



ONLINE MARKETING FOR A SMALL BUSINESS

SEMrush
Solutions

About this guide

Doing marketing for a small business implies you have to comply with many limitations. Small companies usually don't have unlimited budgets for promotion, their team's resources are limited since people have to be multifunctional and do a lot of various tasks at the same time, and, of course, they can't afford to wait for results for as long as a bigger company could.



**LIMITED
BUDGETS**



**LIMITED TEAM
RESOURCES**



**NO WAR CHEST TO
WAIT FOR RESULTS**

We, at SEMrush, work hard to make online marketing easy for all of our clients, so we decided to make a guide on how to do online marketing for smaller companies.

Who is this guide for



This guide is for swiss-army marketers, from entry to mid-level, and marketing managers in need of resources for online promotion.



It is also for small business owners who want to understand how online marketing works and what it takes to gain traffic and generate leads for their business.

Swiss-army marketers'/business owners' problems that this guide helps to solve



PPC CAMPAIGNS TARGET THE WRONG KEYWORDS



ADS ARE INEFFECTIVE



PPC BUDGETS GO DOWN THE DRAIN



MENTIONS ARE HARD TO TRACK



NO IDEAS WHAT MEDIA/BLOGS TARGET FOR PROMOTION



COMPETITORS GET AHEAD OF YOU



ORGANIC SEARCH BRINGS IN TOO LITTLE TRAFFIC



RANKS GROW VERY SLOWLY OR DON'T GROW AT ALL



NO IDEA HOW TO FIX IT

What will you learn from this guide

In this guide, you will learn how various marketing channels help businesses gain sustainable traffic and how they work in connection with each other.

We will also show you what SEMrush tools can help you streamline the process of working with those channels and eventually get traffic and leads.

Marketing Channels and its Effect on Traffic over Time

We at SEMrush are aware that the most precious currency for a small-biz marketer is time. And we are sure there are no “bad” marketing channels; some are just used at the wrong time or in the wrong way.

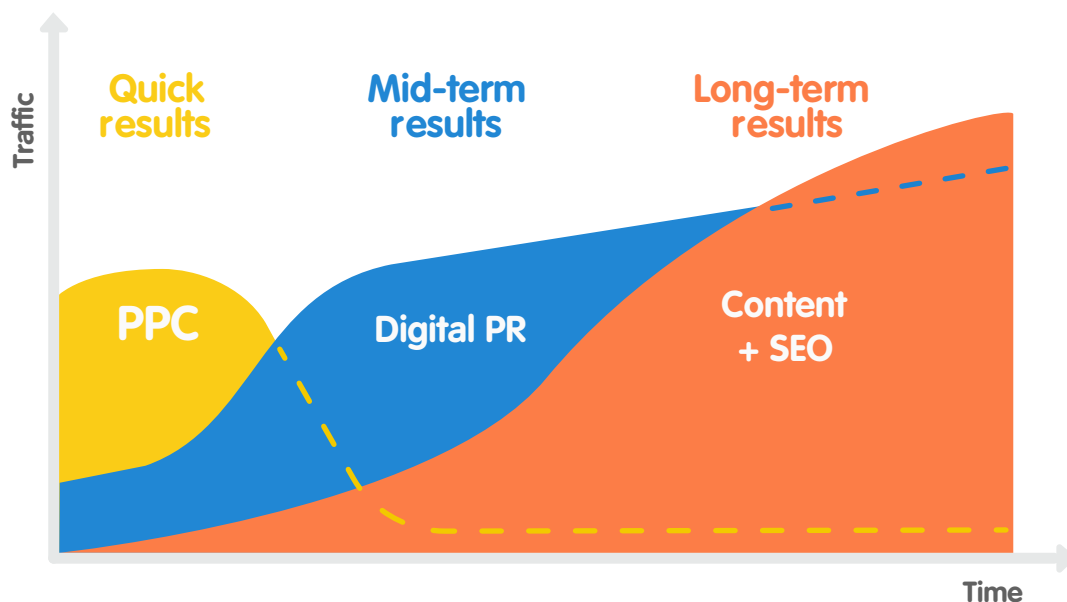
Juggling them all can be tough, and this is what SEMrush was invented for: to help you make smart decisions by providing valuable data and removing the guesswork from your marketing routine. We want you to save time and valuable resources by approaching each of the main marketing channels the right way.

If we look at 4 of the popular marketing channels in terms of time/outcome ratio, it could look like this:

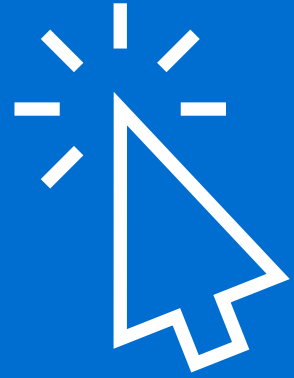
For a business to survive, they need to get leads and make sales and save as much time as possible while doing so.

It sounds simple, but SEO takes time and being found in organic search isn't always something new site owners can wait on. So, for immediate traffic, most turn to pay-per-click (PPC). However, getting traffic is not synonymous with getting leads.

In this guide, we'll start by explaining how to organize a successful PPC campaign, then will show how to find PR channels to work with and then will show you a few easy tricks on how to tame SEO and make the best out of the content that you already have on your website.



NOTE: All the companies mentioned in this document as examples were chosen randomly. Please note, that there is no commercial purpose.



Chapter 1

HOW TO DO PPC

With an incredibly wide range of targeting options provided by AdWords, it is easy to pick the wrong strategy and end up watching your budget go down the drain. However, if you think all the things through first, it can be avoided.

Let's discover some tricks that will help you plan a well-thought-out PPC campaign with the help of SEMrush tools.

Start With the Right Keywords



TOOLS TO USE: [Keyword Magic Tool](#) & the [PPC Keyword Tool](#)

Once you have decided how much you are ready to spend on PPC, it is time to dive into the keyword research process. If your campaign budget is limited, you may want to set the maximum cost per click (CPC) that you are willing to pay. It is also a good idea to start with the "bottom of the funnel" keywords, in order to target users with high conversion intent.

Picking relevant high-volume keywords with low CPC may seem cumbersome, but with the help of the right tools, it is

very doable. We have some examples of how to use the tools to find the right keywords.

Let's say you are promoting an online store that sells organic food; we will use this example term as a seed keyword for the research. To increase your chances of reaching the users who are likely to make a purchase, you could also use words like "buy", "cheap", "delivery", "near me" etc., in the broad match section.

Keyword Magic Tool: **Organic food** beta

The screenshot shows the Keyword Magic Tool interface. At the top, there is a search bar with "organic food" entered and a "+ New keyword" button. Below this is the "Seed keyword:" field, also containing "organic food", with an "Apply" button and a "US" location dropdown. A red arrow labeled "1" points to the "organic food" text in the seed keyword field. Below the seed keyword field, there are five columns of data: "Volume" (22,200), "Keyword Difficulty" (89% with a red circle icon), "CPC" (\$2.53), "Competition" (0.37), and "SERP Features" (with icons for image, star, and crown). Below the data columns, there are tabs for "All", "Questions", "Broad Match", "Phrase Match", and "Exact Match", with "Broad Match" selected. A red arrow labeled "2" points to the "Broad Match" tab. To the right of the tabs is an "Advanced filters" link. Below the tabs, there are two input fields: "Include keywords" and "Exclude keywords". The "Include keywords" field contains "Broad Match" (dropdown) and "delivery". A red arrow labeled "3" points to the "delivery" text. The "Exclude keywords" field contains "Broad Match" (dropdown) and "texas".



QUICK TIP: Don't overlook the "Exclude keywords" option - it is extremely helpful to filter out irrelevant keywords (for example, cities or countries you don't deliver to).

You have probably hundreds of possible queries, so now let's define which of these are worth bidding on. If the keyword has decent search volume (1), reasonable CPC (2) and low competitive density (3), it is definitely a good candidate for your keyword list:

All keywords

Total volume **4,030** | Average difficulty **30.39%**

[Export to:](#)

<input type="checkbox"/>	Keyword		Volume	KD%	CPC	Com.
<input type="checkbox"/>	foods you should buy organic	+	880	86.33	1	0.11
<input type="checkbox"/>	foods you don't need to buy organic	+	170	-	0	0.06
<input type="checkbox"/>	must buy organic foods list	+	90	86.68	1.41	0.22
<input type="checkbox"/>	which foods to buy organic	+	90	88.61	0.71	0.19

1

2

3

Try experimenting with different search terms until you feel you have gathered enough of them. Once you have a collection of terms, you can send them all to the PPC Keyword Tool.

All keywords

Total volume **4,030** | Average difficulty **30.39%**

[Export to XLSX](#)

[Add to Keyword Analyzer](#)

<input type="checkbox"/>	Keyword		Volume	KD%	CPC	Com.	SERP Features	
<input checked="" type="checkbox"/>	foods you should buy organic	+	880	86.33	1	0.11	1	
<input checked="" type="checkbox"/>	foods you don't need to buy organic	+	170	-	0	0.06	-	

1

2

Go to Keyword Analyzer



					Export to XLSX Update metrics Delete Send to other tools	
KD	CPC (USD)	Com.	SERP F.	Click Potential		
Needs updating	1	0.11	Needs updating	Needs updating		
Needs updating	0	0.06	Needs updating	Needs updating		
Needs updating	1.41	0.22	Needs updating	Needs updating		
Needs updating	0.72	0.19	Needs updating	Needs updating		

3



NOTE: the direct export from Keyword Magic to PPC Keyword tool is available only for paid SEMrush accounts.

The PPC Keyword tool will help you

- Organize keywords into groups and campaigns.
- Filter out duplicate keywords, empty groups, and unnecessary symbols, making your keyword list neat and tidy.
- Find and remove “cross-group negative” keywords that provoke competition among your own ads and make your CPC grow.

Once these things are done, you will have a keyword list that is cleaned up, organized properly, and contains only relevant keywords.

For more details on how to deal with PPC keyword tool and clean up your keyword list [read this guide](#).

Creating Ads That Work

The next step is working on ad creatives. There can be hundreds of other advertisers who compete for the keyword you are targeting, so your ad should be relevant and stand out from the crowd.

Besides the golden rule “use keywords in headlines”, there are lots of tricks that can increase your ad’s conversion. These are the techniques we figured out by [analyzing the PPC campaigns of Australia’s top online retailers](#).

Once you are finished with building your keyword list with the help of [PPC Keyword Tool](#), you can move on to creating ads without leaving SEMrush.

In the ‘Projects’ section, you will find the new [Ads Builder Tool](#). It will automatically import the campaigns and keyword groups you have created earlier and take you to the next step: creating ads for each group.



TOOLS TO USE: [Ads Builder](#)

AD COPYWRITING: 10 WINNING TECHNIQUES

FEND OFF THE COMPETITION

Name drop your competitors and present an offer that surpasses them

ENCOURAGE AND INSPIRE

Tell customers how you can help them become an even better version of themselves

KNOW HOW TO TALK TO YOUR AUDIENCE

Use language your audience uses, and if appropriate, be edgy and spice things up!

BE PERSONAL

Use emotional triggers and make the people who see your ads feel special

ANSWER QUESTIONS & DISPEL DOUBT

Give buyers reasons to move from a purchase consideration to a purchase decision

SELL SOLUTIONS NOT PRODUCTS

Tell customers how you are able to make things easy and fix their problems

BEAT YOUR RIVALS WITH SERVICE

Make your product irresistible with service that goes above and beyond

TELL YOUR VISITORS TO RETURN

Provide an incentive for visitors to want to come back often

CLAIM YOUR SUPREMACY

Know where you excel and use it to your advantage – go ahead and boast about it!

EMBRACE THE 4 U's

Be sure to make your copy Urgent, Unique, Ultra-specific and Useful



SEMRUSH

New Ad

Clear Form

1

2

Headline 1: Order Organic Food (12)

Headline 2: Never Pay Full Price Again (4)

Description: Always 25-50% Below Retail. (53)

Path: (15) / (15)

Final URL: (15)

Mobile URL: (15)

3

Campaign: Default campaign

Group: Select group...

Tracking: {lpurl}?utm_campaign=default_campaign&utm_

4

Preview: Order Organic Food - Never Pay Full Price Again

Ad: Always 25-50% Below Retail.

Save ad

Cancel

In the image above you see that Ads Builder Tool can do the following:

- Make sure you stay within the AdWords character limits (1)
- Add URL paths and a destination URL (2)
- Assign the new ad to a keyword group (3)
- Get an immediate ad preview (4)

The tool also provides you with ad examples of your competitors. Whenever you run out of inspiration, take a look at their ads to find relevant CTAs.

Ideas for your ads

Search ads by domain or seed keyword:

thrivemarket.com

X

US

▼

Search Ads

Order Organic Food - Never Pay Full Price Again

Ad thrivemarket.com

Always 25-50% Below Retail.

Keywords: 33

Organic, Healthy Food Online - Get 25%-50% Off Wholesome Products

Ad thrivemarket.com

Thrive Market Delivers. Join Today!

Keywords: 15

Thrive Market - Official Site - Shop The Best Organic Products

Ad thrivemarket.com

Save On Your Favorite Health Food Brands. Endorsed by Experts. Start Savi

Keywords: 14

Power Plant - Thrive Market - Shop The Best Organic Products

Ad thrivemarket.com/Power_Plant/12

Organic Favorites Delivered For Less. Wholesale Prices. Free Delivery. Shop Now!

Keywords: 13

Another time-saving feature you can take advantage of is the [dynamic keyword insertion](#). It is especially helpful when you have a wide range of products from pretty much the same niche. Imagine creating separate ads for some dozens of keywords like “organ-

ic banana”, “organic avocado”, “organic monstera deliciosa”, etc.

Instead, you can just add a variable to your ad, and AdWords will automatically replace it with the keyword you are targeting:

New AdClear Form

Headline 1	Order {Keyword:Organic Food}	12
Headline 2	Never Pay Full Price Again	4
Description	Always 25-50% Below Retail.	53

As soon as you are done with composing ads, you can export them, together with the keywords, to AdWords-friendly Excel files.

Give Display Campaigns a Try

Campaigns in Google Display Network are considered more effective for branding purposes. So, if you aim to get leads and conversions, this channel will probably not be your ideal choice. However, it can be useful when you are struggling to narrow down your target audience just using search campaigns.

Display campaigns is the place where you can unleash your creativity and engage people with captivating visuals. With this in mind, the organic food niche is perfect for display campaigns.



TOOLS TO USE:
[Display Advertising Report](#)



QUICK TIP: An example would be if you are targeting small business owners. Whenever they need to find a logistics company, they would just search for “logistics company”; there’s no point for them to add “for small business” to the query. Audience targeting will be your helper in this case.

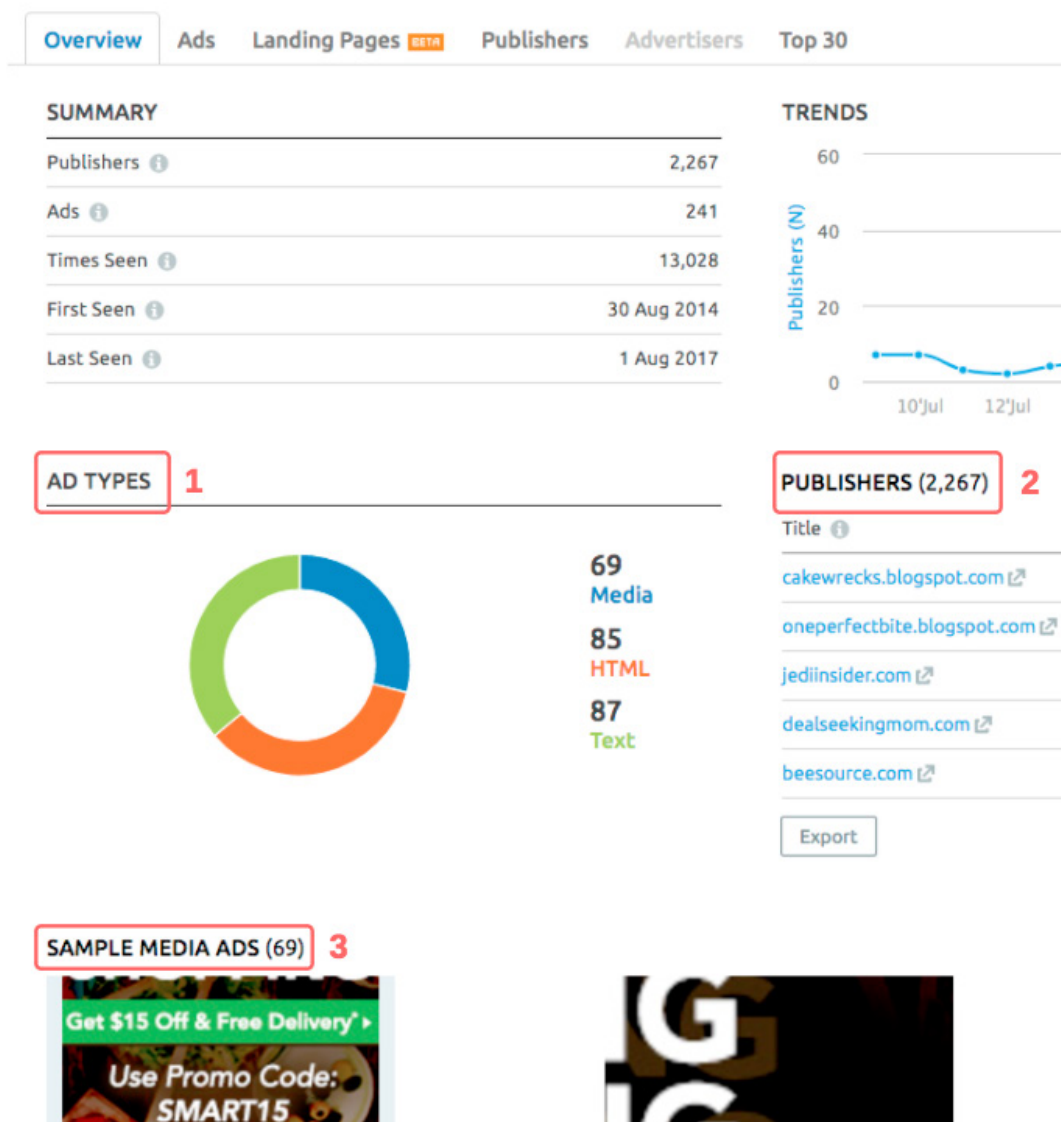
The audience is easy to define, and the ideas for visual ads are endless. At the same time, it is extremely hard to figure out which of the advantages are worth highlighting.

- Should you be focusing on professional photos? Mouth-watering recipes? Special deals and discounts?
- Would it be better to target desktop or mobile users?
- Which websites would be the best to place your ads on?

In order to save resources and avoid reinventing the wheel, let's take a look at what other organic food shops do when it comes to display campaigns.

The renovated [Display Advertising report](#) will show you how tight the competition in your niche is and how exactly your rivals are attracting customers:

- What types of ads they're using (1)
- Which websites place their ads (2)
- How exactly their ads look (3)



We can explore this report to borrow some nice CTAs for text ads, as well as pick some visual ideas.

Here is the advertiser's 2nd most effective banner that has been encountered 2,304 times on over 500 websites. Worth analyzing!

Ad Report for Advertiser: [instacart.com](https://www.instacart.com)

Times Seen	Days Seen	First Seen	Last Seen	Target URL
2,304	29	22 Aug 2016	19 Sep 2016	https://www.instacart.com/smart-fina...



Domains publishing this ad

Publisher	Times Seen	Days Seen	First Seen	Last Seen
oneperfectbite.blogspot.com	242	29	22 Aug 2016	19 Sep 2016
cakewrecks.blogspot.com	129	27	22 Aug 2016	17 Sep 2016
bbq-brethren.com	117	26	23 Aug 2016	17 Sep 2016

[Click for the full report](#)

Another bonus, you can filter the ads by device (desktop, tablet, mobile) and OS type (iOS vs. Android).

Display Advertising for advertiser:

Location: [All](#) | Device: [All](#)

Overview

Ads

Large

Publishers

Advertisers

AD TYPES



85
HTML

INDEXED ADS

20	
15	
10	

This analysis will help you plan a display campaign based on real data, instead of relying on spray-and-pray technique.

Bonus: Seize the Chance to Test User Behavior

PPC is also a fast, yet effective, way to test how user-friendly a page is.

Before you start driving massive traffic to your webpages, consider using a session tracking software. These tools allow recording users' sessions to help you figure out what problems they are facing throughout their journey (for example, users miss the "Order" button because it gets covered by the chat window, and other cool UX oversights).

At SEMrush, we use [Inspectlet](#). It has up to 100 free session recordings monthly, but for only \$39/mo you can extend the limit to up to 5,000 sessions.

Wrapping Up: PPC As a Ground for More

With all the advantages the PPC channel has, there is one aspect you shouldn't ignore: every click on your ad takes away money from your pocket. So the earlier you start thinking about how to diversify your traffic sources, the better.



Chapter 2

HOW TO FIND PR CHANNELS

Many marketers think that digital PR is not for small business. They see it as a costly and lengthy game plan, though a thoroughly set campaign may turn critical for success. Of course, there is more than one way to reach the primary goals of any entrepreneur. For instance, you can take an easy route and use PPC as an immediate result strategy, but this must be just the first step.

The success you bought is very different from the success you earned in terms of stable traffic. If you don't want to lose a lot of precious visitors as soon as you cut off your PPC funding, you will have to shift gears and explore a strategy that will help your brand win the loyalty of the clients in the long run.

Let's say you own a small organic food shop that needs a little help in getting off the ground. See what SEMrush has to offer to help you get through to both regular and potential customers and beat as many rivals as possible.

Discover Referral Sources

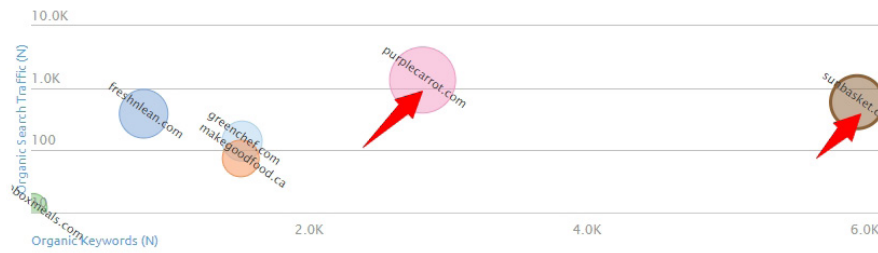


TOOLS TO USE: [Positions report](#) & [Brand Monitoring Tool](#)

All brands want mentions, but it is also important to get mentioned by influential websites and media. One strategy is to check out the blogs and media that have already talked about your competitors and try to win their attention. Finding these may require a great deal of research, but SEMrush can make it easy for you.

Start with choosing a successful rival. Of course, you may already know some of them by the name, but SEMrush Domain Analytics reports can help you discover the competitors that might have escaped your notice.

- Go to the [SEMrush Competitors Report](#) of Domain Analytics and type your domain name in the search window to see your position in Organic, Advertising or PLA search. Your most successful competitors occupy the upper right corner of the displayed graph. These are the domains to look at.



- Then we need to identify who is talking about these 'sharks of local business' and check what they are saying.
- Set up a [Brand Monitoring campaign](#) for each rival you found using Domain Analytics.
- Go to the 'Web' sub-tab of the 'Mentions' tab and see who referred to them within last 90 days.

The blogs and media you found are your target audience, if the ideal customer exists, he/she should be reading one of these. So let's get those blogs and media sources to talk about you!

To reach these sources, you need to start speaking their language and deliver engaging content. Will you target

teenagers? Pregnant women? Health nuts? Check, if the content on your site suits them? If not, improve it. For example, if you see a lot of yogi among those who mention your competitors, you can become more attractive to them posting some Ayurvedic eating plans on your website.



QUICK TIP: If you are aware of your competitor's advertising campaign, or some other promotional activity, you can easily check whether it was worth it by monitoring mentions for a certain period. See if there was increased activity by looking at the Mention Volume Trend in 'Statistics' tab.



Pick Out the Leading Channels

Unfortunately, depending on the niche, you will never have enough time to get through each and every blog and media site you find. So focus on targeting the ones that have a high level of trust and be ready to provide their readers with as much information about your brand as possible.



TOOLS TO USE:
[Brand Monitoring Tool](#)

- To measure the trustworthiness of a site/blog sort them by brand monitoring (BM) score and focus on the ones with a BM higher than 60 first. Of course, any source with BM score higher than 22 should be considered reliable, but we are focusing on the ones with the largest.

Web Twitter Jun 25 - Sep 22, 2017 (last 90 days)

Actions: Search in results: Backlinks: BM score: 60 To Advanced filters

Applied filters: Clear all BM score: from 60

☐ Mentions 33: with backlinks 1 / without backlinks 32

<p>☐ Albertsons Challenges Amazon and Buys Meal-Kit Startup Plated</p> <p>Sep 21, 2017 02:19 News: fortune.com Author: Fortune no backlink</p> <p>... Chef'd in May with a \$10 million investment, while Unilever led a \$9 million funding round for the San Francisco-based food delivery service Sun Basket.</p>	<p>Domain fortune.com</p> <p>BM Score: 81/100</p> <p>Block domain</p>
<p>☐ Turns Out Raw Pumpkin Is Actually Really Good For You</p> <p>Sep 20, 2017 04:13 News: www.womenshealthmag.com Author: Women's Health no backlink</p> <p>... sweeter varieties that are better for cooking," says Justine Kelly, executive chef and co-founder of Sun Basket meal delivery service. "Some specific names you ...</p>	<p>Domain www.womenshealthmag.com</p> <p>BM Score: 69/100</p> <p>Block domain</p>
<p>☐ Food Production Team Member: Sun Basket Jobs in Valmeyer IL ...</p> <p>Sep 13, 2017 18:45 News: www.careerbuilder.com no backlink</p> <p>Sun Basket is a fast growing national organic meal kit delivery service rated #1 by BuzzFeed, backed by top-tier investors, and led by one of San Francisco's top ...</p>	<p>Domain www.careerbuilder.com</p> <p>BM Score: 77/100</p> <p>Block domain</p>

Then let's see which of the selected sources offer the highest-quality mentions.

- Sort the mentions by the presence of backlinks, as a mention leading directly to your site will bring you more traffic, and an extra ref domain may increase your Google ranking.

The screenshot shows a brand monitoring tool interface. At the top, there are tabs for 'Web' and 'Twitter', and a date range 'Jun 25 - Sep 22, 2017 (last 90 days)'. Below this, there are sections for 'Actions', 'Search in results', and 'Backlinks'. The 'Search in results' section has a dropdown menu for 'Mentions' and a search bar. The 'Backlinks' section has a dropdown menu for 'Show all' and a search bar. The 'BM score' section has a dropdown menu for 'From' and 'To'. The 'Applied filters' section shows 'Clear all' and 'Backlink to: sunbasket.com'. The 'Mentions 6' section lists two mentions: 'Nutrition, Health & Wellness Industry Builds On Re...' and 'Meal Kit Startups Target Families with Young Eaters...'. The first mention is from 'www.nutraceuticals...' and the second is from 'thespoon.tech'. The 'Backlinks' section shows a list of backlinks, with 'sunbasket.com' highlighted. The 'BM score' section shows a score of 50/100 for the first mention and 22/100 for the second mention. The 'Domain' section shows 'www.nutraceuticalsworld.com' and 'thespoon.tech'.

- Sorting mentions by title can help you find who might be eager to put your brand name right in the heading of their post.

The screenshot shows a brand monitoring tool interface. At the top, there is a breadcrumb trail: 'Dashboard > Projects > Competitor 1 > Brand Monitoring'. Below this, there is a section for 'Brand Monitoring: Competitor 1' with a 'Beta' tag. The 'Campaign: Competitor 1' section shows 'Language: EN', 'Country: All', 'Keywords: Sun Basket', and 'Last Update: a minute ago'. The 'Mentions' section has a dropdown menu for 'Titles' and a search bar. The 'Backlinks' section has a dropdown menu for 'Show all' and a search bar. The 'BM score' section has a dropdown menu for 'From' and 'To'. The 'Applied filters' section shows 'Clear all' and 'Backlink to: sunbasket.com'. The 'Mentions 6' section lists two mentions: 'Nutrition, Health & Wellness Industry Builds On Re...' and 'Meal Kit Startups Target Families with Young Eaters...'. The first mention is from 'www.nutraceuticals...' and the second is from 'thespoon.tech'. The 'Backlinks' section shows a list of backlinks, with 'sunbasket.com' highlighted. The 'BM score' section shows a score of 50/100 for the first mention and 22/100 for the second mention. The 'Domain' section shows 'www.nutraceuticalsworld.com' and 'thespoon.tech'.

There are some more useful things you can do:

- Group the mentions with the help of the tags by topic or type (sponsored/not sponsored, positive/negative, audience demographics etc.) to plan the stages of your PR campaign.
- Mark sources you want to target first as favorites in order not to lose them.
- Exclude irrelevant mentions by blocking the domains you are not interested in (domains with low BM score, the audience you will not be able to reach, possible scammers etc.)

Mentions 44: with backlinks 0 / without backlinks 44 | 1 filters are applied | [Clear all](#)

<div><div><input type="checkbox"/></div><div><h3>9 Creative Ways to Use the Food Scraps In Your Garbage</h3><p>Aug 17, 2017 21:00 News: www.nbcnews.com Author: NBCNews.com</p><p>... cobblers," said Justine Kelly, co-founder and executive chef at Sun Basket, a meal-kit delivery service that uses organic and sustainably sourced ingredients.</p><div><div>big media X</div><div></div></div></div></div>	<div>Domain www.nbcnews.com</div> <div>BM Score: 79/100</div> <div>Block domain</div>
<div><div><input type="checkbox"/></div><div><h3>Consumer Acquisition Named a Facebook Creative Platform Partner</h3><p>Aug 15, 2017 03:00 News: www.prnewswire.com Author: PR Newswire (press...</p><p>Adam Zbar, CEO of Sun Basket, said: "Consumer Acquisition delivered outstanding Facebook advertising results for Sun Basket. They reduced our CAC and ...</p><div><div></div><div></div></div></div></div>	<div>Domain www.prnewswire.com</div> <div>BM Score: 81/100</div> <div>Block domain</div>
<div><div><input type="checkbox"/></div><div><h3>Which Contra Costa mayor stirred up winning dish in Healthy ...</h3><p>Aug 08, 2017 03:00 News: www.eastbaytimes.com Author: East Bay Times</p><p>... Creek Mayor Rich Carlston, pictured cutting zucchini, worked with Chef Justine Kelly from Walnut Creek's Rooftop and Sun Basket to create the winning dish.</p><div><div></div><div></div></div></div></div>	<div>Domain www.eastbaytimes.com</div> <div>BM Score: 62/100</div> <div>Block domain Irrelevant My resource</div>
<div><div><input type="checkbox"/></div><div><h3>What Blue Apron needs to do to survive the threat of Amazon</h3><p>Aug 05, 2017 03:00 News: www.marketwatch.com Author: MarketWatch</p><p>(Current contenders include: Plated, HelloFresh, Purple Carrot, and Sun Basket.) But Blue Apron has an opportunity to differentiate itself. To do so, it must focus ...</p><div><div></div><div></div></div></div></div>	<div>Domain www.marketwatch.com</div> <div>BM Score: 79/100</div> <div>Block domain</div>

Now when you have found the perfect outlets to start building relationships with, offer them more than your rivals do.

- Check if your target sources have anything in common and start supplying relevant information on the topic. For instance, if eating healthy is important to your audience, you could discuss organic food options.
- Mention the source you want to attract in your blog posts or share their content.
- Contact the owner of the source directly and tell him/her what great things you have to give.



QUICK TIP: The range of your competitor's goods and services may differ from yours. Sorting mentions by a certain keyword will allow you to limit this range and only see mentions which are relevant for you.

Reach Out In Real Time



TOOLS TO USE: [Brand Monitoring Tool](#)

The last, but not least, thing you could do is reach to your current and potential customers and try to offer them the best services you have. Twitter has stood out as an ideal leverage for marketers who want to keep in touch with their buyers. This social networking platform is the place where you can find the most recent and relevant news, opinions, and reviews.

We all know that customers tend to leave negative feedback a bit more often than positive. Reach out to your rivals' disappointed customers and offer to solve their problems; they could become your customers.

- Go to the 'Twitter' sub-tab to see your competitor's mentioners, look at their tweets, and address their concerns.
- Enter the keywords and hashtags you are using (or going to use) in the search window and have the mentions sorted by this word. Use the words expressing emotions to find positive or negative reviews.

Dashboard > Projects > Competitor 1 > Brand Monitoring

Brand Monitoring: Competitor 1 Beta

Campaign: Competitor 1 | Language: EN | Country: All | Keywords: [Sun Basket](#) | Last Update: a minute ago [Update](#)

[Mentions](#) [Statistics](#) [Blocked resources](#) [About tool](#)

Campaign: Competitor 1

[Web](#) [Twitter](#) [Jun 25 - Sep 22, 2017 \(last 90 days\)](#)

Search in results:

[Search](#)

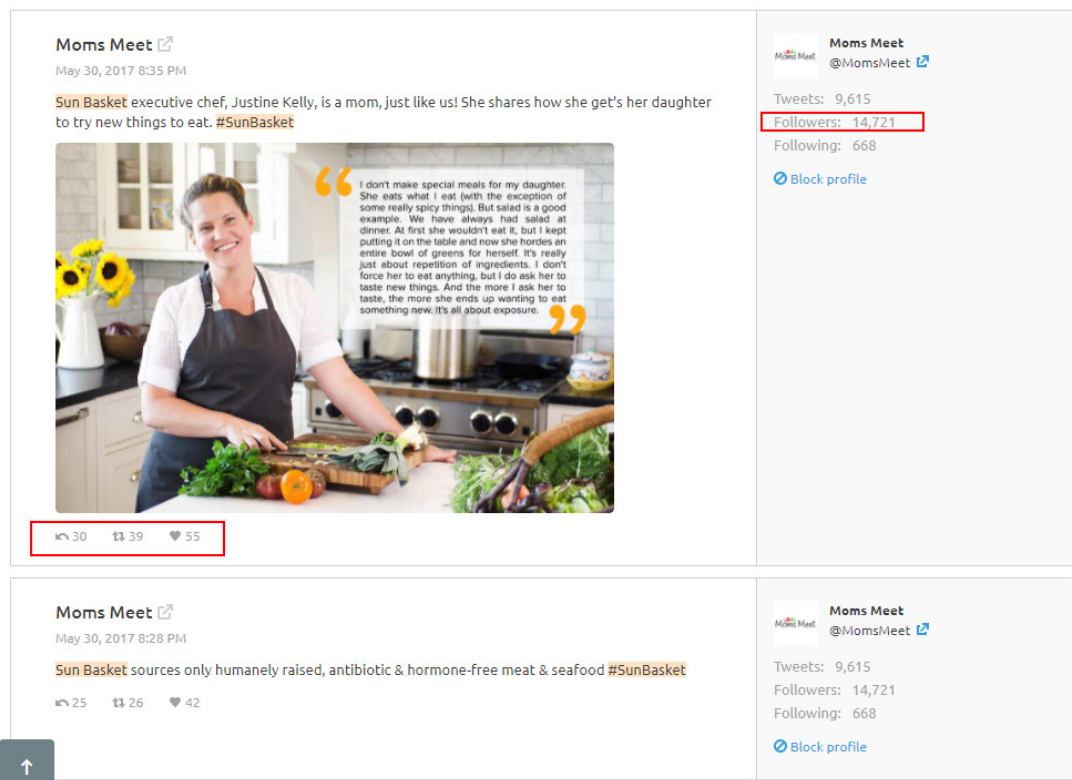
Applied filters: [Clear all](#) [Search in results: bad](#) [X](#)

Tweets

Mooshe @MoosheNick August 30, 2017 8:22 PM Sun Basket delivered food to the wrong address and they refunded my order and cancelled my bad idea but can never fix how hopeless I feel. Retweet 0 Like 3	 Mooshe @MoosheNick Tweets: .. Followers: .. Following: .. Block profile
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------

[Show more](#)

- Check the status of each mentioner's profile and the popularity of each tweet. Start making friends with the right people.



The number of Tweets you will have to deal with is likely to be huge but they are worth looking at. You might not be able to catch a local celebrity, but you will find a lot of potential brand advocates who are easy to please. Be rewarding, offer them discounts, repost their content or just add them to your regular holiday mailshot.



QUICK TIP: Tweets appear at the speed of light (around 6,000 every second, Google says), so being swift can really become your advantage. SEMrush refreshes the Twitter mention list once every 30 seconds. The most recent mentions will be shown on the top of your list in a separate green colored badge. Reach out to the authors of these tweets, be helpful and polite and the success will come quickly.

After testing new strategies for a while you should go back to your own Brand Monitoring campaign. Compare your progress with your rivals' in the Campaign Comparison report.

Results don't happen overnight, but if your strategies are working you will start seeing a gradual increase in traffic, which, in turn, let you save on paid clicks.



Chapter 3

HOW TO DEAL WITH SEO AND CONTENT

The fastest way to deal with content and SEO is to select your best-performing pages and optimize them to bring in even more traffic. This way, you divide the general SEO work into bite-size tasks and reach your promotion goals with a series of short steps rather than rare giant leaps.

PPC and digital PR help you achieve your short-term goals, and while optimizing content plays out in the long run, it can be frustrating to see no immediate results from SEO. But this is how it works — SEO takes time. So, while you

launch your PPC campaign or look for PR opportunities, don't forget to work on your content at the same time. This way, all three ways will complement one another.

Let's say there's an organic food delivery service that wants to boost its rankings; how could they do that? As an example, I took peachdish.com, a healthy meal box delivery service. They are featured on a few delivery services digests, and they rank for about 8,000 keywords in organic search. Not a bad result, but here's how to make it better.

Find the Traffic Growth Points

Ideally, to see what pages of your website perform best in terms of traffic, keywords, rankings, session length, and bounce rate, you need data from Google Analytics and Google Search Console.

TOOLS TO USE: Positions
report, Organic Traffic Insights,
Google Analytics, Google
Search Console

To accumulate all this data in a single chart, we recommend you setup the [Organic Traffic Insights](#) in your SEMrush project. It connects to your website's Google Analytics and Google Search Console accounts and presents the information in a digestible way providing a lot of filtering options.

Landing Page	Keywords		Sessions (% of total)	New Sessions	Pages / Sessions	Avg. Session Duration	Bounce Rate	Goal Completion (% of total)
	SEMrush	Google Search Console						

Since I don't have access to peachdish.com accounts, I can't show the full workflow here. However, when you setup the Organic Traffic Insights and connect your Google accounts to it, you need to filter out the pages with the highest session length and take a closer look at them.

- 1 If the page ranks highly but little CTR, it might indicate that there is something wrong with its search snippet. Check your title and meta tags and ensure there is relevancy to the target keyword.
- 2 If the page has a lot of sessions, but a large bounce rate and little time on site, it might mean that people don't find the answer to their question on your site. The possible reasons could be poor content or the wrong keywords for which the page is promoted.

What to Do When You Have No Access to Google Analytics and Google Search Console Accounts

Don't worry, there is still a way to find those important pages. In our [Positions report](#) of the Domain Analytics section, you can see the big scope country level keywords from the SEMrush database for which the domain ranks in the top 100 positions on Google.

What is great about it is, again, filters. Sorting the results by Traffic you can see what pages bring the most traffic to the website — these are your candidates for optimization.

ORGANIC SEARCH POSITIONS 1 - 100 (7,759) ⓘ

<input type="checkbox"/>	Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL	Traffic % ↕	Costs % ↕	Com. ↕	Results ↕	Trend
<input type="checkbox"/>	peachdish	1 (1)	6,600	69.83	4.33	www.peachdish.com/	52.86	57.96	0.24	137,000	
<input type="checkbox"/>	peach dish	1 (1)	1,900	74.77	3.56	www.peachdish.com/	15.21	13.71	0.10	37,200,000	
<input type="checkbox"/>	peach fresh	1 (1)	720	71.61	5.95	www.peachdish.com/	5.76	8.68	0.24	62,900,000	
<input type="checkbox"/>	dish.com	16 (17)	90,500	73.06	1.42	www.peachdish.com/menu	4.52	1.62	0.17	612,000,000	
<input type="checkbox"/>	peachdish reviews	1 (1)	880	71.47	4.44	www.peachdish.com/	4.13	4.65	0.34	63,000	
<input type="checkbox"/>	fresh food delivery	11 (12)	5,400	69.89	3.06	www.peachdish.com/	2.53	1.96	0.89	244,000,000	
<input type="checkbox"/>	peach delivery	2 (2)	4,400	78.93	5.27	www.peachdish.com/	1.14	1.52	0.09	28,900,000	
<input type="checkbox"/>	dish.com	17 (17)	27,100	70.89	0.59	www.peachdish.com/menu	1.08	0.15	0.23	1,200,000,000	

As you can see here, PeachDish has a lot of branded keywords in first positions. That is great: it means, their brand is popular. They have probably invested in PPC, worked with some industry media, and got themselves good coverage there.

However, it is not enough to be ranking only by a brand name. The content on your website is supposed to be fulfilling the user's intent, answer a question, help make purchases, etc. In the end, SEO and content marketing are supposed to be helping you rank for something more than just your brand name.

Traffic Growth Points: Pages from 1st and 2nd SERP

A simple rule here would be: a) find what performs well and make it great and b) find what is great already and make it even greater.

When your page ranks on the second page of search results the best way to boost traffic is to take it to the first page. And when you already are on the first page, try winning the SERP fea-

tures: featured snippets, reviews, videos, etc.

And don't think that once you have reached this goal, you can forget about the page forever. SEO is a continuous process, and in order to stay in the game, you have to periodically revise your achievements and adjust the strategies.

Goal: Getting a Featured Snippet



TOOLS TO USE: [Positions report](#)

A big goal today for many businesses is to get a featured snippet. Not only does it help create trust for a brand, but it can also bring in a lot of high-quality traffic. So how do you figure out what you want to get a featured snippet for?

Using the SEMrush tools, a good way to check is to apply a few filters to see which pages a website has on the first page of search results. To do that, I would exclude all the positions starting from 11th, and then all the branded keywords (for example, anything containing "peach" and "dish" in it).

ORGANIC SEARCH POSITIONS 1 - 100 (~5,629 BASED ON PASSING 1.78%) ⓘ

Add to Export Manager

✓ 0

Filter by keyword



Advanced filters ▼

Exclude ▼

Pos. ▼

Greater than ▼

10

Exclude ▼

Keyword ▼

Containing ▼

peach

Exclude ▼

Keyword ▼

Containing ▼

dish

+ Add one more

Apply

Reset

Cancel

This way we can see all the keywords, for which PeachDish ranks on the first page on Google and see only those that are not connected to its brand name.

<input type="checkbox"/>	Keyword	Pos. ▲▼	Volume ▲▼	KD ▲▼	CPC (USD) ▲▼	URL	Traffic % ▲▼
<input type="checkbox"/>	flounder stew	1 (1)	40	75.71	0.74	www.peachdish.co...beans	0.18
<input type="checkbox"/>	southern food delivery	1 (1)	50	77.01	4.38	www.peachdish.com/	0.23
<input type="checkbox"/>	sorghum gastrique	2 (2)	90	77.86	0.00	www.peachdish.co...arrots	0.11
<input type="checkbox"/>	landon thompson	3 (2)	90	75.79	0.00	www.peachdish.co...ompson	0.08
<input type="checkbox"/>	chicken arugula pizza	3 (3)	70	80.11	0.00	www.peachdish.co...rugula	0.06
<input type="checkbox"/>	what to serve with tomato pie	3 (4)	40	80.82	0.00	www.peachdish.co...breast	0.03
<input type="checkbox"/>	alfresco pasta	3 (4)	50	76.84	0.00	www.peachdish.co...-pasta	< 0.01
<input type="checkbox"/>	brown rice grits	4 (4)	50	66.18	0.57	www.peachdish.co...-grits	0.03
<input type="checkbox"/>	the wild salmon company	4 (5)	20	51.11	0.00	www.peachdish.co...on-co.	< 0.01
<input type="checkbox"/>	honey tarragon vinaigrette	4 (8)	50	72.28	0.00	www.peachdish.co...grette	0.03

Get Insights from SERP Features hint-bar

As you can see, they have a lot of recipes on their website. Since it is a meal box delivery and customers receive not the cooked meals, but the ingredients with recipes, it makes total sense to have a cooking blog on the website. Also, if a recipe is unique enough, it doesn't have a lot of competition, and markup is done correctly on your site, it can be fairly easy to get into a recipe featured snippet.

<input type="checkbox"/>	Keyword	Pos.	Volume
<input type="checkbox"/>	flounder stew	1 (1)	40
<input type="checkbox"/>	southern food delivery	1 (1)	50
<input type="checkbox"/>	sorghum gastrique	2 (2)	90
<input type="checkbox"/>	london thompson	3 (2)	90
<input type="checkbox"/>	chicken arugula pizza	3 (3)	70

Categories 1 (1)

- Food & Drink
- Games 1 (1)
- Home & Garden

SERP features 2)

- Images
- Reviews 3 (2)
- Video (for this domain)
- Featured snippet

A great new feature is the SEMrush SERP features hint box: if you hover over a keyword, you can see all the SERP features that are available for it and the features that you already have. Here, PeachDish has a video for “flounder stew”, but is not presented in the snippet. There are a lot of recipes in snippets, so I would try doing that.

Select the Pages with Best Volume/Competition Ratio

Most of those keywords have little volume, that means, those pages that are ranking highly do not actually bring much traffic.

The good news is that the competition for those keywords is not high either, which makes it easy to promote them. The ideal solution here would be to find the balance between the keyword volume and the competition level.

<input type="checkbox"/>	Keyword	Pos.	Volume
<input type="checkbox"/>	flounder stew	1 (1)	40
<input type="checkbox"/>	southern food delivery	1 (1)	50
<input type="checkbox"/>	sorghum gastrique	2 (2)	90
<input type="checkbox"/>	london thompson	3 (2)	90
<input type="checkbox"/>	chicken arugula pizza	3 (3)	70



QUICK TIP: play with the filters. Try sorting the keywords by volume, competition level, traffic, etc. It reveals a lot of insightful information about your keyword portfolio and promotion opportunities.

Aim for the Top 10 In the SERPs

Setting the filters in the following way will show you the keywords for which your website ranks on the second search results page: we're excluding all the positions less than 11 and greater than 20. And, as in the previous example, we only want to look at the keywords that are not connected to PeachDish brand name.

ORGANIC SEARCH POSITIONS 1 - 100 (~2,694 BASED ON PASSING 3.71%) ⓘ

Add to Export Manager

✓ 0

Filter by keyword



Advanced filters ▼

Exclude ▼

Pos. ▼

Less than ▼

11

Exclude ▼

Pos. ▼

Greater than ▼

20

Exclude ▼

Keyword ▼

Containing ▼

peach

Exclude ▼

Keyword ▼

Containing ▼

dish

+ Add one more

Apply

Reset

Cancel

First of all, take a close look at the list. Can the keywords be grouped semantically? How big is the competition? How much search volume do these keywords have? Try out a few filters and gather your own insights. You would be surprised how many good optimization ideas come from a simple semantic analysis.

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.
<input type="checkbox"/>	blue apron atlanta	11	40	82.82	1.78	www.peachdish.com/press	0.01	0.00	0.38
<input type="checkbox"/>	plate meal delivery	11	70	64.35	5.16	www.peachdish.com/	< 0.01	0.00	0.91
<input type="checkbox"/>	happy valley meat company	11	70	70.34	0.00	www.peachdish.co...at-co	0.03	0.00	0.00
<input type="checkbox"/>	beautiful briny sea salt	11 (5)	110	64.99	0.71	www.peachdish.co...ny-sea	0.01	0.00	0.29
<input checked="" type="checkbox"/>	fresh meals delivered	11 (6)	1,600	63.56	4.07	www.peachdish.com/	0.75	0.77	0.87
<input type="checkbox"/>	food delivery fresh	11 (9)	70	65.62	4.14	www.peachdish.com/	0.03	0.03	0.69
<input checked="" type="checkbox"/>	fresh delivered meals	11 (10)	170	70.37	5.00	www.peachdish.com/	0.07	0.09	0.79
<input type="checkbox"/>	chicken bacon cabbage	11 (10)	90	77.86	0.00	www.peachdish.co...ecakes	0.04	0.00	0.00
<input type="checkbox"/>	meals delivered atlanta	11 (10)	40	53.86	4.75	www.peachdish.com/	0.01	0.02	0.84
<input type="checkbox"/>	delivery fresh food	11 (11)	50	67.18	6.00	www.peachdish.com/	0.02	0.03	0.97
<input type="checkbox"/>	broccolini pasta recipes	11 (11)	40	80.42	0.00	www.peachdish.co...rmesan	0.01	0.00	0.08
<input type="checkbox"/>	reedy creek farm	11 (12)	90	74.19	0.00	www.peachdish.co...-farms	0.04	0.00	0.00
<input checked="" type="checkbox"/>	fresh food delivery	11 (12)	5,400	69.89	3.06	www.peachdish.com/	2.53	1.96	0.89





Look for Keyword Groups



TOOLS TO USE:
[SEO Content Template](#)

Most of the keywords lead to the peachdish.com homepage. On one hand, this is a good thing, since the page is ranking for a lot of keywords. On the other hand, it limits the options for content optimization, since the homepage is the face of the business and the content on it is sensitive to changes.

What I have spotted from skimming the list is that there are a lot of keywords containing the word "delivery" which have relatively high volume.

<input type="checkbox"/>	Keyword	Pos.  	Volume  
<input type="checkbox"/>	blue apron atlanta	11	40
<input type="checkbox"/>	plate meal delivery	11	70
<input type="checkbox"/>	happy valley meat company	11	70
<input type="checkbox"/>	beautiful briny sea salt	11 (5)	110
<input checked="" type="checkbox"/>	fresh meals delivered	11 (6)	1,600
<input type="checkbox"/>	food delivery fresh	11 (9)	70
<input checked="" type="checkbox"/>	fresh delivered meals	11 (10)	170
<input type="checkbox"/>	chicken bacon cabbage	11 (10)	90
<input type="checkbox"/>	meals delivered atlanta	11 (10)	40
<input type="checkbox"/>	delivery fresh food	11 (11)	50
<input type="checkbox"/>	broccoli pasta recipes	11 (11)	40
<input type="checkbox"/>	reedy creek farm	11 (12)	90
<input checked="" type="checkbox"/>	fresh food delivery	11 (12)	5,400

My suggestion would be to create another page around the “delivery” semantics. For instance, pointing out the benefits of the delivered meal kits, or how PeachDish handles delivery.

Creating content around semantic concepts can be tricky since it is hard to know what topic will interest users the most. For that case, we have created the [SEO Content Template](#) — a tool, that allows you to gather all the best-performing content techniques that your rivals (the top 10 performers on Google) are using for a set of selected keywords.

SEO Content Template allows you to create a semantic core for future text. For instance, when creating content for “fresh food delivery”, these are the keywords that are used by SERP competitors of PeachDish.

Key recommendations (based on your Google top 10 rivals)

Semantically related words	<ul style="list-style-type: none"> Enrich your text with the following semantically related words: delivering delivery foods delivery service cook recipe meals delivery meals week freshness choosing weekly meal fresh ingredients times service ingredients days dinners plan ingredients recipes
----------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

You can even see how your competitors use your target keywords. For that, you don’t need to Google it and search for the precise word match; the SEO Content Template aggregates the exact text abstracts to save you time.

See how your competitors use your target keywords

fresh food delivery

1. [Discover a Healthy Meal Plan | Weekly Recipes | HelloFresh](#)

<https://www.hellofresh.com/>

At HelloFresh, we want to fit your lifestyle and preferences, not the other way around. Skip a week with one click, only receiving **deliveries** when you want. No commitment necessary, you can cancel any time.

Definitely. You’re always in charge and can easily skip a week by clicking My **Deliveries**. Then Skip Week. Just be sure to let us know by 11:59pm PST 5 days prior to your next scheduled **delivery** so we can alert our suppliers.

[Show more \(63 occurrences\)](#)

Optimize the Pages that Underperform

If you don't want to split the traffic between two pages, but do want to increase the rankings of the specific page, you can gather ideas on how to do that in [SEO Ideas tool](#).



TOOLS TO USE:
[SEO Ideas](#)

It provides you insights on strategic, content, backlinking, technical, and other aspects of search optimization based on your domain's data. From optimizing meta descriptions to keyword cannibalization, the tool provides a thorough analysis of how your content (and partially, website) performs and what can be done to improve it.

Using the recommendations from the beginning of this post, I chose the keyword/landing page pair: airline chicken and <https://www.peachdish.com/ingredient/VBMVSScAACYA5Q0Z/airline-chicken> and added it to SEO Ideas.

Make Content Useful

If you click the link, you will see that there is barely any text on the page. This is the first thing the tool suggests fixing in the Content ideas.

- **Focus on creating more informative content.**

Your rivals that rank higher than you in the Google top 10 for some of your target keywords are using long-form content on their webpages.
Try to create more informative content.

[See detailed analysis](#)

Why should I do this? ▾

Difficulty:

Take advantage of SERP Features

The tool recommends that I optimize for CTR by using the Recipe markup code. This is smart, since it's really easy to work with the recipes — easy to rank for it, and easy to add markups, videos and other media that Google loves.

Sf SERP Features Based on your top 10-ranking rivals' data	<ul style="list-style-type: none">• Mark up your aggregate rating. You may increase your click-through rate if you add an aggregate rating to this page using the Recipe markup code.	Why should I do this? ▾ Difficulty: <div><div></div><div></div><div></div></div>
	✓ If there is a high probability that your page may appear in a featured snippet, we'll tell you how to improve your chances.	About ▾

Enrich your Content Semantically

Next, the tool suggests using these semantically related keywords as competing pages use them. Enriching the semantic core of your content is essential for a better user experience. Expanding the content here would be very helpful, and focusing on semantics is just a smart way to go SEO-wise.

Se Semantic ⓘ Based on your top 10-ranking rivals' data	<ul style="list-style-type: none">• Enrich your page content. Compared to your rivals, some related words are not present in your page's content. Try to enrich your page's content with the following semantically related words: <div>foods skin chicken cut bone airline chicken chicken airliner</div><div>breast wing cutting airlines breast breast chicken wing attached</div><div>sides cooking airline wing View first 3</div> See detailed analysis	Why should I do this? ▾ Difficulty: <div><div></div><div></div><div></div></div>

There are many other useful ideas in the SEO Ideas tool, but describing them all would extend this post for another dozen pages.

You can find a thorough SEO Ideas workflow [in this post](#) or you can simply try it out for your domain and see what it can do.

SEO: Divide and Conquer

The rule of taking one step at a time works for almost anyone that is focused on a monumental task; small business SEO is not an exception. And, in the situation of limited resources and highly valued time, it is actually the only possible way to ever achieve the high rankings that businesses of all sizes covet. So, divide up each area you need to grow in, work on each of them with keyword goals in mind, and slowly, but surely, beat out your competition.

What to do next

Regardless of the size, there are innumerable possibilities to market your business online. However, some of them are costly, some are time-consuming, and some are both.

The strategies that we've covered in this guide should help you grow your online presence at a minimal cost and within a reasonable period of time. The key takeaway is to integrate all the three strategies together. This way, you'll have an energetic start with PPC, a stable progress with digital PR and terrific results in the end with sustainable organic traffic.



We love your feedback!

Was this guide helpful? Is there something else about small business marketing that you are interested in? Drop us a line at mail@semrush.com and our next post will be about it!

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