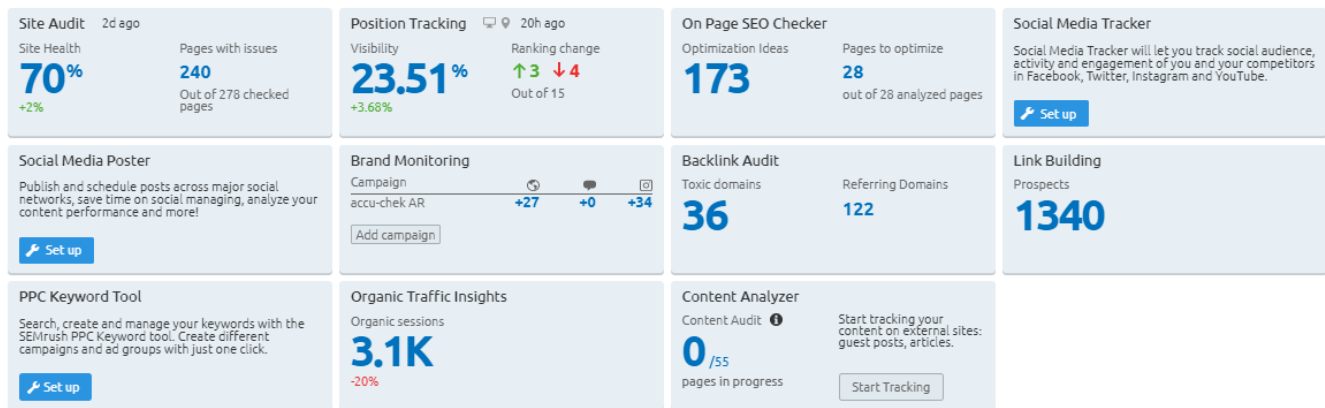




Semrush Project Breakdown Manual

This document is to assist Roche staff in the setup and maintenance of Semrush projects primarily for SEO monitoring. Once you have a Project set up, you are able to configure the 12 Project tools ([What are the Semrush Project tools?](#)) That fully measure a website's online visibility and help you manage campaigns to improve its visibility.



Site Audit

Detects Issues related to crawlability, content, links, and major coding. Site Audit is a great first Project tool to set up, because it can give you instant insights about a website’s health. This tool crawls your site the same way Google does and gives you a report on all of the issues we found related to the website’s health and visibility. After getting the results of your Site Audit, you’ll have your work cut out for you. The Errors, Warnings, and Notices in your report is your to-do list of technical improvements to make on the website to help it perform better. The Total Score is basically your website’s grade. As you improve the site and re-run the audit, the score will improve.

Regardless of your health score, the errors, warnings or notices on your web pages all negatively impact your SEO and user experience. As search engine algorithms evolve, and as your website changes over time, so, too, will your health score. A monthly exercise for a typical organization is 10 hours a month to keep up the Health Score of their website

Setup

Domain and limit of pages

- Crawl Scope – Your main site URL, Check off: Crawl subdomains.
- Limit of checked pages – 20,000 per Audit; This makes sure you are crawling all checked pages
- Crawl Source – Select Website; because this is where Google will be searching

Crawler settings

- You will have Desktop and Mobile options: Choose which ever fits best with your Google searches. Googlebot – Desktop or Google Mobile; this is what will be doing the crawling the website.
- Crawl Delay – Always do minimum page delays

Allow/ disallow urls

- You can choose if you want some urls to be crawled or not.
 - Example if you allow checking for the folder “/shoes/” and disallow “/shoes/women” then any pages with the urls starting in “/shoes/women” will be skipped.

Remove url parameters

- Just as ALLOW

Bypass website restrictions

- This tell the search engine what they can crawl and what they cannot crawl. In the beginning, we want them to be crawled. However, this is important for pages holding sensitive data, customer data, or the web page is undergoing maintenance. You will then choose to not crawl those pages but clicking the check box.

Schedule

- Set up notifications and scheduling to automate reporting, keep track of your SEO development and be the first one to spot points of danger and growth. You can conduct the audit on any schedule you would like. Self-explanatory.

Position Tracking

This tool can track your custom list of target keywords in any location across the globe. This way, you can watch your website's improvements for the specific keywords and goals of your campaign. It's also able to track your competitors and their positioning for the same keywords so you can stay fully aware of the competition going on. Once the Position Tracking campaign is running, you can set up Alerts to automatically receive an email whenever your site or a competitor's crosses a specific threshold (into top 3 positions, gains 10 positions, loses 10 positions, etc).

Setup

Campaign

- Search Engines
 - Choose Google as the search engine
- Device
 - Choose the device you want to track.
- Location
 - Choose the country that is appropriate
- If you have a Google My Business or GMB, type in the Business name for local map pack.

Keywords

- Ways to input keywords – Manually, Campaign, Semrush, and Google Analytics or Import file (think the keywords through)
 - Manually – Type in keywords
 - Campaign – You can use keywords that are similar to or from other campaigns (Roche will need this and will save tons of time)
 - Semrush – Will pull keywords from your domain report base on your current keyword searches. (VERY HELPFUL, this will help show what keywords you are already ranking for.)
 - Click Add to list.
- Google Analytics – Connect your Google analytics account. Then find the correct property of the site from Google ads account.
 - Click start tracking
 - Strategy – Find competitors that are using keywords in that niche in the first and second page of Google and find keywords, which are valuable and rank from those keywords.

On Page SEO Checker

The On Page SEO Checker tool takes a list of pages on your site along with accompanying target keywords and provides you with ideas to optimize each page for its target keywords. The ideas you get from this tool will range from technical SEO improvements to increasing word count on specific pages, to acquiring backlinks from specific domains. Offer a complete and structured list of things you can do to improve the search engine optimization for select pages of your website; Gives recommendations for your site and on-site see capabilities.

Set up

- Select country as target locations and Add pages you would like to optimize.
 - Pages and target keywords
 - Auto import – import pages automatically
 - Manual
 - File
 - Googles
 - Strategy is to optimize the home pages for top keywords and the blogs for top keywords as well.
- Crawler user agent
 - Use Google
- Schedule
 - How often do you want the software to collect ideas? To start choose never.

Brand Monitoring

You can use this tool to easily track your brand's online reputation and manage your public relations on a daily basis. This can help you understand how other people perceive your brand, as well as where your business is being mentioned. You will be able to instantly see any negative press that you are receiving which can allow you to immediately reach out and attempt to find out why that mention is unhappy with your brand. If you are running a PR campaign or trying to grow your reputation, you can also use this tool to measure the trends of your brand mentions over time.

Setup

Brand mentions

- Type in brand names / variations and the campaign will search for mentions in any language contained in those words Example: Accu-Chek or Roche. – Any mentions with the word “Roche” will be found.
- Also, include...: the words like diabetes; so it will track combinations of Roche's and diabetes keywords. It will crawl the entire net.

Backlink Audit

Backlink Audit looks at your domain's backlink profile in order to help you avoid Google penalties related to toxic backlinks. The tool provides a workflow to audit all of your links, analyze the toxic signals associated with any suspicious links, send emails to website owners, and ultimately create a disavow file to send to Google. If you find that you have several backlinks that are putting you at risk of a penalty, you can use the Backlink Audit Tool to remove and disavow

bad links and keep your backlink profile clean. Disavowing links will tell Google not to consider these links when ranking your domain. By integrating with Google Search Console, Google Analytics and Majestic you are able to manage all of your links in one place. This saves you time when managing your links!

Setup

Campaign scope

Choose root

Brand settings

- Add your brand name

Domain categories

- Choose the category

Target country

- Make sure to do this for each project for Roche.

Link building

The Link Building Tool collects a list of link building opportunities for your domain and provides you with a management interface to run an outreach campaign in order to potentially acquire links. Having this tool directly in Semrush makes it easy to run competitive analysis on your SEO rivals and operate an outreach campaign at the same time. Link building is the process of generating links pointing to your website. These links are used by search engines to discover your website and decide how high it will rank in search results. So with link building being one of the most significant aspects of SEO, you'll want to capitalize on any possible opportunity to gain new quality backlinks. You will be able to find these opportunities as well as track any links that you do gain.

Setup

Keywords

- Add the keywords you want to find.

Competitors

- Your competitors will be auto populated
- Look for big competitors

PPC Keyword Tool

The PPC Keyword Tool offers an easy way to plan and set up an optimized Google Ads campaign. With this tool, users can organize keywords at the campaign and ad group level, quickly set negative keywords and export the campaign plan to seamlessly import into Google Ads Editor. Some of the most common mistakes PPC marketers make include bidding on keywords that are too competitive, failing to add negative keywords to a campaign, or being too broad with targeting. With the stress of managing multiple campaigns at once, it's hard to be perfect with every campaign. This tool makes it easy to stay organized and ensure your campaign is budget-friendly. Everything you plan in Semrush can be exported and uploaded seamlessly into your Google Ads account. Similarly, you can import an existing Google Ads campaign to re-structure your campaign in the same place. After using the PPC Keyword Tool to structure your campaign, you can upload your keyword list back into Google Ads to implement your changes.

Setup

Import source

- You will have multiple sources, choose from Google ads from .csv file, but Semrush is also an option.

Add keywords

- This is another filtering operations based on organic searches

Location

- Choose appropriate country

Organic traffic

Organic Traffic Insights combines your Google Analytics, Google Search Console, and Semrush data all into a single dashboard. This includes data such as click-through rate, sessions, and volume with organic keywords and rankings found by Semrush and Google Search Console. With this integration, you can uncover those “not-provided” keywords from Google Analytics and quickly cross-reference data sources to get the most accurate overall look at your website’s organic search performance.

Organic Traffic Insights helps you better understand what is happening on your website and improve your SEO strategies based on traffic statistics. Trying to plan out an optimized SEO campaign can be incredibly difficult if you aren’t aware of your keyword portfolio. This is why Organic Traffic Insights is so great - you can combine data from three powerful sources: Google Analytics, Google Search Console, and Semrush. With data you can trust, it’s easier to adjust your SEO strategy accordingly. Getting data on those “not provided” keywords can give you that extra edge to help pass your competitor’s rankings.

Setup

Org traffic

- Log into your Google ads account
- Then fill in the credentials

Content analyzer

Content Analyzer can tell you how your digital content is performing both on and off your site. The tool measures social shares, backlinks, keyword rankings, and even Google Analytics data like sessions and bounce rate. The tool has two main functions - auditing your own website content's engagement (Content Audit) and measuring the reach of your off-site content (Post Tracking).

Running a content audit is a great first step to take because you can find pages on your site that are old and potentially outdated or pages with a very low count of social shares - your top priorities to improve. By going back and improving your low performing website content with optimized on-page SEO elements, you can slowly improve your website’s overall search engine visibility.

Setup

Analyzer – GA & GSC setup

- Look for opportunities to focus your content around.
- Check all the boxes when able too.
- This will audit all the pages in your sitemap; we may want to see all or just the blogs.
- Connect Google analytics and Google console.

Semrush Project Maintenance

Site audit

Issues

- Site health – typically between 50 to 75% unless project is smaller websites.
- Errors – address first!
- Warnings – not an error but something that can be fixed.
- Notices – not issues, but suggestions that need to be fixed.
- Top issues
 - Click to see the issues
 - Redirect chains and loops
 - Problem – redirect link is directing to another link
 - Duplicate meta descriptions – meta description
 - If images your robot.txt file to not have the engines find them.
 - Or sitemap is not setup properly
 - Alternatively, Semrush bot bypass the pages and crawled it.
 - Right click and click inspect to view the page source
 - Click ctrl+f
 - Then type in “meta” to locate meta tags
 - Duplicate title tags
 - title tag show up on Google
 - changes the title tags
 - Internal broken links – links are
 - Quick and easy fix.
 - Go to the broken link
 - Then go to the page that leads to it
 - Right click and click “view source”
 - Go back to the broken link url and copy the link
 - Then in view source, press ctrl f and enter the link to find it.
 - Pay attention to where the link is located on the page.
- Key points
 - When uploading pictures always make sure to include its alt text, (give them descriptions)!

Crawled pages

- You can look at the site structure is setup well.

Statistics

- Schema markup is important – according to cxl.com, there was a 35% traffic lift by adding review stars to search results.
- Rich snippets are actually an enhanced search listing, like product reviews showing up in your search result.

Compare your crawl

- Give you the health report of your site when crawled over times. You can see the progress of the health of your site.

Progress

- Gives progress reports.

Position tracking

Percentage visibility and you will see an increase or decrease of your visibility

Rankings

- Enter the keywords to track immediately to track the trends.
- You can also track your competitors
 - Doesn't always have to be direct if they are getting traffic for your words that is a competitor.

Ranking distribution

- You can compare your ranking to your comps.

Overview

- You will see estimated traffic, visibility trend and average positions for keywords

Pages

- You can see which pages are ranking for which keywords.
- comp discovery
- You can find other comps through this tab.

Device and locations

- You can add a device here, where you may only want to track mobile

Featured snippet

- You can analyze the keywords of a feature snippet of competitors
- You can also see your rich snippets. (best to have these for traffic)

- Implement – automatically
 - Google Tag Manager is one way to implement dynamically generated schema markup for your site pages so you do not have to manually do it for each one.

On page SEO checker

- Overview – gives you the top pages to optimize
- Optimization ideas – give you the suggested based on project parameters
 - Tie in Google Analytics to acquire the user experience

Brand monitoring

- The monitoring function will monitor all mentions based on setup credentials.
- You can setup different campaign within the monitoring
 - Filter monitoring based on authority score from 50 and up (we only care about authoritative mentions.
 - This give you an idea on who you may reach out to for a backlink.
 - Content creators and informative mention about the niche of the product or service.
- Resources tab – use the tab to add site you want to watch and track

Backlink audit – will suggest what backlinks to removes

- Links
 - No follow links – don't pass any PageRank to other website
 - Do follow – do pass PageRank to the other website.
 - Sponsored tag for links do not pass PageRank (juice)
- Audit tab – go to the tab to see which links are toxic.
 - Sometime there are backlinks that are not toxic that are listed. Look into it line by line
 - Notes: within the code – `rel="noopener"` ensures that `target="_blank"` works properly. Which means it opens up into a new tab and not the current one to keep the viewers
- Remove tab
 - You want to email the owner of the backlink and you want to ask the link to be removed.
 - If they ignore the request you can disavow the link which means you will enter in specific text in your Google console account.
- Lost and found
 - If the backlink is lost, you can reach out to the owner and make sure you provide a new link if they need one, but this is mainly maintenance to stay on top of your links

Link building – provides possible backlinking prospects

- Prospects

- You will get a list of links that have mentioned the keywords you want to rank for it.
- You can set templates for the outreach strategy
 - You can set a first email and follow up
 - You can then add the link as a certain of prospect based on the outreach you want to do
 - manual link
 - director/catalogue
 - add link to article
 - product review
 - link from mention
 - guest post
 - recover lost backlinks
 - Through all the prospects and add the top prospects from the top 100.
- Click in progress
 - Then you can go to contact them
 - Your template will prepopulate based on the type of outreach you are doing.
 - Helps with reaching outreach at scale

PPC keyword tool – you can see the metrics of the keywords and show its competitiveness

- Comp = 1 = high competition
- You can create groups and ad keywords through those groups
 - You can make groups by competitors as well (very useful)
- Notes:
 - Broad match = ad can appear for any search query that includes any word in your keyword in any order
 - Modified broad match = use a + sign in front of a word in your keyword that tells Google the query must include that term.
 - Phrase match = ad can appear only when query uses your keywords in exact order you entered them, but there may be other words before or after the phrase
 - Exact match = it is an exact match.
- Bidding on a competitors name is akin to internet advertising war. Proceed with caution and expect retaliation.
- When you ads are more relevant your cost per click or CPC drops significantly while your click-through-rate or CTR increase (this is our goal)

Ad builder – will allow you to start researching competitors and see what they are running

- Ad research
 - Text ads

- You can click to start your ad template based off the competitor ads then you can export it and you can drop into your Google ads.
- Display ads
 - You obviously can use, but helps create more inspiration from what is working
 - You can create these ads as well, save, and export as well.

Organic traffic insights

- Nothing but the same data from Google Analytics data

Content analyzer – will give you suggestions based on filter you choose.

- Start with these filtered metrics (this can be changed at anytime)
 - Under rewrite or remove
 - Word: from 200
 - Less than 15 page views (we want to see pages with views)
 - Get rid of pages with no visits
 - Content update: no older than 24 months
- Note bounce rate with an above average time spent on the page means you are giving people the info they want but you are not drawing them into the rest of your site. We need to optimize that article to draw visitors into the rest of the site with call-to-actions (CTA's) and recommend additional readings for example (be as helpful as you can to the reader)