EXPERIMENT - 5

Aim :- To understand the importance of local SEO and practice optimizing for local search queries.

Software Used :- SEMrush

Semrush is a comprehensive SEO and digital marketing tool that provides insights into website performance and online visibility. It offers features such as keyword research, competitor analysis and backlink tracking, allowing users to refine their SEO strategies. With advanced analytics, SEMrush aids in identifying high-impact keywords, optimizing content and monitoring search rankings. Its versatility extends to advertising research, social media management and site audit functionalities making it an essential tool for marketers seeking to enhance their online presence.

Description :- The intricacies of local search, understanding how it impacts businesses visibility within specific geographic regions. Through SEMrush, hands-on experience in identifying locally relevant keywords, optimizing content, and leveraging the tool's features to enhance local search rankings. The experiment emphasizes the practical application of SEMrush in tailoring SEO strategies for local audiences, ensuring that businesses can effectively connect with and attract nearby customers.

Keyword Research Algorithm :-
- Objective :- Identify and prioritize local keywords that are

Teacher's Signature:_____

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Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	16.7K	1.3K
FR	81%	13.6K	358
CA	3.3%	548	156
US	1%	173	167
Other	14%	2.4K	590

Compare

SERP features

5%
3%
0%

View full report

Organic Traffic 173/month

☑ Organic Traffic ☑ Paid Traffic   ☐ Notes ⌄

177
133
89
44
0

Apr 2022 Jul 2022 Oct 2022 Jan 2023 Apr 2023 Jul 2023 Oct 2023 Jan 2024

Organic Keywords 167

☑ Top 3 ☑ 4-10 ☑ 11-20 ☑ 21-50 ☑ 51-100 ☑ SERP Features

202
152
101
51
0

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SEMRUSH   Features   Pricing   Resources ⌄   Company ⌄   App Center NEW ⌄   Extra tools ⌄   Upgrade   EN ⌄   ⌄

- Projects
- SEO
- Local

TOOLKIT
Listing Management
Map Rank Tracker
Review Management

SEO TOOLS ESSENTIALS
Position Tracking
Site Audit
On Page SEO Checker

- Advertising
- Social Media
- Content Marketing
- Trends

wikipedia.fr   ✕   Root Domain ⌄   Search

Projects > Domain Overview

Domain Overview: wikipedia.fr

⊕ Worldwide US UK DE ⋯   💻 Desktop ⌄   Mar 4, 2024 ⌄   USD

⊞ User manual   ☐ Send feedback
⬇ Export to PDF

Overview   Compare domains   Growth report   Compare by countries

Authority Score	Organic Search Traffic	Paid Search Traffic	Backlinks
32	173 +1% View details	This domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.	15.2K
Semrush Domain Rank 2.0M ↑	Keywords 167 ↓	Go to Position Tracking	Referring Domains 1.4K

Organic Paid

Distribution by Country

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Worldwide	100%	16.7K	1.3K

1M 6M 1Y 2Y All time   ⬆ Export

Organic Traffic 173/month

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relevant to the business or website.
- Generate a list of potential local keywords based on the business's products, services and location.
- Log in to SEMrush using your credentials to access the Keyword Research tool.
- Input the initial local keyword ideas into the SEMrush keyword Research tool as seed keywords.
- Review the search volume data provided by SEMrush to understand the popularity of each local keyword.
- Evaluate the keyword difficulty scores provided by SEMrush to gauge the competitiveness of each local keyword.
- Utilize SEMrush to explore related terms & long-tail keywords associated with the initial seed keywords, identifying potential variations.
- Apply filters within SEMrush to refine the list based on criteria such as search volume, competition & keyword difficulty.
- Use SEMrush to analyze competitor websites and identify local keywords they are targeting successfully.
- Based on the analysis, selecting a set of target local keywords that strike a balance b/w relevance, search volume & competition.
- Group selected keywords into relevant categories or themes to streamline content creation and optimization.
- Export the finalized list of target local keywords from SEMrush for further reference and reporting.
- Document the selected keywords, their search volumes, competition levels and any relevant insights gained from the SEMrush analysis.
- Use the identified local keywords for on-page optimization, content creation and other aspects of the local SEO strategy.

Teacher's Signature:_____

Organic Research

Top Organic Keywords 167

Keyword	Intent	Pos	Volume	CPC (US...	Traffi...
wikipedia fr >>	N T	1	320	0	45.66
wikipedia >>	N	51	2.2M	1.19	25.43
wiki francais >>	N	3	170	0	7.51
wikipedia fran... >>	N	3	720	0	6.93
wikipedia en f... >>	I N	3	390	0	4.04

Organic Position Distribution

Learning Outcomes:-

1. A comprehensive understanding of the significance of local SEO in connecting businesses with their immediate communities.

2. To optimize web content for local search queries, ensuring businesses effectively target local audiences.

3. To improved awareness of how local seo practices directly contribute to higher visibility in local search results.

4. To acquire skills in optimizing Google My Business profiles, a critical aspect of local SEO for businesses.

5. To strategically engage with local communities online, fostering connecting that positively impact local search rankings and customer relationships.

SCREENSHOTS:

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[View full report]

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SEMRUSH   Features   Pricing   Resources ⌄   Company ⌄   App Center [new]   Extra tools ⌄   [Upgrade] EN ⌄ 👤 ⌄

🏠 Projects
🔑 SEO   ›
📍 Local   ⌄

TOOLKIT
Listing Management
Map Rank Tracker [new]
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◎ Advertising   ›
📷 Social Media   ›
✎ Content Marketing ›
📊 .Trends   ›

wikipedia.fr   ✕   Root Domain ⌄   [Search]

Projects › Domain Overview

🖥 User manual   🗩 Send feedback

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🌐 Worldwide 🇺🇸 US 🇬🇧 UK 🇩🇪 DE •••   🖥 Desktop ⌄   Mar 4, 2024 ⌄   USD

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[Organic | Paid]   1M 6M 1Y 2Y All time   ⤴ Export

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Organic Position Distribution

100%

50%

0%

1-3   4-10   11-20   21-50   51-100   SF