

SEMrush Supporting Articles Keyword Research Guide

This guide explains how to use SEMrush to find low-competition supporting article keywords that strengthen your main pillar article while preventing keyword cannibalization.

Step 1. Start With Your Pillar Keyword

1. Go to Keyword Overview in SEMrush and enter your main keyword (e.g., “medicare supplement vs medicare advantage pros and cons”).
2. Review Keyword Difficulty (KD), search intent, and volume trends.
3. Scroll to the “Keyword Variations” and “Questions” tabs to identify subtopics like “Is Medicare Advantage better than Medigap?”

Step 2. Build Supporting Topic Ideas

1. Open Keyword Magic Tool.
2. Enter your pillar phrase (e.g., “medicare advantage vs supplement”).
3. Filter KD: 0–40, Word count: 4+, Intent: Informational.
4. Sort by Volume or KD to balance potential and difficulty.
5. Check Clusters on the left (e.g., “pros,” “cons,” “switch,” “coverage”) for article ideas.

Step 3. Choose 3–5 Low-KD Supporting Keywords

Supporting Article	Target Keyword	KD	Volume	Intent
Hidden Costs of Medicare Advantage	hidden costs of medicare advantage	27	1.9K	Informational
Why People Switch to Medicare Supplement	switch from medicare advantage to medigap	32	1.2K	Informational
Medicare Advantage Pros and Cons Chart	medicare advantage pros and cons chart	29	2.6K	Informational
Best Medicare Supplement Plan for 2025	best medicare supplement plans 2025	38	3.3K	Commercial
Is Medicare Supplement Worth It	is medicare supplement worth it	33	2.2K	Informational

Step 4. Check SERP Competition

Click each keyword to view the SERP Analysis section. Check:

- Type of pages ranking (blogs vs government pages).
 - Domain Authority (Authority Score) of top 10 results.
- Lower DA and blog-style results mean easier competition.

Step 5. Save Keywords in a List

1. Check the boxes beside each good keyword.
2. Click “Add to Keyword List” → name it “Medicare Advantage vs Supplement Cluster.”
3. Use this list to track KD, CPC, and total traffic potential.

Step 6. Interlink Strategy

After publishing, link each supporting article back to the pillar page using contextual anchors like “Compare both plans here.”

Also, link from the pillar page out to each support article. This reinforces topical authority and prevents cannibalization.

Pro Tips to Avoid Cannibalization

- Assign one unique primary keyword per article.
- Use distinct meta titles and H1s.
- Interlink support → pillar (not laterally).
- Track with SEMrush Position Tracking to detect overlaps.
- Adjust internal links or consolidate content if overlap occurs.