integration	Subscribe
Enterprise	Need more?	A custom solution to fit the marketing needs of your business	Custom keyword databases, Custom limits, Unlimited crawling of large websites, On-site trainings, And other add-on features upon request	Contact us

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 \$199.95/month** and is designed for marketing agencies. It allows you to run 3 simultaneous sessions (multiple people can be logged in and working in the account at the same time), run more reports, and store historical data. You'll also be able to create branded PDF reports for clients.

The **Business plan is \$399.95/month**, and is ideal for larger agencies (up to 10 users) who are working with a ton of data each month across multiple clients campaigns. Aside from the increased data access, you'll also be able to create white-label PDF reports and get access to the SEMrush API.

You can compare all the features in this handy [comparison table](#).

Note: There's also a free version of the tool with limited reporting features

SEMrush: A Digital Marketer's Swiss Army Knife

There you have it - the most in-depth SEMrush review and tutorial you'll find anywhere online.

SEMrush is **my go-to tool** for traffic analysis, SEO, PPC and competitor research. I use it every day to find keyword opportunities, analyze PPC campaigns, brainstorm content ideas, track rankings and perform in-depth competitor research for personal and client projects.

At \$99.95, the tool provides a mountain of actionable data, that if acted upon, will pay dividends in a very short period of time.

Did you find this SEMrush review helpful? Are there any ways you use the tool to get actionable insights that weren't covered?

Please let me know in the comments below.