

## A CASE STUDY ON SEMRUSH SEO TOOLS



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**TITLE:** - RESEARCH CASE STUDY ON SEMRUSH SEO TOOLS

**SEO TOOLS:** - Domain Overview, Organic Research, Keyword Magic Tool (Keyword Research), Keyword Gap, Backlink Analysis, Backlink Gap, Site Audit

## INTRODUCTION

SEMrush is one of the leading digital marketing and competitive research tools used by businesses to improve their online presence. It provides valuable insights into website performance, competitor strategies, and search engine visibility. With SEMrush, marketers and analysts can track key metrics such as traffic, keyword rankings, and backlinks, allowing them to make data-driven decisions. It is widely used by SEO professionals, digital marketers, and analysts to analyze competitors, discover growth opportunities, and optimize marketing efforts.

The SEMrush SEO toolkit offers a comprehensive set of tools to improve a website's search engine performance. Domain Overview provides a summary of a website's traffic, top keywords, and visibility trends, while Organic Research focuses on keyword positions and traffic sources. The Keyword Magic Tool helps in discovering relevant keywords, and Keyword Gap allows comparison of keyword strategies with competitors. Similarly, Backlink Analysis tracks backlinks and their quality, while Backlink Gap compares backlink profiles across competitors. The Site Audit Tool identifies technical issues like broken links, crawl depth errors, and HTTPS problems that affect SEO performance. Together, these tools help in understanding website health, keyword opportunities, and competitor benchmarks.

Using SEMrush's SEO toolkit enables businesses to develop strong, targeted strategies for organic growth. The platform simplifies research by providing actionable data on keywords, backlinks, and site performance, all in one place. For analysts, it eliminates manual tracking by generating detailed, easy-to-understand reports that support data-driven decision-making. It also helps identify new growth opportunities, monitor competitors' movements, and track progress over time through visual reports and historical data. By leveraging these insights, businesses can refine their marketing strategies, allocate resources effectively, and maintain a competitive edge. Ultimately, SEMrush serves as a powerful tool to drive long-term improvements in search visibility, brand reputation, and overall digital success.

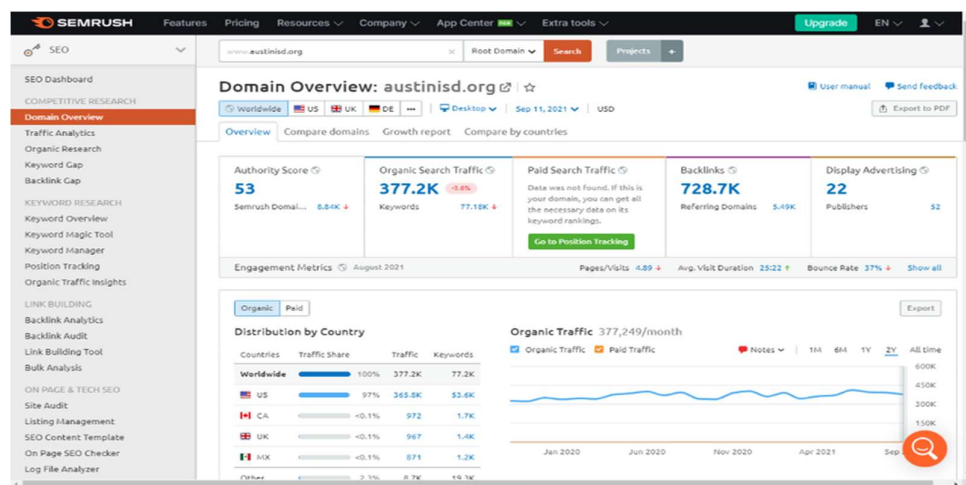


Fig: SEMrush Dashboard

## **DOMAIN OVERVIEW**

### **1. What is Domain Overview & Its Place in SEO**

The domain overview tool is a competitive research tool in SEMrush provides a high-level snapshot of a website's online performance. It shows traffic analytics, keyword rankings, backlink data, and overall visibility of a domain. It falls under the SEO Research and Competitive Analysis part of SEMrush. Domain used is 'amazon.in', 'flipkart.com' for competitive research. This tool is primarily used for:

- **Competitor benchmarking** - analysing other websites' SEO strength.
- **Opportunity discovery** - identifying areas to improve your own SEO strategy.
- **Quick website health checks** before diving into detailed reports like Site Audit or Organic Research.

### **2. Steps to Use Domain Overview**

1. Go to SEMrush Dashboard.
2. In the left sidebar, under SEO > Competitive Research, select Domain Overview.
3. Enter the domain name you want to analyse (e.g., example.com).
4. Select the target location (country or global).
5. Click Search to generate the report.
6. Explore the different sections of the generated report for detailed metrics.

### **3. Filters Provided**

The Domain Overview tool allows filtering to refine your analysis:

- **Country/Region Filter** - Analyse traffic and keywords by specific geography.
- **Device Type** - Desktop vs. Mobile traffic data.
- **Time Range** - Last 1 month, 6 months, 1 year, etc.
- **Domain Type** - Root domain, subdomain, or exact URL.

### **4. Tabs Present & What They Show**

**a. Overview Tab:** This is the main dashboard, showing a quick summary of a domain's performance. Sections inside:

- **Authority Score** - Overall domain strength.
- **Organic Search Traffic** - Monthly organic visitors and keyword count.
- **Paid Search Traffic** - Paid traffic data and keywords targeted through ads.

- Backlinks - Total backlinks and referring domains.
- Traffic Share - Market share compared to competitors.
- Engagement Metrics - Pages per visit, average visit duration, and bounce rate.
- Distribution by Country - Traffic split by geography.
- Organic Traffic Trend Graph - Historical performance of organic and paid traffic.

**b. Compare Domains Tab:** Used for competitor benchmarking. Contents:

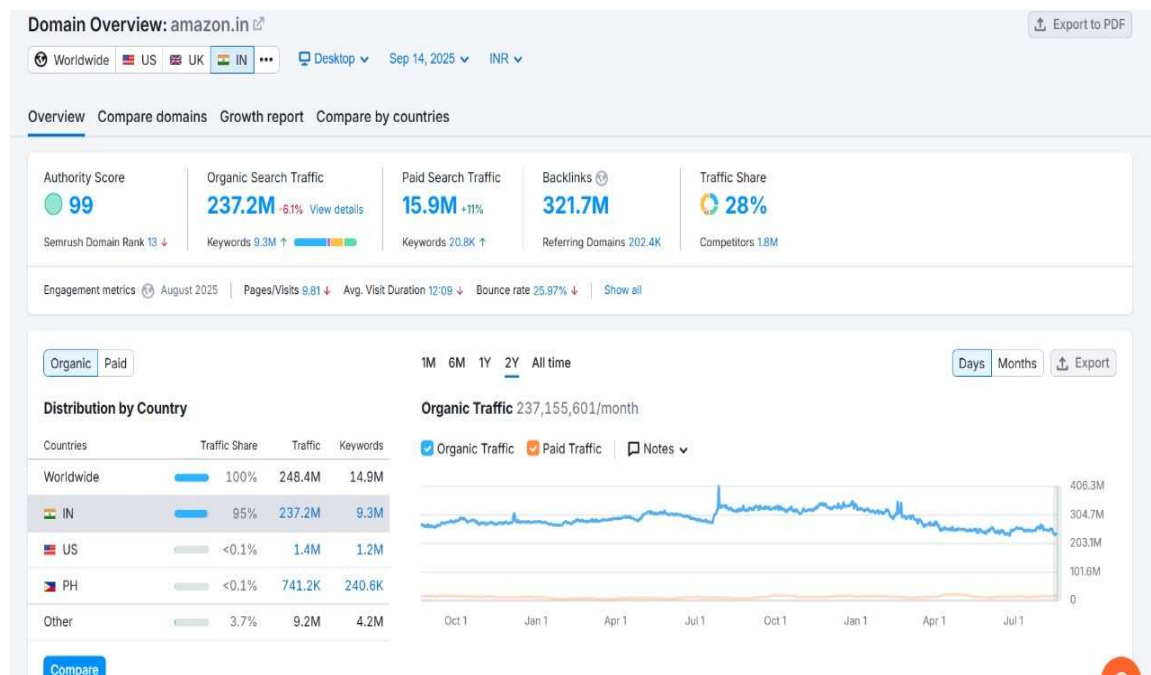
- Compare multiple domains side-by-side.
- Metrics like traffic, backlinks, and keyword rankings.
- Identify performance gaps with competitors.

**c. Growth Report Tab:** Tracks performance changes over time. Contents:

- Growth trends for traffic, backlinks, and keywords.
- Historical data showing increases or declines.
- Helpful for identifying the impact of SEO campaigns.

**d. Compare by Countries Tab:** Focuses on geographic performance comparison. Contents:

- Country-wise traffic, keyword distribution, and rankings.
- Identify strong and weak markets for the domain.



**Fig: Domain Overview**

# **ORGANIC RESEARCH**

## **1. What It Is & Its Role in SEO**

The organic research tool is a competitive research tool in SEMrush is used to analyse a domain's organic search performance, helping you understand which keywords are driving traffic to a website. It falls under the SEO research and competitor analysis category. This tool provides insights into keyword rankings, traffic trends, top-performing pages, and competitor domains, making it vital for strategizing content and improving rankings in organic search. Essentially, it's a way to monitor visibility, growth, and keyword gaps in search engines. Domain used is 'amazon.in', 'flipkart.com' for competitive research.

## **2. Steps to Use the Tool**

1. Go to Organic Research under the SEO toolkit.
2. Enter the domain name you want to analyse.
3. Select location (e.g., India, US, Worldwide).
4. Click Search to generate the report.
5. Use filters to refine the results by keyword intent, ranking position, or traffic source.
6. Navigate through different tabs (Overview, Positions, Competitors, etc.) to dive deeper into specific data.

## **3. Filters Provided**

The Organic Research tool includes a variety of filters to refine keyword and domain data:

- Keyword Position (Top 3, Top 10, etc.)
- Keyword Intent (Informational, Transactional, Navigational, Commercial)
- Search Volume
- CPC (Cost per Click)
- Keyword Difficulty (KD)
- Date range filters for tracking historical trends.

## **4. Tabs and Their Contents**

**a. Overview Tab:** Gives a summary of organic keyword performance for a domain. Sections inside:

- Top Keywords - List of keywords driving the most traffic.
- Traffic Trend Graph - Historical organic traffic data.

- Top Pages - Pages generating the highest traffic.
- Keyword Position Distribution - Keywords ranked in Top 3, Top 10, Top 20, etc.
- Branded vs. Non-Branded Keywords - Traffic split between branded and generic terms.

**b. Positions Tab:** Shows current keyword rankings for a domain. Contents:

- Complete list of keywords with ranking positions.
- Filters like position, volume, intent, CPC, and keyword difficulty.
- Identify which keywords are improving or dropping.

**c. Position Changes Tab:** Tracks how keyword rankings change over time. Contents:

- New Keywords - Keywords a domain just started ranking for.
- Lost Keywords - Rankings the domain no longer holds.
- Improved Keywords - Rankings that moved higher.
- Declined Keywords - Rankings that dropped.

**d. Competitors Tab:** Identifies domains competing for similar keywords.

- List of competitors with traffic share and keyword overlap.
- Competitive strength represented visually.
- Helps to benchmark against competition.

**e. Topics Tab:** Shows clusters of keywords grouped by specific themes or topics.

- Helps identify which topics drive the most organic traffic.
- Supports content planning by revealing related search areas.
- Useful for strategizing topic-focused SEO campaigns.

**f. Pages Tab:** Analyses performance of individual pages.

- Shows traffic and keyword count per page.
- Identify high-performing pages or pages that need optimization.

**g. Subdomains Tab:** Shows subdomain-level performance data.

- Breaks down traffic and keyword data for subdomains.
- Useful for large, multi-section websites.

This tool provides a holistic view of a domain's SEO performance, from keywords and top pages to competitors and content themes. It helps identify growth opportunities, content gaps, and ranking trends. Overall, it's essential for strategic planning and optimizing organic visibility.



**Fig: Organic Research**

## **KEYWORD MAGIC TOOL**

### **1. What It Is & Its Role in SEO**

The keyword magic tool is a keyword research tool in SEMrush used for SEO. It helps identify high-potential keywords, analyse search volume, difficulty, and intent, and discover content opportunities. It is located under the SEO toolkit, specifically in the keyword research section. 'Cars' is the seed keyword.

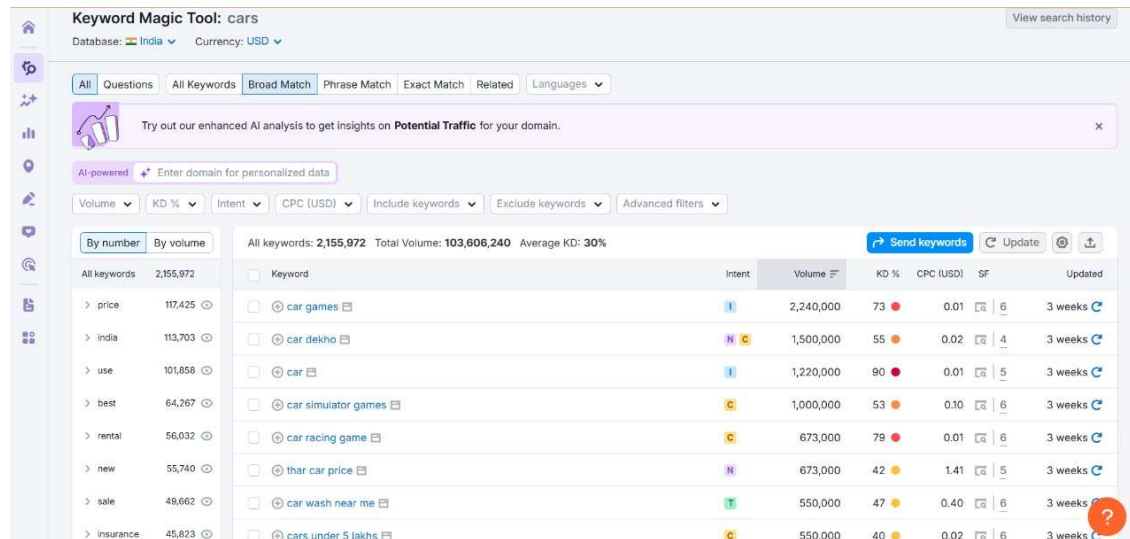
### **2. Steps to use the tool**

1. Enter a seed keyword relevant to your niche.
2. Choose the target country/language for search data.
3. The tool generates a comprehensive list of related keywords grouped by topics.
4. Review metrics like search volume, keyword difficulty, CPC, competition, and trends.
5. Select and export the keywords that fit your SEO strategy.

### **3. Filters it provides**

- **Match type:** Broad, Phrase, Exact, Related
- **Volume:** Filter by search volume range

- **Keyword difficulty (KD):** Filter by competition level
- **Competition/CPC:** Useful for paid campaigns
- **SERP features:** Filter by featured snippets, site links, etc.
- **Intent:** Informational, Commercial, Transactional, Navigational
- **Include/Exclude keywords:** Refine keyword list by specific terms



**Fig: Keyword Magic Tool**

## **KEYWORD GAP**

### **1. What It Is & Its Role in SEO**

The keyword gap tool helps you compare your domain's keywords with competitor's keywords to identify missing opportunities, overlaps, and untapped keywords. It is part of the SEO toolkit under keyword research/competitive analysis and is mainly used for competitive keyword analysis. Domain used is 'amazon.in', 'flipkart.com' for competitive research.

### **2. Steps to use the tool**

1. Enter your domain and up to 4 competitor domains.
2. Choose the target country/language.
3. The tool generates a comparison of shared and unique keywords across the domains.
4. Analyse keywords you rank for, competitors rank for, and gaps where you can improve.
5. Export the data to prioritize SEO or content strategy.



### 3. Filters it provides:

- **Keyword type:** Common, missing, unique, or all
- **Positions:** Filter by top-ranking positions
- **Volume:** Search volume range filter
- **Keyword difficulty (KD):** Filter by competition level
- **Intent:** Informational, Commercial, Transactional, Navigational
- **Include/Exclude keywords:** Refine the list by specific terms
- **SERP features:** Filter by featured snippets, sitelinks, etc.

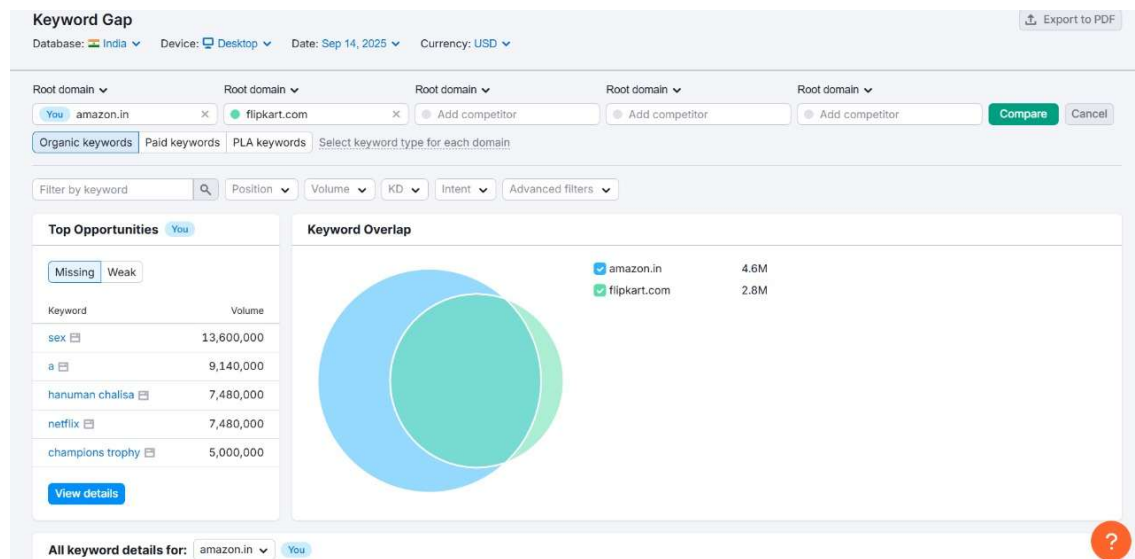


Fig: Keyword Gap

## BACKLINK ANALYTICS

### 1. What It Is & Its Role in SEO

The backlink analytics tool allows you to analyse the backlink profile of any domain, including your own or competitors'. It provides insights into link quantity, quality, referring domains, and anchor texts. It is part of the SEO toolkit under the backlink analysis section and is mainly used for off-page SEO and link-building strategy. Domain used is 'amazon.in', 'flipkart.com' for competitive research.

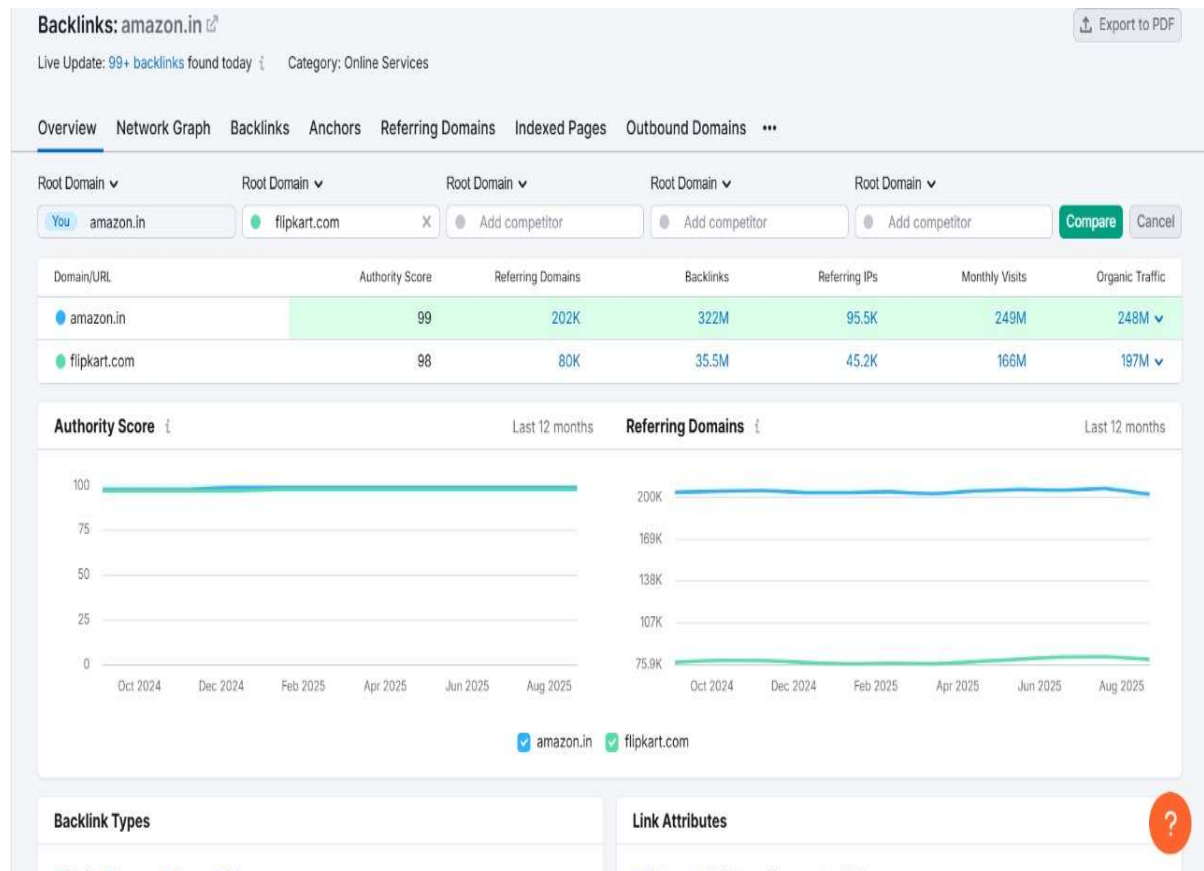
### 2. Steps to use the tool:

1. Enter a domain or URL you want to analyse.

2. Choose the target country if relevant.
3. The tool shows total backlinks, referring domains, link types, and authority scores.
4. Explore anchor texts, new/lost backlinks, and top linking domains.
5. Use the data to assess link quality, identify opportunities, and plan link-building strategies.

### 3. Filters it provides:

- **Backlink type:** Text, image, form, frame, or nofollow/dofollow
- **Authority score:** Filter by domain quality
- **New/Lost links:** Track recent changes in backlinks
- **Referring domains:** Filter by number or type of domains
- **Anchor text:** Analyze or filter links by specific anchor texts
- **Platform:** Filter links from blogs, news sites, forums, etc.
- **Follow/No Follow:** Filter based on link attribute



**Fig: Backlink Analytics**

# BACKLINK GAP

## 1. What It Is & Its Role in SEO

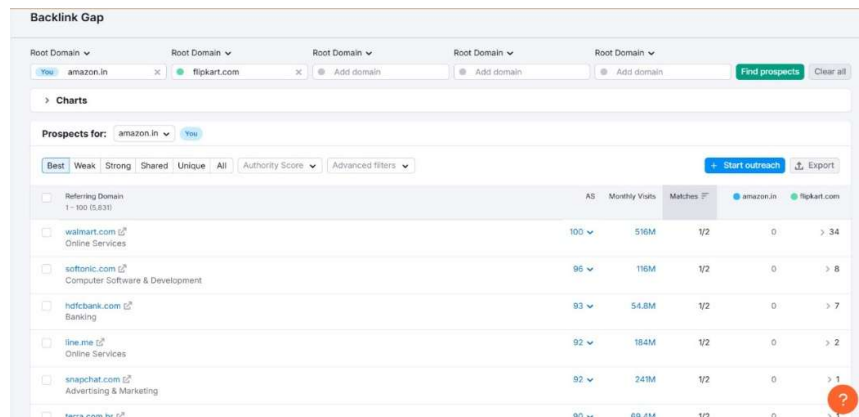
The backlink gap tool allows you to compare your backlink profile with competitors' profiles to identify missing link opportunities and competitive advantages. It is part of the SEO toolkit under backlink analysis/competitive research and is mainly used for off-page SEO and link-building strategy. Domain used is 'amazon.in', 'flipkart.com' for competitive research.

## 2. Steps to use the tool:

1. Enter your domain and up to 4 competitor domains.
2. Choose the target country if relevant.
3. The tool generates a comparison of backlinks, highlighting links that competitors have but you don't.
4. Analyse referring domains, link types, and authority scores for each domain.
5. Use this insight to target high-quality link-building opportunities and strengthen your backlink profile.

## 3. Filters it provides:

- **Link type:** Text, image, form, frame, or follow/nofollow
- **Referring domains:** Filter by number or type of domains
- **Authority score:** Focus on high-quality links
- **New/Lost links:** Track recent backlink changes
- **Anchor text:** Filter by specific anchors used
- **Include/Exclude domains or URLs:** Refine comparisons to specific competitors or link sources



The screenshot shows the 'Backlink Gap' tool interface. At the top, there are input fields for 'Root Domain' with 'amazon.in' and 'flipkart.com' entered. Below this is a 'Charts' section. The main part of the interface is a table titled 'Prospects for: amazon.in'. The table has columns for 'Referring Domain', 'AS', 'Monthly Visits', 'Matches', and 'Matches for amazon.in' and 'flipkart.com'. The table lists several domains with their respective metrics.

Referring Domain	AS	Monthly Visits	Matches	Matches for amazon.in	Matches for flipkart.com
walmart.com Online Services	100	516M	1/2	0	> 34
softonic.com Computer Software & Development	95	116M	1/2	0	> 8
hdfcbank.com Banking	93	54.8M	1/2	0	> 7
line.me Online Services	92	184M	1/2	0	> 2
snapchat.com Advertising & Marketing	92	241M	1/2	0	> 1
terra.com.br	90	69.4M	1/2	0	> 1

Fig: Backlink Gap

# **SITE AUDIT**

## **1. What It Is & Its Role in SEO**

The site audit tool analyses a website's technical SEO health and identifies issues affecting crawlability, performance, and user experience. It is part of the SEO toolkit under site audit and is mainly used for on-page and technical SEO optimization. Domain used is 'amazon.in'.

## **2. Steps to use the tool**

1. Enter your website URL and set the crawl scope (entire site or specific sections).
2. Configure crawl settings, such as the user agent, crawl depth, and pages to include/exclude.
3. Start the site audit, and SEMrush scans your website to detect issues.
4. Review the audit report, focusing on errors, warnings, and notices.
5. Use the insights to fix issues and improve site health, crawlability, and SEO performance.

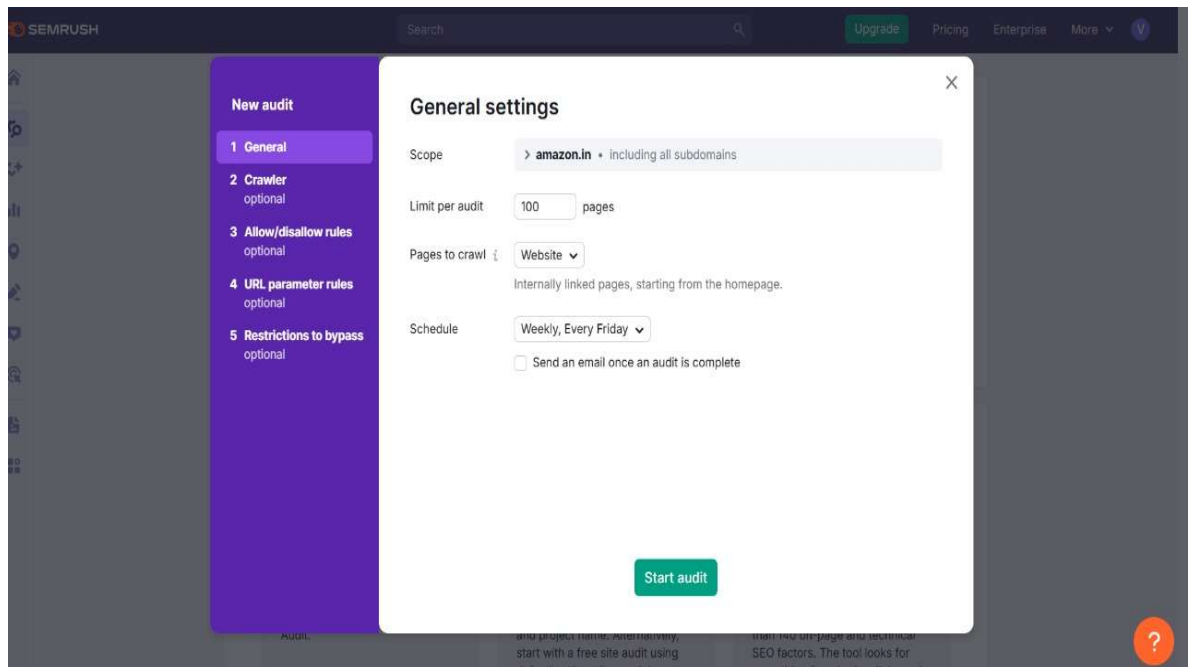
## **3. Filters it provides**

- **Issue type:** Errors, Warnings, Notices
- **Crawl depth:** Focus on specific levels of pages
- **Page type:** Indexable, non-indexable, blocked pages
- **Source type:** Internal, external, or redirected links
- **Include/Exclude URLs:** Narrow down to specific sections or pages
- **HTTPS/HTTP or Canonical filters:** Check protocol or canonicalization issues

## **4. Tabs present and what each tab shows**

- **Overview:** Summarizes site health score, total issues, and overall crawl performance.
- **Issues:** Lists detected errors, warnings, and notices, explaining each issue and its impact.
- **Crawlability:** Shows pages that are blocked, non-indexable, or have redirect issues, helping identify indexing problems.
- **Internal Linking:** Displays broken links, orphan pages, and internal link distribution, aiding link structure optimization.
- **Site Performance:** Highlights page speed, Core Web Vitals, and performance issues affecting UX and rankings.

- **HTTPS & Security:** Checks SSL certificate, mixed content, and security issues to ensure a safe site.
- **Reports & Logs:** Provides exportable audit reports and historical crawl data for tracking improvements over time.



**Fig: Site Audit Settings**

Home > SEO > Site Audit Send feedback

### Site Audit

Search: Project name or domain + Create project

Project	Last Update	Pages Crawled	Site Health	Errors	Warnings	Crawlability	HTTPS	Int. SEO	Site Performance	Internal Linking	Markups
amazon.in amazon.in	13m ago	100/100	62% 0%	240 0	131 0	89% 0%	97% 0%	Not implemented	100% 0%	88% 0%	Not implemented

Page: 1 of 1 10

**Fig: Site Audit**

## **LEARNINGS**

- Gained an understanding of SEO fundamentals including keywords, backlinks, traffic analysis and on-page/off-page optimization.
- Explored SEMrush SEO toolkit comprehensively and practiced using multiple tools to analyse domains, competitors and content opportunities.
- Learned to identify high-potential keywords for better organic visibility.
- Understood the importance of backlink quality and link-building strategies to improve domain authority.
- Learned to conduct technical site audits to detect and fix SEO issues affecting crawlability, performance and user experience.
- Developed the ability to compare domains and competitors, uncover keyword + backlink gaps and plan data-driven SEO strategies.
- Enhanced skills in strategic SEO analysis to drive website growth and search engine performance.

## **LINKS & REFERENCES**

- **Course Link:** <https://www.semrush.com/academy/courses/seo-essentials-with-semrush/>
- Additional topics are learned from YouTube tutorials + AI tools like ChatGPT + Browser/Search Engine.