

Understanding Semrush Results For Website Owners

7 Tips For How To Efficiently Grow The Website And Business

Created by Matthew Bulat. Certified in Semrush Content Marketing, Social Media, Digital Agency, Advertising, SEO and PPC.

Domain Overview

A Semrush domain overview is an indicator of the search traffic, organic position, and quality of backlinks for a particular domain. It takes into account both paid and organic aspects in order to provide an accurate accounting of each site's visibility in search results.

It can be used on your own website or that of your competitors.

Data of Interest

Organic Search Traffic - Monthly organic website traffic. This relates to business volume.

Backlinks - How many web pages link back to the website. This relates to authority.

Display Advertising - Indicates if Google Ads are being used by the website.

Distribution by Country - See which countries the website is popular in.

Organic Keywords - See the top keyword ranking for the website including positions and traffic.

Main Organic Competitors - Closest competitors based on similar keywords.

Backlinks - Which websites link back to which web pages on the website

Anchors - What link words are being used to link back to the website.

Indexed Pages - See the top web pages that are indexed by Google with the most backlinks

Sample Ads - Examples of Google paid advertising to the website.

Several subreports can be generated via links from the main report.

Top Organic Keywords - View Details

This lists all the websites top 100 ranking keywords.

Keyword - The keyword phrase that is ranking.

Special Feature - Position at top e.g. Features snippet, image pack, people also ask, video...

Position - Ranking 1 to 100. The goal is top 10, top 3, top.

Traffic % - How much traffic this keyword provides for the website.

Volume - How often the keyword phrases are searched for per month.

Keyword Difficulty - How much competition is present for the keyword phrase

CPC - What does it cost for paid ads on the keyword phrase

URL - The destination web page for the keyword phrase

Main Organic Competitors - View Details

The lists all the websites that have overlapping keyword phrases to the website.

There is also a chart of competitors by organic search versus keyword count.

Domain - Competitor website

Competition Level - Percent of overlapping keyword phrases (descending order)

Common Keywords - Number of overlapping keywords

Organic Keywords - Total top 100 keywords of the competitor

Traffic - Estimated total traffic of the competitor

Costs - Equivalent cost of the organic traffic to the website

Paid Keywords - Estimated paid costs if the keyword is being used within advertising

Backlinks - View Details

This shows how back backlinks are present to the website and how many domain names have backlinks.

Page Authority Score - Number from 1 to 100. Higher is better.

Source Page Title and URL - Web page title and URL

External Links on the Source Page - number

Internal Links on the Source Page - number

Anchor link text and URL - Web page title and URL

Indexed Pages - View Details

This shows all the web pages that are indexed by Google.

Title and URL - Web page title and URL

Backlinks - number

Domain - Domains linking to the web page.

External Links - External links from the web page.

Internal Links - Internal links from the web page to the website

Sample Ads - View Details

This shows Google paid ads history with sample text and image ads including when they were seen.

Domain Overview Benefits

- Know your own website online position in the marketplace
- Know your own ranking keyword phrases. See which ones could be improved.
- See which websites have backlinks to your website. Could more backlinks be sourced from them?
- Determine who your biggest online competitors are
- See which competitors are bigger or smaller than you
- See where you overlap with competitors in the marketplace

Once you have done a Semrush Domain Overview of your website, then you can repeat the process for your biggest competitors including the subreports.

[Sample Domain Overview PDF](#)

Topic Research

Work out the traffic and related phrases around your niche.

Inputs:

Topic

Country

Topic Research Results

Cards Layout (one card block per sub topic shown)

Sub Topic - Subtopic count varies by topic.

Search Volume - Search volume for the one sub topic.

Top 10 Web page titles with links - Top 10 ranking web page titles for the sub topic with links.

Questions - Questions under the sub topic. What, How, Is, Can, Do, Where, Which, All.

Export topic to XLSX (spreadsheet)

This generates a spreadsheet for the topic and all sub topics with columns:

Topic

Subtopic

Search Volume - search volume per month

Difficulty - 1 to 100. Higher is harder to compete with.

Topic Efficiency - Compares the search volume and difficulty to see how worthwhile the keyword is.

Content Idea - Headline title or Question search query

Content Idea Type - Headline or Question

Content Idea backlink count - Backlinks to the top 10 web page. Higher is harder to compete.

Content URL - Top 10 URL

Topic Research Benefits

- Determine if the niche has enough search volume for the business
- Determine if the niche keyword phrase has enough volume to create content
- Determine if the competition is too hot to compete directly. Check for exact keyword phrase in the top 10 results. Check how many backlinks are needed to rank in the top 10.
- Extract exact search questions that relate to your business. This can be used in your content.

Review all the relevant sub topics for opportunities.

Find the keywords being used by your ideal customers.

Rerun the Topic Research using another keyword if you're not happy with the results.

[Sample Topic Research spreadsheet](#)

SEO Content Template

Work out the finer details regarding the top 10 competition for 1 keyword phrase.

Inputs:

Target keyword phrase

Country

SEO Content Template Results

Semantically related words - Related phrases to the main keyword.

Backlinks - Some websites that backlink on the keyword phrase topic.

Readability - Number 1 to 100. Higher is more complex to understand.

Text Length - Average text length of the top 10 competition

Extracts of the top 10 competition show where the keyword is being used.

Rank - 1 to 10

Title - Web page title

URL - Full URL with link

Extract - Shows the first few occurrences of the keyword with option to expand the results

Export to DOC

Save the results as a Word document.

SEO Content Template Benefits

- Work out what synonyms and related phrases are needed for a top 10 result.
- Work out the content length to beat for a top 10 result.
- Write at a readability suitable for the intended audience.
- Can you get similar backlinks if you make superior content?

Look for keyword phrases that do not have 10 exact matches in the title, URL, H1 heading and first paragraph.

[Sample Content Template Word document](#)