+$200

+$200

+$10

+$200

SEMRUSH OVERVIEW
AFFILIATE GUIDE

SEMRUSH

TABLE OF CONTENTS
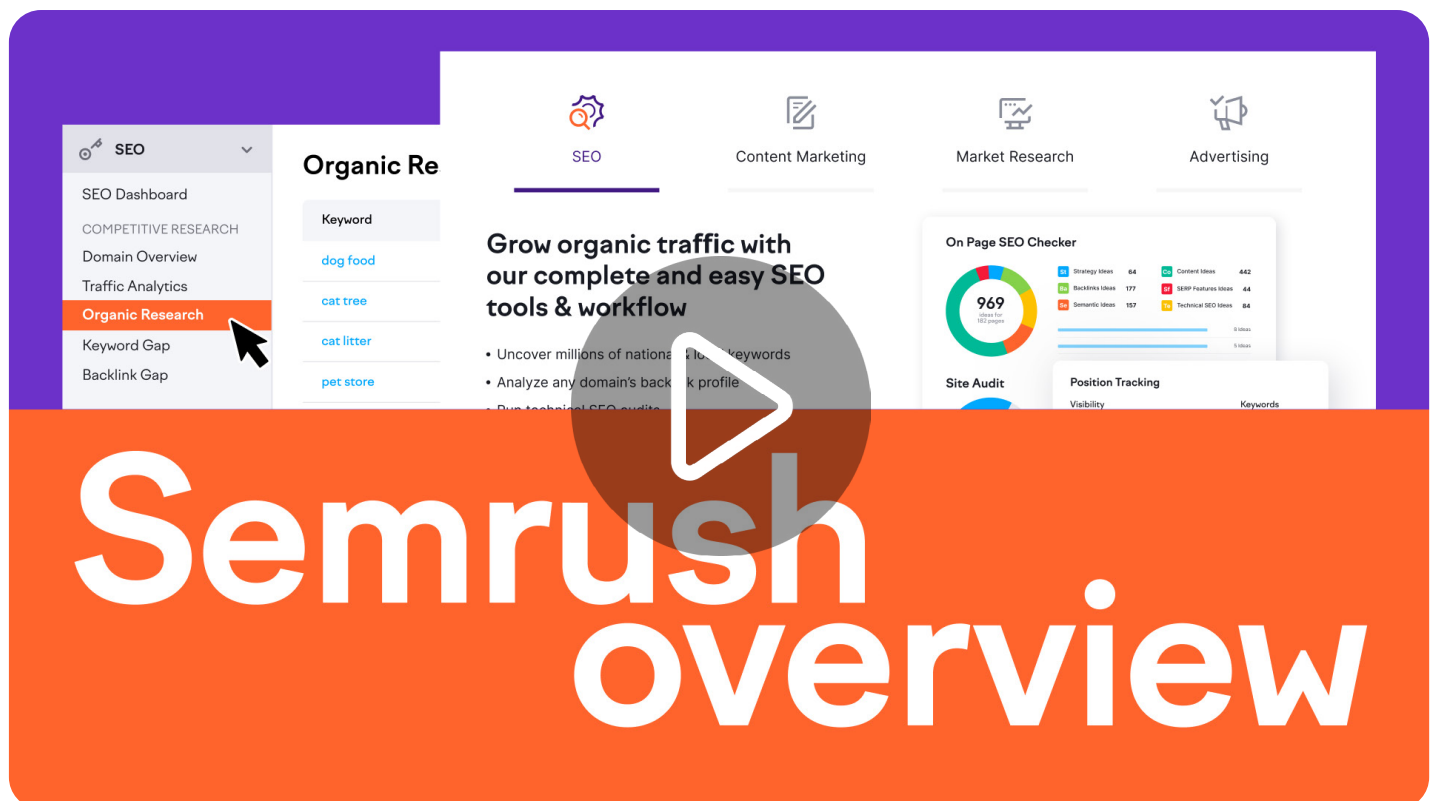
SEMRUSH
GENERAL KNOWLEDGE

WHAT IS SEMRUSH?

[Semrush](#) is an all-in-one tool suite for improving online visibility and discovering marketing insights.

Our tools and reports can help marketers with the following services: **SEO, PPC, SMM, Keyword Research, Competitive Research, PR, Content Marketing, Marketing Insights, and Campaign Management.**

Watch this introductory video to understand the core functionalities and benefits of using Semrush.

READY TO BECOME A SEMRUSH PRO?

Our platform overview course is your gateway to mastering Semrush. From understanding the basics to leveraging advanced features, this course has got you covered.

🎓 Enroll in our free course:

Getting Started with Semrush: Platform Overview

Grab your free access and start exploring!

Get your 14-day free access to Semrush Pro and ContentShake AI to start exploring tools and creating content that converts.

Get free access

USEFUL RESOURCES TO HELP YOU GET STARTED

📖 Knowledge Base

Explore our detailed guides and documentation to quickly get up and running with Semrush.

📝 Semrush Blog

Dive into our digital marketing blog for cutting-edge insights on content strategy, SEO, SEM, PPC, social media, and more.

🎓 Semrush Academy

Access a wide range of 100% free courses and certifications to deepen your knowledge of digital marketing and Semrush tools.

📊 Success Stories

Read about real-life success stories from marketers who have leveraged Semrush to achieve their goals.

📈 Local Marketing Business Hub

Discover resources and strategies tailored for local marketing success.

▦ GoodContent Hub

Find insights and best practices for creating high-quality content that engages and converts.

▶ Semrush YouTube Channel

Subscribe to our YouTube channel for the latest tutorials, webinars, and expert interviews.

WHAT CAN YOU PROMOTE?

	Semrush subscription (any level)	Semrush Local	Semrush Social	Content Shake AI	AdClarity—Advertising Intelligence	Influencer Analytics	Semrush Social Content AI
Commission	trial $10; sale $200	trial -; sale $50	trial $10; sale $50	trial $10; sale $100	trial $10; sale 100	trial $10; sale $100	trial $10; sale $50
Knowledge base	About	About	About	About	About	About	About
Assets	See promo assets	See promo assets	See promo assets	See promo assets	See promo assets	See promo assets	See promo assets

KNOW OUR AUDIENCE

Semrush Personas Guide

Discover how different personas—SMBs, agencies, and in-house marketers—define success with Semrush. Learn how each group uses our tools to achieve their unique goals and get insights tailored to their specific needs.

SEO and beyond 🚀

Download our digest to discover how we help SMBs, Agencies, and In-House Marketers succeed.

What you'll find inside:

- Tools for each buyer persona
- Messaging guide
- Keywords
- and much more

SEMRUSH
Affiliate Program

PDF

SEMRUSH PERSONAS

Already familiar
with Semrush tools?
Take your expertise
to the next level with
our Semrush Personas
Advanced Guide.

Discover our personas-oriented landing pages:

- **Small business owners**

- **Agencies**

- **In-house marketers**

Learn how to promote Semrush more effectively by understanding the unique needs and success strategies of these key personas.

Find these landing pages and related visuals on Impact

See promo assets

CREATE CONTENT ABOUT OUR TOOLS

🎓 **Guide: How To Create Amazing Affiliate Content**—Learn the best practices and strategies for creating high-quality affiliate content that stands out.

[**Download Guide**]

🎓 **Guide: How To Create Content That Converts**—Discover effective techniques for crafting content that drives conversions and maximizes your affiliate earnings.

[**Download Guide**]

🎓 **Grab your free access and start exploring!**

Take advantage of 14 days of free access to Semrush Pro and ContentShake AI: Dive into our powerful tools, unleash your creativity, and create something amazing!

[**Get free access**]

Tip: No matter how you create and promote your content, we strongly recommend using multiple channels to **distribute** it. This is where **content repurposing** will help maximize your reach and impact.

Find more content tips in the last section of this guide.

SEMRUSH SUBSCRIPTIONS

You can see on our **Plans & Pricing page** that we have 3 levels of subscription: **Pro, Guru,** and **Business. Pro** is the plan for newbies and small teams, **Guru** is the most popular for agencies and mid-size businesses, and **Business** is the advanced option for large agencies and enterprises. Subscriptions differ in the number of tools available as well as in the number of limits.

Here's a rundown of each plan and the types of users who would benefit the most from each:

Pro Plan

This plan is ideal for small businesses and startups. It offers access to basic SEO features, including keyword research, site audit, backlink analysis, and position tracking.

Guru Plan

This plan is suitable for growing businesses and digital marketing agencies. It includes all the features of the Pro plan, as well as additional tools for content marketing, social media, and competitor analysis.

Business Plan

This plan is designed for large businesses and enterprises. It offers advanced features for analytics, project management, and reporting. Italso includes acustom keyword database, multi-user management, and API access.

Additionally, consider the pricing of each plan. Semrush offers monthly and discounted annual subscription plans. The more features a plan offers, the higher the cost of the subscription. Find a deep comparison of subscriptions by limits **here**.

Consider how much your audience is willing to spend on a Semrush subscription, and which plan offers the best value for their budget.

SEMRUSH
TOOLKITS

The value of Semrush lies in the wide range of tools available—our software contains over 40 tools for SEO as well as content, advertising, competitive research, reporting, and social media management.

Remember, you can find promotional materials for most of these solutions in your Impact account: navigate to Content section > Assets.

Check out **the Ultimate SEO Glossary**

On Page SEO Checker

969 ideas for 182 pages

St	Strategy Ideas	64	Co	Content Ideas	442
Ba	Backlinks Ideas	177	Sf	SERP Features Ideas	44
Se	Semantic Ideas	157	Te	Technical SEO Ideas	84

8 Ideas

5 Ideas

Site Audit

61% no changes
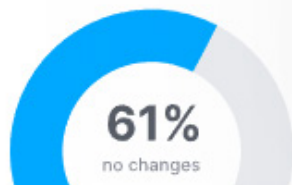
Errors **1237**   Warnings **11335**

Position Tracking

Visibility

8.96%

Keywords

Top 3

Top 10

Top 20

Top 100

SEO

Our **SEO Toolkit** contains over 20 tools and reports to assist you in every step of your website SEO. You'll have access to **the largest keyword database** and the **most accurate search volume** on the market.

You'll also get access to backlink management tools, rank tracking, on-page SEO analysis, and a technical **SEO audit** tool.

You can promote SEO tools as a part of the Semrush Pro subscription.

How-to articles: **SEO**

SEMRUSH LOCAL

Semrush Local is dedicated to helping local businesses and agencies grow by gaining and retaining loyal customers with less effort.
We provide businesses the tools and data they need to attract more clients and scale their business. Local serves any business with a physical location (whether it's one or 1000 locations) or serving specific localities that rely on local customers.

Semrush Local is available as an add-on to Semrush **subscription** or as a stand-alone solution that can be purchased separately from the core Semrush.

ADVERTISING

The Semrush **Advertising Toolkit** is your one-stop shop for planning a Google Ads campaign. Here you can access all of the tools that are going to benefit you while you set up and run your advertising campaigns. You'll find ways to research your niche, study your competitors' past campaigns, and set up your own advertising strategy with keyword lists and ads.

You can promote Advertising Kit as a part of the Semrush Pro subscription.
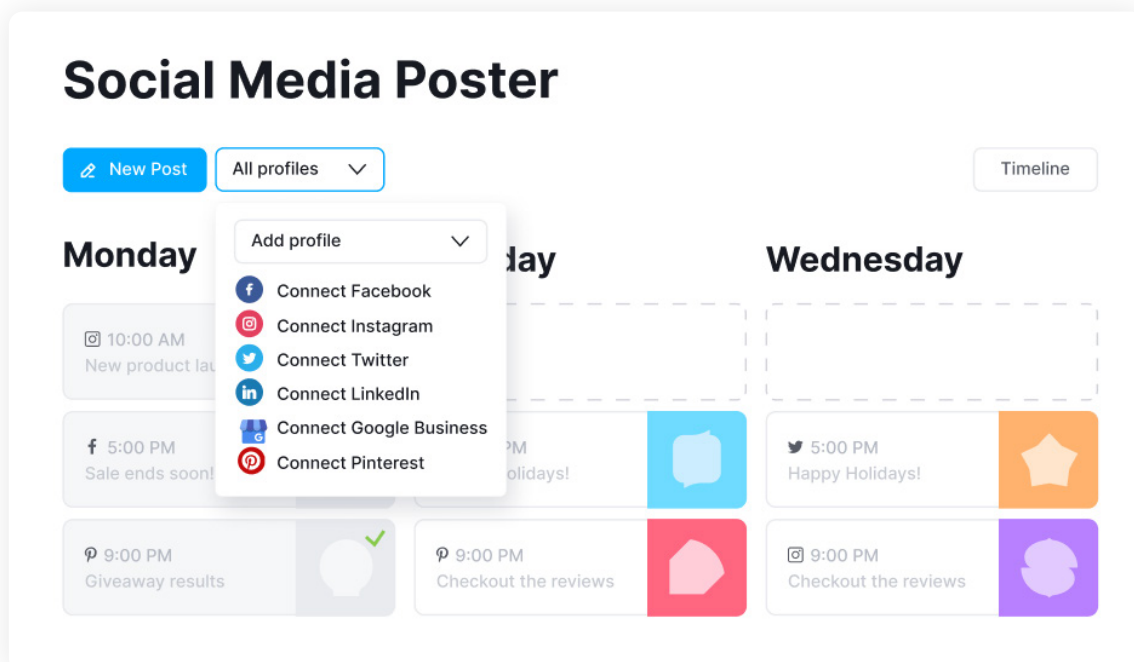
How-to articles: **Advertising**
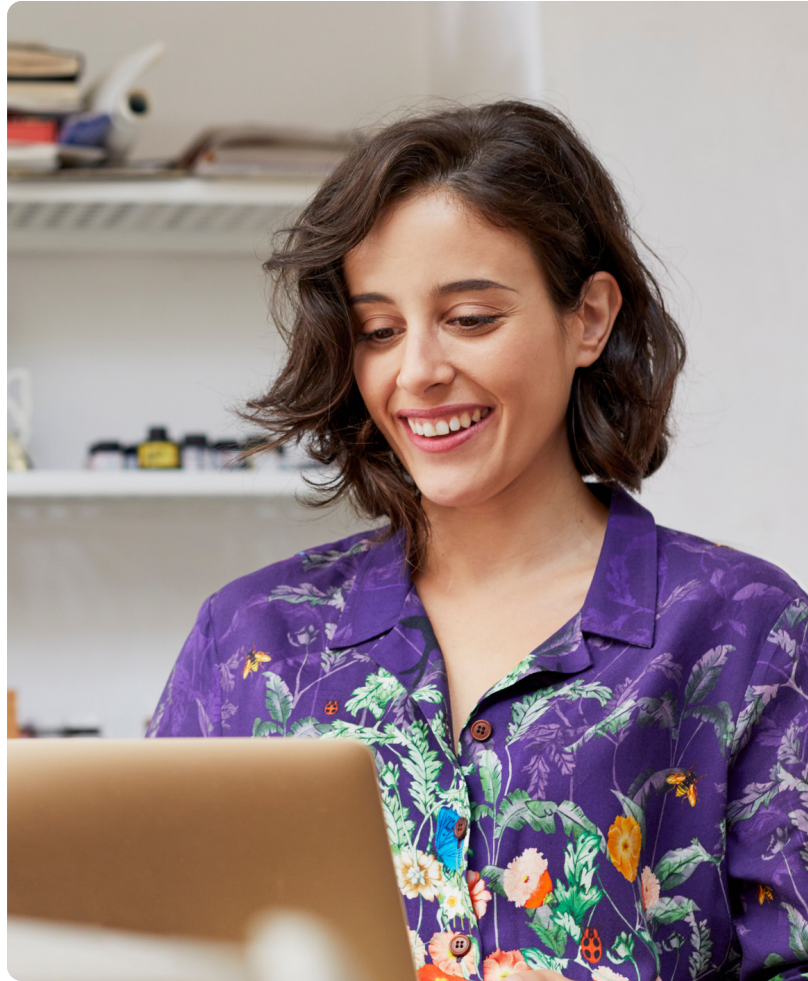
SEMRUSH SOCIAL

Semrush Social Toolkit gives you numerous tools to create your strategy and make your social media routine easier. These tools help assist the workflow of anyone who manages social media. It offers four unique tools to **track your social competitor's strategy, plan out yourown campaigns** in a calendar, see your internal analytic metrics for your Facebook, and Instagram channels, and also monitor incoming messages and provide quick responses.

Semrush Social is available as an **add-on** to Semrush subscription or as a stand-alone solution that can be purchased separately from the core Semrush.

How-to articles: **Social Media**

Social Media Poster

✎ New Post   All profiles ⌄   Timeline

Monday   Add profile ⌄   ...day   **Wednesday**

📷 Connect Facebook
📷 Connect Instagram
🐦 Connect Twitter
in Connect LinkedIn
G Connect Google Business
📌 Connect Pinterest

📷 10:00 AM
New product lau...

f 5:00 PM   ...PM   🐦 5:00 PM
Sale ends soon!   ...olidays!   Happy Holidays!

📌 9:00 PM   ✓   📌 9:00 PM   📷 9:00 PM
Giveaway results   Checkout the reviews   Checkout the reviews

CONTENT MARKETING

Semrush's **Content Marketing Platform** is designed to help content marketers streamline their tasks and create content that resonates with their audience. This toolkit makes it easy to create and improve your existing content plan, find content gaps, or research and write content. Use it to find high-performing content ideas, generate SEO-rich briefs, create copy with AI, and optimize it for users and search engines.

All tools in the Content Marketing Platform are only available in full with a Guru or Business level **subscription.**

How-to articles: **Content Marketing**
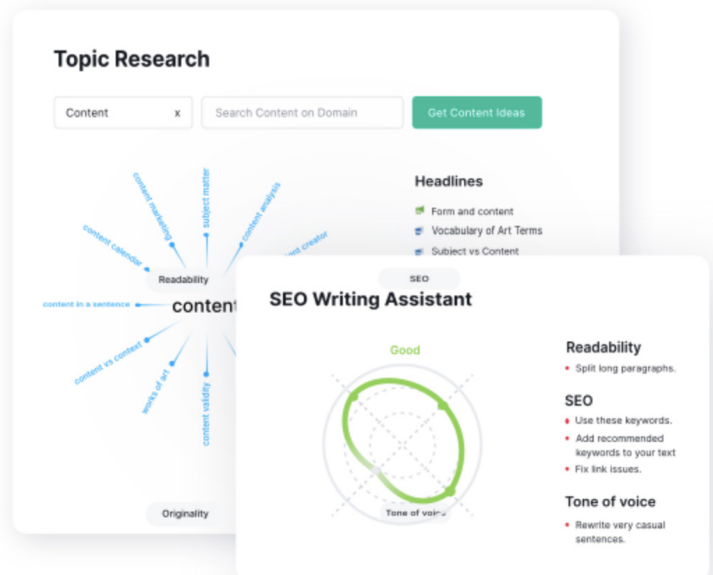
SEMRUSH .TRENDS

Semrush .Trends is a competitive intelligence solution that provides an instant market overview and competitive digital insights that help businesses identify new market realities and emerging trends to discover growth opportunities.

With the help of the tools included in .Trends you will be able to get **a full overview of any company's online performance, analyze both industry-based and organic competitors,** automatically track your rivals' moves: from new content to promo shifts, and **get unique insights related to the various audience characteristics.**

Semrush .Trends can only be **purchased** as an add-on to a paid Semrush subscription.

How-to articles: **Market Research**

AGENCY GROWTH KIT

Agency Growth Kit is a dedicated Semrush add-on for digital agencies which helps marketing businesses to get inbound and outbound leads, close deals, manage projects, collaborate with clients, and more.

Agency Growth Kit can only be **purchased** as an add-on to a paid Semrush subscription.

How-to articles:

Agency Management

MANAGEMENT

The Semrush Management Toolkit contains a set of solutions that will help you manage all your marketing campaigns from one place, get timely notifications of all the events that influence your rankings, make your own notes, and report on your performance in an elegant fashion.

You can promote this toolkit as a part of the Semrush Pro subscription.

How-to articles: **Teamwork**

APPS & MORE

WHAT IS THE SEMRUSH APP CENTER?

Semrush App Center is the go-to spot for marketers looking for various marketing solutions. Each app, plugin, and extension featured within our online center is hand-picked by Semrush, ensuring quality, reliability, and exclusive deals. All the products are designed to seamlessly integrate with Semrush services.
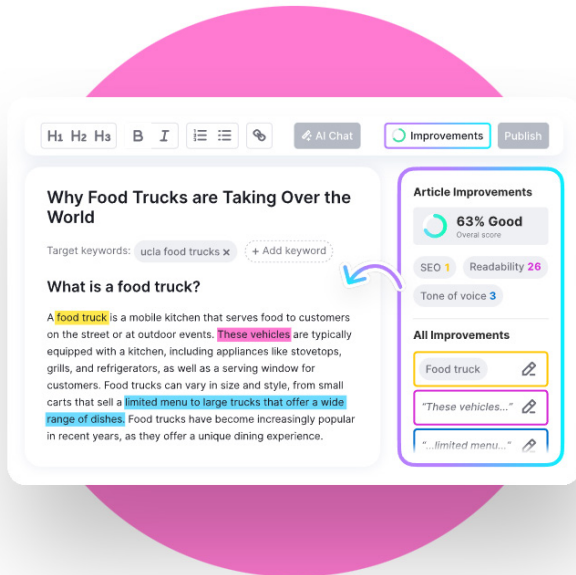
To access Semrush App Center, users need a Semrush account of any level (even free).

As an affiliate, you can earn commissions by promoting certain apps. We'll also provide you with **free access** and all the essential resources to ensure your success!

App:
[ContentShake AI](#)

ContentShake AI is a content writing tool that helps you create unique, engaging content that clicks with your customers. It powers your business expertise with AI and competitive data so you can produce more quality articles for your website.

[See promo assets](#)

Tip: check out these comparison pages that will assist you in promoting ContentShake AI more effectively.

- **[ContentShake AI vs ChatGPT](#)**

- **[ContentShake AI vs Jasper](#)**

App:
[AdClarity—Advertising Intelligence](#)

AdClarity—Advertising Intelligence is a competitive intelligence app created by BIScience, which collects, analyzes, and aggregates real-time display, video, and social ad occurrences across 650 thousand publishers from 51 global markets. Markets include the United States, Europe, Latin America, the Middle East, and Asia-Pacific.

[See promo assets](#)

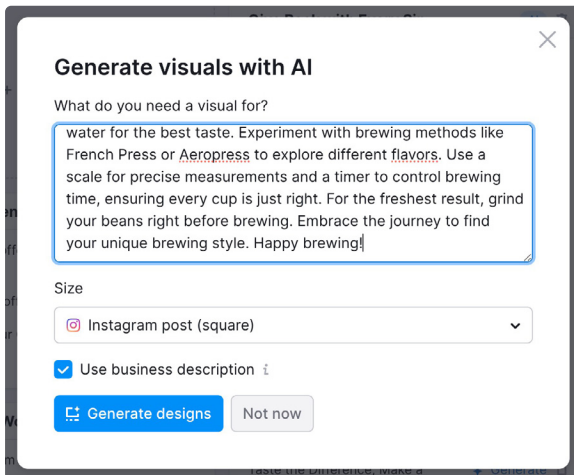# App:
[Influencer Analytics](#)

Influencer Analytics is an influencer marketing discovery and competitive intelligence app that provides agencies and brands with valuable insights and analytics on influencers' performance and competitors' campaigns on YouTube, Twitch, Instagram and TikTok.

[See promo assets](#)

Solution:
[Semrush Social Content AI](#)

Social Content AI is the new, revolutionary AI-powered tool that delivers full-cycle social media content production for top social media networks including Facebook, Instagram, X (Twitter), LinkedIn, Google Business Profile, and Pinterest. The tool speeds up each step of the production process and helps you stay ahead of trends while ensuring the uniqueness of your brand.

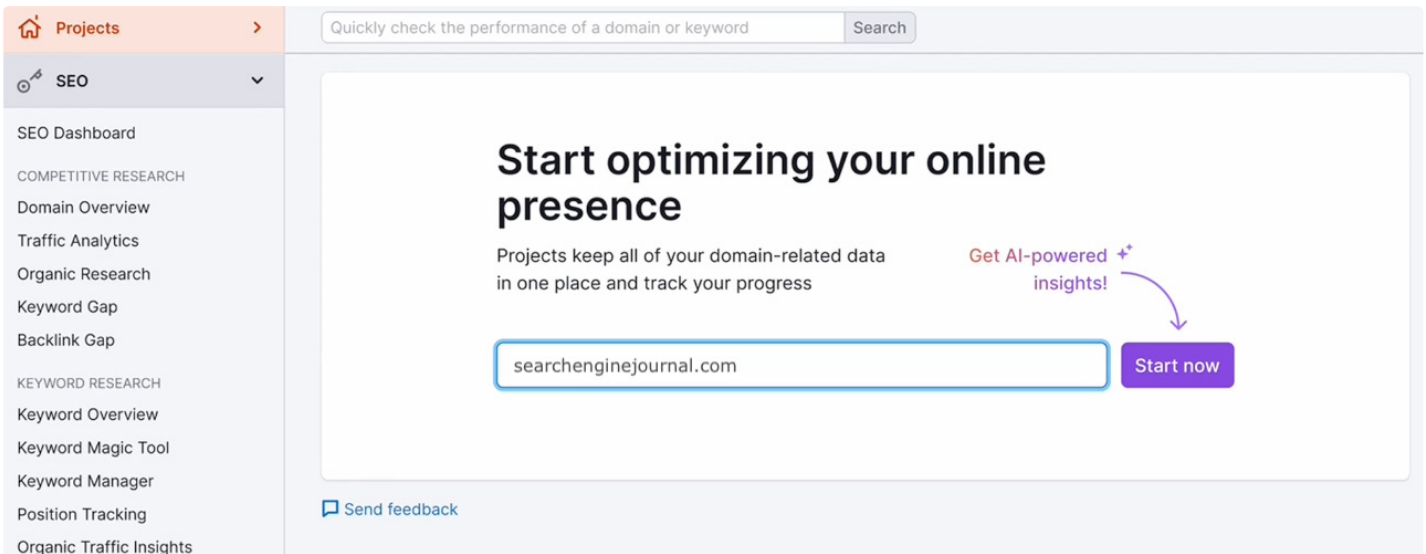Social Content AI is available as a separate subscription, with a free trial.

[See promo assets](#)

Feature:
Semrush Copilot

Semrush Copilot is an AI-powered dashboard assistant that provides recommendations and alerts about your website's SEO. In order to see Copilot in your dashboard, you need to first **create a project.** Once you have a project set up, Copilot will analyze six different tools and reports within Semrush to provide you with personalized recommendations to improve your SEO.

See promo assets

EXTRA RESOURSES
FOR YOUR SUCCESS

🌐 SEO fundamentals

- **SEO Basics: How to Do SEO for Beginners**

- **SEO Tutorial for Beginners: What to Prioritize (and What Not to)**

- **Link Building for SEO: A Guide to the Basics**

- **Keyword Research for SEO: What It Is & How to Do It**

🎓 Free courses:

- **SEO Principles: An Essential Guide for Beginners**

- **Semrush SEO Crash Course with Brian Dean**

- **Keyword Research with Semrush: A Step-by-Step Guide**

- **How to Develop a Competitive Research Workflow using Semrush's SEO Toolkit**

📊 General Marketing

- **Marketing 101: A Beginner's Guide to Marketing Fundamentals**

- **How to Promote a Blog**

- **Audience Analysis: What It Is And How To Do It**

🧠 AI

- [A Beginner's Guide to AI SEO](#)

- [AI-Generated Content: A Complete Guide to the Pros & Cons](#)

- [AI-Driven Insights to Transform Keyword Research](#)

- [9 Strategies to Use Content AI in Your Workflow](#)

- [Semrush Copilot: Your AI Assistant for Faster SEO Insights](#)

⚙️ Content marketing

- [18 Content Promotion Strategies to Use](#)

- [22 Practical Blogging Tips for Beginners](#)

- [3 Social Media Checklists for Success](#)

- [The Ultimate Guide to Creating a Content Marketing Strategy](#)

- [8 Effective Marketing Channels (+ How to Get Started)](#)

⚛ Content diversification & Repurposing

In today's fast-changing digital landscape, relying solely on one type of content or platform can be risky, especially with the unpredictable nature of Google updates and other algorithm changes. By diversifying and repurposing your content—across blogs, videos, social media, and more—you can reach a wider audience and protect your strategy from sudden changes.

- **Repurposing Content: How to Get More Out of Every Piece**

- **Repurposing Content: How to Turn Articles into Videos**

- **What Is Organic Content? Benefits, Types, and Best Practices**

- **The Ultimate Guide to Content Distribution (+ Examples)**

- **Content Brainstorming: How to Generate Effective Ideas**

- **How to Master Email Marketing**

🎓 Free courses:

- **Content Marketing Fundamentals Course with Ashley Segura**

- **Advanced Content Marketing with Brian Dean**

👥 For Agency partners:

- **[The 75 Best Digital Marketing Agency Resources](#)**

- **[Top 5 Actionable Ideas for Upselling Your Agency Clients](#)**

- **[SEO Leads: 12 Ways to Earn More SEO Clients](#)**

- **[How to Create a Successful SEO Proposal (+ Free Template!)](#)**

- **[Pitching customers with Semrush's SEO Management Tool](#)**

🎓 Free courses:

- **[Search and Conversions for Agencies: A Data-Driven Framework](#)**

- **[SEO & Content Playbook for Agencies with Andy Crestodina](#)**

▶️ For YouTube creators:

- **[YouTube SEO: How to Optimize Your Channel for Visibility](#)**

- **[YouTube Keyword Research: A Complete Guide](#)**

- **[How to Get Subscribers on YouTube: 6 Tips for Free Growth](#)**

- **[YouTube Channel Keywords: What They Are + 7 Best Practices](#)**

- **[How to Promote Your YouTube Channel: 25 Best Marketing Tactics](#)**

🎓 Free course:

- **[Mastering YouTube Search Trends and SEO Strategies](#)**

⊞ For course and video creators:

- **[Explainer Videos: Best Practices, Examples, & Tools](#)**

- **[Video Marketing: The Ultimate Guide](#)**

- **[Video SEO: How to Get Your Videos Ranked on Google](#)**

- **[What Is Video Advertising? A Guide to Getting Started](#)**