

# Online Visibility Management & Content Marketing SaaS Platform



# Trusted expertise, powerful resources



**7**

offices

**142**

countries served

**13**

years of experience

**7M**

users have already  
tried Semrush

Backed by  
top investors

**G**REYCROFT

e.ventures 

**SIGULER**  
 **GUFF**

# Big data for smart decision making



## Traffic Analytics

Data from 200 million panelists  
1 billion events analyzed per day



## Backlinks

Over 43 trillion backlinks  
25 billion URLs crawled per day



## Domain Analytics

142 geo databases  
Over 800 million domains profiles



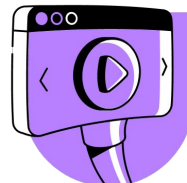
## Keyword Analytics

20 billion keywords  
Up to 20 million ideas for a single keyword



## Display Advertising

310 million ad samples  
Over 5 million publishers and advertisers



# Grow your online visibility across all key channels



## SEO

- Analyze the competition  
Improve and expand your backlink profile
- Conduct technical audit and fix the issues
- Manage your on-page SEO
- Enjoy a range of local SEO solutions
- Track your progress daily



## Content

- Find ideas for new content
- Build a strategy and manage your content plan
- Make sure your content is SEO friendly and original
- Analyze mentions and track the impact of your story
- Track your off-site content performance
- Analyze and improve your existing content



## Advertising

- Get insights for your search, display, shopping campaigns
- Collect keywords and easily manage your lists
- Uncover opportunities to save money and skyrocket your ROI
- Reveal your paid search competitors and their strategies



## Competitive Research

- Analyze their regional presence
- Discover opportunities for growth
- Estimate capacity and saturation of a new market
- Use for presales and pitching
- Get insights into competitors' audience, channels and tactics



## Social Media

- Plan, prepare and schedule posts
- Find content to share with your audience
- Discover fans and influencers
- Measure and optimize your performance
- Keep an eye on your rivals

# Agenda



1. Competitive Research
2. Content Strategy
3. Performance Analysis

# Semrush for Competitive Research



# Get a full picture of a website's online presence

Use [Domain Overview](#) to get tons of top-level insight into any domain

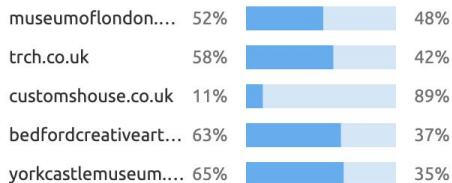
Root Domain ▾    Root Domain ▾    Root Domain ▾    Root Domain ▾    Root Domain ▾

Domain	Authority score	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords	Paid Traffic Cost
<input type="radio"/> museumoflondon.org.uk	64	98.82K ↓	157.13K ↓	47.95K ↓	1.23M	14.07K	34 ↑	\$10.17K ↑
<input type="radio"/> trch.co.uk	48	976.83K ↑	38.54K ↓	26.7K ↑	167.26K	1.83K	0	\$0
<input type="radio"/> customshouse.co.uk	43	2.11M ↑	10.32K ↑	1.97K ↑	19.33K	838	2 ↑	\$761
<input type="radio"/> bedfordcreativearts.org.uk	38	24.76M ↓	306 ↓	711 ↓	3.09K	272	0	\$0
<input type="radio"/> yorkcastlemuseum.org.uk	48	1.19M ↓	19.3K ↓	2.44K ↑	227.12K	1.44K	3	\$778

## Traffic share



## Non-branded / Branded



# Analyze a website's organic keyword strategy



Use [Organic Research](#) to analyze the SEO strategy of any of your competitors and optimize yours

## Organic Research: theatreroyal.co.uk

UK 1.9K US 640 AU 214 ... Device: Desktop Date: Sep 14, 2021 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword Positions Volume KD SERP features Advanced filters X

Keywords **1.6K** 2.1% Traffic **8.4K** -34.28% Traffic Cost **\$4.8K** -19.4%

### Organic Search Positions 1 - 100 (1,554)

To Keyword Manager Manage columns

<input type="checkbox"/>	Keyword	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL
<input type="checkbox"/>	<b>theatre royal</b>	+5	1 → 1	0	19.12	8,100	70	0.9	www.theat... uk/
<input type="checkbox"/>	johannes radebe	+3	13 → 11	↑ 2	2.33	9,900	42	0	www.theat... ebe/
<input type="checkbox"/>	educating rita	+3	• → 12	new	1.44	22,200	62	0	www.theat... ita/
<input type="checkbox"/>	fatal attraction	+5	12 → 13	↓ 1	1.22	27,100	57	0	www.theat... ion/
<input type="checkbox"/>	<b>the theatre royal</b>	+6	1 → 1	0	1.04	260	71	0.8	www.theat... uk/
<input type="checkbox"/>	everyones talking about jamie	+4	12 → 11	↑ 1	1.03	4,400	49	0.4	www.theat... mie/
<input type="checkbox"/>	theatre	+3	12 → 13	↓ 1	0.99	22,200	87	0.4	www.theat... uk/
<input type="checkbox"/>	<b>royal theatre</b>	+3	1 → 1	0	0.91	390	72	0.8	www.theat... uk/

URL	Traffic
<a href="https://www.theatreroyal.co.uk/whats-on/snow-white-and-the-seven-dwarfs/">https://www.theatreroyal.co.uk/whats-on/snow-white-and-the-seven-dwarfs/</a>	983
<a href="https://www.theatreroyal.co.uk/whats-on/">https://www.theatreroyal.co.uk/whats-on/</a>	689
<a href="https://www.theatreroyal.co.uk/whats-on/johannes-radebe/">https://www.theatreroyal.co.uk/whats-on/johannes-radebe/</a>	529
<a href="https://www.theatreroyal.co.uk/whats-on/humpty-dumpty/">https://www.theatreroyal.co.uk/whats-on/humpty-dumpty/</a>	340
<a href="https://www.theatreroyal.co.uk/whats-on/educating-rita/">https://www.theatreroyal.co.uk/whats-on/educating-rita/</a>	333
<a href="https://www.theatreroyal.co.uk/whats-on/everybodys-talking-about-jamie/">https://www.theatreroyal.co.uk/whats-on/everybodys-talking-about-jamie/</a>	298
<a href="https://www.theatreroyal.co.uk/whats-on/fatal-attraction/">https://www.theatreroyal.co.uk/whats-on/fatal-attraction/</a>	243
<a href="https://www.theatreroyal.co.uk/whats-on/val-mcdermid/">https://www.theatreroyal.co.uk/whats-on/val-mcdermid/</a>	179
<a href="https://www.theatreroyal.co.uk/whats-on/the-da-vinci-code/">https://www.theatreroyal.co.uk/whats-on/the-da-vinci-code/</a>	177



# Analyze a website's paid keyword strategy



Use [Advertising Research](#) to analyze live ad examples from your competitors' campaigns

## Advertising Research: postalmuseum.org

Database: United Kingdom | Device: Desktop | Date: Sep 19, 2021 | Currency: USD

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

Filter by product title



Advanced filters

Ad Copies 1 - 10 (10)

Sort by: N

<p><a href="#">Ride London's Mail Rail - Visit...</a></p> <p> <a href="https://www.postalmuseum.org/mail-rail">https://www.postalmuseum.org/mail-rail</a></p> <p>Discover a unique piece of industrial heritage and ride the hidden tube network. Explore stories from the world's first social network at The Postal Museum, London. Contact us for details. Safety measures. Book tickets online. Become a member. Events and exhibitions.</p> <p>Keywords: 1</p>	<p><a href="#">Women's Suffrage Movemen...</a></p> <p> <a href="https://www.postalmuseum.org/suffrage">https://www.postalmuseum.org/suffrage</a></p> <p>In 1918, Parliament passed a law which allowed some women to vote for the first time. Read about some of the suffragettes who protested and even died for the vote. Book tickets online. Safety measures. Open Thursday to Sunday. Advance booking essential. Become a member.</p> <p>Keywords: 1</p>	<p><a href="#">The Postal Museum London - ...</a></p> <p> <a href="https://www.postalmuseum.org/">https://www.postalmuseum.org/</a></p> <p>Discover inspiring exhibitions and explore London's 100-year old postal tunnels.</p> <p>Keywords: 1</p>
<p><a href="#">Winter Greenery Post &amp; Go st...</a></p> <p> <a href="https://www.postalmuseum.org/">https://www.postalmuseum.org/</a></p> <p>Discover the surprising story of the first social network at The Postal Museum, London.</p> <p>Keywords: 1</p>	<p><a href="#">Unique Photoshoots - Under...</a></p> <p> <a href="https://www.postalmuseum.org/filming">https://www.postalmuseum.org/filming</a></p> <p>Industrial depot space, secret underground tunnels, and forgotten rail platforms. Discover the surprising story of Mail Rail and explore its 100-year old tunnels. Advance booking essential. Open Thursday to Sunday. Contact us for details. Events and exhibitions. Book tickets online.</p> <p>Keywords: 1</p>	<p><a href="#">The Great Train Robbery - Cri...</a></p> <p> <a href="https://www.postalmuseum.org/">https://www.postalmuseum.org/</a></p> <p>Read about the robbery, see photos of the crime scene and learn how the gang was caught. Explore the investigation into one of the most audacious crimes of the 20th century. Become a member. Safety measures. Open Thursday to Sunday. Events and exhibitions.</p> <p>Keywords: 1</p>

# Run a SWOT analysis to improve your content strategy

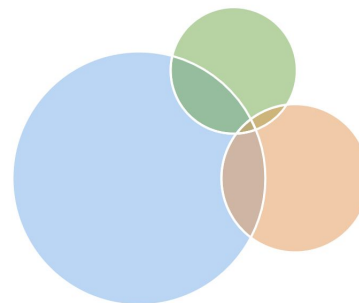


Use [Keyword Gap](#) to get a side by side comparison between keyword profiles

Shared 46 Missing 22 **Weak 18** Strong 14 Untapped 3.3K Unique 6.4K All keywords 10.8K

<input type="checkbox"/>	Keyword	<input type="radio"/> https://trch...	<input type="radio"/> https://ww...	<input type="radio"/> https://the...	Volume	KD%
<input type="checkbox"/>	+ theatre	56	13	11	22,200	87
<input type="checkbox"/>	+ theatre royal	3	1	2	8,100	70
<input type="checkbox"/>	+ theatre vouchers	50	30	29	1,600	45
<input type="checkbox"/>	+ whats on theatre	21	11	19	590	54
<input type="checkbox"/>	+ royal theatre	3	1	2	390	72
<input type="checkbox"/>	+ thestre	65	10	11	320	77
<input type="checkbox"/>	+ the theatre royal	4	1	2	260	71
<input type="checkbox"/>	+ thearte	68	12	11	210	84
<input type="checkbox"/>	+ theatre royal seating plan	6	1	5	170	27
<input type="checkbox"/>	+ blood brothers written	44	15	11	90	23

Keyword Overlap



- https://trch.co.uk/ 7.5K
- https://www.theatreroyal.com/ 1.9K
- https://theatreroyal.com/ 2.5K

# Semrush for Content Strategy



# Find content that stands out in your niche



Use [Topic Research](#) to get topic ideas for a particular subject

<p><b>Roman City</b> Volume: 880</p> <ul style="list-style-type: none"><li>History of London</li><li>How London Got Its Name</li><li>The evolution of London: the city's</li></ul> <p>Show more ▾</p>	<p><b>Million Years</b> Volume: 590</p> <ul style="list-style-type: none"><li>History of London</li><li>A Population History of London - Central Crimi...</li><li>The evolution of London: the city's</li></ul> <p>Show more ▾</p>	<p><b>Roman Invasion</b> Volume: 480</p> <ul style="list-style-type: none"><li>Londinium</li><li>History of London</li><li>Timeline of the Romans in Britain</li></ul> <p>Show more ▾</p>
<p><b>Modern London</b> Volume: 320 URL: ...rg.uk/museum-london</p> <ul style="list-style-type: none"><li>Tate Modern</li><li>History of London</li><li>The best exhibitions in London in 2021</li></ul> <p>Show more ▾</p>	<p><b>Century London</b> Volume: 170 URL: ...14th-century-london</p> <ul style="list-style-type: none"><li>History of London</li><li>Timeline of London</li><li>The evolution of London: the city's</li></ul> <p>Show more ▾</p>	<p><b>London History Timeline</b> Volume: 170 URL: ...timeline-london.pdf</p> <ul style="list-style-type: none"><li>London: A History</li><li>Timeline of Events AD 700 – 2012</li><li>Timeline of London</li></ul> <p>Show more ▾</p>
<p><b>When Was London Built</b> Volume: 170 URL: ...permanent-galleries</p> <ul style="list-style-type: none"><li>History of London</li><li>The evolution of London: the city's</li><li>London's Roman City Wall Walk</li></ul> <p>Show more ▾</p>	<p><b>London History Facts</b> Volume: 140</p> <ul style="list-style-type: none"><li>London   History, Maps, Points of Interest, &amp; Facts</li><li>London: A History</li><li>20 facts about London's culture</li></ul> <p>Show more ▾</p>	<p><b>London Population 1900</b> Volume: 90 URL: ...ictorian-London.pdf</p> <ul style="list-style-type: none"><li>Greater London, Inner London Population &amp; De...</li><li>A Population History of London - Central Crimi...</li><li>The evolution of London: the city's</li></ul> <p>Show more ▾</p>



# Find the best keywords for any new content you're creating



Use [Keyword Magic Tool](#) to analyze audience interest, find cost effective keywords & review the most popular questions for content creation & optimization

By number **By volume**

All keywords: 6,241 | Total volume: 37,210 | Average KD: 29%

Keyword	Volume	Trend	KD %
<input type="checkbox"/> + visual arts	4,400		56
<input type="checkbox"/> + sainsbury centre for visual arts	880		45
<input type="checkbox"/> + visual elements of art	480		56
<input type="checkbox"/> + relating to visual art crossword clue	390		5
<input type="checkbox"/> + school of visual arts	390		64

All **Questions** Broad Match Phrase Match Exact Match Related Languages **beta**

Volume KD % CPC Include keywords Exclude keywords Advanced filters

By number **By volume**

All keywords: 281 | Total volume: 1,400 | Average KD: 40%

Keyword	Volume	Trend	KD %
<input type="checkbox"/> + what is visual arts	320		50
<input type="checkbox"/> + is fashion a visual art	90		40
<input type="checkbox"/> + what does visual art mean to you	90		50

# Automatically check the SEO potential and originality of any piece of content in real-time



Use [SEO Writing Assistant](#) to help you in writing brand new content or to review the one already online

## Quick Checker

H1 H2 B I

### ***YORK CASTLE PRISON***

York Castle Museum is housed in 18th century prison buildings. Now you can get a flavour of what life was really like in the original cells and see some of the most infamous inmates brought to life in this fascinating exhibition.

Experience a brutal and crooked prison and meet our most notorious prisoner: the legendary highwayman, Dick Turpin. York Castle Prison focuses on the lives of eight former inmates, including Turpin.

The others include the last woman to be burnt at the stake in Yorkshire, a Luddite, a notorious turnkey, a man who was beaten so badly in prison he died and a young tearaway who went on to lead a successful life in Australia.

There is also a database of former prisoners and victims where visitors can check their own family name.

York Castle has been a site of justice and incarceration for almost 1,000 years. William the Conqueror built the first castle in 1068 and we know from written references that it had a prison. The site is still a seat of justice today; the 18th Century Courthouse is now York Crown Court. It still has holding cells and people accused of serious crimes are still tried there as they have been for almost 1,000 years.

York Castle Prison is part of the museum and there is no extra charge for visiting it.

<

Good 6.9/10

Readability SEO

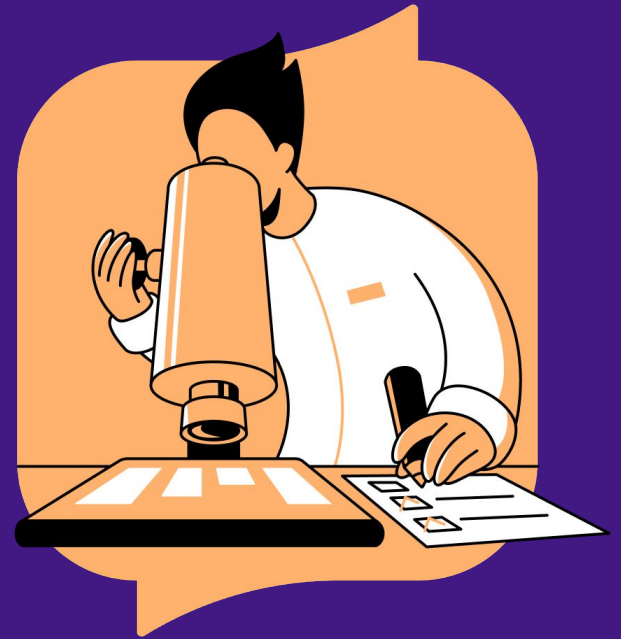
Originality Target Tone of voice

**Readability** [Score definition](#)

61.0 Plain language Target 61.8

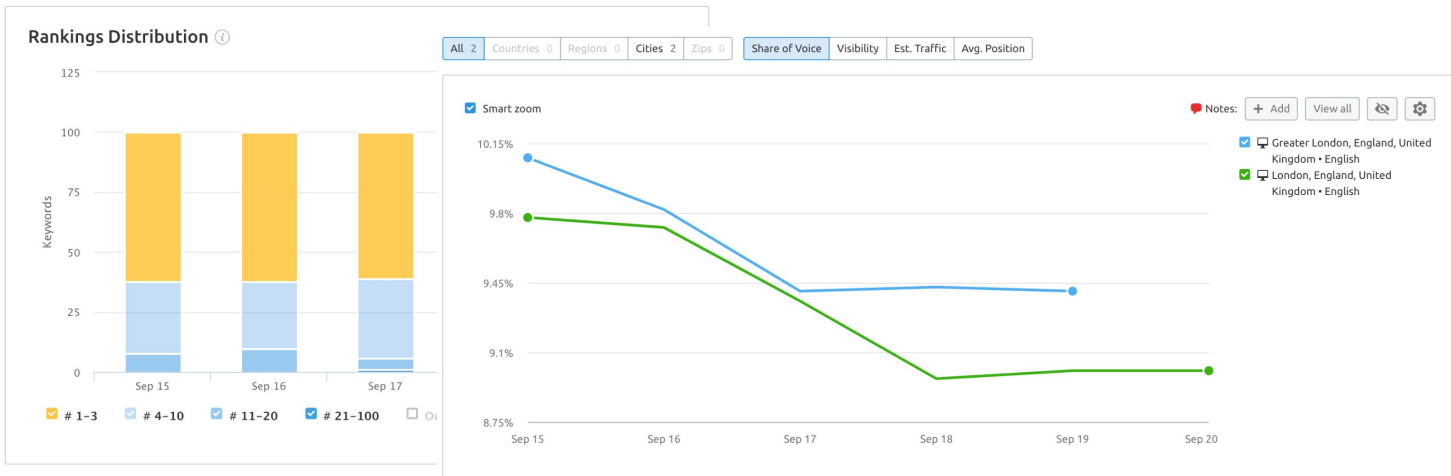
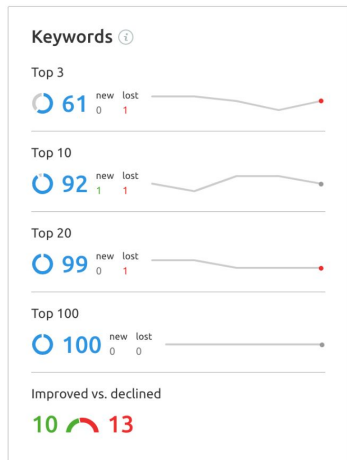
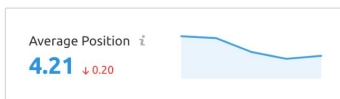
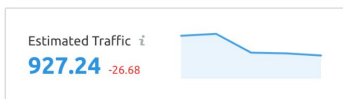
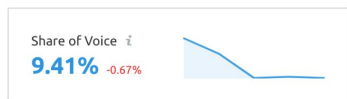
The difficulty of your text corresponds to 8th or 9th grade education level. This is just about what your audience expects.

# Semrush for Performance Analysis



# Measure the impact of your content strategy in any specific geographic location

Use [Position Tracking](#) to check your keywords' rankings and website's visibility (Share of Voice)

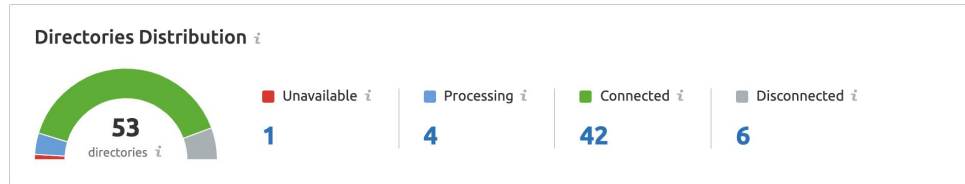




# Make your Google My Business listings consistent and correct across the internet



Use [Listing Management](#) to manage your business data in various directories



Optimize your location performance [i](#)

**BE Event Hire** | [Edit info](#)

Welby Road, Asfordby Hill, Melton Mowbray, LE14 3RD, UK

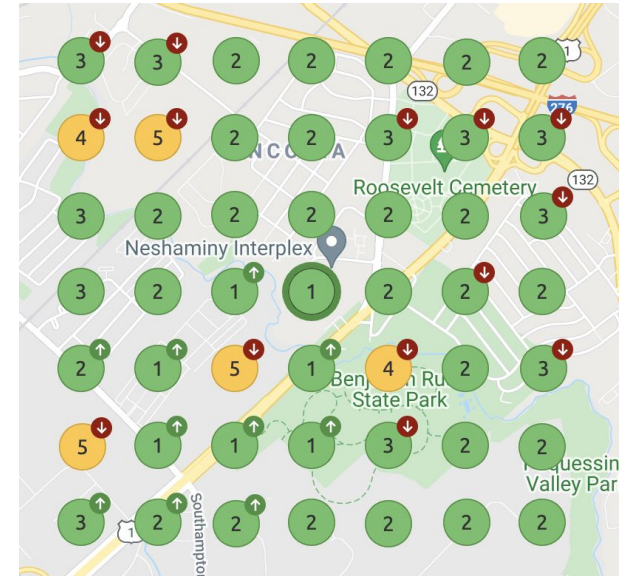
**No rating** ★★★★★ | 2 reviews

Your location performance

Low 6 of 21 tasks completed

Optimization tasks

High priority	Connect to Google My Business <a href="#">i</a>	<a href="#">Mark as completed</a>	<input type="button" value="Connect to GMB"/>
High priority	Connect to Facebook <a href="#">i</a>	<a href="#">Mark as completed</a>	<input type="button" value="Connect to FB"/>
High priority	Add hours of operation <a href="#">i</a>		<input type="button" value="Add hours"/>
High priority	Add additional categories <a href="#">i</a>		<input type="button" value="Add categories"/>
Medium priority	Add at least 5 photos <a href="#">i</a>		<input type="button" value="Add photos"/>



# To sum-up



# Semrush Key Workflow



- 1.** Compare yourself to competitors and use your findings to your advantage
  - *Use Domain Overview to quickly get a full picture of a website's online presence compared to competitors*
  - *Analyse your competitors' keyword strategy and optimise yours with Organic Research & Advertising Research*
  - *Using Keyword Gap to run a SWOT analysis to improve your content strategy*
- 2.** Master your content strategy
  - *Do you need sub topic ideas for a particular subject? Check out our Topic Research*
  - *Find the best keywords for any new content you're creating with our Keyword Magic Tool*
  - *Using our SEO Writing Assistant, you can automatically check the SEO potential and originality of any piece of content in real-time*
- 3.** Get a general overview of the SEO efficiency of your site
  - *Learn how to measure the impact of your content strategy with Ranking Position Tracking in any specific geographic location*
  - *Finally, make your Google My Business listings consistent and correct across the internet with Listing Management*



# Thank you!



**Elena Viens**

Technical Engineer at Semrush

[e.viens@semrush.com](mailto:e.viens@semrush.com)



@Elena\_Viens

# Follow us



