YOUR SIMILARWEB SEO MANUAL

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A STEP-BY-STEP GUIDE + TO AN INDESTRUCTIBLE SEO *STRATEGY*

WARNING

SIMILARWEB'S *FRESH KEYWORD DATA*
AND *COMPETITIVE INSIGHTS*
MAY RESULT IN **EXCESSIVE**
ORGANIC TRAFFIC.

2024

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ALL THE ELEMENTS YOU NEED TO BUILD A **SUCCESSFUL SEO STRATEGY** ARE HERE.

Check out how different tools and data points can elevate your everyday SEO tasks:

KEYWORD RESEARCH 2-6

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FOREWORD

Hi Brighton folks!

It's a pleasure to be at my favourite SEO conference of the year.

While we've been a partner to a lot of you for many years, some of you might be surprised to see Similarweb here - perhaps because we're mostly known for website traffic analysis and insights.

That means we know – as much as anyone – that traffic is every marketer's North Star, and gaining organic traffic gets harder every year.

What we noticed is there are too many tools out there that aren't designed for the search landscape of today, or of tomorrow. With a real transformation in Google and other search engines in recent years, this only means:

- Extra work for your team
- A lot of questions about the data you receive
- No actionable insights or eye-opening results

Here's the thing: SEO is changing... but we're right there, changing with it. Similarweb now offers a comprehensive SEO toolkit, taking on your need for the most up-to-date, the most granular and the most actionable data.

Don't settle on dull data, tired-out tools and splintered SEO. It's time to make your SEO strategy indestructible.

From keyword and competitor analysis to tracking your ranks and the SERP as a whole, your search strategy is about to go through the ultimate renovation.



Adelle Kehoe
Marketing Director,
Similarweb

PS. Glue guns not necessary, SEO puns to be expected



YOUR KEYWORD RESEARCH RENOVATION

> DIFFICULTY RATING

Easy-peasy

> INPUT NEEDED

Keyword ideas or competitor websites from your niche

> FREE RECYCLE

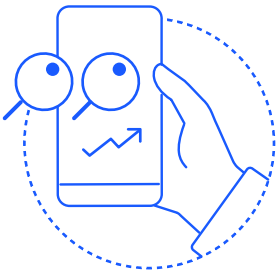
Inaccurate, conflated, outdated datasets AKA the below-average tools that only refresh every 60 days

> DATA YOU GET

The freshest and most granular keyword and click data in the world (something we call Search 3.0), updated every day with real user data – accompanied by smart tools and filters to make keyword research a breeze

Welcome to a new era of granular, and fresh data: designed and delivered for a world where search habits and landscapes change faster than British weather in spring.

Are you ready to elevate your keyword research, without having to do more manual work? You're about to find out all you need to know...



KEYWORD RESEARCH | HOW TO

FRESHEN UP YOUR KEYWORD RESEARCH WITH *REAL USER* SEARCHES

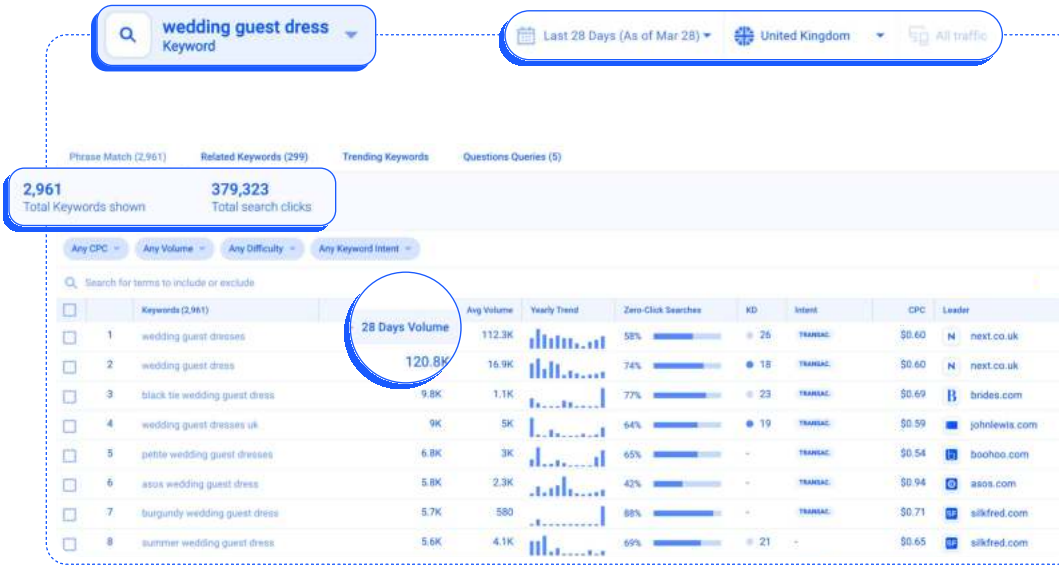
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STEP 1

Choose a keyword or keyword group and pick our 'Last 28 days' view to see the most relevant, up-to-date searches - including search volume.

STEP 2

Compare last 28 day volume to average monthly volume, and use our filters to capture searches that are trending right now; searches that your competitors haven't even seen yet.



PRO TIP > CHOOSE '<u>QUESTION QUERIES</u>' FOR YOUR FAQ TARGETING.

WARNING > THIS DATA IS SERIOUSLY FRESH. WITH 1 IN 6 SEARCHES ON GOOGLE BEING ENTIRELY NEW, OUR REAL USER DATABASE ACCURATELY CAPTURES NEW SEARCHES, TRENDS AND DIPS AS THEY HAPPEN.

WHY STOP WITH GOOGLE? WITH SIMILARWEB, YOU CAN PERFORM KEYWORD RESEARCH FOR AMAZON AND YOUTUBE TOO!

KEYWORD RESEARCH HOW TO

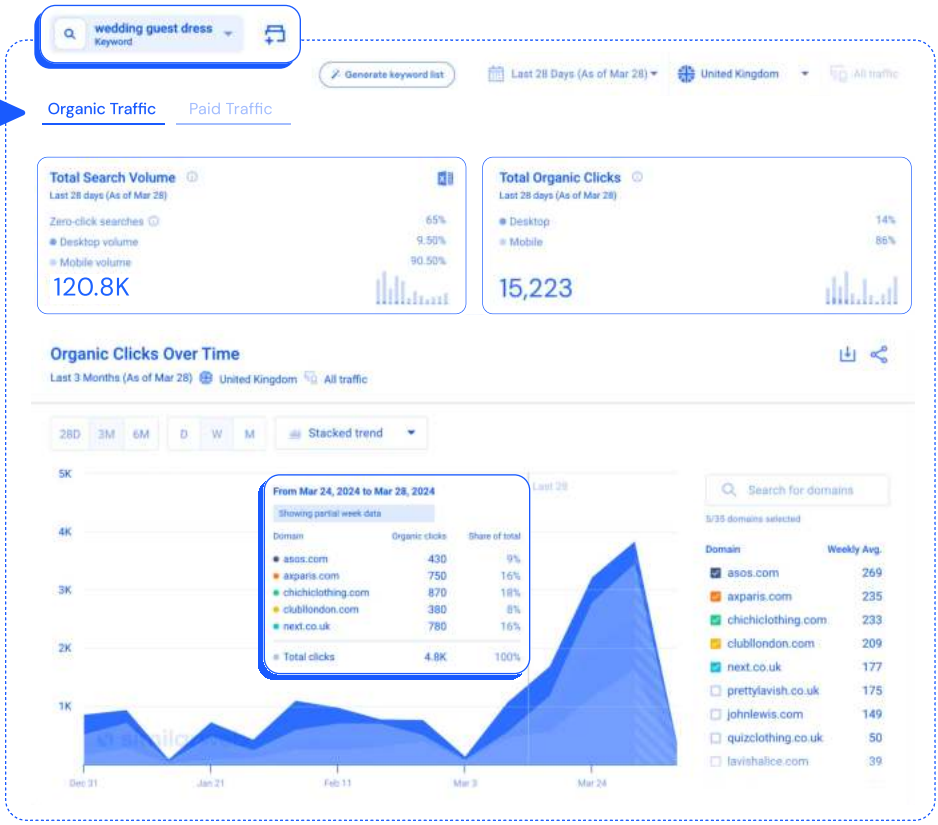
ADD KEYWORD ANALYSIS TO YOUR TOOLKIT FOR A STURDIER STRATEGY

STEP 1

Go beyond search volume metrics by choosing a keyword or keyword group to see which sites, pages, and content types capture the clicks of your target audience.

STEP 2

Armed with this info, you can tweak your content to get - and stay - ahead. Don't forget to review Paid vs Organic traffic, to better prioritize and optimize your strategy (and budget).



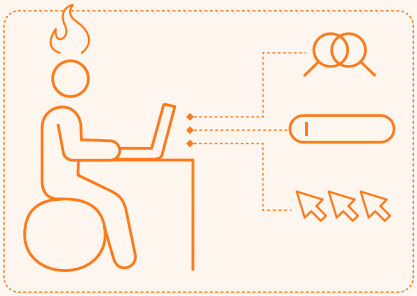
WARNING > THIS TAKES YOUR KEYWORD RESEARCH UP A NOTCH, SO YOUR SEO PLANS, CONTENT BRIEFS, AND INDUSTRY KNOWLEDGE WILL BE WAY SUPERIOR TO YOUR COMPETITORS. WAVE TO THEM FROM THE TOP (...OR DON'T).

DID YOU KNOW ?

THE PROBLEM WITH ‘CLASSIC’ KEYWORD RESEARCH TOOLS

< WITH BARRY ADAMS >

MATCHING YOUR CONTENT TO YOUR CUSTOMERS' SEARCH TERMS INTENT AND HABITS IS CRITICAL TO SEO SUCCESS IN 2024 AND BEYOND.



UP-TO-DATE KEYWORD AND SERP DATA, AS PROVIDED BY SIMILARWEB CAPTURE SEARCHES AS AND WHEN THEY HAPPEN.

⚠ Classic keyword research tools **don't always accurately reflect** how people search today, what a keyword's current intent is, or its actual search volume.

⚠ The lion’s share of Google searches have under 10 searches per month and over 16% of searches are brand new.
Why? Because **people are unique - they search in unique ways, for unique and often new things.**

⚠ Most keyword research tools don’t take this into account, **focusing on larger terms or even grouping keywords together** to create some ‘nice’ round numbers.

Relying on granular and fresh data is essential to ensure your SEO strategies **align with what's shown in search results to fulfil users' rapidly changing needs.**



Barry Adams is an award-winning SEO consultant and co-founder of the News & Editorial SEO Summit. He is the founder of Polemic Digital, a specialist SEO consultancy.

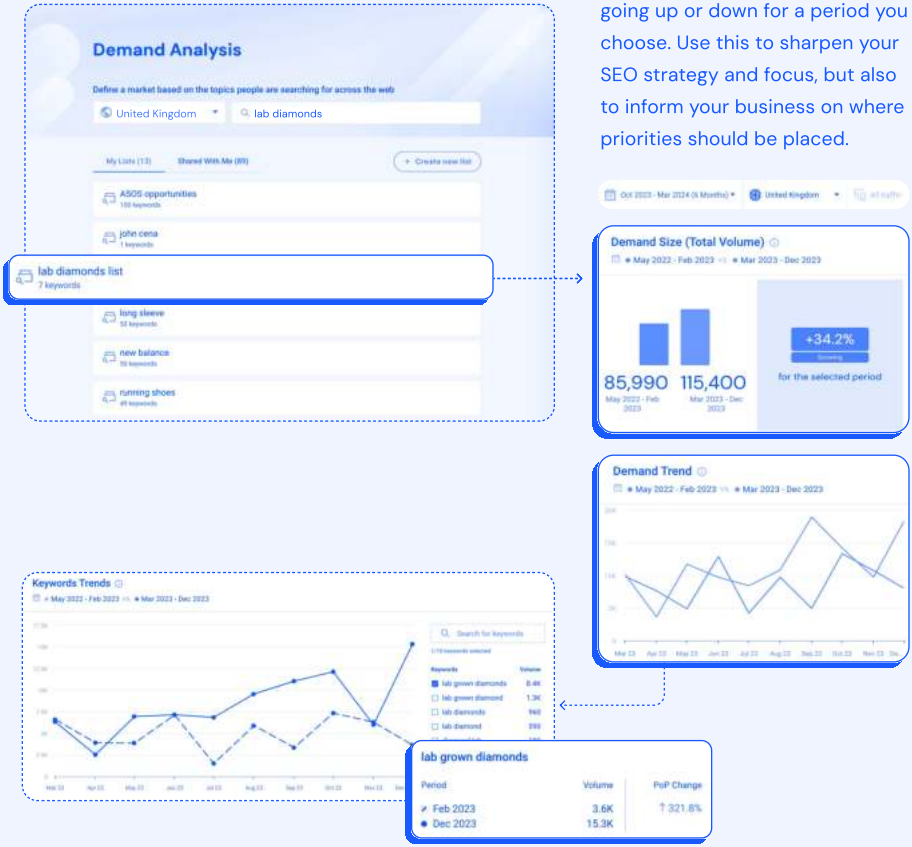
USE SEARCH DEMAND TO IMPACT BUSINESS DECISIONS

STEP 1

Create a keyword list from our Keyword Generator of terms relating to your niche, industry or product.

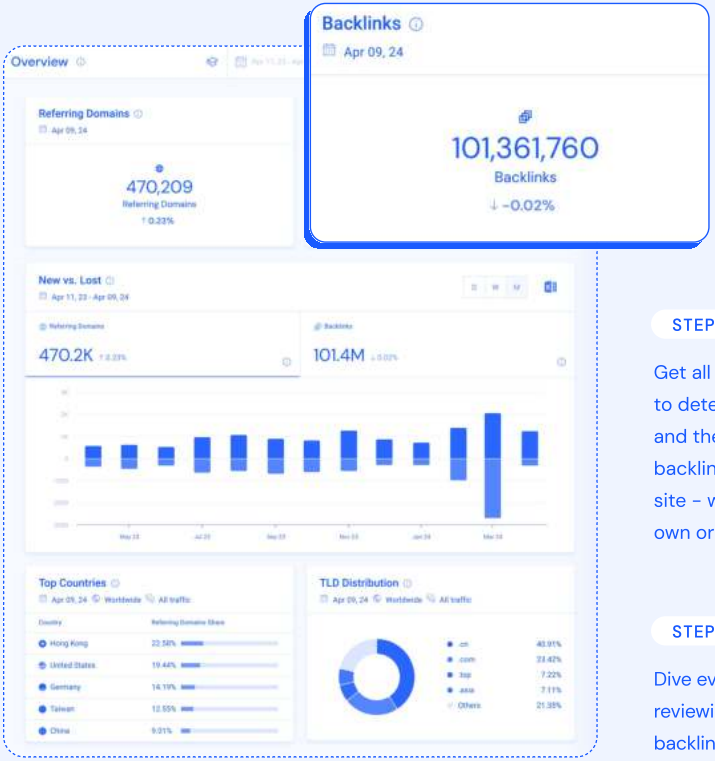
STEP 2

Input this list into our Demand Analysis tool, which will tell you whether overall search demand is going up or down for a period you choose. Use this to sharpen your SEO strategy and focus, but also to inform your business on where priorities should be placed.



WARNING > EXTRA HOT KUDOS POINTS FOR BRINGING FORWARD THE SEO DATA TO HELP YOUR BUSINESS MAKE SMARTER DECISIONS.

BUILD OUT AND STRENGTHEN YOUR BACKLINK PROFILE



STEP 1

Get all the data you need to determine the number and the quality of backlinks pointing to any site - whether that's your own or a competitor's.

STEP 2

Dive even deeper by reviewing the domains, backlinks and the individual pages that are driving the links. This digging can really fuel your SEO and link building strategy.

WARNING > WITH A DATABASE OF 360 TRILLION BACKLINKS THAT UPDATES EVERY DAY, YOU MAY WANT TO PUT SOME SERIOUS TIME ASIDE TO DIG INTO ALL THE RICH DATA.

YOUR RANK TRACKING RESTORATION

> DIFFICULTY RATING

Medium ●●●○○

> INPUT NEEDED

Your keyword list, and geos you want to track

> FREE RECYCLE

Old data based on averages of top 100 results, a maximum of 5 competitors to track, and dodgy estimated clicks based on static CTR curves

> DATA YOU GET

Daily data (colour-coded, of course) with advanced metrics for accurate reporting on you, Google, and all of your competitors. We also throw in actionable insights and opportunities to help grow your share of search

→ Rank tracking without fresh, accurate data can be a little... wonky.

In today's ultra-competitive landscape, you need to see all your competitors and all your opportunities to get (and keep) your pages up on Google's SERP wall of fame.

No need for that spirit level - check out how to get the rank tracking accuracy and actionability you want with Similarweb.



RANK TRACKER HOW TO

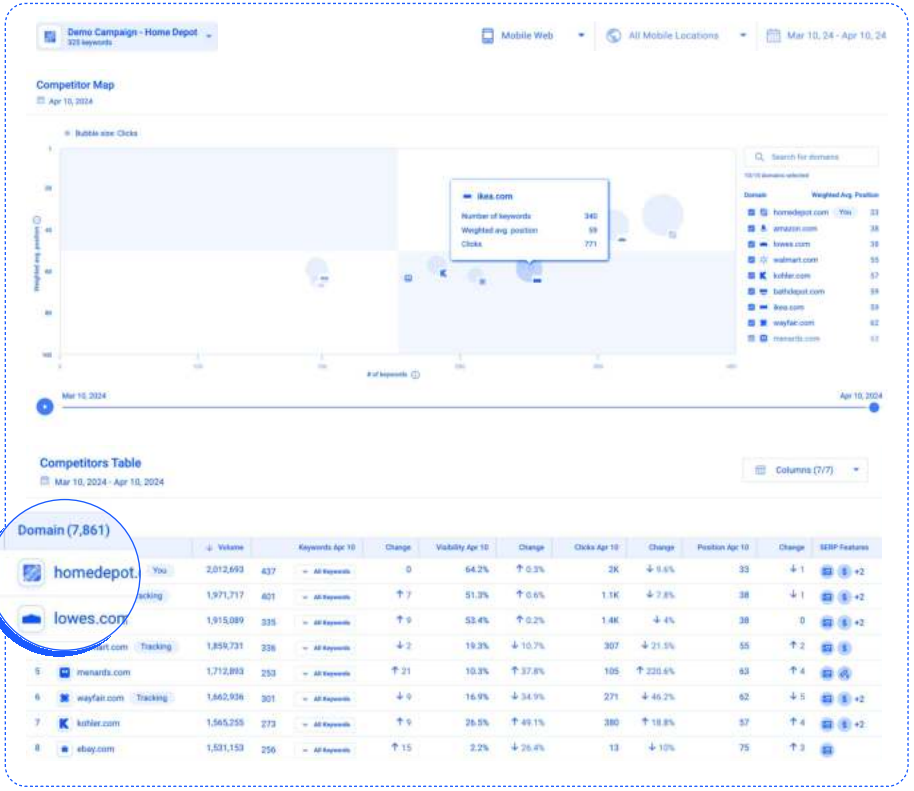
KNOCK DOWN YOUR SERP COMPETITION LIKE DRYWALL

STEP 1

Gain the edge on search results with our dynamic competitor report that shows change over time for **every single competitor** ranking for your tracked keywords.

STEP 2

Spot emerging industry players and threats to your page rankings, as well as your opportunities to maximize your search traffic and capture relevant SERP features.



WARNING > GET YOUR GOGGLES OUT - THERE WILL PROBABLY BE A LOT OF DUST FROM THE COMPETITORS' SEARCH STRATEGIES YOU JUST DESTROYED.

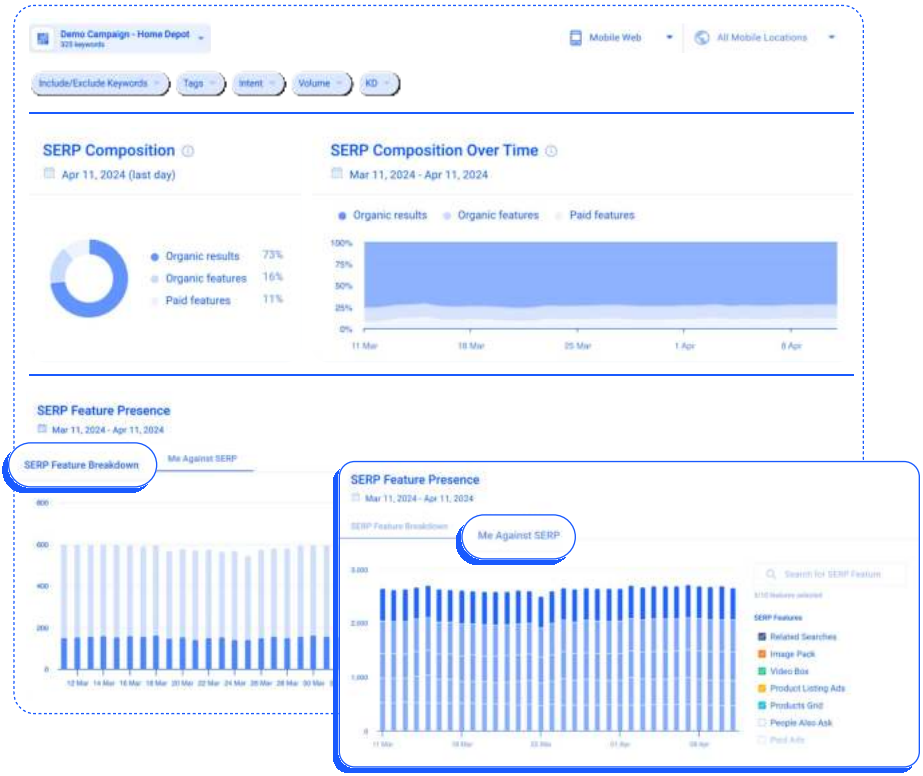
STEP BACK AND ADMIRE THE (HOLISTIC) VIEW

STEP 1

Reveal the search landscape like you've never seen it before, from SERP features that exist for your keywords to the comparison between paid vs organic (and how this changes over time).

STEP 2

See who is owning which SERP features and winning more traffic as a result – AKA the ones you need to catch up with – and better understand the content Google is prioritising.



WARNING > YES, *SGE* IS A SERP FEATURE AND ONCE IT'S OUT OF BETA, WE'LL BE TRACKING IT.

DID YOU KNOW ?

WHY USER INTENT IS STILL AN SEO'S PRIMARY DRIVER

< WITH GERRY WHITE >

SEO in 2024 is more dynamic than ever, with people predicting its death more regularly than British trains run. But core fundamentals exist: **understanding user intent and prioritising user experience are essential.**

Regularly analysing search results for key queries empowers us to adapt to the ever-evolving digital landscape. **It allows you to uncover your market user needs, user intent, and user expectations,** so you can align your offerings and content.

My favourite keyword-targeting example I've used for years is *'nasi goreng'*. You can't rank a frozen microwave meal or a takeaway directly if search results predominantly feature recipe listings. However, **leveraging user interest in recipes presents an opportunity to cater to their needs, potentially leading to ingredient purchases.**

Today's search environment emphasises visual content, with users gravitating towards videos and images. Ensuring our content delivers a seamless and engaging experience is paramount for retaining and attracting customers alike. **Check the mobile search results and see the dominance of YouTube shorts and TikTok - is this an opportunity?**

BE AGILE AND RESPONSIVE TO SHIFTING SEARCH PATTERNS, WE CAN POSITION OURSELVES STRATEGICALLY TO MEET USER DEMANDS AND CAPITALISE ON EMERGING OPPORTUNITIES. THIS PROACTIVE APPROACH NOT ONLY DRIVES TRAFFIC BUT FOSTERS ENGAGEMENT AND ESTABLISHES BRAND LOYALTY.



Gerry White is an SEO specialist with over 20 years experience in the field. A regular speaker at SEO events, his client list includes BBC, McDonald's and Gordon Ramsey. He is currently VP of Growth at Mirador Local.

YOUR COMPETITOR ANALYSIS IS UNDER CONSTRUCTION

> DIFFICULTY RATING

Easy ●●○○○

(but only with the right tools)

> INPUT NEEDED

Your main competitors' website URLs

> FREE RECYCLE

Manual research and surface-level views of the SERP, with only last year's or month's reports to go by. Or just looking at website traffic numbers or keywords in isolation.

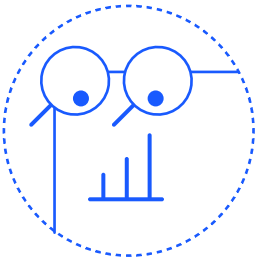
> DATA YOU GET

Fresh data and insight into competitors' search strategies, stitching together keyword, search and click data on a site-level or even page-level.

Competitor analysis is the secret sauce to any strategy, but it goes beyond looking at stand-alone traffic numbers.

Rich tactical, strategic and SEO performance data (and all marketing channels, because SEO isn't quite the island it used to be) provides context, insights and growth opportunities.

Skip the IKEA meatballs, it's time to EEAT your competitors for breakfast.



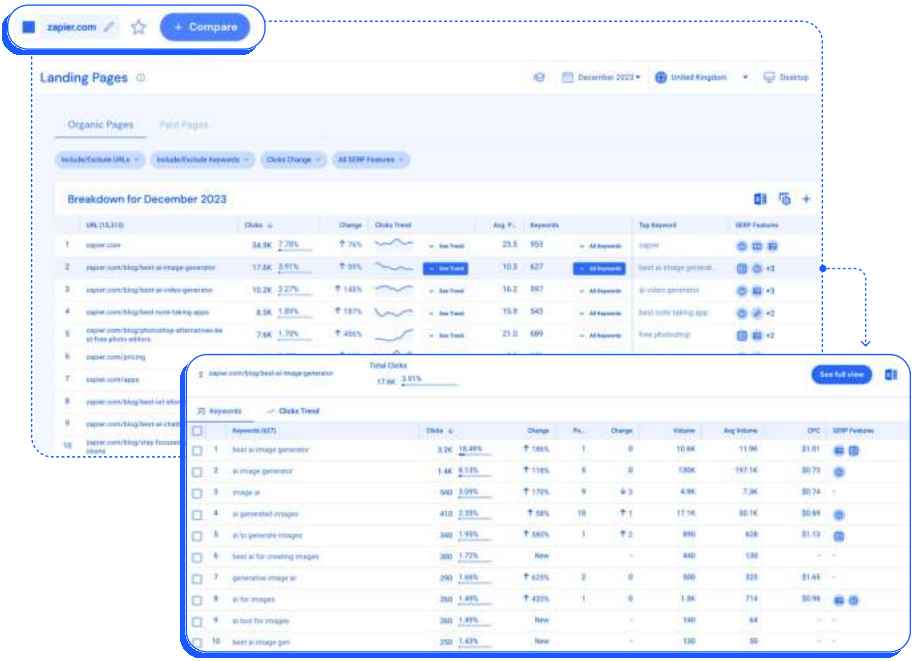
UNCOVER THE NUTS AND BOLTS OF YOUR COMPETITORS' ORGANIC GROWTH

STEP 1

Type in any website(s) to see the pages that are driving organic traffic. Next, uncover all the traffic-driving keywords, as well as the SERP features your competitors are ranking for.

STEP 2

Filter by 'Last 28 days', or 'Trending' to see what's driving impact in near real time. From here, you'll find search terms you hadn't even thought to target. If you want to take it a stage further, we also give PPC click and spend data to help contextualise the competitive landscape even more.



WARNING > THIS LEVEL OF COMPETITIVE INSIGHT FEELS ILLEGAL, BUT IT'S ABSOLUTELY ABOVE BOARD (WE PROMISE).

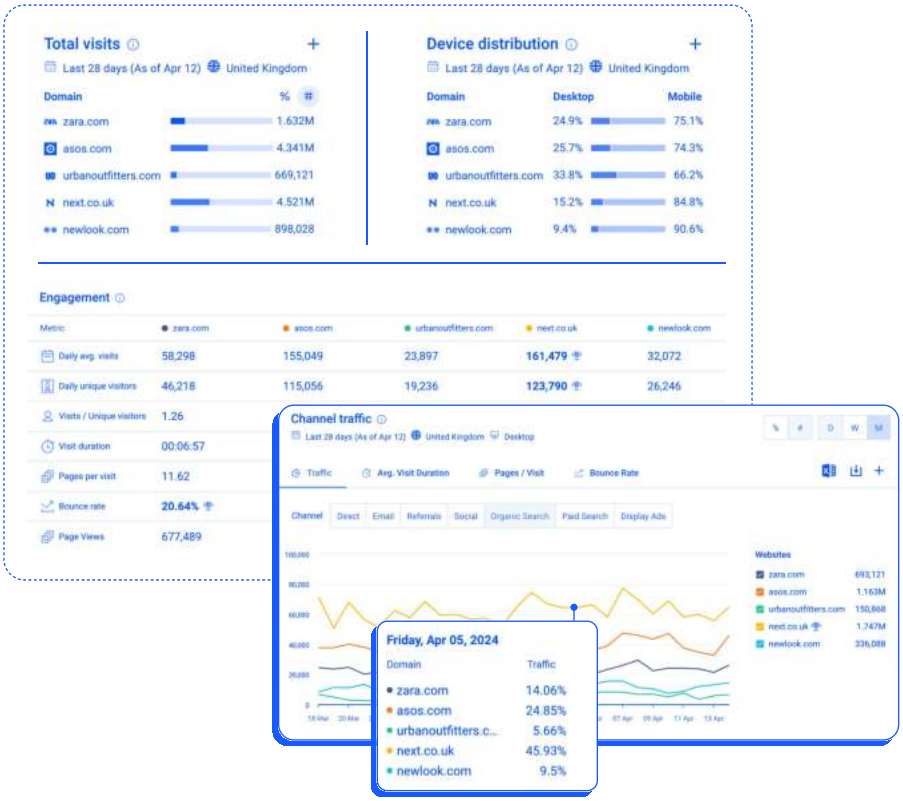
GO BEYOND ORGANIC TO REALLY RAISE THE ROOF

STEP 1

Analyse any website to see its traffic mix, trends, keywords and tactics to identify where it wins traffic compared to your website.

STEP 2

Save the keywords gaining traffic and note the channels driving impact. Assess where SEO can target and where other marketing resources should be used. Before we forget: you can get all this data by predefined or custom industries too. The whole landscape covered - no big deal.



WARNING > THIS IS USING KEYWORD AND TRAFFIC DATA TO DRIVE STRATEGIC IMPACT ACROSS THE WHOLE ORG - YOUR NEXT REVIEW MAY BE EMBARRASSINGLY POSITIVE.

YOUR DIY SITE AUDIT

> DIFFICULTY RATING

Technical ●●●●○

> INPUT NEEDED

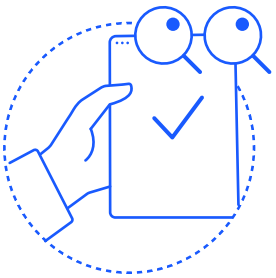
Your site details,
GSC link-up - the usual

> FREE RECYCLE

All those desktop tools that restrict you... or just crash. Plus tools that don't benchmark so it's harder to contextualize your performance

> DATA YOU GET

Full details into your site health, including how to make it 10/10



→ Sure, content is still king, but your content can't rank at #1 if it's held back by technical issues.

Site audit tools should be equipped to crawl your whole site, give you actionable fixes and optimizations to drive better performance, and ultimately help your content rank.

If fixing (and preventing) website problems – and improving your online visibility as a result – sounds like a core vital to you, grab your Largest Contentful Paint, because it's time to touch up your site auditing process.

SITE AUDIT HOW TO

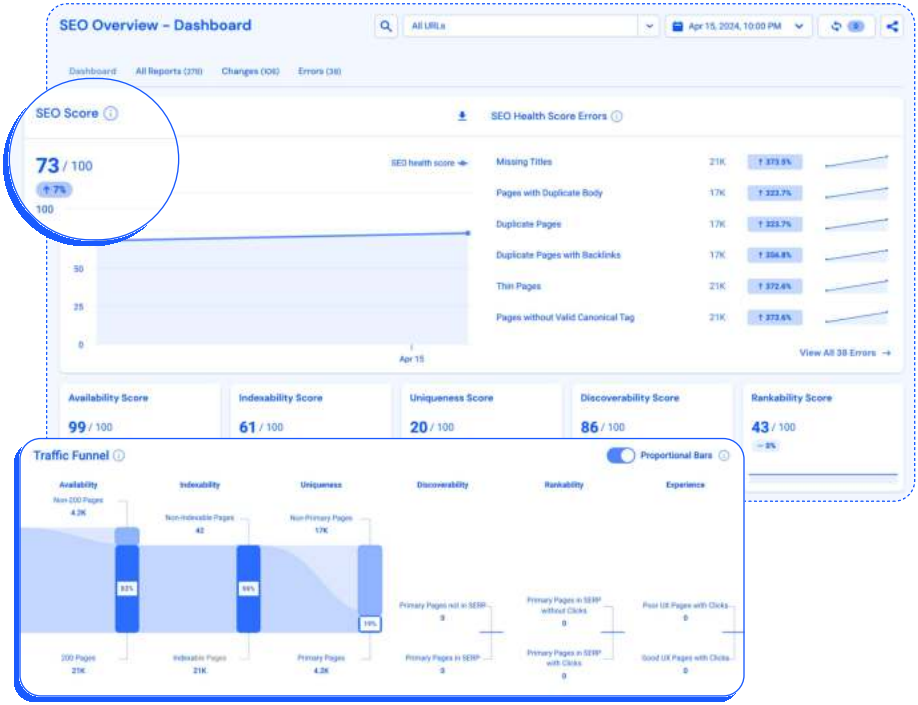
MAKE SURE ALL YOUR SITE'S FOUNDATIONS ARE IN-CHECK

STEP 1

Input your site details, then you can crawl your whole site (incl. subdomains) or just a section. Receive a comprehensive site analysis complete with actionable insights and tactics to improve performance.

STEP 2

Repeat. We keep records of all your crawls, so you can track impact and progress as often as you like.



PRO TIP > NOT SURE WHICH ACTIONS WILL DRIVE THE MOST IMPACT? WE GIVE YOU INDUSTRY BENCHMARKS IN EACH CATEGORY, SO YOU CAN SEE WHERE YOU'RE AHEAD AND WHERE YOU NEED TO CATCH UP.

WARNING > YOUR PC WILL THANK YOU - WE RUN THE CRAWL ON OUR SERVERS, NO CRASHING HERE, AND NO NEED TO STOP WHAT YOU'RE DOING (SORRY IF YOU USED THIS TIME FOR A TEA BREAK).

similarweb

NO TIME FOR CRACKS IN YOUR **SEO STRATEGY**

Organic traffic is the hardest to build, and you won't get there with sub-standard data and tools. Similarweb is on hand to help you assemble a better and stronger strategy - no sealant necessary:

KEYWORD RESEARCH	With real user data that updates daily
RANK TRACKING	Covering the entire SERP and competitive set
BACKLINK ANALYSIS	Backed by a database of 360tr. links
SITE AUDIT	Enterprise-level crawls and technical benchmarking
COMPETITIVE ANALYSIS	Rich, granular data for any website in the world
INDUSTRY AND AUDIENCE INSIGHT	Bringing market research tools to SEOs

We know changing SEO software isn't easy, so we offer free trials, demos and bespoke platform walk-throughs.

TO BOOK A DEMO >

similarweb

HOW TO ⬆%
> BUILD-UP YOUR ØRGANIC TRAFFIC *STRATEGY*

VISIT OUR DEDICATED BRIGHTON SEO LANDING PAGE WITH THIS QR CODE TO UNCOVER ALL SIMILARWEB HAS TO OFFER.

DON'T FORGET!
ASSEMBLE YOUR SEO STRATEGY WITH ~~CARE~~ FLAIR

SIMILARWEB.COM