SEMrush Toolkit for PPC

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Introduction

Only those with hands-on PPC experience know how much work is required before you actually hit "Enable campaign" in Google Ads. SEMrush tools are here to help you automate the most time-consuming tasks, which are always behind the scenes but take hours and hours of your time:

Competitor analysis

Keyword research

Creating ad copy and visuals

Who is this guide for?

In-House & Agencies

This guide is for in-house specialists and advertising agencies who run search and GDN campaigns and want to improve their workflow.

Newbies & Experts

It will help both newbies and experienced advertisers save time and streamline work processes by automating their daily routine.

Advertisers looking for inspiration

PPC specialists who know their business well and feel dissatisfied with the lack of fresh marketing vision can also use this guide to discover new ideas.

What will you learn?

First, you'll get 5 easy-to-implement, actionable tips on how to improve your existing PPC strategy. We will then guide you all the way through the process of building a winning advertising campaign: from choosing the right keywords to creating effective ad copy with SEMrush tools.

After studying this guide, you'll be able to handle the most time-consuming activities with less effort and free yourself more time for strategic and creative tasks.

PRO tips

6 quick wins for your PPC campaign

PRO tips: 6 quick wins for your PPC campaign

Looking for effective ways to optimize your existing Google Ads campaign? In this section, you will find 6 easy tactics you can implement using SEMrush tools and boost your performance. Each of these steps will only take you 10 minutes or less.

<10 minutes to implement

1 See competitors' keywords that you do not rank for

TOOLS TO USE: Keyword Gap

Choosing the best keywords for your product or service can be a daunting venture. Fortunately, you can check if your competitors use those high-potential, relevant keywords.

Choose the 'Unique to the first domain's keywords' intersection type to see the terms you might have missed out on.

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

gap.com   next.co.uk

Paid Keywords   Paid Keywords

All Keywords
Unique to the first domain's keywords
Common Keywords
Unique Keywords

Find New Keywords

2 Uncover your rivals' paid vs. organic strategy

TOOLS TO USE: Keyword Gap

Should you remove a PPC keyword if you rank number one in the organic results for it? Or should you bid on it in order to fight for the above-the-fold space in SERP?

Go to the Keyword Gap tool to see which strategy is the most popular in your industry.

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

gap.com		gap.com	
Paid Keywords ▼		Organic Keywords ▼	

- ◯◯ All Keywords
- ◯◯ Unique to the first domain's keywords
- ◯◯ Common Keywords
- ◯◯ Unique Keywords

You'll also be able to analyze the search volume and CPC of these keywords:

Keyword	Gap.com	Gap.com	Volume	CPC (USD)
old navy	1	3	6,120,000	0.05
gap	1	1	1,500,000	0.06
banana republic	1	3	1,500,000	0.11
athleta	1	3	550,000	0.07

Paid   Organic

**TIP:** explore at least 5 domains in your niche to get a complete picture.

Get insights ❯

③ Estimate the potential of local PPC ads for your niche

⚙ **TOOLS TO USE:** CPC Map

The power of local PPC advertising is that it provides granular control over the targeted users and locations. Nevertheless, when planning a campaign, you need to better understand what happens in the market and evaluate the potential of a local PPC strategy for your specific industry.

With the CPC Map tool, you can check the average cost per click for one of the 17 industries (e.g. travel, marketing and advertising, real estate, online education, insurance) in a particular state or region.
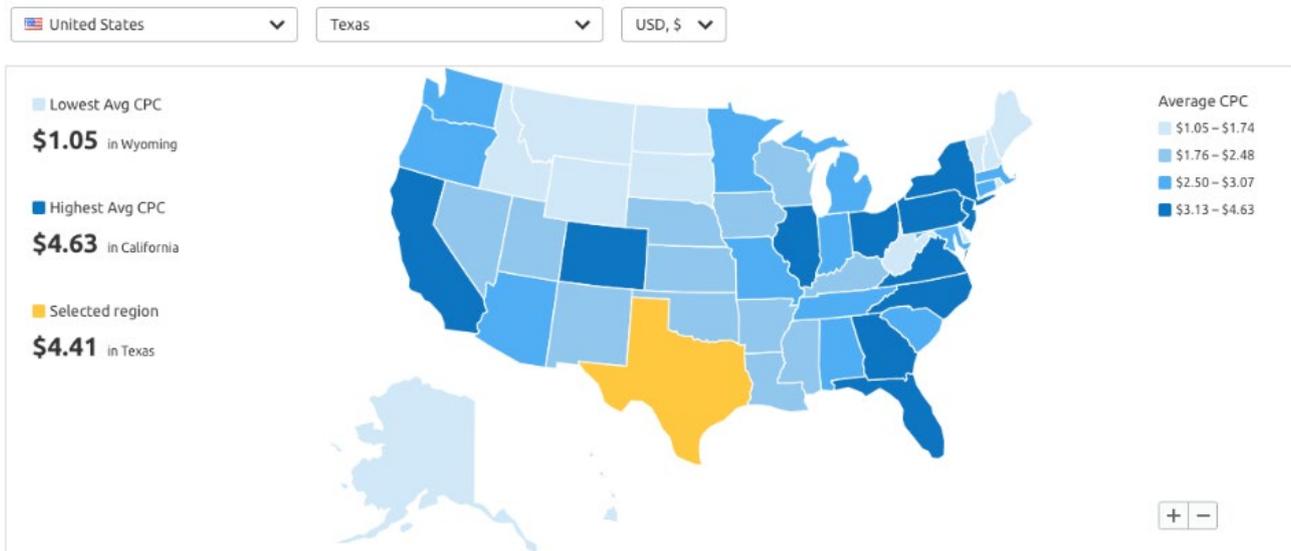
As you can see, there's a wide CPC range among different regions in the Marketing & Advertising industry, while in Pharmaceuticals the CPC range is quite small.

Use this information when planning your local PPC strategy, and distribute your advertising budget effectively among different regional campaigns.

Industries for United States, All Regions ⌄

PPC costs (Avg. CPC)	PPC demand (Avg. Volume)

Automobile dealership	$3.49
Beauty & Skincare	$1.32
Cryptocurrency	$1.38
Electronics	$1.2
Fashion retail	$1.53
Fitness & Health	$1.87

4 Get long-tail keyword ideas while staying on budget

⚙ **TOOLS TO USE:** Keyword Magic

Long-tail keywords are hugely valuable for PPC marketers as they generate relevant, low-cost traffic.

Use the Keyword Magic Tool and its advanced filters to see only keywords with:

■ A certain minimal search volume

■ A maximal CPC according to your campaign budget

All keywords

Total volume **17,700** | Average difficulty **7.57%**

⬆ Export

	Keyword ⇅		Volume ⇅	Trend	KD ⇅	CPC ⇅	Com. ⇅
☐	ocean city bike week	≡₊	2,900	⌁	68.53	0.43	0.11
☐	ocean city bike week 2017	≡₊	1,600	⌁	66.04	0.28	0.02
☐	ocean city maryland bike week	≡₊	1,300	⌁	61	0.2	0.15
☐	bike rentals ocean city md	≡₊	1,300	⌄	55.05	2.54	0.04
☐	ocean city nj bike rentals	≡₊	1,000	⌄	62.85	0.94	0.07

Broaden your keyword list ❯

5 Grab ideas for your ads from multiple domains

Want to defeat creative block and generate fresh ideas? Then head to the Keyword Ad History report to see how different domains target a particular keyword with their ads.

TIP: along with ideas for ads, you can also detect seasonality and understand how the analyzed keywords are popular among advertisers during certain months.

Domain	Jan 2018			2017										
	Ads Traffic	Ads Traffic Price (USD)	Ads Keywords	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	No
bikesdirect.com	26,628	25,208	5,752		2	2	2	5	6	2	1	1	1
climateride.org	742,803	527,113	19,475								2	2	2
biketothebeach.org	2,324	3,053	1,920								3	3	3

July 2017	August 2017	September 2017	October 2017	November 2017	December 2017
Ad	Ad	Looking for a Century Ride? - Join the Best for Beginners Ad www.biketothebea...-ride/ Bike to the Beach Is A Great Ride For Riders Of All Levels & A Ton Of Fun.	Looking for a Century Ride? - Join the Best for Beginners Ad www.biketothebea...-ride/ Bike to the Beach Is A Great Ride For Riders Of All Levels & A Ton Of Fun.	Looking for a Century Ride? - Join the Best for Beginners Ad www.biketothebea...-ride/ Bike to the Beach Is A Great Ride For Riders Of All Levels & A Ton Of Fun.	Looking for a Century Ride? - Join the Best for Beginners Ad www.biketothebea...-ride/ Bike to the Beach Is A Great Ride For Riders Of All Levels & A Ton Of Fun.

Get inspired ›

6 See how other retailers invest in Google Shopping and analyze their PLAs

TOOLS TO USE: PLA Research

If you are considering using product listing ads for your business, but are still not sure whether you should, start with competitive research. Explore how other advertisers who work in the same niche utilize PLAs.

To see whether or not your competitors invest in Google Shopping ad campaigns, go to the PLA Research. The report serves as a powerful source of information for e-commerce websites. You can see the number of keywords for which your competitor's PLA appeared in paid search results, analyze their ad samples displayed for a given keyword, discover their best-performing PLAs, and more.

PLA Copies 201 - 300 (10,347) *i*

Tetra HT Submersible Aquarium Heater size: 50 W, green/red [↗] $12.87 PetSmart	Top Fin Mountain Cliff Waterfall Aquarium Ornament size: Large, Multi-color [↗] $39.99 PetSmart
Keywords: **140** ⌄	Keywords: **140** ⌄
Only Natural Pet HW Protect Herbal Formula, black/ginger/green [↗] $17.99 PetSmart	All Living Things Small Animal Carrier size: Small, Blue & Yellow [↗] $16.99 PetSmart
Keywords: **138** ⌄	Keywords: **138** ⌄

Use this information to better understand what the Google paid search space looks like in your niche and how PLAs work. These insights can help you become more effective in promoting your own product or service through Google Shopping campaigns.

Gain competitive intelligence ❯

Exploring Your Market

Competitive Analysis

Any advertising specialist who wants to own more Google SERP real estate should recognize what is happening around them in the marketplace. To succeed, they first need to identify their competition and understand where they are in relation to their competitors. With SEMrush you can research your market and evaluate the competitive landscape in your niche before you start your advertising campaign so that you can reduce your risk, time and money and outperform your opponents.

Advertising Research

This comprehensive report provides you with a wealth of knowledge on your most important competitors. You can analyze their advertising strategies, discover their most profitable copy, and view their top-performing keywords. The tool includes the following reports:

Positions

Position Changes

Competitors

Ad Copies

Ad History

Pages

Subdomains

Positions

In the main report, you can see the number of keywords that bring users to your competitor's domain via Google's paid search results, the estimated traffic coming from these paid keywords, and an estimation of that traffic's cost. Below the numbers is a line graph that allows you to analyze changes in paid search traffic, keywords, and traffic cost over time.
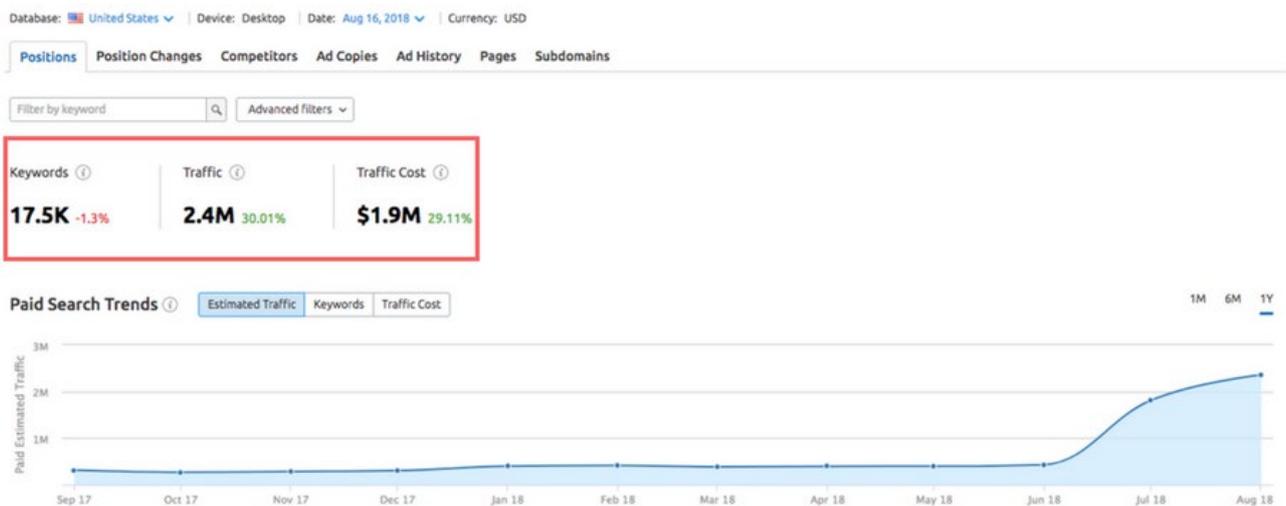
In the report, you can also see every keyword that your competitor is ranking for with their paid ads, along with other valuable information, such as a domain's position in paid search results for a particular keyword, its volume, CPC, a landing page URL that's ranking in Google's paid search results for a given keyword, and more.

If you want to narrow down the list of keywords to refine your search and make the results more manageable, you can use advanced filtering options. Apply filters to find a narrow, precise list of low-cost or low-competition keywords that can be valuable to your advertising campaign.

🔽 Position Changes

Check how the position of your competitor domain changes on a daily basis. Keep track of changes in the number of their new and lost keywords over time:
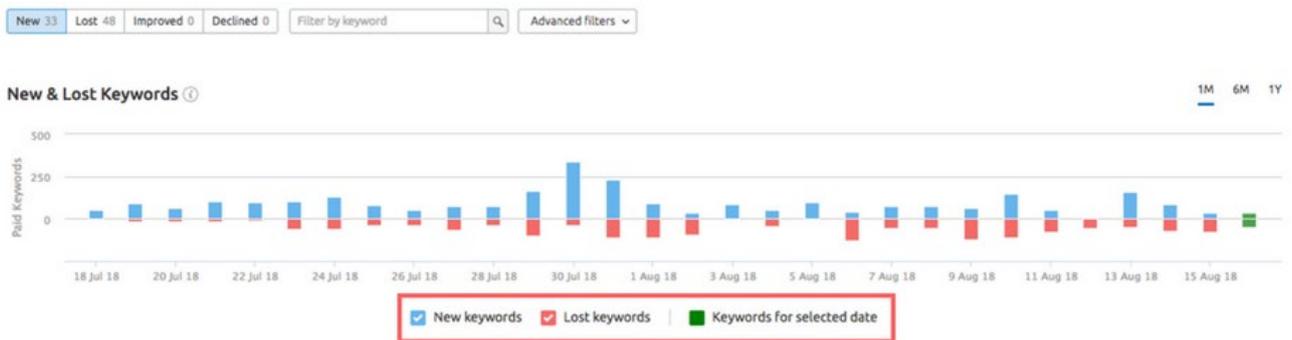
🔶 Competitors

Type in your domain to discover all other websites that are competing with you in paid search results. You'll see a graph displaying your competitors based on the number of common keywords and the total number of ad keywords they're paying for: