In Data
We Trust

Reaching New Heights
with Competitive
Intelligence

Table of contents

Introduction

SEMrush is an all-in-one digital marketing suite with tools and reports to uncover powerful business insights.

We provide extensive data and a wide range of reports to help marketers gain the most comprehensive competitive intelligence and run successful campaigns.

Over the past decade, the SEMrush platform has been trusted by millions of marketers worldwide and has won dozens of awards for its excellence. SEMrush is where good marketers become great.

"There is no end to the amount of data you can get from SEMrush. The research part is incomparable, we can learn instantly about customers' competitors, backlinks and content. We have an exclusive database too, which gives us that competitive advantage."

— **Shlomi Meshulam**,
CEO and founder, *Adactive*

"The most important thing I can have really is data. Data is my currency. I need to support initiatives, business cases - any tools that give me the insight I find incredibly useful. Then when it comes to measuring these initiatives the reporting comes in handy. SEMrush is a very solid package that delivers exactly that."

— **Nick Wilsdon,**
Product Owner of Search, *Vodafone Group*

Data:
The Ultimate
Advantage

Data: The Ultimate Advantage

Data has always been important for business. With data, you can operate your business decisions based on reality rather than guesswork. Data tells businesses what their audience's issues are, what they want, and the severity of their demands.

Before the Internet, data was gathered manually, through either surveys or by asking customers for feedback over the phone or mail.

Now, data is abundant. Digital data is richer and more detailed than ever, allowing data scientists to predict market trends with the help of machine learning and pattern-recognition algorithms.

With the complexity of data there is today, the challenge becomes not only how to get all of your data, but **how to visualize the data** and **make insights** from the data that you have. Turning the chaos of raw information into smart business decisions is now the name of the game.

Using data to make decisions isn't just for big businesses. Now more than ever, SMBs can leverage data for Search Engine Optimization (SEO) or social media campaigns to get more people to engage with their business.

This is why SEMrush is the best all-in-one solution; it gives you access to huge databases and also provides tools that can distill this information into actionable insights. There's no better way to audit and improve your online visibility than by using SEMrush.

What data can SEMrush provide?

SEMrush can provide the following data about any website:

- **Website rankings in search engine results**
- **Organic search keyword analytics**
- **Website traffic**
- **Website visitor engagement**
- **Audience interests and characteristics**
- **Backlinks and referring sites**
- **Online advertising: creatives, positions & keywords**
- **Brand mentions**
- **Social media engagement and traffic**
- **Market trends**
- **Global and regional databases**
- **Desktop and mobile traffic data**
- **Search engine volatility by industry**

SEMrush is built for all facets of digital marketing (SEO, Content Marketing, Advertising, Social Media) and Competitive Research.

Using these tools, you are able to analyze the competition, audit websites, track a custom set of keywords, build links to improve SEO, manage a team's content and social media calendars, create reports and so much more.

SEMrush Database Size

As of Fall 2019, the SEMrush database contained over:

142
geographic databases

17
billion keywords

580
million domains

500TB
raw website traffic data

190
countries & regions

22
trillion backlinks

277
million display ads

1
billion Google Ads

Up to date statistics on the size of the SEMrush database can be found here.

Where SEMrush Data Comes From

Where SEMrush Data Comes From

SEMrush uses its own machine learning algorithms and trusted data providers to present the data in our databases. There are different methods for gathering different types of information but the high standard of quality across our databases remains the same.

We only use the most up-to-date data sources and we always clean the data through our proprietary methods in order to present the most trusted solution on the market.

As of Fall 2019, SEMrush has served over 4 million users and growing.

1. Search Engine Data

SEMrush reports provide our customers with a wealth of information about domains, subdomains, and URLs. The more domains available to research, the more you can learn about what works and what doesn't in a particular industry.

In addition to being able to pull large reports, SEMrush also offers Gap Analysis tools to cross-examine and compare the strengths of multiple domains at once.

The more keywords available for your keyword research, the more ideas you can get to enrich your SEO and PPC campaigns. The total number of keywords in our software suite now exceeds 17 billion — making it the largest keyword database on the market.

SEMrush users can segment their keyword research by using the Keyword Magic Tool and perform a detailed analysis of large keyword lists to pick the best ones for their campaigns.

Data Collection

For search engine rankings and keyword analytics, we use third party data providers to collect Google's actual search results pages for the 500 million most popular keywords. Then, we collect information about the websites that are listed in the top 100 positions. We study both organic search results as well as paid search results to give you a complete picture of any website's visibility on Google.

Analysis & Presentation

From these keywords and domains, we examine live data and historical data about position changes and domains ranking in organic and paid search positions to create our suite of reports that show a website's changes in positions, every keyword's search volume, cost-per-click, and more insights that are useful to marketers.

Update Cycle

The exact method in which SEMrush collects and analyzes search engine results pages (SERPs) information uses our proprietary algorithm that has been developed and optimized over the years. The keywords in each of our global databases are all scheduled for a refresh on its rankings data every month.

This way, you know that the information you take from SEMrush is based on the actual standings of Google's most recent results pages.

503M
desktop keywords

584M
desktop domains

87.2M
mobile keywords

84.2M
mobile domains

Over 17B
keywords (and counting)*

Up to 14M
ideas for each keyword*

*In the Keyword Magic Tool database

2. Any Website's Traffic Statistics

SEMrush also has the power to estimate monthly traffic and on-site visitor behavior of any website on the Internet.

Our website traffic database powers two of our most valuable assets available to our customers: SEMrush Traffic Analytics and SEMrush Market Explorer. The data in these tools comes from our unique panel of over 200 million real Internet users in over 190 countries and regions.

200M
real internet users

190
countries and regions

500 TB
of raw data

Data Collection

The SEMrush Traffic Analytics panel is the result of our hundreds of partnerships with clickstream data providers. Every day, this panel is responsible for over 2 billion "events" on the Internet that are recorded and anonymized to preserve user privacy. From this clickstream data we run our Neural Network algorithm to come up with a realistic estimation based on statistical sampling and error testing.

Neural Network Algorithm

To ensure the highest level of accuracy, SEMrush uses its Neural Network — a combined algorithm that references various sources of data and recognizes patterns in the same way the human brain understands patterns.

The data sources in our network include clickstream data in addition to our own database of backlinks and organic search engine positions. After all sources are collected we run everything through thorough error testing and cleaning.

This method allows SEMrush to understand the audience's behavior in the most balanced and accurate way possible.

3. Backlinks Data

SEMrush provides a clear picture of any website's backlink profile, perfect for analyzing your own site or a competitor. We use our own database containing trillions of backlinks to spot any and all domains that are referring to a website. The amount and depth of information offered in this database makes it easy to identify new SEO opportunities for a website in any niche.

SEMrush Backlink Crawler

To collect backlinks, our backlink crawler combs over 17 billion pages of the web on a daily basis and adds the new links that it finds to our database.

22B
URLs crawled per day

18.3T
backlinks (and counting)

1B
referring domains

4. Online Advertising Data

SEMrush has extensive databases to show everything about advertisers and publishers that use Google Ads, Google Display Network and Google Shopping.

By the numbers:

- **3.2 total display advertisers**
- **3.1 total display ad publishers**
- **280M total display ads**
- **Over 1B Google Ads**
- **Historical data dating back to January 2012**

Data Collection

Google Ads (PPC ads in search results) and **Google Shopping ads** (also known as Product Listing Ads) are taken into account when we collect search engine results pages for our main search engine databases.

Display ads from Google's display network are gathered from trusted partnerships and placed into a database where we clean and verify new information with a proprietary algorithm every day.

With this research, marketers can create strategic advertising campaigns, outperform competitors, raise awareness of their brand and know that their money is being spent wisely.

5. Social Media Data

SEMrush offers tools for you to track the performance and engagement of social media profiles on Facebook, Twitter, Instagram, YouTube and Pinterest.

To obtain this information, SEMrush uses the public APIs of these social media networks and **never collects or uses any personal data without consent**. The only time we'll collect personal data is if you connect a personal account to automate your content calendar and view your page's internal analytics with our Social Media Poster. This information will only be available to you, and never made available to the public.

Analysis & Presentation

We collect public information such as likes, number of followers, retweets, hashtags, video views, number of comments and more from the pages that you choose to track. Then, we collect and organize the data to present dashboards and reports about each social profile's audience, engagement, and growth rates.

Everything presented in SEMrush's Social Media Tracker is a collection of public information.

Reaching
New Heights

Reaching New Heights

With SEMrush, you can research your market competitors, launch campaigns based on data, and track the impact of your campaigns. The software suite includes solutions for SEO, PPC, Content Marketing, Social Media, and Competitive Market Research, giving you full coverage to reach your marketing goals and beyond.

Some of the best applications of our suite include:

- **Competitive Research & Monitoring**
- **Market Research**
- **Keyword Research**
- **Backlink Analysis**
- **Social Media Management and Tracking**
- **Advertising Research**
- **Campaign Tracking & Reporting**

Competitive Research & Monitoring

The Competitive Research & Monitoring Toolkit on SEMrush gives you the research to make data-driven marketing decisions based on the strategies of your competitors. Oversee their performance from the big picture to identify strengths and weaknesses.

This is the foundation of competitive research and benchmarking - learning the results of a competitor's strategy to plan your own. With SEMrush, you can reveal their marketing strategies from every angle — Organic Search, SEO, Advertising, Content and PR, and Social Media.

Market Research

Get the full picture of your market's traffic behavior with our Market Research tools. Study the list of top market players and understand each competing website's traffic trends.

You can pinpoint how people find a website on the Internet and how they behave once they get there. SEMrush will be able to estimate how many visitors go to your competitor's website every month and how long those visitors stay on the site.

You can identify a website's strengths and weaknesses across traffic channels such as traffic from search engines, social networks, paid ads, and direct visits. You'll also be able to benchmark your site against your competitors in these aspects. With this information, you can discover which traffic channels will be the best to focus on in order to tap into your target audience.

Keyword Research

Go deep into keyword research, the process of studying the search terms that generate website traffic in a specific market, in order to form an SEO or PPC advertising strategy.

Query any word or phrase related to your business into SEMrush and you'll quickly discover thousands of related questions, cost-effective advertising keywords, and low competition keywords for your digital strategists to target.

Backlink Analysis

Get insight into the websites that send links to other websites. Acquiring backlinks is one of the best ways to improve a website's visibility and SEO. Within the SEMrush backlink database, you have access to trillions of links to research and find new connections that your business can connect with online.

Social Media Management & Tracking

Study your main competitors' use of social media and schedule your own posts in a multi-channel content calendar all from one place. SEMrush's social media toolkit is two-fold: a Social Media Tracker to track competitors on multiple channels, and a Social Media Poster to manage the posts of your own channels. With the features in these tools, social media management becomes easy and you'll discover ways to grow and engage your audience.

Advertising Research

Learn from your competitor's past mistakes by researching the history of PPC ads and product listing ads on keywords in your industry. With the SEMrush Ad Builder, use your competitor's past ads as templates and write your own PPC ad copy to stand out from the other advertisers in your space.

Campaign Tracking & Reporting

SEMrush knows the value of transparency in any marketing engagement. After the research is done and the campaigns are running, it's easy to report your progress using SEMrush's PDF builder.

Drag and drop widgets from our reports and tools directly into a PDF where you can add text, columns, images, and even data from Google Search Console and Analytics to your reports. After customizing the perfect report, you can automate and schedule them out so your colleagues and clients remain in the loop on all of your campaigns.

We love your feedback!

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