



Semrush SEO Crash Course

TRACK AND MONITOR
YOUR SEO RESULTS

LESSON 5 **WORKSHEET**

WORKSHEET

Track and Monitor Your SEO Results

Welcome to the 5th and final lesson of this SEO crash course.

This lesson is all about tracking your SEO results.

As I outlined in the video, there are a number of different SEO metrics to track. All of which can tell you whether or not the strategies that you implemented in lessons 1-4 are working for you.

This worksheet is going to be a little bit different than the others. Because there aren't any specific strategies, I'm just going to cover the major SEO metrics you want to measure. And how to measure them.

Organic Traffic

Organic traffic is my #1 most important SEO metric.

Why?

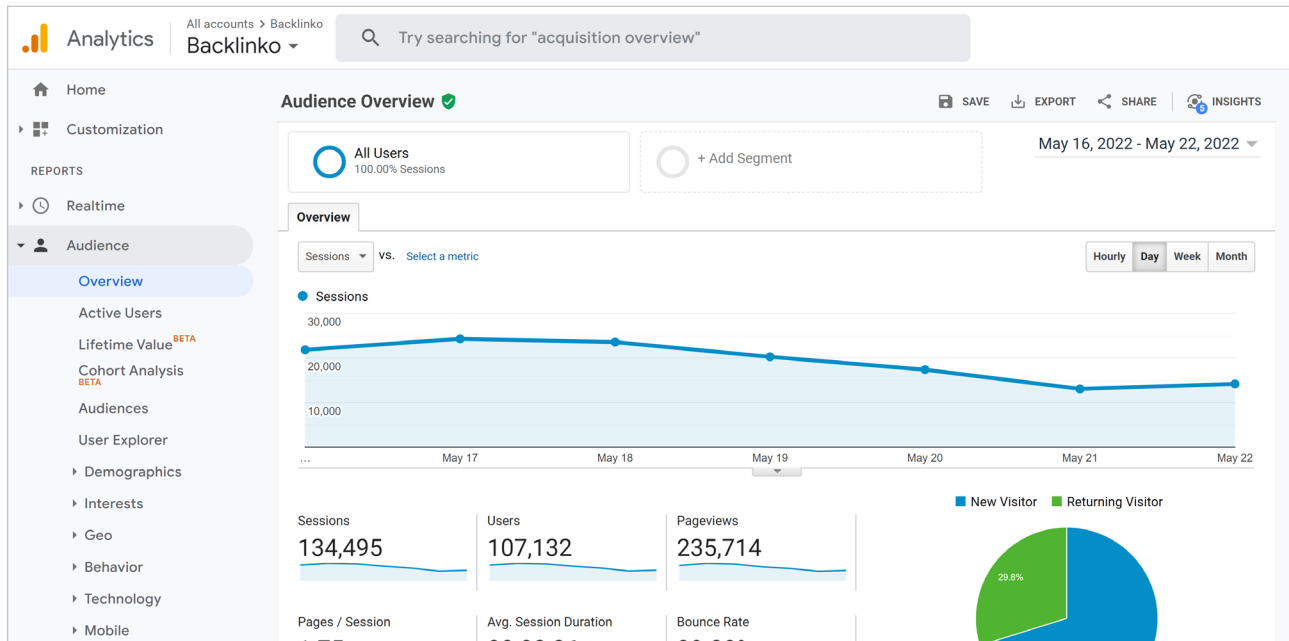
Because the ultimate goal of SEO is to get more traffic from search engines. So if you're not getting more traffic from search engines, something is definitely wrong!

Yes, you should also track your Google rankings for your main keywords (more on that later).

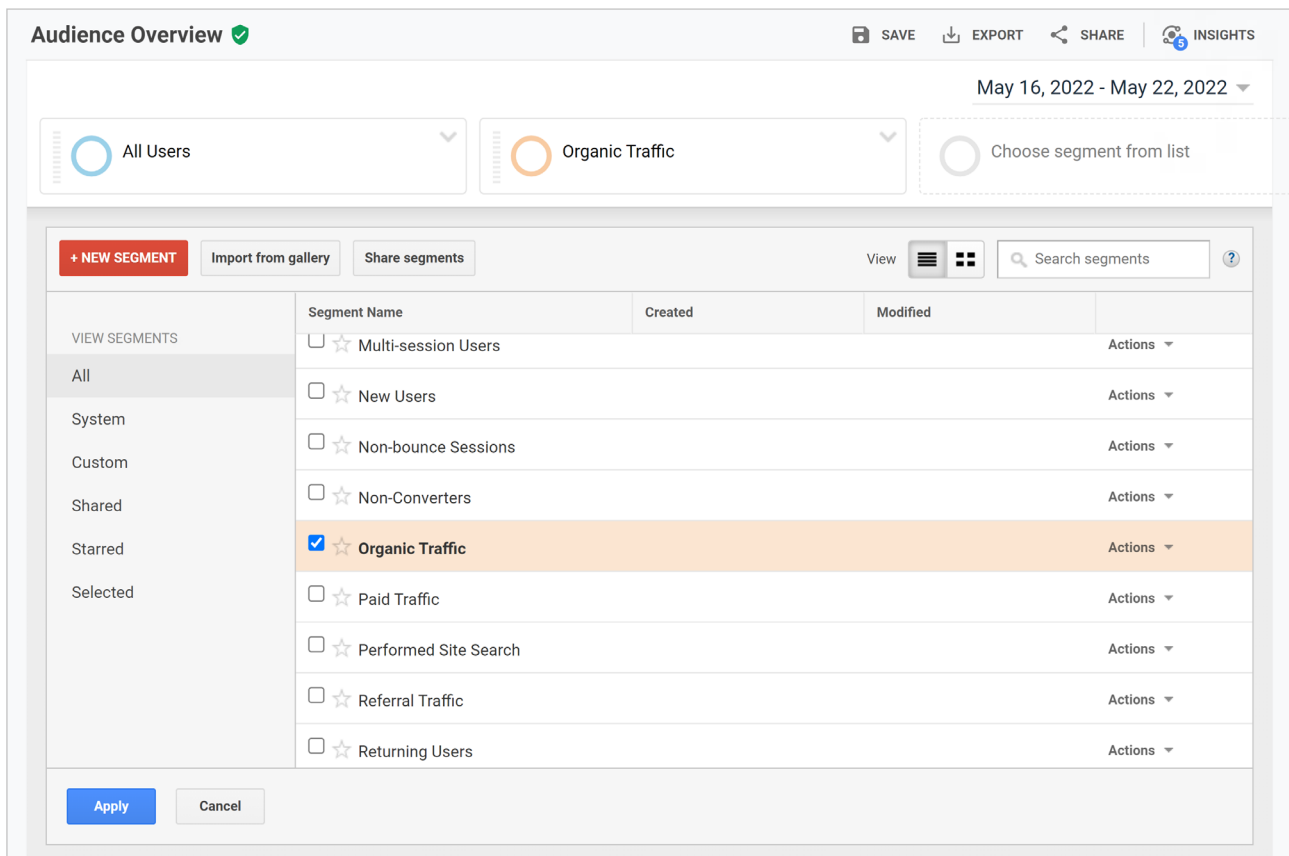
The thing is: rank tracking isn't usually enough on its own. For example, moving up from #7 to #5 in Google may not make any noticeable difference in your traffic. Even though your rankings "improved".

That's why I zero-in on organic traffic.

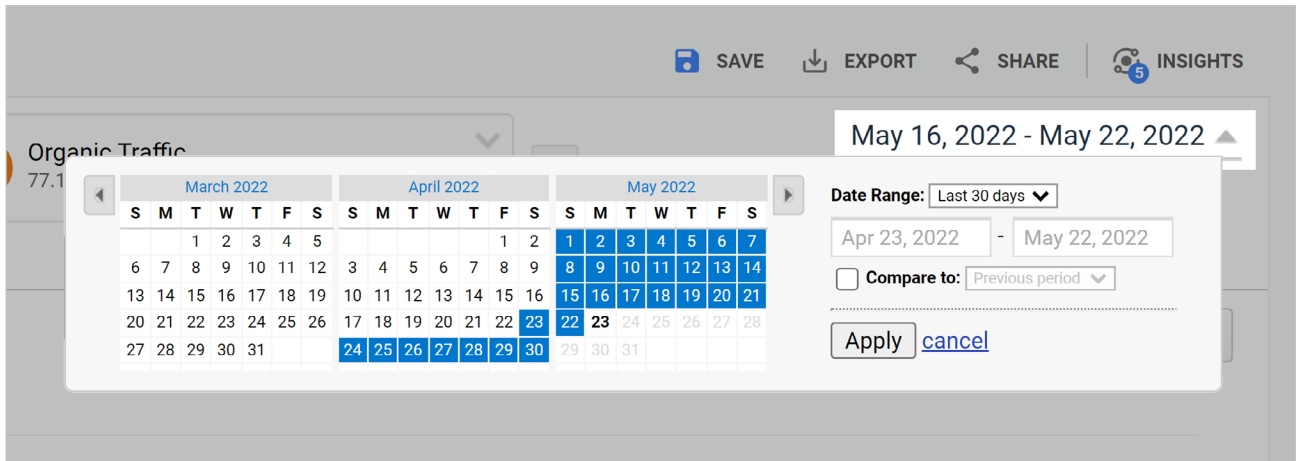
To measure organic traffic, login to Google Analytics and click on "Audience" → "Overview".



Hit the "Add Segment" box at the top of the page and choose "Organic Traffic".

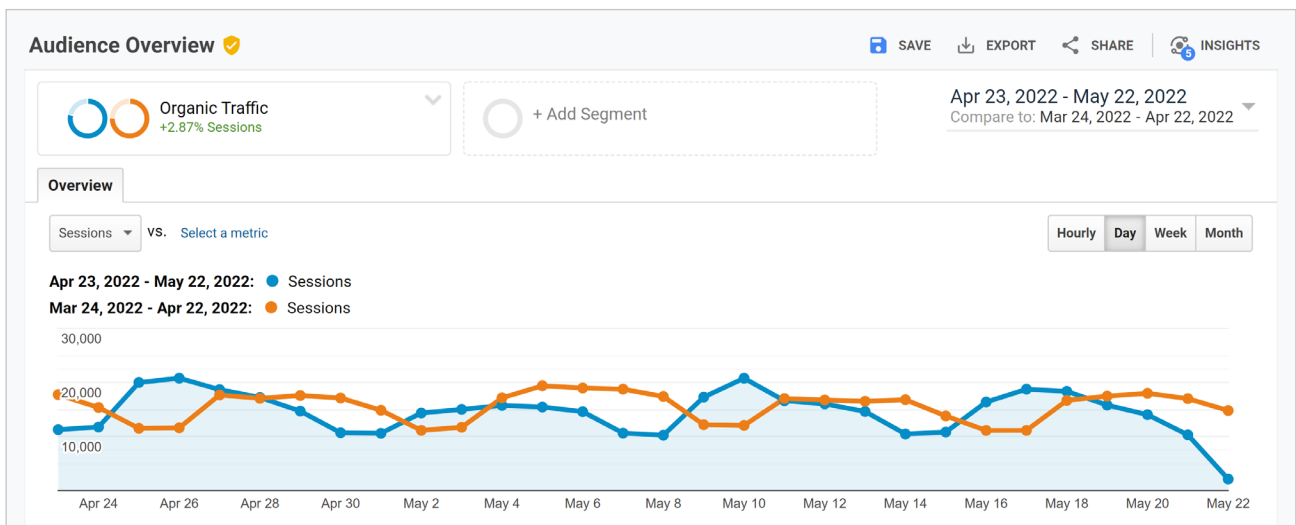


Then, set the date range to the last 30 days.



And voila! You'll see your traffic from search engines over the last month.

If you want to dig deeper, hit "Compare to previous period" to see how the last 30 days compare to the 30 days before.



If things are moving up, great!

If not, it could be that your SEO approach needs a tweak or a major overhaul.

NOTE: Yes, SEO takes time to fully kick in. But if you're spending a ton of time on SEO you should start to see SOME improvement within 2-3 months.

Keyword Rankings

Looking at your site's Google rankings isn't NEARLY as helpful as looking at organic traffic.

That said, rankings are still an important part of measuring SEO results.

Why?

Your rankings tell you whether or not your site is trending in the right direction.

For example, let's say you rank #10 for your target keyword:

And using the strategies from the last lesson, you built 4 new links to that page.

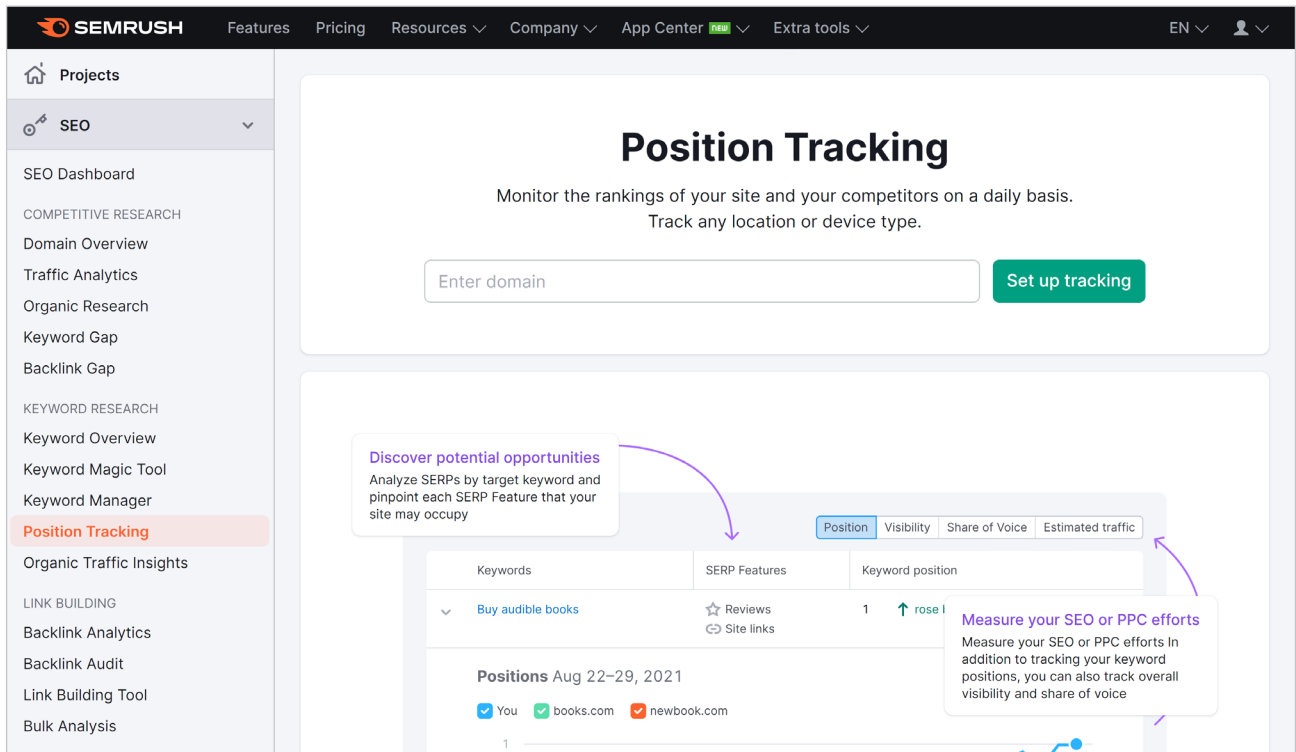
These links moved your page from #10... to #6.

Those improved rankings probably won't make a huge dent in your organic traffic. But that doesn't mean your outreach campaign didn't work.

In fact, it showed that your link building DID work. And that you should double down on it.

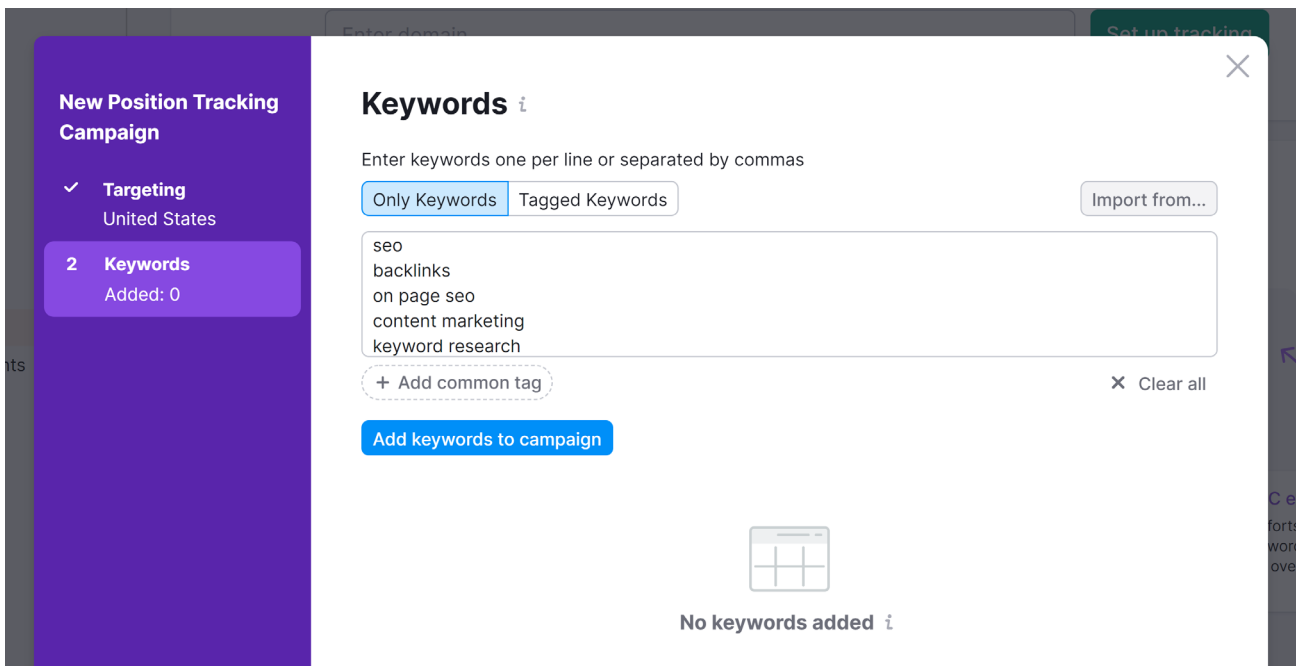
You can easily set up rank tracking in Semrush.

First, click "Position Tracking" in the main sidebar navigation.



Then, set up a project for your website (if you haven't already).

Finally, add the list of keywords that you want to track.



And you're good to go! Semrush will periodically check your rankings for those terms. And track them over time.

Clicks and Impressions

The Google Search Console gives you A TON of useful information on your site's overall SEO performance.

But the most important data in Search Console may be your site's overall "clicks" and "impressions".

"Clicks" are the total amount of Google users that click on your site in the search results. It's basically the equivalent of organic traffic in Google Analytics.

"Impressions" are the total number of users that saw your site rank for a specific keyword.

You can go nuts and look at how a page's clicks, impressions and average organic CTR have changed over time.

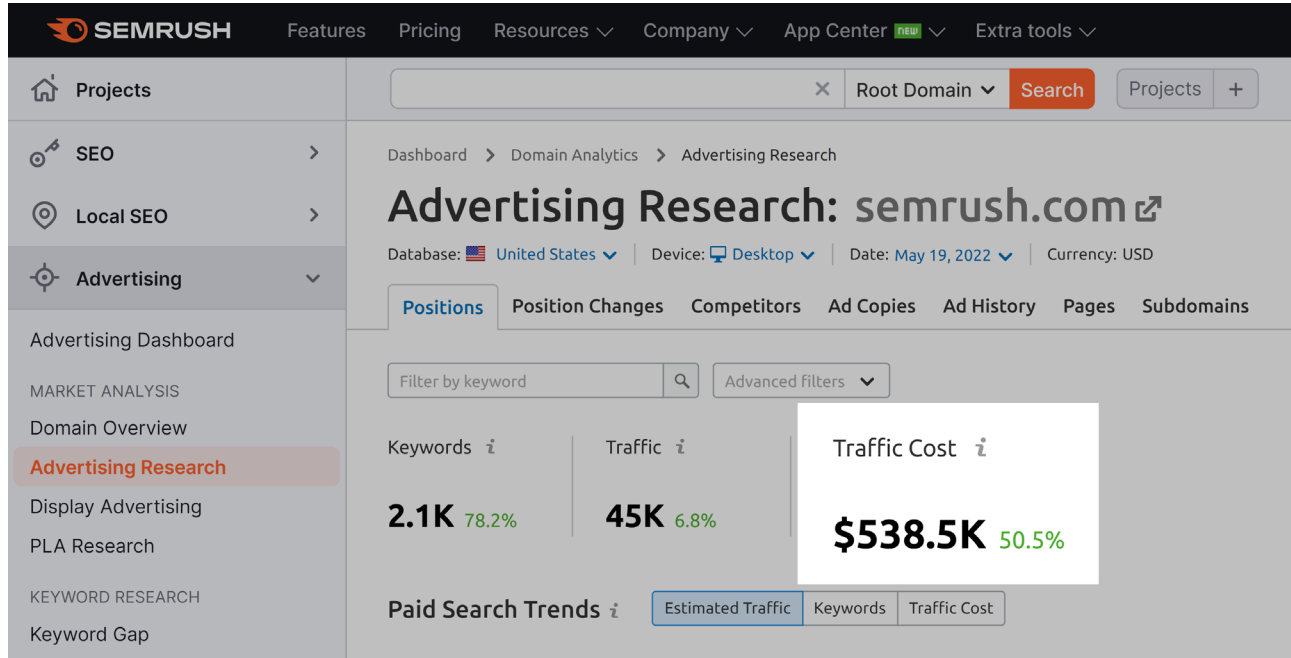
Which is smart if you have a high-priority page or keyword that you've been working on.

But otherwise, this is more of a nice complement to the other metrics we've talked about to this point.

So yeah, definitely set up Google Search Console if you haven't already. And check in on your site's clicks and impressions every week or so.

Traffic Cost

Semrush Traffic Cost estimates the value of a site's SEO traffic.



In other words, the metric answers the question:

How much would it cost to get this same exact traffic using Google Ads?

I actually find myself referring to Semrush Traffic Cost more and more.

That's because it doesn't just look at traffic **quantity** (like organic traffic).

It also measures traffic **quality**.

Search Engine Visibility

In my opinion, this metric isn't super important to track.

After all, it's not about how many people see your result. It's about how many people click and convert.

That said, Search Engine Visibility can give you a high-level overview of your SEO health.

In general, if your Search Engine Visibility is going up, that's a good sign.

You can measure your site's visibility percentage in the Semrush position tracking tool.

Conversions

At the end of the day, the point of SEO is to sell more stuff.

That's why I recommend that people track everything I outlined so far... and total sitewide conversions.

How you track conversions depends on what a conversion is for you (sale, lead etc.). And the technology stack your site runs on.

Either way, an uptick in organic traffic without an increase in conversions can indicate that something is wrong with your current approach to SEO.

This actually wraps up this crash course. Congratulations!

The truth is, most people don't complete the online courses that they enroll in.

And that's usually because they're not willing to put in the work required to get results.

That's clearly not the case with you. You set aside time. Put in the work. And made it to the end of the course!

It doesn't matter where you are with your site today. You now have all the tools to get started with SEO.

So now it's time to take action on what you just learned.

Again, congrats!