

# SEO FOR AUTHORS

Not sure what to write about?  
Google will tell you!



*KINDLEPRENEUR*

CHEATSHEET

**1**

## STEP 1: FIND A WEBSITE

1. Look for a website that talks about the same information as yours.
  - a. Should be near or as popular as yours

**2**

## STEP 2: GO TO SEMrush.com

1. Place the URL of that website into SEMrush.com and hit enter.



**SEMrush Competitive Data**  
for Digital Marketing Professionals

Enter domain, keyword or URL  US


# 3

## STEP 3: ORGANIC KEYWORDS

1. Scroll down to where it lists the website's "Top Organic Keywords" and click on "View Full Report."

**live update** TOP ORGANIC KEYWORDS (401) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic
<a href="#">famous vampires</a>	4 (3)	1,600	0.00	<div><div style="width: 80%;"></div></div>
<a href="#">johan liebert</a>	10 (10)	1,900	0.00	<div><div style="width: 60%;"></div></div>
<a href="#">famous vampire names</a>	5 (5)	210	0.00	<div><div style="width: 20%;"></div></div>
<a href="#">dark fiction</a>	11 (12)	140	0.00	<div><div style="width: 10%;"></div></div>
<a href="#">most famous vampires</a>	3 (2)	40	0.00	<div><div style="width: 5%;"></div></div>

[Export](#)  [View full report](#)

NOW...

HERE COMES THE GOOD STUFF

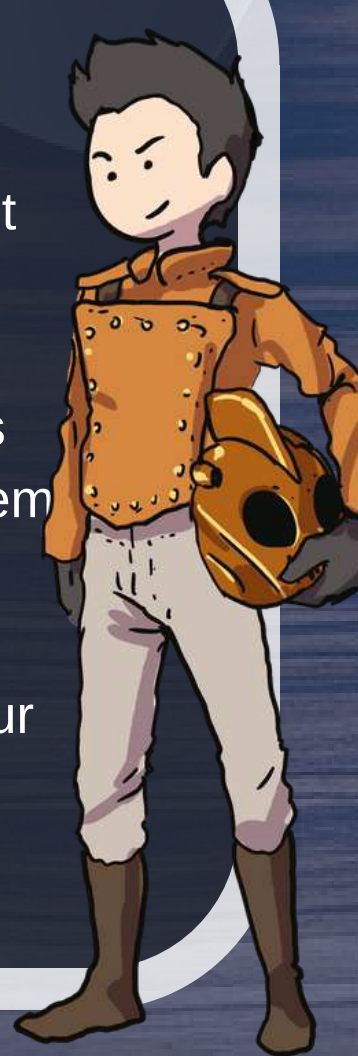
# 4

## STEP 4: LEARN AND GROW

Now, you should see a list of the top articles that this person has written that gets the most love.

Actually, not only is this a list of their best, it's also a list of those articles that are getting them traffic to their website :D

I think that could come in handy for either your next article, book, etc...



ORGANIC SEARCH POSITIONS 1 - 100 (401) ⓘ

Filter by keyword  Advanced filters ▾ Export

<input type="checkbox"/>	Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL	Traffic % ↕	Costs % ↕	Com. ↕	Results ↕	Trend	SERP	Last Update ↕
<input type="checkbox"/>	<a href="#">famous vampires</a>	4 (3)	1,600	77.13	0.00	<a href="#">devlinblake.com/v...nre-2/</a>	54.63	0.00	0.00	1,390,000			20 hr ago
<input type="checkbox"/>	<a href="#">johann liebert</a>	10 (10)	1,900	82.68	0.00	<a href="#">devlinblake.com/v...ever/</a>	27.80	0.00	0.01	257,000			19 hr ago
<input type="checkbox"/>	<a href="#">famous vampire names</a>	5 (5)	210	76.76	0.00	<a href="#">devlinblake.com/v...nre-2/</a>	4.87	0.00	0.00	2,320,000			20 Nov 2016
<input type="checkbox"/>	<a href="#">dark fiction</a>	11 (12)	140	61.97	0.00	<a href="#">devlinblake.com/v...ction/</a>	2.92	0.00	0.00	57,400,000			21 Nov 2016
<input type="checkbox"/>	<a href="#">most famous vampires</a>	3 (2)	40	77.82	0.00	<a href="#">devlinblake.com/v...nre-2/</a>	1.46	0.00	0.00	5,350,000			25 Nov 2016
<input type="checkbox"/>	<a href="#">amnesia facts</a>	4 (3)	50	80.83	0.00	<a href="#">devlinblake.com/v...nesia/</a>	1.46	0.00	0.01	540,000			24 Nov 2016
<input type="checkbox"/>	<a href="#">johann liebert</a>	11 (8)	50	82.68	0.00	<a href="#">devlinblake.com/v...ever/</a>	0.97	0.00	0.00	259,000			24 Nov 2016
<input type="checkbox"/>	<a href="#">lobotomy facts</a>	4 (4)	30	76.85	0.01	<a href="#">devlinblake.com/v...omy-2/</a>	0.97	0.00	0.01	247,000			27 Nov 2016
<input type="checkbox"/>	<a href="#">johan monster</a>	12 (6)	210	80.90	0.00	<a href="#">devlinblake.com/v...ever/</a>	0.97	0.00	0.00	634,000			20 Nov 2016
<input type="checkbox"/>	<a href="#">famous fictional vampires</a>	3 (4)	20	81.54	0.00	<a href="#">devlinblake.com/v...nre-2/</a>	0.48	0.00	0.00	-			27 Nov 2016

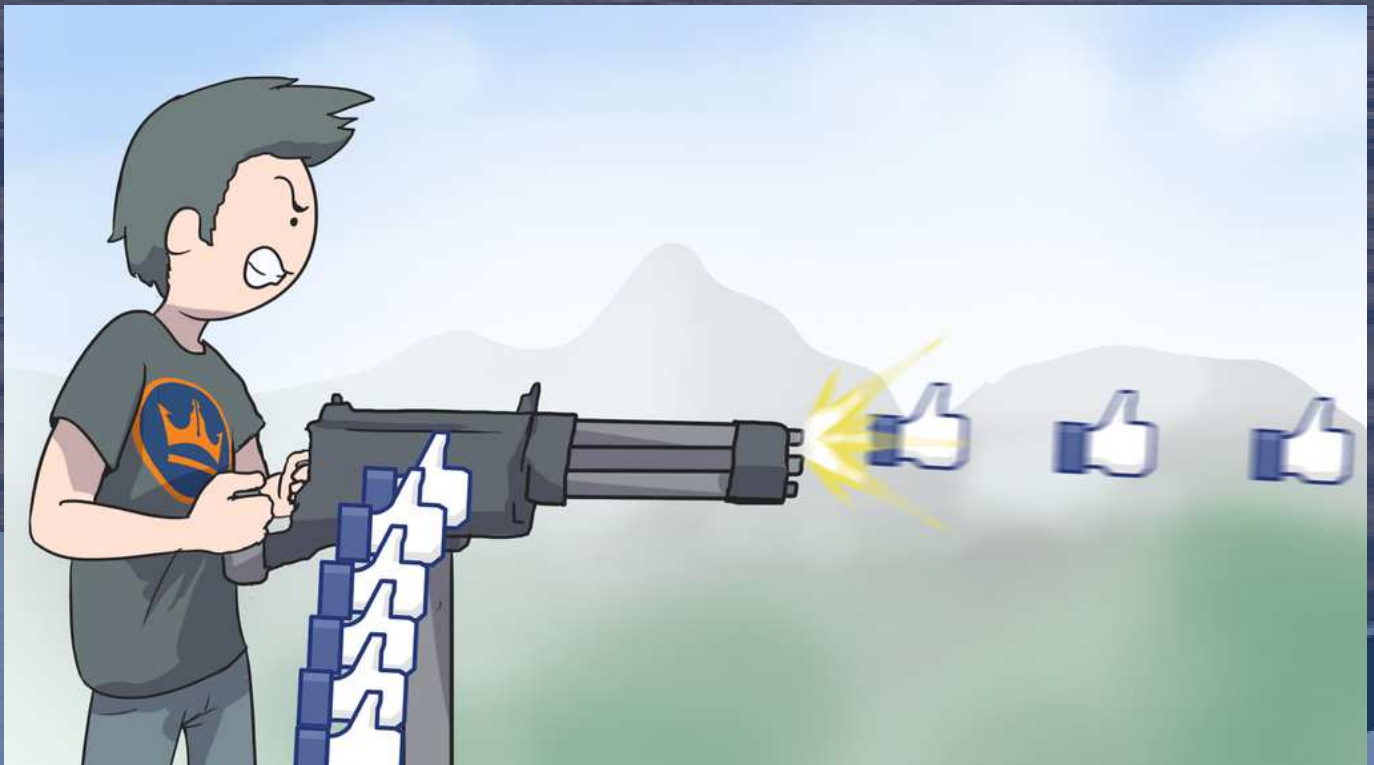
# 5

## HOW CAN THIS HELP?

Using the above technique, you can now discover is popular for other blogs, as well as give you ideas for the following:

1. Your next article to write
2. A book idea
3. Keywords to use for your Book on Amazon
  - a. Keywords help get your book discovered!
4. Know what your target market is looking for

And a whole lot more.





# WHO AM I?

When I'm not sipping tea with princesses, or playing Star Wars with my little Jedi, I'm a book marketer. Some authors dislike marketing...but I love it.

And that's why I created Kindlepreneur!

To help authors discover incredible ways to market their books easily and effectively...aka without begging or having to ware yourself out.

If that sounds like something you could use, then check us out at:

<https://Kindlepreneur.com>

