Package ‘SEMrushR’

November 3, 2018

Type Package

Title R Interface to Access the 'SEMrush' API

Version 0.1.0

Description Implements methods for querying SEO (Search Engine Optimization) and SEM (Search Engine Marketing) data from 'SEMrush' using its API (<https://fr.semrush.com/api-documentation/>). ‘SEMrush’ API uses a basic authentication with an API key.

License GPL-3

Encoding UTF-8

LazyData true

RoxygenNote 6.1.0

Imports utils

Suggests knitr, rmarkdown

VignetteBuilder knitr

NeedsCompilation no

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Repository CRAN

Date/Publication 2018-11-03 17:40:03 UTC

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**keyword_overview_all**  
*Keyword Overview All Databases* - This function provides a summary of a keyword, including its volume, CPC, competition, and the number of results in all regional databases.

**Description**

Keyword Overview All Databases - This function provides a summary of a keyword, including its volume, CPC, competition, and the number of results in all regional databases.

**Usage**

```
keyword_overview_all(keyword, country, semrush_api_key)
```

**Arguments**

- **keyword**: A keyword or keyword expression you’d like to investigate.
- **country**: A regional database. Eg fr, es, de, us, uk, ru
- **semrush_api_key**: An identification key assigned to a user after subscribing to SEMrush that is available via Profile page.

**Value**

related_keywords provides an extended list of related keywords, synonyms, and variations relevant to a queried

**Examples**

```
## Not run:
keyword_overview_all("tyler the creator","fr","xxxxxxxxxxxxxxxxxxxxx")

## End(Not run)
```

---

**organic_results**  
*Organic Results* - This function lists domains that are ranking in Google top 20 organic search results with a requested keyword.

**Description**

Organic Results - This function lists domains that are ranking in Google top 20 organic search results with a requested keyword.

**Usage**

```
organic_results(keyword, country, limit, semrush_api_key)
```
**phrase_match_keywords**

**Arguments**

- **keyword**: A keyword or keyword expression you’d like to investigate.
- **country**: A regional database. Eg fr, es, de, us, uk, ru
- **limit**: The number of results returned to a request; if this parameter is not specified or equal to 0, the default value will be 10,000 lines.
- **semrush_Api_key**: An identification key assigned to a user after subscribing to SEMrush that is available via Profile page.

**Value**

organic_results lists domains that are ranking in Google top 20 organic search results with a requested keyword.

**Examples**

```r
## Not run:
organic_results("travis scott","fr",100,"xxxxxxxxxxxxxxxxxxx")
## End(Not run)
```

**Description**

Phrase Match Keywords - This function provides a list of phrase matches and alternate search queries, including particular keywords or keyword expressions, provides an extended list of related keywords, synonyms, and variations relevant to a queried term in a chosen database.

**Usage**

`phrase_match_keywords(keyword, country, nb_of_keywords, semrush_Api_key)`

**Arguments**

- **keyword**: A keyword or keyword expression you’d like to investigate.
- **country**: A regional database. Eg fr, es, de, us, uk, ru
- **nb_of_keywords**: The number of results returned to a request
- **semrush_Api_key**: An identification key assigned to a user after subscribing to SEMrush that is available via Profile page.
Value

phrase_match_keywords provides an extended list of related keywords, synonyms, and variations relevant to a queried term.

Examples

```r
## not run:
phrase_match_keywords("kanye west","fr",10,"xxxxxxxxxxxxxxxxxxx")
## End(not run)
```

---

related_keywords

Related Keywords - This function provides an extended list of related keywords, synonyms, and variations relevant to a queried term in a chosen database.

Description

Related Keywords - This function provides an extended list of related keywords, synonyms, and variations relevant to a queried term in a chosen database.

Usage

```r
related_keywords(keyword, country, nb_of_keywords, semrush_Api_key)
```

Arguments

- **keyword**: A keyword or keyword expression you’d like to investigate.
- **country**: A regional database. Eg fr, es, de, us, uk, ru
- **nb_of_keywords**: The number of results returned to a request
- **semrush_Api_key**: An identification key assigned to a user after subscribing to SEMrush that is available via Profile page.

Value

related_keywords provides an extended list of related keywords, synonyms, and variations relevant to a queried term.

Examples

```r
## not run:
related_keywords("frank ocean","fr",10,"xxxxxxxxxxxxxxxxxxx")
## End(not run)
```
<table>
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<th>Description</th>
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<tr>
<td><code>semrush_keywords</code></td>
<td>SEMrush Keywords - This function provides a list of both phrase matches and related keywords to a queried term in a chosen database.</td>
</tr>
</tbody>
</table>

**Usage**

`semrush_keywords(keyword, country, nb_of_keywords, semrush_Api_key)`

**Arguments**

- **keyword**: A keyword or keyword expression you’d like to investigate.
- **country**: A regional database. Eg fr, es, de, us, uk, ru
- **nb_of_keywords**: The number of results returned to a request
- **semrush_Api_key**: An identification key assigned to a user after subscribing to SEMrush that is available via Profile page.

**Value**

Extended list of both related keywords and phrase match to a queried term with data like search volume, CPC or number of results

**Examples**

```r
## Not run:
semrush_keywords("asap rocky","fr",20,"xxxxxxxxxxxxxxxxxxxx")

## End(Not run)
```
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