
The Ultimate Semrush Guide for Bloggers And SEOs



SEMRUSH



By Anil Agarwal
(SEO & Blogging Expert)

BLOGGERSPASSION



By the end of reading this eBook, I promise you will become really good at:

- ★ How to find "money generating keywords"
- ★ How to bring more search traffic to your blog with SEO
- ★ How to quickly grow your blog with Semrush

What are you going to discover in this ultimate Semrush guide?



Here's what you'll discover:

- ★ [Semrush 14 days free trial](#) to Pro account (which is worth \$119.95), this is only **exclusive for the PDF readers** and you can't find this 14 days free trial even at our blog BloggersPassion
- ★ Semrush features, pros, cons, pricing options (so you can easily get an idea what Semrush is all about and which pricing plan suits you)
- ★ Finding profitable keywords with Semrush using keyword magic tool
- ★ Competitor analysis with Semrush
- ★ Various tools offered from Semrush (along with the details on how to use each one of them)
- ★ Doing site audits with Semrush
- ★ And the list goes on



Click here to activate Semrush 14 days free trial (worth \$119.95)

All in all, this ultimate Semrush guide is for all kinds of bloggers who're looking to get more organic traffic, beat their competitors and drive high quality visitors to their sites from search.

If you have any questions while reading this eBook or after going through it, please shoot us an email at anil@bloggerspassion.com with your queries. We'll try to provide you useful suggestions as soon as possible.

TABLE OF CONTENTS

1 An IMPORTANT Note to All The Readers

2 Getting Started With Semrush: How to Grab Semrush Pro Account Free Trial for Next 14 days?

3 What Is Semrush?

4 What Are The Key Features of Semrush?

5 How Much Does Semrush Cost?

6

Keyword Research Using Keyword Magic Tool

7

Link Building: Powerful SEO Tool

8

Competitor Research

9

Site Audits: Find And Fix Your Website Issues

10

Bonus: How to Use Semrush to Find Traffic And Money Generating Keywords

An IMPORTANT Note to All The Readers



You need to [get access to the Semrush 14 days free trial](#) to make the most out of this ultimate Semrush guide.

Why? Because there are a ton of features we discussed in this eBook so having access to Semrush for 14 days gives you enough time to explore every feature in detail.



**Click here to activate
Semrush 14 days free trial
(worth \$119.95)**

How to Grab Semrush Pro Account Free Trial for Next 14 days?



Here's the step by step easy tutorial on how you can grab Semrush Pro account FREE for 14 days (absolutely no cost to you).

Step 1: [Use this EXCLUSIVE Semrush link](#) to grab your 14 days Semrush Pro account for free. The coupon is directly applied to the link, so you don't have to enter any special coupon to grab their 14 days free trial.

Once you click on the above link, you'll be asked to register an account on Semrush by entering your email and any password.



 [Click here to activate Semrush 14 days free trial \(worth \\$119.95\)](#)

Create your account

or

Email

Password

By clicking "Create your account", you agree to Semrush's [Terms of Service](#) and [Privacy Policy](#)

Already have an account? [Log in](#)

In some cases, you might see a captcha, so fill out the captcha to proceed to the second step.











Step 2: Now, you will now be redirected to a page that looks like something like this where you'll need to enter your billing details.



Subscribing to Semrush 14-day Free PRO Trial plan

Enter your billing information 

Card number* Expires*

Card holder*

CVV/CVC*

Purchase summary

Your account	y
Account type	Semrush 14-day Free P...
Billing	Monthly
Starting date	May 27, 2023
Trial period	14 Day(s)
First charge date	June 10, 2023
First charge	\$141.54
Price	\$119.95
VAT	18% (\$0.00)
Promo code	BLOGGERPASSION-4LW2VZBZ
Today's charge	\$0.00

As you can see above, you'll instantly see the Today's Charge as \$0 (that means, you don't need to pay anything).

Step 3: Enter your billing details such as your card number to grab your Semrush Pro account which is worth \$119.95 absolutely free for the next 14 days.

Note: If you sign up for Semrush and find that it's not a perfect fit, you can send a cancellation or refund request to Semrush by email to mail@Semrush.com from your registered email address.



Once you click on the “Place The Order” button, you’ll instantly get access to Semrush Pro account without any charges.

That’s it! You’re done.

[Click here to get Semrush Pro
FREE for 14 days](#)



[Click here to activate Semrush 14 days free trial \(worth \\$119.95\)](#)

What Is Semrush?



Semrush is the world's most popular all in one marketing toolkit that helps you with everything ranging from SEO to social media to market research.

If you're looking for an SEO toolkit that helps you perform any SEO related tasks including keyword research to backlink analysis to site audits, Semrush is just for you!

Here's the figures of Semrush at a glance

- ★ Used by more than 10 million users
- ★ Data of over 23 billion keywords
- ★ 142 geo databases
- ★ Has a database of 808 million domains

All in all, Semrush is the most perfect SEO toolkit you'll ever need to significantly improve your performance in search engines.



What Are The Key Features of Semrush?



Here's a list of few of the incredible features that you get with Semrush.

- ★ Find highly profitable keywords easily in almost any industry
- ★ Track your keyword positions
- ★ Technical SEO audits which help you easily find and fix your website issues
- ★ Competitive intelligence
- ★ Backlink audits
- ★ Competitor research
- ★ Keyword grouping
- ★ Domain comparison
- ★ Social media automation
- ★ Brand mention
- ★ And the list goes on and on



[Click here to activate Semrush 14 days free trial \(worth \\$119.95\)](#)

We'll also talk about the pros and cons of using Semrush so you can easily decide whether it's worth your money and time or not.



Pros of using Semrush:

- ★ The most comprehensive SEO tool used by over 10 million people which gives you access to a data of over 23 billion keywords (which means, you can do keyword research easily and effectively no matter what niche you are in)
- ★ Offers you site audits (which is an excellent feature to find and fix your website technical and SEO related issues, also you can keep an eye on your website's health score)
- ★ Competitor analysis made easy (Semrush is known as the #1 competitor analysis tool, which offers you everything from domain analysis to backlink research and paid strategies and so on of your competitors)



[Click here to activate Semrush 14 days free trial \(worth \\$119.95\)](#)



Pros of using Semrush:

- ★ You can compare your domain with your competitors domain (up to 5 domain comparisons, which helps you easily find your competitors strengths and weaknesses, you can also analyse where you're lacking)
- ★ Advertising research (Do you want to know how your competitors are using ads such as PPC to get more leads and traffic? You can do it easily with Semrush)
- ★ Conduct deep backlink analysis (and find your competitors backlink sources, so you can get unlimited link building ideas)
- ★ Using brand monitoring tool you can easily monitor your brand reputation online
- ★ And the list goes on and on



[Click here to activate Semrush 14 days free trial \(worth \\$119.95\)](#)



Cons of using Semrush:

- ★ Semrush pricing is a bit expensive (as their basic pricing plan starts at \$119.95 per month) but when you look at the overall package and features, it's worth every single penny!
- ★ It takes some time to effectively use the tool (it has a ton of tools and features, so you need to learn more about how to it first)



Click here to activate Semrush 14 days free trial (worth \$119.95)

How Much Does Semrush Cost?



So how much does Semrush cost you and which Semrush plan suits you the best?

Well, Semrush offers you 3 pricing plans which are listed below.

1. Semrush Pro starts at \$119.95 monthly
2. Semrush Guru starts at \$229.95 monthly
3. Semrush Business starts at \$449.95 monthly

Let's explain their plans briefly so you can decide the perfect plan according to your blogging and budget needs.



1

Semrush Pro

It is the basic plan from Semrush which costs you \$119.95 per month, or \$1,199.40 per year.

If you choose the yearly option and here's what you'll get with it.

- ★ 5 scheduled PDF reports
- ★ Standard features
- ★ Crawls through 100,000 web pages
- ★ Tracks up to 500 keywords
- ★ 5 projects
- ★ 3,000 daily reports
- ★ 10,000 results per report

If you're looking for 14 days free trial for Pro account, click on the below link.

[Click here to get Semrush Pro
FREE for 14 days](#)



This is the highly recommend plan from Semrush which costs you \$229.95 per month, or \$2299.44 per year.

If you choose the yearly option and you'll get the following features.

- ★ Branded PDF reports
- ★ All Pro features
- ★ Standard features
- ★ Historical data
- ★ 20 scheduled PDF reports
- ★ Crawls through 300,000 web pages
- ★ Tracks up to 1500 keywords
- ★ 50 projects
- ★ 5,000 daily reports
- ★ 30,000 results per report

If you're looking for 14 days free trial for Guru account, click on the below link.

[Click here to grab Guru 14 days
FREE account from Semrush](#)



3

Business plan

This is the advanced plan from Semrush which costs you \$449.95 per month, or \$4499.40 per year.

If you choose the yearly option and you'll get access to the following features.

- ★ Product listing ads
- ★ All Guru features
- ★ Standard features
- ★ Historical data
- ★ Branded PDF reports
- ★ 50 scheduled PDF reports
- ★ Crawls through 1,000,000 web pages
- ★ Tracks up to 5,000 keywords
- ★ 200 projects
- ★ 10,000 daily reports
- ★ 50,000 results per report

Click here to save HUGE up to \$900 on Semrush (on yearly purchase of Business Plan)



Keyword Research Using Keyword Magic Tool



Content is king, right? Absolutely, right.

But do you know what is the queen? Your keyword strategy!

Yes, proper keyword research is a surefire way to get more traffic from search engines like Google. No matter what niche you are in, if you want to grow your organic traffic, start targeting low competitive keywords and you'll get the best results.

But here's the thing about keyword research, it's NOT easy. In fact, it's a daunting task for most people and it's also time consuming.

That's why we recommend you to find the RIGHT SEO tool and start using it effectively to find traffic driving keyword ideas.



Here's where an all in one SEO toolkit like Semrush comes into play.

It offers you an amazing tool for keyword research called “Keyword Magic Tool”.

So what is keyword magic tool and how does it help you?

Keyword magic tool from Semrush helps you easily find a ton of low competitive yet highly profitable keyword ideas (including long tail keywords) in any industry you are in.

When you type in a keyword in Keyword Magic tool, you can find a ton of keyword data including;

search volume

- ★ keyword difficulty
- ★ competitive density
- ★ SERP features
- ★ CPC and so on

Most of the times, the above keyword data is more than enough for you to easily discover profitable yet low competition keywords.



Before we get started, here are some of the metrics you should know while using Semrush.

- ★ **Keyword:** These are the keywords that a website is ranking for (in Google search results)
- ★ **Pos:** This is the keyword position to which the website is featured in Google search
- ★ **Volume:** This is the number of searches for this specific keyword per month (the lower volume, the better it is for you to rank for a keyword)
- ★ **CPC:** This is the average cost per click for the specific keyword
- ★ **URL:** This is the corresponding URL to which that keyword is driving traffic to any website
- ★ **Com:** It shows the level of competition of the advertisers competing for this keyword
- ★ **Trend:** This shows the overall searching pattern for this keyword, over the past 12 months (extremely useful if you want to research trending topics in your niche)
- ★ **Results:** This is the number of SERP results

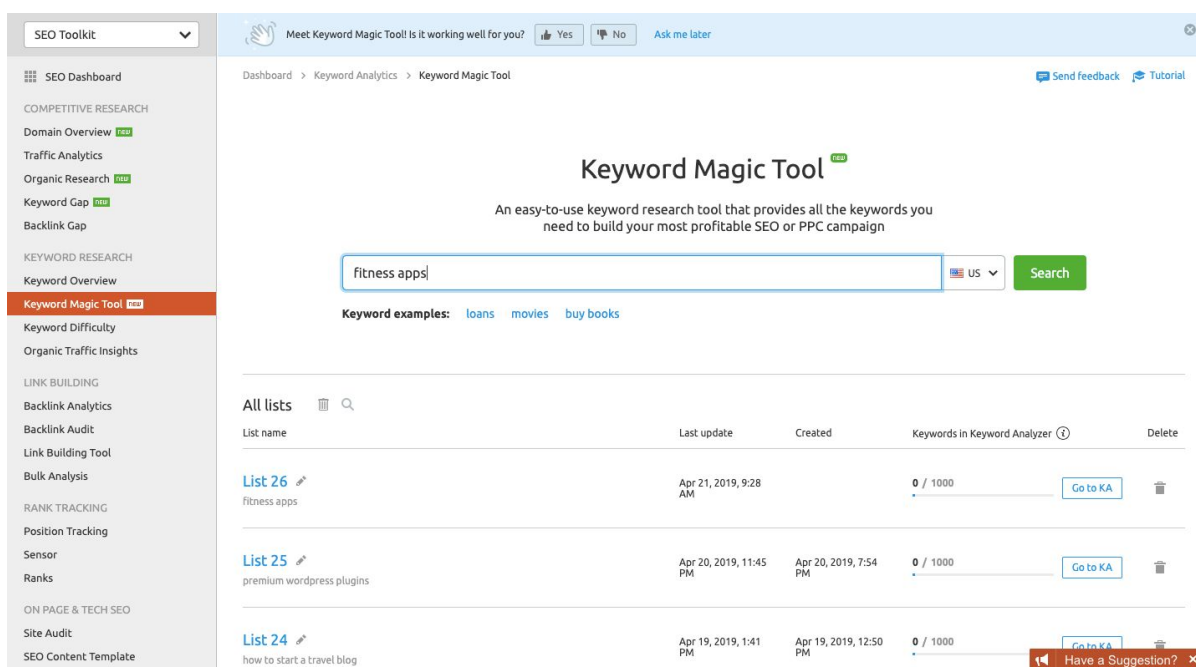


Click here to activate Semrush 14 days free trial (worth \$119.95)

If you're wondering about how to use it to find great keywords, here's a simple tutorial for you!

Step 1: Login to your Semrush account and click on Keyword Magic Tool under "Keyword Research" section. Enter any of your keyword or topic that you want to rank for.

Here's how it looks like;



You can type in a keyword, choose your favorite database (where your target audience are) and click on the Search button to continue.



Step 2: Now, Semrush Keyword magic tool gives you a list of all the keywords that match with your target keyword. Here's how it looks like;

The screenshot displays the Semrush Keyword Magic Tool interface. At the top, it shows 'Keyword Magic Tool: List 28'. Below this, there's a search bar with 'fitness apps' entered and a dropdown menu set to 'US'. The search type is set to 'Broad Match'. The results are sorted by 'All keywords' (12,925 total). The main table shows a list of keywords with their respective metrics: Volume, Trend, KD, CPC, Com., SERP Feat., and Results in SERP. A red box highlights the first few rows of the table, including 'fitness apps'.

Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
fitness apps	74,000		91.59	0.89	0.94	3	n/a
my fitness pal app	18,100		87.24	0.32	0.3	4	42.7M
nike fitness app	12,100		86.29	0.7	0.71	2	169M
best fitness apps	9,900		84.96	3.22	0.26	2	n/a
gear fit 2 apps	8,100		79.6	0.73	0.04	3	131M
fitness app	4,400		89.61	2.03	0.68	1	3.5B
google fit app	4,400		89.67	1.04	0.22	3	1.2B
samsung gear fit 2 apps	3,600		85.58	0.69	0.11	3	25.6M
fitness apps for android	2,900		90.23	1.61	0.55	4	390M

As you can see above, by default, it shows you broad match keywords (but you can also find “phrase match”, “exact match” or related keyword ideas.



It gives you a list of keyword ideas along with;

- ★ Volume (monthly searches)
- ★ Trend
- ★ KD (keyword difficulty score)
- ★ CPC (value of the keyword)
- ★ Competition
- ★ SERP features
- ★ Results in SERP and so on

Quick tip: You can add filters to find low volume or high CPC keywords for filtering out the low competitive yet highly profitable keyword ideas from keyword magic tool.

Step 3: That's not all, you can also find a ton of questions which are related to your primary keyword. You just need to click on the "Questions" part (as seen to the next page) and it will return to you all the question based keywords like;



fitness apps + New keyword

fitness apps US Apply Broad Match Phrase Match Exact Match Related **new**

All Questions Advanced filters

By num of keywords By volume

All keywords 808

Total volume **4,990** | Average difficulty **2.62%** Export Add to Keyword Analyzer

Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
mi fit app	480		61.51	1.72	0.06	3	311M
how to change password on my fitness pal app	320		n/a	0	0	n/a	n/a
mi fit band app	140		65.72	0	0.04	3	101M
what apps work with gear fit 2	140		77.02	0.31	0.09	2	154M
what is the best fitness app	110		87.08	5.26	0.88	2	n/a
does the 30 day fitness challenge app work	90		n/a	0	0.06	n/a	n/a
how much does my fitness pal app cost	90		89.07	0	0	3	20.3M
how to use wahoo fitness app	90		75.73	3.02	0.2	4	93

As you can see above, question based keywords are shown up along with other keyword data like volume, KD, CPC and so on.

Question based keywords are great if you want to rank for featured snippets (and if you want to target long tail keywords) as majority of the people usually ask questions in Google search to find answers.



Step 4: Want mine more keyword ideas? Simply click on any of the keyword provided by Keyword magic tool and it will take you “keyword overview” section where you can find a ton of information including;

- ★ Phrase match keywords
- ★ Related keywords

Here’s how the phrase match keywords look like;

PHRASE MATCH KEYWORDS (27)

Keyword	Volume	CPC (USD)	SERP
what is the best fitness app	110	5.26	
what is the best fitness tracker app	50	7.65	
what is the best fitness app for apple watch	30	4.32	
what is the best free fitness app for android	30	0.00	
what is the best fitness app for android	10	0.00	-

Export

View full report

As you can see above, we clicked on one of the question based keywords (show in step 3) and Semrush started giving us phrase match keywords that match with the question based keyword.








Phrase match keywords contain similar phrases of your target keyword so if you want to include particular phrases within your target keyword, this feature can be very much helpful for you.

You can simply export your keyword data or click on View full report button to find a ton of phrase match keywords.

Here's how the phrase match keywords look like;

live update RELATED KEYWORDS (4,032)

Keyword	Volume	CPC (USD)	SERP
best rated fitness apps	10	0.00	
good fitness apps	320	1.73	
great fitness apps	10	1.78	
top fitness apps	590	1.63	
top rated fitness apps	10	2.28	

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

As you can see above, you'll see a list of related keywords. These can be used as LSI keywords because they are highly relevant to your target keyword phrase or topic and they give you a better idea of the closely related topics you can consider.



If you're a blogger and looking to avoid keyword stuffing related issues, you should definitely find a ton of related keywords to use within your blog posts and start using them to avoid keyword stuffing and other issues.

Again, you can simply export your keyword data or click on View full report button to find a ton of related keywords.

So far, we've discussed about how you can use keyword magic tool from Semrush to find better keyword ideas including question based keyword phrases.

Let's now talk about a useful feature which is keyword position tracking

Position Tracking: Track Your Keyword Positions In Google Search

Finding great keywords to rank for in Google search is one thing, ranking for your target keywords is another thing.

To be able to rank for a keyword, you first need to know whether your keywords are ranking in Google top 100 results or not.



Once you get into top 100 search results after publishing a post or a page on your site, you can hit targets like reaching to first 50, first 20 and then first 10 search results.

And once you're on the first 10 results, you can try building backlinks, better on page SEO etc to climb up your keyword rankings.

For all that to happen, you first need to start tracking your keyword positions.

Not only keyword rank tracking helps you find where you're in search results but it also helps you find declined keyword rankings (so you can take immediate actions to improve their rankings in search).

That being said, here's on the next page how the position tracking looks like in Semrush



Position Tracking

[New Position Tracking](#)

Project	Device & Location	Visibility	Diff	Improved keywords	Declined keywords	All keywords	Last update
BloggersPassion US bloggerspassion.com	United States (Google), English bloggerspassion.com	16.28%	-1.42	↑ 6	↓ 6	33	21h ago
Bloggerspassion.com bloggerspassion.com	India (Google), English bloggerspassion.com	36.27%	-0.27	↑ 89	↓ 80	421	7h ago
	United States (Google), English bloggerspassion.com	16.84%	-0.96	↑ 55	↓ 46	198	21h ago
	United States (Google), English dealsngadgets.com	0.32%	0	↑ 46	↓ 77	434	21h ago
	United States (Google), English dealsngadgets.com	0.23%	-0.02	↑ 33	↓ 27	208	21h ago
	United States (Google), English hostingmonks.com	5.54%	-0.24	↑ 32	↓ 7	45	20h ago

As you can see above, you can easily see your keyword visibility along with improve and declined keyword rankings at one place.

You can also click on “New Position Tracking” button to start tracking new keywords.

Quick note: You just need to create a project (and mention your website URL) and Semrush starts giving you your keyword position details.



[Click here to activate Semrush 14 days free trial \(worth \\$119.95\)](#)



Link Building: Powerful SEO Tool



Semrush is probably the BIGGEST link building SEO tool in the world and here are a few quick stats about its link building tool.

- ★ 25B URLs are crawled per day
- ★ 43T total backlinks
- ★ 1.6B total referring domains

As you can see from the above data, Semrush is the #1 powerful SEO tool for link building as it gives you access to a few great features including;

- ★ Backlink analytics
- ★ Backlink audit
- ★ Link building tool and
- ★ Bulk analysis

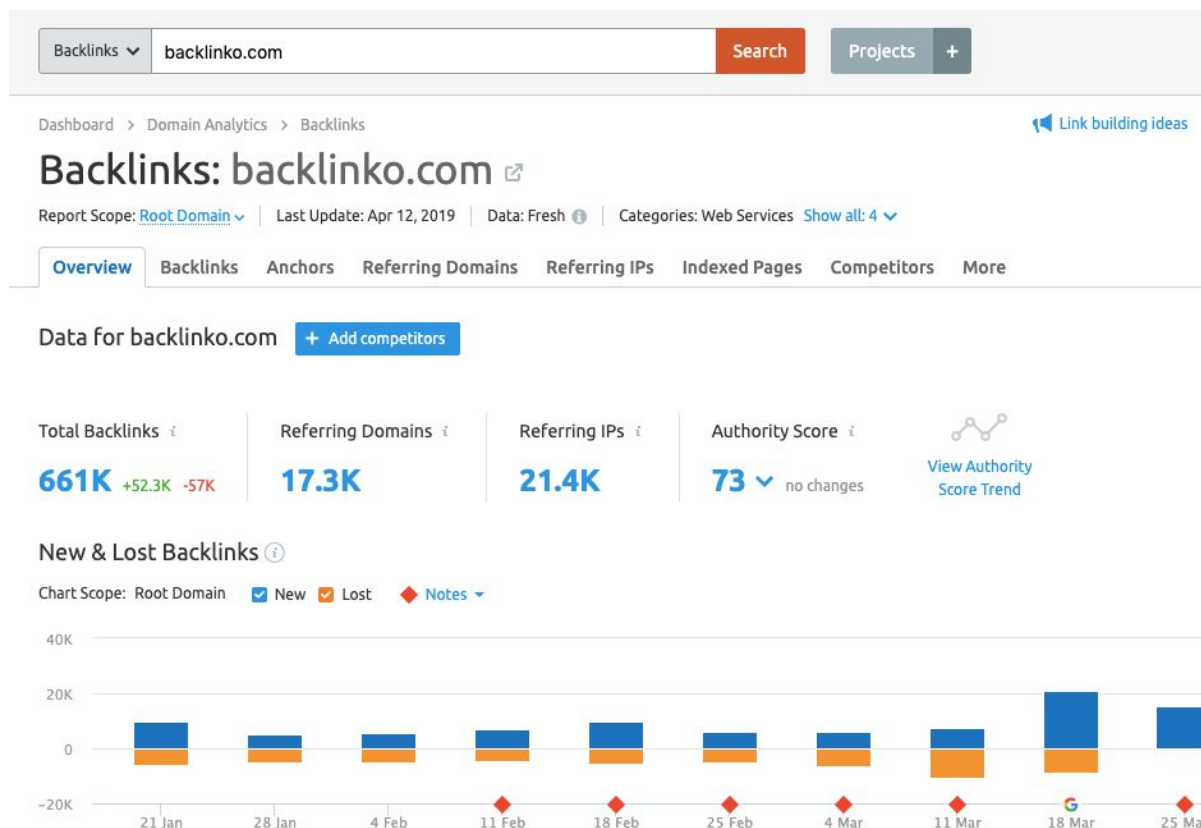


Let's now talk about each one of the above features so you can understand how you can use link building tool from Semrush for finding better link building opportunities.

1 Backlink Analytics

This tool is helpful for gathering functional data on any domain backlinks including your competitors. Just enter any of your competitors domain and click on Check It button to continue.

Here's how it looks like;



Click here to activate Semrush 14 days free trial (worth \$119.95)

As you can see above, backlink analytics from Semrush gives you a ton of useful data about your competitors backlink profile.

It includes;

- ★ Total number of backlinks (when you click on it, you'll find a list of all the backlinks along with their sources, you can also find whether they are nofollow or dofollow)
- ★ Referring domains (total number of backlinks coming from various domains)
- ★ Referring IPs
- ★ Authority score (it gives you an idea of how strong a domain is)

Along with that, you'll new and lost backlinks of your competitors in last 1 month, 3 months, 1 year, all the time of your competitors data.

Finding your competitors new and lost backlinks is one of the most effective ways to identify new link building opportunities for your site as you might come up with new keyword or topic ideas for your website.



By knowing your competitors lost backlinks, you can figure out how you can target those links by using various link building tactics like broken link building, blogger outreach, guest posts and so on.

2 Backlink Audit

Backlink Audit tool helps you find toxic backlinks on your site. Toxic links are those which are bad for your backlinks profile and often affect your search rankings.

You should always keep an eye on your website's backlink profile to see if there are any toxic links are there or not.

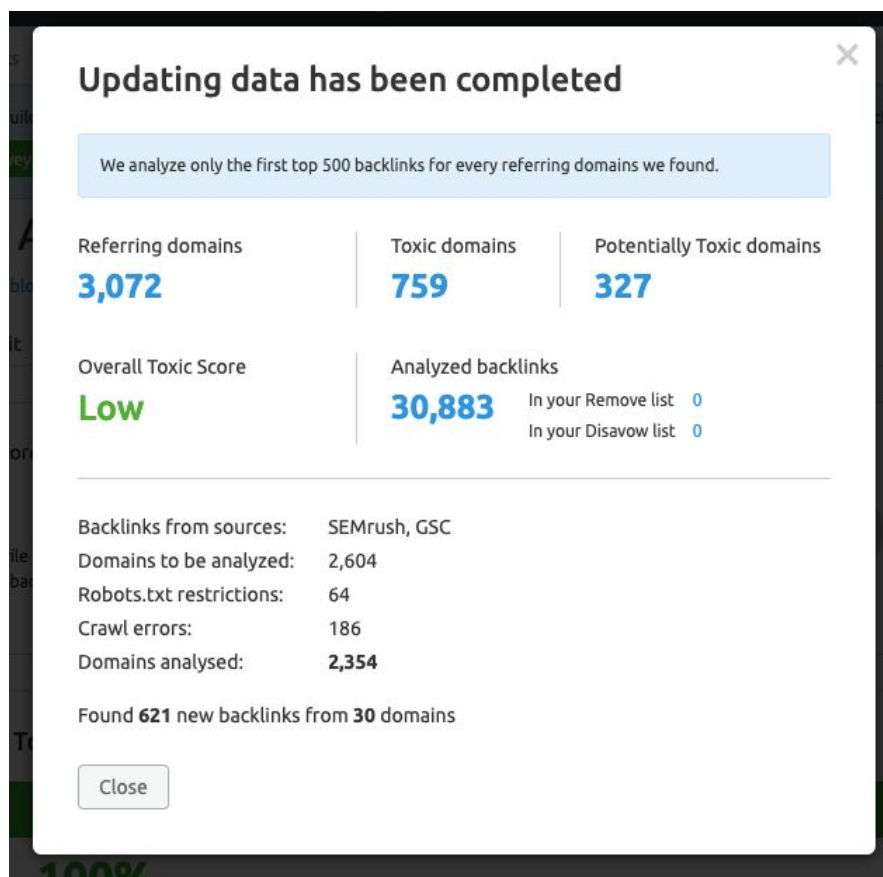
To put it simply, this tool helps you get rid of toxic backlinks that prevent your high rankings in search engines like Google.

To start using it, you need to go to Backlink Audit tool which you can find under Link Building section on Semrush.



Once you're on it, click on "New Backlink Audit" and you're done. Semrush gives you an overview of your site's backlink profile.

Here's how it looks like;



As you can see above, you'll find a list of all the referring domains along with the toxic backlinks. It will also show you potentially toxic domains (along with a total toxic score).



Once you click on those toxic links, you can take necessary actions such as using Google's Disavow tool to remove them from your website. Here's how you can do it.

- ★ **Click Import Disavow links:** Manage all toxic backlinks in one place where you can easily import your Disavow links from Google or manually upload your disavow .txt file.
- ★ **Click Export:** Move your most toxic backlinks from For review tab and export your list to a single .txt.
- ★ **Upload file to Google Disavow tool:** Upload your file to the Google Disavow Tool for an appropriate domain properties.

Quick note: We've written a [detailed guide around how to remove toxic links](#) using both Semrush and Google's Disavow tool. Make sure to go through the whole post if you want to get rid of toxic links from your site.



Above all, backlink audit tool from Semrush also helps you with finding out new, lost, broken links on your website.

So if you've lost any quality referral links, you can get in touch with the corresponding blog owners to get back those links.

3 Link Building Tool

We all know how powerful backlinks are. It doesn't matter what niche you are in, if you want to get ahead in search results, you need more backlinks which are relevant to your industry.

Luckily, Semrush offers you link building tool which helps you easily research, connect and track your link building opportunities from one place.



In 3 simple steps, here's how the link building tool from Semrush works.

- ★ Research (here's where you can easily find new link building opportunities by spying on your competitors sites)
- ★ Connect (find all the information you need such as contact information, social web info, links to your website etc to connect with others)
- ★ Track (you can easily track your website's backlink profile which means, if you earn a backlink, you can monitor it to make sure it never disappears)

The great thing about using this tool is that, it gives you access to a ton of personalized messages that get you solid results. By using customized templates, follow-ups and smart scheduling, you can easily connect with other bloggers or influencers in your niche.

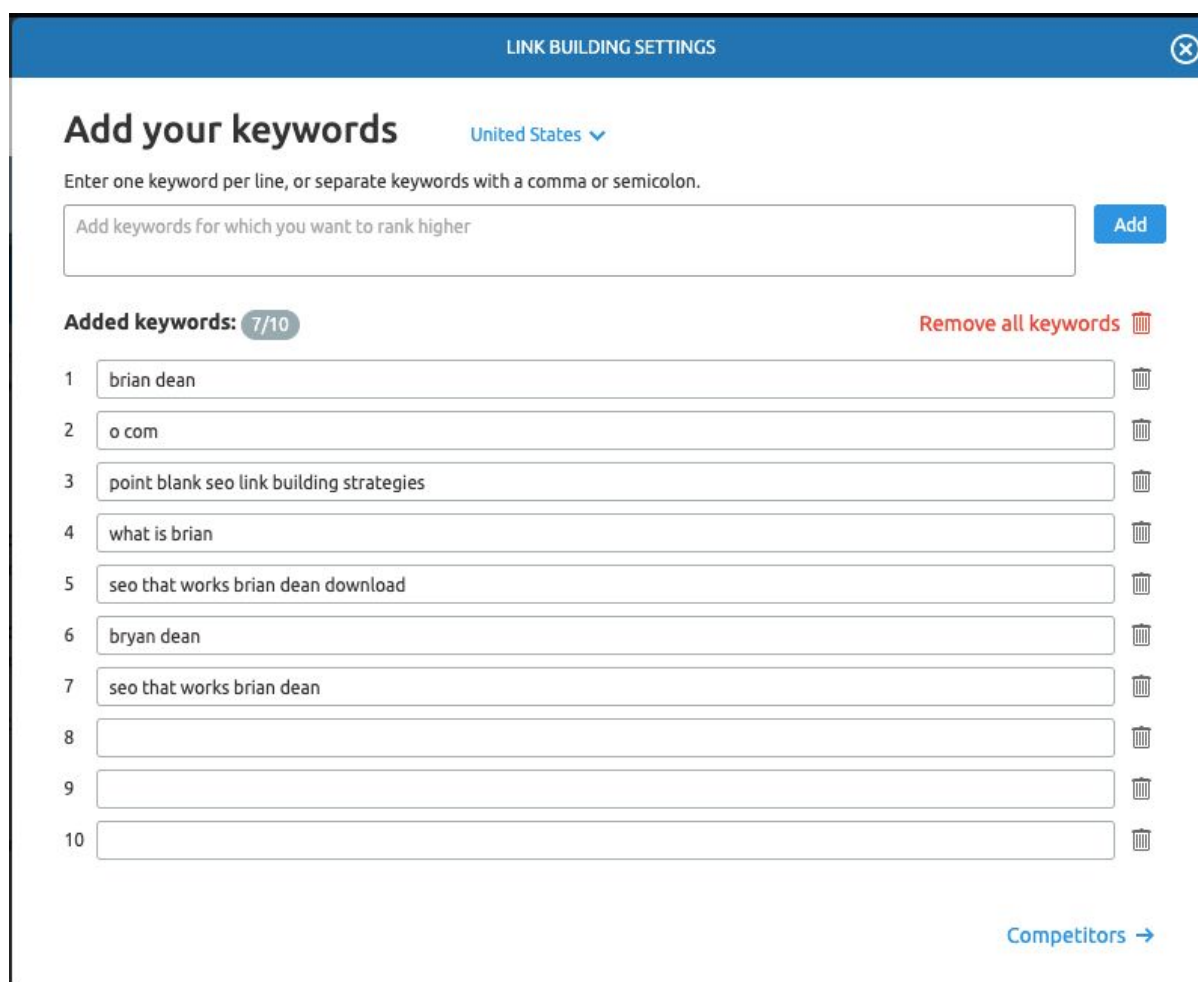
Here's how you can use it.

Go to Link Building Tool under Link Building section in Semrush.



Enter any of your competitors domain and it asks you to enter a few keywords (by default, the tool gives you few suggestions which you can use for your link building campaign).

Here's how it looks like;



The screenshot shows the 'LINK BUILDING SETTINGS' interface. At the top, there's a blue header with the title and a close button. Below it, the main heading is 'Add your keywords' with a dropdown menu set to 'United States'. A sub-heading reads 'Enter one keyword per line, or separate keywords with a comma or semicolon.' There is a text input field with the placeholder 'Add keywords for which you want to rank higher' and an 'Add' button. Below this, it says 'Added keywords: 7/10' and 'Remove all keywords' with a trash icon. A list of 10 numbered input fields follows, each with a trash icon to its right. The first seven fields contain the following text: 'brian dean', 'o com', 'point blank seo link building strategies', 'what is brian', 'seo that works brian dean download', 'bryan dean', and 'seo that works brian dean'. The last three fields are empty. At the bottom right, there is a 'Competitors →' link.

In the above example, we entered Backlinko.com for link building purpose.



It immediately gave us few keyword suggestions that you can use and once you click on the competitors link at the bottom, it will also start showing you all the relevant competitors sites.

Click on Start Link Building button in the next step and you're done.

Semrush link building tool takes some time to collect and analyse the data of your competitor sites (prospects data) and shows you all the data that you need to acquire new links to your site.

Here's how it looks like;

The screenshot displays the Semrush Link Building: Backlinko interface. At the top, there are buttons for 'Connect GSC' and 'Schedule email report'. Below this, the 'Prospects' tab is active, showing 'Domain Prospects 2,702' with a 'Last update: a few seconds ago'. A summary row includes: All Prospects (2,702), Keywords (732), Competitors (2,062), Mentions (0), Uploaded Manually (0), Lost Backlinks (0), and Rejected (0). Below the summary, there are controls for adding prospects, searching for domains, and applying filters. A table lists three domain prospects:

Source Domain, URL Example and Snippet	URL Type	Domain Score	Trust Score	Rating	Add to In Progress
<input type="checkbox"/> blackhatworld.com https://www.blackhatworld.com/seo/backlinks.879457/ Backlinks BlackHatWorld	General	39	45	5 / 5	+ Add with X
<input type="checkbox"/> moz.com https://moz.com/ugc/how-a-viral-post-got-5-680-visitors-in-one-day-a-behind-the-... How a Viral Post Got 5,680 Visitors in One Day (a Behind the Scenes Look) - YouMoz - Moz	General	65	67	5 / 5	+ Add with X
<input type="checkbox"/> medium.com https://medium.com/seo-for-adults/long-live-link-juice-a53452539c24 Long Live Link Juice! - SEO for Adults - Medium	General	74	79	5 / 5	+ Add with X



Click here to activate Semrush 14 days free trial (worth \$119.95)

As you can see above, you can find a list of all the prospects who are linking to your competitors domain along with the keywords (and their competitors).

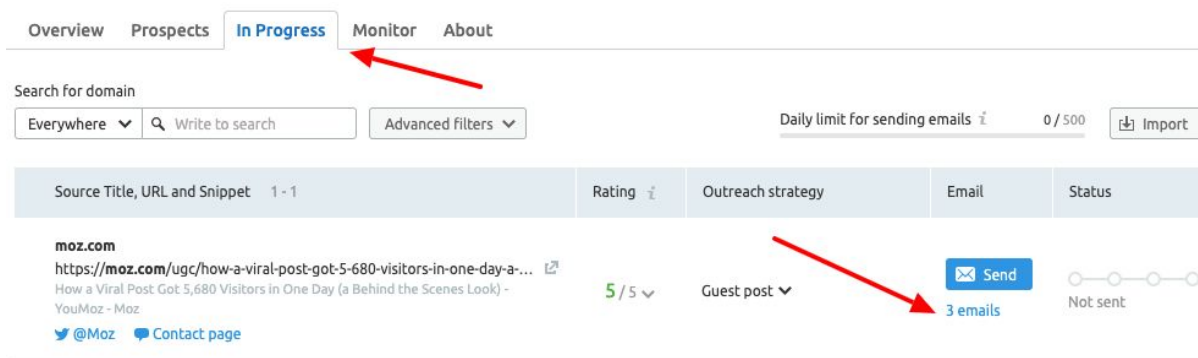
Just go and select any of your competitors prospects and select any of the options given below (which you can access from “Add to Progress” tab).

- ★ Manual link
- ★ Add link to article
- ★ Product review
- ★ Link from mention
- ★ Guest post
- ★ Recover lost backlinks

Just pick any one of the above options from your desired prospects list to continue and it will instantly shown up in the “In Progress” tab.



Here's how it looks like;




As you can see above, in the In Progress tab, you can see that Semrush link building tool is giving us 3 emails (for your target prospect).

Once you click on it, it will display you all the 3 emails that you can use to get in touch with your prospect to get a backlink from them.

You can easily compose a new outreach email which you can use it anytime you want and once you send the email, the tool starts showing the status so you can know whether they've opened, read and responded to your email or not.





Quick tip: By integrating your Link Building Semrush account with Google Search Console, you will be able to automatically mark already acquired backlinks and rest assured that your most important backlinks have been indexed by Google.

You can always keep an eye on the status of your backlinks.

If you ever find lost or broken backlinks, move them back to your "In Progress" list and contact your link partners (or prospects) to fix them.

All in all, link building tool from Semrush is a great way to find new prospects, reach out to them easily and track your link building campaigns all at one place.



4 Bulk Backlink Analysis

Do you want to analyse multiple domains or backlinks at once? Semrush bulk analysis tool helps you with that.

You can enter up to 200 URLs or domains (one per line) to easily analyze backlink metrics.

Here's how it looks like;

Bulk Backlink Analysis

Analyze backlink metrics. Enter up to 200 URLs/domains, one per line: 3/200

```
neilpatel.com
probblogger.com
backlinko.com
```

Results scope

Auto



Compare



Clear all

We entered 3 of our competitors domains to perform bulk backlink analysis (you can enter up to 200 domains at once) and once you click on the compare button after entering few URLs (or domains), it instantly gives you the analysis of the backlinks.



Here's how it looks like;

By Metrics (3)

No.	Domain or URL	Authority Score 	Backlinks 	Domains 	Follow / Nofollow	Text	Image
1	neilpatel.com  root domain	74 	2,116,345	35,561	1.3M / 842K 60% / 40%	1.9M 87%	142K 7%
2	probblogger.com  root domain	69 	761,914	15,115	680K / 81.5K 89% / 11%	752K 98%	9.9K 1%
3	backlinko.com  root domain	73 	661,481	17,312	451K / 211K 68% / 32%	656K 99%	4K <1%

As you can see above, it instantly gives you details like;

- ★ Authority score (it's a compound metric that measures the strength and popularity of the domain. It is calculated based on Page Score, Domain Score, and Trust Score etc)
- ★ Total number of backlinks
- ★ Domains (total number of domains which are linking to the main domain)
- ★ Follow and nofollow links count
- ★ Text based links
- ★ Image based links
- ★ And so on



Competitor Research



Who else wants to get into the top of Google search results? Of course, we all want, right?

Finding out what's working best for your competitors already is the surefire way to know how to get higher rankings in SERP results.

Competitor analysis is the BEST way to find what's working well and what's not in your niche.

Semrush is mostly known as the #1 competitor analysis SEO tool used by millions of people worldwide. Semrush offers excellent tools and features to analyse almost any competitor website in the world.

Do you want to know how much traffic your competitor websites get?



You can easily sneak into traffic analytics tool from Semrush and you can get an estimate of your competitors traffic.

Here's how it looks like;



As an example, we entered Neil Patel's domain in the traffic analytics tool from Semrush and it instantly started showing us the above result where you can find all the important data including;

- ★ Traffic overview
- ★ Number of visits (per month)
- ★ Unique visitors
- ★ Pages per visit



- ★ Average visit duration
- ★ Bounce rate

Neil Patel has a popular SEO related blog which literally gets millions of views every single month and Semrush is showing us the same results.

When you scroll down a bit, you can also find the site's traffic source including;

- ★ Organic
- ★ Paid
- ★ Social media
- ★ Direct traffic

You can also easily find out the countries from the site is generating the most amount of traffic. It literally acts as a Google Analytics tool for you where you can easily find out almost every detail about your competitor site.

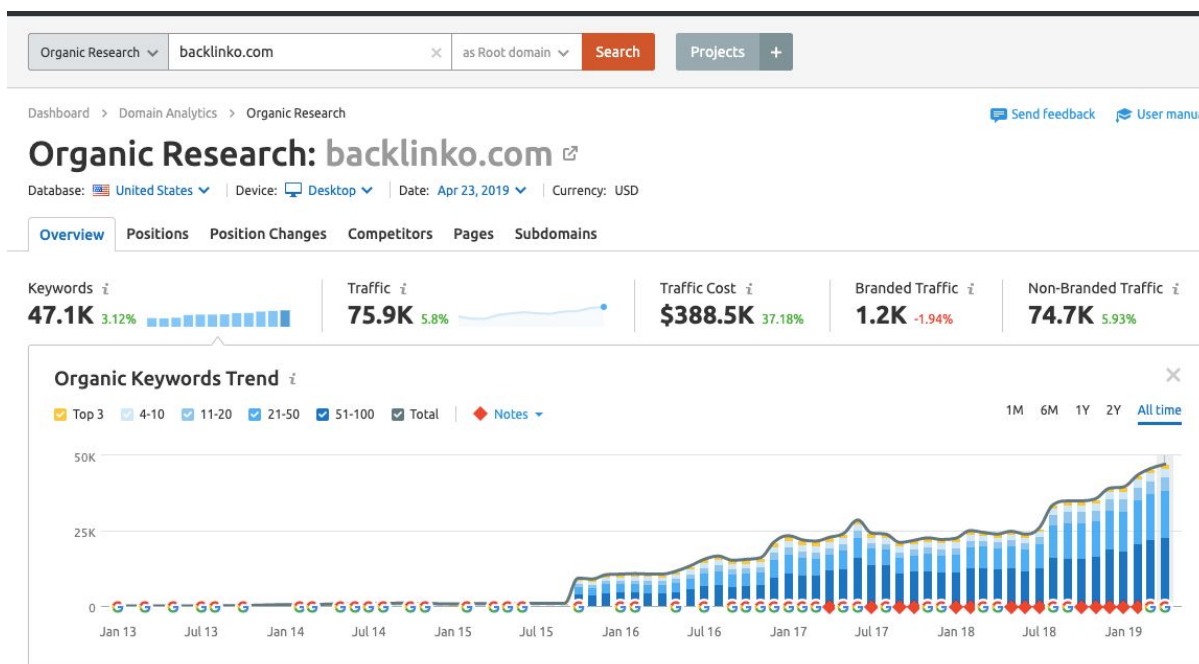
You can do much more than knowing and analysing your competitors sites with Semrush. If you're wondering about how to do competitor analysis using Semrush to get more data, here's a simple tutorial for you!



Let's first talk about how you can do organic research of your competitors sites using competitive research feature from Semrush.

Step 1: Go to Organic Research section which you can find under Competitive Research.

Enter a domain of your competitors that you want to spy on. Hit enter and it will show you all the data. Here's how it looks like;



As you can see above, you can find plenty of useful information about your competitors websites Including;



- ★ The no. of keywords they are currently ranking for
- ★ Along with their organic traffic
- ★ Traffic cost
- ★ Organic keywords trend

Along with that, you'll also find separate sections like;

- ★ Positions of your competitors keywords
- ★ Position changes
- ★ Competitors (which have common keywords ranking in Google)
- ★ Pages (top pages list of your competitors)
- ★ Subdomains (if any)

Step 2: Finding your competitors top organic keywords (to find out why they are getting more traffic from search engines) along with the position changes.

When you scroll down, Semrush also shows you a list all of your competitors top performing keywords.



Here's how it looks like;

Keyword	Pos.	Diff.	Volume	Traffic %
seo	11 → 11	0	110,000	6.81
seo tools	1 → 1	0	8,100	5.01
voice search	2 → 2	0	27,100	4.64
seo	10 → 10	0	110,000	4.34
get subscribers for youtube	1 → 1	0	6,600	4.08
get subscribers	1 → 1	0	2,900	1.79
keyword research tool	1 → 1	0	2,900	1.79

[View all 47.1K organic keywords](#)

As you can see above, you can easily discover your competitors top organic keywords along with;

- ★ Positions
- ★ Difference (if any)
- ★ Monthly search volume
- ★ Traffic percentage of those keywords

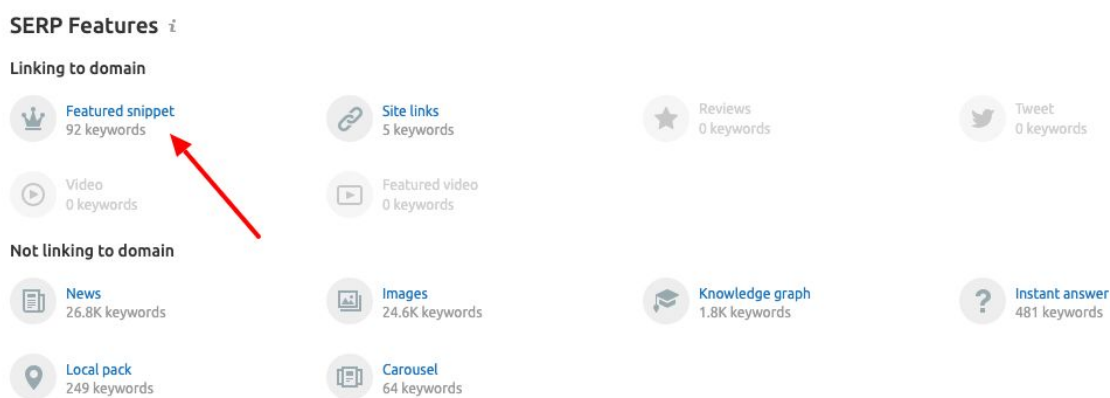
If you want to see the whole list of their top performing keywords, simply click on view all and you'll get all the keyword data.



Step 3: Digging deeper into your competitors sites

The best part about competitor research tool from Semrush is it gives you SERP features so you can easily target the kind of keywords you need to get better results in search.

Here's how the data looks like;



As you can see above, you can find a ton of things from SERP features like;

- ★ Featured snippets
- ★ Site links
- ★ Reviews
- ★ Tweets
- ★ Video



- ★ Featured video
- ★ News
- ★ Knowledge graph
- ★ Instant answers
- ★ Local packs, images, carousel and so on

Out of all the above, featured snippets are extremely important so let's briefly talk about them so you can understand better. And you should also be knowing why should you target featured snippets of competitors in a while.

Featured snippets are the direct answers provided by Google. For instance, if you do a quick Google search on "who is the president of the USA", Google instantly gives you the answer.

That's what featured snippets are all about.

They help searchers to instantly get the RIGHT answers to their queries (so that they can save time instead of browsing a ton of links on the web). Finding your competitors featured snippets give you an idea of what kind of topics or keywords can help you do the same.



Why should you bother about getting featured snippets for your blog's content?

That's a great question.

According to a research, 12.29 percent of search queries have featured snippets in the search results.

Only 30.9 percent of featured snippets rank at the very top placement in the organic results. 99.58 percent of the featured snippets are already in the top 10 positions in Google.

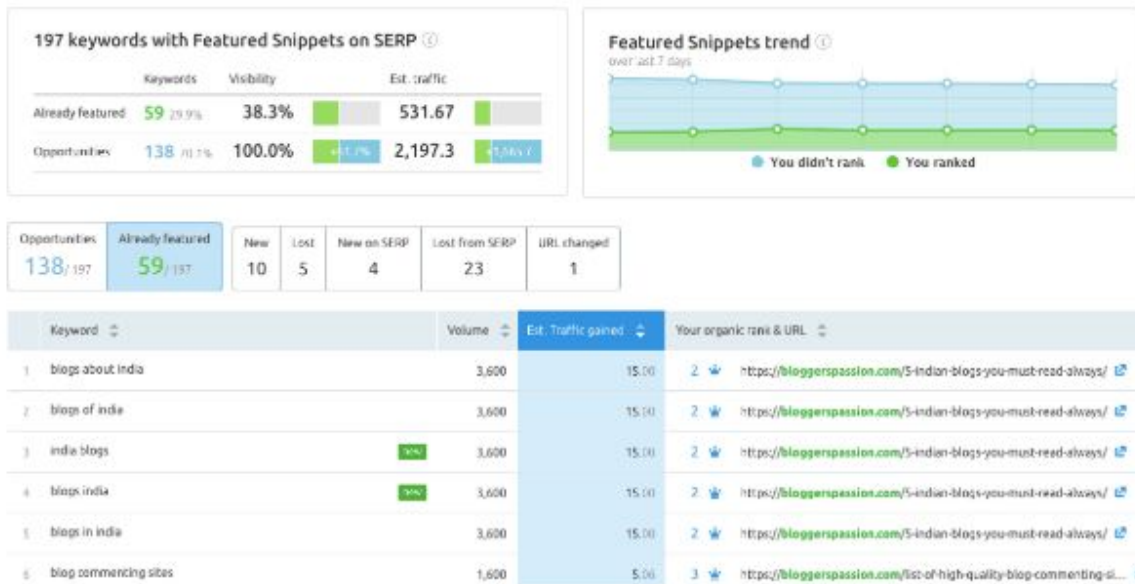
Not only that, nearly 26% of all clicks will be generated to #1 ranking page with a featured snippet.

Semrush which gives you complete data of your website's featured snippets.

It looks something like as on the next page.;



Featured Snippets (as of 25 December, 2018)



As you can see above, Semrush shows you a ton of information about featured snippets including;

- ★ Total opportunities available (which you can use to get featured snippets for your own blog's content)
- ★ For posts that you're already ranking for featured snippets
- ★ New keywords for which you started showing up since last update (if any)
- ★ Lost keywords (if any)
- ★ New on SERP shows for which keywords Google now started showing featured snippets



So there you go. As you can see, Semrush competitive research tool has a lot to offer.

It depends on how effectively you're going to use it to outrank your competitors in search engines.

If you're liking this guide, make sure to use the following link to get a 14 days free trial to Semrush Pro account.



**Click here to grab Semrush
Pro free for 14 days (worth
\$119.95)**



 [Click here to activate Semrush 14 days free trial \(worth \\$119.95\)](#)

Site Audits: Find And Fix Your Website Issues



Do you want to know why your website is not getting desired results from search engines it deserves?

Have you ever wondered why you're not getting more organic traffic to your site even after creating useful content regularly?

The problem might not be just with your content, there could be several issues with your site including on-page, technical or SEO related.

So how can you find out what's stopping your website from getting better search results?

The answer is simple. Start doing website audits.

A site audit helps you diagnose all kinds of technical and on page SEO related issues that your site might have so you can fix them to improve your site's SEO.



Here's where Semrush site audit feature comes into handy which offers you everything you need from giving your site a health score to performance reports and so on.

So how to get started with Site Audits feature on Semrush?

Once you're on the Semrush dashboard, go to On page and tech SEO to find Site Audits feature.

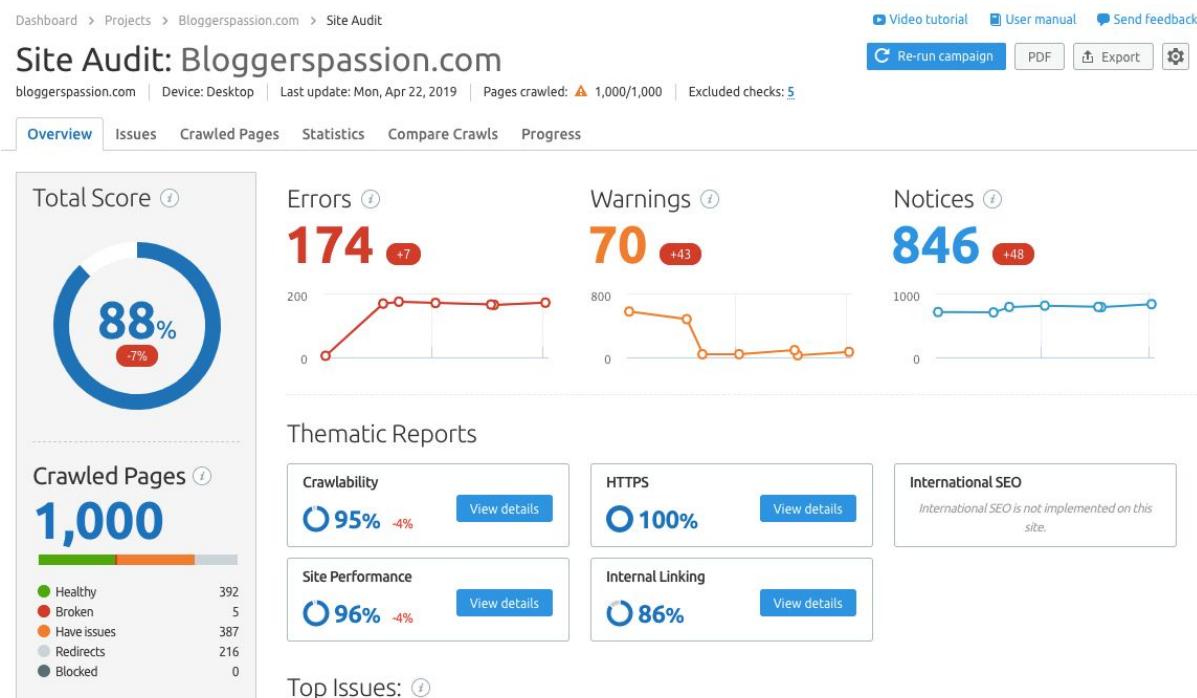
Once you're on it, give your project a name and click on "New site audit" button where you need to enter your domain name that you want to set up site audits for.

Once it's done, Semrush site audit feature starts auditing your site for any technical or SEO related issues that your website have and gives you the report along with a health score.



[Click here to activate Semrush 14 days free trial \(worth \\$119.95\)](#)

Here's how it looks like;



As you can see above, you'll get a total score out of 100. The higher your website's total score is the better it is optimized (and less issues it has).

You'll find 3 types of factors with Site Audit feature from Semrush which are;

- ★ Errors (these are the number of issues of the highest severity detected on your website during the last audit, and **you must act on fixing these errors immediately**)



- ★ Warnings (these are the number of issues of medium severity detected on your website during the last audit)
- ★ Notices (these are the number of issues of medium severity detected on your website during the last audit)

The great thing about using Site Audits from Semrush is that, it also shows you where exactly the issues are so you can easily fix them to improve your overall total score.

Did you know that Semrush Site Audit feature basically checks over 120 on-page and technical SEO checks ranging from non-toxic to critical issues on your site?

Here's what all you can find using Semrush site audit feature in case if you're wondering.

- ★ Site crawlability issues (such as http status codes, crawling issues if any and so on)
- ★ Security certificate issues
- ★ Mixed content issues
- ★ Page load time issues



- ★ Content related issues (such as duplicated content, lengthy meta tags, missing image alt tags and so on)
- ★ Broken links issues
- ★ Server issues, missing SNI and HSTS support
- ★ Website architecture issues
- ★ Issues with hreflang values
- ★ Hreflang conflicts within page source code
- ★ Issues with incorrect hreflang links
- ★ And the list goes on

All in all, Site Audit feature from Semrush is what all you need to find and fix all kinds of issues that your website might have. Once you start fixing those issues, you'll definitely get better search rankings overtime.

The great thing about using site audit feature is that you can get on-demand crawling and scheduled auto re-crawls on a daily or weekly basis and you can find your technical related issues in minutes, not hours.

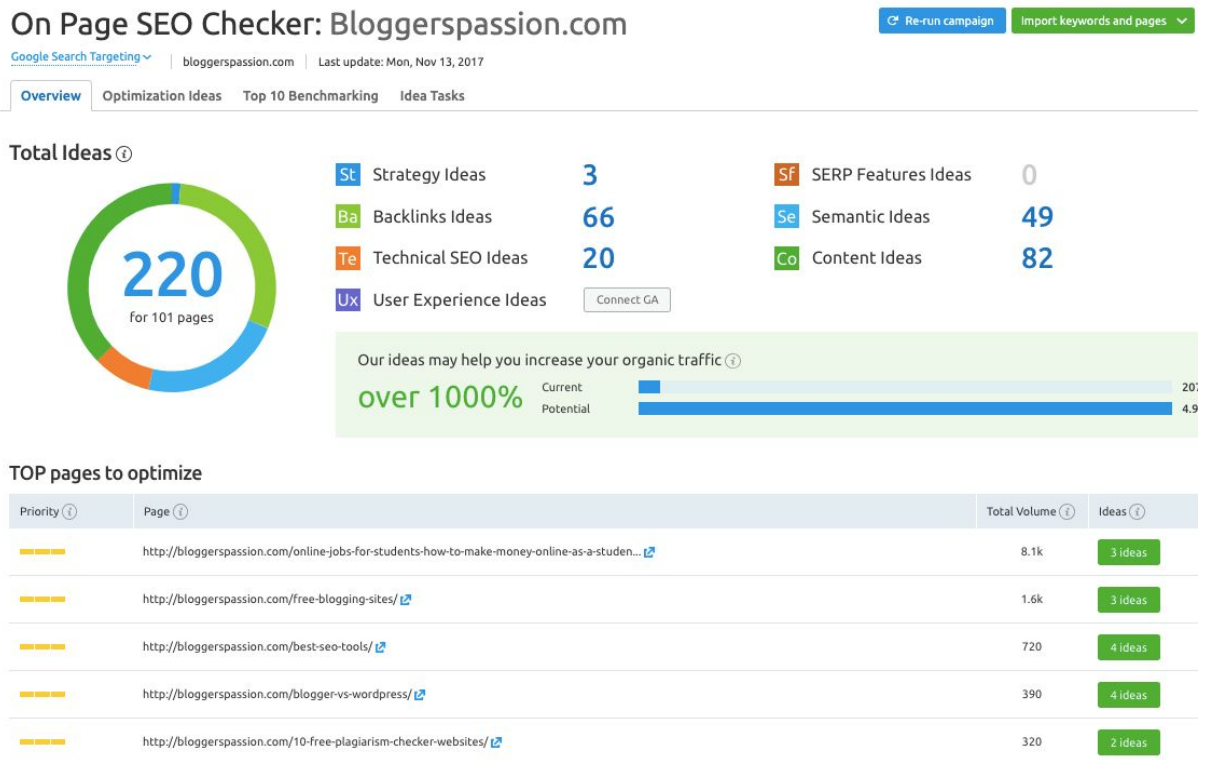


On page SEO checker with Semrush

Did you know that, using Semrush, you can get on page SEO related suggestions to improve your contents visibility in search engines?

Yes, you can do that with on page SEO checker from Semrush.

Here's how it looks like;



You just need to create a project, enter your website URL and it will run the campaign to give you the on page SEO recommendations.

As you can see above, you'll get an overview of your website where Semrush on page SEO checker gives you a list of ideas you can use to better optimize your posts.

You will get all kinds of suggestions including;

- ★ Strategy Ideas
- ★ SERP Features Ideas
- ★ Backlinks Ideas
- ★ Semantic Ideas
- ★ Technical SEO Ideas
- ★ Content Ideas
- ★ User Experience Ideas (you need to connect your Google Analytics account to be able to get UX ideas from Semrush)

It will also show you top pages to optimize where you'll get details like total search volume for those posts along with ideas to improve their visibility in search engines.



Bonus: How to Use Semrush to Find Traffic And Money Generating Keywords



Do you want to know how to use Semrush effectively to find traffic and money generating keyword ideas?

It doesn't matter whether you want to find high paying AdSense keywords or money making keywords or traffic generating keywords, Semrush can offer you everything as it is the most comprehensive SEO tool!

Before diving into the details, we want you to know about different keyword types.

1. Informative keywords
2. Commercial intent keywords (buyer keywords)

In the first step, let's talk about finding informative keywords which mostly help you drive traffic from search engines.



Click here to activate Semrush 14 days free trial (worth \$119.95)

So firstly, we'll talk about how you can use Semrush to find traffic generating keywords. Then, we'll talk about how you can use Semrush to find money making keywords (which are also known as commercial keywords).

Are you ready? Let's get started!

Finding traffic generating keyword ideas with Semrush

What's the fastest way to build a profitable blog or website that makes profits? If you said "website traffic", you're absolutely right.

But increasing your website traffic especially from search engines is not at all easy. There are literally millions of new sites are going live every single month, so the competition is getting fierce.

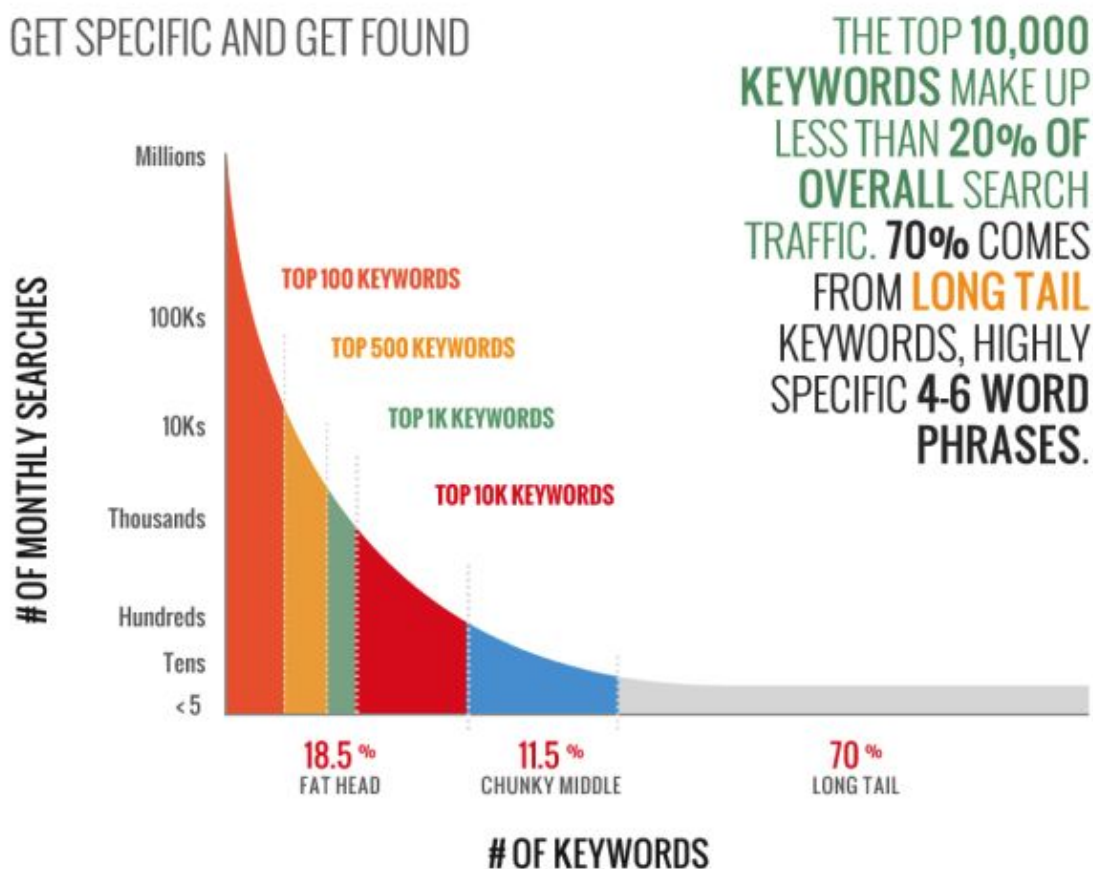
And it's getting more complicated to increase organic traffic due to the frequent changes in Google algorithms. So if you want to get more search traffic to your site, you need to find high traffic generating keyword ideas.

Here's where long tail keywords come into play.



Long tail keywords contain 4 or more keyword phrases and they are easier to rank for (due to less competition in search).

Whether you know it or not, 70% of the search traffic comes from long tail keywords. That simply means, 70% of searchers use long tail keywords to browse something online.



So if you're looking to get more organic traffic to your sites, start targeting long tail keywords.



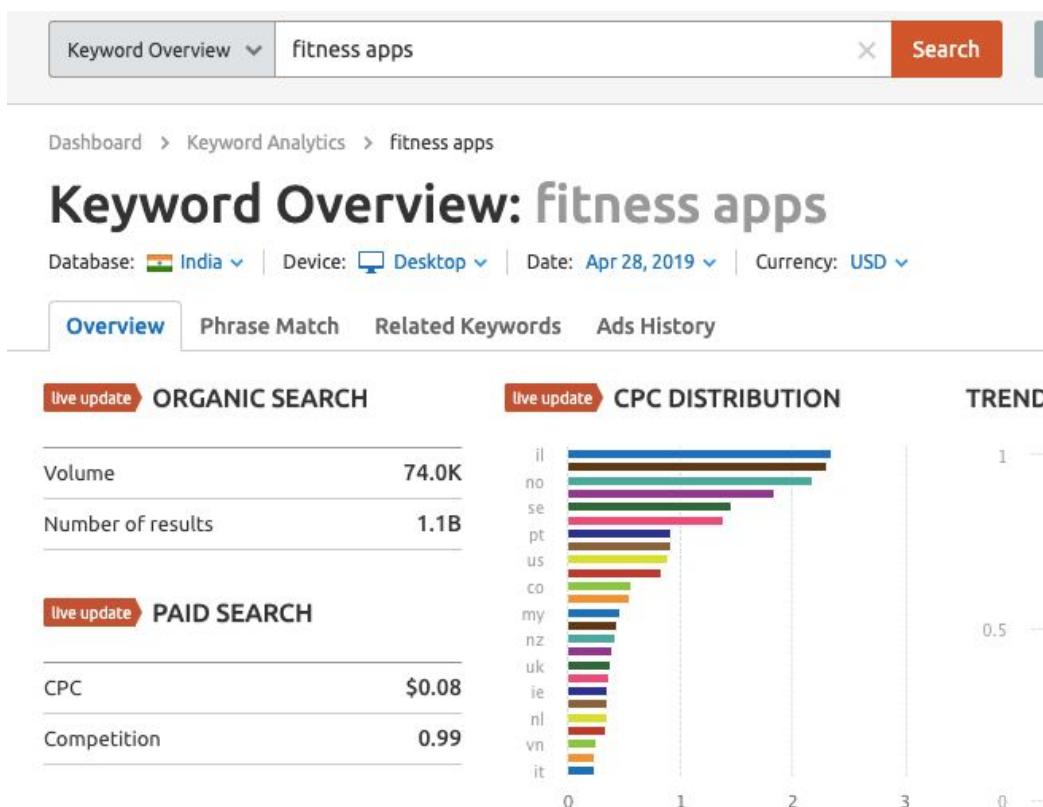
If you're wondering about how you can find traffic generating long tail keyword ideas with Semrush, here's a simple tutorial for you.

Step 1: Finding keyword data

Go to Semrush dashboard and enter any topic or keyword phrase of your choice.

Semrush instantly takes you to the Keyword Overview section where you can find a lot of data for your target keyword phrase or topic.

Here's how it looks like;



As you can see above, we took an example keyword of “fitness apps” and the keyword overview gives us various details including;

- ★ Monthly search volume for the keyword
- ★ CPC distribution
- ★ CPC of the keyword (in paid search results)
- ★ Number of results
- ★ Competition
- ★ Trend and so on

Quick note: You can change the database depending on your target audience (from US to India to Australia to so many others, as Semrush includes a ton of databases).

You’ll also find things like;

- ★ Phrase match keywords
- ★ Related keywords and
- ★ Ad history for your target keyword



If you gone through this Semrush guide, we've already discussed about things like related keywords, phrase match keywords and so on.

Step 2: Finding long tail keywords

Now that you know the various details of your target keyword, it's time to start finding long tail keyword ideas with low search volume.

Why should you for low search volume keywords? That's how you can easily get higher rankings in Google search without putting too many efforts.

For finding low search volume keywords, you need to click "Phrase match keywords" section (you can also use related keywords section). Click on View more and Semrush returns you a ton of results.

Now, you need to apply 2 filters (click on filters to add filters) which are;

- ★ Words count (make it a minimum of 4 for finding long tail keywords)
- ★ Volume (maximum of 1000 monthly searches)



The above 2 filters generate you “low search volume long tail keywords” which are great for increasing your search traffic easily.

Here’s how the data looks like;

The screenshot shows the Semrush Keyword Magic Tool interface. At the top, the search term "fitness apps" is entered, with a location filter set to "IN" and an "Apply" button. Below this, there are tabs for "All" and "Questions", and a link for "Advanced filters". The "Advanced filters" section is expanded, showing "Include keywords" and "Exclude keywords" both set to "Broad Match". The "Words count" filter is set to "4" and "Volume" is set to "from 1000". A red arrow points to the "Apply filter" button. Below the filters, there are tabs for "By num of keywords" and "By volume". The "All keywords" section shows a total volume of 30,280 and an average difficulty of 1.07%. A table of keywords is displayed, with two rows highlighted in red: "best fitness apps for android" (880 volume) and "fitness apps for women" (720 volume).

Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Re
<input type="checkbox"/> m2 fitness band app	1,000		n/a	0.06	0.99	n/a	
<input type="checkbox"/> mi fit band 3 app	1,000		n/a	0.04	0.33	n/a	
<input type="checkbox"/> best fitness apps for android	880		86.71	0.19	0.14	3	
<input type="checkbox"/> fitness and bodybuilding app	720		63.39	0.11	0.88	2	
<input type="checkbox"/> fitness apps for women	720		76.92	0.09	0.89	3	
<input type="checkbox"/> my fitness pal app	720		80.28	0.2	0.52	3	
<input type="checkbox"/> fitness apps for android	590		84.94	0.23	0.13	4	

As you can see above, after applying the 2 filters, Semrush gave us few incredible keyword suggestions.

- ★ Best fitness apps for android (with 880 monthly searches)
- ★ Fitness apps for women (with 720 monthly searches)



Similarly you can find a ton of more low search volume long tail keywords. That's it!

Using Keyword Gap from Semrush

One of the easiest ways to find traffic generating keywords is to mine your competitor websites.

Find out what keywords are generating them most traffic and start comparing several of your competitors domains at once to see any similarities in keywords.

You can use Keyword Gap tool from Semrush which offers you a side by side comparison of the similarities and differences between keyword profiles of up to five domains.

So you can enter up to any 5 of your competitor domains to perform a keyword analysis.

Just go to keyword gap tool under "Competitive Research" section on Semrush and enter any of your competitor domains in the tool.



Here's how it looks like;

live update neilpatel.com backlinko.com seonick.net 1 - 100 (194)

Advanced filters

<input type="checkbox"/>	Keyword	Neilpatel.com	Backlinko.com	Seonick.net	Volume	KD	CPC (USD)	
<input type="checkbox"/>	seo	4	10	59	90,500	71.03	0.96	
<input type="checkbox"/>	keyword	8	10	35	33,100	68.59	0.33	
<input type="checkbox"/>	on page seo	9	1	13	3,600	55.26	1.17	
<input type="checkbox"/>	keyword research	4	5	14	2,900	69.90	0.59	
<input type="checkbox"/>	keyword search	7	6	58	1,900	68.98	0.49	
<input type="checkbox"/>	seo blog	27	9	37	1,900	60.45	1.48	
<input type="checkbox"/>	what is keyword	46	37	17	1,900	71.60	0.29	
<input type="checkbox"/>	seo keywords	33	10	27	1,300	71.01	0.56	
<input type="checkbox"/>	what is search engine optimization	8	9	45	1,300	72.64	0.43	
<input type="checkbox"/>	how to do seo	5	11	95	1,000	71.23	0.89	
<input type="checkbox"/>	how to increase website traffic	1	4	18	1,000	63.48	1.35	
<input type="checkbox"/>	on page optimization	13	4	94	1,000	61.65	0.58	

See that? You instantly get similar keyword phrases from your competitor websites along with their search volume, keyword difficulty, CPC and other details.

You can also add filters to easily filter out unwanted keywords and come up with traffic generating keyword ideas from your competitors websites.



Click here to activate Semrush 14 days free trial (worth \$119.95)

Use SEO Content Template from Semrush to Create Well Optimized Content

Semrush offers you an incredible template called SEO content template which you can use to easily create SEO friendly content that attracts more traffic from search engines.

Here's how it works.

- ★ Enter your target keywords (that you want to optimize your content for)
- ★ Semrush SEO content template analyzes your content on the Google's top 10 ranking pages for your target keywords.
- ★ Based on the SERP results, you'll get recommendations on how to create SEO-friendly content to improve your overall rankings.

Pro tip: If you're using WordPress, make sure to install [WordPress SEO by Yoast plugin](#) as it's the #1 SEO plugin which helps you easily optimize your blog posts and pages for your target keywords.



Finding money generating keyword ideas with Semrush

In the above step, we've discussed about how you can find traffic generating keyword ideas with Semrush, let's now talk about finding money generating keywords using Semrush.

Money generating keywords also known as commercial or buyer keywords.

They usually include “transactional keywords: including;

- ★ Buy
- ★ Purchase
- ★ Sale
- ★ Low Price
- ★ Cheap
- ★ Discount
- ★ Deals
- ★ Offers



Click here to activate Semrush 14 days free trial (worth \$119.95)

By using the above type of keywords within your website, you can attract potential visitors from search who are actually willing to buy something online.

And here's how you can use Semrush for finding commercial keywords.

Quick tip: For finding money generating keywords, you need to focus on the CPC of keywords. CPC (Cost Per Click) gives you an idea of how valuable a keyword is. The higher the CPC of a keyword, the more profits you can generate by traffic through those keywords. It's as simple as that.

Enter your main intent keyword (such as buy, purchase, discount etc) + any target keyword (such as "used cars"). So the keyword is "buy used cars"

Now let's enter that keyword phrase into Semrush and have a look at the phrase match keywords.



Here's how the data looks like (in view full report section from phrase match keywords;

All keywords

Total volume **284,460** | Average difficulty **6.72%** Exp

<input type="checkbox"/>	Keyword	Volume	Trend	KD	CPC	Com.
<input type="checkbox"/>	buy used cars	40,500		82.2	3.93	0.85
<input type="checkbox"/>	how to buy a used car	6,600		87.52	3.2	0.47
<input type="checkbox"/>	best place to buy used cars	5,400		78.97	4.18	0.78
<input type="checkbox"/>	best used cars to buy	4,400		89.21	2.43	0.54
<input type="checkbox"/>	what to look for when buying a used car	4,400		82.36	1.45	0.19
<input type="checkbox"/>	best time to buy a used car	3,600		84.09	1.92	0.35
<input type="checkbox"/>	tips for buying a used car	3,600		86.34	1.18	0.32
<input type="checkbox"/>	buy used cars near me	2,900		71.85	4.91	0.84
<input type="checkbox"/>	buy used cars online	2,900		79.64	6.41	0.92
<input type="checkbox"/>	best cars to buy used	2,400		88.38	3.64	0.46
<input type="checkbox"/>	questions to ask when buying a used car	2,400		68.75	0.85	0.17
<input type="checkbox"/>	where to buy used cars	2,400		86.98	3.93	0.85
<input type="checkbox"/>	who buys used cars	2,400		66.43	4.82	0.92

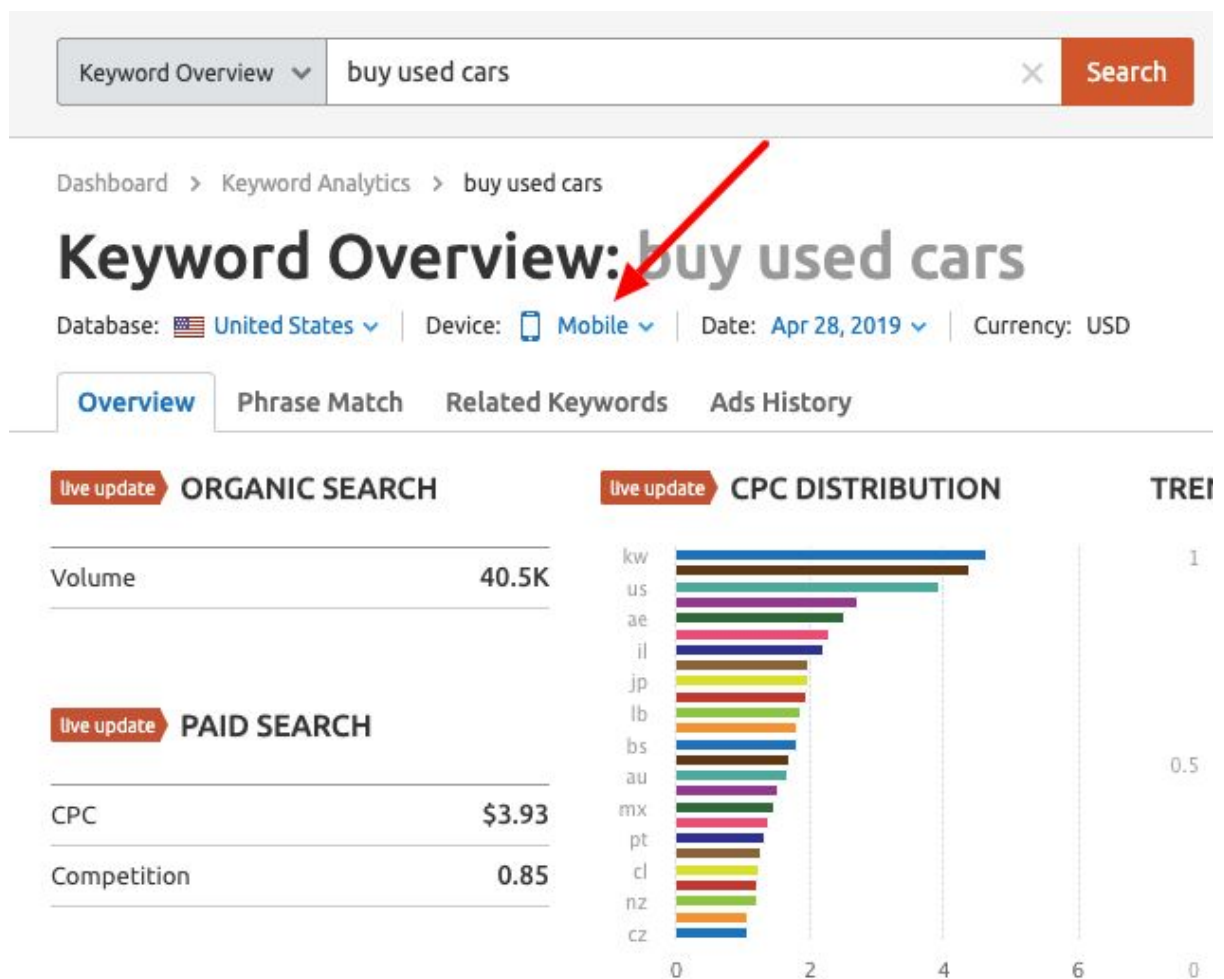
As you can see above, there are a ton of buyer keywords you'll come across. Just filter out all the unwanted keywords that you don't want to use.

You can also sort out the results by CPC so you can pick high valued keywords only.



Quick tip: Change the device drop down to mobile from desktop to see what people search through smartphones and repeat the searches to find even more commercial intent keywords.

Here's how it looks like;



So there you go. That's how you can find commercial intent keywords with ease using Semrush. Just make sure to figure out your target audience intent to start using the right combination of keywords.

If you've any questions whatsoever, make sure email at anil@bloggerspassion.com and we'd be glad to respond!

If you've enjoyed reading this guide, make sure to use the following link to get a 14 days free trial to Semrush Pro account.



Click here to grab Semrush
Pro free for 14 days (worth
\$119.95)

