Local SEO Workflow Process Using SEMRush

This local SEO workflow process for SEMRush provides you with a checklist of what we cover inside the SEMRush training video. You can use this as you go through the training and / or as you work on your next local SEO project. For everyone who attends, SEMRush is offering a [free 30-day trial for SEMRush Pro](#) for you to try out these features and see how much data, insights and value you can pull from a single dashboard inside of SEMRush. So make sure to sign-up now!

Workflow Process Steps

Step 1: Keyword Research - Building Your Keyword Possibilities List

Tool: Keyword Analysis > Keyword Overview

- ☐ Insert a keyword you would like to research (for example: movers austin tx)
- ☐ Review phrase match and related keywords to add more keyword possibilities to your list

Tool: Gap Analysis > Keyword Gap

- ☐ Insert your domain and your competitors to compare which keywords are being ranked for to identify new keyword possibilities
- ☐ Check volume and keyword difficulty score (the lower the number, the easier it will be to rank for) for SEO.
- ☐ Use filters to sort the data and easily find the most relevant data
- ☐ Export data for use offline

Step 2: Keyword Magic Tool - Analyze The Keywords

Tool: Keyword Analytics > Keyword Magic Tool

☐ Enter one of your most relevant keywords, select the targeted country, state, and city.

☐ Sort keywords by group and / or volume

☐ Use filters to find keywords by long tail (# of keywords), volume, and keyword difficulty to see which keywords will be the most profitable and obtainable

☐ Review keyword top 10 competitors, and SERP features

Step 3: Topic Research - Determine Topics for Content

Tool: Topic Research

☐ Insert topic, country, region and city (for local businesses)

☐ Find topics that are most popular, have the most backlinks, see possible questions to answer for your audience and related searches (to include in your article)

☐ Select favorites to collect in the organized 'favorite ideas' folder

Step 4: SEO Content Template - Get Advice for How to Design Content

Tool: SEO Content Template

☐ Insert your target keywords, select location and click 'Create SEO Template' button

☐ View top 10 ranked sites, keyword recommendations (related keywords, backlinks, average length of content, etc.), competitor optimization strategy and basic on-page optimization recommendations.

Step 5: Position Tracking - See How Your Pages are Performing

Tool: Position Tracking

☐ Add your domain and (up to 20 of) your competitor domains

☐ Create a new project, add domain, location, competitors and keywords

☐ Connection Google Analytics account (optional)

☐ Review site's rankings (increases & decreases) plus competitor rankings

Step 6: On Page SEO Checker - For Ideas on How to Rank Better

Tool: Projects > On Page SEO Checker

☐ Review for strategy, backlink and technical ideas

☐ To receive user experience data, connect the Google Analytics account

☐ Review targeted pages to optimize and see page specific ideas

☐ Use this data to better optimize the webpage

Step 7: Content Analyzer - To Check for Content Needing Updates

Tool: Content Marketing > Content Analyzer

☐ Ensure you have a valid sitemaps.xml file added to your site

☐ Select content to analyze

☐ Check for backlinks and shares

☐ Review opportunities that can be updated to increase rankings (possibly instead of creating new content now)

☐ Check for 404 status code errors

☐ Connect Google Analytics account (optional) for additional data on each page's performance

☐ Make notes of new content update tasks in account

☐ Track competitor posts to see reach, backlinks and shares

Step 8: Site Audit - To Check The Health of The Website

Tool: Projects > Site Audit

☐ Specify domains to crawl and number of pages

☐ Schedule a future audit

☐ Review errors (most important), warnings and notices (least important)

Step 9: Backlink Gap - Finding Backlink Opportunities

Tool: Gap Analysis > Backlink Gap

☐ See backlinks competitors have and click through to view full details of particular backlink

☐ View backlink opportunities you are missing by selecting your domain in the drop down menu above the chart