Rule Your Rivals

Turning Data into Action

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MozCon Virtual

Rule Your Rivals

Turning Data into Action

MozCon
Virtual

The Avalanche

More isn’t always better.

Ranking Keywords

Research by site to identify top ranking keywords and gain competitive insights.

Keyword Data Updated Every Two Weeks

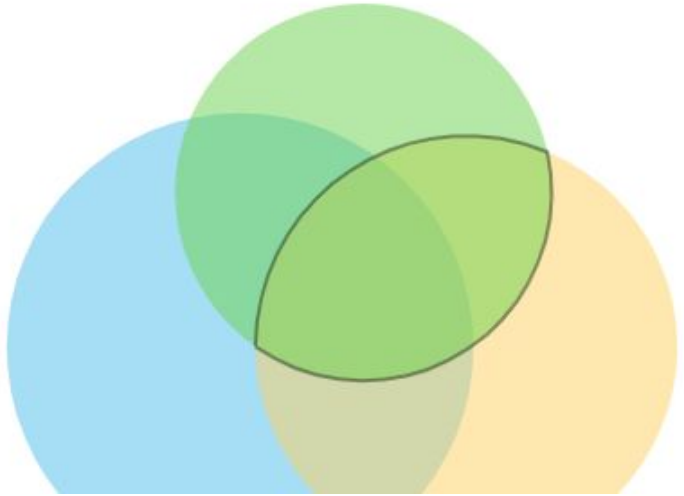
Explore by root domain, subdomain, or page:

root domain | moz.com | United States - en-US | Analyze

root domain | semrush.com | root domain | ahrefs.com | Compare sites

Competitor Overlap

Sites	Shared Keywords
moz.com	76.4k
semrush.com	62.3k
ahrefs.com	49.7k
moz.com semrush.com	25.7k
moz.com ahrefs.com	25.6k
semrush.com ahrefs.com	23.2k



Ranking: any | Difficulty: any | Volume: any | Display monthly search volume as: (•) Single number ( ) Range | Reset filters

23,166 Ranking Keywords

Export CSV | Add to...

Keyword	moz.com	semrush....	ahrefs.co...	Difficulty	Monthly Volume
website audit	#35 /learn/seo/cra...	#1 /siteaudit/	#3 /blog/website...	36	1,316
negative seo	#7 /blog/prepari...	#1 /blog/what-is-...	#5 /blog/negativ...	46	731
site audit	#29 /learn/seo/cra...	#1 /siteaudit/	#3 /site-audit	50	664
seo checklist	#10 /how-to-rank	#1 /blog/seo-che...	#3 /blog/seo-che...	46	651
how to get backlinks	#11 /blog/how-to-...	#1 /blog/how-to-...	#3 /blog/how-to-...	52	651

1	Keyword	Volume	Difficulty	Moz.com	Comp #1	Comp #2
2	website audit	1,316	36	35	1	3
3	negative seo	731	46	7	1	5
4	site audit	664	50	29	1	3
5	seo checklist	651	46	10	1	3
6	how to get backlinks	651	52	11	1	3
7	alternatives to google search	534	51		1	3
8	keywords definition	508	53	6	1	12
9	traffic checker	495	51	35	1	6
10	tracking keyword rank	460	49	9	1	3
11	google search alternatives	407	50		1	3
12	alternative to google search	407	51		1	3
13	seo practices	383	52	6	1	7
14	most searched keywords	383	54	13	1	3
15	organic search rank monitoring	373	40	10	1	18
16	what are key words	346	52	3	1	2
17	subdomain vs subdirectory	334	41	21	1	17
18	semrush login	322	50	21	1	25
19	seo site audit	322	54	11	1	2
20	top websites in the us	322	54	7	1	2

website audit negative seo site audit seo checklist how to get backlinks alternatives to google search keywords definition traffic checker tracking keyword rank google search alternatives alternative to google search seo practices most searched keywords organic search rank monitoring what are key words subdomain vs subdirectory semrush login seo site audit top websites in the us eat seo highest traffic websites websites with most traffic top websites by traffic audit website on page seo checker website audit tool search engine alternative search engine optimization certification keywords meaning semrush keyword magic tool website traffic report most googled word today related keywords semrush blog seo template free site audit search engine other than google meta keywords seo google alternative search engine website audit free site traffic checker basic seo checklist website seo checklist most popular search terms web traffic analysis seo performance position tracking what is a pagerank for a webpage semrush keyword top website traffic subdomains vs subdirectories seo content checker website audit tools most used websites in the us seo rules subdirectory vs subdomain web traffic report semrush keyword trend how to do a content audit google search keywords list analyze website traffic keyword position monitor seo audits e-a-t google top 10 websites by traffic business to business seo keyword position tool what is my page rank traffic rank us websites rank position tracker serp position track can a keyword be two words how to find low competition keywords seo attack how to get google to crawl your site faster how to rank for voice search seo best practices checklist skyscraper method eat google free site audit tools semrush keyword tool daily keyword rank tracking rank tracking seo report type position_tracking_rankings_overview keyword position tracking audit seo site semantically related words too many internal links how to optimize for voice searches alternatives to google search engine keyword ranking tracking top websites in usa internet traffic by website keyword rank monitoring monitor keywords ranking audit site seo podcast marketing online seo keyword rank tracker search engine position tracking position rank tracker online google keyphrases e-a-t seo alternative to google search engine semrush keyword research seo task onpage seo check seo audit for website seo automation tool track keyword rank track keyword ranking on page seo check seo website translation how to get seo certified technical seo checklist how much is it worth website competitor ad analysis seo check list alternative search engine to google search engines alternative to google google e-a-t website audit report busiest websites keywords to track in this project track keywords ranking url audit seo audit site managing reputation online toxic backlinks internal linking strategy 2016 on page seo course semrush free download content audits onpage seo checker site rank data site audit tools keywords ranking tracker tracking baidu rankings link building training keyword rank tracker tool article seo checker toxic inbound links seo keyword rank tracking negative seo services semantic keyword sub domain vs sub directory subdomain vs subdirectory seo webpage audit seo eat most commonly searched words sem rush login sem blog site traffic analysis authority score most clicked websites seo analyse keywords google penalty expert audit site onpage seo checker tool valuation of website herramientas de posicionamiento seo analyse website traffic website visibility tool what is a backlink audit seo best practises on page analysis google data studio seo report what is channel keyword on youtube keyword gap analysis pbn link building semrush visibility should i use meta keywords how to find top searches on youtube estimated traffic how to conduct a content audit semrush keywords site auditor online domain traffic checker list of popular websites site audit tool top 100 websites traffic top 100 most visited websites in the us highest internet traffic seo and sem certification seo analysis checklist track search engine positions organic traffic research onpage analysis check sem rush traffic for free semrush audit failed web site audit seo shopify tips what does search volume mean keyword research low competition seo for new website position tracker is pagerank still used keyword research semrush most searched keyword most used websites in america seo best practice site audit seo audit de site comprehensive

website audit negative seo site audit seo checklist how to get backlinks alternatives to google search keywords definition traffic checker tracking keyword rank google search alternatives alternative to google search seo practices most searched keywords organic search rank monitoring what are key words subdomain vs subdirectory semrush login seo site audit top websites in the us eat seo highest traffic websites websites with most traffic top websites by traffic audit website on page seo checker website audit tool search engine alternative search engine optimization certification keywords meaning semrush keyword magic tool website traffic report most googled word today related keywords semrush blog seo template free site audit search engine other than google meta keywords seo google alternative search engine website audit free site traffic checker basic seo checklist website seo checklist most popular search terms web traffic analysis seo performance position tracking what is a pagerank for a webpage semrush keyword top website traffic subdomains vs subdirectories seo content checker website audit tools most used websites [illegible] traffic report semrush keyword [illegible] keywords list analyze website traffic keyword position monitor seo audits e-a-t google top 10 websites by traffic business to business seo keyword position tool what is my page rank traffic rank us websites rank position tracker serp position track can a keyword be two words how to find low competition keywords seo attack how to get google to crawl your site faster how to rank for voice search seo best practices checklist skyscraper method eat google free site audit tools semrush keyword tool daily keyword rank tracking rank tracking seo report type position_tracking_rankings_overview keyword position tracking audit seo site semantically related words too many internal links how to optimize for voice searches alternatives to google search engine keyword ranking tracking top websites in usa internet traffic by website keyword rank monitoring monitor keywords ranking audit site seo podcast marketing online seo keyword rank tracker search engine position tracking position rank tracker online

google keyphrases e-a-t seo alternative to google search engine semrush keyword research seo task onpage seo check seo audit for website seo automation tool track keyword rank track keyword ranking on page seo check seo website translation how to get seo certified technical seo checklist how much is it worth website competitor ad analysis seo check list alternative search engine to google search engines alternative to google google e-a-t website audit report busiest websites keywords to track in this project track keywords ranking url audit seo audit site managing reputation online toxic backlinks internal linking strategy 2016 on page seo course semrush free download content audits onpage seo checker site rank data site audit tools keywords ranking tracker tracking baidu rankings link building training keyword rank tracker tool article seo checker toxic inbound links seo keyword rank tracking negative seo services semantic keyword sub domain vs sub directory subdomain vs subdirectory seo webpage audit seo eat most commonly searched words sem rush login sem blog site [illegible] seo analyse keywords google [illegible] evaluation of website herramientas de posicionamiento seo analyse website traffic website visibility tool what is a backlink audit seo best practises on page analysis google data studio seo report what is channel keyword on youtube keyword gap analysis pbn link building semrush visibility should i use meta keywords how to find top searches on youtube estimated traffic how to conduct a content audit semrush keywords site auditor online domain traffic checker list of popular websites site audit tool top 100 websites traffic top 100 most visited websites in the us highest internet traffic seo and sem certification seo analysis checklist track search engine positions organic traffic research onpage analysis check sem rush traffic for free semrush audit failed web site audit seo shopify tips what does search volume mean keyword research low competition seo for new website position tracker is pagerank still used keyword research semrush most searched keyword most used websites in america seo best practice site audit seo audit de site comprehensive

95,877 words / 257 pages

Great job, team!

Keyword	Volume	Difficulty	Moz.com	Comp #1	Comp #2
google search console	216,342	72	11	23	18
https	203,426	60		9	7
google advanced search	75,112	66	13	9	4
search console	74,176	77	15	36	16
google keyword planner	72,322	61	30	13	3
audit	67,949	60		42	33
google console	63,488	70	26	35	33
eat	50,984	37		27	16
keyword planner	45,320	60	16	13	4
canonical	45,159	61	11	34	17
disavow	25,053	68	10	8	5
what is seo	22,937	69	2	16	6
websites	21,688	79	4	11	7
difficulty	19,372	50	37	30	40
trending on google images	17,328	47		19	11
searches	16,997	66	23	9	3
website checker	16,823	43	48	49	9
keywords	15,884	62	2	10	4
quora digest	14,740	66		35	11

eat

/ēt/

verb

1. put (food) into the mouth and chew and swallow it.
   "he was eating a hot dog"

   Similar: consume | devour | ingest | partake of | gobble (up/down)

noun INFORMAL

food or snacks.
"people would stop for soft drinks or eats"

Similar: food | sustenance | nourishment | nutriment | fare | eatables

Keyword	Volume	Difficulty	Moz.com	Comp #1	Comp #2
semrush keyword magic tool	229	48		1	18
semrush blog	207	51		1	46
semrush keyword	163	54		1	37
semrush keyword research	73	52		1	48
semrush youtube	55	49		2	33
semrush keywords	39	51		1	41
ahrefs cost per click	39	40		14	2
keyword research semrush	31	51		1	44
semrush negative keyword tool	27	39		1	28
semrush login free	27	42		1	32
semrush alerts	27	37		1	37
semrush blog nofollow links	27	47		1	50
ahrefs blog content audit	27	39		8	1
semrush methodology	17	36		1	43
ahrefs traffic value	17	43		44	1
semrush delete site audit	11	40		1	23
semrush link building tool	11	41		1	47
delete a project in ahrefs	11	26		29	1
seo tracking websites like semrush	10	19		24	37

Keyword	Volume	Difficulty	Moz.com	Comp #1	Comp #2
alternatives to google search	534	51		1	3
google search alternatives	407	50		1	3
alternative to google search	407	51		1	3
most googled word today	218	52		1	5
search engine other than google	196	50		1	5
google alternative search engine	185	50		1	3
google search keywords list	122	53	22	1	2
e-a-t google	111	51	2	1	3
how to get google to crawl your site faster	92	46	19	1	5
eat google	92	51	2	1	3
alternatives to google search engine	82	50		1	3
ymyl google	73	38	19	1	24
alternative to google search engine	73	50		1	3
alternative search engine to google	64	50		1	3
search engines alternative to google	64	51		1	3
google e-a-t	64	53	2	1	3
google penalty expert	44	26		1	4
google data studio seo report	39	27	36	1	34
google position tracking	27	40	38	1	18

The Competition

They’re not who you think.

statefarm.com | en-US | Find Competitors | Test

YOUR DOMAIN | LOCALE

Site: statefarm.com / **DA:** 72

Top 25 Competitors	Rivalry	Overlap	DA
www.allstate.com	78	8%	78
www.geico.com	75	7%	78
www.nerdwallet.com	75	7%	79
www.progressive.com	72	5%	71
www.nationwide.com	67	5%	69
www.valuepenguin.com	67	4%	68
wallethub.com	63	2%	70
www.farmers.com	62	4%	67
www.policygenius.com	62	5%	63
www.investopedia.com	60	7%	92
www.libertymutual.com	59	3%	66
www.moneyunder30.com	54	1%	72
www.esurance.com	52	2%	63
www.facebook.com	52	2%	96

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LOCALE

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www.allstate.com	78	8%	78
www.geico.com	75	7%	78
www.nerdwallet.com	75	7%	79
www.progressive.com	72	5%	71
www.nationwide.com	67	5%	69
www.valuepenguin.com	67	4%	68
wallethub.com	63	2%	70
www.farmers.com	62	4%	67
www.policygenius.com	62	5%	63
www.investopedia.com	60	7%	92
www.libertymutual.com	59	3%	66
www.moneyunder30.com	54	1%	72
www.esurance.com	52	2%	63
www.facebook.com	52	2%	96

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Site: statefarm.com / **DA:** 72

Top 25 Competitors	Rivalry	Overlap	DA
www.allstate.com insurance life insurance renters insurance car insurance quotes insurance quotes	78	8%	78
www.geico.com	75	7%	78
www.nerdwallet.com life insurance renters insurance car insurance quotes homeowners insurance insurance companies	75	7%	79
www.progressive.com	72	5%	71
www.nationwide.com	67	5%	69
www.valuepenguin.com	67	4%	68
wallethub.com	63	2%	70
www.farmers.com	62	4%	67

tesla.com | en-US | Find Competitors | Test

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Site: tesla.com / **DA:** 82

Top 25 Competitors	Rivalry	Overlap	DA
www.caranddriver.com	92	25%	84
www.motortrend.com	78	18%	88
electrek.co	75	12%	84
www.edmunds.com	72	12%	80
www.motor1.com	62	3%	85
cars.usnews.com	61	9%	93
insideevs.com	61	7%	73
www.thedrive.com	61	2%	80
www.theverge.com	61	8%	93
www.kbb.com	60	6%	75
robbreport.com	59	2%	77
www.thecarconnection.com	59	2%	78
www.cars.com	58	4%	75
www.carwow.co.uk	57	2%	75

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Site: moz.com / **DA:** 91

Top 25 Competitors	Rivalry	Overlap	DA
neilpatel.com	78	10%	86
www.searchenginejournal.com	77	7%	92
developers.google.com	74	8%	95
ahrefs.com	72	8%	78
searchengineland.com	71	4%	91
www.wordstream.com	70	7%	82
blog.hubspot.com	67	3%	92
ads.google.com	59	2%	92
support.google.com	59	6%	99
www.semrush.com	58	4%	87
www.youtube.com	53	2%	100
backlinko.com	51	3%	64
analytics.google.com	50	3%	79
developer.mozilla.org	50	2%	98

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developers.google.com	74	8%	95
ahrefs.com	72	8%	78
searchengineland.com	71	4%	91
www.wordstream.com	70	7%	82
blog.hubspot.com	67	3%	92
ads.google.com	59	2%	92
support.google.com	59	6%	99
www.semrush.com	58	4%	87
www.youtube.com	53	2%	100
backlinko.com	51	3%	64
analytics.google.com	50	3%	79
developer.mozilla.org	50	2%	98

moz.com | en-US | Find Competitors | Test

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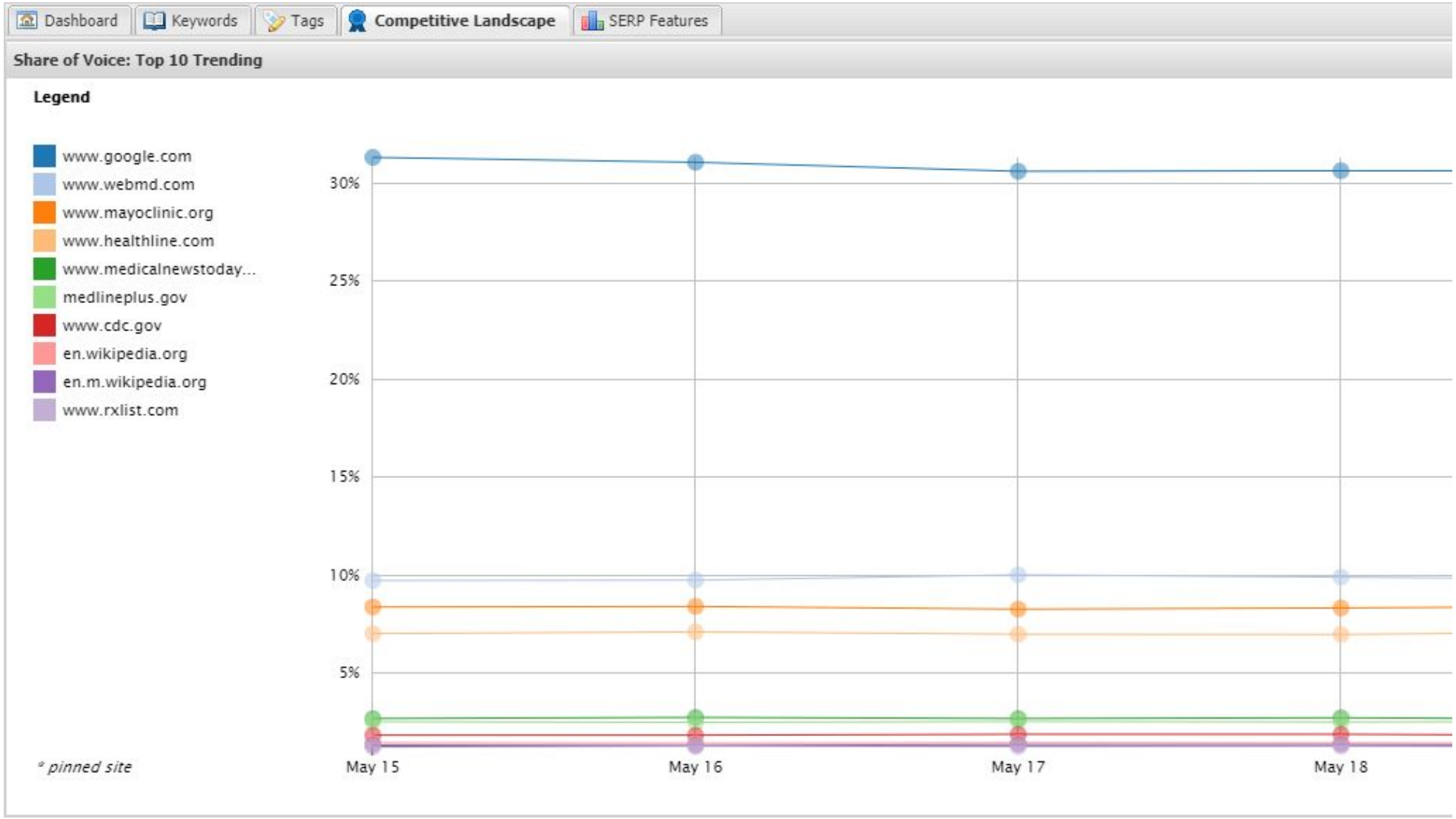
developers.google.com	74	8%	95
ahrefs.com	72	8%	78
searchengineland.com	71	4%	91
www.wordstream.com	70	7%	82
blog.hubspot.com	67	3%	92
ads.google.com	59	2%	92
support.google.com	59	6%	99
www.semrush.com	58	4%	87
www.youtube.com	53	2%	100
backlinko.com	51	3%	64
analytics.google.com	50	3%	79
developer.mozilla.org	50	2%	98


Dashboard
Keywords
Tags
Competitive Landscape
SERP Features
Share of Voice: Top 10 Trending
Legend
www.google.com
www.webmd.com
www.mayoclinic.org
www.healthline.com
www.medicalnewstoday...
medlineplus.gov
www.cdc.gov
en.wikipedia.org
en.m.wikipedia.org
www.rxlist.com
* pinned site
30%
25%
20%
15%
10%
5%
May 15
May 16
May 17
May 18

The Action Plan

Keywords are only a step.

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LOCALE

semrush.com
COMPETITOR #1

ahrefs.com
COMPETITOR #2

COMPETITOR #3

Analyze Competitors

Keywords to Improve

Keyword(s)	Volume	Lift	Difficulty	Ranking	Competitors
google advanced search	75,111	+8,379	66	#13	#4 #9
keyword planner	45,319	+5,056	60	#16	#4 #13
advanced google search	14,652	+2,242	70	#15	#3 #19
disavow	25,053	+1,664	68	#10	#5 #8
link checker	10,529	+851	61	#18	#5
domain authority checker	10,938	+807	52	#2	#1 #17
seo checker	5,196	+795	51	#14	#3 #29
seo audit	2,881	+772	50	#10	#1 #4 #5
pagerank	3,698	+566	62	#19	#3 #4
top websites	4,595	+512	58	#7	#3 #6

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ahrefs.com
COMPETITOR #2

COMPETITOR #3

Analyze Competitors

Keywords to Improve

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link checker	10,529	+851	61	#18	#5
domain authority checker	10,938	+807	52	#2	#1 #17
seo checker	5,196	+795	51	#14	#3 #29
seo audit	2,881	+772	50	#10	#1 #4 #5
pagerank	3,698	+566	62	#19	#3 #4
top websites	4,595	+512	58	#7	#3 #6

moz.com	en-US
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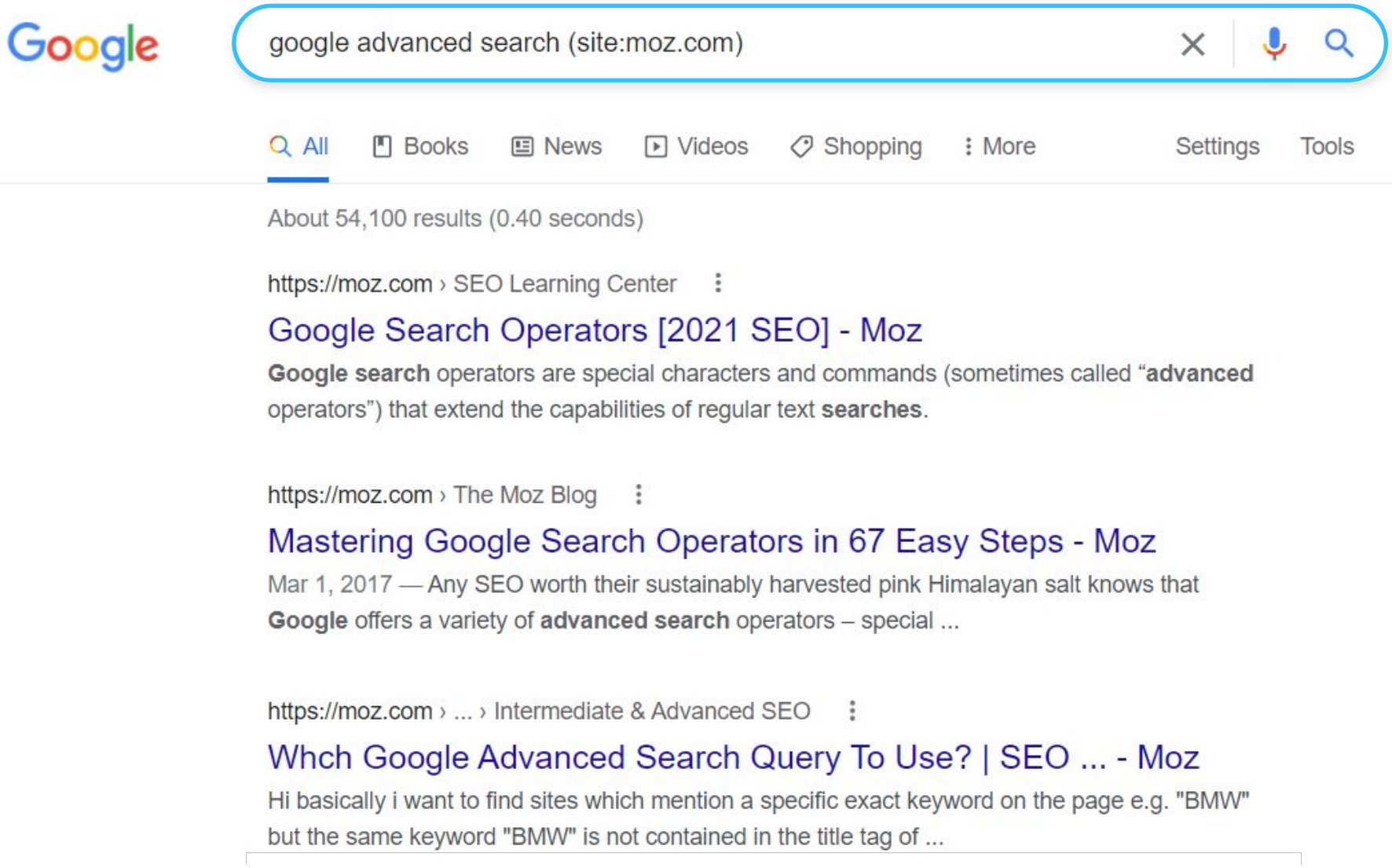
semrush.com	ahrefs.com	
COMPETITOR #1	COMPETITOR #2	COMPETITOR #3

Analyze Competitors

Top Competing Content

Content URL	Visibility
ahrefs.com/blog/google-advanced-search-operators/ google advanced search, advanced google search, google advanced, advanced search google	11,475
ahrefs.com/blog/google-keyword-planner/ keyword planner, google keyword tool, google keywords	5,466
ahrefs.com/website-authority-checker domain authority checker	3,087
ahrefs.com/blog/google-disavow-links/ disavow	2,024
www.semrush.com/kb/831-how-to-use-google-advanced-search-operators google advanced search, google advanced	1,642
ahrefs.com/blog/on-page-seo/ does on page grader allow search operators	1,411

Google
google advanced search (site:semrush.com OR site:ahrefs.com)
All
Images
Videos
News
Books
More
Settings
Tools
About 2,220 results (0.63 seconds)
https://ahrefs.com › blog › google-advanced-search-op...
Google Search Operators: The Complete List (42 Advanced ...
Aug 3, 2020 — For anyone that's been doing SEO for a while, Google advanced search operators—i.e., special commands that make regular ol' searches ...
https://www.semrush.com › 831-how-to-use-google-ad...
How to Use Google Advanced Search Operators question ...
Advanced Search Operators (ASOs) are special commands used on search engines to return results that are more relevant and specific. You can use Google ...
https://www.semrush.com › blog › google-search-opera...
The Ultimate Guide to Google Search Operators - SEMrush
What Are Google Search Commands or Advanced Search ... — What Are Google Search Commands or Advanced Search Operators? A ...


Google
google advanced search (site:moz.com)
All
Books
News
Videos
Shopping
More
Settings
Tools
About 54,100 results (0.40 seconds)
https://moz.com › SEO Learning Center
Google Search Operators [2021 SEO] - Moz
Google search operators are special characters and commands (sometimes called “advanced operators”) that extend the capabilities of regular text searches.
https://moz.com › The Moz Blog
Mastering Google Search Operators in 67 Easy Steps - Moz
Mar 1, 2017 — Any SEO worth their sustainably harvested pink Himalayan salt knows that Google offers a variety of advanced search operators – special ...
https://moz.com › ... › Intermediate & Advanced SEO
Whch Google Advanced Search Query To Use? | SEO ... - Moz
Hi basically i want to find sites which mention a specific exact keyword on the page e.g. "BMW" but the same keyword "BMW" is not contained in the title tag of ...

About 579,000,000 results (0.60 seconds)

https://www.google.com › advanced_search

Google Advanced Search

Search for terms in the whole page, page title, or web address, or links to the page you're looking for. SafeSearch: Show explicit results. Tell SafeSearch whether ...

https://ahrefs.com › blog › google-advanced-search-op...

Google Search Operators: The Complete List (42 Advanced ...

Check out this list of 42 **Google advanced search** operators, plus 15 actionable ways to use them to accomplish ... Joshua Hardwick Updated: August 3 **2020**

https://www.spyfu.com › blog › google-search-operators

Google Advanced Search Operators: 52 Google Search ...

This full list of **Google** search operators and commands help you find better results. ... SEO/ 22 March **2021 Google Advanced Search** Operators: 50+ **Google** ...

Overview

Research by site to identify top ranking keywords and gain competitive insights.

Keyword Data Updated Every Two Weeks

Explore by root domain, subdomain, or page:

exact page | https://ahrefs.com/blog/google-advanced-search-operators/ | United States - en-US | Analyze

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
https://ahrefs.com/blog/goo...	1.1k	172 keywords in #1-3 302 keywords in #4-10	58	78

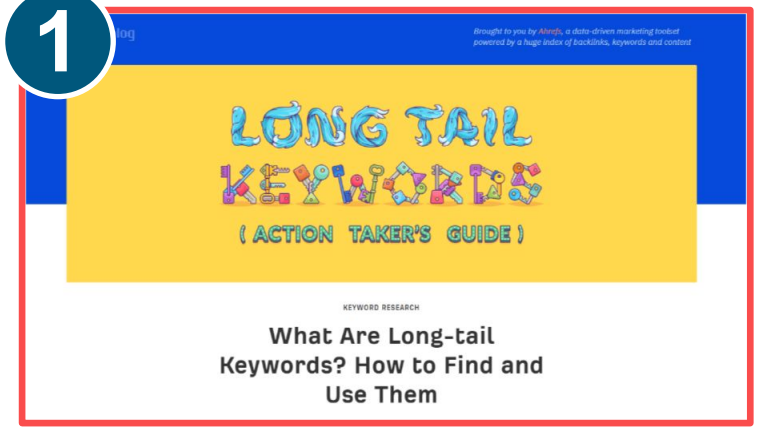
Top Ranking Keywords

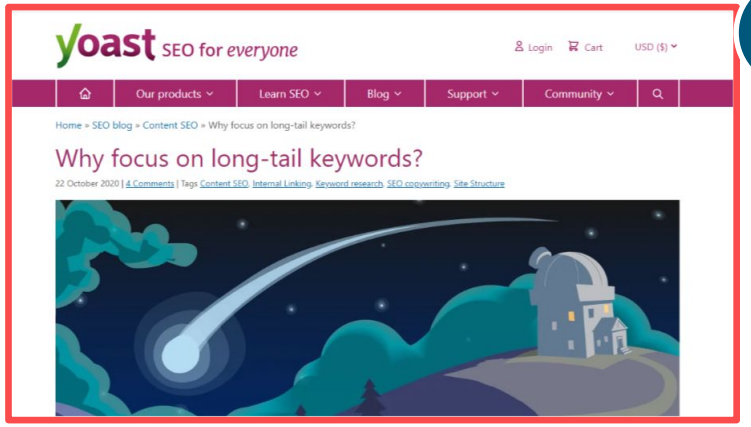
Keyword	ahrefs.com/blog/...	Difficulty	Monthly Volume
google advanced search operators	#1 /blog/google-...	55	664
google operators	#1 /blog/google-...	57	664

The Update

SEO Case Study #1

1





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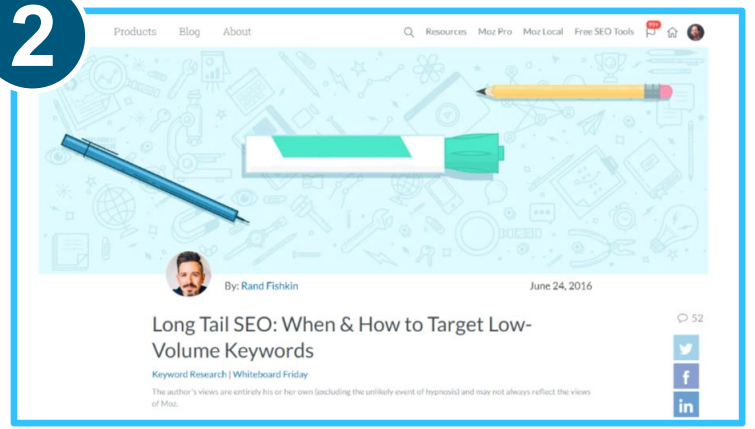


3

longtail seo	find long tail keywords
long tail seo	define long tail keywords
long tail keywords	long tail keyword research
long tail seo keywords	how to find long tail keywords
long tail keywords 2021	how to use long tail keywords
long tail keywords for seo	how to search long tail keywords

MOZ Products Blog About Resources Moz Pro Moz Local Free SEO Tools 99+

By: Rand Fishkin

June 24, 2016

Long Tail SEO: When & How to Target Low-Volume Keywords

52

Keyword Research | Whiteboard Friday

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

MOZ Products Blog About Resources Moz Pro Moz Local Free SEO Tools 99+

By: Dr. Peter J. Meyers April 21, 2021

Long Tail SEO in 2021: How You Can Have It All or Die Trying

Keyword Research | Advanced SEO | Competitive Research

7

Head keywords. Long-tail keywords. The chunky middle. The chonky thorax. Is it any wonder why most people outside of SEO think we're talking gibberish? Ask a dozen SEOs what keywords qualify as "long-tail" and you'll get 13 opinions and 17 fistfights.

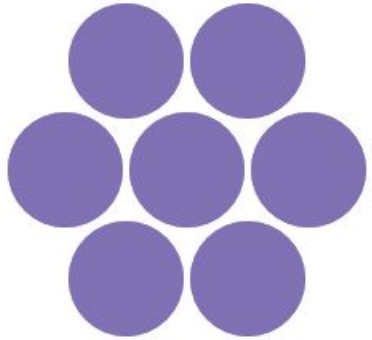
What is the long tail of SEO, exactly?

The long tail of search is the limitless space of low-volume keywords. Tactically, long-tail SEO centers on competing for a large number of low-volume keywords instead of focusing on a small set of high-volume keywords.

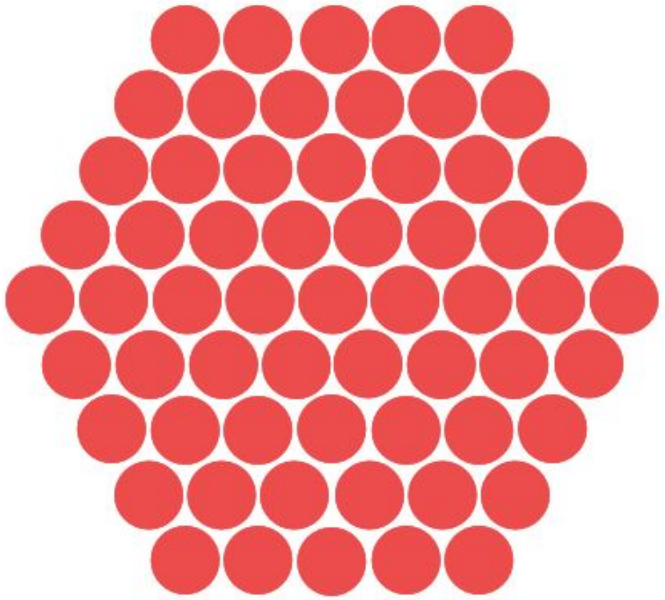
What are long-tail keywords?

Typically, long-tail keywords are low-volume, multi-word phrases, but the long tail is relative to your starting point. Historically, any given piece of the long tail was assumed to be low-competition, but that's changing as people realize the benefits of targeting specific phrases with clear intent

THE HEAD



CHONKY THORAX



LONG TAIL

About 6,980 results (0.44 seconds)

https://moz.com › The Moz Blog

Long Tail SEO in 2021: How You Can Have It All or Die Trying ...

Apr 21, 2021 — Long-tail keywords. The chunky middle. The **chonky thorax**. Is it any wonder why most people outside of SEO think we're talking gibberish? Ask a ...

https://twitter.com › thiagoricotta › statuses

Dr. Pete Meyers on Twitter: "The long tail, the chonky thorax, the ...

The long tail, the **chonky thorax**, the reclining snowman of SEO, and more ... "**Chonky Thorax**" needs to become a staple in the seo lexicon. 0 replies 0 retweets 1 ...

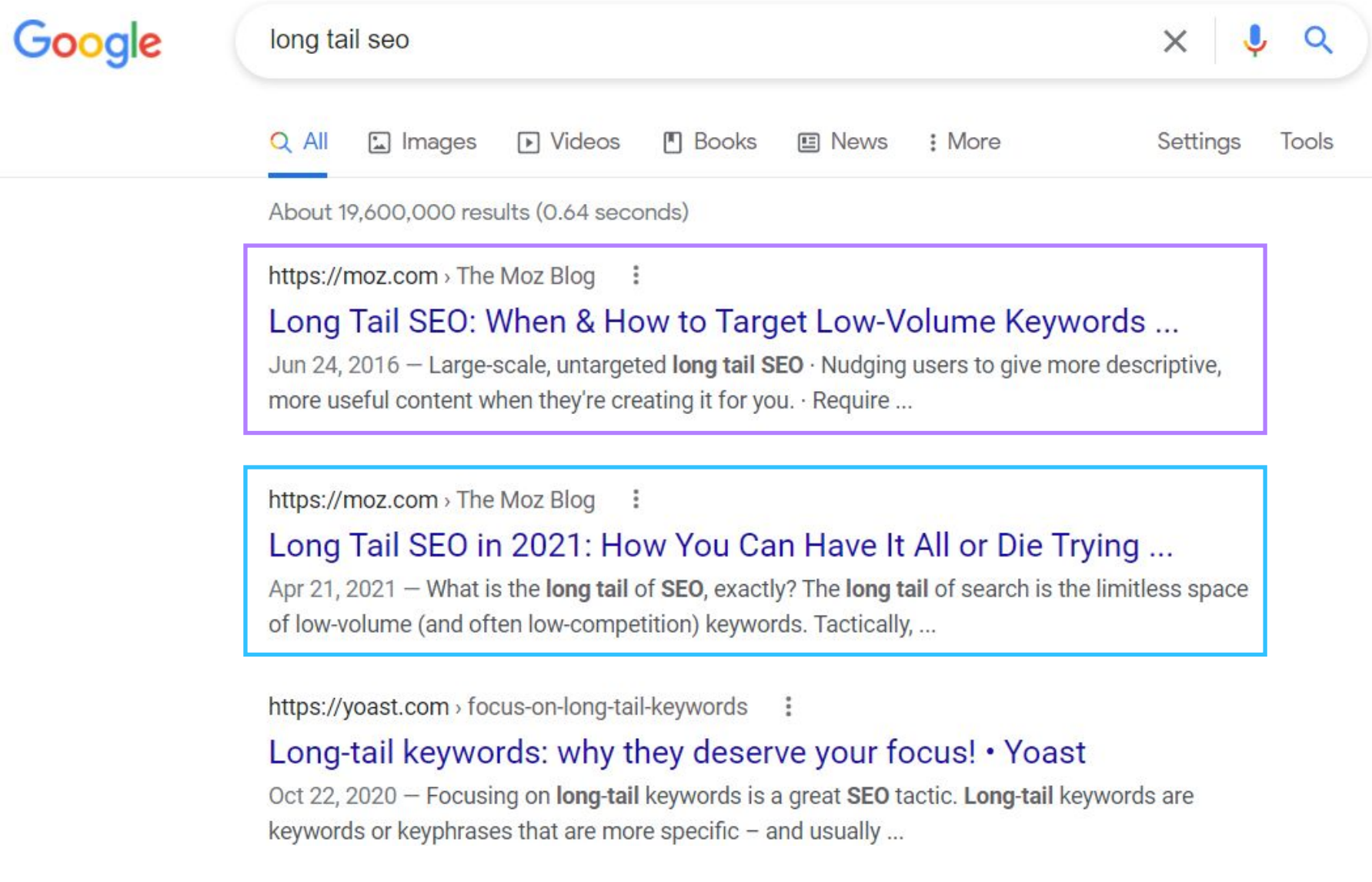
https://ecomnewstoday.com › lengthy-tail-website-positi...

Lengthy Tail website positioning in 2021: The best way to ...

Apr 21, 2021 — Keywords. Long-tail keywords. The chunky middle. The **chonky thorax**. Is it any wonder why most people outside of SEO think we're talking ...

	Keyword Show Labels	Location	Monthly Volume	Rank		URL	Optimize
☐	longtail seo	National	11-50	#1		moz.com/ ...s-whiteboard-friday	
☐	long-tail seo	National	11-50	#1		moz.com/ ...s-whiteboard-friday	
☐	long tail seo	National	101-200	#1		moz.com/ ...s-whiteboard-friday	
☐	long tail keywords 2021	National	Data not available	#2	^3	moz.com/blog/long-tail-seo	
☐	long tail seo keywords	National	11-50	#6	v1	moz.com/ ...s-whiteboard-friday	
☐	how to find longtail keywords	National	11-50	#10		moz.com/ ...-long-tail-keywords	
☐	how to find long tail keywords for seo	National	11-50	#10	^2	moz.com/ ...-long-tail-keywords	
☐	how to find long tail keywords	National	101-200	#11	^1	moz.com/ ...-long-tail-keywords	

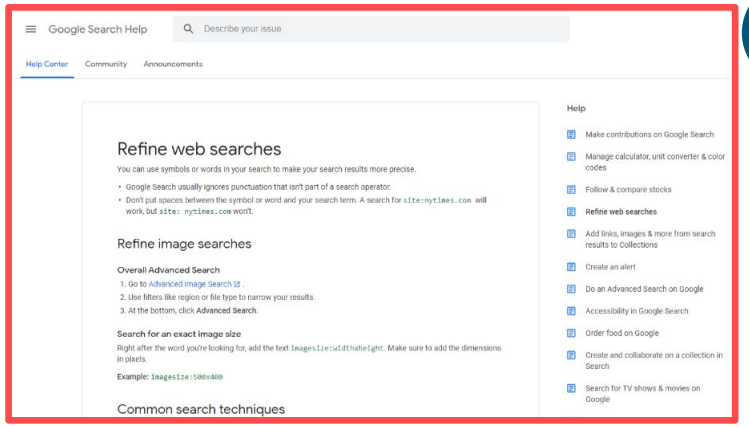
	Keyword Show Labels	Location	Monthly Volume	Rank		URL	Optimize
☐	longtail seo	National	11-50	~~#1~~		moz.com/ ...s-whiteboard-friday	
☐	long-tail seo	National	11-50	~~#1~~		moz.com/ ...s-whiteboard-friday	
☐	long tail seo	National	101-200	~~#1~~		moz.com/ ...s-whiteboard-friday	
☐	long tail keywords 2021	National	Data not available	#2	^3	moz.com/blog/long-tail-seo	
☐	long tail seo keywords	National	11-50	~~#5~~	v1	moz.com/ ...s-whiteboard-friday	
☐	how to find longtail keywords	National	11-50	~~#10~~		moz.com/ ...-long-tail-keywords	
☐	how to find long tail keywords for seo	National	11-50	~~#10~~	^2	moz.com/ ...-long-tail-keywords	
☐	how to find long tail keywords	National	101-200	~~#11~~	^1	moz.com/ ...-long-tail-keywords	


Google
long tail seo
All
Images
Videos
Books
News
More
Settings
Tools
About 19,600,000 results (0.64 seconds)
https://moz.com › The Moz Blog
Long Tail SEO: When & How to Target Low-Volume Keywords ...
Jun 24, 2016 — Large-scale, untargeted long tail SEO · Nudging users to give more descriptive, more useful content when they're creating it for you. · Require ...
https://moz.com › The Moz Blog
Long Tail SEO in 2021: How You Can Have It All or Die Trying ...
Apr 21, 2021 — What is the long tail of SEO, exactly? The long tail of search is the limitless space of low-volume (and often low-competition) keywords. Tactically, ...
https://yoast.com › focus-on-long-tail-keywords
Long-tail keywords: why they deserve your focus! • Yoast
Oct 22, 2020 — Focusing on long-tail keywords is a great SEO tactic. Long-tail keywords are keywords or keyphrases that are more specific – and usually ...

A New Angle

SEO Case Study #2

1



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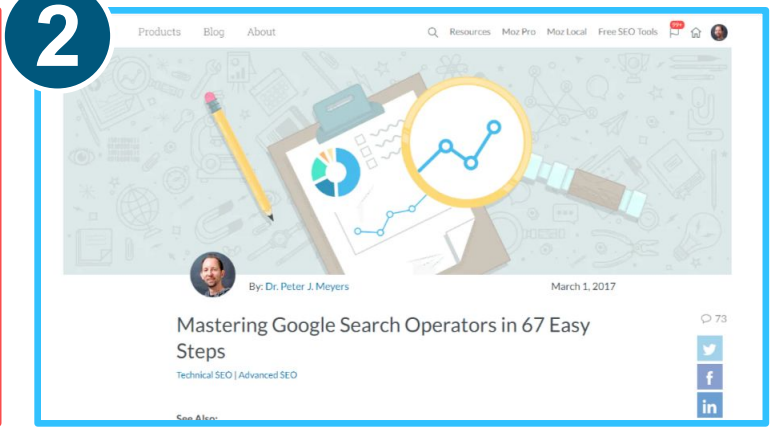


3

site operator	google search operators
inurl operator	google search commands
intitle operator	google search modifiers
google operators	google advanced search operators
google advanced search	competitive content research
advanced google search	competitive keyword research

Fundamentals

Google Search Operators

Related Resources

Ranking & Visibility
On-Site SEO
Links & Link Building
Local SEO
Keywords & Keyword Research
Mobile SEO
International SEO
Crawling & Site Audits
Analytics & Reporting
Beginner's Guide to SEO
Free SEO Tools
Google Algorithm Change History
Workshops & Training

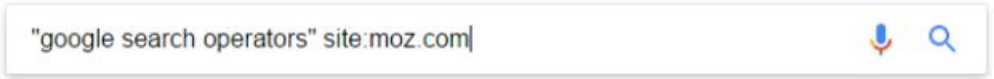
Google Search Operators

What are Google search operators?

Google search operators are special characters and commands (sometimes called "advanced operators") that extend the capabilities of regular text searches. Search operators can be useful for everything from content research to technical SEO audits.

How do I use search operators?

You can enter search operators directly into the Google search box, just as you would a text search:



Except in special cases (such as the "in" operator), Google will return standard organic results.

By: Dr. Peter J. Meyers May 7, 2021

Google Advanced Search Operators for Competitive Content Research

Search Engines | Competitive Research

2

Keyword (Show Labels)	Location	Monthly Volume	Rank		URL	Optimize
google search operators	National	2.9k-4.3k	#1		moz.com/ ...o/search-operators	
intitle operator	National	11-50	#2		moz.com/ ...o/search-operators	
google operators	National	501-850	#2		moz.com/ ...o/search-operators	
google search modifiers	National	201-500	#2	^1	moz.com/ ...o/search-operators	
site operator	National	11-50	#4		moz.com/ ...ogles-site-operator	
inurl operator	National	0-10	#4		moz.com/ ...ogles-site-operator	
google advanced search operators	National	501-850	#4	^1	moz.com/ ...o/search-operators	
google search commands	National	851-1.7k	#6		moz.com/ ...o/search-operators	

	Keyword Show Labels	Location	Monthly Volume	Rank		URL	Optimize
	google search operators	National	2.9k-4.3k	~~#1~~		moz.com/ ...o/search-operators	
	intitle operator	National	11-50	~~#2~~		moz.com/ ...o/search-operators	
	google operators	National	501-850	~~#2~~		moz.com/ ...o/search-operators	
	google search modifiers	National	201-500	~~#2~~	^1	moz.com/ ...o/search-operators	
	site operator	National	11-50	~~#4~~		moz.com/ ...ogles-site-operator	
	inurl operator	National	0-10	~~#4~~		moz.com/ ...ogles-site-operator	
	google advanced search operators	National	501-850	~~#4~~	^1	moz.com/ ...o/search-operators	
	google search commands	National	851-1.7k	~~#6~~		moz.com/ ...o/search-operators	

No tool will magically answer these questions, but by using your existing keyword research tools and Google's advanced search operators methodically, you should be able to put your human intelligence to work and create a specific and actionable content strategy around your chosen topic.

If you'd like to learn more about Google's advanced search operators, check out our comprehensive Learning Center page or my post with 67 search operator tricks. I'd love to hear more about how you put these tools to work in your own competitive research.

Life rushed back into Jayda's lungs, sharp and unforgiving. To her left, shards of a thousand synonyms. To her right, the crumbling remains of a mountain of long-tail keywords. As the air filled her lungs, the memories came rushing back, and with them the crushing realization that her team was buried beneath the debris. After months of effort, they had finally finished their competitive keyword research, but at what cost?

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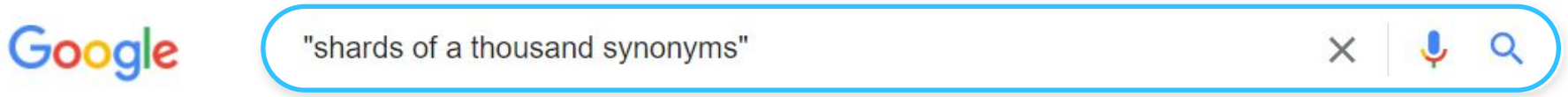


About 7 results (0.49 seconds)

https://moz.com › The Moz Blog

Google Advanced Search Operators for Competitive Content ...

May 7, 2021 — To her left, **shards of a thousand synonyms**. To her right, the crumbling remains of a mountain of long-tail keywords. As the air filled her lungs, ...

https://zetbusiness.com › Marketing

Google Superior Search Operators for Aggressive Content ...

May 7, 2021 — To her left, **shards of a thousand synonyms**. To her proper, the crumbling stays of a mountain of long-tail key phrases. Because the air stuffed ...

https://topcunasparabebes.tumblr.com › post › how-big...

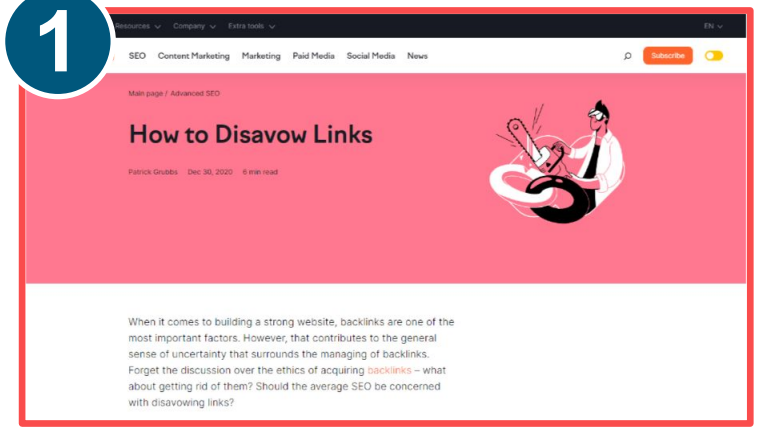
Cunas para bebés — How Big Is the Gender Gap Between Men and ...

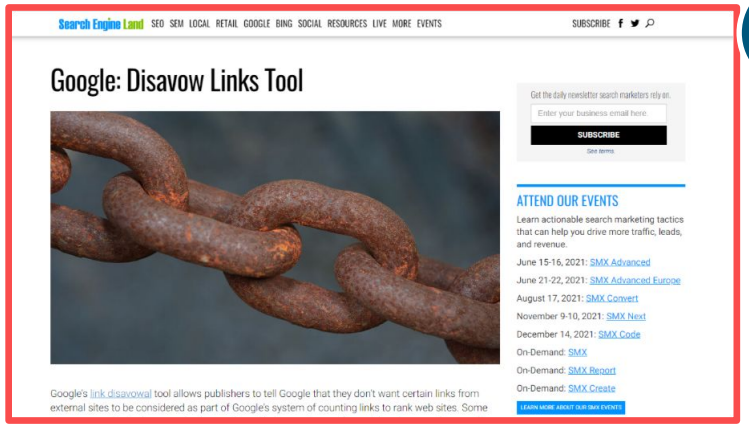
To her left, **shards of a thousand synonyms**. To her right, the crumbling remains of a mountain of

The Handoff

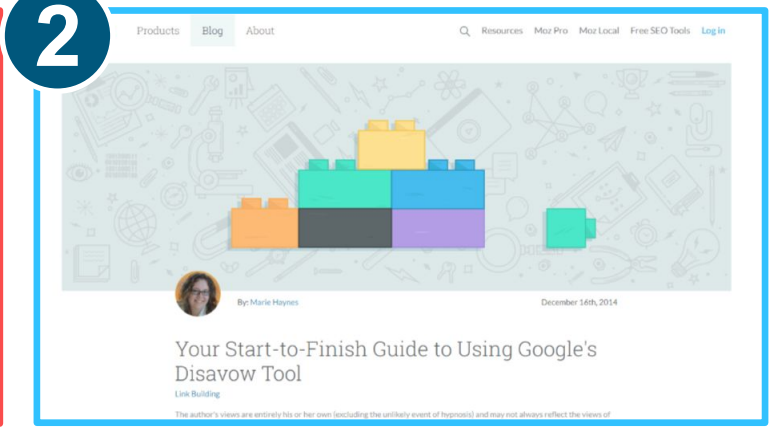
SEO Case Study #3

1





2



3

disavow	disavow links google
link disavow	google disavow tool
disavow links	google disavow links
disavow google	google submit disavow
google disavow	how to disavow links
disavow backlinks	how to disavow backlinks

Tom Capper

Monday, April 19th

Dr. Pete Meyers 10:46 AM

Our challenge is that our most comprehensive post is from 2014 (it's a good post, but it's very outdated). I'm not trying to hand off an "ultimate guide" to you -- I think we might be well served by something narrower that focuses on where disavow is at right now, but it's totally your call. Interesting note that SEL's topic page basically swamps their own big guide in the SERPs.

BLOG POST #3 (TOM)

Update on Disavow in 2021

MOZ'S TOP PAGES

https://moz.com/blog/guide-to-googles-disavow-tool (2014)

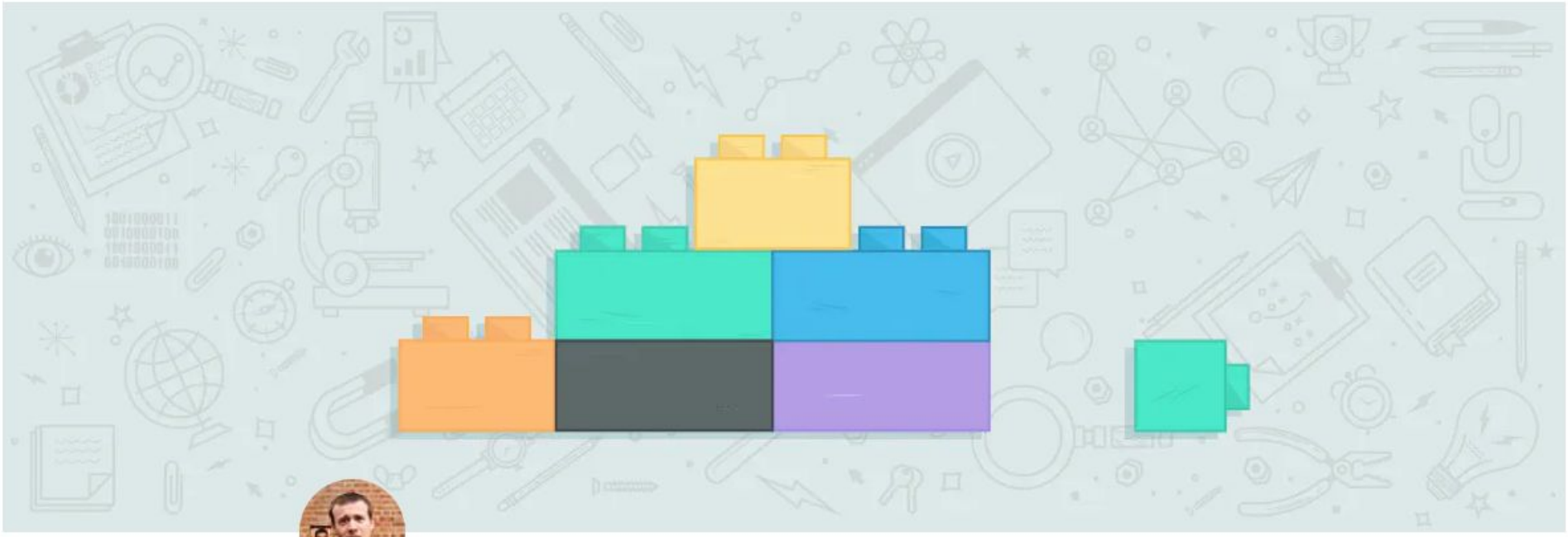
COMPETITOR PAGES

https://searchengineland.com/library/google/google-link-disavow
https://ahrefs.com/blog/google-disavow-links/
https://www.semrush.com/blog/how-to-disavow/
https://searchengineland.com/the-ultimate-google-disavow-guide-334939

KEYWORDS (VOLUME/RANKING)

disavow (25053 / #12)
google disavow (784 / #12)
disavow tool (598 / #7)
disavow links (432 / #12)
how to disavow backlinks (334 / #7)
how to disavow links (334 / #6)
submit disavow (507 / #6)
disavow backlinks (195 / #11)

MOZ Products Blog About Resources Moz Pro Moz Local Free SEO Tools 99+



By: Tom Capper April 28, 2021

When & How to Disavow Backlinks in 2021

8

Link Building | Search Engines

The author's views are entirely his or her own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

Keyword (Show Labels)	Location	Monthly Volume	Rank		URL	Optimize
how to disavow backlinks	National	201-500	#3	^5	moz.com/ ...en-to-disavow-links	
disavow backlinks	National	101-200	#5	^5	moz.com/ ...en-to-disavow-links	
disavow tool	National	501-850	#6	^1	moz.com/ ...en-to-disavow-links	
submit disavow	National	501-850	#6	^2	moz.com/ ...en-to-disavow-links	
disavow link checker	National	11-50	#6		moz.com/ ...en-to-disavow-links	
how to disavow links	National	201-500	#6		moz.com/ ...en-to-disavow-links	
disavow	National	11.5k-30.3k	#7	^4	moz.com/ ...en-to-disavow-links	
disenvow	National	201-500	#7	^4	moz.com/ ...en-to-disavow-links	

The Recap

Now It’s Your Turn

moz.com | en-US | Find Competitors | Test

YOUR DOMAIN | LOCALE

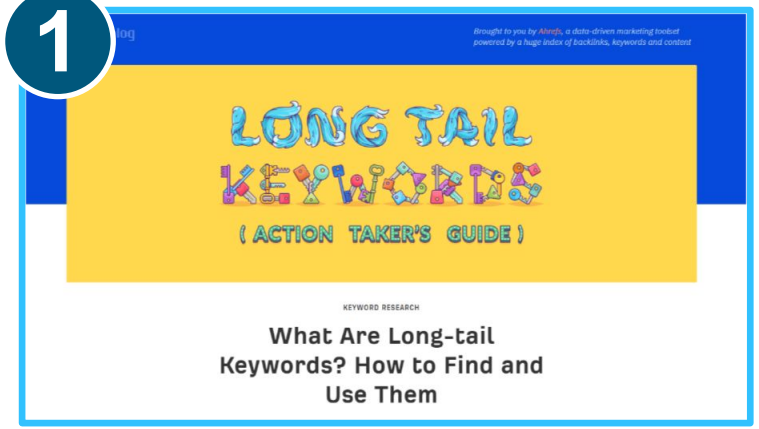
Site: moz.com / **DA:** 91

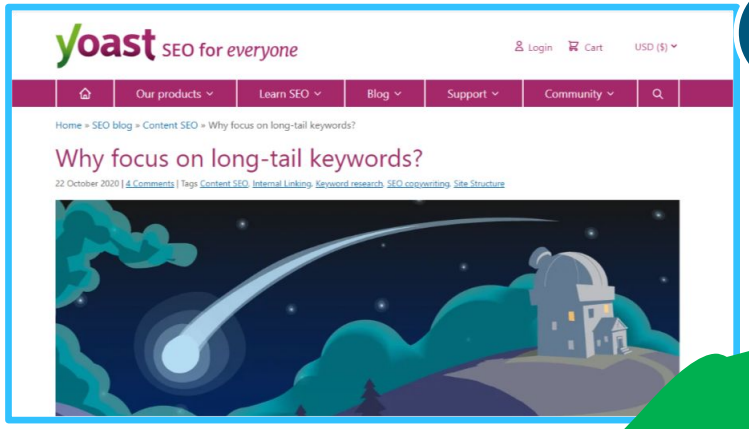
Top 25 Competitors	Rivalry	Overlap	DA
neilpatel.com	78	10%	86
www.searchenginejournal.com	77	7%	92
developers.google.com	74	8%	95
ahrefs.com	72	8%	78
searchengineland.com	71	4%	91
www.wordstream.com	70	7%	82
blog.hubspot.com	67	3%	92
ads.google.com	59	2%	92
support.google.com	59	6%	99
www.semrush.com	58	4%	87
www.youtube.com	53	2%	100
backlinko.com	51	3%	64
analytics.google.com	50	3%	79
developer.mozilla.org	50	2%	98

website audit negative seo site audit seo checklist how to get backlinks alternatives to google search keywords definition traffic checker tracking keyword rank google search alternatives alternative to google search seo practices most searched keywords organic search rank monitoring what are key words subdomain vs subdirectory semrush login seo site audit top websites in the us eat seo highest traffic websites websites with most traffic top websites by traffic audit website on page seo checker website audit tool search engine alternative search engine optimization certification keywords mean semrush keyword magic tool website traffic report most googled word today rela keywords semrush blog seo template free site audit search engine other than go meta keywords seo google alternative search engine website audit free site traffi checker basic seo checklist website seo checklist most popular search terms web ic analysis seo performance position tracking what is a pagerank for a webpage ser keyword top website traffic subdomains vs subdirectories seo content checker we audit tools most used websites in the us seo rules subdirectory vs subdomain we traffic report semrush keyword trend how to do a content audit google search keywords list analyze website traffic keyword position monitor seo audits e-a-t go top 10 websites by traffic business to business seo keyword position tool what is page rank traffic rank us websites rank position tracker serp position track can a keyword be two words how to find low competition keywords seo attack how to g google to crawl your site faster how to rank for voice search seo best practices ch st skyscraper method eat google free site audit tools semrush keyword tool daily ke d rank tracking rank tracking seo report type position_tracking_rankings_overview keyword position tracking audit seo site semantically related words too many int links how to optimize for voice searches alternatives to google search engine keyword ranking tracking top websites in usa internet traffic by website keyword rank monitoring monitor keywords ranking audit site seo podcast marketing online seo keyword rank tracker search engine position tracking position rank tracker online

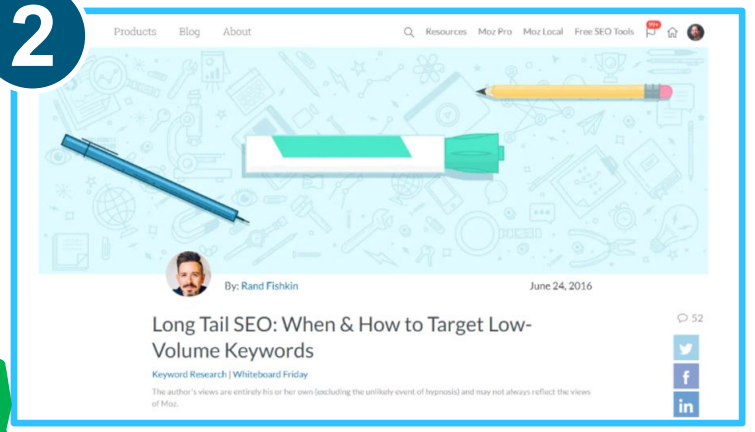
google keyphrases e-a-t seo alternative to google search engine semrush keyword research seo task onpage seo check seo audit for website seo automation tool track keyword rank track keyword ranking on page seo check seo website translation how to get seo certified technical seo checklist how much is it worth website competitor ad analysis seo check list alternative search engine to google search engines alternative to google google e-a-t website audit report busiest websites keywords to track in this t track keywords ranking url audit seo audit site managing reputation online toxic nks internal linking strategy 2016 on page seo course semrush free download nt audits onpage seo checker site rank data site audit tools keywords ranking r tracking baidu rankings link building training keyword rank tracker tool article ecker toxic inbound links seo keyword rank tracking negative seo services tic keyword sub domain vs sub directory subdomain vs subdirectory seo ge audit seo eat most commonly searched words sem rush login sem blog site analysis authority score most clicked websites seo analyse keywords google y expert audit site onpage seo checker tool valuation of website herramientas de onamiento seo analyse website traffic website visibility tool what is a backlink seo best practises on page analysis google data studio seo report what is channel rd on youtube keyword gap analysis pbn link building semrush visibility should i eta keywords how to find top searches on youtube estimated traffic how to ct a content audit semrush keywords site auditor online domain traffic checker popular websites site audit tool top 100 websites traffic top 100 most visited es in the us highest internet traffic seo and sem certification seo analysis ist track search engine positions organic traffic research onpage analysis check sem rush traffic for free semrush audit failed web site audit seo shopify tips what does search volume mean keyword research low competition seo for new website position tracker is pagerank still used keyword research semrush most searched keyword most used websites in america seo best practice site audit seo audit de site comprehensive

1





2

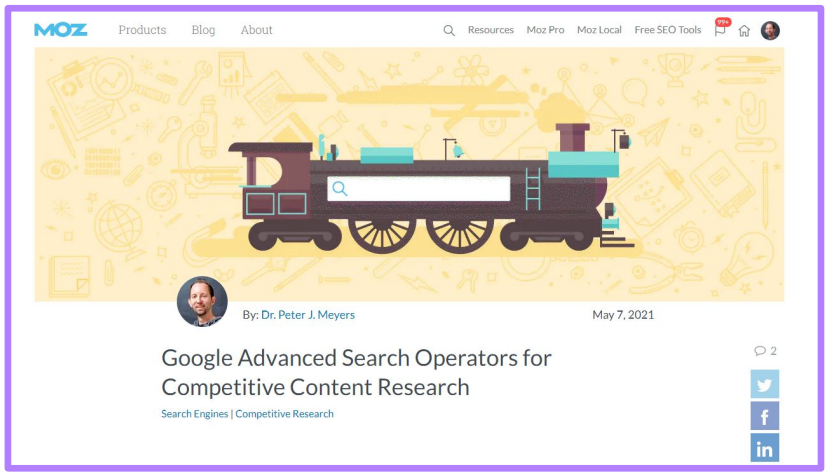


3

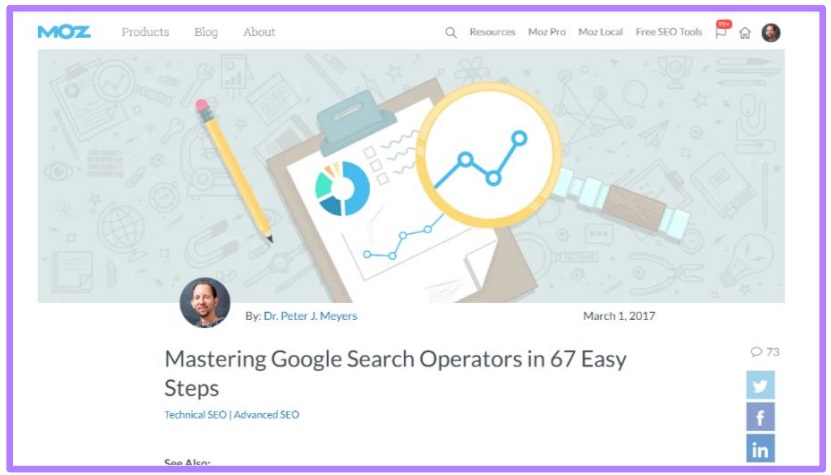
- longtail seo
- long tail seo
- long tail keywords
- long tail seo keywords
- long tail keywords 202
- long tail keywords for se

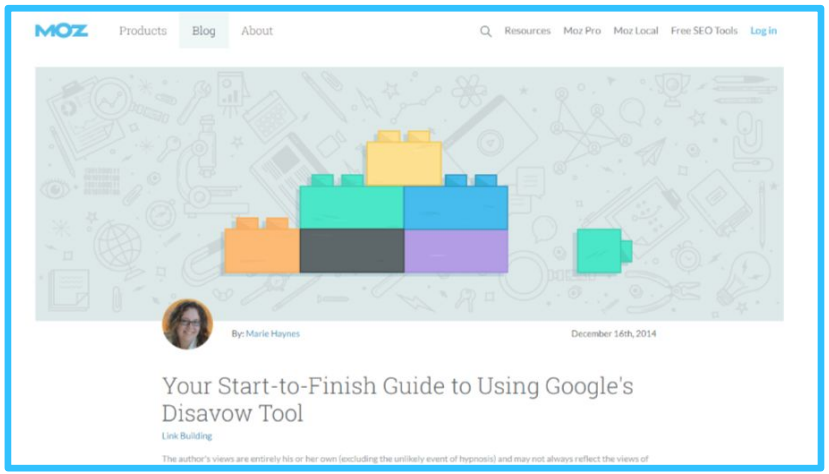
- find ail keywords
- ong tail keywords
- g tail keyword research
- how to find long tail keywords
- how to use long tail keywords
- how to search long tail keywords

	Keyword Show Labels	Location	Monthly Volume	Rank		URL	Optimize
☐	longtail seo	National	11-50	~~#1~~		moz.com/ ...s-whiteboard-friday	
☐	long-tail seo	National	11-50	~~#1~~		moz.com/ ...s-whiteboard-friday	
☐	long tail seo	National	101-200	~~#1~~		moz.com/ ...s-whiteboard-friday	
☐	long tail keywords 2021	National	Data not available	#2	^3	moz.com/blog/long-tail-seo	
☐	long tail seo keywords	National	11-50	~~#5~~	v1	moz.com/ ...s-whiteboard-friday	
☐	how to find longtail keywords	National	11-50	~~#10~~		moz.com/ ...-long-tail-keywords	
☐	how to find long tail keywords for seo	National	11-50	~~#10~~	^2	moz.com/ ...-long-tail-keywords	
☐	how to find long tail keywords	National	101-200	~~#11~~	^1	moz.com/ ...-long-tail-keywords	



LINK





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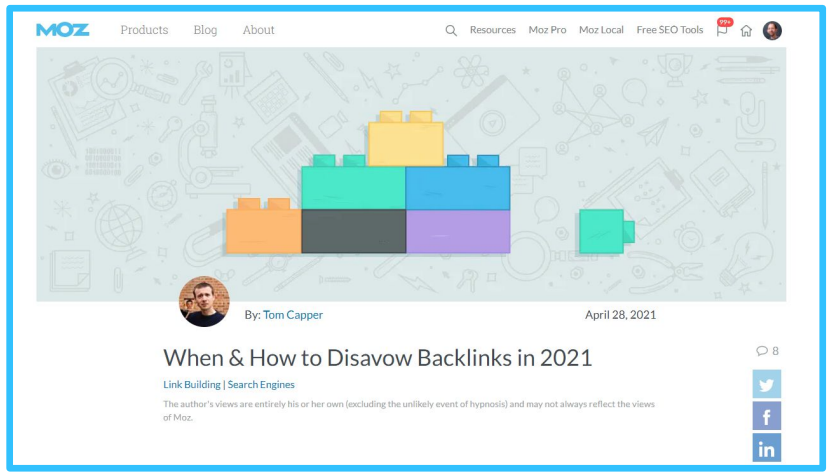

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Thank You!