

# SEMrush Certification for SEOs

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100%

Actual Questions

100%

Correct Answers

**YZY** adwords

A Smarter Way To Learn

01

**Position Tracking allows users to track a website's search visibility across multiple devices (desktop, phone and tablet) and locations (down to the city level) in one project.**



**True**

False

02

The Backlinks report helps users compare backlink metrics for several URLs.

False



True

03

What does the SEMrush Sensor score refer to?

SERP features usage

SERP structure

Number of Google updates

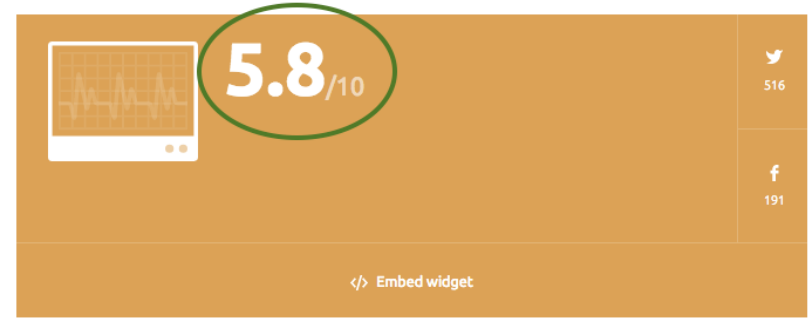
Fluctuation of a user's website in SERP rankings



**SERP volatility**

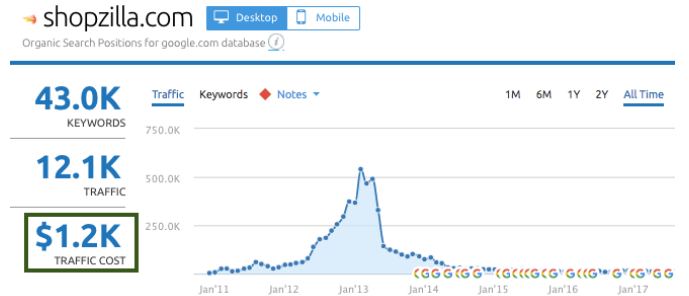
All categories

Tuesday,



04

**What is the point of the 'Traffic Cost' metric in the SEMrush Organic Research Positions Report? What does this metric mean?**



Actually, this screenshot is taken from the Paid Search Positions Report

Traffic cost is an estimation of the budget for a Google AdSense campaign

Traffic cost is an amount of money made with Google AdSense

Traffic cost is a value entered by a user



**Traffic cost is an estimation of how much it would cost to bid on organic keywords through Google AdWords**

05

Which tool helps you better understand what's happening on your website and improve your SEO strategy based on your actual traffic statistics?

Position Tracking

On Page SEO Checker (formerly SEO Ideas)

Backlink Audit



**Organic Traffic Insights**

06

You cannot compare more than three domains with the help of Keyword Gap (former Domain vs Domain).



**False**

True

07

Which tool can help you find a way to rank higher for target keywords?

Position Tracking

Brand Monitoring

Traffic Analytics



**On Page SEO Checker (formerly SEO Ideas)**

My Reports



08

Which report do you need to use to find out what keywords drive traffic to your competitors' sites organically?

Position Tracking Tool

Advertising Positions Report

Keyword Analytics Reports



**Organic Positions Report**

09

Which issue type reported by the Site Audit tool is most severe?

Warnings

Notices

Tips



**Errors**

10

**Position Tracking Visibility is another name for Average Position**



**False**


True

11

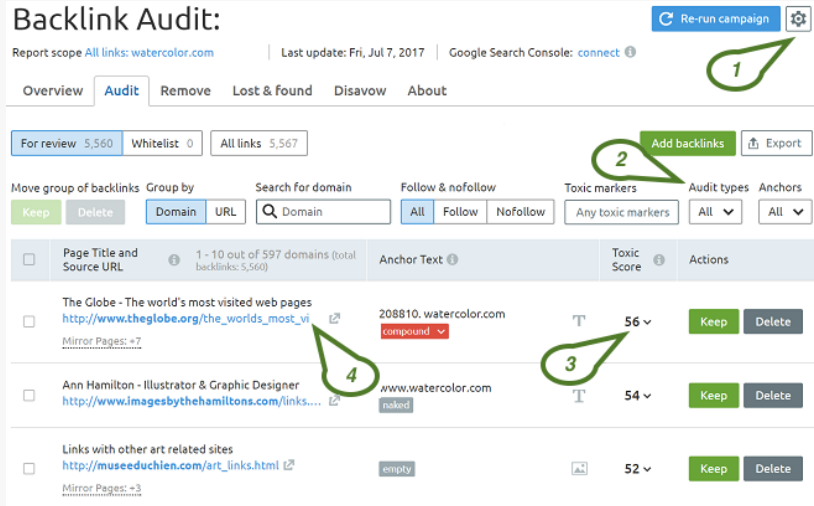
Look at the image below. Where should you click to learn about toxic markers of the first backlink in the list?

1

2

3 

4



**Backlink Audit:**

Report scope All links: watercolor.com | Last update: Fri, Jul 7, 2017 | Google Search Console: connect

Overview **Audit** Remove Lost & found Disavow About

For review 5,560 Whitelist 0 All links 5,567 Add backlinks Export

Move group of backlinks Group by Search for domain Follow & nofollow Toxic markers Audit types Anchors

<input type="checkbox"/>	Page Title and Source URL	Anchor Text	Toxic Score	Actions
<input type="checkbox"/>	The Globe - The world's most visited web pages <a href="http://www.theglobe.org/the_worlds_most_vi">http://www.theglobe.org/the_worlds_most_vi</a> Mirror Pages: +7	208810. watercolor.com compound	T 56	<span>Keep</span> <span>Delete</span>
<input type="checkbox"/>	Ann Hamilton - Illustrator & Graphic Designer <a href="http://www.imagesbythehamiltons.com/links...">http://www.imagesbythehamiltons.com/links...</a>	www.watercolor.com naked	T 54	<span>Keep</span> <span>Delete</span>
<input type="checkbox"/>	Links with other art related sites <a href="http://museeduchien.com/art_links.html">http://museeduchien.com/art_links.html</a> Mirror Pages: +3	empty	52	<span>Keep</span> <span>Delete</span>

12

You are going to check your site's technical health, but you need to exclude a part of your website from the analysis. What is the easiest way to do this with the help of SEMrush?

Delete a part of your website

Alter your robots.txt file

Block the bot from crawling sitemaps

Use the Site Audit Allow Rules



**Use the Site Audit Disallow Rules**

13

Look at the image below. If these advanced filters are applied, what position range will be shown in the report?

ORGANIC SEARCH POSITIONS 1 - 100 (~388 BASED ON PASSING 25.83%) ⓘ

Add to Export Manager  3 Filter by keyword  Advanced filters ▾

Include ▾ Pos. ▾ Greater than ▾ 10

Include ▾ Pos. ▾ Less than ▾ 20

1-10 and 20-100



**11-19**

10-20

1-9 and 21-100

14

Look at these keyword lists generated by the Keyword Magic Tool. Keywords from which list are more difficult in terms of bypassing your competitors in organic search?

1

There is not enough information to determine



2

They are equally difficult

1

**Group: fox**  
Total volume **64,500** | Average difficulty **64.42%** [Export to XLSX](#)

Keyword	Volume	KD%	CPC(USD)	Com.
<a href="#">fox sport en vivo</a>	12,100	62.7	0.16	0.11
<a href="#">fox sports fantasy football</a>	9,900	89.64	0	0
<a href="#">skip bayless fox sports</a>	8,100	-	0	0
<a href="#">fox sports go app</a>	6,600	82.06	0.58	0.09
<a href="#">fox sports pick em</a>	6,600	79.85	0	0.02

2

**Group: fox**  
Total volume **37,100** | Average difficulty **82.04%** [Export to XLSX](#)

Keyword	Volume	KD%	CPC(USD)	Com.
<a href="#">fox sports live stream</a>	14,800	80.27	1.79	0.14
<a href="#">fox sports detroit live stream</a>	9,900	78.77	1.64	0.11
<a href="#">watch fox sports live</a>	4,400	82.45	1.8	0.11
<a href="#">fox sports go chromecast</a>	4,400	87.11	1.39	0.01

15

**SEMrush provides only fresh live data for Domain Analytics.**



**False**

True



16

Which SEMrush tool will guide you through the first steps in creating new content for target keywords?

On Page SEO Checker (formerly SEO Ideas)

Organic Traffic Insights

Position Tracking



**SEO Content Template**

My Reports

17

The Traffic Analytics tool provides information about traffic driven to websites by different search engines EXCEPT...



**All of them are included in the tool**

Teoma

Ask

DuckDuckGo

Bing

18

The My Reports Tool allows you to... Choose three answers.

Export keywords to Excel

Invite others to edit your templates



**Create custom reports from scratch**



**Personalize reports by inserting a logo**



**Schedule reports**

19

Which domain shown in the picture was the most popular worldwide in April 2017?



**dailymotion.com**

weebly.com

google.cl

aol.com

thepiratebay.org

### Traffic Analytics: thepiratebay.org

Historical data: April 2017 | Location: All Regions

Traffic Overview Traffic Sources Geo Distribution Destination Sites Subdomains

thepiratebay.org aol.com google.cl weebly.com dailymotion.com Compare Cancel

Domain	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate	Traffic Rank
thepiratebay.org	85.2M +13.5M	22M +2.4M	5.9 +0.088	08:27 +00:17	17.26% -0.92%	100 ↑11
aol.com	39.1M +4.4M	8.6M -22.6k	4.4 +0.345	10:09 +00:06	33.54% -2.41%	238 ↑15
google.cl	45.5M +12.9M	5.4M +832.2k	7.9 +0.744	25:51 +01:30	31.28% -1.50%	198 ↑72
weebly.com	48.2M +2.4M	23M +1.9M	3.2 +0.486	05:57 +00:21	50.18% -2.87%	188 ↓7
dailymotion.com	85.2M +12.6M	40.5M +3.9M	5.7 +1.1	13:45 +00:41	44.93% -1.99%	99 ↑10

20

What does the Backlink Audit tool do? Choose two answers.



**Informs you of whether or not SEMrush believes your domain is at risk of a Google penalty**

Discovers backlink opportunities by monitoring brand name mentions

Compares backlinks of different domains



**Finds potentially dangerous anchor texts**

THANK YOU !!!

