

# Uncover Competitor Secrets with Semrush Organic Research

Learn how to use **Semrush Organic Research** tool to analyze a competitor's website, uncover top-performing keywords, traffic-driving pages, and hidden SEO opportunities that can inform your strategy.

## Step 1: Choose a Competitor

- Identify one direct competitor
- Go to **Semrush > Organic Research** and enter the competitor's domain, e.g., website.com.

## Step 2: Review the Competitor's Organic Traffic

- Look at the **Overview** tab and take note of:
  - Total organic traffic,
  - Number of ranking keywords, and
  - Keyword intent.
- Note a surprising metric from the Overview.

## Step 3: Identify Competitor's Top Keywords

- Click on the **Positions** tab to see the list of organic keywords.
  - Review the **Top 10 positions** to see what brings in the most traffic.
  - Review **Traffic %** to spot the biggest contributors.
- Highlight "quick win" opportunities where the competitor ranks in positions 11–20 (keywords on page 2). These keywords are "low-hanging fruit" where you can realistically compete and win.
- Write down 3 competitor keywords that:
  - You also target.
  - You're missing but could pursue.
  - Look like quick wins.

## Step 4: Explore Top Pages

- Move to the **Pages** tab.
  - Which URLs generate the most traffic?
  - Are these blog posts, service pages, or guides?
  - What content types are driving results?
  - Does your business have similar assets?

## Step 5: Spot Competitor Gaps

- Use the **Competitors** tab to see other domains competing for the same keywords.
  - Compare overlap and "missing keyword" opportunities.
  - Export missing keyword lists for hands-on strategy building.
  - Identify one area where your competitor is strong but you have no presence.
  - How could you create content to compete?

Competitor research isn't about copying but about finding gaps and shaping strategy.