

SEMrush Toolkit for SEO



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Introduction

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

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

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



Tips & Tricks (To Avoid Tics & Trips)

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

Specify!

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

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

Learn!

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

Schedule!

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

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

Filter!



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

Integrate!



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

Delegate!



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

Export!



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

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

Create Projects!



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

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



Competitive Research

Competitive Research

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

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



**Competitors
Report**



**Overview and
Positions
Report**



**Keyword
Gap**



**Backlinks
Competitors
Report and
Backlink Gap**

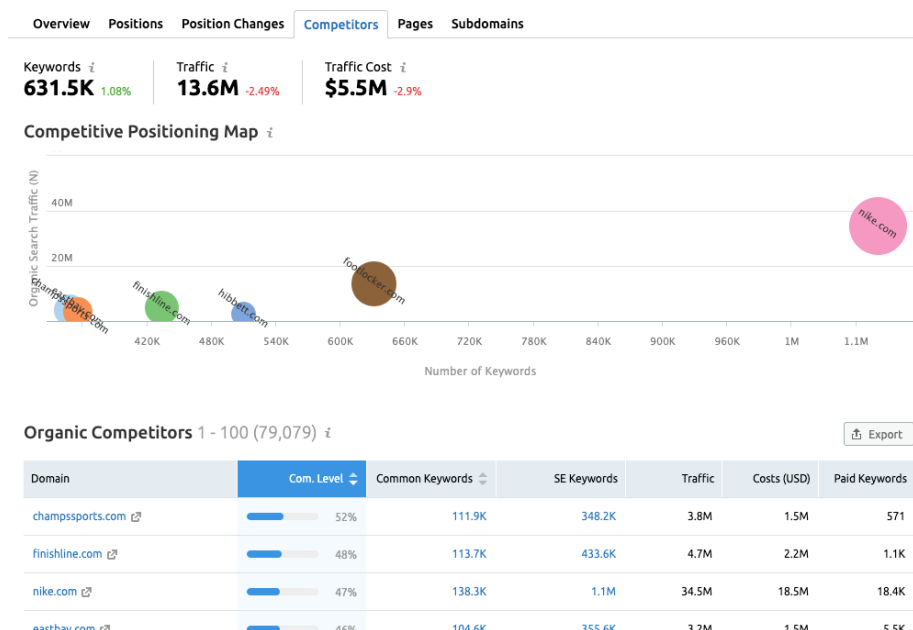


**Traffic
Analytics**

Competitors Report

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

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



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

Discover organic competitors!



Overview and Positions Report

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

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

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

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

Traffic – The estimated monthly traffic these keywords can bring.

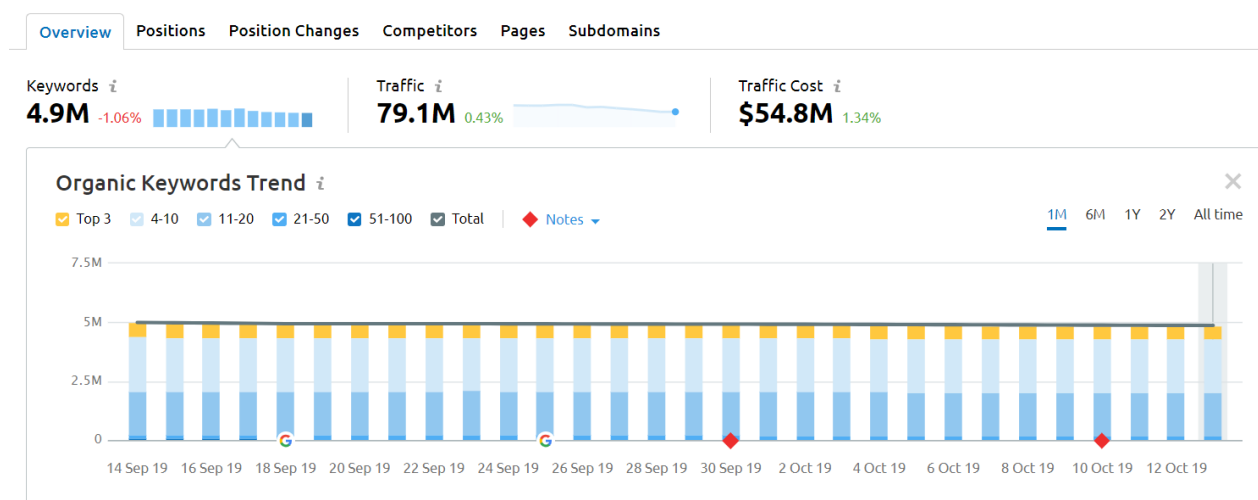
Traffic Cost – The estimated cost of running Google Ads campaign for every keyword.

Branded Traffic – Search traffic that comes from branded keywords.

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

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

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



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

Notice that all SERP features are divided into two sections:

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

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

SERP Features *i*

Linking to domain

 **Site links**
660 keywords

 **Featured snippet**
240 keywords

 **Video**
52 keywords


 **Tweet**
25 keywords


 **Reviews**
0 keywords


 **Featured video**
0 keywords

Not linking to domain

 **News**
451.8K keywords

 **Images**
161.3K keywords

 **Knowledge graph**
34.2K keywords

 **Local pack**
11.8K keywords

 **Instant answer**
1.8K keywords

 **Carousel**
405 keywords

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Organic Search Positions 1 - 100 (631,493) *z*

Manage columns 10/15 Export

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

See competitors' best keywords!



Keyword Gap

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

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

footlocker.com

Organic Keywords

nike.com

Organic Keywords

☐ All Keywords
☐ Unique to the first domain's keywords
☐ Common Keywords
☒ Unique Keywords

Enter Domain

Organic Keywords

Enter Domain

Organic Keywords

GO

footlocker.com	<div> <div>footlocker.com</div> <div>nike.com</div> </div>			
547,132	308,947			

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

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

Include	Footlocker.com ...	Less than	10	×
Include	nike.com (organ...	Greater than	10	×
+ Add one more				
Apply	Reset	Cancel		

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

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

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

See domains' common and unique keywords!



Backlinks Competitors Report and Backlink Gap

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

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

Overview

Backlinks

Anchors

Referring Domains

Referring IPs

Indexed Pages

Competitors

More

Total Backlinks

63.7M

+5.5M

-6.2M

Referring Domains

124K

Authority Score

82

no changes

View Authority Score Trend

Domain Competitors

100

Export

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

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

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

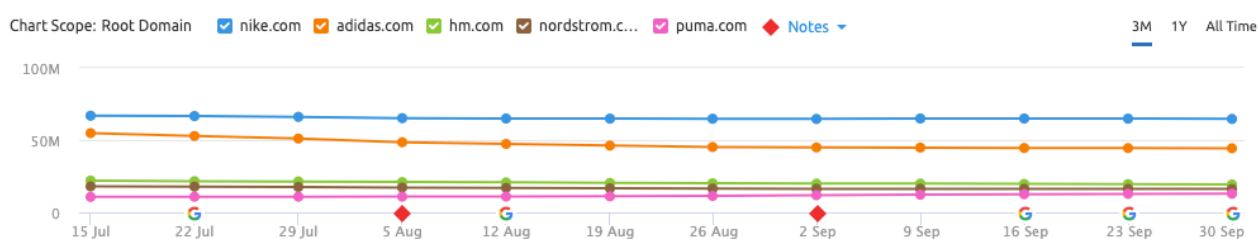
To expose domains that are linking to your competitor but abstain from linking to you, click on the number of **Common Referring Domains**. This will take you to the **Backlink Gap** where you can type in up to five domains including yours. Select your domain in the menu right above the table to filter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

Backlink Gap

Root Domain ▼ Root Domain ▼ Root Domain ▼ Root Domain ▼ Root Domain ▼

×
 ×
 ×
 ×
 ×
 [Find keyword gaps](#)

Total Backlinks ⓘ



By Referring Domains

[Export](#)

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

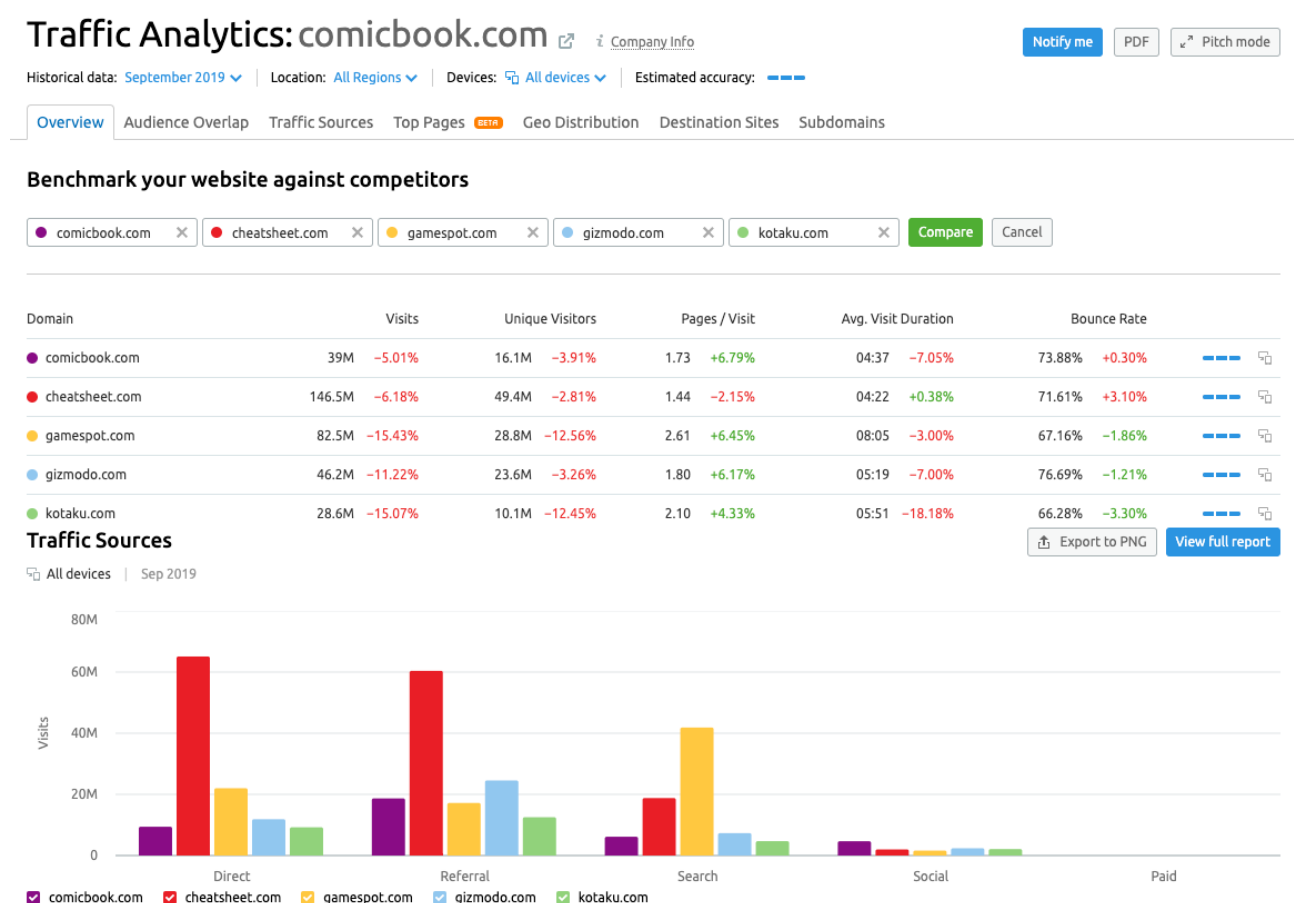
Referring Domain ⓘ	Authority Score ⓘ ↕	Matches ⓘ ↕	<input checked="" type="checkbox"/> nike.com ↕	<input checked="" type="checkbox"/> adidas.com ↕	<input checked="" type="checkbox"/> hm.com ↕	<input checked="" type="checkbox"/> nordstrom.com ↕	<input checked="" type="checkbox"/> puma.com ↕
instructables.com ⓘ	80 ▼	4 / 5	0	4	1	2	1
mynewsdesk.com ⓘ	76 ▼	4 / 5	0	5	21	1	60
rakuten.com ⓘ	79 ▼	4 / 5	0	1	1	2	1
wftv.com ⓘ	70 ▼	4 / 5	0	7	7	24	2
newswire.com ⓘ	72 ▼	4 / 5	0	4	1	5	5
cntraveller.com ⓘ	71 ▼	4 / 5	0	2	1	3	1

Research competitors' backlinks!



Traffic Analytics

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



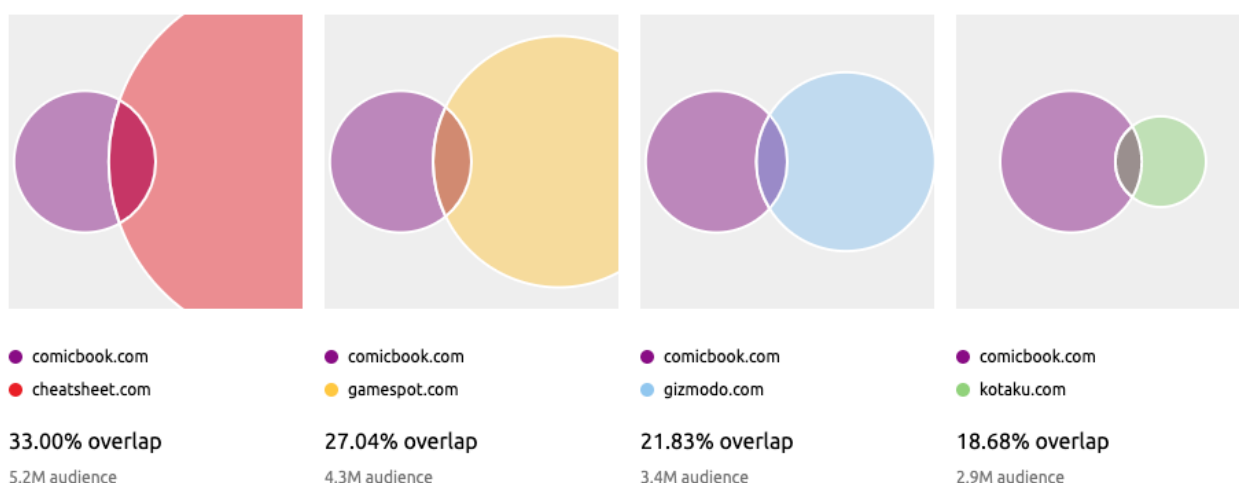
Start with the **Traffic Overview** tab to get a quick snapshot of competitors' performance in terms of driving traffic. Determine where the greatest share of their visitors is coming from, whether it is direct, referral, search engine or social media traffic. Find out exactly which referring websites,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

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

Audience Overlap i

All devices | Sep 2019

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



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

Analyze competitors' traffic in detail



Traffic Sources Details

All devices | Sep 2019

All Sources 67,509 Referring Sites 67,309 Search Engines 150 Social Networks 49				Export to CSV
Source Domain	Source Type	Group Traffic Split	Traffic Share	
Direct	Direct		33.33%	
google.com • Google organic	Search Engines		23.12%	
facebook.com	Social Networks		2.05%	
ampproject.org	Referring Sites		1.75%	
reddit.com	Social Networks		0.93%	

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

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

Top Pages 1–100 (1,000)

Export to CSV

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

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

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

Analyze competitors' traffic in detail





Keyword Research

Keyword Research

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

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

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



**Keyword
Overview**



**Keyword
Magic Tool**



**Keyword
Difficulty**

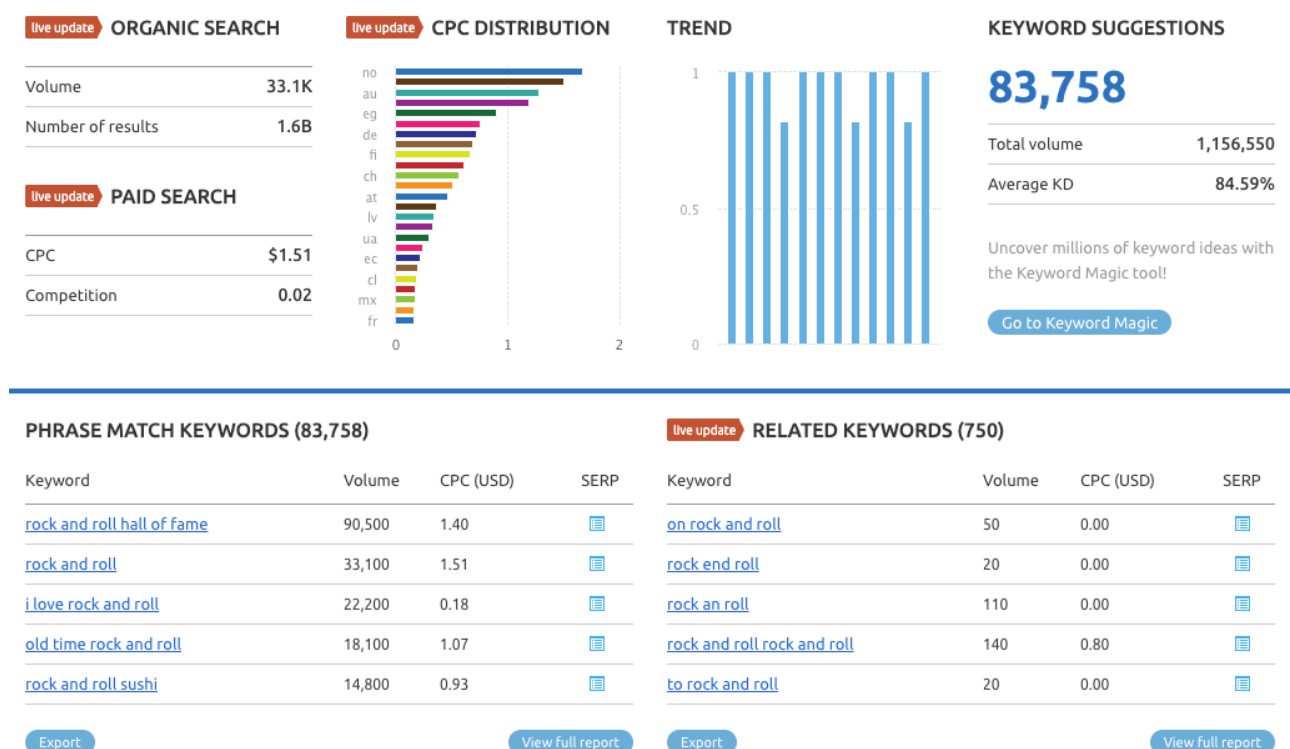


**Organic Traffic
Insights**

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

Keyword Overview

To begin your keyword research, make a list of some generic terms and topics related to your business, and launch the **Keyword Overview**. Punch in one of your keywords and hit the Search button.



SEMrush will provide you with all the data you need for initial keyword analysis. Let's have a closer look at the **Keyword Overview**:

Organic Search. Volume shows the average number of searches for the keyword in the chosen database per month. Number of results indicates how many URLs appear in the search results.

Paid Search. This section provides the CPC (an average price for a click) and the Competitive density of advertisers bidding on this keyword.

CPC Distribution. The Cost per Click across different databases. Clicking on one will regenerate the report with the corresponding data.

Ads Copies. If a keyword has paid search results you will see here examples of actual AdWords snippets and Product Listing Ads.

Ads History. This graph shows how actively websites were bidding on the targeted keyword in the last 12 months. Click on the graph to get a detailed report.

Trend. This graph shows the monthly distribution of a keyword's volume for the last 12 months.

Phrase Match. This report shows variety of phrases with targeted keyword that are used in search queries. Click on **View full** report or on a **Phrase Match** tab to expand and get additional data. There you will see Volume, Keyword Difficulty, Average CPC, Competitive Density, Number of Results, volume distribution Trends, and cached SERP snapshots.

Organic Search Results. The list of top 100 results that pop up for the analyzed keyword.

Related Keywords. – These are the words that are in some way tied with the keyword you are investigating. This report can also be expanded to a full version, where you will get the same metrics as in the **Phrase Match** report. Plus you will see the time when the keyword was last updated in the database, and the percentage of how closely the word is related to the target keyword.

Find the right keywords!



Keyword Magic Tool

To grow a mighty keyword master list from a single seed keyword go to [Keyword Magic Tool](#) in Keyword Analytics. This powerful tool will enrich your keyword strategy with millions of suggestions. All keywords are automatically grouped into categories by search topic, which greatly simplifies the workflow.

Enter a seed word to start working on your master list.

Keyword Magic Tool: catalog
→ Go to Keyword Analyzer
All lists (32)

cat memes
moose memes
platypus memes
+ New keyword

US
Search
Broad Match
Phrase Match
Exact Match
Related

All
Questions
Advanced filters

By number
By volume
All keywords: 4,089
Total volume: 157,950
Average KD: 83.12%
Add to KA (2 / 1,000)
Export

	Keyword	Volume	Trend	KD%	CPC (...)	Com.	SF	Results i...
> funny	632							
> grumpy	501							
> clean	117							
> day	97							
> best	79							
> birthday	77							
> cute	73							
> happy	65							
	cat memes	90,500		88.92	0.36	0.00	3	221M
	funny cat memes	22,200		84.12	1.42	0.00	2	145M
	grumpy cat memes	22,200		88.97	0.33	0.00	2	18.4M
	cat memes clean	2,900		81.29	0.00	0.00	3	94
	cute cat memes	2,400		86.52	0.00	0.00	3	86.5M
	cat memes 2018	1,600		84.30	0.00	0.00	2	284M
	warrior cat memes	1,600		91.15	0.00	0.00	2	21.1M

You can enter up to 7 seed keywords in different tabs of each list. This way you can create lists for different topics or campaigns, and simultaneously run several reports with different keywords or different filtering options.

Select a match type to get more specific results:

Broad Match is selected by default and provides the largest scope of suggestions. You will get keyword ideas with all forms of the seed word and without the exact order.

Phrase Match excludes variations of the seed word from the results, but leaves key phrases with various word orders.

Exact Match shows keyword ideas with the exact same form and order as the seed keyword.

Related keywords are similar to your seed keyword.

A lot of high volume keywords are question based, and these phrases oftentimes trigger Featured Snippets, which makes them even more desirable. Keyword Magic Tool in one click allows you to sort out key phrases with question words in seven languages. Just hit the **Questions** button and get the results.

Use flexible filters to further specify the scope of your key phrases with the range of words count, search volume, keyword difficulty, CPC, and competitive density. Include or exclude keywords with broad or exact matches, and pick SERP features to show only the words that trigger them (some words can trigger multiple features).

To the left of the results table you will see the suggested groups of related topics. You can sort them by the number of keywords or by the total volume of the keywords in a group. Explore these groups and subgroups (click the blue arrow next to the group's name) to find long tail keywords and generate content ideas. Note that all your filtering options are automatically applied to all groups and subgroups, any of which can be excluded from the compilation by clicking on the eye icon.

By number By volume

All keywords: **4,089** | Total volume: **157,950** | Average KD: **83.49%**

[Add to KA](#) [2 / 1,000](#) [Export](#)

	Keyword	Volume	Trend	KD%	CP...	Com.	SF	Resul...
<input type="checkbox"/>	cat memes	90,500		87.54	0.36	0.00	2	122M
<input type="checkbox"/>	funny cat memes	22,200		83.71	1.42	0.00	2	115M
<input type="checkbox"/>	grumpy cat memes	22,200		89.12	0.33	0.00	1	22.1M
<input type="checkbox"/>	cat memes clean	2,900		81.29	0.00	0.00	3	94
<input type="checkbox"/>	cute cat memes	2,400		86.52	0.00	0.00	3	86.5M

The table contains information on volume, keyword difficulty, CPC, and competitive density for each keyword. It also provides a SERP snapshot and the number of triggered SERP features (hover over to see which ones). Sort the list by any metric to meet your needs. Tick the boxes next to the words you like, or export all of the words from the list, or only the words from the selected group by clicking **Export to XLSX** and choosing an option.

In the same manner you can save your words to Keyword Analyzer for further research. There you can update metrics at any time to get the freshest data (including some keywords' metrics that could not be found even in the extensive Keyword Magic database), and assess click potential and top competitors for any keyword. Also from the Keyword Analyzer you can send your keywords to other SEMrush tools ([Position Tracking](#) and [PPC Keyword Tool](#)).

Collect keyword ideas!



Keyword Difficulty

SEMrush can help you to estimate how hard it would be to get good ranks for a keyword with a [Keyword Difficulty Tool](#). With this tool you can assess up to 100 keywords and get the difficulty score based on the authority of the top 20 domains that rank for the given keyword.

Keyword Difficulty Tool

Database: United States | Device: Desktop

funny cat memes
grumpy cat memes
cat memes clean
cute cat memes
warrior cat memes

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

Show difficulty

Keywords Help

KEYWORD DIFFICULTY (7)

Export

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		
funny cat memes	83.71	22,200	115,000,000									✓	✓				
grumpy cat memes	89.12	22,200	22,100,000									✓					
cat memes clean	81.29	2,900	94						✓				✓		✓		
cute cat memes	86.52	2,400	86,500,000						✓				✓		✓		

The difficulty index is a percentage (1-100%). The higher it is, the harder it would be to outrank your competitors in organic search results. Besides the difficulty, the report shows the monthly volume of a keyword, the number of URLs in organic results, and the SERP features. You can also see the SERP's snapshot and the trends of a keyword's popularity over the 12 months.

Estimating keyword difficulty will help you to prioritize, and comprehend how much work it would require to promote your website for a specific keyword. It takes patience but eventually you could strike gold with high volume keywords that still have a low competition level.

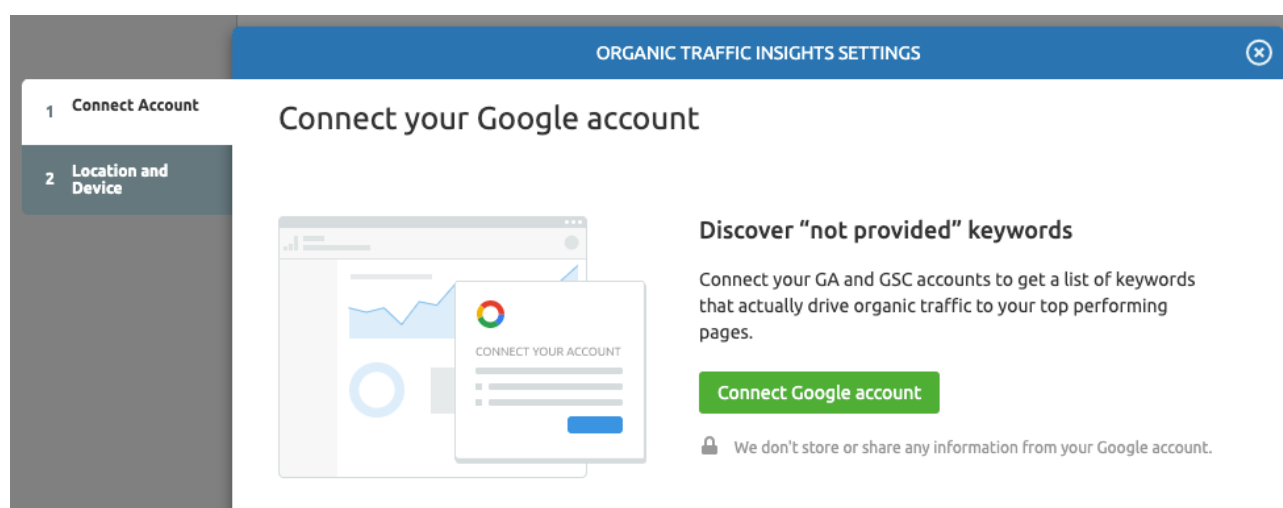
Find keywords with less competition!



Organic Traffic Insights

Frustratingly Google Analytics often hides the keywords your website is indexed for. **Organic Traffic Insights** provides the solution to that problem, so you won't have to base your SEO on guesstimation. By connecting your Google Analytics account to SEMrush you will get a detailed list of your keywords otherwise labeled "not provided".

Open a project in SEMrush and click on the **Organic Traffic Insights** to start analyzing your landing pages, measuring your SEO efforts pay off, and looking for traffic growth points.



Setup wizard will ask you to connect your Google Analytics account. Do that, then select your account, property, and view. You can also connect Google Search Console and merge the data from Google's tools in one report with the ability to filter and sort by various metrics. Although this step is optional, we recommend you do it to have more analytical data and get the most out of our tool.

The next step is selecting your target country and device (you will be able to change these later). Now click **Go to Organic Traffic Insights** to generate a report.

Organic Search Traffic

Users	New Users	Sessions	Pages / Sessions	Avg. Session Duration	Bounce Rate	Goal Completions
167 -3%	128 +4%	170 -6%	2.07 -16%	00:01:44 -20%	31.76% +17%	0 0

Landing Pages:

Landing Page	Keywords		Users		Sessions			Bounce Rate	Goal Completion (% of total)
	SEMrush	GSC	All	New	All (% of total)	Pages	Avg. Duration		
A Powerful SEO Toolb... https://www.seoquake....	484 0	1,040 -133	140 + 3%	125 + 9%	142 (83.53%) 0	2.13 + 4%	00:01:54 -5%	25.35% + 12%	0 (0%) 0
Uninstall query SEO... https://www.seoquake....	0 0	0 0	8 + 14%	0 0	8 (4.71%) + 14%	1.25 -3%	00:00:01 -49%	75% + 5%	0 (0%) 0
Welcome to SEOquake									

You will get a list of your performing landing pages (up to 50, depending on your subscription) and organic search traffic metrics. By default it will show results for the last seven days, but you can specify the date range. The table will provide you with information on:

Users. Represents the total number of people that visit your website over a set period of time. This metric is a key component of your SEO efforts because it will tell you how many more or less people engage with your website over a period of time.

New Users. Represents people that visit your site for the first time within the set time period.

Sessions. Measures visits of users with unique IP addresses that in some way interacted with a website within a set time frame (30 minutes by default). Number of sessions represents the amount of a website's traffic.

Pages/Sessions. This is the average number of your website's pages that the user visits per session.

Average Session Duration. Shows for how long on average your audience stays on your landing pages.

Bounce Rate. This is the percentage of single-page sessions, when a user does not browse your website beyond one page.

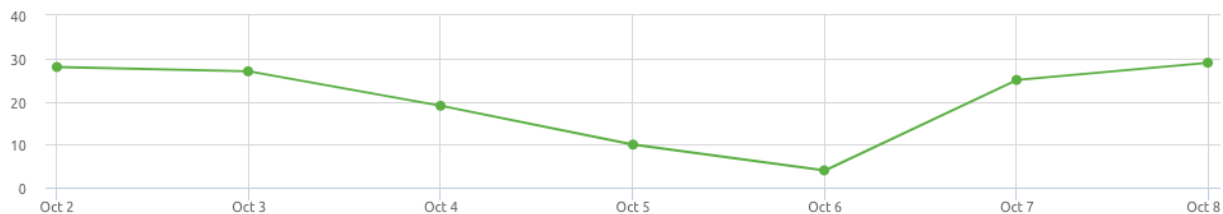
Goal Completions. If you have set up goals in Google Analytics this block will illustrate the progression.

Below you will see the list of landing pages. It can be sorted by various metrics to help you analyze the performance of each page. Click on a blue number in the keyword columns to examine which words are driving traffic, and which positions they occupy. You can choose the keywords provider. Keywords from SEMrush's database will be backed with volumes, keyword difficulty, and the share of traffic that a keyword brings. Google Search Console will show the click-through rates, the number of clicks that brought users from the SERP to your page, and the number of impressions (how many times the link to your website has been viewed on the SERP by a user).

Users	New Users	Sessions	Pages / Sessions	Avg. Session Duration	Bounce Rate	Goal Completions
140 +3%	125 +9%	142 0	2.13 +4%	00:01:54 -5%	25.35% +12%	0 0

Sessions

Notes: [Add](#) [View all](#) [Eye](#) [Settings](#)



Keywords:

SEMrush **Google Search Console**

[Send to Position Tracking](#)

Search Query: Type: **all** Position: Clicks: Impressions: CTR:

<input type="checkbox"/>	Search Query	Position	Clicks	Impressions	CTR
<input type="checkbox"/>	1 seo quake	1.0 0.0	72 -31	134 -45	53.73% -3.81%
<input type="checkbox"/>	2 seoquake	1.0 0.0	70 -46	142 -75	49.30% -4.16%
<input type="checkbox"/>	3 seoquake chrome	2.0 0.0	3 +1	25 -27	12.00% +8.15%
<input type="checkbox"/>	4 semquake	1.0 0.0	3 +2	5 +2	60.00% +26.67%

The keywords report will show a chart representing the dynamics of a session's number over time and a list of keywords. The list can be searched for any query, or narrowed down by setting ranges for various metrics. You can also filter keywords by type:

New. Keywords for which your domain is ranking by the last day of the selected time range, but was not on the first day.

Lost. The opposite of the New type, shows keywords for which your domain was ranking, but dropped out by the end of the selected time range.

Winner. Keywords that gained positions.

Loser. Keywords that lost positions.

This highly convenient and time-saving filtering is not present in the Google Search Console itself, but the Organic Traffic Insights tool equips you with the option. You can also send the keywords to the [Position Tracking tool](#), or export the report to CSV or Excel.

Unlock the 'not provided' keywords!





Link Building

Link Building

A strong backlink portfolio is one of the most crucial factors of SEO success. Multiple backlinks from authoritative resources send a strong signal to search engines about the quality of your content and consequently raise your chances of winning high ranks in search results. Needless to say, it is also a good source of relevant traffic to your website.

The link building process includes several stages: spotting opportunities for new backlinks, analyzing the quality of your backlink profile and maintaining a clean backlink record timely getting rid of toxic backlinks.

And for each step, SEMrush offers a special tool to help you keep your backlink portfolio in its best shape:



**Backlink
Analytics**



**Bulk
Analysis**



**Backlink
Audit**



**Link Building
Tool**

Backlink Analytics

Any link building strategy starts from a comprehensive analysis of your current backlink portfolio. It needs to be reviewed regularly to keep track of your strong and weak sides. Also, the analysis of your rivals' backlink profiles helps to reveal new opportunities to enrich your own.

By typing in your domain address (or any link that you would like to analyse) in [Backlinks](#), you'll get an overview of what your or your competitor's backlink profile looks like at the moment.

Backlinks: nike.com

Report Scope: [Root Domain](#) | Last Update: Yesterday | Data: Fresh  | Categories: Shopping > Apparel > Athletic Apparel [6 more](#)

[Overview](#)
[Backlinks](#)
[Anchors](#)
[Referring Domains](#)
[Referring IPs](#)
[Indexed Pages](#)
[Competitors](#)
[More](#)

Data for nike.com

[+ Add competitors](#)

Total Backlinks 

63.7M +5.5M -6.2M

Referring Domains 

124K

Referring IPs 

128K

Authority Score 

82  no changes



[View Authority Score Trend](#)

On the **Overview** tab, you can see various quantitative metrics of the profile such as the total number of backlinks, the number of domains that are referring to the analyzed website (a domain, a subdomain or a particular page that you have selected), the number of referring IPs, and the site's Domain and Trust scores.

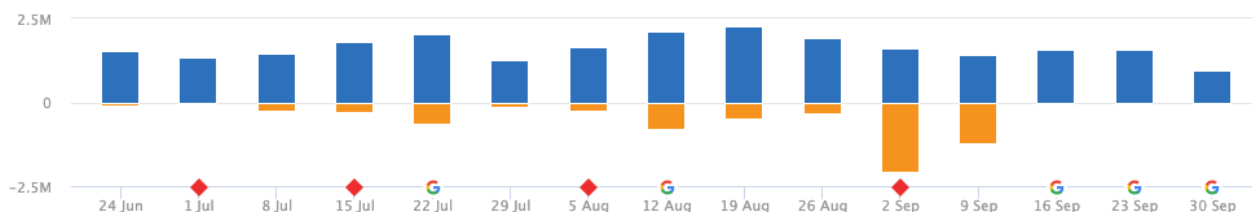
Further on, you can see how this backlink profile performs in dynamic.

The **New & Lost Backlinks** widget shows how the number of backlinks has been changing over a period of 3 months, 1 year, or the whole time the site has been analyzed by SEMrush.

New & Lost Backlinks ⓘ

Chart Scope: Root Domain ☒ New ☒ Lost ☐ Notes ▾

3M 1Y All Time



If a date is marked with a Notes symbol, you can click on it to reveal whether there were any significant fluctuations on the SERP that day, which could be a sign of a Google update.

1 note Sep 10 – 16, 2019

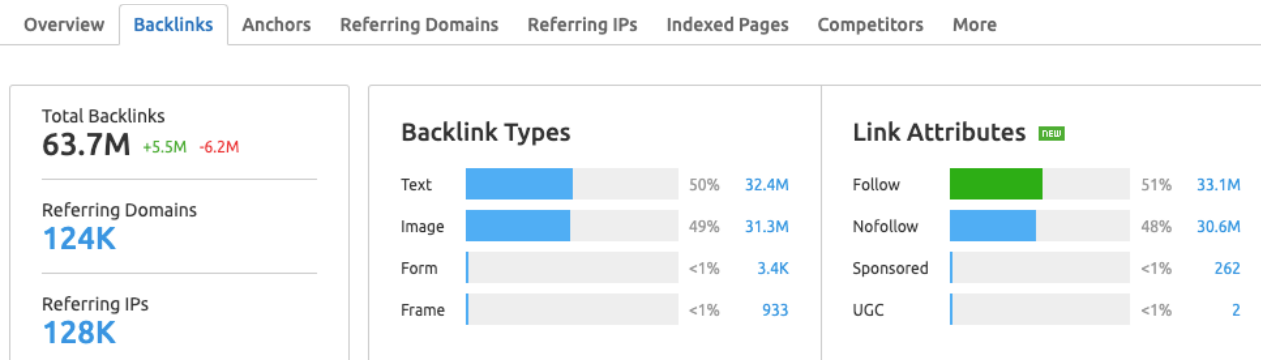
[View all notes](#)[+ Add note](#)

Change in the Nofollow Links Treatment ↗

Google Updates (organic) All 09/10/2019

Google representatives have announced that they are changing the way they interpret the nofollow link attribute. Previously, links with nofollow were always ignored for ranking purposes. Now, Google will decide for itself whether

If you want to look deeper into the backlink profile, go to the **Backlinks** tab.



As well as the different types of backlinks that are most common in the analyzed portfolio (text, image or other) and the percentage of links with a nofollow attribute, you can find the actual list of backlinks. If these are your backlinks, you can filter out the suspicious ones and add them to the Disavow list. If you're analyzing your competitor's profile, the links that they have lost can provide you with a link building opportunity.

Backlinks 1 - 100 (63,680,203)

Disavow list

Table settings

Export

Links per ref. domain

All 1 3 10

All links

Follow

Nofollow

Sponsored newUGC new

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
97	77	Perform Media Perform Group www.performgroup.com/our-divisio...	8	60	Nike www.nike.com/ text lost	3 Oct'16	17 May'19	+
96	84	Gizmodo We come from the future gizmodo.com/	98	178	Adapt Huarache news.nike.com/ne... text lost	29 Aug'19	28 d ago	+
96	84	Gizmodo We come from the future gizmodo.com/	101	143	Joyride technology news.nike.com/ne... text lost	25 Jul'19	29 Jul'19	+

In the **Anchors** tab, you can analyze the anchors of your backlinks. Sorting them by the number of backlinks, the number of referring domains and the time they have been first and last seen allows you to see the most popular and the most recent ones.

Anchors 1 - 100 (1,243)

Export

Search by anchors



Anchor Text	Backlinks	Domains	First Seen	Last Seen
seoquake	889,542	1,964	21 May'13	28 d ago
seoquake for your browser	823,819	3	11 Dec'17	28 d ago
seoquake浏览器插件	26,448	1	22 Sep'18	28 d ago
seoquake für ihren browser	12,622	1	25 Apr'18	28 d ago
あなたのブラウザ向けのseoquake	12,116	1	20 Feb'19	28 d ago
seoquake para tu navegador	11,857	1	14 Jun'18	28 d ago

The **Referring Domains** and **Referring IPs** tabs show you the TLD and country distribution of your backlink portfolio, that is, which domains and which referring IPs refer to you the most.

You can use those tabs to analyze your or your competitor's backlink portfolio to the detail, as the number of backlinks alone is not representative enough.

Referring Domains 1 - 100 (~200)

[Export](#)

☒ New ? ☐ Lost ? Category Advanced Filters

AS ?	Root Domain / Category		Backlinks ?	Country / IP ?	First Seen ?	Last Seen ?
55 ▼	josepi.com ↗	new	16 view	162.220.167.13	29 Aug'19	28 d ago
7 ▼	webmasterwang.com ↗	new	10 view	120.27.239.64	18 Aug'19	28 d ago
13 ▼	rawranked.com ↗	new	6 view	104.18.46.91	20 Aug'19	28 d ago
7 ▼	wpthemz.com ↗	new	3 view	198.54.116.126	22 Aug'19	9 Sep'19
14 ▼	cloudsite.builders ↗	new	3 view	69.162.89.44	23 Aug'19	9 Sep'19
15 ▼	myseoagency.info ↗	new	2 view	198.54.126.39	5 Sep'19	7 Sep'19

The **Indexed Pages** tab provides information on the pages from your website that received backlinks.

Overview Backlinks Anchors Referring Domains Referring IPs **Indexed Pages** Competitors More

Indexed Pages 1 - 100 (2,758)

[Export](#)

Title and URL ?	Backlinks ?	Domains ?	External Links ?	Internal Links ?	Last Seen ?
https://www.seoquake.com/ ↗	1,786,243	569	0	0	5 d ago
http://www.seoquake.com/ ↗	46,114	3,288	0	0	5 d ago
A Powerful SEO Toolbox for your Browser – SEOquake https://www.seoquake.com/index.html ↗	7,606	1,169	38	25	5 d ago

Here you can also see how many backlinks a page got; how many **External links** it has, that is, to how many pages on external domains it points; and how many **Internal links** lead from this page to other pages of the same domain.

Analyze your and your competitor's backlinks



Bulk Analysis

In the Bulk Analysis tool, you can see and evaluate the backlink portfolios of up to 200 URLs in terms of Authority Score, backlinks, referring domains, IPs, and backlink formats.

This report is as helpful for comparison of your own material as it is for checking its performance against your competition.

Enter up to 200 URLs/domains, one per line (3/200) [Check keywords](#)

https://www.nike.com
https://www.baltics.adidas.com
https://www.adidas.ru



Results scope

Auto ▼

Compare

✕ Clear

By Metrics 3

[Export](#)

No.	Domain or URL	AS	Backlinks	Domains	Follow / Nofollow	Text	Image	Form	Frame	Info
1	www.nike.com ↗ root domain	82 ▼	63,680,203	124,200	33.1M / 30.6M 52% / 48%	32.4M 50%	31.3M 49%	3.4K <1%	933 <1%	more ▼
2	www.baltics.adida... ↗ subdomain	82 ▼	493,582	259	493K / 191 99% / <1%	279K 56%	215K 43%	2 <1%	0 0%	more ▼
3	www.adidas.ru ↗ root domain	73 ▼	2,594,511	4,984	2.5M / 48.1K 98% / 2%	2.2M 84%	393K 15%	46 <1%	9 <1%	more ▼

You can export the data from any tab to a .csv or .xls file using the **Export** button. This is helpful for use in other backlink tools and reporting.

Analyze backlinks
for up to 200 URLs



Backlink Audit

Aside from spotting new link building opportunities, your main task is to keep your current profile tidy and not get penalized by Google for having too many toxic links. A lot of links from suspicious resources is often an indicator that a website uses black hat SEO techniques, which with the last couple of Google Updates brings a high risk of penalties and sanctions.

If the Backlink Analytics tool is especially useful for bulk analysis, **Backlink Audit** provides an in-depth view of your domain's backlinks and allows you to maintain your profile in optimal operating condition. This includes detecting toxic backlinks, adding them to the Disavow list or contacting the domain owner to delete or change it, and monitoring your progress by closely watching New and Lost links.

Integrations

To help you work with the whole scope of your backlinks, Backlink Audit now features several integrations.



**Google
Search
Console**

By integrating your SEMrush account with Google Search Console, you will see the full picture of your backlink profile, will be able to easily update your Disavow list and have up-to-date data on the disavowed backlinks.



**Google
Analytics**

Google Analytics knows which backlinks bring traffic to your website, this information is later used to recalculate the backlinks' Toxic Score, decreasing the potential risk of the valuable backlinks.



Majestic

If you have a Majestic account, integrating it with SEMrush will give you the great advantage of using a comprehensive backlink audit solution on a rich backlink database. With this integration, together with the data from GSC and GA, you will have the full picture of your true backlink portfolio.

Detecting toxic links

To detect potentially harmful backlinks, you can start from the **Audit** tab. This shows you all of your backlinks broken down into three lists: **For review**, **Whitelist** and **All links**.



At the first run of the Backlink Audit tool, there will be an equal number of links in the **For review** and **All links lists**, with the former decreasing in size as you work on your profile.

The Backlink Audit tool sorts the toxic backlinks in order of **Toxic Score**, with the highest Toxic Score links being shown on the first page. Toxic Score is how the Backlink Audit tool determines which of your links are the most dangerous for your website. It is based on a scale of 0 to 100, with 0 being safe and 100 being extremely toxic, and uses over 50 different toxic markers.

You can also select the toxic markers that you find the most harmful and find the backlinks that are considered toxic according to the list of markers that you have specified.

☐ Link Networks

- ☐ Mirror pages
- ☐ Link network (by IP)
- ☐ Link network (by GA ID)
- ☐ Link network (whois info)
- ☐ Link network (by AdSense ID)

☐ Spam in communities

- ☐ Blog post signature spam
- ☐ Page comment spam

☐ Harmful environment

- ☐ De-indexed domain
- ☐ Malicious page
- ☐ Community error
- ☐ Community warning
- ☐ Non-indexed domain
- ☐ Spam TLD
- ☐ Poor backlink profile
- ☐ HTTP status error (400, 500)
- ☐ Weak domain
- ☐ Low domain power
- ☐ Frame used
- ☐ Suspicious follow/nofollow ratio from domain
- ☐ Domain backlink profile poor

☐ Manipulative links

- ☐ Money anchor text
- ☐ Link directory
- ☐ High link density from referring page
- ☐ High link density from paragraph
- ☐ Sitewide link
- ☐ Guest post link

☐ Irrelevant source domain

- ☐ Irrelevant geo
- ☐ Irrelevant domain theme

☐ Complementary

- ☐ No CSS & JS
- ☐ Poor layout
- ☐ Poor navigation
- ☐ Long domain name
- ☐ Numerals in domain name
- ☐ Suspicious external links
- ☐ Suspicious follow links

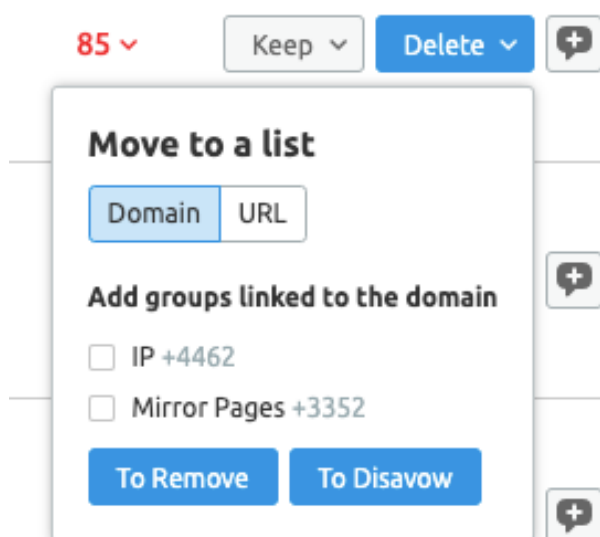
You will see your backlinks organized by Toxic Score, with the backlink having the highest Toxic Score going first.

Move group of backlinks		Group by	Search	State	
Keep ▾	Delete ▾	Domain URL	Everywhere ▾	<input type="checkbox"/> New ⓘ	Advanced filters ▾
<input type="checkbox"/>	Page Title Source URL Target URL	1-100 out of 48,355 domains (total backlinks: 881,442)	Anchor Text ⓘ	Toxic Score ⓘ	Actions
<input type="checkbox"/>	The Globe - Links Source: http://theglobe.com.tr/links/internet_links.h... Target: http://www.nike.com/Football Domain +74 IP: +4462 Mirror Pages: +3352	Football Clothing other ▾	T	85 ▾	Keep ▾ Delete ▾ +
<input type="checkbox"/>	The Globe - Links Source: http://earth.shopping/links/lt/internet_links.... Target: http://www.nike.com/Football Domain +56 IP: +4462 Mirror Pages: +3352	Football Clothing other ▾	T	82 ▾	Keep ▾ Delete ▾ +
<input type="checkbox"/>	The Globe - Links Source: http://seek-web.com/links/fi/internet_links.h... Target: http://www.nike.com/Football Domain +8 IP: +4462 Mirror Pages: +3352	Football Clothing other ▾	T	82 ▾	Keep ▾ Delete ▾ +

By clicking on the backlink Toxic Score value, you will see the list of toxicity markers that were associated with this link.

Disavowing links

You can disavow the harmful link by clicking on **Delete** and selecting the **To Disavow** option.



If the domains listed in your backlink profile have certain parameters in common, they will be grouped by this parameter and you will be able to disavow or remove the whole group.

These parameters indicate that the domains in the group have the same owner and have similar characteristics:

GA — the domains have the same Google Analytics record

AdSense ID — the domains share an AdSense ID

IP — the domains have the same IP address

Mirror Pages — the domains have similar interface, identical content and supposedly the same owner

Whois info — the domains have the same Whois information

Now, by clicking **To Disavow**, you will send the domain to your Disavow list, which is available due to the integration with Google Search Console.

To review the current status of the backlinks that you have sent to the Disavow list, you can go to the **Disavow** tab.

<input type="text" value="Search for URL"/>	All item types ▼	All export statuses ▼	All sources ▼	Import Disavow links	Export to TXT	Clear ▼
Item	Type	Status	More	Action	1-4 of 4 (domains: 4, URLs: 0)	
theglobe.jp	Domain: 77 links	Disavowed	info ▼			
seek-web.com	Domain: 9 links	Disavowed	info ▼			
theglobe.cl	Domain: 47 links	Disavowed	info ▼			
theglobe.com.tr	Domain: 75 links	Disavowed	info ▼			

Outreach

If you would prefer to contact the owner of the website and ask them to remove the link (or change it), select the **To Remove** option to add those links to the removal list.

Under the **Remove** tab, you'll be able to see the domains you added to the list and contacts for those domains, which the Backlink Audit tool finds automatically.

<input type="checkbox"/>	Page Title Source URL Target URL	1-3 out of 3 domains (total backlinks: 89)	Anchor Text	Access Link	Status	Send email
<input type="checkbox"/>	The Globe - Links Source: http://earth.shopping/lin... Target: http://www.nike.com/Foot...	Contact page Domain +56	Football Clothing other ▼		Not sent	Send
<input type="checkbox"/>	The Globe - Links Source: http://theglobe.co.za/link... Target: http://www.nike.com/Foot...	Contact page Domain +21	Football Clothing other ▼		Not sent	Send
<input type="checkbox"/>	The Globe - Links Source: http://theworld.firm.in/lin... Target: http://www.nike.com/Foot...	Contact page Domain +9	Football Clothing other ▼		Not sent	Send

If you integrate your Gmail or Microsoft email account with the tool, you will be able to send the email to the site owner directly from the tool. By clicking **Send**, you will be directed to a template email, asking the owner to delete the links to your site.

Contact themagnificentmile.com by email

[First email message](#) Product review follow-up

From:  Reconnect

To: ☐ kmccotter@themagnificentmile.com ☐ jparo@themagnificentmile.com

☐ agordon@themagnificentmile.com [+ Add recipient](#)

Drag and drop placeholders:

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

Subject:

Your most beloved tools for link building

Hi!

That's Molly from SEMrush - world's leading all-in-one marketing toolkit for digital marketing professionals. I've come across your work on various occasions and really enjoyed your great reviews of marketing tools, that help marketing professionals become more effective.

This month we are adding a new product to our platform with its main goal to simplify link building processes for online marketing professionals. It's a brand new Link Building tool.

The tool is designed to automatically collect and sort link building ideas, collect and store contact information and to simplify outreach process.

I think could be beneficial for us to partner up on. Let me know if you're interested in working something out. It'd be great to get on a 20 min call next week for a small demo personally for you.


[Send and proceed to next](#)

[Next domain](#)

[I have sent it manually](#)

The email statuses include:

- ☐ Not sent
- ☐ Delivered
- ☐ Replied
- ☐ Sent
- ☐ Opened

<input type="checkbox"/>	Page Title Source URL Target URL	1-3 out of 3 domains (total backlinks: 89)	Anchor Text	Access Link	Status	Send email
<input type="checkbox"/>	The Globe - Links Source: http://earth.shopping/lin... Target: http://www.nike.com/Foot... Contact page Domain +56		Football Clothing other	T link	<div style="border: 2px solid red; padding: 5px;">  Not sent </div>	Send +

Progress Monitoring

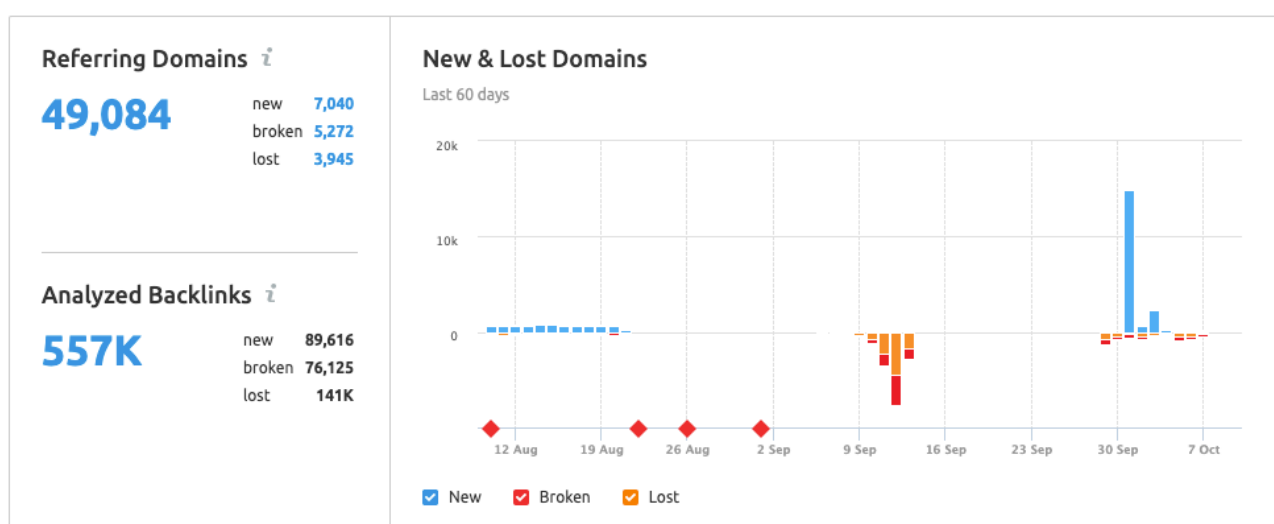
The **Lost & Found** report helps you monitor which links you gain and lose over time, which helps you stay on top of things. It allows you to track your link building success by monitoring the new links and outreach the domains with lost and broken links.

At the top of the report you can see the graph showing your **New**, **Broken** and **Lost** links for the past 30 days.

The link is considered **New** if it has appeared within the past 30 days.

The link is considered **Broken** if the page on which we have seen the backlink before has been unavailable for 60 days or less.

The link is considered **Lost** if it has not been found for the past 60 days or less.



In this graph, you can also see the **Notes** that provide information on possible Google updates or any improvements of the SEMrush algorithms on that date.

1 note

Sep 1, 2019

Data import

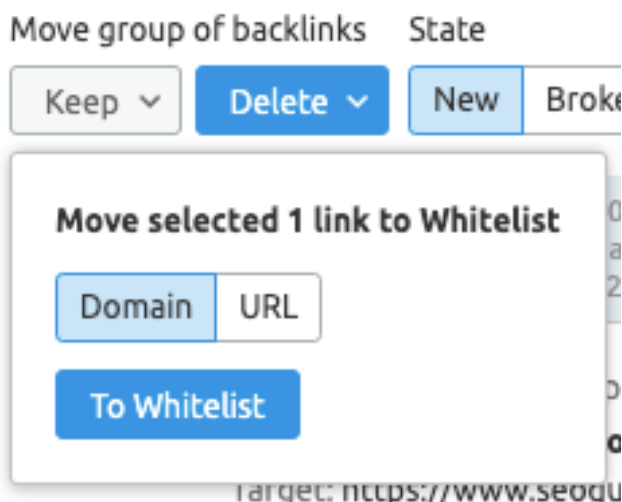
SEMrush 09/01/2019

Backlink Audit analysed data imported from an external file or from Google Search Console. We added new backlinks to your audit campaign. Toxic Score for some backlinks might have been changed.

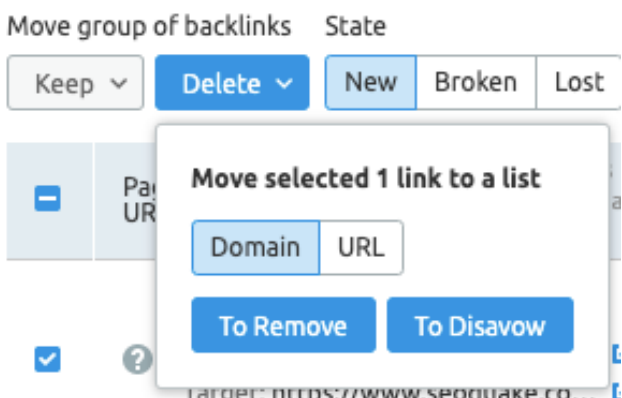
Further on, the report shows you the list of all your new, lost and broken links, which you can process one by one or in bulk.

Move group of backlinks			State		Group by		Search				
Keep	Delete	New	Broken	Lost	Domain	URL	Everywhere	<input type="text" value="Search"/>	Advanced filters	Export to CSV	
	Page Title Source URL Target URL	1-100 out of 133 domains (total backlinks: 3,272)		Anchor Text		First Seen	Toxic Score	Actions			
<input checked="" type="checkbox"/>	Media Buying – The Gillespie Group Source: http://gillespiegroup.co... Target: https://www.seoquake.co...			SEO Quake branded		T 8 Oct 2019	15	Keep	Delete		
<input type="checkbox"/>	DoubleClick után SeoDigger vásárlás ... Source: https://google-fuggo.blo... Target: http://www.seoquake.com/ Domain +8			Seoquake team compound		T 8 Oct 2019	15	Keep	Delete		
<input type="checkbox"/>	Productivity Tips for the Busy Search ... Source: https://www.outspoken... Target: https://www.seoquake.co... Domain +1			SEO Quake branded		T 8 Oct 2019	0	Keep	Delete		

With the **Move group of backlinks** function, you can **Keep** the selected backlinks or **Delete** them.



If you decide to keep the link or a group of links, you can send it to the whitelist by clicking the **To Whitelist** button.



If you decide to delete it, you will be able to either send it to the **Remove** list and contact the site owner via the outreach form, or send it directly to the Disavow list using the **To Disavow** button.

By applying the **Advanced filters**, you can filter out the backlinks with particular parameters.

Advanced filters interface showing three sections:

- Toxic markers:** Select toxic markers ▼
- Link attribute:** All (selected), Follow, Nofollow, Sponsored new, UGC new
- Anchors:** All ▼

The **Toxic markers** filter is similar to the one on the **Audit** tab, showing the list of all the toxic markers that influence the backlink toxic score.

The **Link attribute** filter allows you to filter out the backlinks with the Nofollow, Sponsored, or UGC attributes.

The **Anchors** filter allows you to find the backlinks with the particular anchor texts.

After selecting the necessary backlinks, you can perform the same actions as in the Audit tab: send it to the white-list or delete it.

Expanded Anchors filter dropdown menu:

- All ▲
- ☐ Money
- ☐ Compound
- ☐ Branded
- ☐ Organic
- ☐ Other
- ☐ Naked
- ☐ Empty

Perform a comprehensive
audit of your backlinks



Link Building Tool

In recent years, the link building process has become more of a PR activity than anything else. Acquiring high quality links and maintaining your backlink portfolio in good shape is a full-time job, and with backlinks being one of the strongest search ranking signals, it requires a great deal of attention.

To help you uncover the best and most relevant backlink opportunities and streamline your link building campaigns, SEMrush has developed the [Link Building tool](#).

What it does can essentially be divided into three steps:

■ Finding relevant resources to get backlinks from

■ Automating the outreach

■ Monitoring the progress

Finding opportunities

When SEMrush suggests the domains that you should get backlinks from, it uses several sources of information. These are the list of keywords that you wish to rank higher for; the backlinks of your organic competitors; the mentions of your brand name; the list of URLs that you upload manually; and Lost Backlinks from Backlink Audit. And by connecting your Google Search Console to the project, you can exclude the backlinks from sites that already refer to you.

You can see every category under the **Prospects** tab.

Prospects

In Progress

Monitor

About

All Prospects

7,147

Organic Search

857 +44

+ Add

Competitors

4,151 +2

+ Add

Mentions

72

+ Add

Manual Upload

1 +1

+ Add

Lost Backlinks

2,088 +2,075

Rejected

18

The **Rejected** category contains the prospects that you do not wish to work with. For a domain to be listed as **Rejected**, you need to delete it from any other list by clicking the cross.

You can filter out the prospects to work with first by applying various filters.

Search for domain

Everywhere ▾

🔍 Write to search

URL Type

All ▾

Keyword


Any ▾

TLD

Any ▾

The prospects are listed in order of Rating, which is based on more than 50 factors and provides information on the backlink source quality and accessibility. The higher the value of the backlinks that can be acquired from this domain, and the easier they are to acquire, the higher will be the rating.

piecechicago.com


http://www.piecechicago.com/ 


In the News. Order Honey Butter Fried Chicken on Piece Pizza Starting Next Week · Piece featured on Chicago's Best · Rick Nielsen: Man of the People ...


General

18


31

5 / 5 


To In Progress 




Domain Quality

Backlinks 


233

Referring domains 


60

Keywords 


1K

Traffic 

32.4K

Source of prospect: 6 keywords 


Domain Relevance

Common categories 

Food & Drink


Arts & Entertainment

Autos & Vehicles


Competitors backlinks 

No backlinks.


Domain Health

Toxic Rank 

0 - 6

Dangerous Signals 

Checked, no signals found.

Potentially Dangerous Signals 

Checked, no signals found.

In the detailed card of a prospect, you can see various metrics of their Domain Quality, Domain Relevance and Domain Health.

Domain Quality information is based upon:

- The number of **Backlinks** that lead to the prospect domain
- The number of **Referring domains** that refer to the prospect domain
- The number of **Keywords** that the prospect domain ranks for in the top-100
- The estimated **Traffic** for the previous month (the data is taken from Traffic Analytics)

Domain Relevance information is based upon:

- Your website and the prospect domain's **Common Categories** (Art, Science, Business etc.)
- Whether or not the prospect has your **Competitors backlinks**

Domain Health information is based upon:

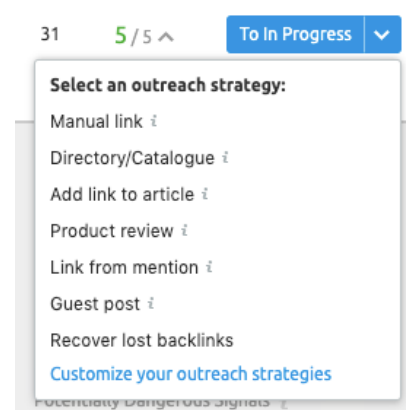
- **Safety rank**, which measures probable risk to your domain from the prospect's backlinks (0 – no risk, 100 – very high risk)
- The presence of **Dangerous Signals** that indicate that the prospect was penalized
- And the presence of **Potentially Dangerous Signals** that may indicate that the prospect has a high risk of a penalty.

Based on the information in the detailed card, you can make a decision about whether to reject that prospect or move forward with it.

Automating the outreach

When you decide to start working with the prospect, you can send it to the **In Progress** list with one of the link building strategies applied. You can also create up to 7 custom strategies for each of your projects.

Each strategy provides an email template, which specifies the conditions on which you offer your link to be placed on the prospect's domain. Some strategies have several templates (e.g. the first email and a follow-up), which is based on industry best practices.



Everywhere ▾	🔍 Search	All prospect statuses ▾	Advanced filters ▾	📄 Import	📄 Export to CSV	📄 📄
Source Domain, URL Example and Snipp...	Rating ↕	Outreach strategy	Email	Status	Actions	
themagnificentmile.com https://www.themagnificentmile.co... Dining out is one of the most popular things to do in Chicago, and nothing ... Located in Chicago's River North neighborhood, RPM Italian is ... f Link #1 @themagmile Contact page	5 / 5 ▾	Product review ▾	✉ Contact 3 emails	○ — ○ — ○ Not sent	✓ ✕	

By clicking **Send** you will access the template and will be able to customize it to your needs. You can connect your Gmail account to the Link Building tool to be able to send and track emails directly from the tool or you can use it as a template generator and send it from another mail account, since Google has a restriction of only 500 emails to be sent per day.

Contact themagnificentmile.com by email

First email message Product review follow-up

From: 🚩 Reconnect

To: ☐ kmccotter@themagnificentmile.com ☐ jparo@themagnificentmile.com
☐ agordon@themagnificentmile.com + Add recipient

Drag and drop placeholders: <your project domain> <URL of prospect> <domain of prospect>

📄 Save template ⏮ Reset 👁 Preview

Subject:

Your most beloved tools for link building

Hi!

That's Molly from SEMrush - world's leading all-in-one marketing toolkit for digital marketing professionals. I've come across your work on various occasions and really enjoyed your great reviews of marketing tools, that help marketing professionals become more effective.

This month we are adding a new product to our platform with its main goal to simplify link building processes for online marketing professionals. It's a brand new Link Building tool.

The tool is designed to automatically collect and sort link building ideas, collect and store contact information and to simplify outreach process.

I think could be beneficial for us to partner up on. Let me know if you're interested in working something out. It'd be great to get on a 20 min call next week for a small demo personally for you.

Send and proceed to next

Next domain

[I have sent it manually](#)

This outreach tool works very similarly to the way it is organized in the Backlink Audit tool, however the purpose of that communication is usually different.

Monitoring progress

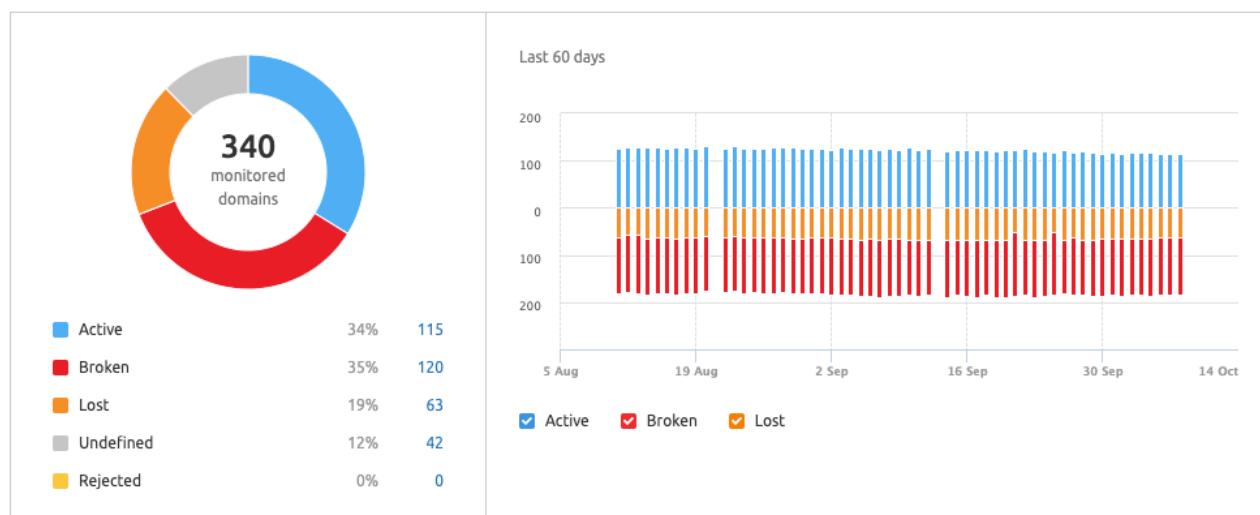
After you start working with the prospect, you can monitor your progress under the **Monitor** tab. Here you can see if the backlink is visible on the selected referring domain and its status.

Monitored Domains

Last monitored: 15 hours ago

[Update data](#)

[Import](#)



■ **Active** links are your current backlinks on the selected resources.

■ **Lost** links are the backlinks that used to be active on the selected domain but haven't been visible for 60 days.

■ **Broken** links are placed on the pages that no longer work correctly.

■ **Undefined** links have a status that SEMrush was unable to define.

■ **Rejected** links are the ones that you choose to reject.

You can download the CSV file with the list of your backlinks by using the **Export** button in the top right corner.

Track your outreach activity in one place





Rank Tracking

Rank Tracking

To stay on top of the SEO game you have to keep an eagle eye on your rankings, SERP volatility, and fluctuations of Google's algorithms. Even if you create an absolute SEO perfection of a page that will immediately skyrocket to the top positions, it is never guaranteed to stay that way.

Constantly monitor and analyze SERP changes to reveal and predict opportunities, negate losses, and improve your business. SEMrush offers some powerful tools to help you stay alert and adjust your SEO strategy in a timely fashion:



**Position
Tracking**



Sensor

Position Tracking

Position Tracking is a potent and versatile tool designed to simultaneously track your website's search performance in multiple locations and on different devices. You can also get insightful information about SERP features, find your local competition and compare your efficiency with up to 20 competitors.

Go to the projects section of the SEMrush toolkit, open a project or create a new one with the domain you want to track, and set up **Position Tracking**.

The screenshot shows the 'POSITION TRACKING SETTINGS' window in SEMrush. On the left sidebar, there's a 'Campaign' section with a checkmark and a 'Keywords' section with '2 Keywords Added: 0'. The main panel is titled 'Campaign' with an information icon. It contains a text input field with 'canva.com' and a dropdown menu set to 'as Root domain'. Below this are two groups of buttons: 'Search engine' with 'Google' and 'Baidu' (Google is selected), and 'Device' with 'Desktop', 'Mobile', and 'Tablet' (Desktop is selected). There's a 'Location' section with a text input field labeled 'Type in your location or ZIP code'. Below that is a 'Business name for local map pack' section with a text input field labeled 'Full business name' and a 'Show example' link. A note below the business name field says: 'Please enter the exact full name of your business as it is shown in local map pack. Otherwise, the result won't be matched'. At the bottom right, there's a 'Keywords >' link.

POSITION TRACKING SETTINGS

✓ Campaign

2 Keywords Added: 0

Campaign ⓘ

canva.com
▼ as Root domain

Search engine: Google, Baidu

Device: Desktop, Mobile, Tablet

Location: Type in your location or ZIP code

Business name for local map pack optional

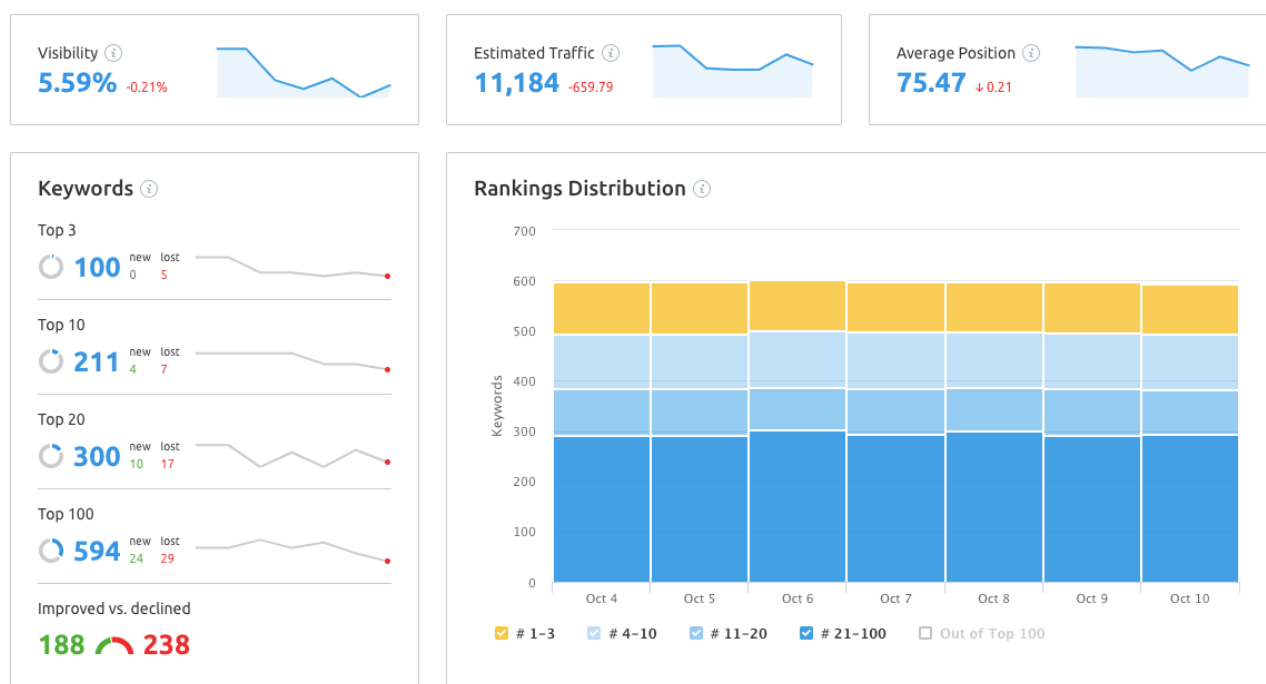
Full business name Show example

ⓘ Please enter the exact full name of your business as it is shown in local map pack. Otherwise, the result won't be matched

Keywords >

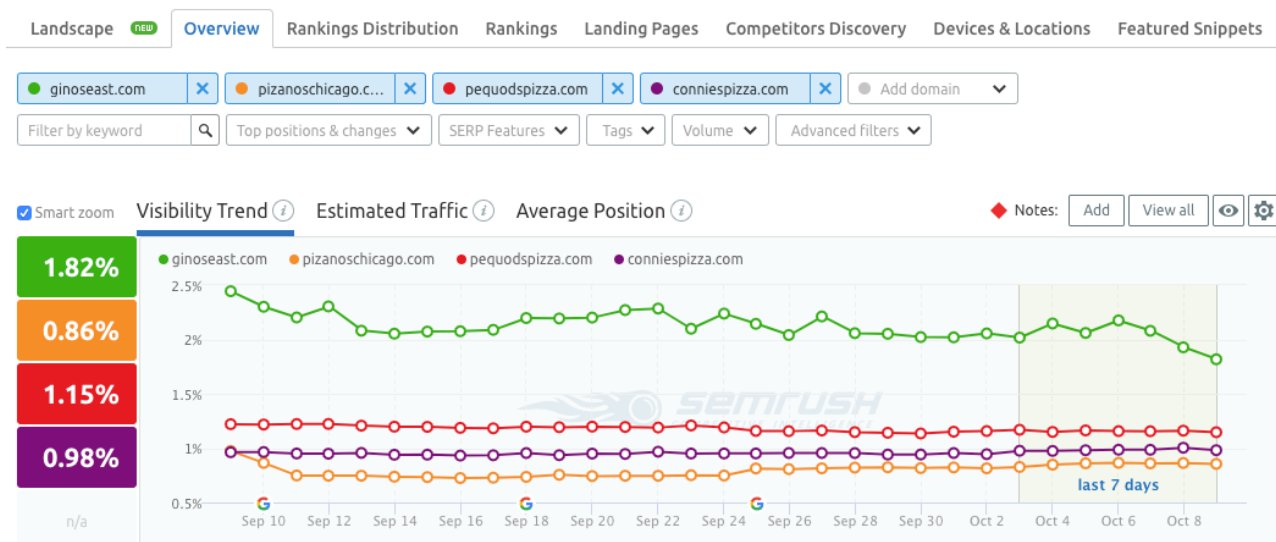
- 1 You can choose which part of a website you would like to track. By default you will be tracking at the root domain level, which means it will include all of the website's subdomains and subfolders. You can choose any specific subdomain, an exact URL, or a subfolder with up to 3 subsequent subfolders.
- 2 Next, you will need to pick a search engine, device, and location. You will be able to add more locations and/or devices within a project. Note that some countries have a language selection.
- 3 In this step you can also optionally add your Business name from Google MyBusiness to track your presence in the Local Packs, even if the domain is not present in the results.
- 4 Next step is the centerpiece of this enterprise – your keywords. You can add them manually, or use suggestions from SEMrush's **Organic Research Positions** or **Keyword Analytics Phrase Match**. You can also import lists from .txt or .csv files, or transfer the data directly from Google Analytics by connecting your account. Of course, you are not limited to only one approach, and can mix all of them. Remember that you can use **Keyword Magic Tool** and **Organic Traffic Insights** to send keywords to Position Tracking.
- 5 Now that you are all set, push **Start Tracking**.

The Position Tracking **Landscape** report is the place to get a lightning fast overview of your tracking campaign's progress. From here you can quickly see your domain's trend in visibility and estimated traffic as well as your top keywords and what you're losing.



The first thing you will see is the Overview tab, where you can compare up to five domains at once. Please note that the tracking campaign starts from the day of set up, and you will have to wait for some time to allow it to record the progress.

On the Overview tab you can compare up to five domains at once, and see a summary of your domain's visibility, estimated traffic, and average position for every keyword you're tracking.



First, let's go over the top menu:

Last update. Shows when the information in the campaign was last updated.

Device & Location. Guru and Business subscribers can add new locations and devices to the campaign (import keywords from an existing report or add a new set). Also, with this submenu you can merge campaigns from different projects.

Keywords. Add or remove keywords from your campaign.

Competitors. This button allows you to edit your competitors list.

Volume. Switch between local and national volume data (if you have set up a local level).

Type. Select **Organic** or **Ads** to switch between organic or paid search results.

Rank Count. Allows you to exclude Local Packs and Top Stories from the rank count (e.g., if a SERP has a Local Pack with three organic results, the first result under it will be regarded as the fourth).

At the top of the **Overview** you will get a trend chart; you can switch between **Visibility Trend**, **Estimated traffic** (both are based on websites' ranks and CTRs of the targeted keywords), and **Average Position**. You can change the date ranges, see the notes signaling Google updates, or add your custom notes.

Below the trend chart sits the Rankings Overview, the cornerstone of Position Tracking.

Rankings Overview 1 - 12 (12)

Add keywords +

	Keyword	SERP Features new	conniespizza.com		ginoseast.com		pizanoschicago.com		chicagos-pizza.com		CPC	Vol.
			8 Jan	Diff	8 Jan	Diff	8 Jan	Diff	8 Jan	Diff		
<input type="checkbox"/>	1. pizza chicago	📍 ⭐ 📺	12	0	9	↓1	8	↑1	29	↓7	1.31	2,900
<input type="checkbox"/>	2. deep dish pizza chicago deep dish	📍 ⭐ 📺 📺	44	↑3	19	0	33	0	60	↓9	1.39	3,600
<input type="checkbox"/>	3. chicago deep dish pizza + add tag	📍 ⭐ 📺 📺	88	↑13	17	↓1	30	↓1	67	0	1.55	1,900
<input type="checkbox"/>	4. chicagos pizza	📍 ⭐ 📺	101	↓1	19	↑20	77	↑3	4	0	0.39	1,600

This table presents the targeted keywords, various SERP features triggered by them, their CPC and Volume, and the current positions of all selected domains. Green and red numbers with arrows show if the position has improved or declined (based on the selected time range). Clicking on any position will reveal the exact landing page ranking for the keyword, hit the **View SERP** button to get a snapshot of the SERP.

You can filter by a keyword, or open dropdown menus to filter:

Top positions & changes. Set various position ranges for all keywords, or you can select to show only the **New** or **Lost** keywords within the selected range, or the words that have **Improved**, **Declined**, or **Unchanged** ranks.

SERP Features. This filter allows you to find keywords that trigger certain SERP features, or, alternatively, the ones that do not have these features (select **Feature on SERP** or **Feature not on SERP** accordingly). You can also choose to see if the domain you have set as the first **ranks** or **doesn't rank** for a feature.

Tags. Include or exclude keywords with certain tags, or click **Manage tags** to open a window for convenient tags' organization.

Volume. Specify a volume range that you are interested in.

Advanced filters. Narrow down the list by including or excluding keyphrases with certain parameters, and certain CPC values.

All reports of the Position Tracking tool can be exported to an Excel, CSV, or CSV semi-colon file. The reports from **Landscape**, **Overview**, **Rankings**, **Competitors Discovery**, and **Devices & Locations** can also be exported to a PDF file.

Let's dip into the remaining tabs of the Position Tracking tool:

Rankings Distribution. Here you can compare domains' Visibility and Estimated Traffic to find out who gets the most out of the targeted keywords. Compare **All added competitors** or enter the specific **Competitors in input fields**; select the time range, and **Filter by SERP feature** to narrow down the results.

You will also find there the tables reviewing domains' performances in SERPs' top 3, top 10, top 20, or top 100. These reports show the number of words the domain ranks for in different position ranges. The **New** and **Lost** columns show the words that reached a certain position range, or fell out of it, within the selected dates. The **Improved** and **Declined** columns show positions' fluctuations. Click on the number of keywords in any column to generate the **Rankings** report filtered for those exact words.

Landing Pages. The list of all domains' landing pages that rank for at least one keyword. For each URL you will get its Keyword count, Estimated daily traffic (based on the average CTR for the position and the keyword's search volume), Average position, and Total volume of all keywords. The table shows metrics for the first and the last date of the selected time range, and the difference between them. Clicking on the total number of a domain's keywords will expand its full keywords list with the information on each one, including the triggered SERP features. If you are tracking the mobile searches, you will also see if there are any Accelerated Mobile Pages (AMP icon).

The Landing Pages report has advanced filters for keywords and their volumes, and also allows you to filter out the **New** (in the top 100), **Lost** (from the top 100), and **Tagged** keywords.

Devices & Location. This tab allows you to compare your rankings across different devices and locations that you have set up in your campaign. At the top you will get a trend chart that is the same as in the Overview report, except it lets you track your domain's performance (Visibility, Estimated traffic, Average position) in up to 10 variations of locations and devices.

The **Device & Location** table allows you to compare your rankings and keyword volumes across devices and locations; this way you can study the demand, prioritize and evaluate different markets.

Rankings. This is a more detailed version of an **Overview** report. Here you can filter keywords by the positions range, see the positions from both the first and the last date of the selected range, and get the rankings trend chart for each keyword.

Competitors Discovery. This report will provide you with the **Competition map**, a chart that shows your top 10 rivals based on their average position and the number of keywords they rank for. Switch between the **Competitors** and the **Winners & Losers** to display the top 10 domains from the different SEMrush reports.

The **Competitors** table below the **Competition map** presents the list of all domains competing for the keywords in your tracking campaign; it shows the domain's **Visibility**, **Estimated traffic**, its **Average position**, and the number of keywords from your campaign that the domain ranks for.

Use the buttons next to the domain names – **Set as competitor** to add the domain to your campaign's competitors list, and **Blacklist** to exclude the domain from the results. Next to the competitors that are already included in your campaign you will get an option to **Remove from competitors**.

Note that the Competitors Discovery report depends on the location and the device that you have set up for your campaign. You can target specific areas to find your local competition. To increase the relevance of the results you can exclude up to 20 competitors; select the analyzed SERP's depth (from the top 3 positions to the top 100); set the number of results on a page for 10, 20, 50, or 100 domains; and filter them by the SERP features.

Featured snippets. Featured Snippet solution is an asset of the Position Tracking Tool designed to help you analyze and win featured snippets on SERPs.

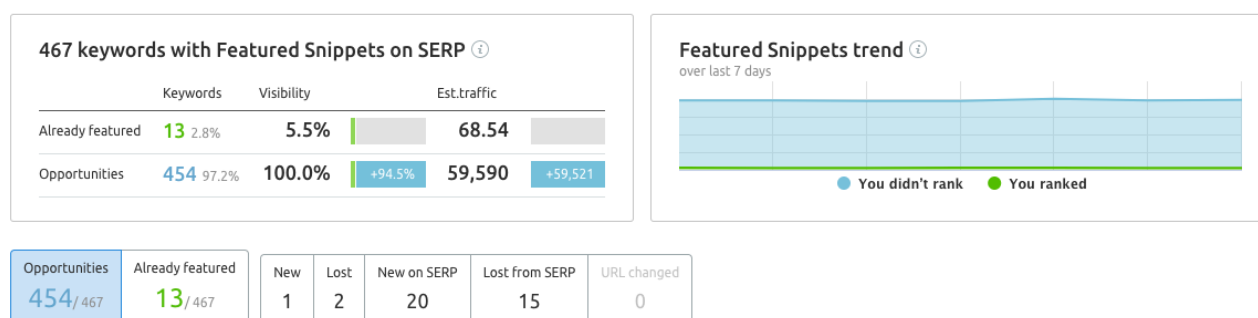
Start with selecting the domain (subdomain, folder or URL) you want to examine and the positions range it is ranked within (the closer the domain to the top ranks, the more likely it is to be featured).

At the top of the Featured Snippets report there are two widgets:

- **The number of keywords with Featured Snippets on SERP** shows how much visibility and estimated traffic you get with the Featured Snippets you occupy, and the potential results you will achieve after seizing the suggested opportunities.
- **The Featured Snippets Trend** displays changes in the total number of keywords triggering Featured Snippets and the share of ones that the domain already occupies.

The list of keywords below the widgets shows the keywords with Featured Snippets on SERP's, their volume, landing page positions, and estimated traffic gain or loss, depending on which tab you choose:

Featured snippets (as of 9 January, 2018)



Opportunities. This tab lists keywords that trigger a Featured Snippet, and for which the targeted domain is not featured. It also provides the difference in organic positions between your website and the domain occupying Featured Snippet. If the difference is positive, it means that you are ranking better than the featured domain, and have a good chance of getting featured.

Already featured. Here you will see which keywords won the targeted domain a Featured Snippet.

New. Shows where the domain obtained a Featured Snippet within the selected time range.

Lost. Shows where the domain lost a Featured Snippet within the selected time range.

New on SERP. This section provides keywords that started triggering the Featured Snippet recently. This list lets you find opportunities before your competitors. A keyword tagged "You" means that for it your domain is already present in a Featured Snippet.

Lost from SERP. Here you can see the keywords that stopped triggering Featured Snippets. Look out for the keywords labeled "You"; these are the words the target domain has previously had Featured Snippets for.

URL changed. This tab shows the occasions when the target domain was in a Featured Snippet for a certain keyword, and still is, but now with a different page.

Monitor website's rankings!



Sensor

Monitoring the rankings of your website and its competition is a vital part of any SEO strategy, but it is not always enough. Google constantly experiments with its algorithms, updates are happening daily, so it is a good idea to keep an eye on the overall SERPs' volatility. **SEMrush Sensor** is a nifty tool that provides insights into position fluctuations on a day-to-day basis.

SERPs' volatility is measured on a scale of 0 to 10, and is calculated with a proprietary formula that uses fixed broad sets of keywords. The higher the score, the more likely there are some changes within Google, and thereafter the probability of a website gaining or losing positions is higher.

Sensor's Overview will greet you with a color-coded score widget. The blue one is for low volatility (0-2), green for normal (2-5), yellow for high (5-8), and red for very high (8-10). You can select one of the six databases for desktops or mobiles in the **Overview** (in the **Personal Score** tab you can see the report for any location you have set up a Position Tracking campaign for), and a date within the last 30 days if you are interested in analyzing historical data. You can also **Subscribe to notifications** to get email alerts or browser push notifications when the volatility changes from a lower range to High or Very High.


Overview
Personal Score
Deviations
Winners & Losers

Categories

All categories	5.6
Arts & Entertainment	6.8
Autos & Vehicles	6.1
Beauty & Fitness	5.1
Books & Literature	3.6
Business & Industrial	5.5
Computers & Electronics	3.8
Finance	5.5
Food & Drink	6.3
Games	5.7
Health	4.8

All categories

Monday, January 1



5.6 / 10

High range

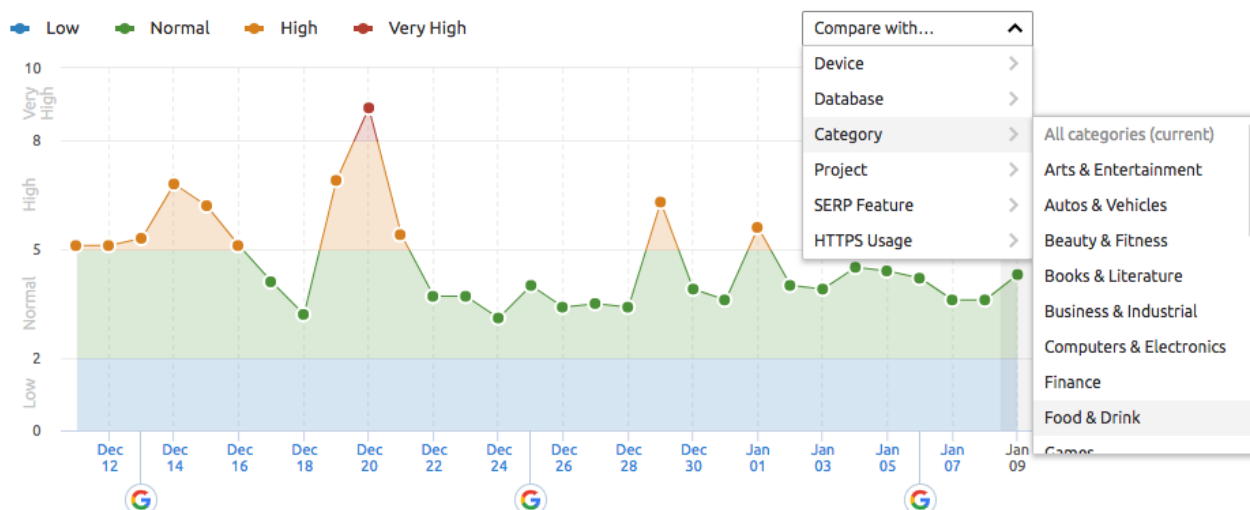
Position changes for numerous sites! Google results are shaking up. This may be a sign of a possible algorithm change. Check if your site has been affected.

14

Embed widget

Various **Categories** on the left use specific sets of keywords to represent different industries. Reviewing assorted categories could be helpful if your business bridges a variety of industries, or if you are looking to aim for a new market. Changing the category will regenerate the report.

SERP volatility for the last 30 days



SERP Features Occurrence (in top 20)

Featured snippet	8.65%	+0.11
Local pack	17.23%	+0.10
Carousel	0.95%	-0.03
Top stories	6.59%	+0.80
Instant answer	2.88%	0.00
Top ads	2.84%	+0.21
Bottom ads	1.06%	+0.21
No SERP Features	3.90%	-0.22

HTTPS Usage



The trend chart below the score widget shows volatility for the last 30 days with notes of Google's and SEMrush's updates. Use the **Compare with** dropdown menu to examine two devices, countries, or categories at once. You can also use it to compare one of your Position Tracking campaigns volatility to the rest of Google (you need to set it up in the **Personal Score** tab beforehand), see fluctuations of SERP features appearances, and examine the HTTPS usage changes in the top 10 and top 20.

SERP Features Occurrence widget provides insights into SERP features' presence. The percentage shows how often a certain feature appears in top 20 results, the green and red numbers indicate the difference from the previous day. Note that certain features can be naturally more or less prevalent in different categories.

HTTPS Usage widget will tell you the percentage of websites using secure protocol in top 10 and top 20 Google search results.

At the bottom of the **Sensor Overview** you will see all **Updates to Google's algorithm** that have taken place within the last 30 days.

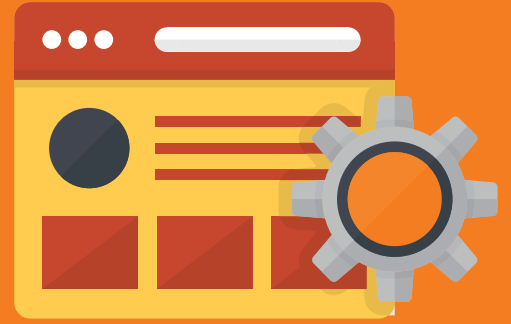
■ The **Personal Score** tab allows you to get the score and the trend chart of your project's volatility (you need to set up Position Tracking beforehand). Note that the more relevant keywords you add to your campaign, the more precise Sensor results you will get.

■ The **Deviations** tab shows an average monthly volatility and its daily deflections. This tab helps to find out which days and industries were the most unstable in terms of SERP changes. It is important to understand the average values, since, for example, in the case of a highly volatile News category, a Normal score would be a deviation.

■ The **Winners & Losers** tab lists those domains in the top 20 most affected by SERPs' volatility. Since Sensor uses sample keyword sets this is not the whole picture, but analyzing the affected domains will bring beneficial awareness.

Track Google algorithm daily changes!





On Page & Tech SEO

On Page & Tech SEO

Even the greatest content will not save the SEO day if it is not optimized and the rest of your website is crumbling. Collapsing architecture, broken links, HTTP error codes, HTML mistakes and other issues will undo all your efforts.

Ensuring your website is decent in both the aspects of content and technical condition can be split into three steps. First, you find and rectify technical issues; second, work on the website's SEO-friendliness; and third – make sure that the content is created in the SEO way.

All these steps are covered by the following SEMrush tools:



Site Audit



**On Page SEO
Checker**



**SEO Content
Template**

Site Audit

SEMrush Site Audit setup consists of five steps. The first one is required; the others are optional but they can make the audit process faster, and save your SEMrush account limits.

The screenshot displays the 'Site Audit Settings' window. On the left, a sidebar lists six steps: 1. Domain and limit of pages (required), 2. Crawler settings (optional), 3. Allow/disallow URLs (optional), 4. Remove URL parameters (optional), 5. Bypass website restrictions (optional), and 6. Schedule (optional). The main area is titled 'Configure basic settings'. It contains a 'Crawl scope' input field with 'nike.com' entered, a subtext 'You can specify a domain, subdomain, or subfolder. View examples', and a checked checkbox for 'Crawl all subdomains of nike.com'. Below this are 'Update' and 'Cancel' buttons. The 'Limit of checked pages' is set to '100' per audit. The 'Crawl source' is set to 'Website'. There is an unchecked checkbox for 'Crawl AMP pages first'. At the bottom, there is an unchecked checkbox for 'Send an email every time an audit is complete.', a green 'Start Site Audit' button, and a 'Crawler settings ->' link.

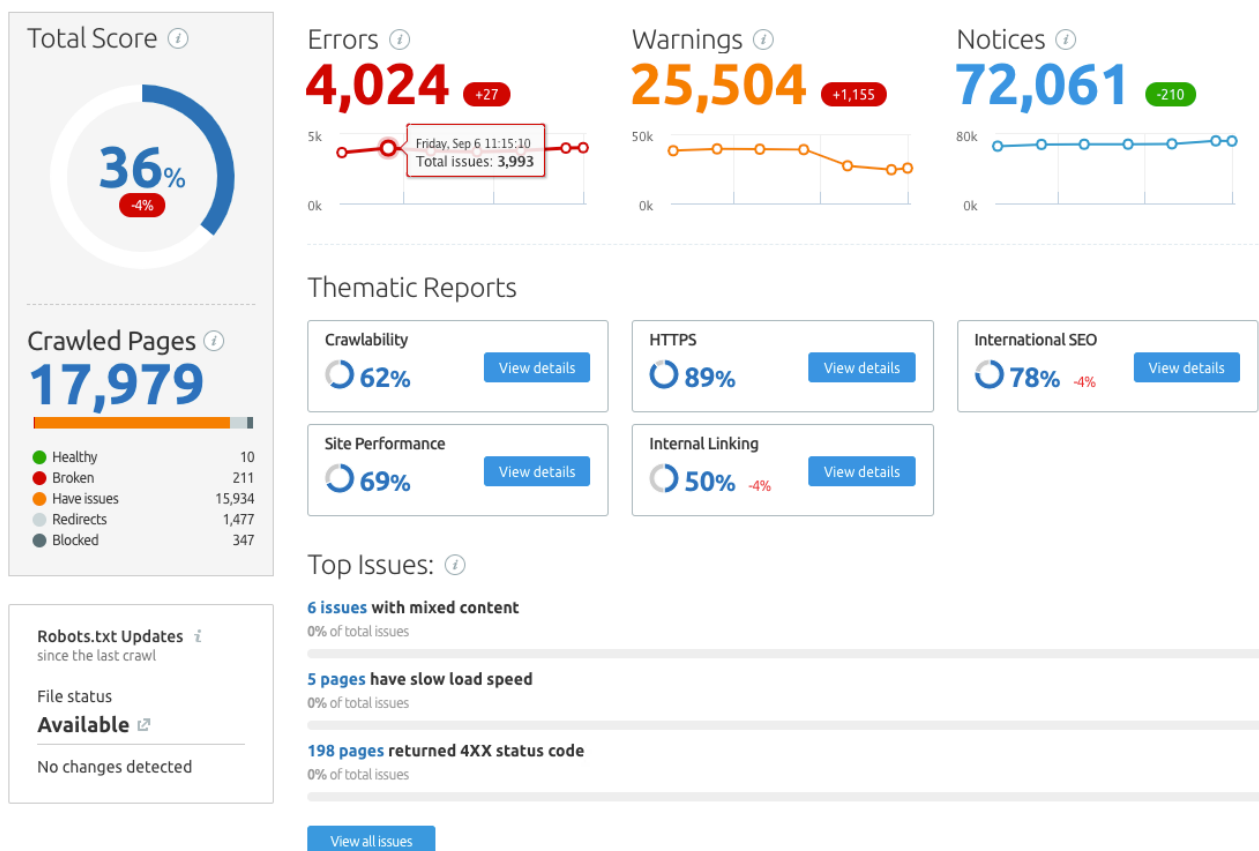
- 1** Choose the domain, subdomain, or subfolder, and set the number of pages to crawl. Business subscription allows you to crawl the Accelerated Mobile Pages first (while granting superfast load speed, AMP's implementation is chock-full of potential mistakes)
- 2** Configure crawler settings. Leave the default SEMrushBot as a crawler or choose GoogleBot (they can also be mobile!). If you are using the crawl-delay parameter in the robots.txt file of your website, you can ask Site Audit crawler to respect that.
- 3** In the third step you can specify the pages that you want to be included or excluded by the crawler during the audit. You can (dis)allow some subfolders or specific URLs.
- 4** Next step is to specify the URL parameters you want to have removed before the crawling. For example, catalogues or online shops could include a lot of sorting parameters that are of no use for crawling.
- 5** You can allow Site Audit to bypass the restrictions without disabling your password protection, just enter the credentials in the tool's settings.
- 6** The last step is the recrawl scheduling. If you do take care of your website's technical health, it makes sense to conduct regular checks.

After SEMrush is done with analyzing your website, it gives you a picture of the overall website health. Based on the ratio of issues found on the website to the number of performed checks, you get the **Total Score**.

The **Thematic Reports** section shows four groups of checks:

- **Crawlability** checks are the ones related to indexation, internal linking, and URLs' accessibility.
- **HTTPS** implementation checks show if you have any issues with the security of your website.
- **International SEO** is responsible for any hreflang issues (including the hreflang language mismatch, which is a unique SEMrush check).
- The **Performance** thematic group of checks covers information about the website's load speed.
- **Internal Linking** provides an in-depth analysis of your website's link structure.

Top Issues show the three most important mistakes that appear among the crawled pages. They have been chosen from the whole scope based on their priority level and the pages having the issue to help you prioritize the tasks.



All in all, Site Audit has over 80 checks for various SEO issues, you can see all of them in the **Issues** tab. All issues are grouped into three categories, Errors, Warnings, and Notices, based on their priority level. For example, too-long URLs (in the Notices section) are a much less severe problem than uncrawlable pages (from the Errors section). Also, if you think that some issues are not relevant for you, you can hide them from view.

Small graphs near each issue show the changes in the number of times an issue

has appeared during the last seven crawls. The small (red and green) numbers nearby indicate the maximal and minimal number of such mistakes during the last crawls.

Site Audit allows you to directly send any issue to Trello for your web-development team to work on them (or you can export all the issues to .xls, or CSV). If you need to report a nice graphical representation of the audit statistics, you can download a PDF with clear charts on the basic discovered issues.

Overview **Issues** Crawled Pages Statistics Compare Crawls Progress

Search by check All 26 **Errors 10** Warnings 12 Notices 4 Triggered checks Category

Errors (10) ⓘ

216 issues with mixed content	Why and how to fix it	HTTP Status 3	<input type="button" value="Send to Trello"/>	<input type="button" value="👁"/>
96 pages have no viewport tag	Why and how to fix it	Meta tags 3	<input type="button" value="Send to Trello"/>	<input type="button" value="👁"/>
92 pages have duplicate content issues	Why and how to fix it	Duplicates 4	<input type="button" value="Send to Trello"/>	<input type="button" value="👁"/>
92 pages have duplicate meta descriptions	Why and how to fix it	Links 1	<input type="button" value="Send to Trello"/>	<input type="button" value="👁"/>
78 issues with duplicate title tags	Why and how to fix it	Crawlability 3	<input type="button" value="Send to Trello"/>	<input type="button" value="👁"/>
14 pages don't have title tags	Why and how to fix it	Indexability 6	<input type="button" value="Send to Trello"/>	<input type="button" value="👁"/>
8 pages returned 4XX status code	Why and how to fix it	Mobile SEO 1	<input type="button" value="Send to Trello"/>	<input type="button" value="👁"/>

It is most probable that the problems will not all be solved at once, so you have to prioritize and make sure that some pages get healthier first. If you want to check the health of a specific page, but do not want to spend time on recrawling the whole website, you can renew the info for a single URL in the **Crawled Pages** tab. To find

out the most popular pages, connect your Google Analytics account and sort the list by number of **Unique Pageviews**. This report also shows the site structure based on the scope of crawled pages (note that it is not the same as the actual site structure!).

The **Statistics** tab provides additional details on the crawled pages. Switch the view using the **List** and **Graph** buttons to get the preferred presentation type.

Here you will get information about:

Markups. The percentage of your pages with implemented Schema.org, Open Graph, Twitter Cards, Microformats, and the pages with no markup. Search engines use markups to generate rich snippets, which significantly increase visibility and click-through rate of the page.

HTTP status codes. This section shows the percentage of the crawled pages that return 5xx, 4xx, 3xx, 2xx, or 1xx status codes. Make sure to minimize the number of 3xx redirection responses complicating site architecture and affecting load speed, and eliminate 4xx or 5xx, as these are the errors.

The **Progress** tab shows you the overall website health during the chosen period of time, and how the number of specific issues changed overtime.

Canonicalization. The rel="Canonical" tag is a handy tool for resolving the duplicate content issues. This report shows the percentage of crawled pages that use canonical or self-canonical tags, as well as of pages without the tag.

AMP links. Accelerated Mobile Pages grant you an obvious advantage in load speed, so it is important to monitor the percentage of crawled pages that have the link to their AMP version.

Crawl depth. The number of clicks required to get to a page from the homepage. The lower this number, the easier it is to get to the content for both crawlers and users.

Incoming internal links. Internal linking is a significant element of an SEO process that helps to direct the traffic flow within your website. This report shows how many of the crawled pages have only one internal link, 2-5 internal links, 6-10 internal links, 11-50 internal links, or 50+ internal links on them.

Hreflang usage. Hreflang attributes are an absolute necessity for a multilingual site to ensure its users get the correct language. Keep an eye on how many pages have issues with the hreflang implementation, as well as on how many pages have no hreflang tags. See the International SEO thematic report for more details.

Sitemap vs Crawled Pages. Comparison of the number of pages crawled by the Site Audit to the number of pages in sitemap. A big difference here can be a sign of poor crawlability or an outdated sitemap.

The **Compare Crawls** tab allows you to follow the health of your website: you can compare the results of any two crawls within the project and see all the fixed and new issues.

Check your website's health!



On Page SEO Checker

After making sure your website is as healthy as humanly possible, you can assess your content and pages from an SEO point of view. SEMrush's [On Page SEO Checker](#) makes a thorough and well-structured list of all the steps you can take to improve the performance of your website in search engines.

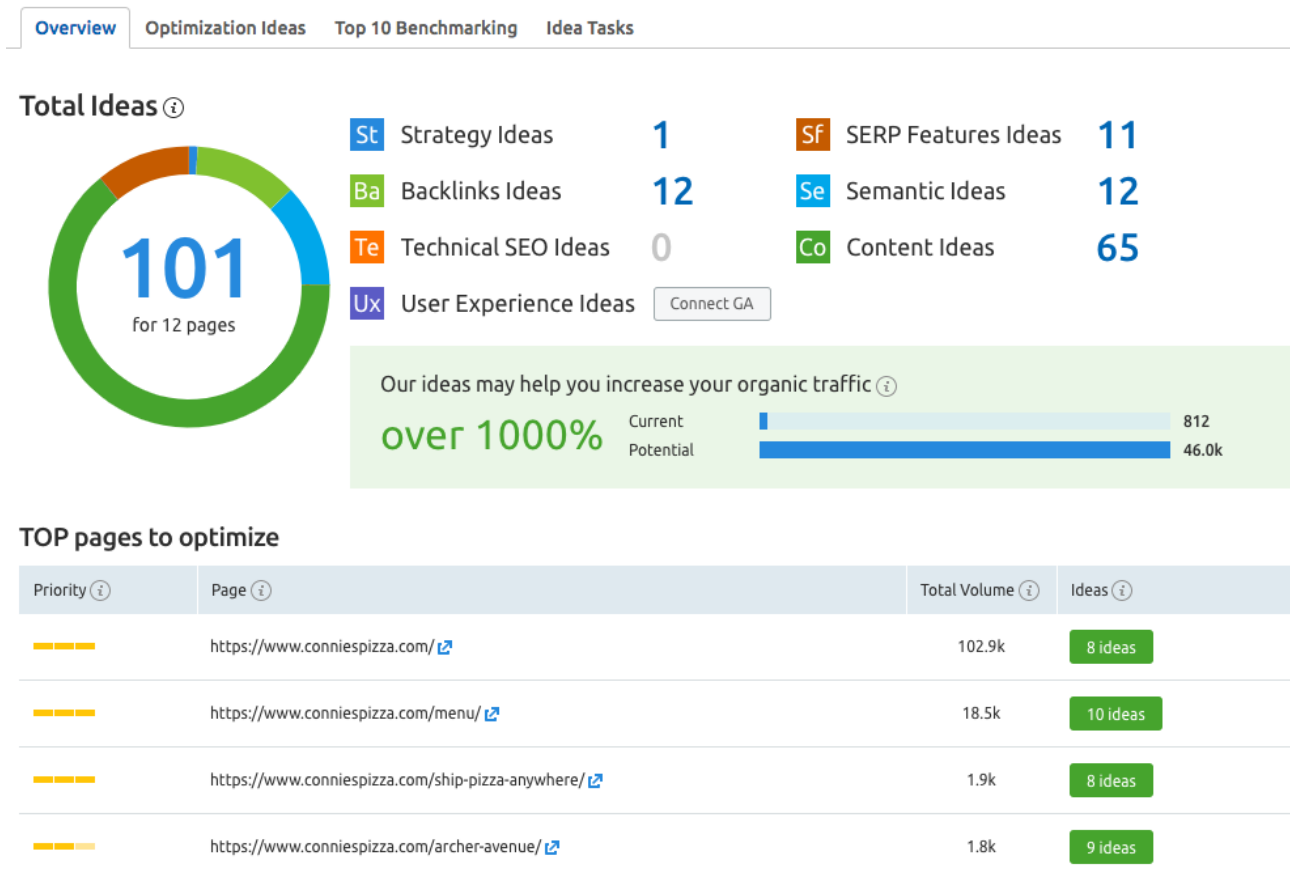
Setting up the On Page SEO Checker consists of four steps:

- 1** Choose the target location and the device you want to optimize for. It can be nationwide, regional, or local. For some countries you can also select a language.
- 2** Decide which pages you want to get the ideas for. There are a few ways to add them:
 - Auto import from Organic Positions report and the Position Tracking campaign (if you have set it up in the same project)
 - Add manually (type in the pages and the words you want to optimize them for)
 - Import from the .csv file
 - Import from Google Search Console (you will need to connect your Google account)
 - Add directly from the SEMrush organic research database
- 3** Choose the crawler user agent (optional).
- 4** Final step allows you to schedule weekly ideas collection and set up email notifications.

The Overview tab in the tool includes:

Total Ideas. A small diagram showing the total number of ideas, and the number of ideas of each type for all the analyzed pages. You will also see a graph showing the potential traffic increase after the optimization of all the pages.

Top pages to optimize. These are the high-priority pages you need to optimize first.



The gathered **Optimization Ideas** are divided into seven groups:

Strategic Ideas. These show if keyword cannibalization took place, and save you time and effort, providing you with information about the pages that rank higher for certain keywords so that you don't spend time trying to get a low-ranking page to the top.

Technical ideas. Your technical issues were checked in the previous part, when you set up and used Site Audit, but the **Technical Ideas** in the On Page SEO Checker give you the list of those issues that will most probably negatively affect your SERP rankings if you disregard them.

SERP Features Ideas. SERP features improve your website's visibility, and getting them is like a pat on the back from Google. **SERP Features Ideas** highlights pages that have a chance of getting into Featured Snippets or can get a rich snippet with a star rating. Adding the markup for the aggregated rating is easy, and can significantly increase the CTR of a page. Snippets with yellow stars as well as Featured Snippets attract attention and make the link look more trustworthy and relevant.

Backlink Ideas. Backlinks, being one of the most relevant ranking factors, require a lot of effort and research. From the **Backlink ideas** you get the list of domains that are recommended for placing the backlinks. The list of domains for you to reach out to is compiled based on the backlink placements of your top 10 rival domains.

User Experience Ideas. During optimization you take care not only of the crawlers, but first and foremost of the users, so you should not forget about their experience. Our Google Analytics-based report provides you with ideas to make your pages as user-friendly as possible. It checks if users leave the page too quickly, the bounce rate, and load speed. You need to connect your Google Analytics to get the data.

Semantic and Content Ideas. These are all about the page contents and material on your website. In **Content Ideas** information is gathered on the correct use of the keywords on the pages, and their recommended placement. You will also get recommendations on titles, meta descriptions, content's length and readability, and use of video content. After the deployment of the Hummingbird algorithm in 2013 Google search became more semantics-based than keyword-based, so you also need to focus on related words. Tips on these are given in the **Semantic Ideas** section.

Let's have a look at the remaining tabs:

The second tab of the On Page SEO Checker, **Optimization Ideas**, lists all the analyzed pages that need optimization, sorted by priority.

The **Top 10 Benchmarking** tab analyses the top 10 search results for your keywords and compares the results to your website. The **View full analysis** button shows you more details on the keyword's SERP and quick metrics on each rival outranking you. If there is a Featured Snippet on the SERP, this will also be noted within the report.

Your keyword	Your page compared with Google top 10 pages			
24 hour pizza chicago Volume 170 Position 57 View full analysis	Content Length Top 10 avg: 512 words Your page: 609 words	Referring Domains Top 10 avg: 0 Your page: 52	Video Usage Top 10 avg: no Your page: yes	Keyword Usage Top 10 avg: — Your page: —
	Ordered List Top 10 avg: yes Your page: yes	Markups Top 10 avg: no Your page: no	Readability Top 10 avg: <u>45</u> Your page: <u>58</u>	
authentic deep dish pizza chicago Volume 90 Position 99 View full analysis	Content Length Top 10 avg: 1365 words Your page: 609 words	Referring Domains Top 10 avg: 7 Your page: 52	Video Usage Top 10 avg: no Your page: yes	Keyword Usage Top 10 avg: — Your page: —
	Ordered List Top 10 avg: yes Your page: yes	Markups Top 10 avg: no Your page: no	Readability Top 10 avg: <u>49</u> Your page: <u>58</u>	

The last tab, **Idea Tasks**, compiles the information about the ideas that were and that are yet to be implemented. The list is sorted by the time the issue was discovered. Above the list, you can see a graph which shows how the number of ideas has changed

since the first collection; you can select a specific time range for a closer analysis. In the list you can sort out the ideas that are yet to be implemented, or look at those that already have the status “Done”.

Keyword or URL

All 101

To do 101

Done 0

Category	Idea	Page	Keyword	Status	Discovered
Content	Provide a more relevant meta description.	https://www.conniespizza.com/	24 hour pizza chicago + 153	To do new	Jan 10, 2018
SERP Features	Mark up your aggregate rating.	https://www.conniespizza.com/	24 hour pizza chicago + 153	To do new	Jan 10, 2018
Content	Focus on creating more informative content.	https://www.conniespizza.com/	24 hour pizza chicago + 153	To do new	Jan 10, 2018
Content	Use target keywords in <body> tag.	https://www.conniespizza.com/	24 hour pizza chicago + 153	To do new	Jan 10, 2018
Content	Provide a more relevant title.	https://www.conniespizza.com/	24 hour pizza chicago + 153	To do new	Jan 10, 2018
Semantic	Enrich your page content.	https://www.conniespizza.com/	24 hour pizza chicago + 153	To do new	Jan 10, 2018
Content	Make your text content more readable.	https://www.conniespizza.com/	24 hour pizza chicago + 153	To do new	Jan 10, 2018
Backlinks	Earn links from more sources.	https://www.conniespizza.com/	24 hour pizza chicago + 153	To do new	Jan 10, 2018

Get actionable SEO ideas!



SEO Content template

SEO Content Template is the tool designed for creating content that is SEO-friendly from the start.











Work with the tool begins with setting the region (country is requested, stating the region and the city is optional), the language (for some countries), the device (US Google Desktop database is set by default), and entering a keyword or a group of them.

This tool comes in handy after you've already done your keyword research, chosen the words you want to target, and started planning and outlining new SEO-friendly content for your website.

The result page consists of the following parts:

Your Google top 10 rivals

black friday

1. <https://blackfriday.com/> 
2. [https://en.wikipedia.org/wiki/Black_Friday_\(shopping\)](https://en.wikipedia.org/wiki/Black_Friday_(shopping)) 
3. <https://bestblackfriday.com/> 
4. <https://www.bfads.net/> 
5. <https://www.amazon.com/Black-Friday/b?ie=UTF8&node=384082011> 
6. <https://www.theblackfriday.com/> 
7. <https://www.bradsdeals.com/black-friday> 
8. <https://www.cnet.com/holiday-gift-guide/black-friday/> 
9. <https://www.walmart.com/cp/black-friday/1076614> 
10. <https://www.jacobinmag.com/2014/11/the-meaning-of-black-friday/> 

Key recommendations, based on the analysis of the top 10. They include suggestions on the semantically related words, backlinks, readability (for English language), text length, and video content.

Key recommendations (based on your Google top 10 rivals)

Semantically related words	<ul style="list-style-type: none"> Enrich your text with the following semantically related words: day after thanksgiving cyber monday black friday shopping black friday deals black friday and cyber black friday 2017 holiday shopping holiday season black friday sales walmart black friday free shipping
Backlinks	<ul style="list-style-type: none"> Try to acquire backlinks from the following domains: bot.nu ebates.com mo00.com huihui.cn pcmag.com strangled.net bhg.com hatnote.com fatwallet.com dealighted.com us.to cheapism.com slickvpn.com uk.to everybodyedits.com kingsoft.jp bcchardware.com webcalfi democraticunderground.com whio.com
Readability	<ul style="list-style-type: none"> Average readability score of top 10 URLs: 57
Text length	<ul style="list-style-type: none"> Recommended text length: 1448 words

Examples of the keywords use (by the same top 10)

See how your competitors use your target keywords

black friday

1. Black Friday 2017 - Black Friday Ads and Black Friday Deals

<https://blackfriday.com/>

Not everyone gets their holiday shopping finished during **Black Friday** and Cyber Week, so Microsoft is offering 12 Days of Deals. If you need help finishing that holiday shopping, you can snag a new wonderful deal today through Dec. 17.

When it comes to your online shopping, you want the hottest products at the lowest prices. BlackFriday.com is the authority on **Black Friday** and holiday deals, and our goal is to make your shopping experience simple and stress free. We feature thousands of deals that are worth lining up for, but because many of the deals are available online, you can skip the crowds and save money without leaving the house. We'll bring you all of the **Black Friday** 2017 ads, the most popular being Walmart **Black Friday** 2017 ad this coming November. Sign up to receive ad alerts when they break.

[Show more \(18 occurrences\)](#)

Basic recommendations for your future content. Here you see tips for optimal length of the title and keywords therein, for meta description, for H1 tag, and for the body of the content (the text itself).

Basic recommendations

Page title	<ul style="list-style-type: none"> • Add at least one of your target keywords to your <title> tag: black friday • Don't use each target keyword more than 1 time. • Optimal title length: 55 characters.
Meta description	<ul style="list-style-type: none"> • Optimal meta description length: 230 characters.
H1	<ul style="list-style-type: none"> • Add at least one of your target keywords, don't use each target keyword more than 1 time: black friday
Text	<ul style="list-style-type: none"> • Add all your target keywords at least one time: black friday

All of this info can be exported to a doc.

Switch to the Real-time Content Check tab and see if your text complies with our recommendations in real time.

SEO Recommendations

Real-time Content Check beta

Quick Checker

Set writing task

H1 H2 B I [List Icons] [Link Icon] [Text Icon]

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- <https://blackfriday.com/>
- <https://www.amazon.com/Black-Friday/b?ie=UTF8&node=384082011>
- <https://bestblackfriday.com/>
- <https://www.bfads.net/>

Overall score ⁱ

Good 7.2 /10

▼ Readability Score definition

60,2 Plain language Target 63,8

Your text's difficulty corresponds to 8th or 9th grade level education. This is just about what your audience expect.

Hard to read sentences: 3

- Work with the tool begins with setting t...
- This tool comes in handy after you've alr...
- Here you see tips for optimal length of t...

Long words: 5

- recommendations (×3)
- semantically
- readability

▼ Words

212 Target 825

Craft SEO-friendly content!





We love your feedback!

Was this guide helpful? Is there something else about SEO & SEM tools that you are interested in? Drop us a line at toolkitforseo@semrush.com and our next post will be about it!