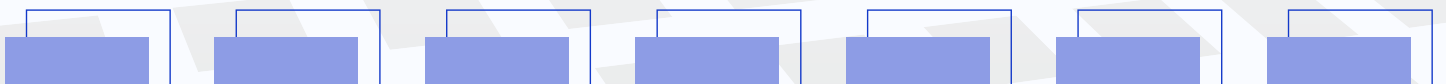


SEMRUSH

Live Classes with **Placement Support**

- Master Keyword Research & Ranking
- Competitor & Site Analysis
- Hands-On SEO Projects
- Boost Campaigns with Actionable Insights



Why choose Semrush?

ALL-IN-ONE DIGITAL MARKETING TOOLKIT

SEMrush is a powerful platform used to boost SEO, run PPC campaigns, analyze competitors, research keywords, and track online visibility.

USED BY MARKETERS, AGENCIES & BRANDS WORLDWIDE

Trusted by over 10 million users – including Amazon, Apple, Tesla, and top marketing agencies – to optimize search performance and traffic.

ESSENTIAL SKILL FOR SEO & CONTENT STRATEGY

From technical audits to backlink tracking and competitor analysis, SEMrush makes digital marketing data-driven and result-oriented.

DEMANDED BY AGENCIES, STARTUPS & ENTERPRISES

After this course, you can work as a: Companies across sectors actively hire professionals skilled in SEMrush for roles in SEO, SEM, content, analytics, and performance marketing.

Semrush Curriculum

1. Introduction to SEMrush & Account Setup

- What is SEMrush: Overview of SEMrush's features and benefits.
- Creating an Account: Set up your SEMrush account and explore the dashboard.
- Project Setup: Start a new project and configure basic settings.

2. Keyword Research & Analysis

- Keyword Overview Tool: Discover keyword volume, trends, and difficulty.
- Keyword Magic Tool: Generate keyword ideas for SEO and PPC campaigns.
- Keyword Gap Analysis: Compare your keywords with competitors.

3. Site Audit & Technical SEO

- Launching a Site Audit: Run a technical audit to identify site issues.
- Understanding Audit Reports: Analyze errors, warnings, and notices.
- Fixing Common SEO Issues: Learn how to resolve technical SEO problems.

4. Competitor & Market Analysis

- Domain Overview: Analyze competitor domains for traffic and keywords.
- Traffic Analytics: Understand sources and trends of competitor traffic.
- Backlink Analysis: Explore competitor backlink profiles and opportunities.

5. Content Marketing & Tracking

- Topic Research Tool: Generate content ideas and trending topics.
- SEO Content Template: Create optimized content outlines.
- Position Tracking: Monitor your keyword rankings over time.

6. Reporting & Automation

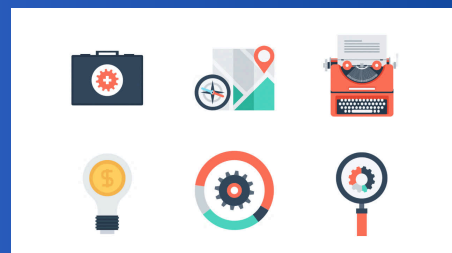
- Custom Reports: Build and export custom SEO and marketing reports.
- Automated Alerts: Set up alerts for ranking or site changes.
- Integrations: Connect SEMrush with Google Analytics and other tools.

Hands-On Project

Competitor SEO Audit

Uncover SEO Opportunities – Evaluate Rivals and Improve Your Strategy

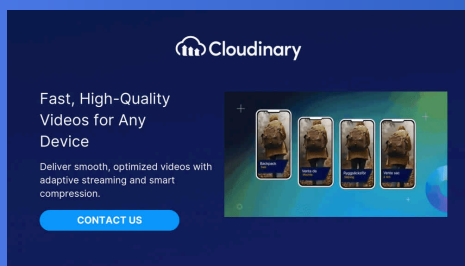
Analyze a competitor's website, identify keyword gaps, and suggest actionable improvement strategies using SEMrush tools.



Content Optimization Plan

Craft High-Performing Content – Research, Outline & Optimize

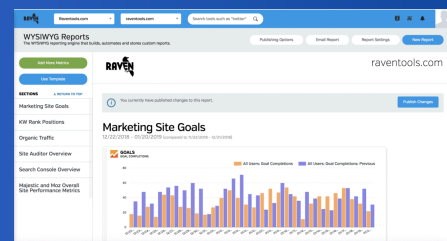
Use SEMrush to research a keyword, then outline and optimize a blog post to increase visibility and engagement for the users.



Monthly SEO Report

Track Progress – Analyze, Report, and Present SEO Performance

Create and present a comprehensive monthly SEO performance report for a sample website using SEMrush analytics.





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