

EMAS 2025



Scaling Success: Semrush's B2B Newsletter Strategy

Hello!

My name is Taylor Raffa.

I work at Semrush, an AI-powered marketing platform, where I lead a team of four email marketers.

We craft 100+ emails per month, sending newsletters and campaigns that connect with millions.



What is Semrush?



Leading SaaS platform for digital marketers. We provide AI-powered solutions for SEO, content marketing, competitor analysis, social media, advertising, PR, and more!

- 12 offices in 9 countries: Boston (HQ), Dallas, Austin, Prague, Limassol, Warsaw, Barcelona, **Amsterdam**, Berlin, Munich, Yerevan, Belgrade
- Founded in 2008, and currently has 1700+ employees
- 10M marketers have already used Semrush



International
Inclusion
AWARD 2025/26



Diversity Champion
Corporate Award 2025/26

Email Team Structure

KEVIN YORELL,
HEAD OF
LIFECYCLE & CRM

LAURA TOMA,
EMAIL CHANNEL
STRATEGIST

REINA TOEDA,
AUTOMATED
TEAM LEAD

TAYLOR RAFFA,
MASS TEAM LEAD

KEVIN LIN,
EMAIL ANALYST

BARBARA SAWALA,
CONTENT WRITER

MARK VAN GILS,
AUTOMATION
SPECIALIST

IULIA GROȘANU,
BRAND CAMPAIGNS

ALFONSO IGLESIAS,
PRODUCT UPDATES

MARIAM GINOSYAN,
EMAIL DESIGNER

GILLIAN WONG,
CONTENT WRITER

MARINA BELOZEROVA,
AUTOMATED TRACK
MANAGER

RORY PRENDEVILLE,
PAID USERS

IRINA KADNIKOVA,
ENGAGEMENT

Email Tech Stack ✨

- **Adobe Marketo**, including Inbox Tracker (Bird) for deliverability monitoring
- **Moveable Ink** for hyper-personalization
- **Litmus** for pre-flight testing and template optimization
- **Figma** for email design and Google Drive for asset delivery
- **Looker** for reporting dashboards (via data warehouse)
- **Monday.com** for task management and scheduling

Our Newsletter Landscape

In 2023...

- What content do we **have**?
- Focus on themes/interests
- Content bottlenecks
- 10 newsletters

Today...

- What content do they **need**?
- Focus on offering solutions
- Collaboration with writers
- 5 newsletters

Our newsletters in 2023




- Educational
 - Product
 - Social Media
 - Insider
 - Tips & Tricks
 - Influencer
 - Content
 - CMO
 - Academy
 - App Center
-

Our newsletters today




- Educational
 - Product
 - Social Media
 - Insider
 - Tips & Tricks
 - Influencer
 - Content
 - CMO
 - Academy
 - App Center
-

Tips & Tricks ✎



Tips & Tricks

To grow your marketing impact



Hi there,

High-quality content is packing a bigger punch than ever.

From Google's Helpful Content Update to its Quality Score for paid search, all signs point to prioritizing quality if you want to amplify your results.

Today, I'll show you how to use Semrush to create content that will stand out in organic, paid, and social channels.

Tip 1. Optimize your organic content for users And Google

Optimizing content for both users and search engines is the best way to ensure it reaches the largest possible audience.

A 10-Step Guide to Successful SaaS Content Marketing in 2022

When it comes to growing your lead business organically, content marketing is everything. It establishes you as a thought leader and builds skills by attracting people interested in your services.


This new step guide will help you squeeze every last drop from your content and put your audience to good purpose.

You may have heard us deploy a highly fluid content strategy and develop content ideas that resonate with your audience.

What Is Different about SaaS Content Marketing?

SaaS content-marketing projects can often be complex because:


- SaaS services require a certain level of commitment, establishing reputation and trust is essential



Semrush's [SEO Writing Assistant](#) can help you produce text that gets the job done:


- Make your copy SEO-friendly with quick tips about which keywords to include and how to optimize images, tags, and links
- Create engaging, easy-to-understand content every time with real-time recommendations as you write
- See content variations with our rephraser tool that instantly rewrites, simplifies, summarizes, and expands selected text
- Evaluate your tone of voice and flag potential plagiarism before you publish

Optimize my content


SEMRUSH

Tips & Tricks

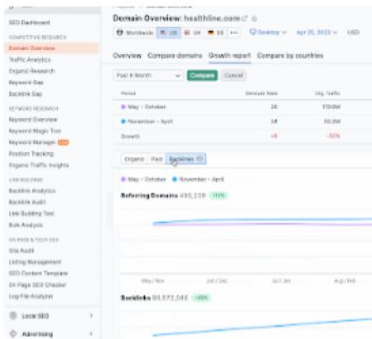
To grow your marketing impact



Hi there,

Your business's growth doesn't just depend on what you do; it also relies on what your competitors are doing.

What if I said you could uncover what your competitors are investing in (and what works) in under a minute using the Semrush Domain Overview?



Domain Overview: healthline.com

Overview Compare domains Growth report Compare by countries

Pay 1 Month **Compare** Cancel

Hosted	Domain Name	Org. Traffic
Wag - October	28	\$10.0K
Novamem - April	14	\$3.2K
Growth	43	52%

Organic Search **Signatures**

Referring Domains 135,219 **356%**

100% / 100% 2019 / 2020 2021 / 2022 Aug / Sep

Backlinks 93,571,244 **356%**

Here's how:

- ➔ Add any domain you want to track. [Domain Overview.](#)
- ➔ Get an idea of how many organic visitors your site has. **Score** and number of backlinks.
- ➔ Instantly know whether your site is growing — by checking the sign.
- ➔ Compare its performance with other domains in your niche.
- ➔ Dive deeper into the tool to see into any domain's growth, including paid traffic costs, backlinks, and more (e.g., 6 months).

These are just some of the things you can learn from the **Domain Overview in under a minute.**

Here's how:

- Add any domain you want and select country (or leave as worldwide) in [Domain Overview](#).
- Get an idea of how authoritative the website is by checking its **Authority Score** and number of backlinks at the top of the report.
- Instantly know whether they're investing in organic or paid channels—or both—by checking the split between organic and paid traffic to the website.
- Compare its performance with up to 4 competitors and easily discover each domain's traffic share or similarities and differences in **traffic trends**.
- Dive deeper into their growth over time with the **Growth Report**: Get insights into any domain's growth in organic or paid traffic, organic keyword rankings, paid traffic costs, backlinks, and more. Monitor developments over a period of time (e.g., 6 months) or compare between periods (e.g., YoY, QoQ).

These are just some of the insights you can get for any website from Domain Overview in under a minute.

Try it now and uncover your competitors' (not so) hidden aces.

Analyze my website in 60 seconds

Until next time.

Erika Varangouli
Head of International Brand

Tips & Tricks ✨✏️



Tips & Tricks

Spot keyword gaps 🚀

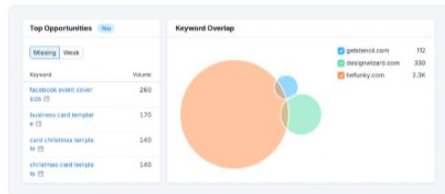
Dive into [Keyword Gap Analysis](#) to uncover the opportunities your competitors are capitalizing on—and you're not.

- 1 Missing Keywords:** These are high-value search terms your competitors rank for, but you don't. Add them to your content strategy to extend your reach.
- 2 Weak Keywords:** Search terms relevant to your site, but where your rankings fall behind competitors. Boost existing content or create new pages to win them over.

See the Keyword Overlap

See how your domain stacks up against competitors using the keyword overlap chart. Instantly spot areas where you're leading, lagging, or missing out entirely.

[Check your keyword gaps](#) →



What's Next?

In two weeks, we'll explore advanced image SEO techniques to optimize visuals for search rankings.



Tips & Tricks 🗑️

Organizing ideas → Better content

Creating content that ranks starts with finding the keywords your audience is using and organizing them into clusters to match their intent.

Let's break it down into two simple steps:

1. [Find keywords](#)
2. [Group relevant keywords together](#)

Pro tip: Be careful not to use the same keyword groups on multiple pages—this leads to an issue called *keyword cannibalization*, where your pages compete with each other, potentially damaging your SEO performance.

Step 1: Find keywords

Use Semrush's [Keyword Magic Tool](#) to discover what your audience is searching for.

Enter a seed keyword, like "dog food", and you'll see that each search returns a list of 10 relevant keywords along with their average monthly search volumes.

Copy and paste these into a spreadsheet and repeat the search with other seed keywords—you might try "dry dog food" and "grain free dog food" next.

Pro tip: For more seed keyword ideas, Google your seed keyword and look for any variations used by other top pages.

[Find my keywords to target](#) →

Need it faster? With [Semrush Pro](#), you can find hundreds or even thousands of relevant keywords, export them, or select the important ones and create a list to start targeting in your SEO efforts.

Step 2: Group relevant keywords together

To create content that matches user intent (and resonates with Google), organize your ideas into keyword groups.

Once a new page is live, you can use the [On Page SEO Checker](#) in your domain project to find ways to improve it.

Select the URL, add the most relevant keyword, and the tool will show keywords that your competitors use for similar content. Consider adding them to your copy from your own unique angle.

Semantic
Based on your top
10-ranking rivals' data

• Enrich your page content.

Compared to your rivals, some related words are not present in your page's content. Try to enrich your page's content with the following semantically related words:

[instagram posts](#) [social media](#) [post template](#)

[See detailed analysis](#)

[Go to On Page Checker](#) →

With a [Semrush Pro](#) plan, you can use Keyword Strategy Builder to automatically group similar keywords into clusters and get insights into things like intent, search volume, and ranking potential, whether your page is live or not.

Insider



Semrush Insider: Trending Apps

Monthly SEO content for Semrush Pros—news, tools, and strategies to boost your marketing efforts!



Semrush Insider: Interesting Trends

Monthly SEO content for Semrush Pros—news, tools, and strategies to boost your marketing efforts!

Ecommerce SEO Checklist: 22 Tips to Grow Your Traffic & Sales

It's that time of year again! As the online shopping season commences, make sure you're prepared to convert more sales and search traffic close out the year.



Boost your holiday traffic

Trending SEO Content

Top SEO

SEO Local Targeted

Go beyond local content. Leverage search engine optimization to optimize your local content.

[Optimize your local content](#)

Crawl Errors: What They Are & How to Fix Them in 2024

Make sure you're playing nice with search engine crawlers! Here's how to avoid crawl errors that inhibit your traffic.

[Improve your crawlability](#)



Digital Ad

93 Online You Need

Staying on trends is key as a digital marketer.

[See the stats](#)

November's Top Apps



Email Verifier

Verify email addresses for your sales and marketing communications.

[Clean up your contacts](#)



Mobile App Tester

Test your native mobile app on physical iOS and Android devices.

[Start testing](#)



Ecommerce Booster

Shopify optimization: AI description generator, image upscaler, boosted conversions.

[Boost your sales](#)

Success Story



[Case Study] How a Content Marketing Guru is Rocking AI After 47 Years in the Field

The AI revolution is transforming businesses, and even seasoned professionals are taking note. Here's one story of a content marketer with 47 years under her belt, now leveraging AI to elevate her content writing game.

[How she does it](#)



Semrush Insider: Semrush IRL

Monthly SEO content for Semrush Pros—news, tools, and strategies to boost your marketing efforts!

Voice Search Optimization: 6 Tips to Improve Your Results



Optimizing your website for voice search presents a huge—and growing—opportunity! This article offers a deep dive into voice search optimization, including six actionable tips to help improve your voice search rankings.

[Find your voice](#)

Trending SEO Content

Newsroom



Our recent social media trends for 2023, and how to leverage them.

[Key findings](#)



to capture international audiences and drive organic traffic from different geographic locations? Here's how.

[Read the full article](#)



SEO Tools

13 Best (Free) SEO Tools

Use these essential tools to extend your SEO efforts.

[Extend your SEO](#)

New in the App Center



Website Checker

Make sure your website steers your business forward, not back.

[Audit with ease](#)



Video Marketing Platform

Edit, record, live stream, and store your videos in one place.

[Try it now](#)



AI Ad Copy Generator

Create highly efficient Google Ads copy based on your keywords.

[Effortlessly optimize](#)


The art of influence—how to maximize your next campaign



US agency Altered State Productions generates \$501,500 in sales for their client Valyou Furniture with influencer-driven marketing campaign.


[See how they did it](#)

Insider

Semrush Insider | A monthly roundup of **hot takes** from the inside of Semrush 

THIS MONTH:

[March Favorite - Free AI text generator](#)
[AI Mode experiment in Google search](#)

 Lesson of the day: Allow: /\$


Most popular in March - Free AI Text Generator


Use our free AI tool to produce various types of content up to three times per day. Create copy for your website, social media, newsletters, and more—our AI tool is ready for any content challenge.

[Generate content](#) →


AI Mode experiment in Google Search

Google has launched a new AI Mode in Search that can answer complex questions and compare information using advanced reasoning and smart thinking skills. Right now, it's only available to subscribers of Google One AI Premium (\$19.99/month).


 AI Mode info has also been added to robots.txt documentation. [See the official documentation](#).

 **Did you know?**

Don't want your site to appear in AI Overviews? Robots meta tag limitations won't work if you're using structured data (Schema markup).

 Lesson of the day - Allow: /\$

Allow: /\$ is a robots.txt exception that means only your homepage can be crawled. The \$ means "ends with".

Semrush Insider | A monthly roundup of **hot takes** from the inside of Semrush 


THIS MONTH:

[April Fool's tattoo campaign was real](#)
[Google Maps spies shady reviews](#)

When to remove toxic links

April Fool's was no joke

We weren't kidding. Our wild contest offered lifetime access to Semrush Pro to the first person who got a Semrush logo tattoo. The result? Nearly 1M impressions and one very permanently tattooed, very loyal winner.


 [See the tattoo](#) →

No more fake reviews on Google Maps

Google employed Gemini AI to catch fake reviews and shady profile edits—months after publication.

Now, if a business tries to cheat the system, people will know. In the US, UK, India, users see alerts for businesses with suspicious 5-star reviews. New reviews can be blocked, too. Rolling out globally next month. [Source]


[11 tips to improve your Google Maps SEO](#) →

 In 2024, [users submitted 999 million reviews](#)—and Google blocked 2 million for being fake. It also stopped **10,000 attempts** to hijack unclaimed business profiles and scam customers.

When to remove toxic links

Toxic backlinks are links from other sites that can hurt your visibility on Google. If you run a [backlink audit](#), you'll likely spot some high-toxicity ones. These usually break Google's spam rules—they're built for SEO tricks, not to help users.

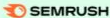
"For the most part, we work really hard to try to just ignore them (...). The disavow tool is not something that you need to do on a regular basis. (...) I would really only use that if you have a manual spam action."

 Google's Search Advocate,
John Mueller


So...if you're not disavowing, what should you do? Focus on building better links—the kind that live in the green, non-toxic range.

[10 link-building strategies that work in 2025](#) →

Social Media



How to Create Content that People Want to Read



Here's how Semrush can help bring more traffic to your website by creating new, optimized articles for your website that people actually search for.

Step 1

To start, choose a trending topic for your future article. Go to the **Topic Research** tool, enter your topic, and then select the database to know what topics interest people in your specific country.

Topic Research

Win your readers' hearts and minds with a topic finder that helps you generate ideas for engaging content.

Enter topic US

Enter domain to find content on

[Get content ideas](#)

Step 2

Hit the **"Get Content Ideas"** button, and receive a list of cards with different popular subtopics in your chosen location. Turn on the **"trending subtopic"** filter to discover trends. Prioritize them by topic efficiency. Writing an article on a popular subtopic can be a great opportunity for you to attract a new audience.

Topic Research: olympics france 2024


Content ideas: Possible ideas

olympics france 2024, olympics france 2024, olympics france 2024

[Get content ideas](#)

olympics france 2024, olympics france 2024, olympics france 2024

[Get content ideas](#)



How to Analyze Keywords for SEO

Step #1

Determine Keyword Difficulty (KD%)

If the keyword is too competitive for you to have a chance to rank for, it's probably not worth targeting.

Keyword Overview: coffee ☕

United States Desktop Aug 28, 2022 USD

Overview Bulk Analysis

Volume **450,0K**

Keyword Difficulty **100%**
Very hard

Building and content generation

Global Volume **11,3M**

IN	10M
SA	673,0K
UK	673,0K
TH	550,0K
TW	550,0K
US	450,0K

✓ KD% is on a 1-100 scale. The higher this number, the harder it will be to rank for on the first page of Google. [Try it](#)

✓ Quickly check your site's SEO authority in Semrush. Just pop your domain into the tool and you'll get an "Authority Score."

Domain Overview: ntdco.com

Worldwide US UK DE Desktop Aug 28, 2022


Authority Score **45**

Organic Search Traffic **2.3K** +42%

Keywords **100+**

Semrush Domain Rank **123,9K**

✓ The higher your Authority Score, the higher chances you have of actually ranking for a highly competitive search term. [Try it](#)



The Met Gala Effect

Discover the who's who and the what's what in Semrush's summary of the online trends from this year's event.

+415% Estimated Traffic Spike to **Vogue.com** (May 6)

+61% Estimated Traffic Spike to **metmuseum.org** (May 6)

* Trends Daily data

Vogue.com
+234,065 follow backlinks

Metmuseum.org
+16,710 follow backlinks

Monthly search volumes (US):

- Met Gala 2024 9,900
- 2024 Met Gala Theme 3,600
- Met Gala Theme 2024 2,400
- When Is The Met Gala 2024 1,300

Trending May 6:

- Met Gala 1M+
- Kim Kardashian 100K+
- Tyla 100K+
- Zendaya 100K+

Met Gala guests might have to abide by a 'no phones, no social media' policy, but you can still stay on trend with Semrush. Get the scoop on every traffic trend and follower of fashion and glam up your online presence with 55+ digital marketing tools at your fingertips—[try a free trial now](#).

[Stay in vogue](#)

Top trending on TikTok past 7 days:

#metgala 886M views, 45K posts


#metgala2024 252M views, 22K posts

#zendaya 230M views, 8K posts

#kimkardashian 166M views, 6K posts

SOCIAL MEDIA

Social Media 📱




Trends and insights to grow your social media

📺 Fun content gets rewatched.

Tap into the summer season with easy-to-produce, proven video trends. Extend view times, make people laugh, and show up in more feeds.

P.S. Explore [Social Toolkit](#) for more ideas that spark engagement.


Global Trends



1. That one customer


Role-play with your everyday client—the one who orders espresso, then adds two pumps of caramel, triple-ice, paper straw. Add a funny twist.

[Example](#)



Nice to do


Exaggerate. Throw in some wild requests ("Can you make the logo...bigger but also more invisible?"), and go full (fun) drama where it fits. Bonus points for deadpan expression.



2. Your nose. Your attention hook.


Nose strips. Acne patches. These aren't just skincare, they're attention magnets. People pause. Stare. And keep watching.

[Example](#)



Nice to do

Try nose patches or Kinesio face tape. A glowing red LED mask. Yes, it's weird. Yes, it works.




Trends and insights to grow your social media

On April Fool's Day, we offered a lifetime Semrush Pro subscription—worth over \$50,000—to anyone bold enough to get our logo tattooed. No joke.

Did it work? Oh yes.


- 924,000 people saw it
- 7,300 reacted or commented
- 930 total mentions
- 9,000 clicks to the contest rules
- One person got permanently tattooed**



Mateah Kittle · 1st
Online Reputation & Community Team Lead @ S...
3w




In case you haven't heard: Semrush + tattoo = free Pro plan for life

Yes, that's a real sentence I just wrote. ...more



471 130 Comments

Why it worked

-  **People trust people**
A mere 17 [employee posts](#) got over 465,000 views. Even if your company isn't well-known, your coworkers can help you get attention and build buzz.
-  **It made people wonder**
Many clicked and shared it just to figure out if it was real. That kind of curiosity helped us reach more people.
-  **It was no joke**
Most April Fool's posts are fake products. We had a real contest. That surprise made people stop scrolling.

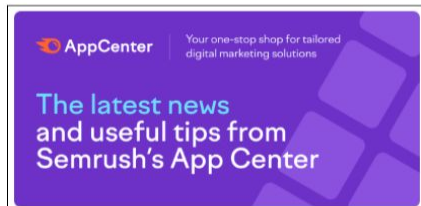
Meet William Saint-John,
the man who did it!



Need help with social media content creation?
Try Semrush Social and jump on top trends early.

Tools for smart creators

Retired Newsletters



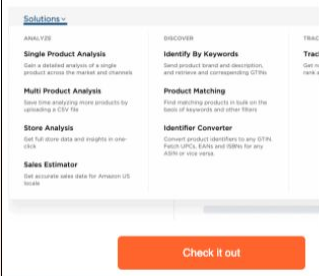
New Apps



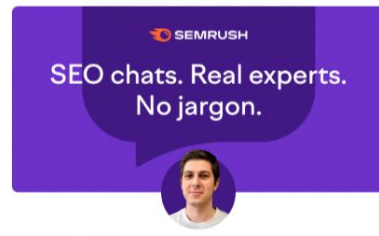
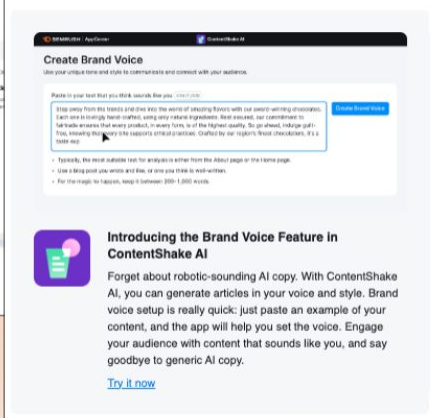
Explore ecommerce insights to grow your online sales

Dive into comprehensive product research across Amazon, Walmart, and eBay with the new [Product Research Pulse](#) app. It helps you gain valuable insights to decide what which platforms to target, and the best price point for profitability. All for just \$2.99 a month!

App Updates

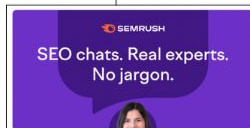


App Center Newsletter



Fabrizio Ballarini
Organic Growth Lead at Wise

Influencer Newsletter



Alayda Solis
SEO consultant and founder of Orami

portunity to use AI or LLMs to processes but not to replace them."

ings you insightful tips and perspectives from industry experts. We're joined by Fabrizio Ballarini, Organic Growth Lead at Wise, to discuss everything from scaling content creation to leveraging AI for search behaviors.

anic Growth at Wise, a financial company powering people and businesses across the world.

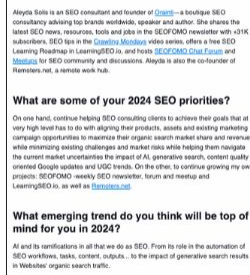
What are some of your 2024 SEO priorities?

To improve our web footprint across all domains and integrate SEO better with our content creation efforts on social media. Regarding SEO, we don't have particular tech challenges like in the past two years when we rebranded and switched domains, so we'll focus on our new product lines and scaling our [content production capabilities](#) in more regions and languages. We are expanding our offering and shifting from a pure B2C play to serving new types of business and enterprise customers, so our SEO program is evolving to accommodate more complex user journeys, sync better with our CMM teams, and diversify content production toward social media. We still don't know how users will consume content in the coming years, and we want to hedge our organic growth bets while keeping traditional SEO at the forefront.

What emerging trend do you think will be top of mind for you in 2024?

We will see the evolution of SERP layouts and how users interact with answers to their queries. With masses of content being published on social platforms, I also hope we can spend even less time on links. Unfortunately, leading platforms are becoming more alike, but I hope we will still see improvements in how cross-platform content is served.

For SEO, I suspect all these changes will eventually favor companies that have an actual product/service to sell over the sites that don't. The same goes for the emphasis on high-quality content – I think that genuine quality will overtake low quality. By creating customer-centric content, we know that every effort must meet specific quality standards to be helpful to customers, even if search engines evolve.



Three Strategic Pillars



01.

Lifecycle Focus:

Offer solutions that address marketing challenges appropriate to each user's CJM stage.

02.

Personalization:

Deliver engaging, relevant content to each user (e.g., industry, interests, & tool usage).

03.

Scalability:

Maximizing our business impact while optimizing for organizational efficiencies.

Case Study #1: Lifecycle Focus

- We noticed **two trends** with users in our database who...
 - Dropped off in engagement after **email 3** in Welcome Track
 - Converted from mass in **month 0** after exiting Welcome Track
 - Hypothesis: Creating a more intentional entry into mass emails will improve email engagement and increase conversions to trial & paid.
-

Learning

with Semrush

Master SEO

Our 2024 Google Ranking Factors study, SEO myths explained and debunked, and tips to get more traffic to your blog.

Hi there,

Welcome to **Learning with Semrush**, a weekly newsletter trusted by millions of marketers.

Every Friday, discover the most popular and practical pieces from Semrush.

Check out our highest-rated and most engaging articles to date:

-  [Google Ranking Factors 2024 \[Semrush Study\]](#)
-  [12 of the Biggest SEO Myths Explained & Debunked](#)
-  [How To Get Traffic to Your Blog \(14 Actionable Tips\)](#)

Semrush Study



This is our 2024 Google Ranking Factors study. After months of research and analyzing over 16K keywords and 300K URLs, we're excited to share our findings. We hope this report opens new avenues for your strategy and helps you challenge a few long-standing ideas.

[Read the report](#)

Blog Article



12 of the Biggest SEO Myths: Explained & Debunked

There are countless SEO myths. From made-up keyword types to claims

Blog Article



How To Get Traffic to Your Blog (14 Actionable Tips)

Blog posts often take a long time to write, edit, and publish. So it can be

- We added an evergreen version of our Educational Newsletter to the Welcome Track as an “off-ramp” for users who did not engage with the first three emails.
- We ran the monthly Product Newsletter as a weekly batch campaign to catch users who registered after the first Wednesday of the month.

Case Study #2: Personalization

- Tips & Tricks Newsletter:
 - Audience 1.1M
 - Monthly, Third Wednesday
- Data used from the registration flow and welcome track to improve segmentation:
 - Two Versions ➡
 - Beginner (1M) & Advanced (100K)

SEMRUSH

Tips & Tricks

Spot keyword gaps 🚀

Dive into [Keyword Gap Analysis](#) to uncover the opportunities your competitors are capitalizing on—and you're not.

- 1 Missing Keywords:** These are high-value search terms your competitors rank for, but you don't. Add them to your content strategy to extend your reach.
- 2 Weak Keywords:** Search terms relevant to your site, but where your rankings fall behind competitors. Boost existing content or create new pages to win them over.

See the Keyword Overlap

See how your domain stacks up against competitors using the keyword overlap chart. Instantly spot areas where you're leading, lagging, or missing out entirely.

[Check your keyword gaps](#) →

Top Opportunities

Keyword	Volume
keyword gap analysis	280
business card template	1,700
card checklist template	140
business card template	140

Keyword Overlap

getmycard.com 100
designrival.com 500
beforeyou.com 2,300

What's Next?

In two weeks, we'll explore advanced image SEO techniques to optimize visuals for search rankings.

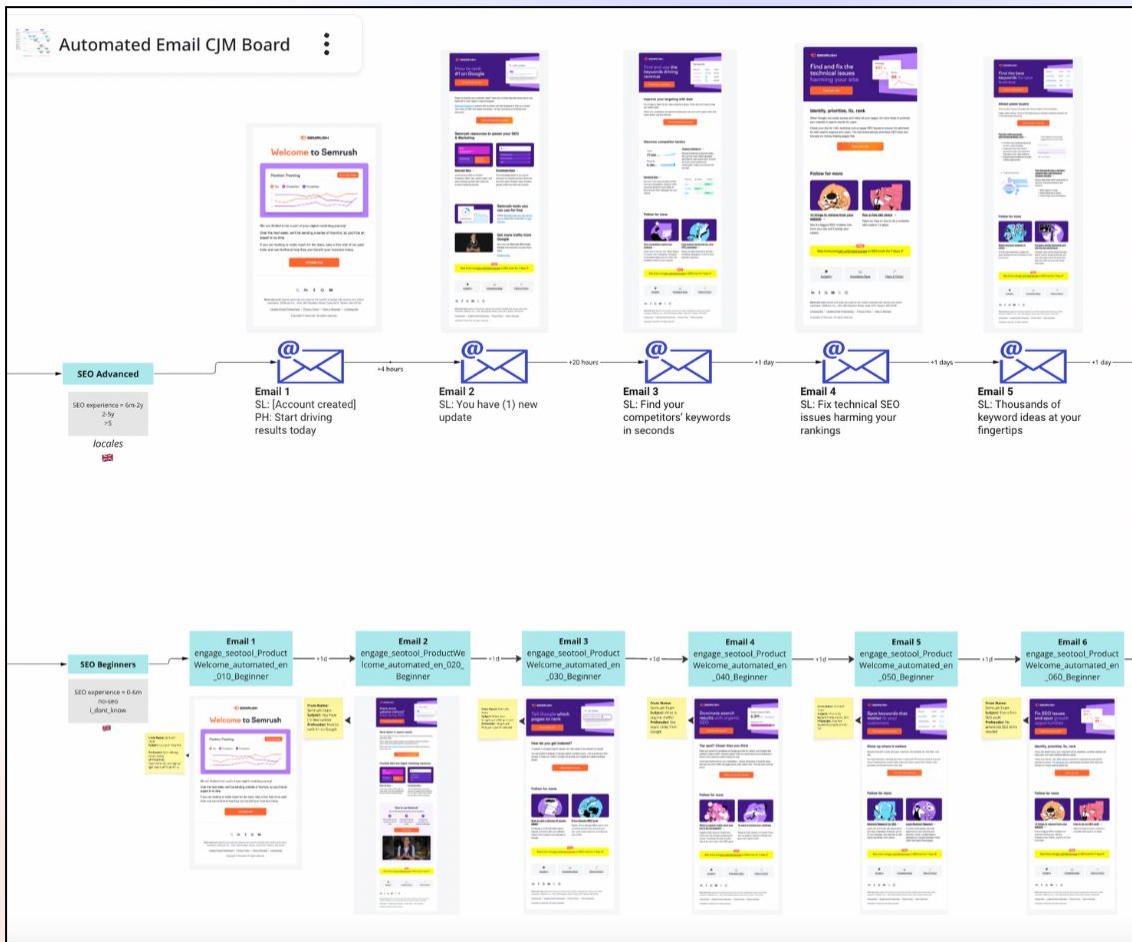
Let's customize your flow

Tell us a bit about yourself and help us match Semrush to your needs.


How long have you been working with SEO?

- ☐ I don't know
- ☐ Less than 6 months
- ☐ 6 months to 2 years
- ☐ 2 to 5 years
- ☐ More than 5 years
- ☐ I've never worked with SEO

Continue



Beginner

 | Tips & Tricks

Try On Page SEO Checker ↗

The most underrated SEO strategy

Every website has a few key pages that matter most—the ones that drive revenue or leads.

Want to rank them higher? Add internal links. They signal page importance to search engines and guide users through your site.

Quick 5-Step Process:

- Head to the [Pages tab](#) to identify your top pages.
(Free with Trial or any SEO paid plan)

Organic Research: semrush.com US

US (200.0K) \$19.94/2K CA 12.0K Device Desktop Date: May 21, 2025 Currency: USD

Overview Positions Position Changes Competitors Topics Pages Subdomains

Filter by URL: Error Advanced Filters

Organic Pages 17,304

URL	Traffic	Traffic Chg.	Topics %	Keywords
www.semrush.com/	12.3K	+13.6K ↑	8.21	6.2K
www.semrush.com/seo/backlink/	11.2K	+2.2K ↑	6.75	5.5K
www.semrush.com/blog/what-is-a-r/	10.7K	+7.1K ↑	0.71	880
www.semrush.com/free-tools/paraphrasing-tool/	0.3K	+2.5K ↑	0.65	2.1K

- Write down **one main keyword** for each of your 5 top pages.
- Search Google using this format:


Example

site:https://www.semrush.com/ paraphrasing

- Browse results to find pages where your keyword appears naturally.
- Link to your value page from there.
- Repeat to include at least 5 internal links per top page if you can.

Highlight important pages for search engines without additional content creation.

Boost your top pages

 | Tips & Tricks

Try On Page SEO Checker ↗

SEO tactics that turn rankings into real ROI

Every website has a few key pages that matter most—those that drive revenue or leads. Use this one-day plan to spark rankings improvements.

- Head to the [Pages tab](#) to identify your top-performing URLs. Each should be built around a single, high-value keyword.
(Pages report is free with a trial or any SEO paid plan)
- Check these off:
 - ✓ Add the main keyword to the title and meta title
 - ✓ Use the keyword in the first 100 words of your page copy
 - ✓ Add 5+ internal links pointing to the page
 - ✓ Use informational, SEO optimized images

Bonus points: one or two strong external backlinks can take your results even further.

These quick updates help search engines recognize 🌟 and reward 🌟 your most valuable content.

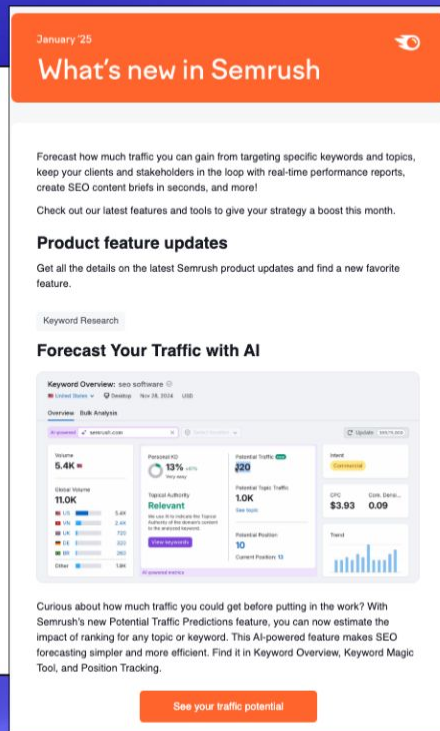
Boost your top pages

P.S. Want more? Check our [complete On-Page SEO checklist for 2025](#).

Advanced

Case Study #3: Scalability

- **Product Newsletter:**
 - Sent to 1.2M Free & 50K Paid Users
 - Monthly, First Wednesdays
- We went from using modules ➡ **tokens:**
 - **6x faster to build**, supporting localization & personalized content



From: \$SenderName

From Address: \$SenderEmail@team.semrush.com



Reply-to: \$SenderEmail@team.semrush.com

Subject: \$Subjectline

{{my.TokenizedProduct_HeaderNew}}

{{my.TokenizedProduct_Body}}
{{my.TokenizedProduct_Articles}}
{{my.TokenizedProduct_ColumnsNew}}
{{my.TokenizedProduct_AppsNew}}
{{my.TokenizedProduct_Signature}}



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```
#set ($Year = "25")
#set ($HeaderText = "What's new in Semrush")
#set ($Subjectline = "Your Semrush learning path: Position Tracking")
#set ($Preheader = "Start monitoring your crucial keywords with Position Tracking")
#set ($HeaderIMG = "https://lp.semrush.com/rs/519-IIY-869/images/Frame%206701.png")
#set ($MainURL = "www.semrush.com/position-tracking/?product_tour_id=509710")
#set ($HeaderSubtitle = "Dive into our latest product launches and most recent updates")
#set ($BodyText1 = "Forecast how much traffic you can gain from targeting specific keywords and topics, keep your clients and stakeholders in the loop with real-time performance reports, create SEO content briefs in seconds, and more!")
#set ($BodyText2 = "Check out our latest features and tools to give your strategy a boost this month.")
#set ($ArticlesTitle = "Product feature updates")
#set ($ArticlesSubtitle = "Get all the details on the latest Semrush product updates and find a new favorite feature.")
#set ($Article1Tag = "Keyword Research")
#set ($Article1Title = "Forecast Your Traffic with AI")
#set ($Article1URL = "www.semrush.com/analytics/keywordoverview/")
#set ($Article1IMG = "https://lp.semrush.com/rs/519-IIY-869/images/ProductNL_041224_01.gif")
#set ($Article1Text = "Curious about how much traffic you could get before putting in the work? With Semrush's new Potential Traffic Predictions feature, you can now estimate the impact of ranking for any topic or keyword. This AI-powered feature makes SEO forecasting simpler and more efficient. Find it in Keyword Overview, Keyword Magic Tool, and Position Tracking.")
#set ($Article1CTA = "See your traffic potential")
#set ($Article2Tag = "Keyword Research")
#set ($Article2Title = "Forecast Your Traffic with AI")
#set ($Article2URL = "www.semrush.com/analytics/keywordoverview/")
#set ($Article2IMG = "https://lp.semrush.com/rs/519-IIY-869/images/ProductNL_041224_01.gif")
#set ($Article2Text = "Curious about how much traffic you could get before putting in the work? With Semrush's new Potential Traffic Predictions feature, you can now estimate the impact of ranking for any topic or keyword. This AI-powered feature makes SEO forecasting simpler and more efficient. Find it in Keyword Overview, Keyword Magic Tool, and Position Tracking.")
#set ($Article2CTA = "See your traffic potential")
#set ($Column1URL = "www.semrush.com/my_reports/constructor")
#set ($Column1Tag = "My Reports")
#set ($Column1IMG = "https://lp.semrush.com/rs/519-IIY-869/images/ProductNL_041224_03.png")
#set ($Column1Title = "Share Real-Time Performance Dashboards")
#set ($Column1Text = "Keep your clients and stakeholders in the loop with real-time performance reports. With My Reports' new feature, you can share a link to an interactive, up-to-date dashboard-no attachments needed. It's the easiest way to keep everyone informed and engaged with your campaign progress.")
#set ($Column1CTA = "Explore the dashboard")
#set ($Column2URL = "www.semrush.com/my_reports/constructor")
#set ($Column2Tag = "My Reports")
#set ($Column2IMG = "https://lp.semrush.com/rs/519-IIY-869/images/ProductNL_041224_03.png")
#set ($Column2Title = "Share Real-Time Performance Dashboards")
#set ($Column2Text = "Keep your clients and stakeholders in the loop with real-time performance reports. With My Reports' new feature, you can share a link to an interactive, up-to-date dashboard-no attachments needed. It's the easiest way to keep everyone informed and engaged with your campaign progress.")
#set ($Column2CTA = "Explore the dashboard")
#set ($Column3URL = "www.semrush.com/my_reports/constructor")
#set ($Column3Tag = "My Reports")
#set ($Column3IMG = "https://lp.semrush.com/rs/519-IIY-869/images/ProductNL_041224_03.png")
#set ($Column3Title = "Share Real-Time Performance Dashboards")
#set ($Column3Text = "Keep your clients and stakeholders in the loop with real-time performance reports. With My Reports' new feature, you can share a link to an interactive, up-to-date dashboard-no attachments needed. It's the easiest way to keep everyone informed and engaged with your campaign progress.")
#set ($Column3CTA = "Explore the dashboard")
#set ($Column4URL = "www.semrush.com/my_reports/constructor")
#set ($Column4Tag = "My Reports")
#set ($Column4IMG = "https://lp.semrush.com/rs/519-IIY-869/images/ProductNL_041224_03.png")
#set ($Column4Title = "Share Real-Time Performance Dashboards")
```


People & Process Changes



Stopped thinking of our team as “automated vs. mass”. Prioritized upskilling, hackathons, & group projects.



Switched from “push to pull” by moving toward stakeholder ownership; driving content & strategy.



Hired two **email content specialists** to sit within our team; added regular team sessions to critique & improve quality.



Implemented an **‘effort points’** metric (from agile process management) to track trends in our efficiency over time.

Newsletter NUMRR



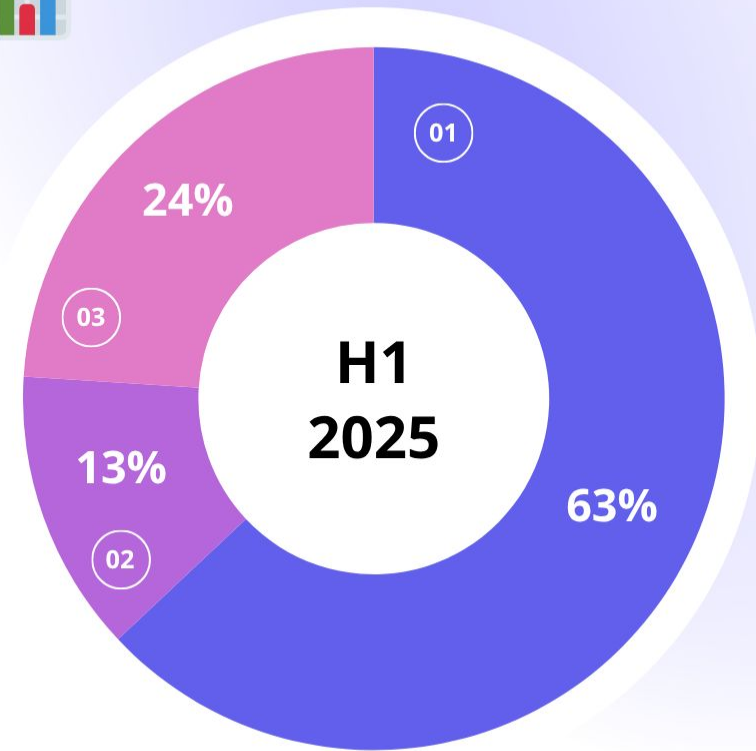
01 - Educational

02 - Product

03 - Other Newsletters

Percentage-wise, the distribution of NUMRR remained stable between H1 2023 and H1 2025, but absolute numbers saw a dramatic shift:

- **40% increase in NUMRR**
- 58% decrease in sends
- 46% increase in total opens
- 40% decrease in total clicks



Email NUMRR

01 - Educational

02 - Product

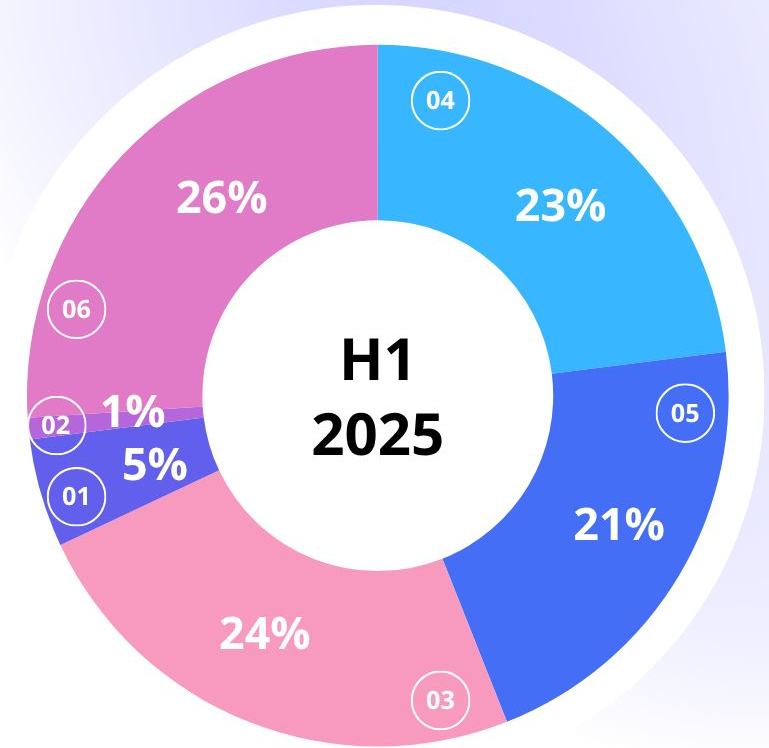
03 - Mass Campaigns

04 - Welcome Track

05 - Trial Track

06 - Others

Percentage-wise, newsletter share of NUMRR within the email program as a whole dropped 5 percentage points between H1 2023 and H1 2025, while mass campaigns saw an increase of 5 percentage points during the same period.



Further Optimization



Sunsetting

Refine the mapping of our newsletters to the 30-60-90-120 day windows of tool and channel engagement.

Promotional Banners

Automate promotional banners throughout all emails to dynamically (re)target based on CJM stage.

Progressive Profiling

Use newsletter engagement as an entry point to receiving drip campaigns for toolkits.

Thank You!

Let's Keep in Touch



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taylor.robinson.raffa@gmail.com

