

SEMrush Review

The Ultimate Guide

SEMrush Review

Online Marketing is **NOT** easy!

- If you have struggled to get traffic to your website or blog
- Rank In the search engines
- Get Quality Backlinks
- Want To Spy on your competition
- And finally earn a living online

This SEMrush review is for you.

SEMrush Review

SEMrush is much more than a keyword research tool because it offers over 40 tools to help your business grow online and crush your competition.

In this guide I'll show you the key features, pro/cons, competitors, and best free options.

[FREE SEMrush Trial](#)

SEMrush Overview

SEMrush is an online visibility management and content marketing SaaS platform. Today, they help more than 6 million marketers all over the world do their job more effectively and deliver superior results.

In 2008 SEMrush started and has grown every year since then and is now one of the most powerful research services for online marketing.

SEMrush is good for businesses of all sizes and in an all in one online marketing tool.



Key Features & Benefits

SEMrush allows you to get a major advantage over your competitors and you will most likely not run out of features to improve your business.

You could focus on content creation and distribution one month and the next month choose to focus on keyword research.

There are so many tools available that I'll narrow it down to the key features that I believe make SEMrush the top online marketing tool available today.



Key Features & Benefits

#1. Keyword Magic Tool

This is their most powerful tool and what separates SEMrush from the competition because it offers you access to over **17 Billion keywords**.

Enter a single word or phrase into the search bar and you will receive a responsive table with related search terms broken down into topic-specific subgroups.

The Keyword Magic Tool is amazing for exploring niche topics, finding semantically related long tail keywords, and much more.

- Ability to organize your lists of queries for different projects/websites you're working on
 - Built in filtering, sorting and difficulty analysis to facilitate the complete keyword research process
 - Questions-only filter to find keywords that ask questions
 - Automatic grouping of target keywords into subgroups by topic
 - Global keyword research possibilities
- 

Key Features & Benefits

#2. “Steal” Your Competitors Best KeyWords

SEMrush keyword Gap tool can help you narrow the “gap” between you and your competitors.

You will discover the keywords that your competitors are ranking for as well as analysis.



Key Features & Benefits

#3. **Acquire More Backlinks with SEMRush**

Semrush helps you learn about backlink opportunities your competitors already have and you need.

It's as simple as going to the "Gap Analysis" and clicking on "Backlink Gap"

Then just enter your domain and some of your competitors domains.

Now you can see what domains are linking to your competitors domains, but not yours.

And you can get traffic cost using SEMrush...

Key Features & Benefits

#4. Site Audit

This tool helps you to improve your SEO so you have a better chance of Ranking in search engines.

If you want to fix a problem with your website go to the **issues report**.

It can help you identify the following:

Key Features & Benefits

- Find and delete errors pages
- Fix SEO issues
- Editing Broken Images
- Remove Duplicate Content
- Improve of add titles
- Much more...

Key Features & Benefits

#5. PPC Keyword Tool

I love the PPC Tool because it helps you create a successful PPC campaign and gather keywords in a number of ways.

1. You can get suggestions for long tail keywords
2. Find related phrase and keyword matches
3. Import keywords from existing Adwords campaigns

SEMrush Pricing

There are 3 price plans available:

Pro

\$99.95
per month

For freelancers, startups and in-house marketers with limited budget

Run your SEO, PPC and SMM projects with 40+ advanced tools.

Know your competitors' traffic sources, rankings, social media results & more.

Read only sharing access.

Guru

\$191.62
per month

For SMB and growing marketing agencies

All the Pro features plus:

- Content Marketing Platform
- Historical Data
- Extended limits
- Google Data Studio Integration

Business

\$374.95
per month

For agencies, E-commerce projects and businesses with extensive web presence

All the Guru features plus:

- API access
- Extended limits and sharing options
- Google Data Studio Integration

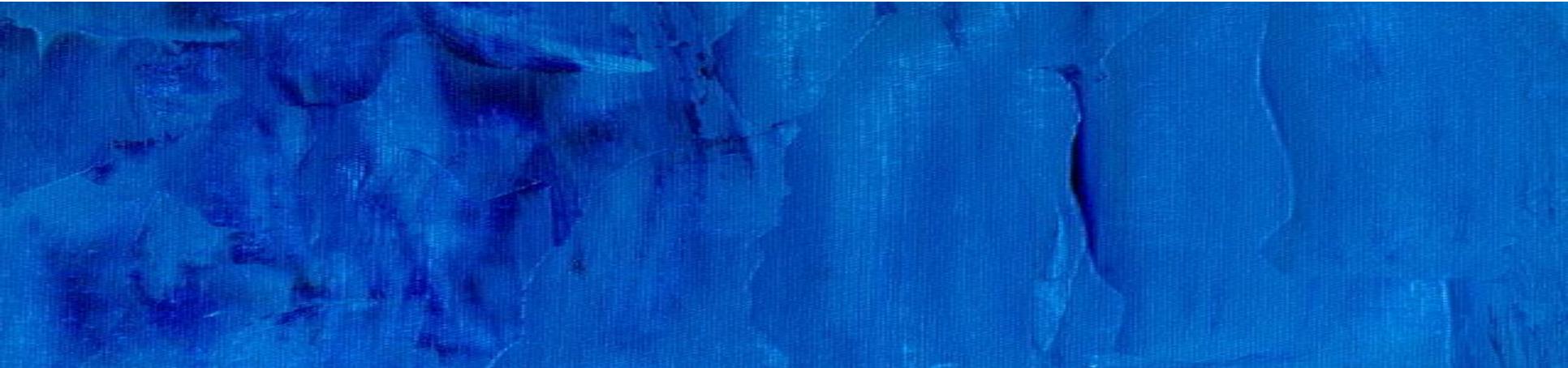
SEMrush Pros & Cons

- Incredible breadth of features to grow your business online
- [FREE TRIAL available](#)
- Converts Data into actions that can improve your website
- All-In-One SEO, PPC, Social Media, and content
- Expert Customer Service
- Comprehensive Dashboard
- Ease of use - even beginners can pick up and go with ease
- Automated reporting

SEMrush PROS

SEMrush Pros & Cons

- Pricing Plans Could Be Difficult For Those On a Tight Budget
- Takes Time To Learn Platform
- Come Complaints on the Chrome extension
- Customizing Of Graphs Could Be Improved



SEMrush vs Ahrefs

SEMrush and Ahrefs are commonly compared against each other, but are actually two different sets of tools and some markets have subscriptions to both.

The main focus of SEMrush is on being a complete tool set for marketers and they deliver on over 40 amazing tools.

Ahrefs focus is on organic search marketing and more comprehensive.

If you are looking for purely SEO help Ahrefs is the go to.

Although if you need information on backlinks and additional link data SEMrush is unbeatable.

Semrush vs Moz

Now Semrush vs Moz is a better direct comparison because both offer an array of tools that can help you with your website and online marketing.

When you go head to head Moz has lower data limits than SEMrush.

It may come to a personal preference when comparing both platforms.

If you are a freelancer, online marketer or agency I give the WIN to SEMrush because SEMrush is more robust.

SEMrush FAQs

Q: Does SEMrush offer a Free Plan?

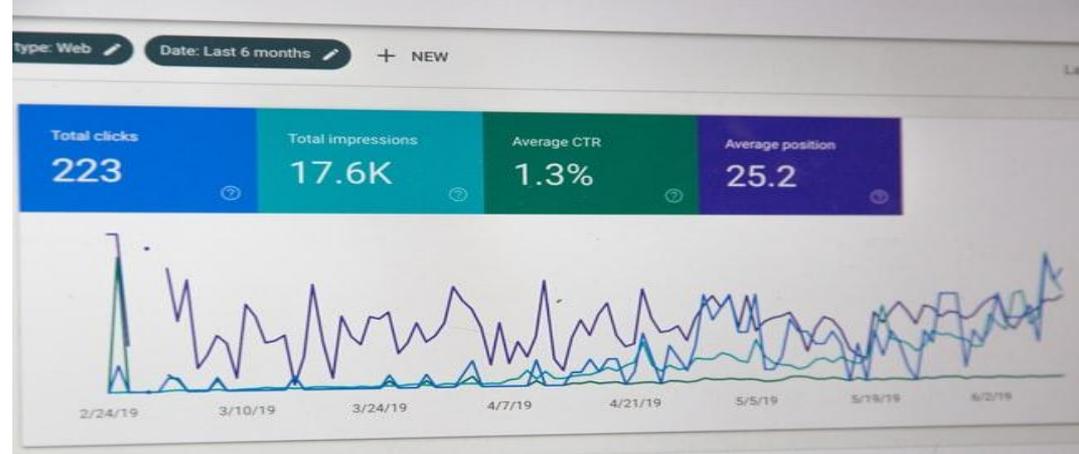
A: SEMrush does not have a Free plan at this time. However they do offer a Free trial.

[START SEMRUSH FREE TRIAL NOW](#)

SEMrush FAQs

Q: What is SEMrush Used For?

A: SEMrush is an online marketing tool that can help you analyse your website and rank higher in search engines.



BEST FREE SEO TOOLS

If SEMrush is out of your budget for now there are some great Free tools you can use below:

1. [Keyword.io](https://keyword.io)
2. [Answerthepublic.com](https://answerthepublic.com)
3. [Ubersuggest](https://ubersuggest.com)

[SEMRUSH FREE TRIAL](#)

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