

# 9

## tips for using

 SEMRUSH

### Start with the basics

- Get familiar with the platform's layout, navigation, and functionality.

### Set up your projects

- Use the Projects feature to track your website's performance, monitor your competitors and identify new opportunities.
- Set up multiple projects for different websites and campaigns.

### Conduct keyword research with

- The Keyword Research tool to find new keywords to target, analyse keyword difficulty, and discover related keywords.

### Analyse your competitors with

- The Competitive Research tool to analyse your competitors' websites and marketing strategies.

### Monitor your backlinks with

- The Backlink Audit tool to monitor your backlink profile and identify potentially harmful links.

### Track your rankings with

- The Position Tracking tool to track your search engine rankings for specific keywords.

### Analyse your website's health with

- The Site Audit tool to identify technical SEO issues ( broken links, missing tags and slow page load times)

### Optimize your content with

- The SEO Content Template tool to get recommendations for optimizing your content for specific keywords.
- The On Page SEO Checker tool to analyze your content and identify areas for improvement.

### Create effective PPC campaigns with

- The PPC Keyword Tool to find new keywords for your paid search campaigns.
- The Ad Builder tool to create effective ad copy and landing pages.

Contact the SEO Experts at

**ADL↑FT**  
Acquire. Amplify. Advance.

Today