

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 bookmarks

SEMURSH Features Pricing Resources Company Marketplace EN

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

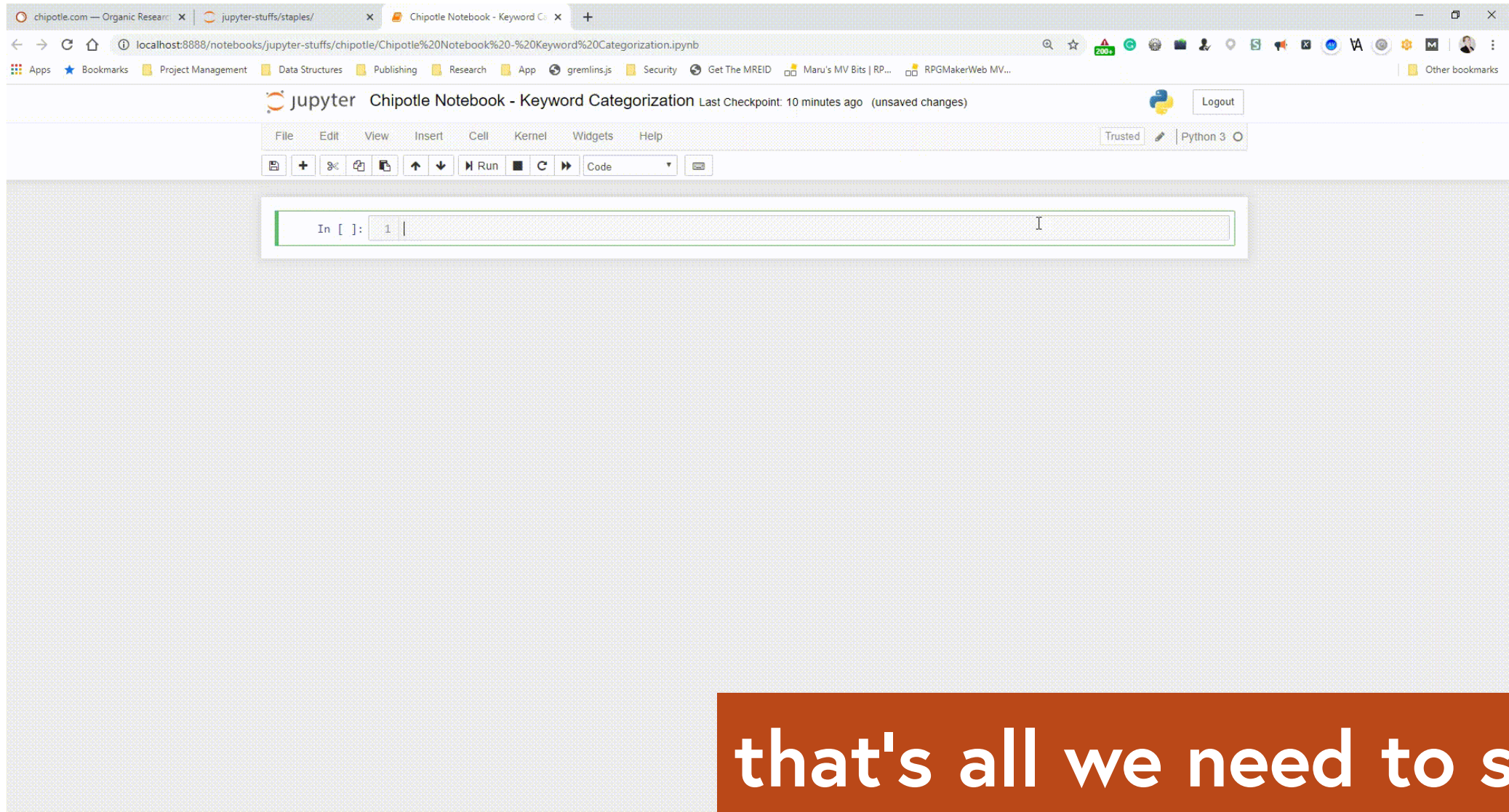
Domain	Organic Keywords	Organic Traffic	Ads Keywords	Ads Traffic	Display Ads
hilinecoffee.com	6.9k -0.45%	17.7k +6.12%	22 -15.38%	1.1k -29.73%	58
universalwindowspittsburgh.com	1 0%	0 0%	0 0%	0 0%	n/a
sellwhatmatters.com	0 0%	0 0%	0 0%	0 0%	n/a
protectingretirement.com	0 0%	0 0%	0 0%	0 0%	n/a
legallandgeneral.com	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)

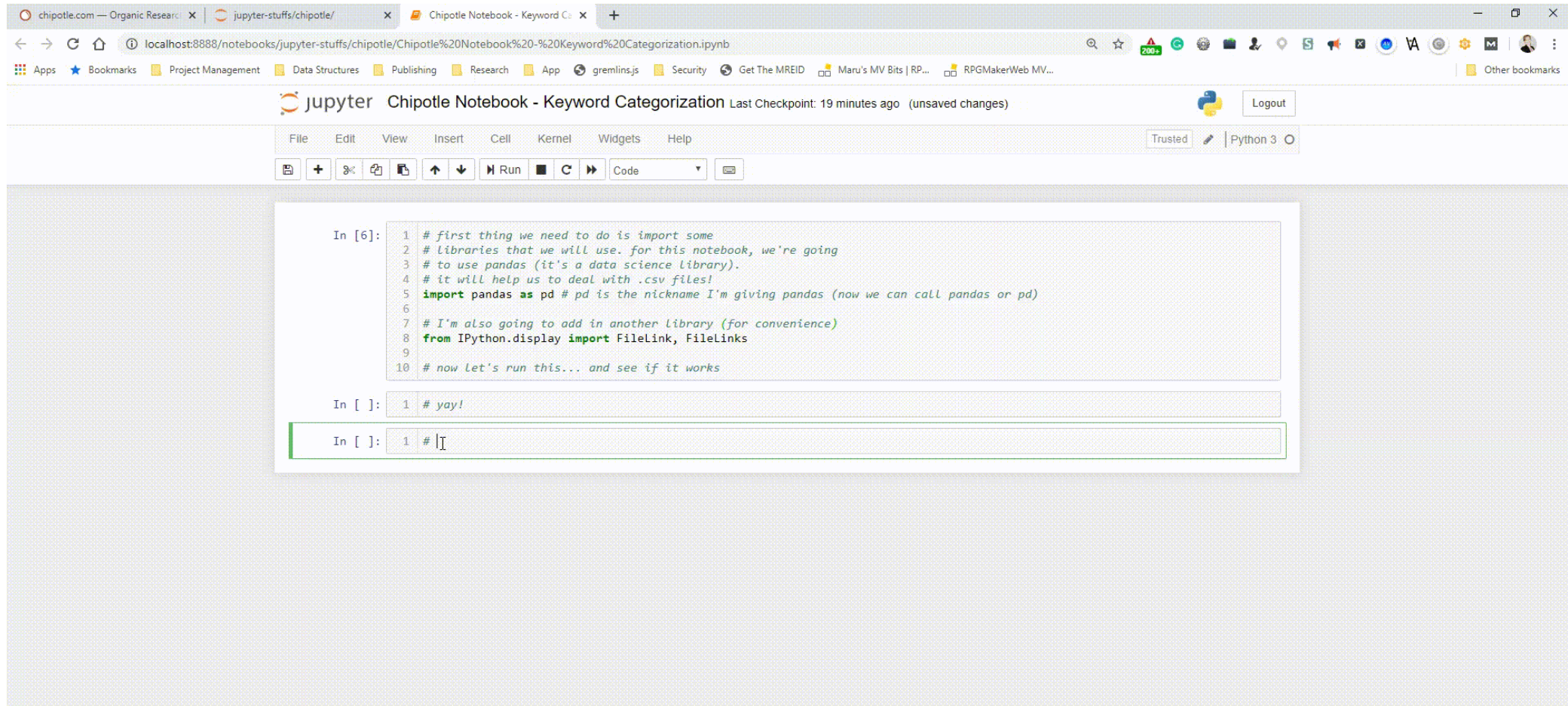


Step 3: Import pandas



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)

The screenshot shows a Jupyter Notebook interface with the title 'Chipotle Notebook - Keyword Categorization'. The notebook is running on a local host (localhost:8888). The table displays keyword data for 'chipotle' and related terms. Below the table, there are two empty code cells for input.

	Keyword	Position	Previous position	Search Volume	Keyword Difficulty	CPC	URL	Traffic	Brand (%)	Brand 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

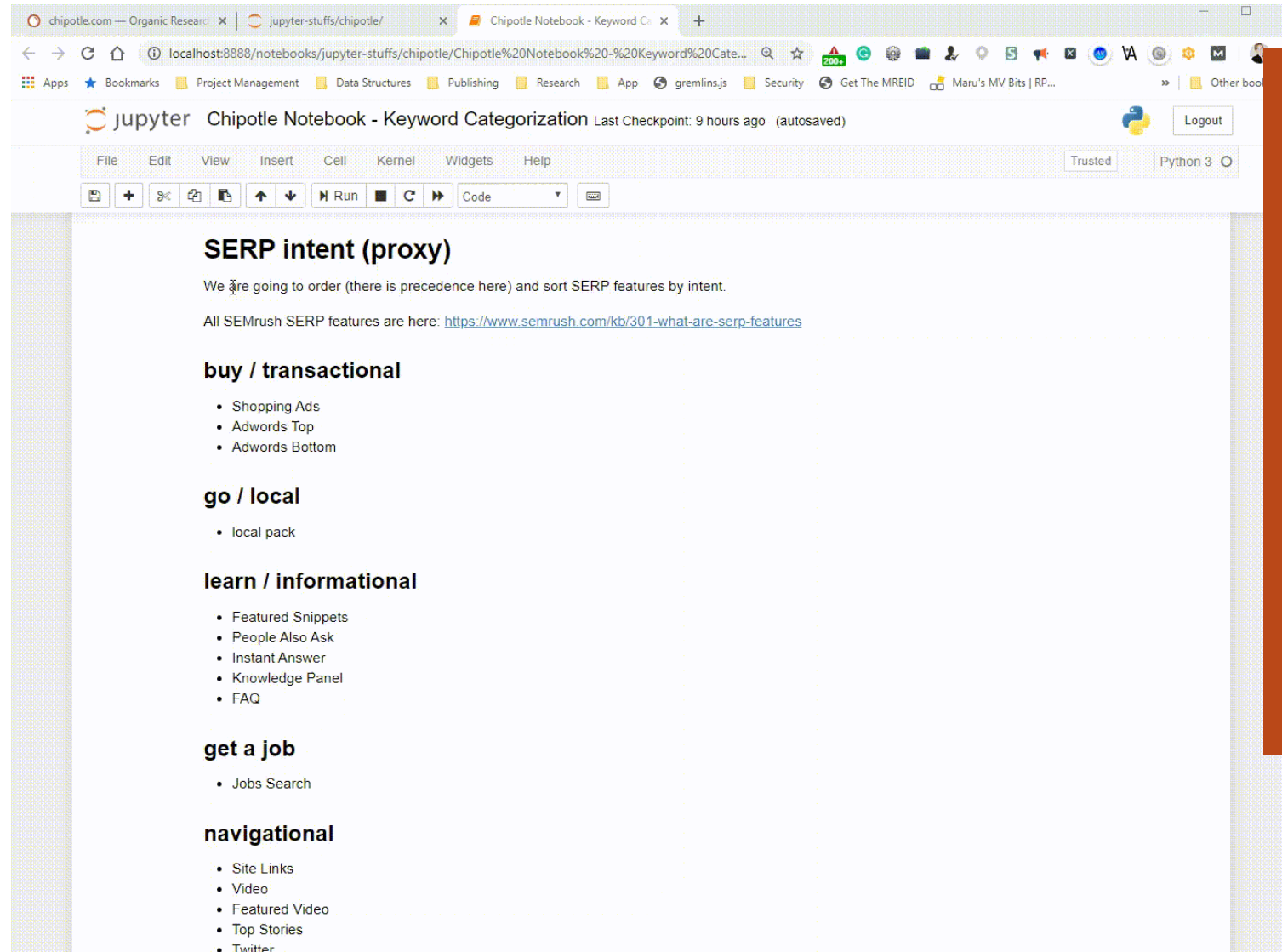
video carousel

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 following content:

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

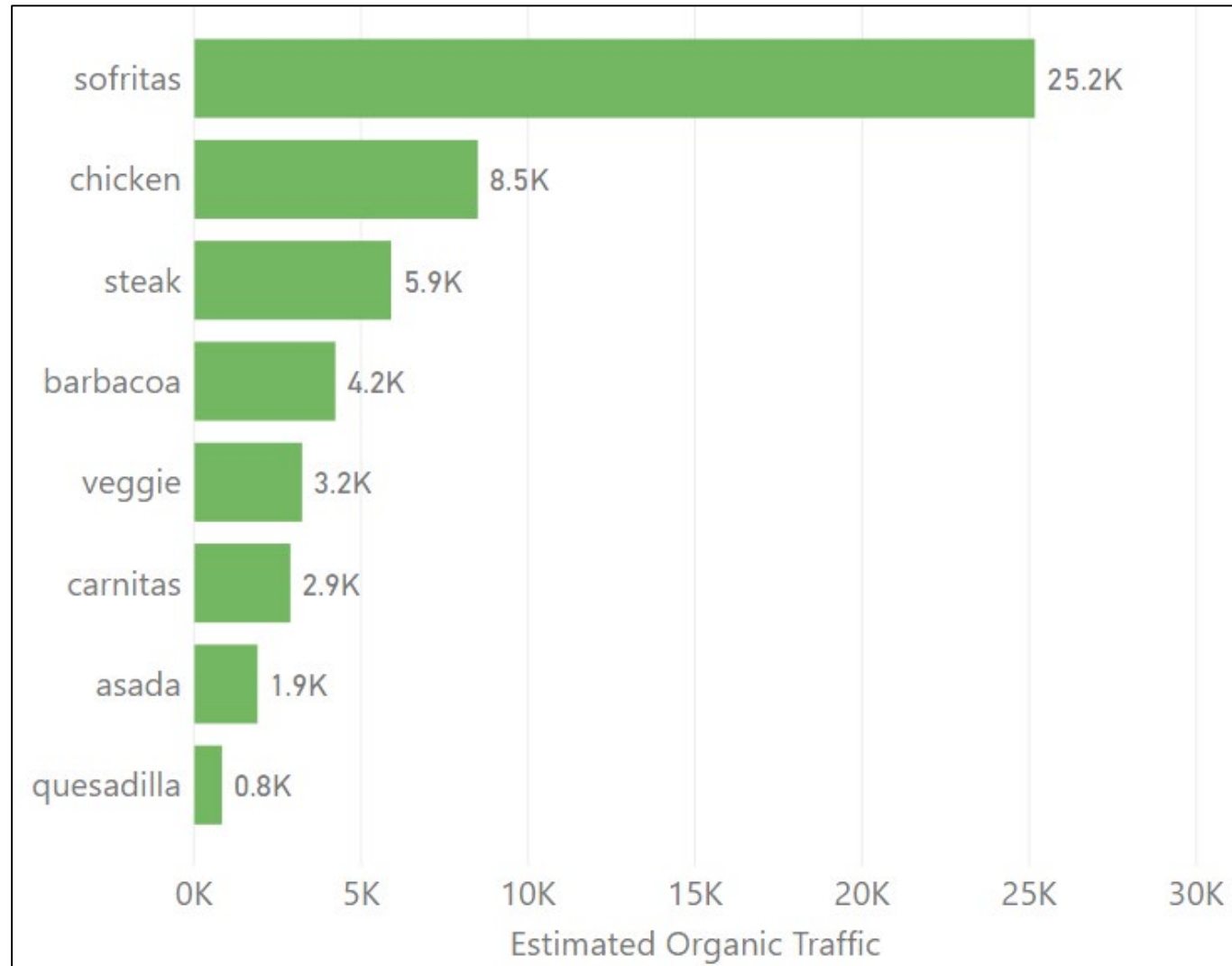
steak

carnitas

barbacoa

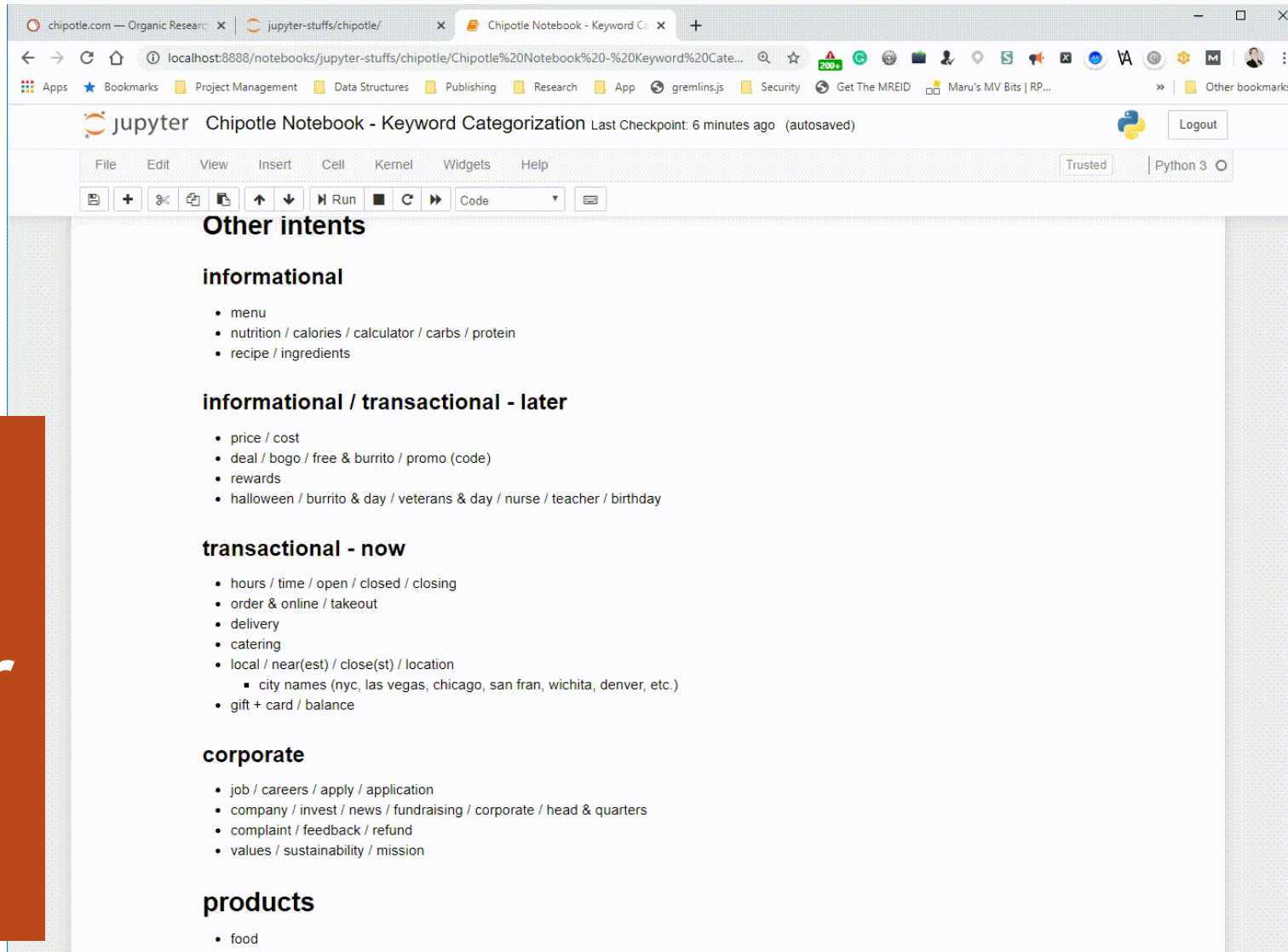
veggie

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 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	Knowledg 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	Knowledg 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	Knowledg 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	Knowledg 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, '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://jo	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	Knowledg 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 Power BI Desktop application window. The title bar reads 'Untitled - Power BI Desktop'. The 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 'Get Data' pane on the left lists recent 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 play button icon and the text 'Getting started with Power BI Desktop'. The overlay includes sections for 'WHAT'S NEW', 'FORUMS', 'POWER BI BLOG', and 'TUTORIALS'. The 'TUTORIALS' section lists: 'Get started with Power BI Desktop', 'Download a sample', 'Watch our training videos', 'See what others have built', and 'All guided learning'. The right sidebar shows the 'Filters' pane, 'Visualizations' pane with various chart icons, and the 'Fields' pane with a search bar. The bottom status bar indicates 'PAGE 1 OF 1'.

[Get data] > load .csv data

Example 1: What are the top subdomains?

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

Themes: Switch Theme

Relationships: Manage Relationships

Calculations: New Measure, New Column, New Quick Measure

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

Values
Add data fields here

Drillthrough
Cross-report
Off
Keep all filters
On
Add drillthrough fields here

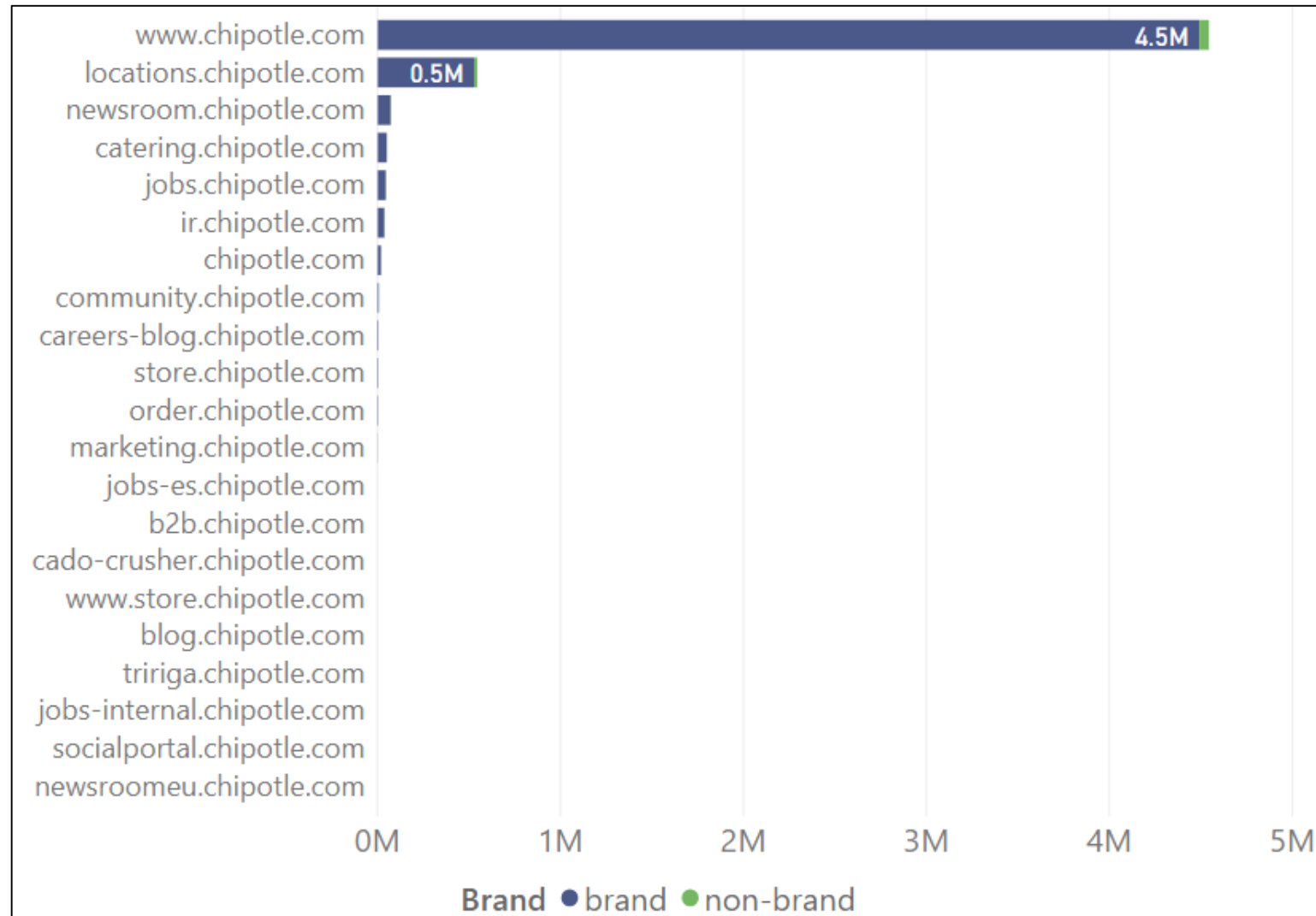
Fields

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

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

Themes: Switch Theme

Relationships: 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 Diffi...
- ☐ Meats
- ☐ Number of Re...
- ☐ Position
- ☐ Previous posit...
- ☐ Products
- ☐ Search Volume
- ☐ SERP Features...
- ☐ SERP Intent
- ☐ Subdomain
- ☐ Timestamp
- ☐ Traffic
- ☐ Traffic (%)
- ☐ Traffic Cost
- ☐ Trends
- ☐ URL

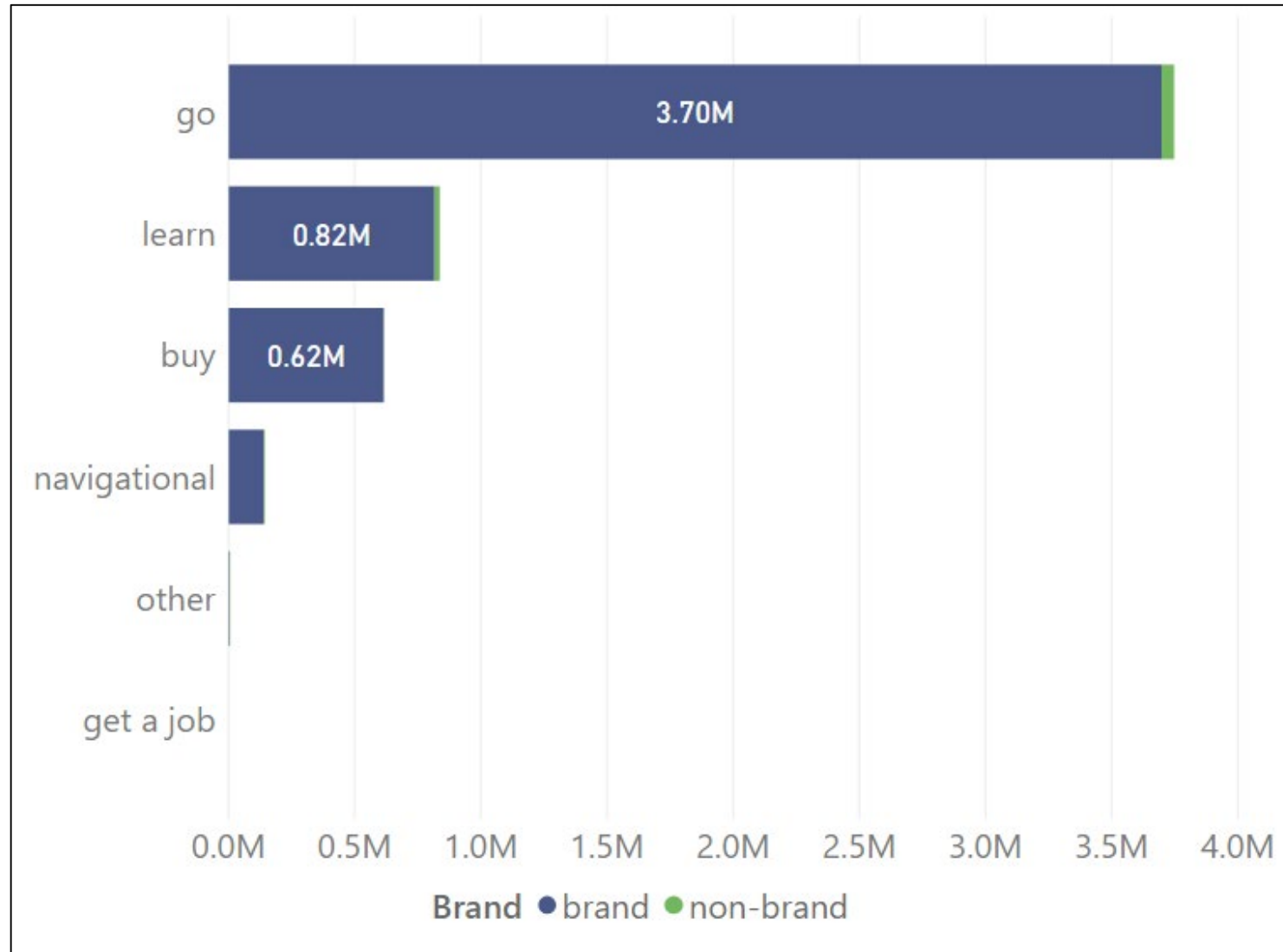
Brand

- ☐ 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

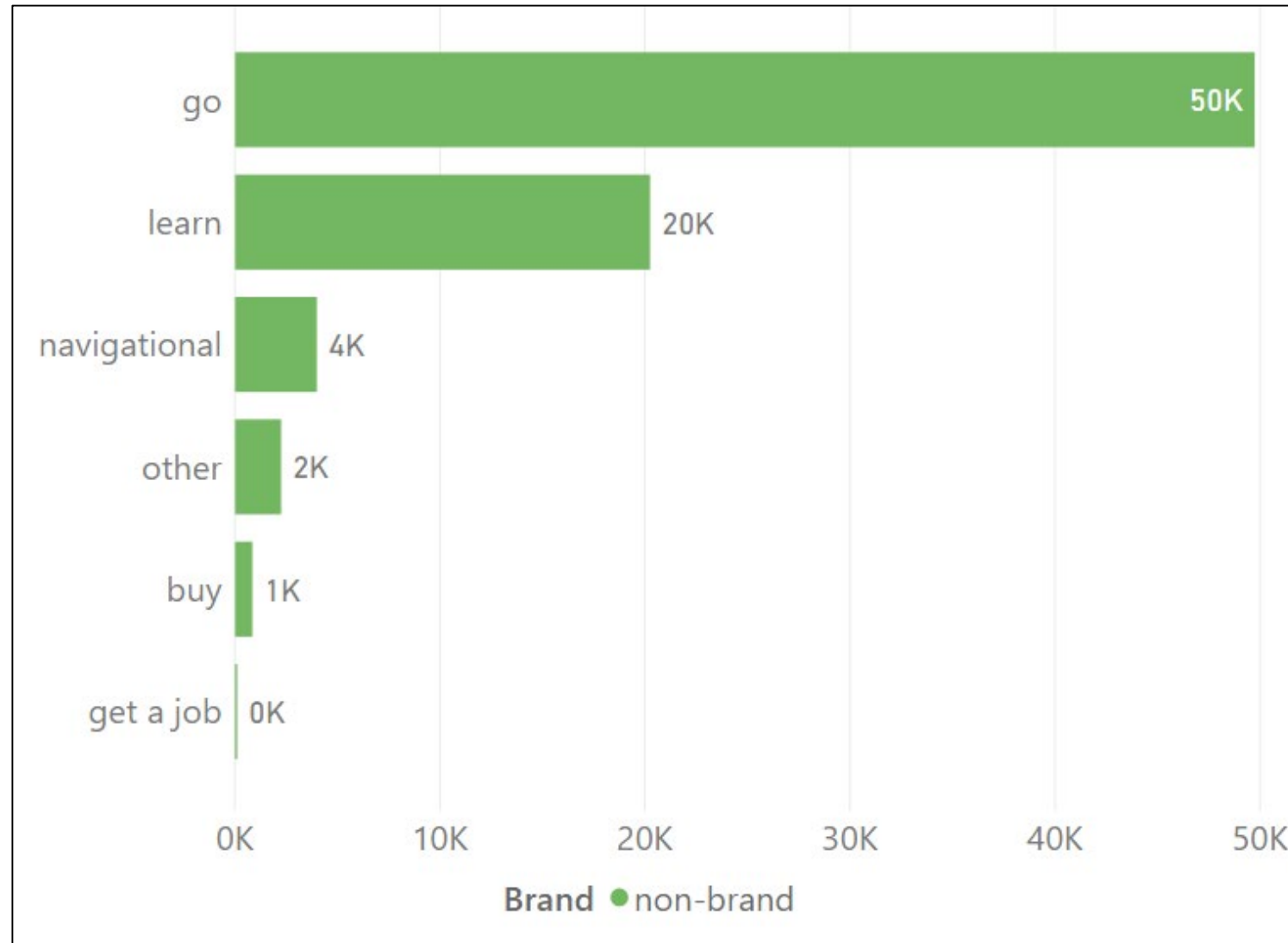
Very high likelihood of hitting a local pack in the SERP

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

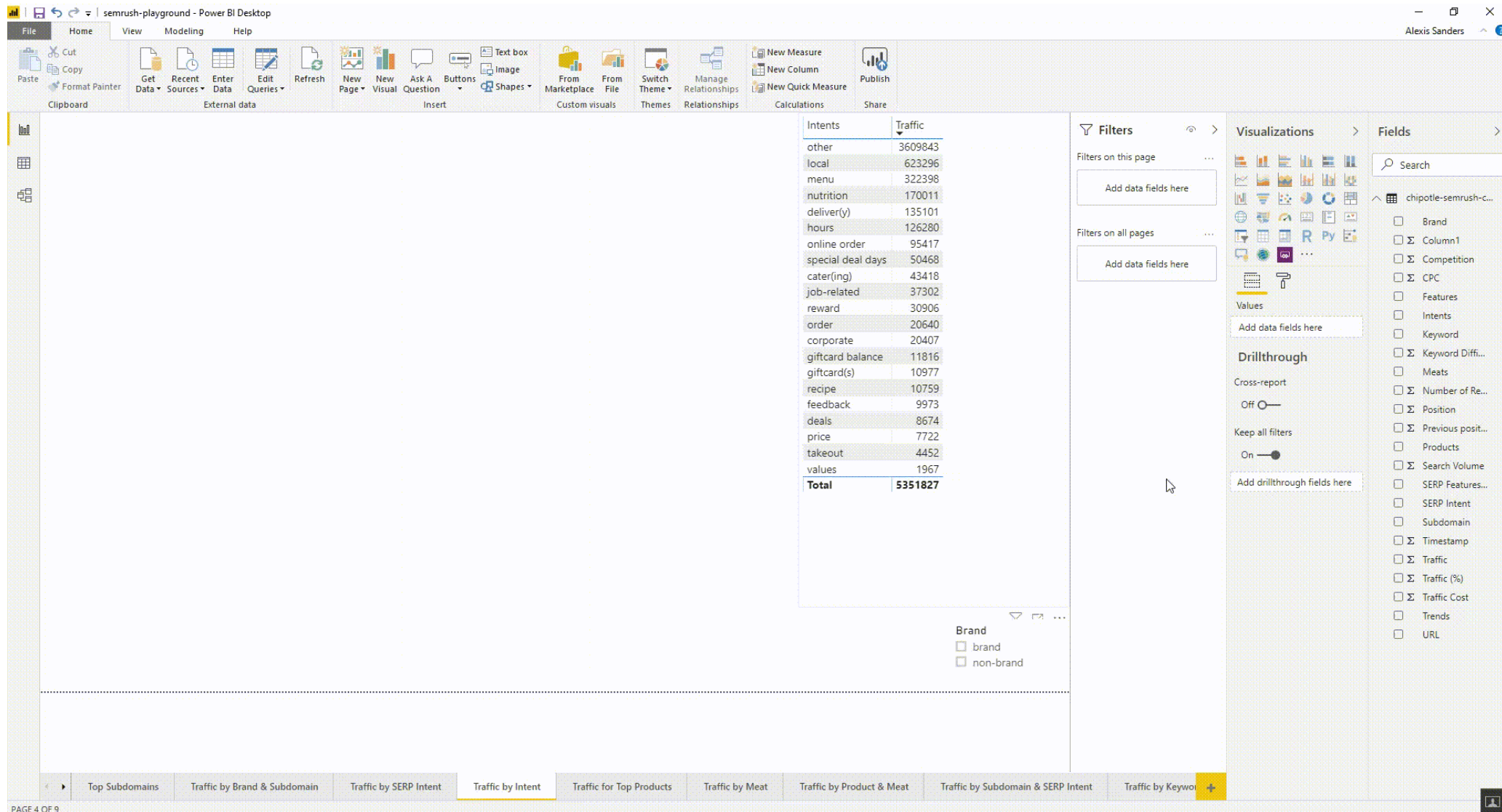


Very high likelihood of hitting a local pack in the SERP

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

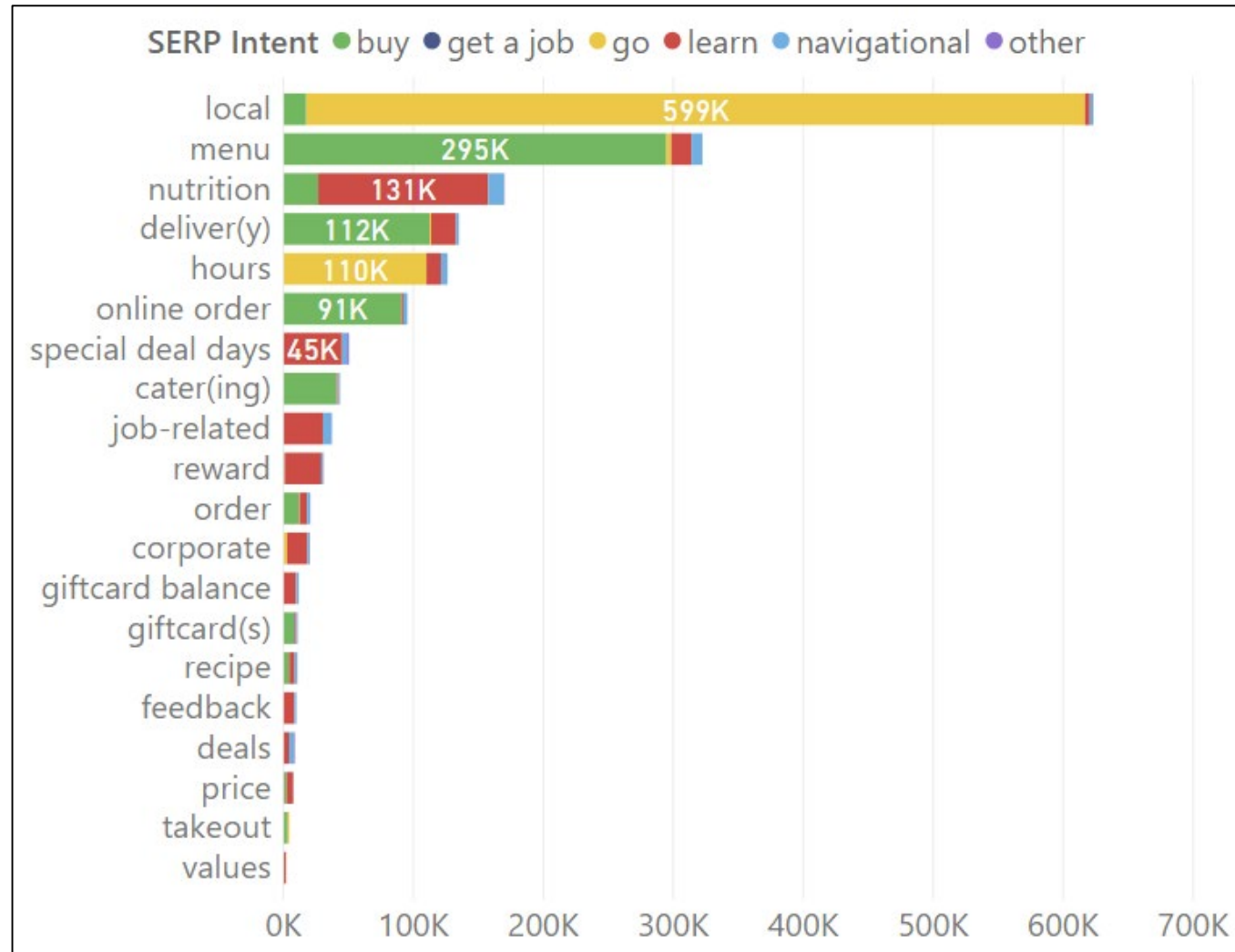


Example 3: What are the top intents?



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

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

Clipboard External data Insert Custom visuals Themes Relationships Calculations Share

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

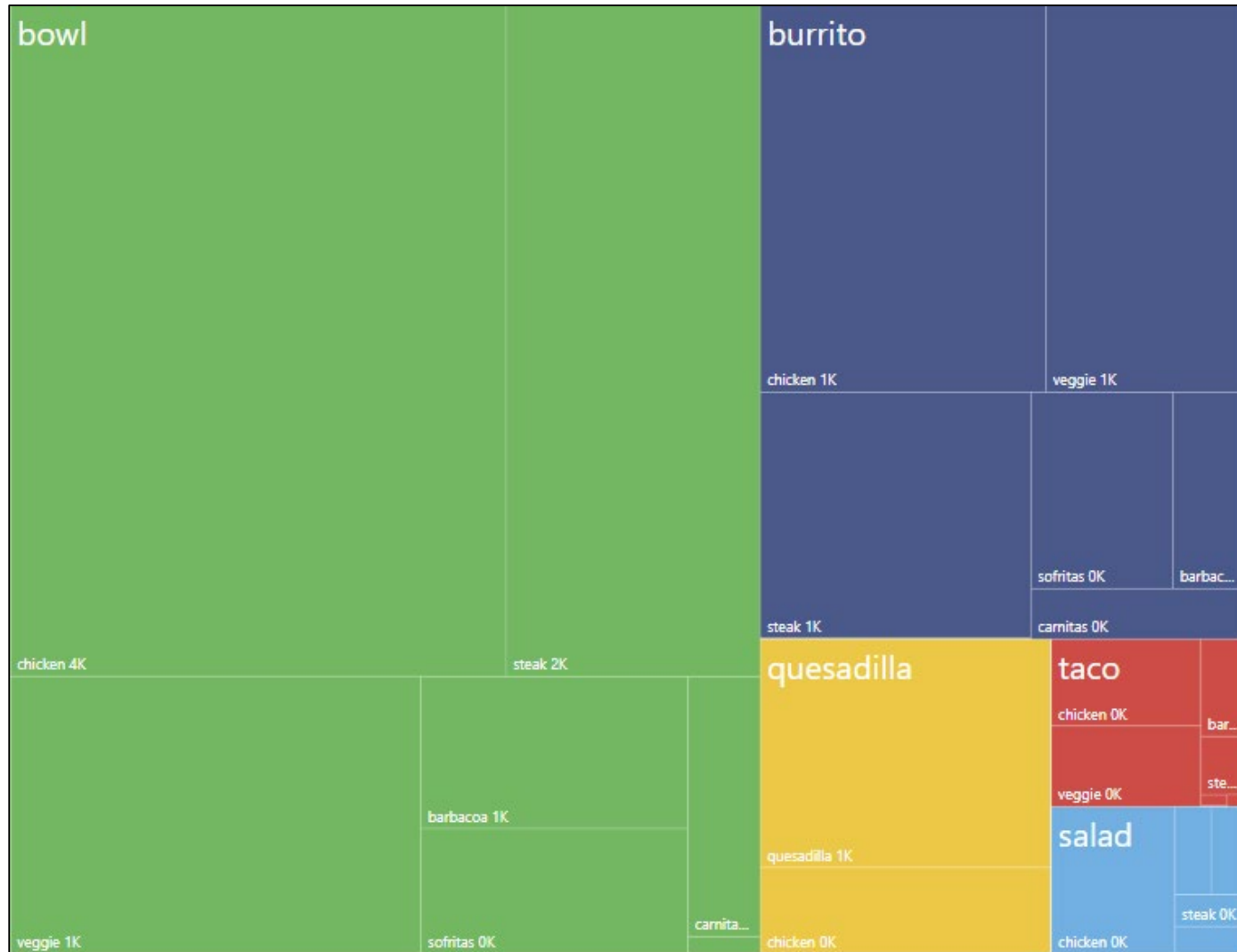
Brand

- 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

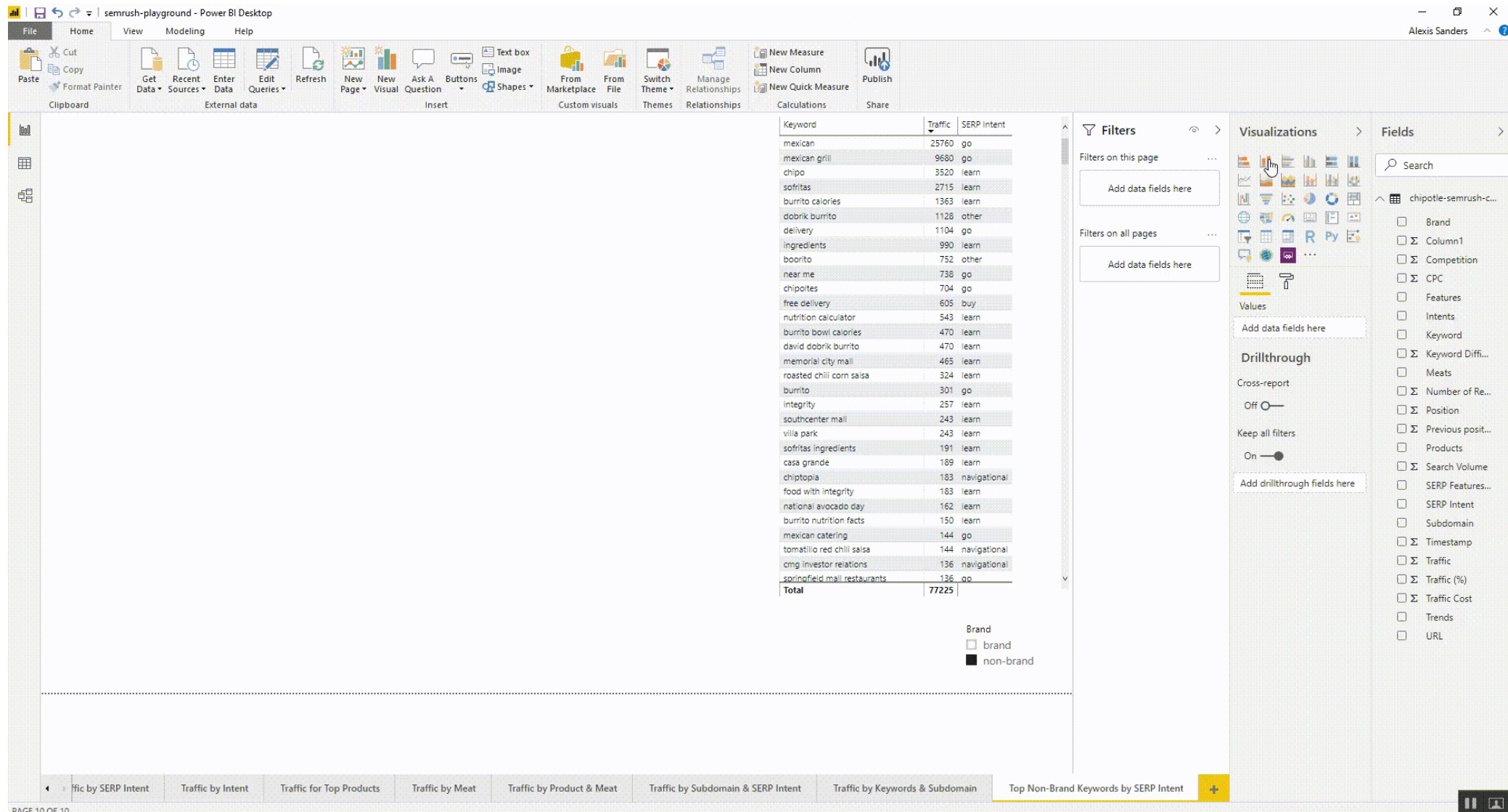
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Chicken bowl for the win...



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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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 Text box Image Shapes From Marketplace From File Switch Theme Manage Relationships New Measure New Column New Quick Measure Publish

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

Filters

Filters on this page

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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 Diffi...
- ☐ Meats
- ☐ Number of Re...
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- ☐ Previous posit...
- ☐ Products
- ☐ Search Volume
- ☐ SERP Features...
- ☐ SERP Intent
- ☐ Subdomain
- ☐ Timestamp
- ☐ Traffic
- ☐ Traffic (%)
- ☐ Traffic Cost
- ☐ Trends
- ☐ URL

Brand

- ☐ brand
- ☐ non-brand

Page 1

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Example 7: What are top questions?

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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 Text box Image From Marketplace From File Switch Theme Manage Relationships New Measure New Column New Quick Measure Publish

Questions	Traffic	Keyword
what is	6480	what is chipotle
what	3256	what time does chipotle close
how many	1920	how many calories in a chipotle bowl
what	1920	what kind of cheese does chipotle use
when	1569	when does chipotle open
how many	1520	how many calories in chipotle bowl
what	1452	what time does chipotle open
who	1287	chipotle whole30
what	1073	what time chipotle open
how many	1040	how many calories in a chipotle burrito
what	1040	what cheese does chipotle use
where	868	where is the nearest chipotle
where	741	where's the nearest chipotle
how to	576	how to get free chipotle
who	572	whole30 chipotle
how many	472	how many calories in chipotle
how much	472	how much is chipotle catering
where	472	where is chipotle
where	472	where is the closest chipotle
when	468	when does chipotle close
what	384	what type of cheese does chipotle use
what	322	what kind of lettuce does chipotle use
how many	312	how many calories in a chipotle burrito bowl
how many	312	how many calories in a chipotle chicken bowl
where	312	where's the closest chipotle
what	264	what age does chipotle hire
what	264	what time does chipotle close today
how much	256	how much is a chipotle bowl
what	256	what kind of rice does chipotle use
what	256	what kind of steak does chipotle use
how much	228	how much is a chipotle burrito
how much	208	how much is chipotle delivery
Total	44890	

Brand
☐ brand
☐ non-brand

Filters on this page
Add data fields here

Visualizations
Clustered bar chart
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Filters on all pages
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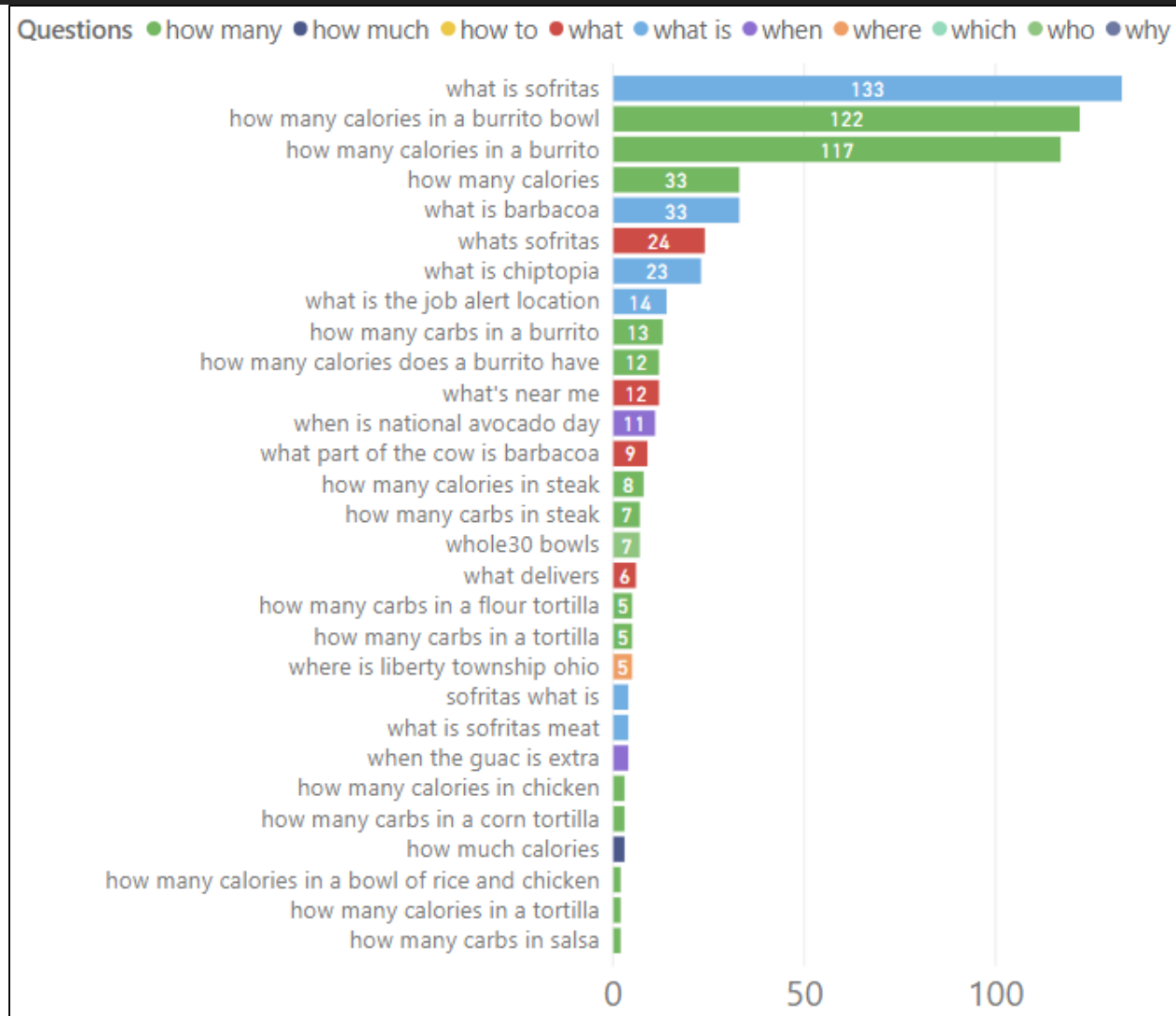
Fields
chipotle-semrush-c...
☐ Brand
☐ Column1
☐ Competition
☐ CPC
☐ Features
☐ Intents
☐ Keyword
☐ Keyword Diffi...
☐ Meats
☐ Number of Re...
☐ Position
☐ Previous posit...
☐ Products
☐ Questions
☐ Search Volume
☐ SERP Features...
☐ SERP Intent
☐ Subdomain
☐ Timestamp
☐ Traffic
☐ Traffic (%)
☐ Traffic Cost
☐ Trends
☐ URL

SERP Intent Traffic by Keywords & Subdomain 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

Page 1

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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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File Home View Modeling Help

Paste Cut Copy Format Painter Clipboard

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

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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Filters on all pages

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Cross-report

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☐ 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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Thank you!