Top Required PPC Skills and Platforms

Worldwide Research

June 2020
In 2020, SEMrush Academy analyzed around 13,000 PPC vacancies on Monster, Indeed and LinkedIn — the largest job search sites.

We analyzed job offers in the UK, Canada, the USA, Australia and India to find out which skills employers want to see in their ideal candidates.

Finally, experts from each of these countries shared their opinions about the results, as well as their insights about the PPC labor market in the future.
The Research Geography

Number of job offers reviewed worldwide

Canada
400+

UK
3700+

USA
6500+

India
2400+

Australia
150+
Most In-demand Skills in PPC

- Managing reports: 35%
- Analytical skills: 29%
- Excel skills: 23%
- Keyword analysis: 20%
- Creating and managing landing pages: 16%
- Performance marketing: 13%
- A/B testing: 12%
- Lead generation: 11%
- Bing Ads: 9%
- Google tools: 42%
- Analytical skills: 29%

The above data represents the employer’s requirements mentioned in the job offers and can differ for each particular job offer. The percentage shows the number of mentions of a particular skill in the total number of PPC job offers.
# The Top-required Skills in PPC: English-Speaking Countries

<table>
<thead>
<tr>
<th>USA</th>
<th>India</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Managing reports</td>
<td>Google tools</td>
<td>Google tools</td>
</tr>
<tr>
<td>2. Google tools</td>
<td>Keyword analysis</td>
<td>Managing reports</td>
</tr>
<tr>
<td>3. Analytical skills</td>
<td>Managing reports</td>
<td>Analytical skills</td>
</tr>
<tr>
<td>4. Excel skills</td>
<td>Analytical skills</td>
<td>Excel skills</td>
</tr>
<tr>
<td>5. Creating and managing landing pages</td>
<td>Creating and managing landing pages</td>
<td>Performance marketing</td>
</tr>
<tr>
<td>6. Keyword analysis</td>
<td>Competitor analysis</td>
<td>A/B testing</td>
</tr>
<tr>
<td>7. A/B testing</td>
<td>Excel skills</td>
<td>Content Marketing</td>
</tr>
<tr>
<td>8. Performance marketing</td>
<td>Competitor analysis</td>
<td>Lead generation</td>
</tr>
<tr>
<td>9. Lead generation</td>
<td>Lead generation</td>
<td>A/B testing</td>
</tr>
<tr>
<td>10. HTML and CSS</td>
<td>A/B testing</td>
<td>HTML and CSS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Australia</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Performance marketing</td>
<td>Google tools</td>
</tr>
<tr>
<td>2. Google tools</td>
<td>Analytical skills</td>
</tr>
<tr>
<td>3. Managing reports</td>
<td>Managing reports</td>
</tr>
<tr>
<td>4. Analytical skills</td>
<td>Excel skills</td>
</tr>
<tr>
<td>5. Content Marketing</td>
<td>Keyword analysis</td>
</tr>
<tr>
<td>6. Creating and managing landing pages</td>
<td>Performance marketing</td>
</tr>
<tr>
<td>7. Competitor analysis</td>
<td>Competitor analysis</td>
</tr>
<tr>
<td>8. Keyword analysis</td>
<td>Bing Ads</td>
</tr>
<tr>
<td>9. A/B testing</td>
<td>Creating and managing landing pages</td>
</tr>
<tr>
<td>10. Excel skills</td>
<td>Copywriting</td>
</tr>
</tbody>
</table>

Competitor analysis was mentioned as an important skill in the UK, India and Australia, so pump up the needed skills by taking our free Competitor Analysis course with Navah Hopkins.
Most Desirable PPC Skills in 2020: A Summary

Being a great PPC specialist requires a wide range of skills. All of the skills mentioned are important for an efficient paid media professional, but the most frequently mentioned and thus the most important skill nowadays is knowledge of Google tools. 42% of PPC vacancies specified the requirement of Google tools experience, and Google Ads in particular.

Another important skill is managing reports and the ability to create analytical, statistical and campaign reports both for customers and for the team’s use. 35% of job vacancies mentioned this skill as highly desirable.

It is also crucial to possess the analytical skills and know-how to work with data and information to constantly improve campaigns and get outstanding results.

Excel skills, keyword analysis and the creation of well-performing and attractive landing pages give additional power to PPC specialists, and make their everyday work more effective.

Among other important PPC skills are A/B testing, knowledge of Bing Ads, lead generation and the basics of performance marketing, so don’t overlook them.

Pump up your knowledge on the basics of keyword research with this free and in-depth course from SEMrush favourite Greg Gifford.
PPC Tools

There are many PPC tools on the market that allow easier and more effective implementation of ad strategies and help to minimize effort and get better results.

Here are the 5 most frequently mentioned tools that employers want ideal candidates to be familiar with. Although the ranking of the tools varies slightly depending on the country, the top 3 tools in the global English-speaking market are **SEMrush, Moz** and **Ahrefs**, which got almost equal shares of mentions.

<table>
<thead>
<tr>
<th>Country</th>
<th>SEMrush</th>
<th>Moz</th>
<th>Ahrefs</th>
<th>Unbounce</th>
<th>SpyFu</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>3.4%</td>
<td>2.3%</td>
<td>1.2%</td>
<td>0.6%</td>
<td>0.5%</td>
<td>2.3%</td>
</tr>
<tr>
<td>India</td>
<td>1.3%</td>
<td>1.4%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>0.2%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Canada</td>
<td>4.9%</td>
<td>2.4%</td>
<td>1.5%</td>
<td>1.5%</td>
<td>0.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Australia</td>
<td>2.5%</td>
<td>3.1%</td>
<td>2.5%</td>
<td>0.6%</td>
<td>0.0%</td>
<td>0.4%</td>
</tr>
<tr>
<td>UK</td>
<td>0.9%</td>
<td>1.1%</td>
<td>0.4%</td>
<td>0.2%</td>
<td>0.2%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Total</td>
<td>2.3%</td>
<td>1.8%</td>
<td>0.9%</td>
<td>0.4%</td>
<td>0.3%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

**SEMrush** is a popular and useful tool, according to the research, so visit the SEMrush Academy to take a free Advertising toolkit course. Enroll for free.
References to Social Media in PPC Vacancies

Social Networks today is a powerful instrument that helps to solve different tasks and accomplish the goals of a business. In the PPC industry, knowledge of the various social networks and the ability to start advertising campaigns is important.

As expected, Facebook turned out to be the most frequently mentioned social network in all 5 english-speaking countries reviewed. It’s important to remember that Facebook and Instagram are both managed from the Facebook ads manager.

Then, Twitter was mentioned in 10% of job offers, YouTube in 7% and Pinterest in 3%.

<table>
<thead>
<tr>
<th>Social Network</th>
<th>USA</th>
<th>India</th>
<th>Canada</th>
<th>Australia</th>
<th>UK</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>25.3%</td>
<td>25.7%</td>
<td>41.3%</td>
<td>30.7%</td>
<td>19.5%</td>
<td>24.3%</td>
</tr>
<tr>
<td>twitter</td>
<td>9.7%</td>
<td>13.8%</td>
<td>7.0%</td>
<td>4.9%</td>
<td>9.7%</td>
<td>10.3%</td>
</tr>
<tr>
<td>YouTube</td>
<td>8.3%</td>
<td>5.0%</td>
<td>10.7%</td>
<td>11.0%</td>
<td>5.9%</td>
<td>7.1%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>3.6%</td>
<td>1.7%</td>
<td>4.6%</td>
<td>0.6%</td>
<td>1.5%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>
**PPC Search Queries, 2020**

We decided to explore what people would like to know about PPC using SEMrush, and to identify areas that lack information.

The results show that most questions refer to PPC definitions, and to the ways of performing the PPC activity. So, people wonder “What is PPC”, “What does PPC stand for?” and “What is PPC advertising?”. Such questions as “What is PPC in digital marketing?”, “How to become a PPC expert?” and “How to create a Facebook PPC campaign” are also in the top 10 list.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume *</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is PPC</td>
<td>5690</td>
</tr>
<tr>
<td>What does PPC stand for</td>
<td>940</td>
</tr>
<tr>
<td>What is PPC advertising</td>
<td>320</td>
</tr>
<tr>
<td>What is PPC in digital marketing</td>
<td>320</td>
</tr>
<tr>
<td>How to become a PPC expert</td>
<td>270</td>
</tr>
<tr>
<td>How to create a Facebook PPC campaign</td>
<td>270</td>
</tr>
<tr>
<td>How to do PPC campaign</td>
<td>270</td>
</tr>
<tr>
<td>How to get PPC ads on my website</td>
<td>270</td>
</tr>
<tr>
<td>How to improve PPC</td>
<td>270</td>
</tr>
<tr>
<td>How to improve PPC performance</td>
<td>270</td>
</tr>
<tr>
<td>How to sell PPC advertising</td>
<td>270</td>
</tr>
<tr>
<td>How to start a PPC agency</td>
<td>270</td>
</tr>
<tr>
<td>What is a PPC campaign</td>
<td>210</td>
</tr>
<tr>
<td>What does PPC mean</td>
<td>170</td>
</tr>
</tbody>
</table>

* Sum of average monthly search volumes for US, UK, AU, CA, IN
Search Query Topics, 2020

We have also divided the most popular Google queries about PPC into several topics. According to the results, most queries relate to definitions of PPC and different areas of PPC. The second most popular group refers to the process of PPC, where users wonder how to do PPC to get good results. Then come queries about particular PPC skills, which are followed by questions about types of PPC, and PPC tools that facilitate the routine of a professional PPC.

Educational queries are also on the list, as users want to know how to learn PPC on their own and how to improve the abilities needed for good employment prospects and productive PPC activity.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Search volume *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition of PPC</td>
<td>8 130</td>
</tr>
<tr>
<td>How to do PPC</td>
<td>1 080</td>
</tr>
<tr>
<td>Queries about PPC skills</td>
<td>810</td>
</tr>
<tr>
<td>Types of PPC</td>
<td>670</td>
</tr>
<tr>
<td>PPC tools</td>
<td>520</td>
</tr>
<tr>
<td>Educational queries</td>
<td>450</td>
</tr>
</tbody>
</table>

* Sum of average monthly search volumes for US, UK, AU, CA, IN
Key Takeaways

Our observation is that employers consider knowledge of Google tools as a key requirement for PPC specialists (42% of jobs mention this skill).

35% of employers consider the ability to create and manage reports essential in candidates. Then, analytical skills are important for almost one-third of PPC vacancies in the market. Working with data and information, and analyzing and adjusting strategies accordingly, is a key skill for a PPC specialist who works for results.

Excel skills are only mentioned in 23% of the vacancies, but they are required for PPC. You can’t run campaigns without Excel.

Then, being good at keywords analysis, and knowing how to create attractive landing pages and use performance marketing basics along with A/B testing and lead generation are in the top 10 skills.

The most in-demand skills vary slightly across different countries. However, the top PPC skills are universal for all countries in the research, and the most valued skills can be found in the top 10 of each country.

There are lots of PPC tools on the market that facilitate the everyday routine of a paid ads specialist, most frequently mentioned in job offers were SEMrush, Moz and Ahrefs.

Regarding social networks that are popular platforms for ad posting, Facebook is the leader among 5 english-speaking countries, with 24% of job offers mentioning Facebook experience as a requirement for employees.

Among popular search queries about PPC, queries about the definition of PPC dominate, but users also wonder how to perform PPC activities, search for information about PPC tools and want to know about the educational aspects of a PPC career.
What can you tell us about the PPC labor market in the UK and how it differs from the market in other English-speaking countries?

A lot more UK PPC roles are carried out via agencies that have larger numbers of employees working on the account, so the scope of the role will be tighter, and there is less likelihood that one person is going to be sought. Account management and reporting are often carried out by groups of people, an account manager might oversee multiple clients and a reporting analyst might have more again. I also think a lot more roles in the UK are placed with a dedicated recruiter and in the US they are more likely to be placed on job sites like indeed.com.

SEMrush reviewed the top PPC specialist skills required in 5 English-speaking countries. What is your view on these findings?

Managing Google accounts in PPC is still important. I am seeing a lot more need for cross-platform skills, so people being good at Google, Microsoft, and then within Google being good at search, Google Display Network and YouTube. Being able to report on results is still important, but we are moving more towards using Google Data Studio, so the clients are able to segment and analyse the data in a way that suits them, rather than boilerplate, one-dimensional reports. I think Excel should also include Google Sheets and Apps Scripts. I disagree that the skills should include creating landing pages, that is a creative function and should ideally be done in collaboration with UX and CRO teams for maximum results. I’m always disappointed to see Bing/Microsoft taking such a small amount of interest, it’s always been a great performing channel for us and it has evolved a lot in the past 18 months, but most advertisers are missing out, because the agencies/in-house teams do not have the skills to do the work.

SEMrush discovered the most frequently mentioned social media and tools in PPC vacancies. What is your opinion on this data?

The lines between PPC and paid social are blurry. Many agencies/in-house teams don’t have enough resources, so they double up and hire one person to do both. That’s fine when they know what they’re doing, but, generally, they lack the knowledge of one or the other and they are clueless when it comes to understanding omni-channel and attribution models. As far as networks go,
I think the ratio is accurate. I think Pinterest should be much higher for ecommerce companies. I also think Quora and Snapchat are chipping away a little, and I think there should be a breakdown for shopping and a better understanding of remarketing across all channels. As for tools, I’m not sure why Moz and Ahrefs appear...

How will the PPC job market change in the next 1-2 years? Will other capacities and skills become important for a PPC specialist, or some skills see a fall in demand?

I know that Google (and Facebook) are moving more of their solutions towards machine learning and AI; Google are doubling down on Smart campaigns and Facebook on campaign budget optimization and dynamic creative optimization. I think that native and programmatic advertising will continue to grow. The need to be able to create ads at scale will diminish and ML/AI will decide which ads are best, on which device and in what context. The agencies and in-house teams that embrace that and don’t worry about potentially losing jobs are the ones who will win out. I definitely think you will have smaller, more balanced teams managing PPC campaigns. Google are moving away from keyword-based results towards Native format ads. Coronavirus will mean more people will work remotely. My entire team has been working remotely since we started Spades Media in 2012. We’ve focused on collaboration, cloud based activity, and fewer meetings. When we have had the chance to meet up at conferences/events, we’ve done that, but we felt we didn’t need expensive offices to be successful. So that does mean some of the skills you need will be different, some younger people need the structure and discipline to work remotely and don’t have the right home environment/space to do so, which might make it harder for them to find work. Right now, it is definitely a turbulent time, but only for some verticals (travel/leisure in particular); others have been hardly impacted, and some are busier.
What can you tell us about the PPC labor market in India and how it differs from the market in other English-speaking countries?

From a very Indian perspective, there is a lot more competition than our peers in other markets. So the focus is usually on getting things done faster and we see more emphasis on TOOLS that can help marketers EXECUTE the tasks rather than focusing on ‘analysing’. With clients that constantly ask for ‘quick’ results, I believe marketers will keep looking for ‘quick fixes’ rather than following long processes.

SEMrush reviewed the top PPC specialist skills required in 5 English-speaking countries. What is your view on these findings?

While it does seem relevant, I would rather see marketers go beyond looking for tools and concentrate on how they can keep providing benefits to their customers in the long run. We have mostly looked at a short burst of success, but they will have to educate their customers to play the long game and focus on analytics. Excel skills I believe should be at the top of the list, but again there are so many tools/shortcuts available to help them do the task.

SEMrush discovered the most frequently mentioned social media and tools in PPC vacancies. What is your opinion on this data?

SEMrush has been the tool of choice for many marketers and agencies across India, thanks to the teams who have led growth and constantly provided value to customers across the board. On the social platforms, I’m surprised not to see Instagram on the list as I see it becoming very popular in the country.

How will the PPC job market change in the next 1-2 years? Will other capacities and skills become important for a PPC specialist, or some skills see a fall in demand?

Apart from big agencies, there are so many successful smaller agencies and individuals across cities in India. Over the next 1-2 years, I see this tribe increasing. This increase will lead to more competition and the true differentiator would be copy skills. A PPC specialist who can write better copy will always stand out from the rest. And partially due to the Covid situation, I see an increase in individual PPC consultants compared to full-fledged agencies.
What can you tell us about the PPC labor market in Australia and how it differs from the market in other English-speaking countries?

*Australia has a much smaller population, with agencies concentrated in the few major cities we have. I’d suspect agencies here are a lot smaller on average, which would mean staff tend to need a broader set of skills. It seems the US staff spend more time on reporting to their clients than improving their campaigns.*

**SEMrush reviewed the top PPC specialist skills required in 5 English-speaking countries. What is your view on these findings?**

*These are very high-level skill names and could have limited meaning. You need Google tools skills to use Google Ads, making it an obviously highly needed skill. But that skill could be as simple as inserting ads in a campaign, or as complex as developing and running automation scripts using APIs. Bing is not big in Australia, which typically means it’s not worth the effort to learn and use it. Saying that, I believe it can be very cheap per lead as no one else is doing it over here.*

**SEMrush discovered the most frequently mentioned social media and tools in PPC vacancies. What is your opinion on this data?**

*Facebook advertising is definitely popular over here. Performance on these networks varies a lot by vertical. For example, Pinterest is popular in visual ecommerce products, while Facebook can do better for local businesses. Tools wise, I’ve used SEMrush for PPC analysis, double checking how my client is performing as well as seeing what the competitors are up to.*

**How will the PPC job market change in the next 1-2 years? Will other capacities and skills become important for a PPC specialist, or some skills see a fall in demand?**

*In the last year or so, Google Ads have finally developed a machine learning system (Smart Bidding) that works better than humans, the rest are following. Micro managing an account is no longer needed. I see people’s jobs changing from tweaking dials to higher level analysis, testing and improvements.*

*Sometimes there are technical skills needed to initially set up a PPC system. For example, tracking conversions, remarketing, dynamic remarketing, general analytics, product feeds etc; I don’t think that will go away. Once that has been set up correctly, the AI can kick in. Then the account management team can focus on improving those key metrics.*

---

*Tony McCreath*

**Technical eCommerce SEO & Google Ads solution developer for BigCommerce stores**

**Owner of Web Site Advantage**
At the moment, we’re almost clear of COVID-19 in Australia. We still have restrictions, but we’re starting to do normal-ish things again. Any online business has an advantage in these times as it’s typically a lot easier to continue working. I already work from home and have clients all over the world. Work can continue at the same pace without meeting people for real.

At the start of the crisis (March), I think there was an initial panic from businesses, and they started to pull out of PPC, cut budgets, put agencies on hold. But I think the ones that can still trade started back up again quite quickly. A good way to think about it is that you only pay if someone clicks. If the pandemic reduces people’s interest in a product, you just get fewer clicks and pay less. For some businesses, I’ve seen them scramble to spend more (delivery service, cleaning products), while others do have to put things on hold for a while (teaching products).

Technology and the tools at hand are continually improving. Like many times in the past, the technology replaces some jobs, and pushes people to a higher level. We will always need to keep learning, but that makes a job interesting.
What can you tell us about the PPC labor market in Canada and how it differs from the market in other English-speaking countries?

I cannot comment on the difference, but for our agency, landing pages are a huge part of the process.

I would say that managing reports is a NOT skill, they are all automated now. You sync it, it runs it, the customer gets it. The SKILL is explaining the report to the client, not throwing one in their face.

I think the biggest thing missing here is the customer service aspect. All these resumes come in with things like Google Ads Certified, Landing Pages, etc. But my biggest concern is attitude, customer service, phone skills etc. I can get 100 resumes with Google Ads experience, but if they are terrible at working with customers, talking to customers, explaining reports to customers, knowing a customer’s business, asking questions, being proactive, then who cares? The world is going automated, so agencies that think they can survive without people that care will fail. If we use more and more automation, our jobs need to be explaining results to customers, proving our value, proving they need us to do it, making them feel warm and fuzzy.

SEMrush discovered the most frequently mentioned social media and tools in PPC vacancies. What is your opinion on this data?

I think you’re missing TikTok here? Unbounce seems really low to me. Pretty much every agency I work with knows or uses Unbounce. Are you including Instagram with Facebook?

How will the PPC job market change in the next 1-2 years? Will other capacities and skills become important for a PPC specialist, or some skills see a fall in demand?

I touched on this one the last time. The same logic applies. As more and more tools become automated, agencies need to evolve to focus on customer service and communication. You can refer back to my answer from last time. Agencies have to evolve. From COVID, I am sure many agencies that were niche got hammered, if you work with dentists, restaurants, travel etc. Titan PPC works with every type of business, and we were not majorly impacted by the outbreak. In fact, April and May were outstanding months for Titan. So I would say that agencies need to work with different types of businesses to not die off if a pandemic hits again.
What can you tell us about the PPC labor market in the US and how it differs from the market in other English-speaking countries?

It seems that the skills valued by US employers are more directed at conversion optimization — getting maximum performance from advertising through creative means, like landing page design and testing. The UK employers seek job candidates with more analytical skills, perhaps concluding that the key to top performance is mastering the Google Ads software and reporting on key metrics. The US employers seem to understand that a balance of analytical and creative skills typify the best candidates.

SEMrush reviewed the top PPC specialist skills required in 5 English-speaking countries. What is your view on these findings?

As mentioned previously, employers seem to understand that the best candidates possess a balance of creative and analytical skills. Personally, I would rank some of the analytical skills lower — for example, Excel skills were at one time essential for PPC managers, but now the data analysis capabilities of the ad platforms have made Excel less necessary.

SEMrush discovered the most frequently mentioned social media and tools in PPC vacancies. What is your opinion on this data?

I think the Social Networks list is accurate. I would definitely include in the Tools list Google Ads Editor and Microsoft Ads Editor.

How will the PPC job market change in the next 1-2 years? Will other capacities and skills become important for a PPC specialist, or some skills see a fall in demand?

I think the pandemic and work-from-home shift has made PPC jobs even more important. Millions of people have started using the internet for their work, shopping and communication. These people will continue to rely on websites and eCommerce, even after societies open up. So there will be even more demand for PPC management skills in the coming years. One of the skills that will become more necessary is controlling PPC automation. For example, Responsive Search Ads are based on powerful AI and machine learning, but creative ad copywriting is necessary to get the best performance. Similarly, automated bid management is very powerful, but complete understanding of its features and limitations is necessary to get the best results.
Boost your PPC Skills with SEMrush Academy

PPC Fundamentals

Course
Learn how to create effective and profitable PPC campaigns that pay off with Joel Bondorowsky, a renowned professional with many years of experience in Pay-Per-Click advertising. Explore how PPC campaigns work and how you can avoid hidden pitfalls that lead to money-losing use of Google Ads.

Exam
Become a certified PPC specialist with the knowledge and skills to beat your competitors for the desired job.

SEMrush Advertising Toolkit

Course
Discover how to make the best use of SEMrush tools for advertisers and study real-life PPC cases. Get practical tips you can utilize for the best experience with the SEMrush Advertising Toolkit. Gain experience in performing keyword research, managing your keywords, creating ads and more.

Exam
Test your knowledge of SEMrush PPC tools and get a course certificate upon successful completion of the exam.

Competitor Analysis with SEMrush

Course
Learn how to work out the perfect approach to competitive research by leveraging SEMrush’s toolkit from a veteran of the digital marketing industry, Navah Hopkins

Exam
Test your knowledge of competitor analysis and related SEMrush tools by taking this exam.
Study at SEMrush Academy for free

SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.

300K Students 38 Courses 40 Exams 43K Certified Users 3 Languages

Courses and exams

SEO, Social Media, Advertising, Content Marketing, SEMrush Tools

Greg Gifford  
Neal Schaffer  
Joel Bondarovsky  
Ashley Segura  
SEMrush Academy gives marketers all over the world free access to digital marketing knowledge and helps SEMrush clients and partners become confident users and enjoy the SEMrush experience.