

## How to Monitor Online Content

Content monitoring is the practice of analyzing the performance of articles, landing pages, and other content assets across your website. It also includes monitoring social media by tracking hashtags, keywords and mentions relevant to your brand in order to stay informed about your audience and industry.

This can provide actionable insights to iterate your strategy and improve your content.

### **Set Monitoring Goals**

You'll want to begin by defining your goals—i.e., choosing the metrics to watch based on your business objectives.

For brand awareness, you might focus on social media impressions, post reach, and engagement rates. For increased lead generation and conversions, you can track click-through rates, conversion rates, and cost per acquisition (CPA).

To set your content marketing goals, identify the content type, funnel stage, and primary metrics. For example: if you're looking to expand your audience, it might look like this:

- **Content type:** Blog posts
- **Funnel stage:** Awareness
- **Primary metric:** CTR

Choosing CTR as a main metric for your blog posts can help gauge user interest and engagement at the awareness stage of the funnel.

Once you have a target metric, establish benchmarks. Analyze similar content from your site or competitors. Look for high- and low-performance metrics.

With your benchmarks in hand, you can start identifying content areas to improve against your chosen metrics. For example, a content gap analysis can help you evaluate existing content topics and determine any gaps to close.

You can use Semrush’s Organic Research Competitors Report to identify your main organic competitors and evaluate their content. After entering your domain, Semrush populates a list of domains ranking for the same organic keywords.

You’ll see a competitor graph of domains according to how many organic keyword rankings and how much organic traffic they have. You can also see a complete competitor domain list ranked by competition level. Semrush bases this on how many keywords each domain has and how many keywords the domains have in common.

Organic Competitors 1 - 100 (114,058) <span style="float: right;">Export</span>							
Domain	Com. Level	Common Keywords	SE Keywords	Traffic	Costs	Paid Keywords	
dickssportinggoods.com	13%	87.1K	2.3M	19.3M	7M	2.2K	
finishline.com	12%	17.7K	424.3K	1.8M	28.7M	3.3K	
footlocker.com	12%	32.1K	718.9K	6.5M	3.1M	414	
hibbett.com	12%	31.1K	706.4K	3.4M	1.7M	237	
sportsdirect.com	11%	11.3K	494.9K	197.1K	152.6K	0	
champssports.com	11%	15.4K	394.9K	1.3M	971.5K	713	
soccer.com	10%	12.6K	89.9K	456.1K	482K	128	
zappos.com	8%	46.1K	1.4M	6.2M	4.8M	8.6K	
kickscrew.com	8%	11K	302.4K	796.9K	469.6K	45	
goat.com	8%	22.8K	562.9K	6.1M	2.7M	241	
stockx.com	8%	30K	1.4M	11.6M	6.5M	348	

Next, analyze your competitors’ content to parse the ideal format and length for optimal engagement.

To do this, go to their blog and look at their posts. Ask yourself:

- How detailed are the posts? Are they mostly long-form or short-form?
- What are they writing about? Are there common themes?
- How is their blog layout? Do they add a table of contents or a “related articles” section?
- What image types are they using in their posts? Stock images? Infographics?

Writing tools like the SEO Content Template and the SEO Writing Assistant will suggest optimal content length and other key recommendations, based on Google’s top 10, real-time competitors.

Finally, define a specific time frame to measure the results. The more specific and time-bound your goal, the better you can track your progress toward your desired outcome.

Going back to our example, a possible goal using this framework might look like this:

“Boost brand awareness and engagement through our blog by increasing the click-through rate by 20% within three months.”

## Track On-Page SEO

Shoring up gaps in your on-page SEO execution can boost webpage visibility on the SERPs, increase organic traffic and enhance user experience.

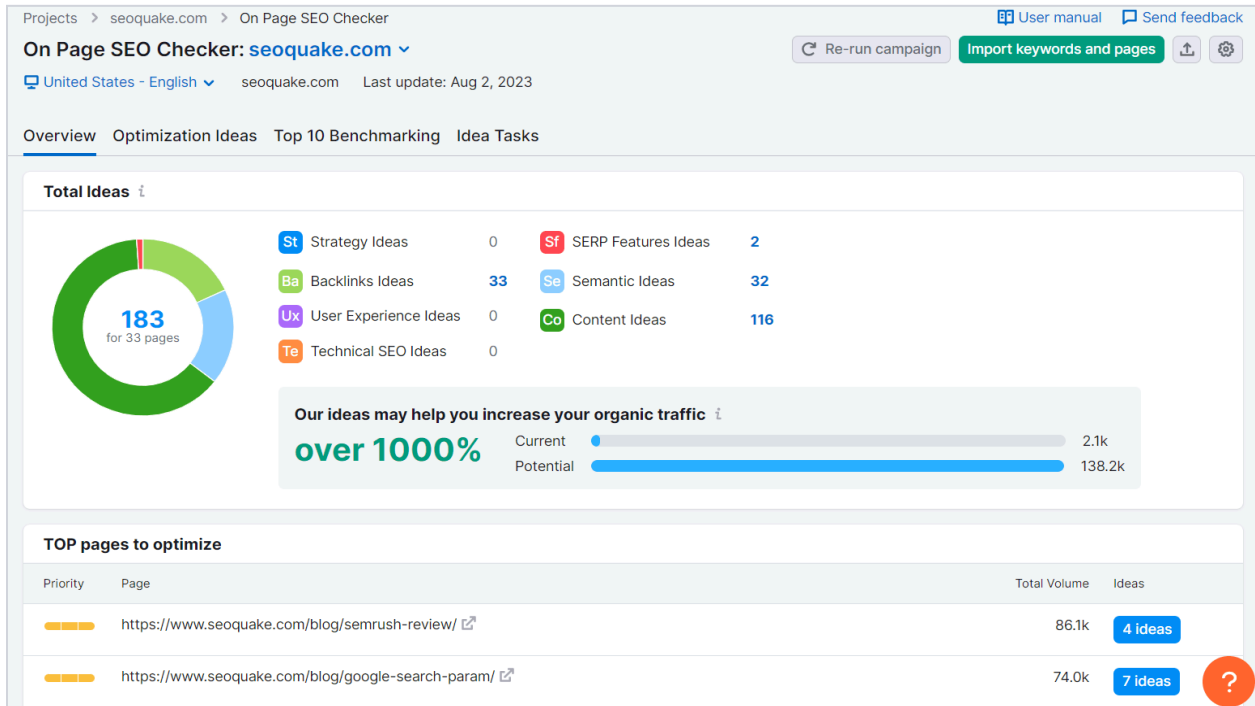
One option to improve your on-page SEO is Semrush’s On-Page SEO Checker. To get started, configure the On-Page SEO Checker. Then, you’ll get a report with four tabs:

1. **Overview:** An overview of your pages’ on-page optimization status. This view highlights areas that need improvement
2. **Optimization Ideas:** Suggestions and recommendations to optimize your web pages. This can include things like meta tags, headings, content quality, and

keyword usage

3. **Top 10 Benchmarking:** A view of on-page optimization performance against the top 10 competitors who rank highly for your target keywords
4. **Idea Tasks:** For tracking your progress in implementing the suggested optimizations

The Overview report displays your total number of suggested on-page ideas. It also shows you the potential traffic these ideas can help you gain and suggestions on pages to start with.



The Optimization Ideas report lists ideas to prioritize based on strategy, content, backlinks, semantics, user experience, technical SEO, and SERP features.

You can view your pages with the corresponding target keywords. You can then sort by total volume to prioritize optimization ideas.

Projects > seoquake.com > On Page SEO Checker

On Page SEO Checker: [seoquake.com](#)

United States - English seoquake.com Last update: Aug 2, 2023

Overview Optimization Ideas Top 10 Benchmarking Idea Tasks

**Optimization Ideas** Search by keyword/URL

Keyword or URL  [Import from Google Search Console](#) [Delete landing pages](#) [+ Add landing page](#)

Priority	Page	Keywords	Total Volume	All Ideas	Last Update	Actions
<input type="checkbox"/>	<a href="https://www.seoquake.com/blog/the-4-ps-of-marketing/">https://www.seoquake.com/blog/the-4-ps-of-marketing/</a>	4 ps 4 more	29.1k	4 ideas	Aug 2, 2023	<a href="#">Refresh</a> <a href="#">Settings</a>
<input type="checkbox"/>	<a href="https://www.seoquake.com/blog/canonical-tag/">https://www.seoquake.com/blog/canonical-tag/</a>	canonical tag	3.6k	3 ideas	Aug 2, 2023	<a href="#">Refresh</a> <a href="#">Settings</a>
<input type="checkbox"/>	<a href="https://www.seoquake.com/guide/basic/diagnosis.html">https://www.seoquake.com/guide/basic/diagnosis.html</a>	seo audit	9.9k	6 ideas	Aug 2, 2023	<a href="#">Refresh</a> <a href="#">Settings</a>

Sorting table

The Top 10 Benchmarking tab analyzes the top 10 competitors on the first page for every keyword you request. The tool also provides featured snippet ideas. Go after these to potentially grab some of the most valuable real estate on the SERP.

Projects > seoquake.com > On Page SEO Checker

On Page SEO Checker: [seoquake.com](#)

United States - English seoquake.com Last update: Aug 2, 2023

Overview Optimization Ideas **Top 10 Benchmarking** Idea Tasks

**SERP Analysis for Your Target Keywords**

Start typing   Show keywords that trigger Featured Snippets first

Your keyword:  Your page compared with Google top 10 pages

Keyword	Content Length	Referring Domains	Video Usage	Keyword Usage
<b>302 error code</b> Featured Snippet Volume 2.4k Position 97 <a href="#">View full analysis</a>	Top 10 avg: 1250 words <b>Your page: 1725 words</b>	Top 10 avg: 55 <b>Your page: 12</b>	Top 10 avg: no <b>Your page: yes</b>	Top 10 avg: — <b>Your page: —</b>
	Ordered List Top 10 avg: yes <b>Your page: yes</b>	Markups Top 10 avg: no <b>Your page: no</b>	Readability Top 10 avg: 59 <b>Your page: 55</b>	
<b>4 ps</b> Featured Snippet Volume 3.6k Position 100+ <a href="#">View full analysis</a>	Top 10 avg: 1117 words <b>Your page: 1305 words</b>	Top 10 avg: 219 <b>Your page: 6</b>	Top 10 avg: no <b>Your page: no</b>	Top 10 avg: Title, Meta, H1, Body <b>Your page: Title, Meta, H1, Body</b>
	Ordered List Top 10 avg: yes <b>Your page: yes</b>	Markups Top 10 avg: no <b>Your page: no</b>	Readability Top 10 avg: 51 <b>Your page: 50</b>	

The Idea Tasks Report will help you follow the progress of all your SEO improvements. It'll show you a bar graph to measure progress and ideas with either a "To Do" or "Done"

status. This view helps unpack what's working and where you may need to direct more attention.

### **Track Your Keyword Positions**

Tracking positions for target keywords against your competitors helps you gauge the value of your SEO efforts over time. And spot long-term trends.

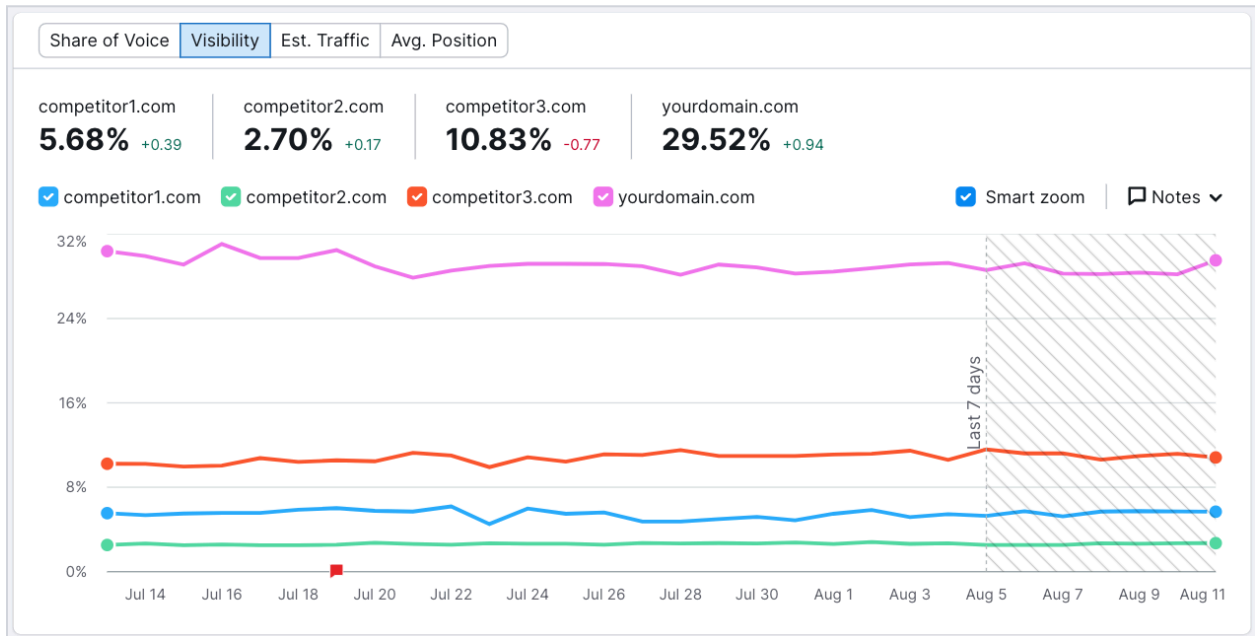
Semrush's Position Tracking tool is one way to do this. It tracks rankings, monitors your competitors, identifies weak pages, and keeps you updated on SERP features daily.

With Position Tracking, you can follow:

- Any keyword and domain, including those not in Semrush's database
- Many geographic locations or device types
- Local competitors

Start by entering your domain and selecting the keywords you want to target.

Once you get the results, click on the Position Tracking Overview tab to see the Visibility Trend Chart. This chart shows your website's progress in Google's top 100 keywords in your current campaign.



If your domains ranked in the first position for every keyword, your Visibility percentage would be 100%. The closer you are to 100%, the more visibility your site has.

On the “Overview” page, you can also see a summary of the positions over time for each keyword you track.

Rankings Overview 1-100 (271) Table settings

+ Add keywords Actions **Positions** Estimated traffic Visibility All for seoquake.com ...

Keyword	Intent	SERP	SERP Features	seoquake.com			semrush.com			Volume	CPC
				Pos. Apr 26	Pos. May 2	Diff	Pos. Apr 26	Pos. May 2	Diff		
https://www.seoquake.com/index.html	N			1	1	0	42	-	lost	10	n/a
plugin seoquake	T			1	1	0	7	6	↑1	10	n/a
seo quake	I			1	1	0	4	4	0	720	3.21
seo quake audit	I			1	1	0	9	10	↓1	10	n/a
seo quake for internet explorer	I			1	1	0	16	-	lost	20	n/a
seo quake toolbar	I T			1	1	0	4	4	0	70	n/a
seo quick	I			1	1	0	6	8	↓2	70	5.55
seo quick extension	T			1	1	0	16	7	↑9	10	n/a
seo quick toolbar	I			1	1	0	6	6	0	10	n/a
seoquake	I			1	1	0	4	4	0	1,000	1.61
seoquake analytics	I			1	1	0	4	4	0	20	n/a
seoquake coccoc	T			1	1	0	40	28	↑12	10	n/a

With Position Tracking, you can measure progress with three metrics:

- **Positions:** Your website's ranking positions on the SERPs
- **Estimated Traffic:** An estimate of the amount of organic traffic your website receives
- **Visibility:** The overall presence and prominence of your website in search engine results

If you need help reminding yourself to track, you can simply set up email notifications to monitor your organic search positions.


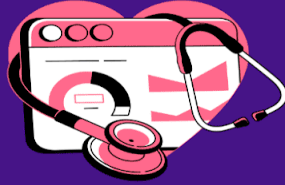
#### **Gauge Site Health and Performance**

Measuring your website's health gives you a comprehensive overview of your website's performance. Site health scores highlight functionality issues, errors, and optimizations for improved health and visibility.

Semrush's Site Audit tool allows you to analyze your website's health. This tool provides an issue list that lets you see what to fix on your website. Use it to check over 140 on-page and technical SEO elements, like broken links and duplicate content.

If you need a birds-eye view, the Site Audit Overview Report will give you a Site Health Score from 0 to 100%. That accounts for the number of errors and warnings the tool finds after crawling your site.




## How To Improve A Website's Health Score

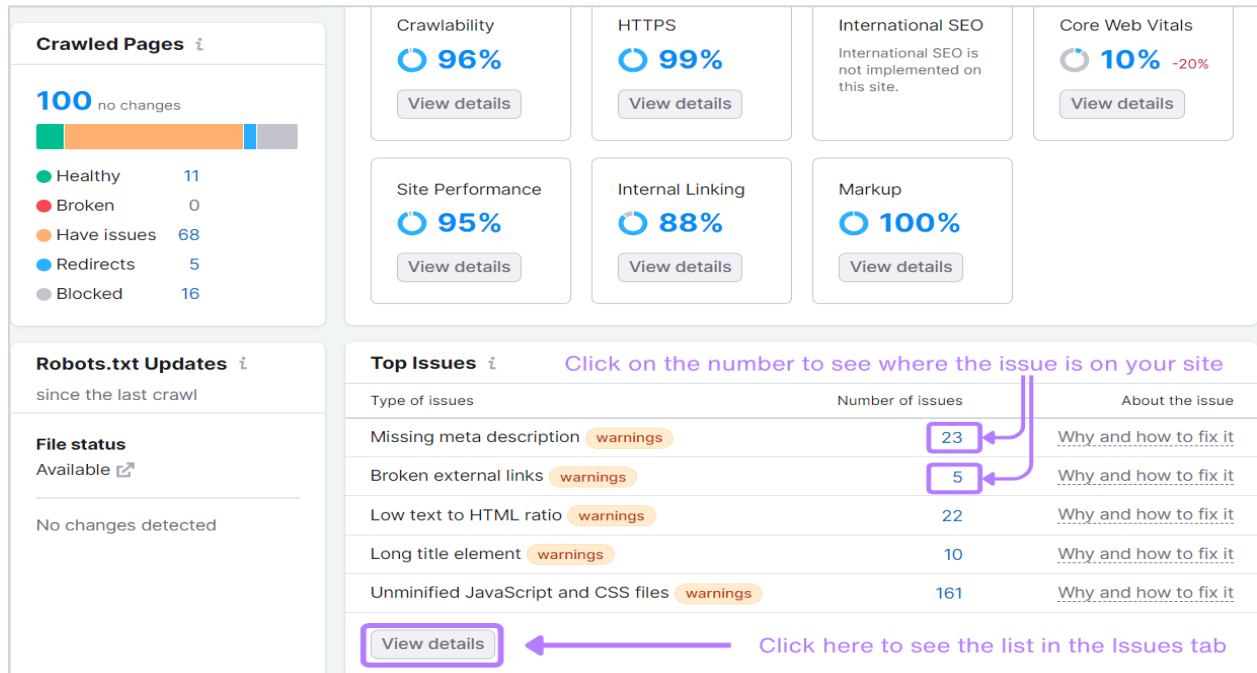
If you need help discussing what a particular score means with your client, feel free to use this reference table. To get Site Health data for a particular website, go to Semrush Site Audit, crawl the site, and click on the Site Health metric.

Site Health %	On-Page SEO essentials	What it means	What you should do
<b>Below 50</b>	Not optimized	<b>Dangerous technical issues.</b> Sites with such low health may have problems that prevent proper crawling and indexing by Google bot, or could even be completely excluded from SERPs.	<ul style="list-style-type: none"> <li>✓ In order to compete successfully, we recommend creating a plan for massive improvements.</li> <li>✓ The "fix all errors" method is fine for small sites.</li> <li>✓ For large sites, we recommend putting together a step-by-step improvement project.</li> </ul>
<b>50-70</b>	Between 40%-50% of the site is optimized	<b>Below the industry average.</b> The technical quality of the site should be an important part of your SEO strategy going forward.	<ul style="list-style-type: none"> <li>✓ After analyzing the current situation, we recommend identifying the individual critical errors and eliminating them first.</li> <li>✓ These early measures create a good basis for the entire strategy in the future.</li> <li>✓ Extra steps may be included in the work plan depending on their priority.</li> </ul>
<b>70-90</b>	Over 50% of issues have been solved	<b>An average site in its industry.</b> There are not many errors in it, but there is room for improvement and optimization. There is potential for improvement and better ranking results.	<ul style="list-style-type: none"> <li>✓ Some errors and bottlenecks might be preventing you from reaching the top positions, so focus on spotting bottlenecks.</li> <li>✓ A strategy for this kind of a site could be prioritization and finding bottlenecks.</li> </ul>
<b>Over 90</b>	Most issues solved or particular check is left	<b>In the top 10% of the most optimized sites on the internet.</b> As a rule, professional SEO specialists work on such sites or they were originally designed for further promotion in the SERP.	<ul style="list-style-type: none"> <li>✓ The most important task should be to maintain the quality of the site and monitor new critical errors.</li> <li>✓ If you notice any drops in Site Health, you can go to the Compare Crawls and Issues tab of the Audit to find out what changed.</li> </ul>

semrush.com 

Any score below 50% has many technical issues and usually needs major improvements. You can also use this score to compare your site to your competitors and track your progress over time.

Finally, you can view the top issues plaguing your site, like missing title tags and duplicate content.



Clicking on the “**View Details**” tab will show you specific pages tied to each issue so you know what content to fix.

### Monitor Your Brand

Brand monitoring involves tracking unowned channels to see how and where your brand is being mentioned.

Analyzing mentions across online platforms helps you understand people's sentiments. It also lets you collect feedback and protect your reputation.

The Brand Monitoring app tracks all your mentions across the web and allows you to set up custom alerts so you can check relevant updates. Whenever a new brand mention appears, you get an email.

You can track your own brand’s mentions, along with:

- **Other brands:** Monitor competitors to gauge their popularity. Keep an eye on what they're doing to inform your strategies, campaigns, and customer sentiment.
- **Keywords:** Track any keyword or phrase you want
- **Person:** Monitor other people, from subject matter experts to managers
- **Author:** Track article authors
- **Backlinks:** Monitor the number of articles containing a backlink

In the “**Analytics**” tab, you can see statistics like the total number of mentions, estimated reach, traffic, and share of voice. These metrics let you see what people are saying about you online and where there may be gaps in your messaging.