

Scaling **ranking data** analysis:

organizing, visualizing, and having some fun with SEMrush data

What are we going to do today?

1. Get some SEMrush ranking data
2. Segment keywords using Jupyter Notebook
3. Load the data into Power Bi
4. Visualize data

Why?

- 1st-party data > 3rd-party data > no data
- insights > data
- efficiency > work time
- fun > mundane parts of analysis

Step 1: Get SEMrush data

Dashboard

semrush.com/dashboard/

Apps Bookmarks Project Management Data Structures Publishing Research App gremlins.js Security Get The MREID Maru's MV Bits | RP... RPGMakerWeb MV... Other bookmark

SEMrush Features Pricing Resources Company Marketplace

SEO Toolkit

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool **NEW**

Keyword Manager **NEW**

Keyword Difficulty

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Bulk Analysis

RANK TRACKING

Position Tracking

Sensor

Ranks

ON PAGE & TECH SEO

Site Audit

SEO Content Template

All Reports Search Projects +

Dashboard

Check out SEO Dashboard Suggest widget

Track your SEO metrics using the new Dashboard!

Finding your SEO data is simpler than ever! SEO Dashboard shows key metrics on your project.

Alexis Hotel Go to SEO Dashboard

Domain Analytics

Add domain ... Month Year

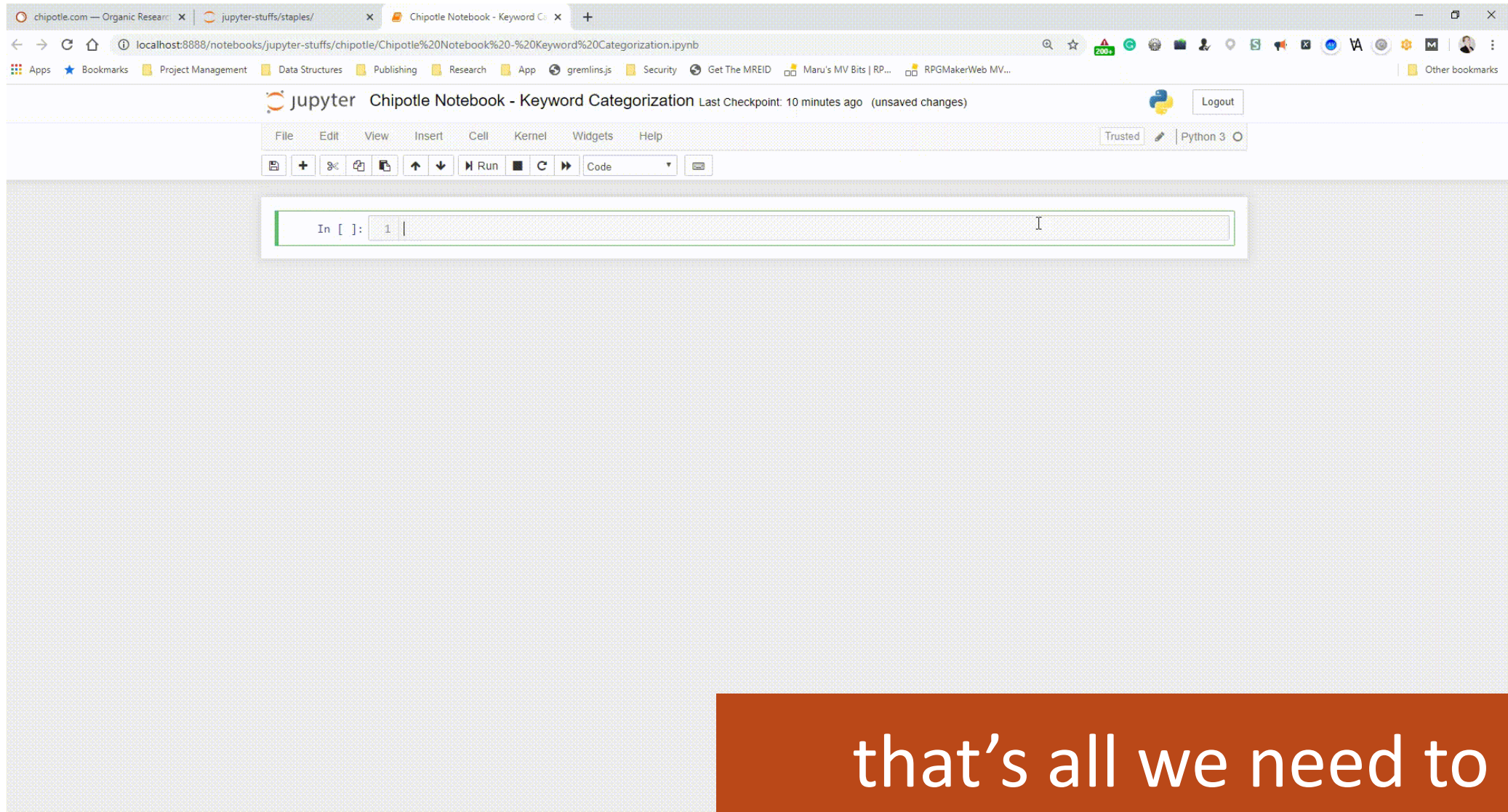
Domain	Organic Keywords	Organic Traffic	Ads Keywords	Ads Traffic	Display Ads
hilinecoffee.com	6.9k -0.45%	17.7k +6.12%	22 -15.38%	1.1k -29.73%	58
universalwindowspittsburgh.com	1 0%	0 0%	0 0%	0 0%	n/a
sellwhatmatters.com	0 0%	0 0%	0 0%	0 0%	n/a
protectingretirement.com	0 0%	0 0%	0 0%	0 0%	n/a
legallandgeneral.com	11.3k +0.39%	14.2k -0.10%			
nationwidefinancial.com	8.3k -0.10%	21.9k +10.95%			
prudential.com	101.3k -0.07%	585.8k +0.05%			

y'all know how to do this,
let's use chipotle!

Step 2: Open Jupyter Notebook (can also use Google colabs here)

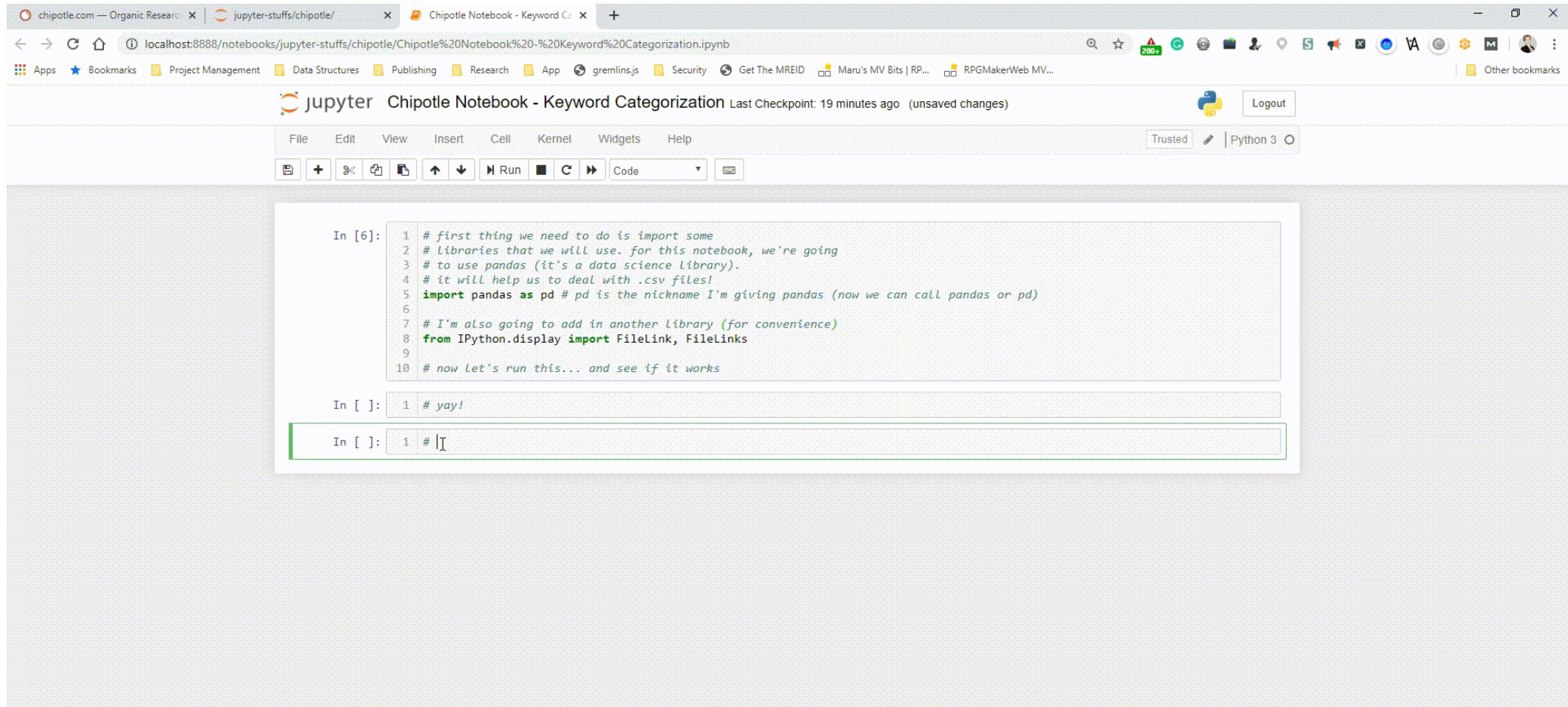


Step 3: Import pandas



that's all we need to start

Step 4: pandas.read_csv(data)



The screenshot shows a Jupyter Notebook titled "Chipotle Notebook - Keyword Categorization" running on a local host. The notebook contains three code cells. The first cell, labeled "In [6]:", imports the pandas library as 'pd' and adds FileLink and FileLinks from IPython.display. The second cell, labeled "In []:", contains the comment "# yay!". The third cell, labeled "In []:", contains the comment "# |I".

```
In [6]: 1 # first thing we need to do is import some
        2 # libraries that we will use. for this notebook, we're going
        3 # to use pandas (it's a data science library).
        4 # it will help us to deal with .csv files!
        5 import pandas as pd # pd is the nickname I'm giving pandas (now we can call pandas or pd)
        6
        7 # I'm also going to add in another library (for convenience)
        8 from IPython.display import FileLink, FileLinks
        9
        10 # now let's run this... and see if it works

In [ ]: 1 # yay!

In [ ]: 1 # |I
```

everything is easiest if it's in the same folder (buuuuuuuut who doesn't love living outside the box, on the edge)

Step 5: Setting up f(x) to segment brand vs. non-

it's all a big
if-else
statement

(since python doesn't have switch
statements)

Chipotle Notebook - Keyword Categorization Last Checkpoint: 24 minutes ago (autosaved)

	Keyword	Position	Previous position	Search Volume	Keyword Difficulty	CPC	URL	Traffic	Rank (%)	Rank Cost	Competition	of Results
0	chipotle	1	1	3350000	84.01	2.26	https://www.chipotle.com/	2680000	50.07	6056800.0	0.07	54700000 [100.82
1	chipotle near me	1	1	673000	82.81	2.18	https://www.chipotle.com/	538400	10.06	1173712.0	0.03	52200000
2	chipotle menu	1	1	368000	76.05	0.90	https://www.chipotle.com/	294400	5.50	264960.0	0.05	56200000
3	chipotle delivery	1	1	135000	83.28	4.16	https://www.chipotle.com/freedeliverysundays	108000	2.01	449280.0	0.44	32200000
4	chipotle hours	1	1	110000	81.57	2.37	https://www.chipotle.com/	88000	1.64	208560.0	0.00	52500000

```
In [ ]: 1 # yay! now we have data
```

```
In [ ]: 1
```


What sorts → SERP intents (proxy)

buy

shopping ads

adwords
(top & bottom)

go

local pack

learn

featured
snippets

people also ask

knowledge panel

FAQ

get a job

job search

navigational

site links

top stories

twitter

reviews

video

featured video

other

flights

image pack

AMP

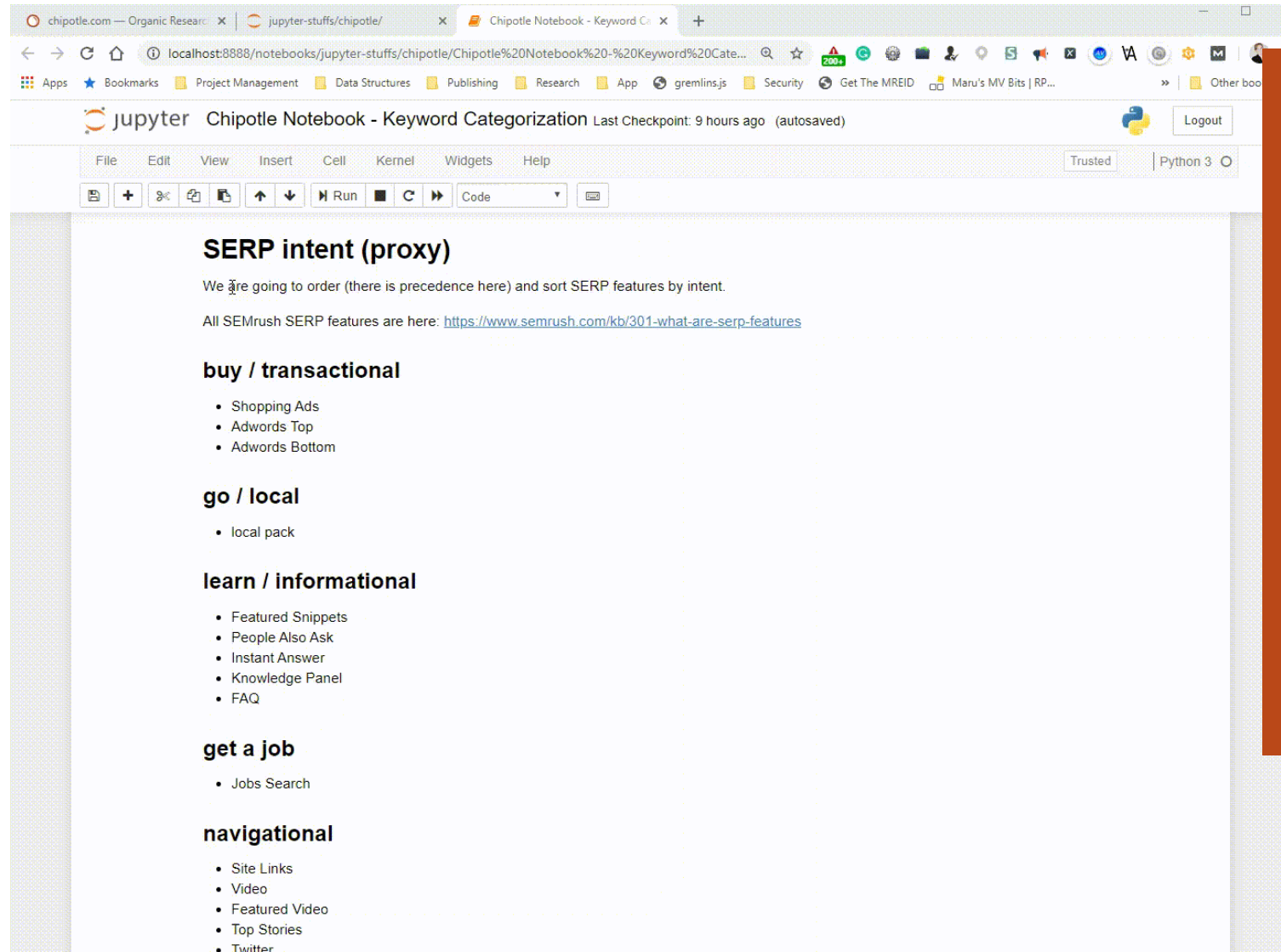
video carousel

featured image

hotels pack

this can be organized
however you want

Step 6: Setting up a f(x) to segment SERP intent



The screenshot shows a Jupyter Notebook interface with the title 'Chipotle Notebook - Keyword Categorization'. The notebook content is as follows:

SERP intent (proxy)

We are going to order (there is precedence here) and sort SERP features by intent.

All SEMrush SERP features are here: <https://www.semrush.com/kb/301-what-are-serp-features>

buy / transactional

- Shopping Ads
- Adwords Top
- Adwords Bottom

go / local

- local pack

learn / informational

- Featured Snippets
- People Also Ask
- Instant Answer
- Knowledge Panel
- FAQ

get a job

- Jobs Search

navigational

- Site Links
- Video
- Featured Video
- Top Stories
- Twitter

we're
going to
take what
we used
for brand
and modify

... more $f(x)$ creation ...

What sorts → digging into informational



What sorts → products

bowl

burrito

taco

quesadilla

salad

What sorts → meats

sofritas

chicken

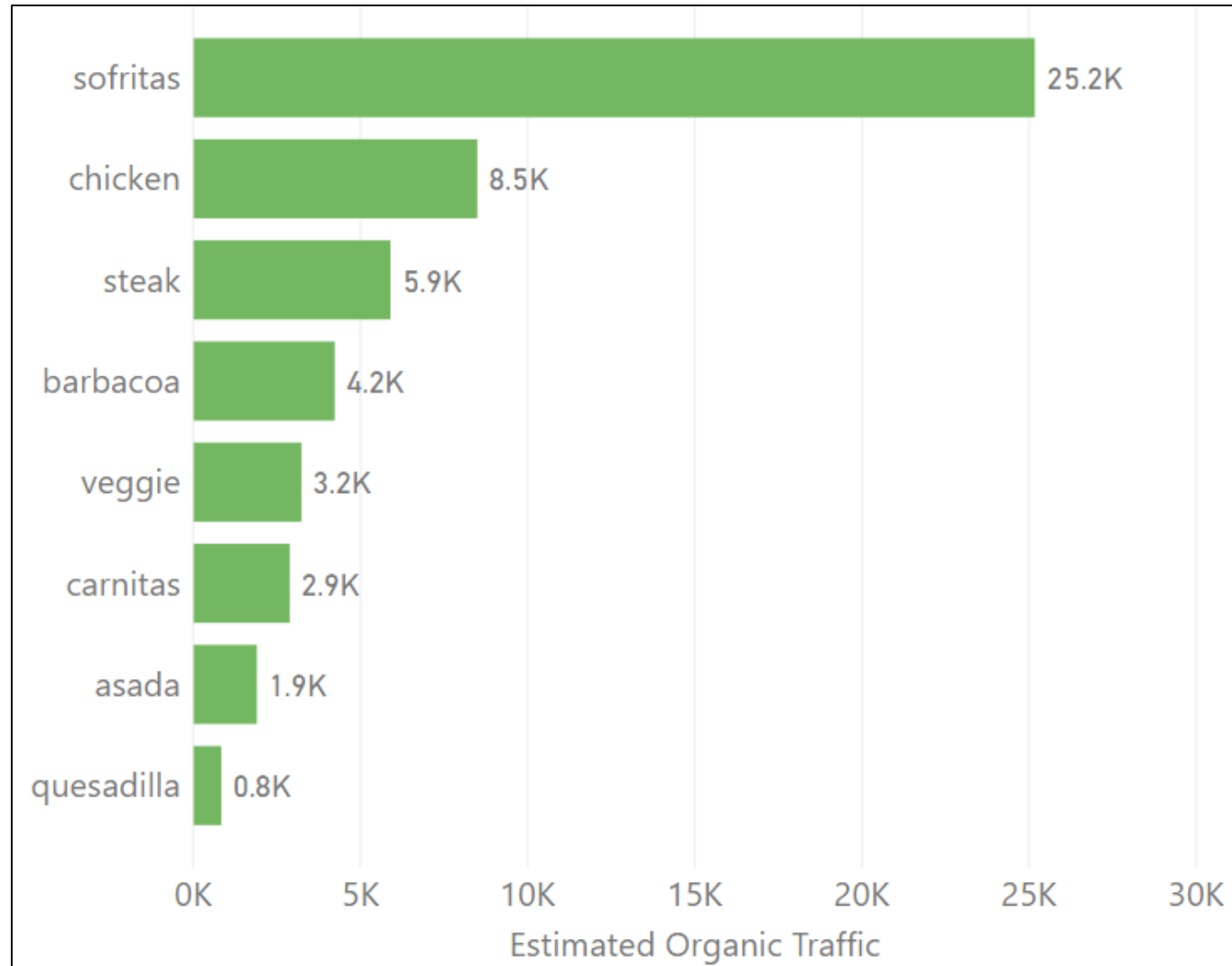
steak

carnitas

barbacoa

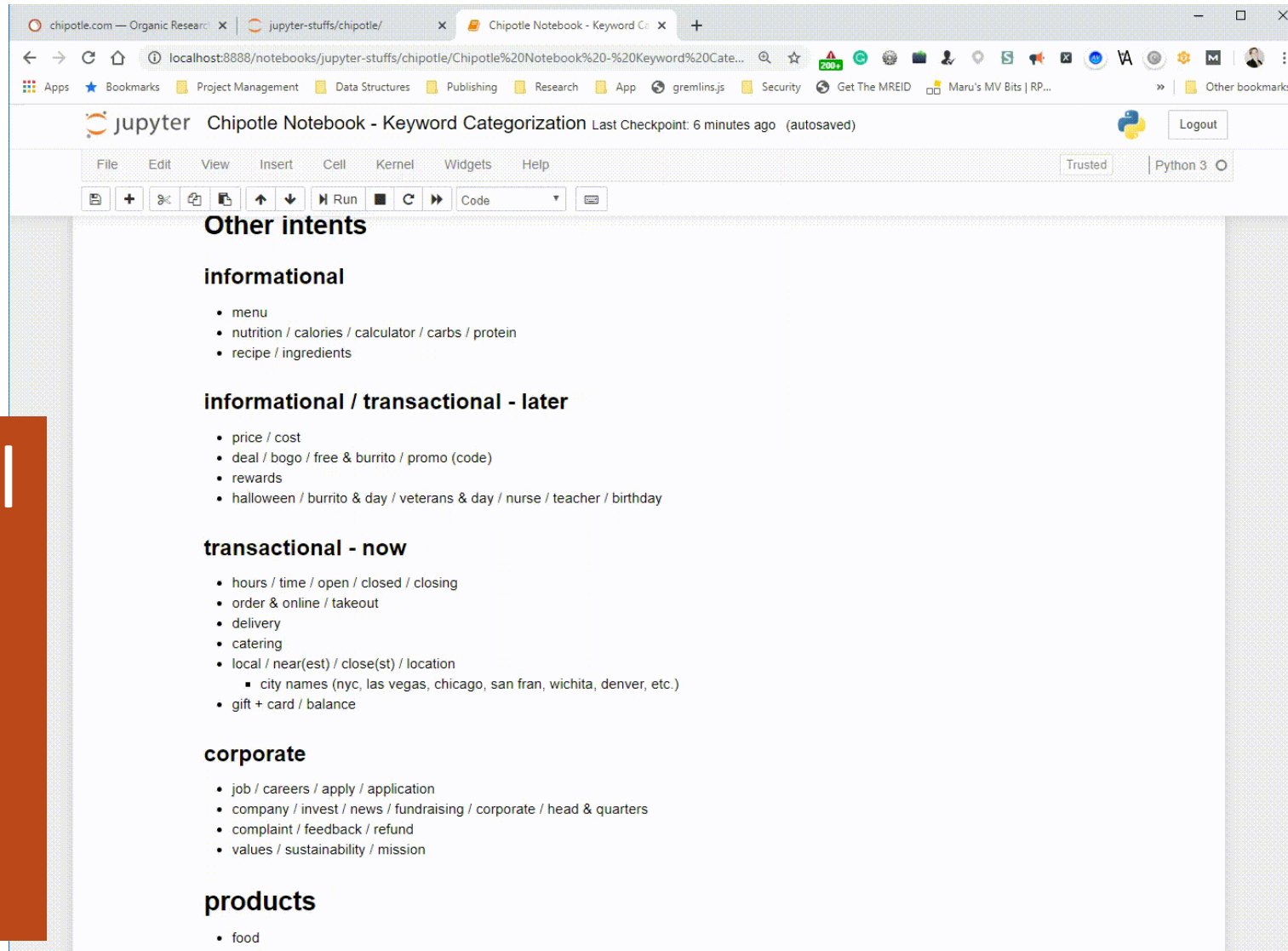
veggie

It looks like it's sofritas...



Step 7: dataframe.to_csv(categorized-data)

export, will
go to the
folder
notebook
is in



Step 8: Review data in Excel (then make logic adjustments)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1		Keyword	Position	Previous	Search Vo	Keyword I	CPC	URL	Traffic	Traffic (%)	Traffic Co	Competi	Number o	Trends	Timestamp	SERP Feat	Brand	SERP Inter	Intents	Products	Meats	Features							
2	0	chipotle	1	1	3350000	84.01	2.26	https://w	2680000	50.07	6056800	0.07	54700000	[100,82,10	1.58E+09	Knowledge	brand	go	other	chip	n/a	n/a							
3	1	chipotle n	1	1	673000	82.81	2.18	https://w	538400	10.06	1173712	0.03	52200000	[55,45,45,	1.58E+09	Local pack	brand	go	local	chip	n/a	n/a							
4	2	chipotle n	1	1	368000	76.05	0.9	https://w	294400	5.5	264960	0.05	56200000	[100,82,82	1.58E+09	Local pack	brand	buy	menu	chip	n/a	n/a							
5	3	chipotle d	1	1	135000	83.28	4.16	https://w	108000	2.01	449280	0.44	32200000	[67,67,82,	1.58E+09	Reviews, 'brand	buy	deliver(y)	chip	n/a	n/a								
6	4	chipotle h	1	1	110000	81.57	2.37	https://w	88000	1.64	208560	0	52500000	[100,81,10	1.58E+09	Local pack	brand	go	hours	chip	n/a	n/a							
7	5	chipotle o	1	1	110000	83.12	3.9	https://w	88000	1.64	343200	0.24	99	[81,67,67,	1.58E+09	Image pac	brand	buy	online orc	chip	n/a	n/a							
8	6	chipotle n	1	1	90500	68.62	2.22	https://w	72400	1.35	160728	0.02	0	[55,45,45,	1.58E+09	Knowledge	brand	learn	nutrition	chip	n/a	n/a							
9	7	chipotle c	1	1	49500	71.61	2.29	https://ca	39600	0.73	90684	0.2	14400000	[67,67,82,	1.58E+09	Image pac	brand	buy	cater(ing)	chip	n/a	n/a							
10	8	chipotle n	1	1	33100	88.14	1.44	https://w	26480	0.49	38131	0.06	24400000	[82,82,67,	1.58E+09	Knowledge	brand	go	other	chip	n/a	n/a							
11	9	chipotle c	1	1	33100	81.1	0.98	https://w	26480	0.49	25950	0.04	0	[82,67,55,	1.58E+09	Knowledge	brand	buy	nutrition	chip	n/a	n/a							
12	10	mexican	4	4	368000	73.71	1.26	https://w	25760	0.48	32457	0	1.44E+09	[67,55,67,	1.58E+09	Local pack non-branc	go	other	n/a	n/a	n/a								
13	11	chipotle ri	1	1	27100	77.52	1.82	https://w	21680	0.4	39457	0.15	3930000	[25,16,16,	1.58E+09	Reviews, 'brand	learn	reward	chip	n/a	n/a								
14	12	chipotle k	1	1	27100	66.63	1.46	https://lo	21680	0.4	31652	0.03	50100000	[100,100,8	1.58E+09	Local pack	brand	go	local	chip	n/a	n/a							
15	13	sofritas ch	1	1	22200	80.16	2.17	https://w	17760	0.33	38539	0.05	278000	[55,45,45,	1.58E+09	Image pac	brand	learn	other	chip	sofritas	n/a							
16	14	chipotle c	1	1	18100	78.83	0.8	https://jo	14480	0.27	11584	0.13	84	[82,67,67,	1.58E+09	Image pac	brand	learn	job-relate	chip	n/a	n/a							
17	15	chipotle n	1	1	18100	88.16	0	https://ne	14480	0.27	0	0.01	873000	[0,0,0,0,0,	1.58E+09	Tweet	brand	learn	special de	burrito	n/a	n/a							
18	16	chipotle fi	1	1	18100	84.68	2.26	https://w	14480	0.27	32724	0.31	23000000	[16,7,67,1	1.58E+09	Image pac	brand	learn	deliver(y)	chip	n/a	n/a							
19	17	nearest ch	1	1	18100	82.08	2.67	https://w	14480	0.27	38661	0.02	38600000	[82,82,82,	1.58E+09	Local pack	brand	buy	local	chip	n/a	n/a							
20	18	chipotle n	1	1	14800	69.2	1.27	https://w	11840	0.22	15036	0.02	525000	[82,55,55,	1.58E+09	Image pac	brand	learn	nutrition	chip	n/a	n/a							
21	19	chipotle h	1	1	14800	76.13	0	https://ir.	11840	0.22	0	0.31	2160000	[100,2,0,0,	1.58E+09	Image pac	brand	learn	special de	chip	n/a	n/a							
22	20	chipotle o	1	1	14800	83.63	3.32	https://w	11840	0.22	39308	0.33	99	[100,82,82	1.58E+09	Local pack	brand	buy	other	chip	n/a	n/a							
23	21	chipotle b	1	1	14800	69.74	2.44	https://ch	11840	0.22	28889	0.08	39300000	[20,20,20,	1.58E+09	Site links, brand	learn	other	bowl	n/a	n/a								
24	22	chipotle g	1	1	12100	63.88	2.26	https://w	9680	0.18	21876	0.02	884000	[45,45,100	1.58E+09	Reviews, l	brand	learn	giftcard b	chip	n/a	n/a							
25	23	chipotle b	1	1	12100	81.66	3.18	https://w	9680	0.18	30782	0.03	26400000	[67,45,45,	1.58E+09	Site links, brand	learn	other	burrito	n/a	n/a								
26	24	mexican g	1	1	12100	65.17	2.92	https://w	9680	0.18	28265	0.05	2.56E+08	[67,67,67,	1.58E+09	Local pack non-branc	go	other	n/a	n/a	n/a								
27	25	chipotle jk	1	1	9900	81.05	0.43	https://w	7920	0.14	3405	0.13	80	[67,55,55,	1.58E+09	Image pac	brand	learn	job-relate	chip	n/a	n/a							
28	26	chipotle g	1	1	9900	78.51	0.57	https://w	7920	0.14	4514	0.97	3860000	[20,30,100	1.58E+09	Reviews, 'brand	buy	giftcard(s)	chip	n/a	n/a								
29	27	chipotle a	1	1	8100	77.69	0.35	https://jo	6480	0.12	2268	0.32	14500000	[55,55,45,	1.58E+09	Image pac	brand	learn	job-relate	chip	n/a	n/a							
30	28	chipotle fi	1	1	8100	54.71	10.86	https://co	6480	0.12	70372	0.12	471000	[100,67,36	1.58E+09	Site links, brand	learn	corporate	chip	n/a	n/a								
31	29	chipotle n	1	1	8100	70.76	4.55	https://ne	6480	0.12	29484	0.01	37200000	[2,100,2,2	1.58E+09	Top storie	brand	learn	corporate	chip	n/a	n/a							
32	30	chipotle k	1	1	8100	69	2.53	https://w	6480	0.12	16394	0	50900000	[30,24,20,	1.58E+09	Image pac	brand	learn	other	chip	n/a	n/a							
33	31	chipotle ri	1	1	8100	87.42	1.27	https://w	6480	0.12	8229	0.05	48200000	[100,100,8	1.58E+09	Knowledge	brand	go	other	chip	n/a	n/a							
34	32	what is ch	1	1	8100	83.3	1.67	https://w	6480	0.12	10821	0.01	44000000	[100,82,67	1.58E+09	Instant an	brand	learn	other	chip	n/a	n/a							
35	33	chipotle c	1	1	8100	74.69	0.84	https://w	6480	0.12	5443	0.03	2640000	[67,55,44,	1.58E+09	Image pac	brand	learn	other	chip	n/a	n/a							
36	34	chipotle c	1	1	6600	76.09	2.51	https://w	5280	0.09	13252	0	45	[44,44,55,	1.58E+09	Site links, brand	learn	other	chip	n/a	n/a								

clean the data,
modify logic
(e.g., [chip])

Step 9: Load data in Power Bi (or other BI visualization software)

The screenshot shows the Microsoft Power BI Desktop application. The top ribbon includes tabs for File, Home, View, Modeling, and Help. The 'Home' tab is active, showing options like Paste, Copy, Format Painter, Get Data, Recent Sources, Enter Data, Edit Queries, Refresh, New Page, New Visual, Ask a Question, Buttons, Text box, Image, Shapes, From Marketplace, From File, Switch Theme, Manage Relationships, New Measure, New Column, New Quick Measure, and Publish. The left sidebar shows a list of recent data sources: 'upmc data.pbix', 'VM dataset - Playground.p...', 'SEO Initiatives by Industry...', and 'Staples.pbix'. A large yellow overlay titled 'Power BI Desktop' is centered on the screen, featuring a 'Get data' button, a list of recent sources, and a 'What's New' section with links to forums, blog, and tutorials. The right sidebar shows the 'Filters' pane with 'Filters on this page' and the 'Visualizations' pane with various chart types like Bar, Line, Pie, and Map. The 'Fields' pane is also visible on the far right.

[Get data]
> load .csv
data

Example 1: What are the top subdomains?

semrush-playground - Power BI Desktop

File Home View Modeling Help

Paste Cut Copy Format Painter Clipboard

Get Data Recent Sources Enter Data Edit Queries Refresh External data

New Page New Visual Ask A Question Buttons Insert

Text box Image Shapes

From Marketplace From File Switch Theme Custom visuals Themes Relationships

Manage Relationships

New Measure New Column New Quick Measure Calculations

Share Publish

Brand	Subdomain	Traffic
brand	www.chipotle.com	4491120
brand	locations.chipotle.com	528543
brand	newsroom.chipotle.com	73130
non-brand	www.chipotle.com	53419
brand	catering.chipotle.com	51630
brand	jobs.chipotle.com	46186
brand	ir.chipotle.com	38275
brand	chipotle.com	19632
non-brand	locations.chipotle.com	17839
brand	community.chipotle.com	7936
brand	careers-blog.chipotle.com	6249
brand	store.chipotle.com	5249
brand	order.chipotle.com	4595
non-brand	newsroom.chipotle.com	2545
brand	marketing.chipotle.com	1770
non-brand	jobs.chipotle.com	1087
non-brand	ir.chipotle.com	922
non-brand	chipotle.com	885
non-brand	catering.chipotle.com	241
brand	jobs-es.chipotle.com	169
non-brand	jobs-es.chipotle.com	168
brand	b2b.chipotle.com	57
brand	cado-crusher.chipotle.com	40
non-brand	order.chipotle.com	29
non-brand	community.chipotle.com	25
non-brand	store.chipotle.com	21
non-brand	www.store.chipotle.com	15
non-brand	cado-crusher.chipotle.com	14
Total		5351827

Brand

☐ brand

☐ non-brand

Filters

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Visualizations

Visuals

Add data fields here

Drillthrough

Cross-report

Off

Keep all filters

On

Add drillthrough fields here

Fields

Search

chipotle-semrush-c...

☐ Brand

☐ Column1

☐ Competition

☐ CPC

☐ Features

☐ Intents

☐ Keyword

☐ Keyword Diffi...

☐ Meats

☐ Number of Re...

☐ Position

☐ Previous posit...

☐ Products

☐ Search Volume

☐ SERP Features...

☐ SERP Intent

☐ Subdomain

☐ Timestamp

☐ Traffic

☐ Traffic (%)

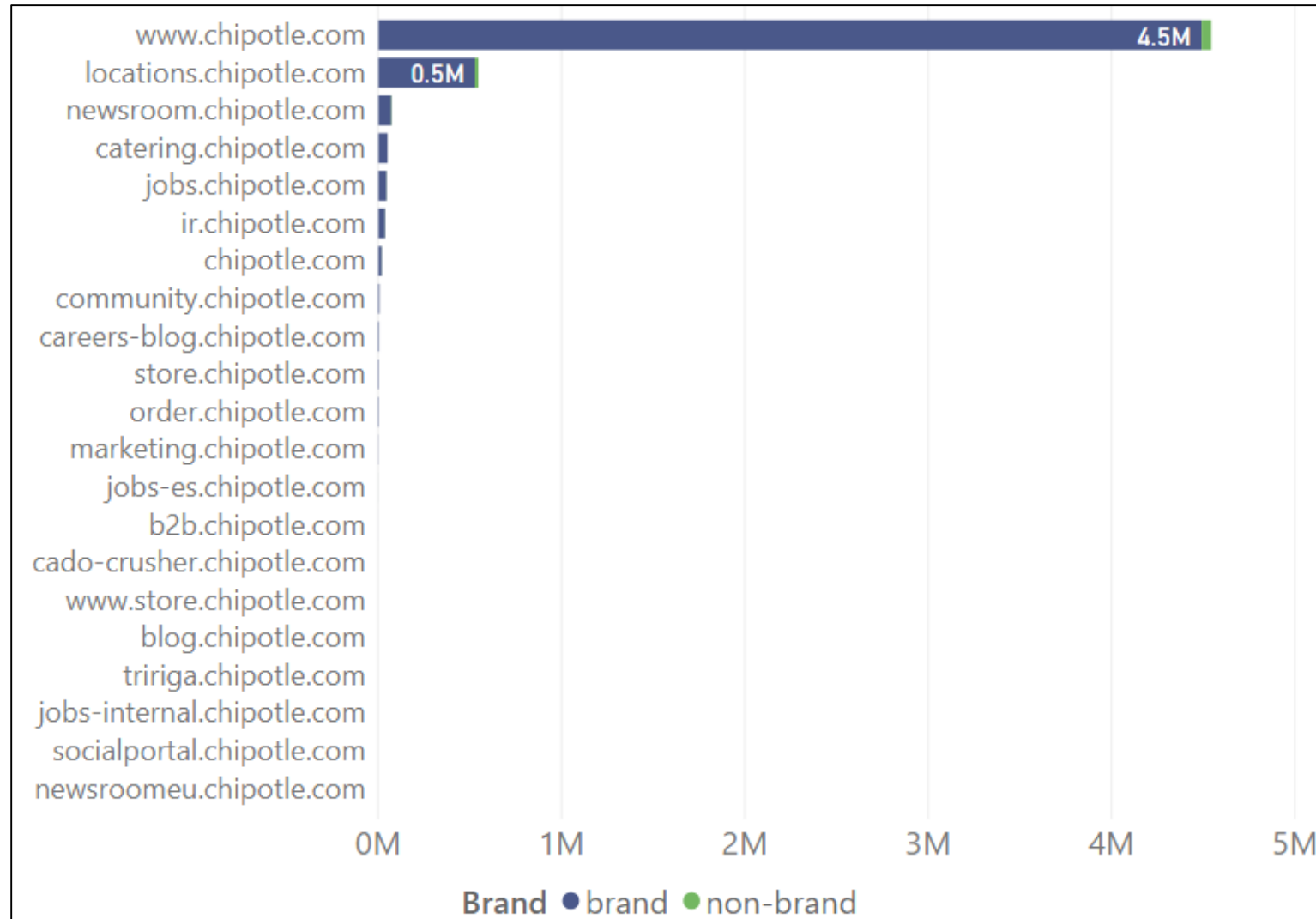
☐ Traffic Cost

☐ Trends

☐ URL

Top Subdomains Traffic by Brand & Subdomain Traffic by SERP Intent Traffic by Intent Traffic for Top Products Traffic by Meat Traffic by Product & Meat Traffic by Subdomain & SERP Intent Traffic by Keyword

And... we make the chart look nice in the style tab



Example 2: What are the top SERP intents?

semrush-playground - Power BI Desktop

File Home View Modeling Help

Clipboard: Paste, Cut, Copy, Format Painter

External data: Get Data, Recent Sources, Enter Data, Edit Queries, Refresh

Insert: New Page, New Visual, Ask A Question, Buttons, Text box, Image, Shapes

Custom visuals: From Marketplace, From File, Switch Theme, Manage Relationships

Calculations: New Measure, New Column, New Quick Measure

Share: Publish

SERP Intent	Traffic
go	3747747
learn	837145
buy	616128
navigational	144134
other	6540
get a job	133
Total	5351827

Filters

Filters on this page: Add data fields here

Filters on all pages: Add data fields here

Visualizations

Values: Add data fields here

Drillthrough

Cross-report: Off

Keep all filters: On

Add drillthrough fields here

Fields

Search

chipotle-semrush-c...

- ☐ Brand
- ☐ Column1
- ☐ Competition
- ☐ CPC
- ☐ Features
- ☐ Intents
- ☐ Keyword
- ☐ Keyword Diff...
- ☐ Meats
- ☐ Number of Re...
- ☐ Position
- ☐ Previous posit...
- ☐ Products
- ☐ Search Volume
- ☐ SERP Features...
- ☐ SERP Intent
- ☐ Subdomain
- ☐ Timestamp
- ☐ Traffic
- ☐ Traffic (%)
- ☐ Traffic Cost
- ☐ Trends
- ☐ URL

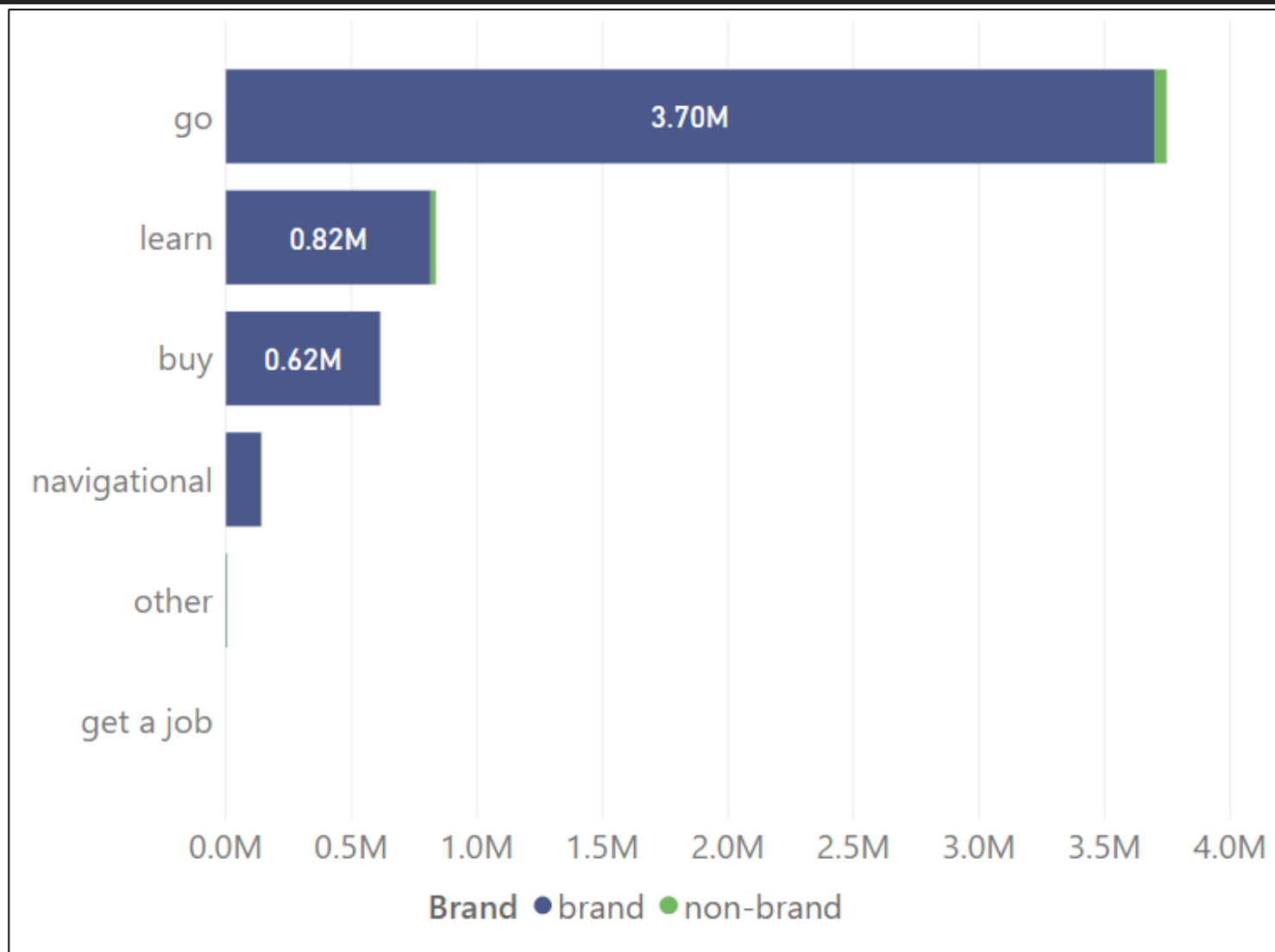
Brand

- ☐ brand
- ☐ non-brand

Top Subdomains Traffic by Brand & Subdomain Traffic by SERP Intent Traffic by Intent Traffic for Top Products Traffic by Meat Traffic by Product & Meat Traffic by Subdomain & SERP Intent Traffic by Keyword

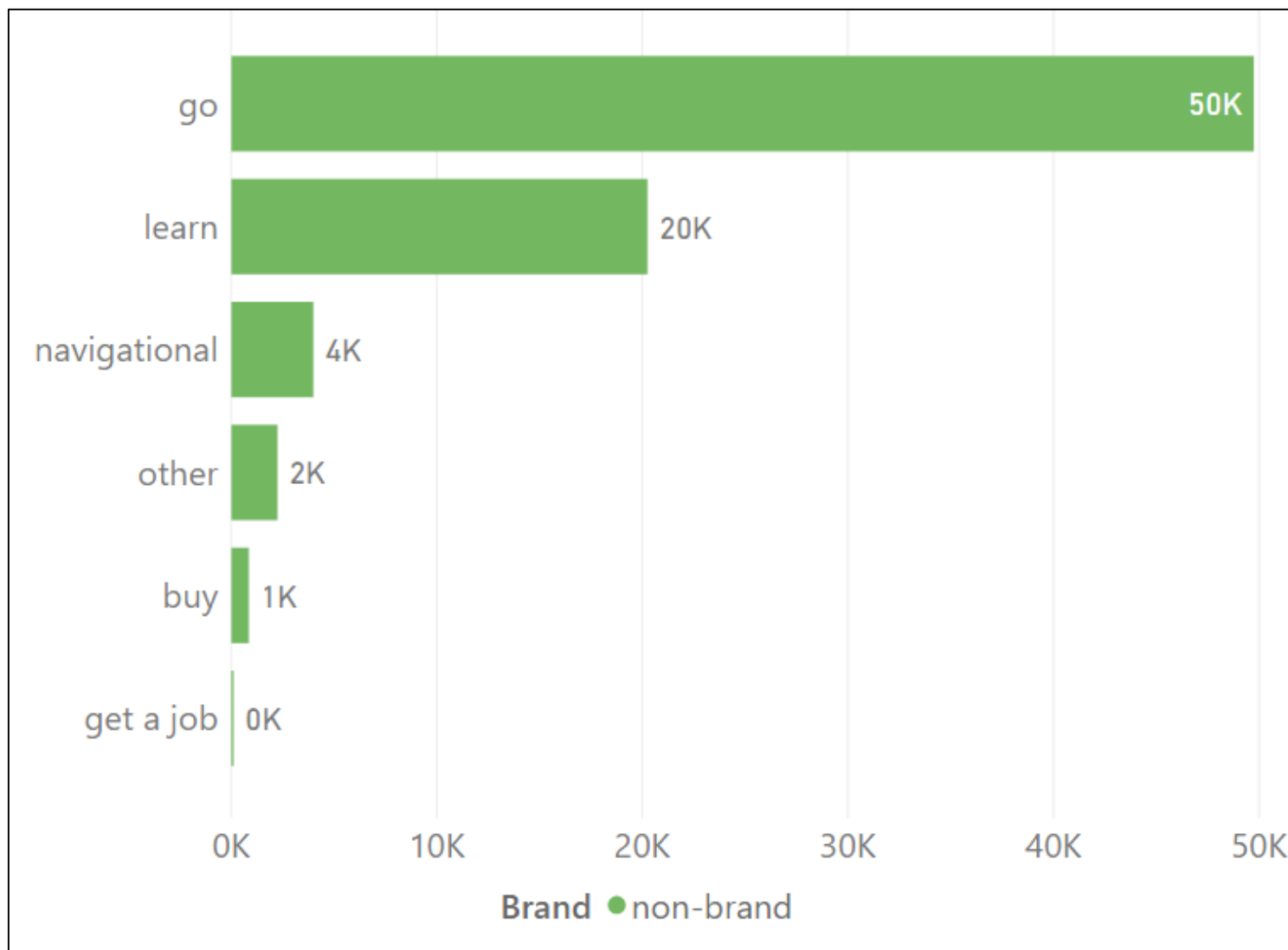
Very high likelihood of hitting a local pack in the SERP

not
necessarily
surprising
for a local
business,
but hey –
the more
you know



Very high likelihood of hitting a local pack in the SERP

and... non-brand is similar (buuuut with less ads)



Example 3: What are the top intents?

semrush-playground - Power BI Desktop

File Home View Modeling Help

Clipboard External data Insert Custom visuals Themes Relationships Calculations Share

Intents Traffic

other	3609843
local	623296
menu	322398
nutrition	170011
deliver(y)	135101
hours	126280
online order	95417
special deal days	50468
cater(ing)	43418
job-related	37302
reward	30906
order	20640
corporate	20407
giftcard balance	11816
giftcard(s)	10977
recipe	10759
feedback	9973
deals	8674
price	7722
takeout	4452
values	1967
Total	5351827

Brand

☐ brand

☐ non-brand

Filters

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Visualizations

Add data fields here

Drillthrough

Cross-report

Off

Keep all filters

On

Add drillthrough fields here

Fields

Search

chipotle-semrush-c...

☐ Brand

☐ Column1

☐ Competition

☐ CPC

☐ Features

☐ Intents

☐ Keyword

☐ Keyword Diffi...

☐ Meats

☐ Number of Re...

☐ Position

☐ Previous posit...

☐ Products

☐ Search Volume

☐ SERP Features...

☐ SERP Intent

☐ Subdomain

☐ Timestamp

☐ Traffic

☐ Traffic (%)

☐ Traffic Cost

☐ Trends

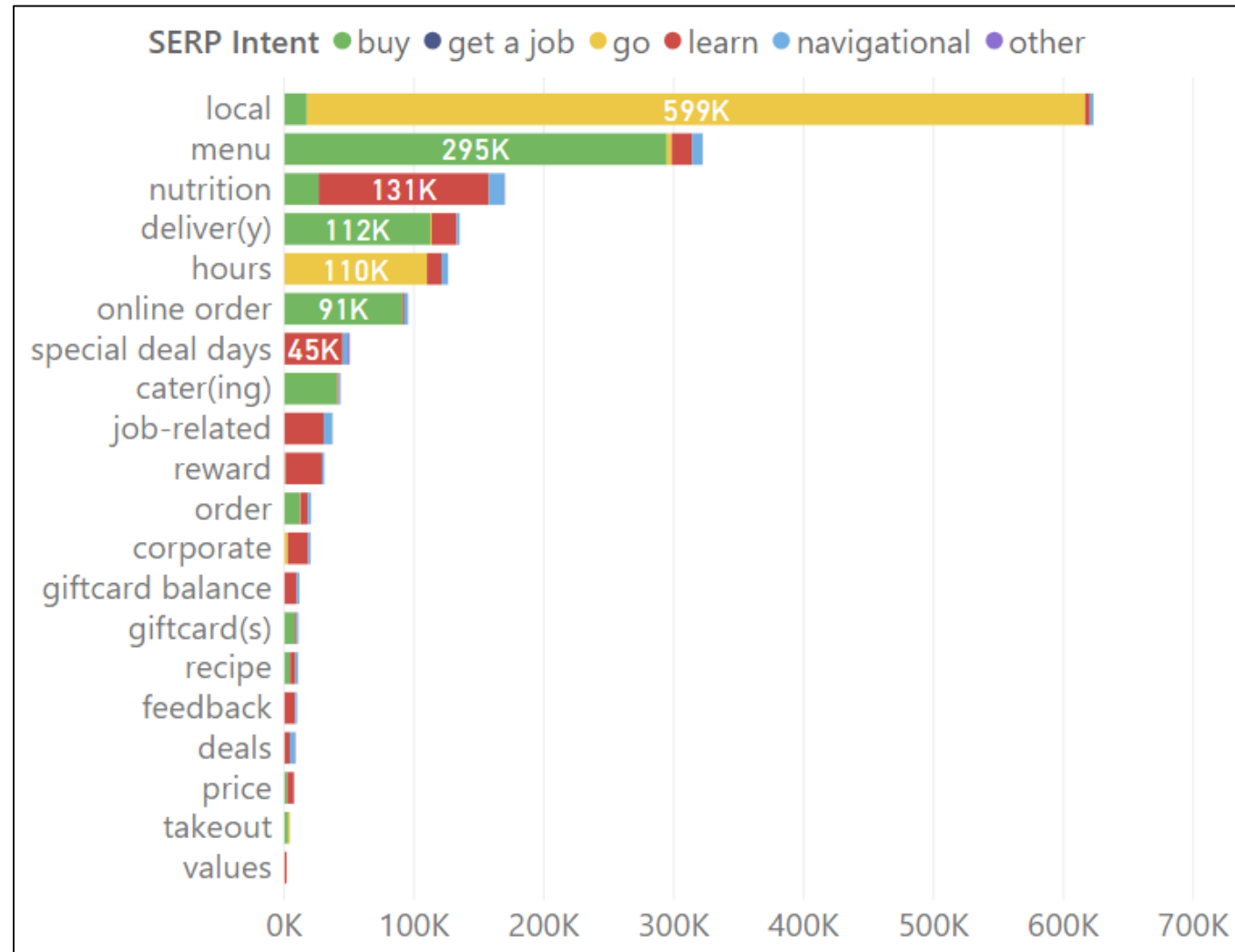
☐ URL

Top Subdomains Traffic by Brand & Subdomain Traffic by SERP Intent Traffic by Intent Traffic for Top Products Traffic by Meat Traffic by Product & Meat Traffic by Subdomain & SERP Intent Traffic by Keyword

PAGE 4 OF 9

This one got a bit meta...

it's the intent's I made up overlaid with the SERP intents (based on SERP features that appear)



Example 4: What the top products by meat?

semrush-playground - Power BI Desktop

File Home View Modeling Help

Clipboard External data Insert Custom visuals Themes Relationships Calculations Share

Get Data Recent Sources Enter Data Edit Queries Refresh New Page New Visual Ask A Question Buttons Image Text box From Marketplace From File Switch Theme Manage Relationships New Measure New Column New Quick Measure Publish

Products	Meats	Traffic
n/a	n/a	5188089
bowl	n/a	49371
burrito	n/a	38872
n/a	sofritas	24354
taco	n/a	8674
salad	n/a	7730
food	n/a	6437
bowl	chicken	4198
n/a	barbacoa	3436
n/a	steak	2845
n/a	carnitas	2505
n/a	chicken	2192
bowl	steak	2149
n/a	asada	1884
bowl	veggie	1439
burrito	chicken	1393
burrito	veggie	981
burrito	steak	843
quesadilla	quesadilla	839
n/a	veggie	639
bowl	barbacoa	513
bowl	sofritas	422
burrito	sofritas	352
quesadilla	chicken	318
bowl	carnitas	237
salad	chicken	230
burrito	barbacoa	184
taco	chicken	164
Total		5351827

Filters

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Visualizations

Add data fields here

Drillthrough

Cross-report

Off

Keep all filters

On

Add drillthrough fields here

Fields

Search

chipotle-semrush-c...

- Brand
- Column1
- Competition
- CPC
- Features
- Intents
- Keyword
- Keyword Diffi...
- Meats
- Number of Re...
- Position
- Previous posit...
- Products
- Search Volume
- SERP Features...
- SERP Intent
- Subdomain
- Timestamp
- Traffic
- Traffic (%)
- Traffic Cost
- Trends
- URL

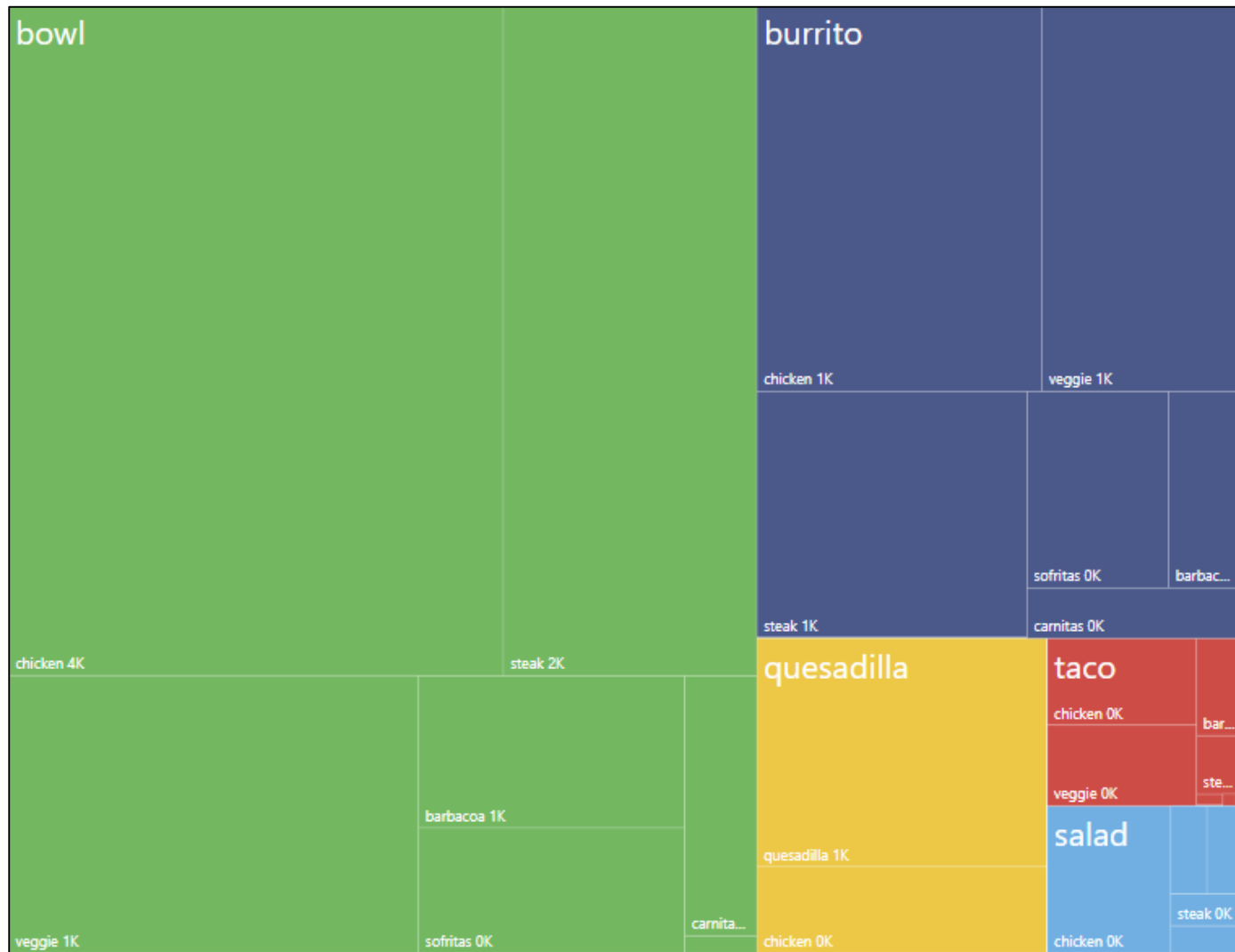
Brand

- brand
- non-brand

Top Subdomains Traffic by Brand & Subdomain Traffic by SERP Intent Traffic by Intent Traffic for Top Products Traffic by Meat Traffic by Product & Meat Traffic by Subdomain & SERP Intent Traffic by Keyword

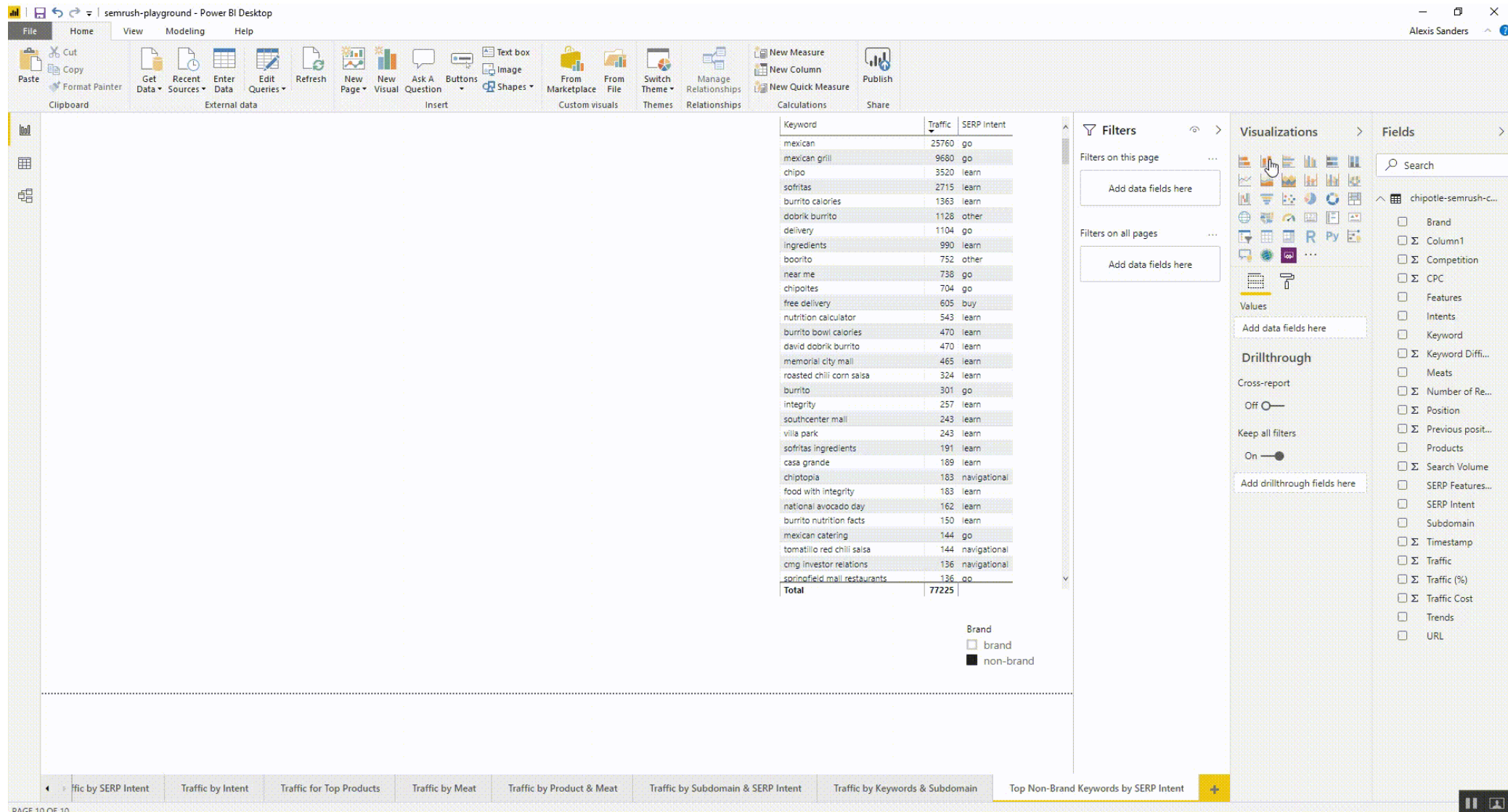
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Chicken bowl for the win...



who knows ...
maybe people
want to know
what sofritas it,
but don't
necessarily want
to eat it...

Example 5: What are top nb keywords & their intent?



Example 6: What are top features?

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Features	Traffic
n/a	5321988
gluten	7700
keto	6160
vegan	4904
lifestyle	3134
vegetarian	2462
whole30	2313
allergen	2178
paleo	988
Total	5351827

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chipotle-semrush-c...

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- ☐ Traffic
- ☐ Traffic (%)
- ☐ Traffic Cost
- ☐ Trends
- ☐ URL

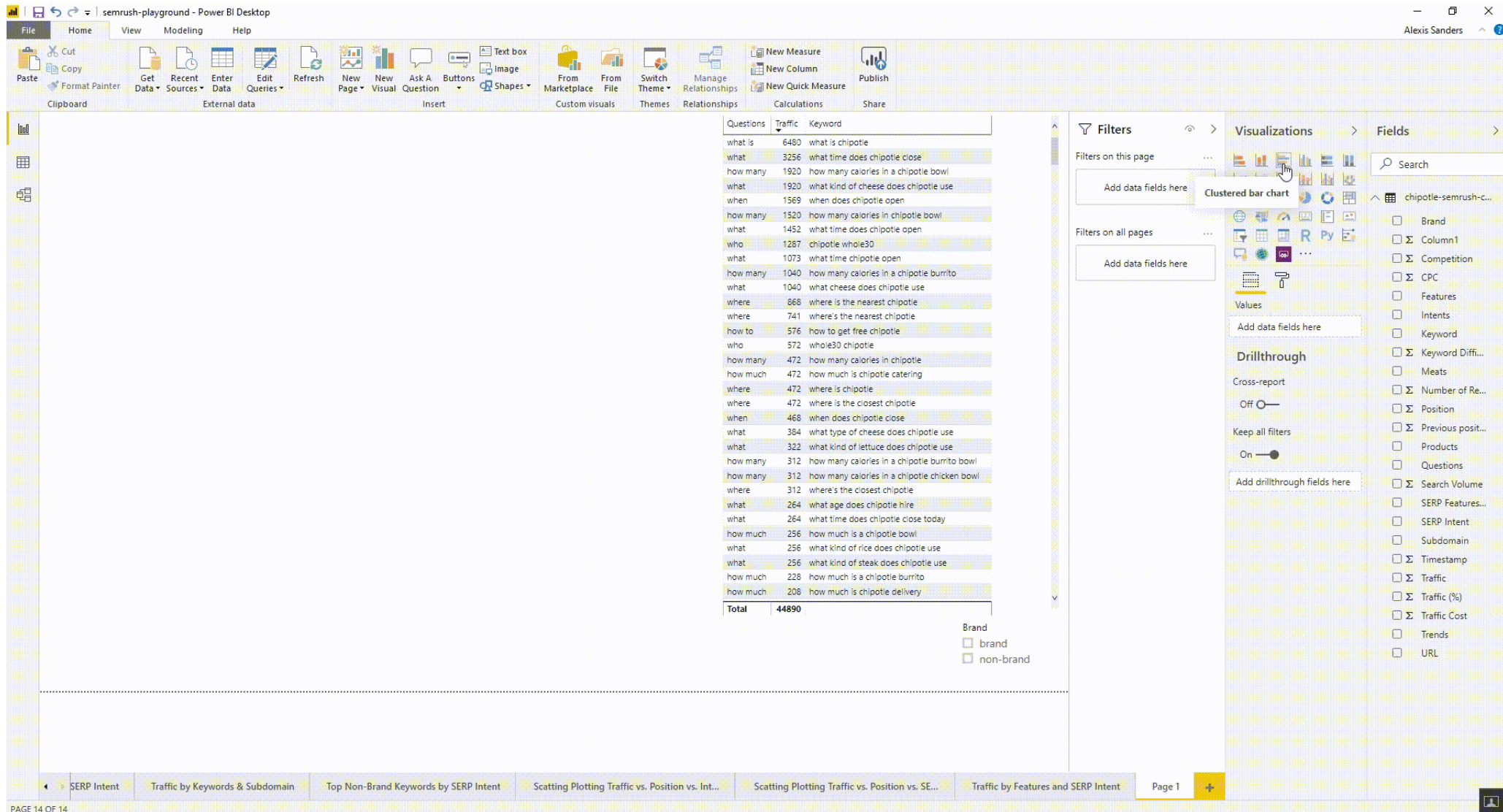
Brand

- ☐ brand
- ☐ non-brand

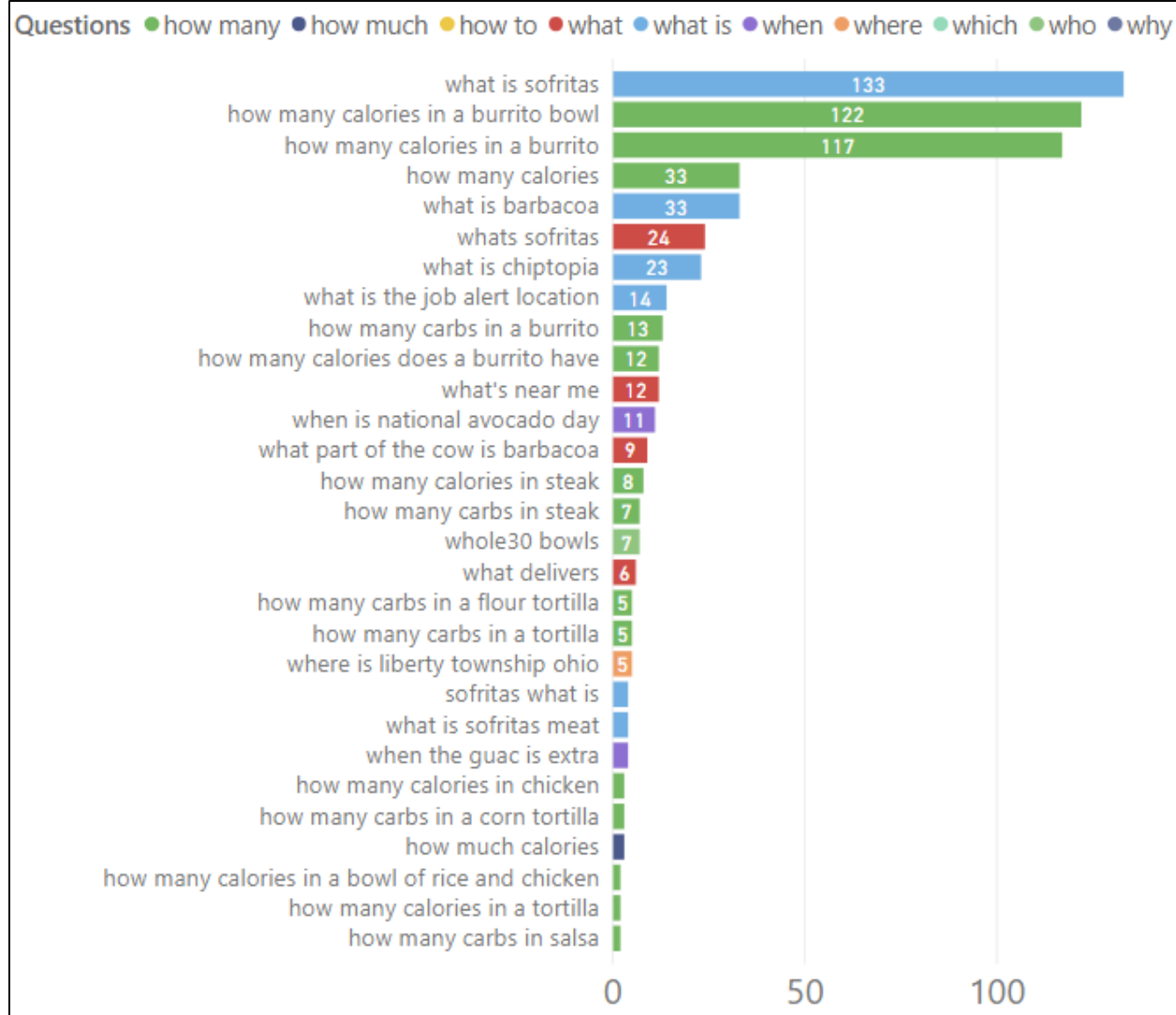
Page 1

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Example 7: What are top questions?



Tofu... it's tofu...



for calories
(cough...and macros...cough),
**Chipotle actually
has a nutrition
calculator, you
can add your
usual order**
(note: I didn't write you should...)

Example 8: What are top nb kws by traffic and cost?

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From Marketplace From File Switch Theme Manage Relationships

New Measure New Column New Quick Measure

Publish

Keyword	Traffic Cost	Traffic
chipotle	6056800	2680000
chipotle near me	1173712	538400
chipotle delivery	463881	111510
chipotle order online	343200	88000
chipotle menu	264960	294400
chipotle hours	208560	88000
chipotle nutrition	160728	72400
chipotle catering	93631	40887
chipotle fundraising	74242	6835
chipotle rewards	41626	22871
chipotle order	39308	11840
nearest chipotle	38661	14480
sofritas chipotle	38539	17760
chipotle mexican grill	38131	26480
chipotle free delivery	33787	14950
chipotle locations	33392	22871
mexican	32457	25760
chipotle news	31105	6835
chipotle burrito	30782	9680
chipotle bowl	30477	12490
mexican grill	28265	9680
chipotle calories	25950	26480
chipotle gift card balance	21876	9680
chipotle logo	16394	6480
chipotle nutrition calculator	15036	11840
chipotle burrito bowl	14678	5280
chipotle near me now	14608	3520
chipotle customer service	13682	5451
chipotle jamaica ave	13551	208
chipotle mexican grill chips	11915	616
chipotle locations near me	11793	4535
Total	10955591	5351827

Brand
☐ brand
☐ non-brand

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- ☒ Position
- ☒ Previous posit...
- ☐ Products
- ☐ Questions
- ☒ Search Volume
- ☐ SERP Features...
- ☐ SERP Intent
- ☐ Subdomain
- ☒ Timestamp
- ☒ Traffic
- ☒ Traffic (%)
- ☒ Traffic Cost
- ☐ Trends
- ☐ URL

Top Non-Brand Keywords by SERP Intent

Scatting Plotting Traffic vs. Position vs. Int...

Scatting Plotting Traffic vs. Position vs. SE...

Traffic by Features and SERP Intent

Traffic by Keyword and Question Type

Traffic vs. PPC Cost

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/dealing-with-ranking-data](http://bit.ly/dealing-with-ranking-data)

**Check out my slideshare for
.ppt version with GIFs**

Thank you!