

Tutorial 4

SEMRush

kiriana.welsh-phillips@vuw.ac.nz
marketingatvic.rocketspark.co.nz



Today's Tutorial

1. *Assignment 2 Overview*

2. *Keyword Tables*

a. *Definitions and Metrics*

b. *What to write*

3. *Competitor Analysis*

a. *Definitions and Metrics*

b. *What to write*

4. *Self- Reflection*

a. *What to write*

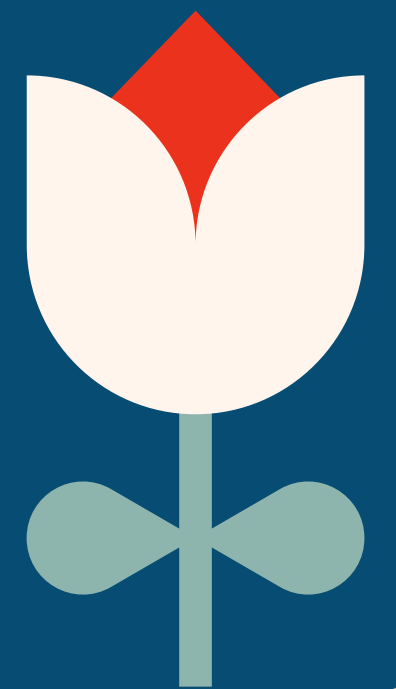
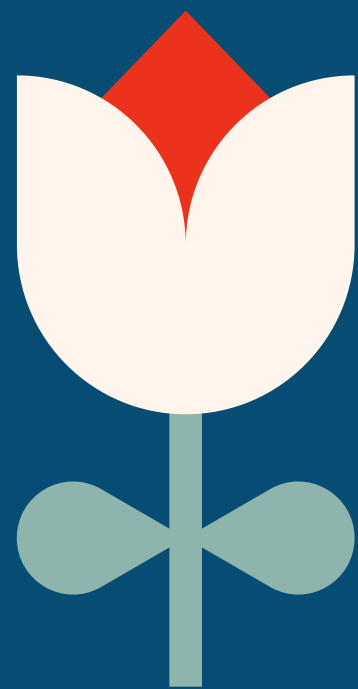
5. *Digital Marketing Plan*

a. *How to improve it*

• *Report Structure*

• *SEMRush*

◦ *How to use the
Keyword Magic Tool
and Keyword Manager*



Assignment 2 Instructions

Weight: 30%

Maximum mark: 100

Assignment Type: Individual

a. Word Count: 2000 \pm 10% (excludes images, tables, figures, and references)

Due: 22nd of September at 5pm

EXEMPLARS AREN'T ALWAYS A GRADES



Assignment 2 Instructions

You need to provide:

- **ONE** Table of **TEN** Keywords (keyword variations, questions, and related keywords)
 - *With Justification and Discussion*
- **THREE** Competitor Analysis
- Self-Reflection
- Improved Digital Marketing Plan



Keyword Table

Keyword	Search Volume	Keyword Difficulty (KD)	Competition (Com)	Cost-per-click (CPC)
1. best running shoes	720	52.57	0.7	0.22
2.				
3.				
...				

You can use additional metrics but you should at least include these 4; Search Volume, Keyword Difficulty, Competition and Cost-Per-Click

Search Volume (SV)

Search Volume: The monthly average a keyword is searched for over 12 months.

Search Volume (SV) (depends on country):

NZ: No less than 100

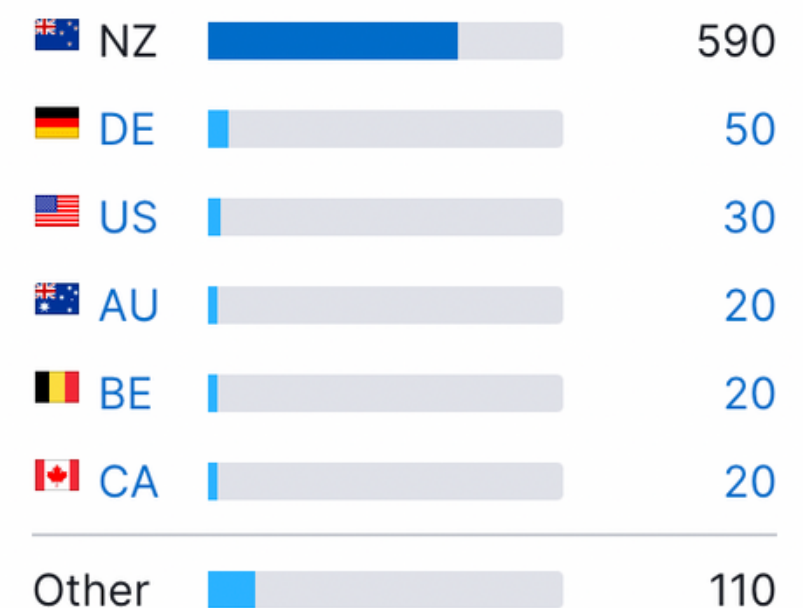
US: 750 +

Volume

590 

Global Volume

840



Keyword Difficulty (KD)

Keyword Difficulty: Measures difficulty to rank on the first SERP (Search Engine Results Page) of Google

Keyword Difficulty (KD):


0 - 14: Very Easy - Yes

15 - 29: Easy - Yes

30 - 49: Possible - Maybe

Try not to use anything above 50, if you have to discuss its relevance to your business


Keyword Difficulty

24% 

Easy

It is quite possible to rank for this keyword. You will need quality content focused on the keyword's intent.

Keyword Difficulty

100% 

Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Competition (Com.)

Competition: The level of competition between advertisers. Shown on a scale from 0 to 1.00 with 1.00 being the most difficult to rank for.

Do NOT choose a keyword with a Com of 1.0

Competition (COM): Less than 0.75

Competitive Density

1.00



Competitive Density

0.03



Cost-Per-Click (CPC)

Cost-Per-Click (CPC): Average price in \$ advertisers pay for a user's click on an ad triggered by the keyword

Be realistic, you are a start up small business and justify

CPC

\$0.39

CPC

\$5.87

CPC

\$29.21

Can your business justify paying this (USD) for EVERY user that clicks on your ad? Remember not ever click will become a purchase

Tips for Keyword Search

- Consider your offering when deciding which country to use, what country would it suit? Use that country to find metrics
- If you have no choice but to use keywords with bad metrics, justify why you have decided to use them
- **“Simply Wing-It”** - The best exemplar for Keyword Search Discussion

How to write

- What is important for your business as a new, small start up
 - High Search Volume, Low Keyword Difficulty, Low Competiton, Low Cost-Per-Click
- Keywords + Metrics
 - Why they were chosen
 - Where they will be used
 - How they keyword is relevant to your business



Rubric



If metrics are too high or too low and not justified you will lose marks here



30	KEYWORD TABLE
10	Keywords relevant, correct, and justified
10	Interpretation: insightful, rational, in-depth
10	Future use of keywords

Competitor Analysis

Choose **THREE REALISTIC** competitors

Realism is shown through their authority score being low.

Authority Score should be **20** or less, if above **70** you will be marked down

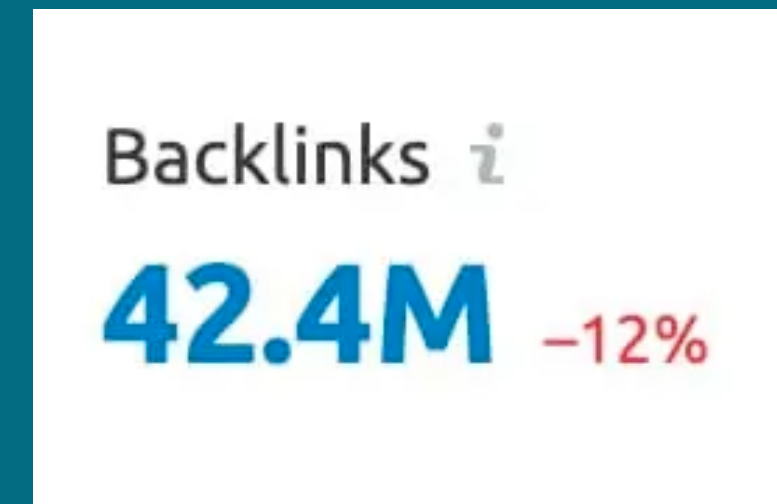
Metrics: Must use at least 2 metrics

Backlinks

Backlinks: Backlinks are links on one website that point to another website. They're also known as inbound or external links

Backlinks can:

- Improve rankings
- Boost your credibility
- Help Google find new pages
- Send referral traffic to your site



Quality over Quantity

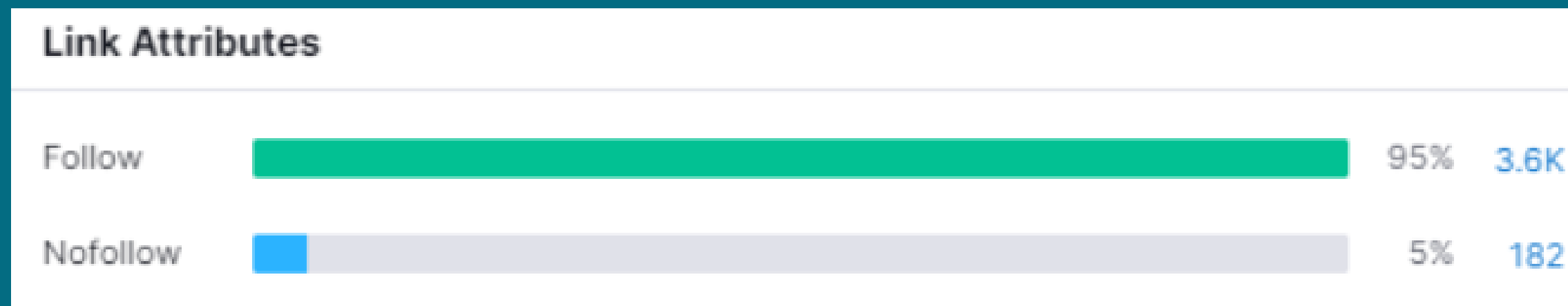
What is the authority score of the referring domain?

Backlinks

No Follow: The link is ignored for search engine ranking purposes, you don't want

- If you don't want to be associated with the linked page (e.g., you need to link to a gambling website but don't want to “endorse” it)

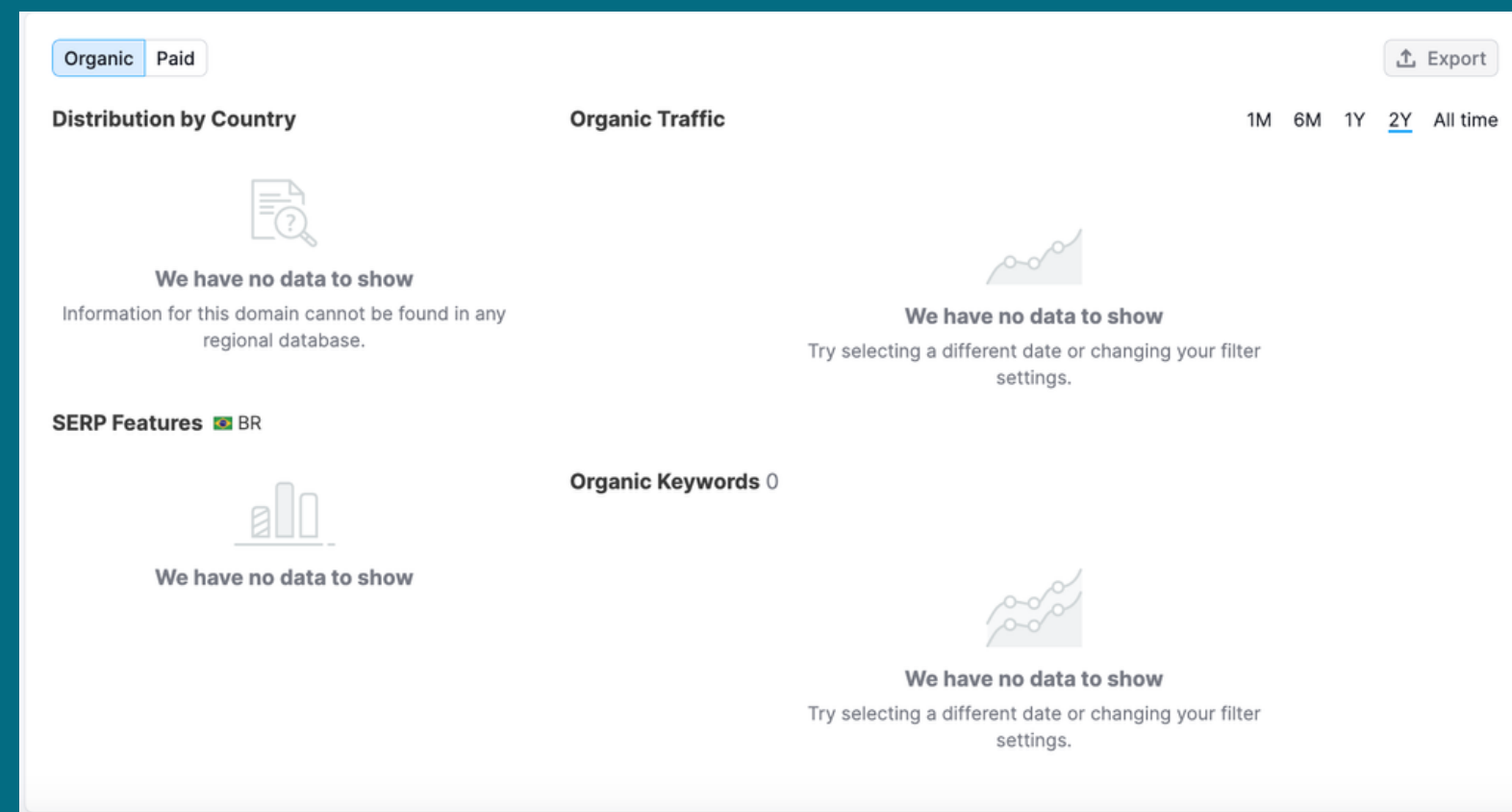
Follow: Domains endorse links and don't mind being associated with the website



Organic + Paid Keywords

Organic Keywords: Unpaid keywords that the website is getting found/ranking through

Paid Keywords: Same thing as organic except they are paid keywords



If you see a similar screen for your competitors Paid Traffic/Keywords, that's an opportunity for you to leverage

Authority Score

Authority Score: Measures the overall quality of a webpage/website and is calculated based on 3 things:

- **Link Power:** Quality and Quantity of **Backlinks**
- **Organic Traffic:** Estimated monthly average of traffic
- **Spam Factors (Natural Profile):** Indicators of manipulation or spam links (some companies use bots or spam sites to increase the amount of backlinks, SEMRush can sometimes detect when websites have done this)

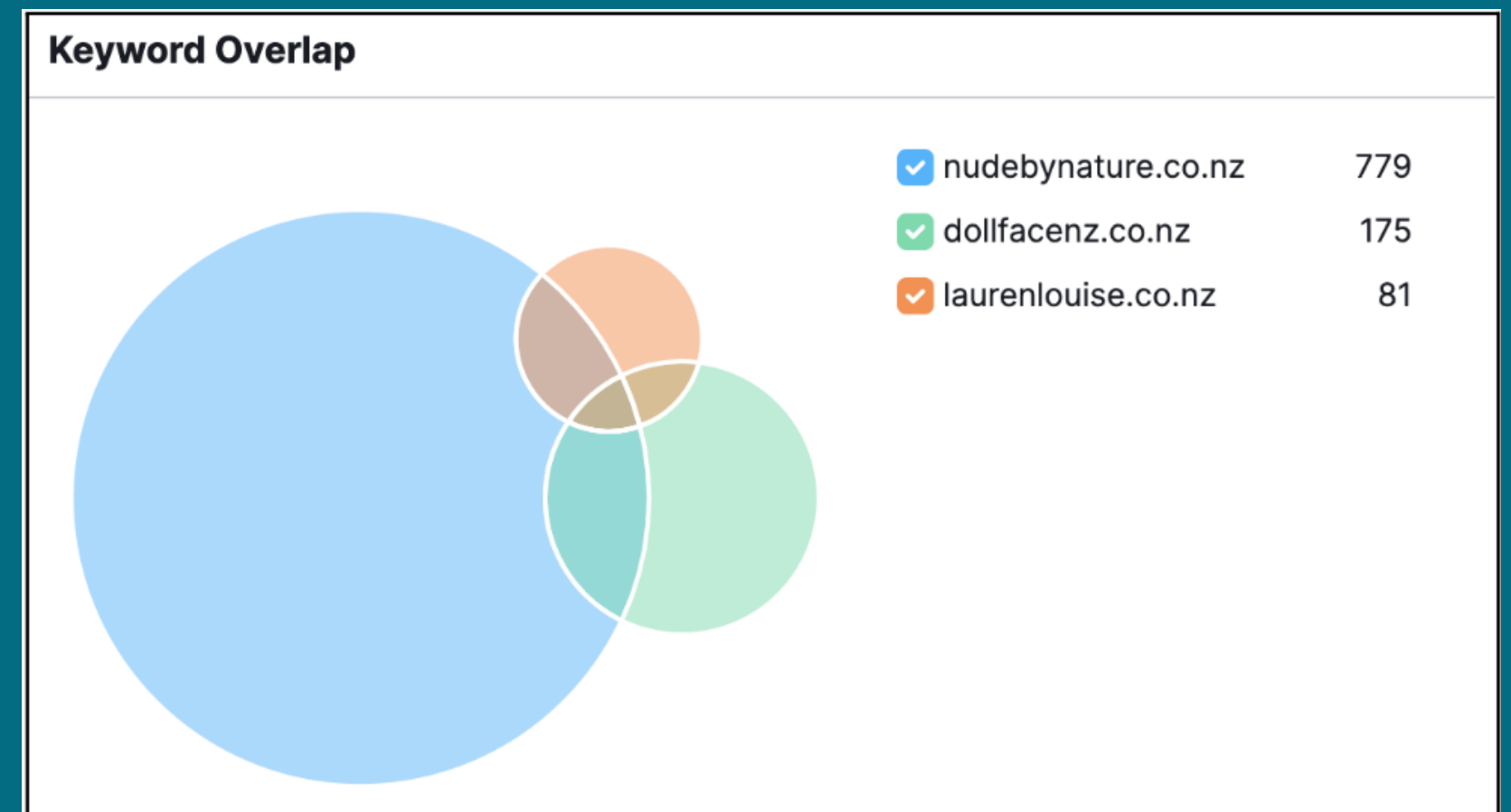
Tips for Competitor Analysis

Compare Domains: Use the Compare Domains Tool on SEMRush

Quality vs Quantity

Keyword Overlap:

To identify gaps or trends amongst competitors



Rubric

You will lose marks if:

Authority Score is too high and business isn't relevant

30	COMPETITOR ANALYTICS
10	Realistic competitors; justification
10	Metrics & KPIs - In-depth comparative analysis
10	Identification of opportunities and relevant strategies for own business

Less than 3 realistic competitors and less than 2 metrics

Self Reflection

What steps did you take?

What new information have you learnt?

What were positive and/or negative learning experiences you had with SEMRush?

What did you find challenging?

What would you do differently the next time you work on a similar project?

Self Reflection

20	SELF-REFLECTION
10	Keyword search process explained
10	Learning experiences and future considerations

This should be one page minimum, chatGPT or other AI usage is obvious and you will be marked down

Digital Marketing Plan

You need to add improvements to this

1. Include a copy of the original Digital Marketing Plan
2. Make changes in a different font colour
3. Only your improvements are included in the word count

Digital Marketing Plan

10	MARKETING PLAN IMPROVEMENTS
10	Well linked to the findings of this assignment

Must be relevant to the usage of SEMRush or SEO in general

Report Structure

1.Keyword Analysis

2.Competitor Analysis

2.1 Competitor 1

2.2 Competitor 2

2.3 Competitor 3 etc

3. Self Reflective Discussion

4. Digital Marketing Plan

Report Structure

10	GENERAL CRITERIA
10	Formatting, typos, etc.

Assignment One, had many typos, bad formatting and incoherent sentences

You should have written business reports by now, we expect a similar level of professionalism

SEMRush

Codes: If your code expired let me know and I will help you sort out your account

SEMRush is a great tool, I have personally used it outside of my studies for website design and I have also used it in MARK 301, 323 and 303 (by choice)



SEMRush Tools: Keywords

Use **Keyword Manager** to create lists, lists help you compare all your keywords

Use **Keyword Magic Tool** to find keywords, the original keyword you search will be your “seed keyword”

Use **Keyword Overview** to see all the analytics for a keyword.

SEMRush Tools: Websites

Use **Domain Overview** to find analytics for a specific URL

Use **Organic Research** to find keywords that competitors are using

Use **Keyword Gap** to identify keyword overlaps amongst competitors

Use **Backlink Gap** to identify domains to target in link-building campaigns.

Next Weeks Tutorial

Drop In-Session for Assignment 2

Assignment 2: Due 22nd September 5pm (*Less than 2 weeks away*)

kiriana.welsh-phillips@vuw.ac.nz

marketingatvic.rocketspark.co.nz

