

Semrush in Yoast SEO

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Learning objectives

After this lesson you'll be able to:

- know what you can do with the Semrush tool in Yoast SEO;
 - know where to find the Semrush tool in Yoast SEO;
 - be able to use the Semrush tool in Yoast SEO.
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1. The Semrush feature in Yoast SEO

Whether you are new to SEO or not, chances are you have heard about [keyword research](#). It requires you to find high-performing keywords and use them in your content in order to rank. What is your experience with it? Is it something that comes easy, or does the sound of the words “keyword research” intimidate you? Have you ever struggled to find the time and resources to research your keywords?

Yoast SEO is all about helping you get the best out of your website. So, we partnered with one of the leading online visibility management and content marketing platforms – [Semrush](#). Together, we've built an integration that will make your keyword research quests easier! In just a few clicks, it **enables you to find related high-performing keywords and keyphrase insights right in the WordPress editor and write relevant, high-quality content!**

This is the list of benefits that come with this feature:

- Get related keywords that are similar to your query (for your country of choice).
- Get volume and trend data for every one of these keywords.
- Easily add those keywords as related keywords (Yoast SEO premium only).
- Uncover new profitable keyword ideas for your content.

Why should you use related keyphrases?

A focus keyphrase helps you keep your content on topic and keep it relevant for your users and search engines. But, a lot of times, focusing on a signed keyphrase can make your writing repetitive and unpleasant to read. **Using related keyphrases helps you make your writing more engaging while also increasing your chances to rank.**

What is more, in some of your posts, you may cover multiple aspects of the same topic. In that case, it is great to add additional keyphrases and get your content to rank for multiple keyphrases.

Learn about keyword research from our SEO experts

It is worth mentioning that the Semrush feature in Yoast SEO is not meant to replace proper keyword research completely. It's still very important to do that. Do you need some more knowledge to get more confident in doing keyword research? We have a lot of articles that you can read! For example, you can start with these:

- [Keyword research for SEO: the ultimate guide](#)
- [How to choose the right focus keyword](#)
- [7 keyword research mistakes you should avoid](#)
- [Why focus on long-tail keywords?](#)

2. How to use the Semrush related keyphrases feature in Yoast SEO

Before you get access to the related keyphrases, **you will need to connect Semrush to Yoast SEO**. If you don't have a Semrush account yet, you can register while connecting Yoast SEO to Semrush.

Both free and Premium Yoast SEO users have access to the Semrush related keyphrases. However, only Premium users can add a related keyphrase from the list to their post with just one click. Using a free Semrush account will allow you to make up to 10 requests for related keyphrases per day. To get full access to the Semrush tools, you will need to upgrade your Semrush account.

To start using this feature, follow these steps.

- 1. Add a related keyphrase in the Focus keyphrase input field in the Yoast SEO sidebar/meta box.**

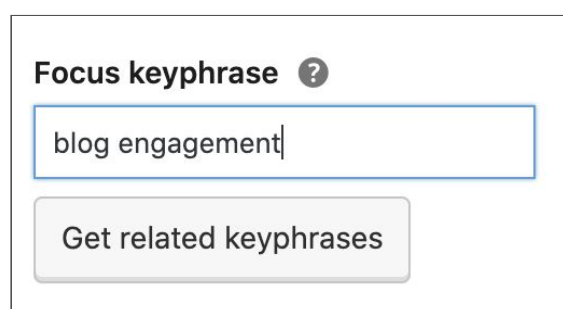


Image 1: The focus keyphrase input field in Yoast SEO

- 2. Click the Get related keyphrases button below the Focus keyphrase input field.**

You will see a pop-up window with one of these three scenarios:

1. If you already have a Semrush account, log in directly in the pop-up window (1 in Image 2) and then allow Yoast SEO to connect the accounts (3 in Image 2); or
2. If you don't have a Semrush account, register and create one (2 in Image 2) and then allow Yoast SEO to connect the accounts (3 in Image 2); or
3. If you are already logged into your Semrush account, allow Yoast SEO to integrate the accounts (3 in Image 2).

To log in and to register, follow the instructions on the screen.

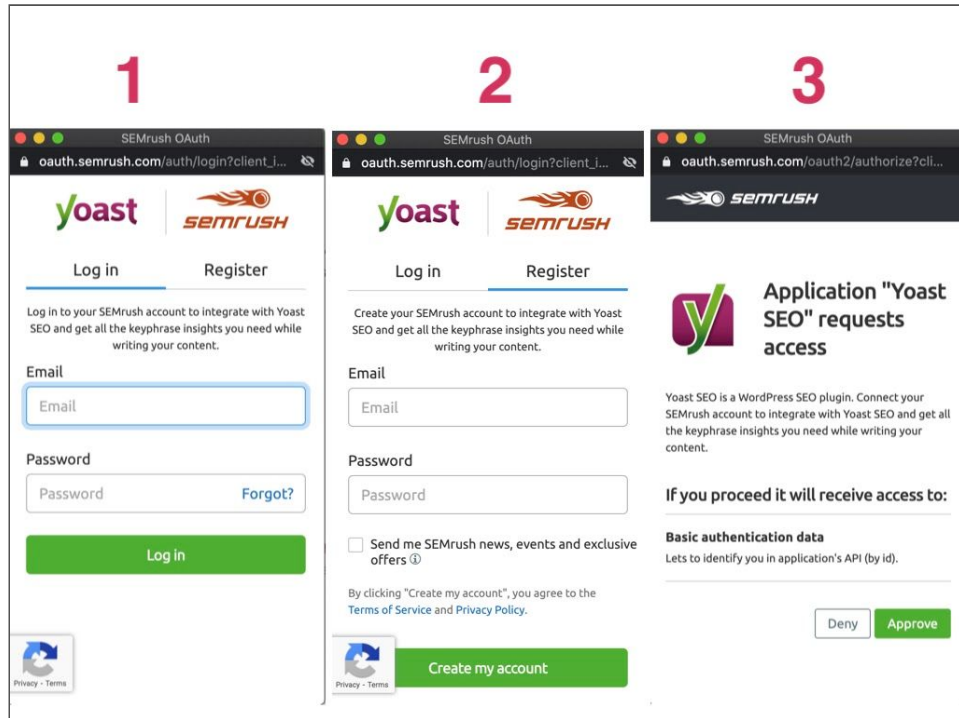


Image 2: The three scenarios when connecting Yoast SEO to your Semrush account

3. Click the Approve button (3 in the image above) to integrate your Semrush account with Yoast SEO.

Once you connect the accounts, the Semrush related keyphrases overlay window appears (Image 3).

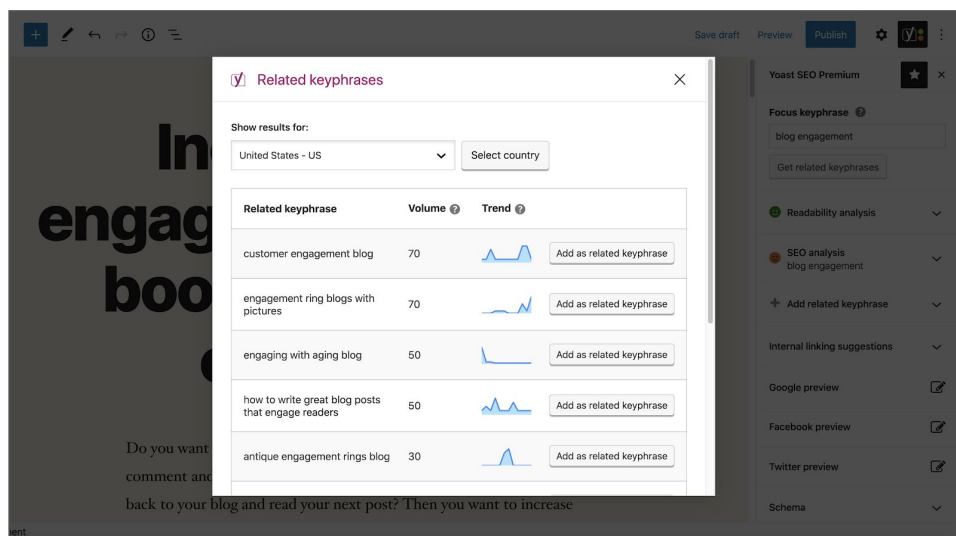


Image 3: The Semrush related keyphrases overlay window in Yoast SEO

4. Click on the country name to select a country and the language you want to see results for.

A dropdown menu with more than 100 available countries and languages appears. Select the one you need, and then click the Select country button (Image 4).

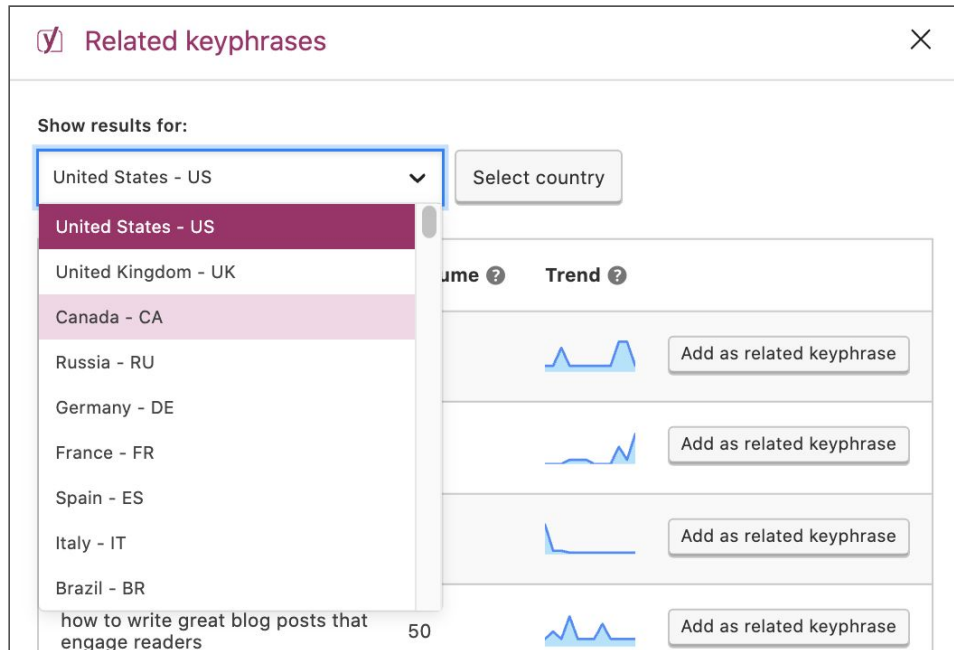


Image 4: Selecting a country

5. Check the Volume and the Trend of the suggested keyphrases.

The [volume column](#) shows the average number of monthly searches for the analyzed keyword over the last 12 months. The trend column shows the interest of searchers in the related keyphrase over the previous 12 months.

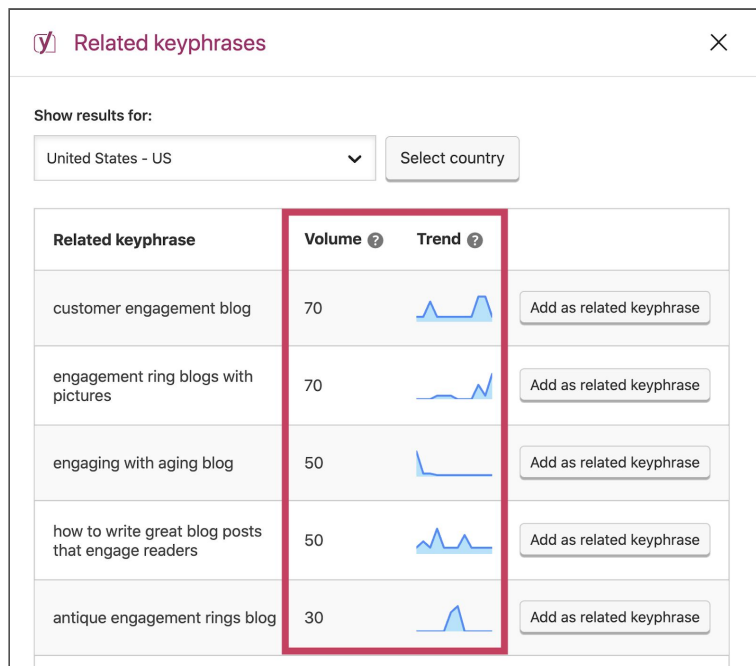


Image 5: The Volume and Trends columns in the Semrush Related keyphrases feature

6. Add the related keyphrase to your post (Yoast SEO Premium).

If you are using Yoast SEO Premium, you can add a related keyphrase for Yoast SEO to analyze by clicking the Add as related keyphrase button (Image 6). You will immediately see the related keyphrase in the Yoast SEO Premium sidebar.

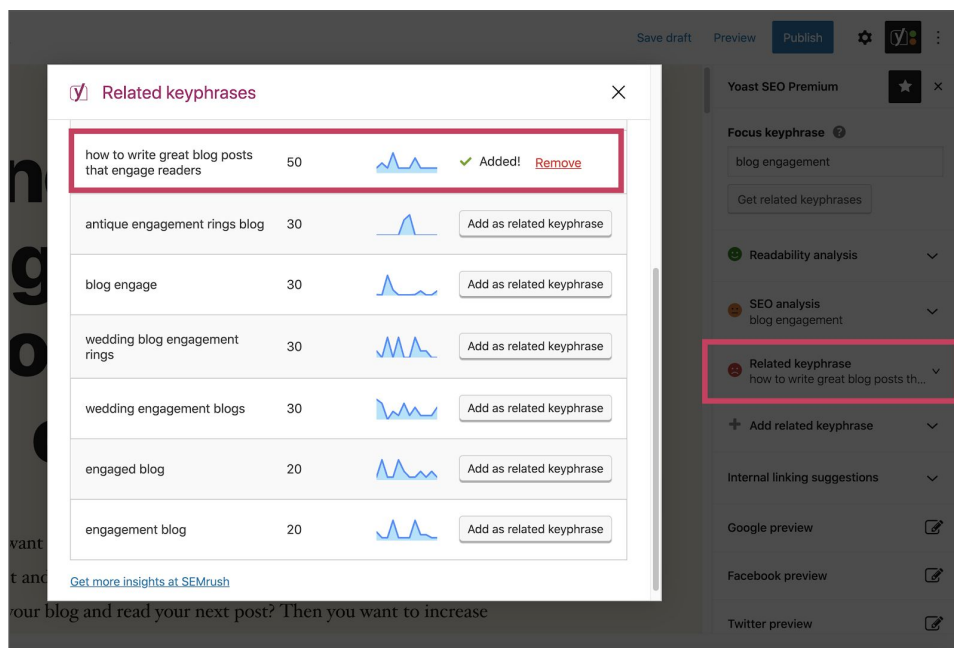


Image 6: Adding a related keyphrase in Yoast SEO premium

7. Optimize your content for the related keyphrase you added (Yoast SEO Premium).

Yoast SEO Premium will also give you feedback on the related keyphrase you added. Just like in the feedback for the focus keyphrase, you will see what you need to improve and what you did well (Image 7).

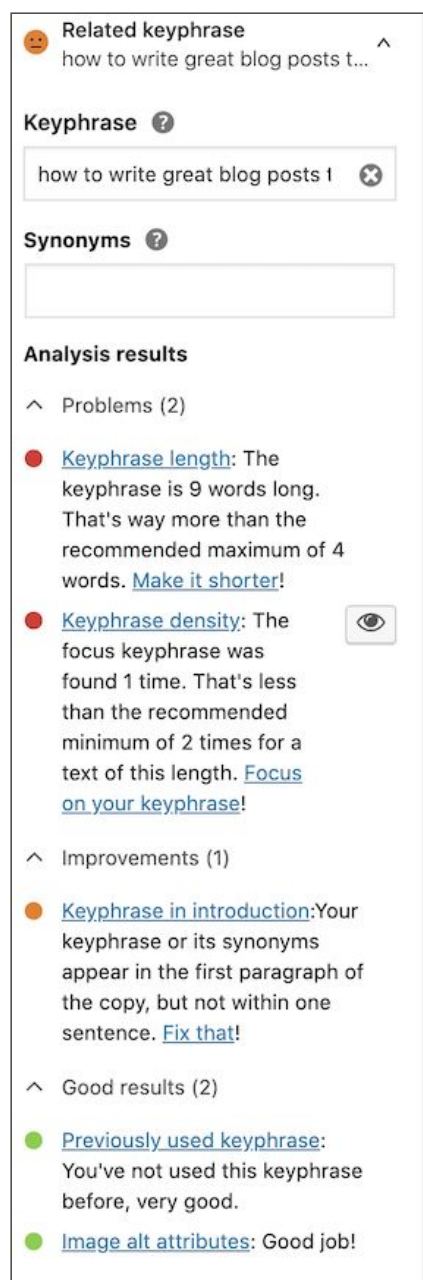


Image 7: The related keyphrase feedback in Yoast SEO

How to disconnect your Semrush integration

If you want to disconnect the Semrush account you connected to Yoast SEO; you can do it by following these steps:

1. Go to SEO -> General -> Integrations.

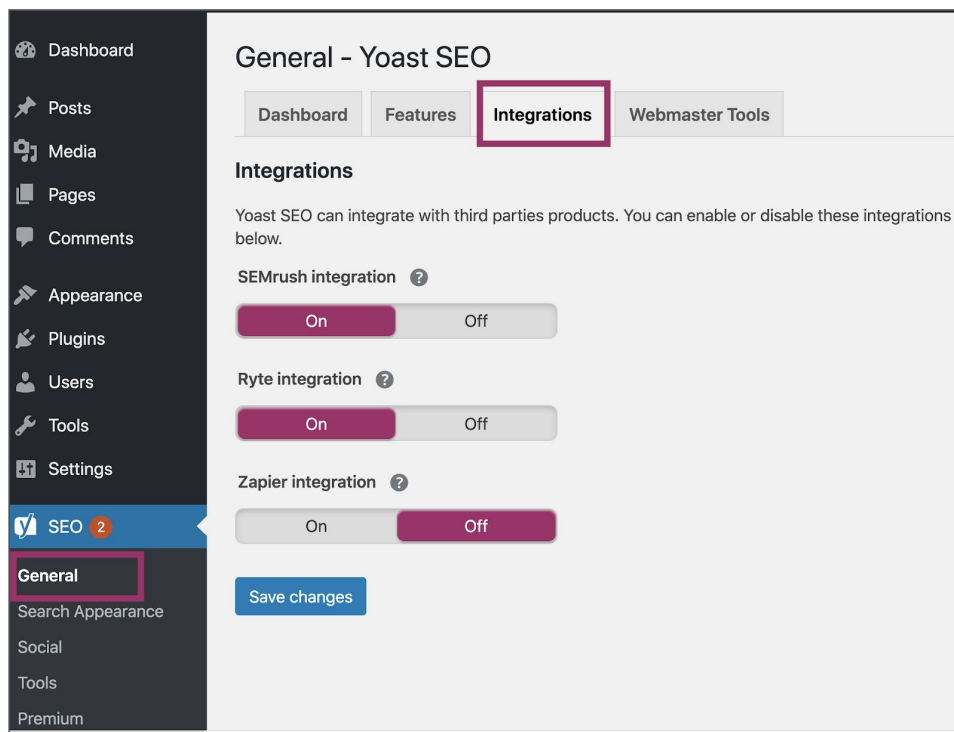


Image 8: The Integrations tab in the Yoast SEO General settings

2. Toggle the Semrush integration switch off.

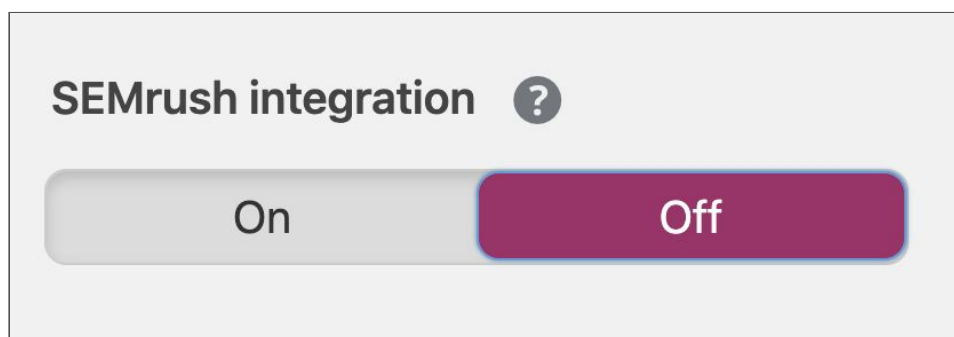


Image 9: The Semrush integration switch

3. Click Save changes.

The feature will be removed from the associated account.

If you want to reconnect the account (or add a new one), just toggle the Semrush integration switch back on. The feature will then become available, and you will be required to sign in or sign up again.

And that's it! Now you are ready to use this feature and get the best keyphrases for your content!

Key takeaways

- **The Semrush integration with Yoast SEO lets you:**
 - find high-performing related keyphrases to your focus keyphrase;
 - analyze the trends and volumes of the related keyphrases;
 - add up to four related keyphrases to your SEO analysis (in Yoast SEO Premium).
- You need to **connect Yoast SEO to your Semrush account** for the feature to work. You'll need to do that only once.