

Semrush Training Course

Become a Semrush power user!

Course Dates

Please note: This course is currently only available [in-house](#)

With over 4 million users, Semrush is widely seen as one of the most effective SEO tools for marketers and SEO professionals. However, getting the best out Semrush requires a deeper understanding of its features and functionality.

Emarketeers' Semrush course will show new or existing users how to set up Semrush projects, and how to use the tool, to maximise your SEO or SEM campaign performance. This course will instil you with new Semrush strategies and tactics, enabling you to react to Google ranking changes, raise the bar against your search competitors, and plan your future SEO campaigns with confidence.

Led by Semrush and SEO expert, Matt Wright, you will learn how to master Semrush, gaining new skills you can use immediately.

Course Programme

Introducing Semrush

- A tour of Semrush's use cases and key features
- Differences and benefits of the paid subscriptions
- Navigating around the platform

SEO Research & Benchmarking

- Understanding domain reports and metrics
- Benchmarking your domain against the competition
- Measuring organic and paid search performance by time and geography
- Understand the cost-saving of organic search vs paid advertising
- How to monitor and interpret keyword rank fluctuations
- Deep analysis of SERP features including AI Overviews, Featured Snippets, PAAs and more
- Benchmarking keyword performance by page
- Semrush Projects: how to set up a project; key benefits and features
- Site Audits: key metrics explained and how to action the results
- How to improve ranking potential using the on-page SEO checker

Monitoring Google Volatility

- What is Semrush Sensor?
- How to interpret the data
- Comparing Semrush Sensor to other SERP volatility tools
- Where else to find information regarding algorithm updates

Keyword Research & Content Planning

- Keyword research strategy: search words vs core words
- Understanding user intent in the context of keyword research
- "Know thy enemy": A masterclass in competitor analysis using Semrush
- How to build a target list of keywords using the Keyword Gap report
- Documenting your keyword research
- Using the Semrush SEO Writing Assistant

Backlink Analytics & Metrics

- A quick history of link building
- Key link metrics explained
- Navigating the backlink analytics report
- Understanding link attributes
- Competitor analysis and the backlink gap report
- How to interpret link toxicity
- Managing toxic links

Benefits

Following this Semrush training course, you will understand how to:

- ✓ How to plan and manage successful SEO campaigns via Semrush
- ✓ How to make the most of your Semrush subscription
- ✓ Which Semrush tools to use, for planning or managing SEO campaigns
- ✓ On-page, technical and off-page use cases for Semrush
- ✓ How to measure and benchmark your SEO activity effectively
- ✓ How to monitor SEO performance in real-time and react quickly
- ✓ The best ways to research and deploy effective SEO via Semrush

All attendees receive an attendance certificate, digital copies of course material and four weeks post course support online.

Audience

Emarketeers' Semrush training course is aimed at anyone with beginner-level, or rudimentary knowledge of using Semrush, to run SEO activity. Attendees are typically SEO, SEM or marketing professionals from any sector. Attendees are welcome to log into their own Semrush accounts during the course.

What people say