



**SEMRUSH
ACADEMY**

DIGITAL MARKETING EDUCATION & CERTIFICATION

Top Required Skills For Content Marketing Specialists

Worldwide Research



September 2020

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Content Marketing Jobs Worldwide Research

SEMrush Academy analyzed around **17,000** Content Marketing vacancies on **Monster**, **Indeed** and **LinkedIn** – the biggest 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.

We reviewed job vacancies for **Content Writers, Content Managers, Content Marketers** and **Content Specialists**.

MONSTER

indeed

LinkedIn

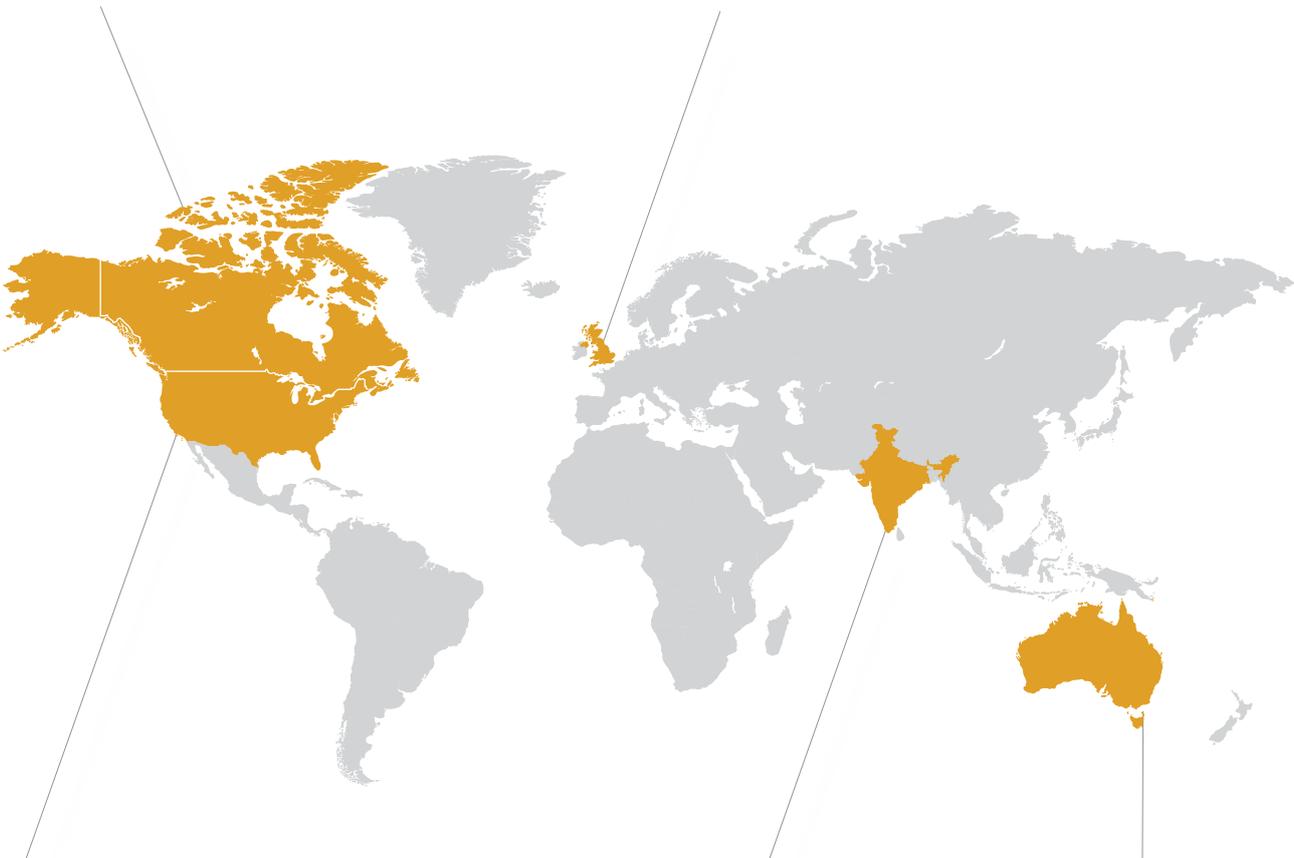


The Research Geography

Number of job offers reviewed worldwide

Canada
600+

UK
2400+

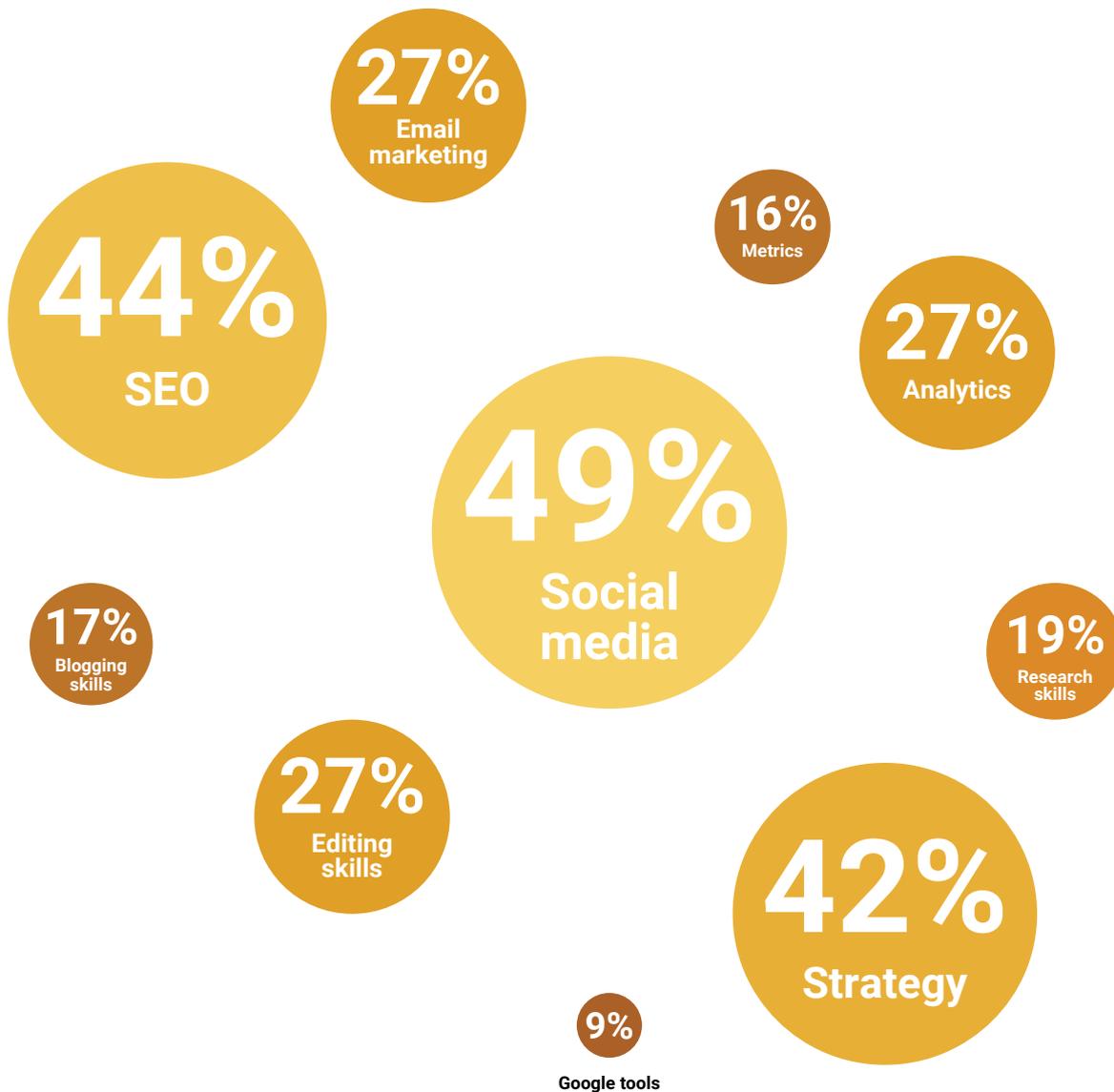


USA
8400+

India
5000+

Australia
250+

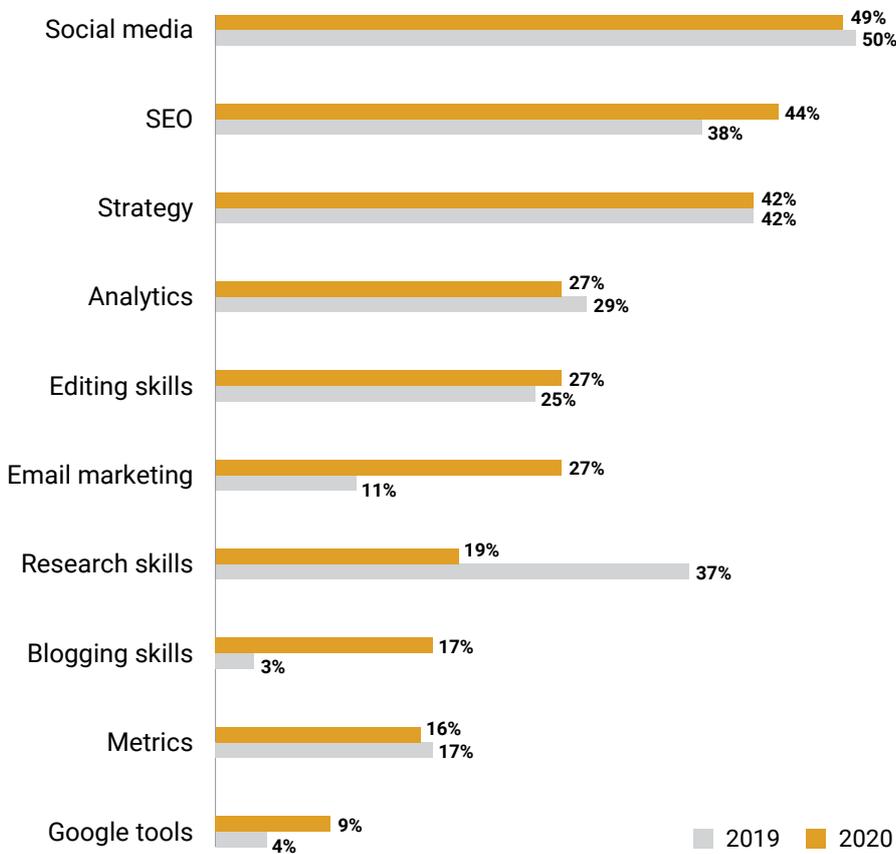
Most Required Skills



*The above data represents the employers' requirements mentioned in the job offers, which can differ across the various offers. The percentage shows the number of mentions of a particular skill in the total number of Content Marketing job offers.

Content Marketing Top Skills Dynamics

The top mentioned skills for content marketing vacancies are quite similar to the results of 2019. The frequency of **email marketing** rose from **11%** to **27%**. The share of vacancies with **blogging skills** requirement increased significantly from **3%** to **17%**.



*The above data represents the employers' requirements mentioned in the job offers, which can differ across the various offers. The percentage shows the number of mentions of a particular skill in the total number of Content Marketing job offers.

Top 10 Skills Required in the Content Marketing Industry

	 USA	 India	 Canada
1	Strategy 60%	SEO 52%	Social media 67%
2	Social media 53%	Social media 42%	Strategy 59%
3	SEO 41%	Editing skills 34%	SEO 50%
4	Analytics 38%	Blogging skills 26%	Analytics 49%
5	Email marketing 37%	Research skills 23%	Research skills 30%
6	Editing skills 27%	Proofreading 16%	Email marketing 27%
7	Metrics 24%	Strategy 12%	Editing skills 26%
8	Research skills 20%	Email marketing 11%	Google tools 25%
9	Blogging skills 14%	Technical writing 10%	Metrics 20%
10	Google tools 12%	Wordpress 7%	Wordpress 19%

	 Australia	 UK
1	Strategy 55%	Social media 45%
2	Social media 55%	SEO 37%
3	Analytics 33%	Strategy 37%
4	SEO 31%	Analytics 28%
5	Editing skills 22%	Email marketing 23%
6	Email marketing 18%	Editing skills 13%
7	Blogging skills 12%	Metrics 11%
8	Metrics 12%	Blogging skills 9%
9	Storytelling 9%	Research skills 9%
10	Wordpress 7%	Google tools 8%

*The percentage shows the number of mentions of a particular skill in the total number of Content Marketing job offers.

Popular Soft Skills in the Content Marketing Industry

Among the soft skills essential for a great content marketing specialist, employers mentioned **leadership (18%)**, **respect for deadlines (15%)**, **problem solving (12%)** and **written communication (11%)**. It is also good to be self-motivated, proactive and adaptive, especially in today's fast-changing reality. And around **1%** of employers even mentioned **sense of humor** as a desired characteristic of the ideal candidate.

	Australia	Canada	India	UK	US	Overall average
Leadership	17%	24%	4%	13%	28%	18%
Deadlines	15%	21%	10%	13%	18%	15%
Problem solving	10%	14%	3%	6%	18%	11%
Written communication	2%	17%	3%	10%	17%	11%
Self-motivated	0%	5%	2%	2%	3%	3%
Proactive	0%	5%	0%	3%	3%	2%
A sense of humor	0%	0%	0%	0%	2%	1%
Adaptability	1%	1%	1%	1%	1%	1%

Tools Mentioned in Content Marketing Vacancies

Some employers mentioned particular programs and platforms that they would like candidates to be familiar with. **Adobe** products were mentioned in almost **6%** of the job offers (InDesign, Photoshop, etc.), and **3%** of vacancy descriptions contain **MS Office** programs. **SEMrush** was mentioned in **1%** of the vacancies, a figure that sounds low but sits in the top three of tools mentioned.

Obviously some applications and programs are meant by default, so although **Microsoft Office** was mentioned in only **3%** of the job offers, it is a fairly standard requirement.

Drupal was mentioned in **1%** of the job offers, **Moz** in **0.5%**.



6%



3%



1%



0.9%



0.5%

Popular Questions About Content Marketing

SEMrush decided to explore what people would like to know about Content Marketing and identify areas that lack information. The results show that most questions refer to the definition of Content Marketing and its areas. Such questions as **“How to develop a content marketing strategy?”**, **“How content marketing is changing the game?”** and **“How to generate leads with content marketing?”** are also high on the list.

Keyword	Search Volume *
what is content marketing	7540
why is content marketing important	280
how to develop a content marketing strategy	280
how content marketing is changing the game	270
how to generate leads with content marketing	270
how does pr support content marketing	210
how to use content marketing to grow your business	210
what does content marketing mean	210
how to create content for affiliate marketing	210
how to become a content marketing manager	180
how to develop content marketing strategy	180
how to measure content marketing success	140
how to measure your content marketing roi	140
what is content marketing strategy	140
what is good content marketing	140
how to make a content marketing plan	140
what is b2b content marketing	140
how to do content marketing	140

* 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 content marketing into several topics. According to the results, most queries are dedicated to **definitions of content marketing** and **“how to”** queries regarding various activities of content marketing.

There are a lot of queries about content marketing **strategy** and its importance. Users also want to know how to **measure the results** of content marketing and get deeper into the **types of content marketing**. Some users also wonder about **salaries** and try to figure out **how to become** a content marketing specialist.

Keyword	Search Volume *
Definitions of content marketing	7890
Queries about "how to"	1050
Content marketing strategy	810
The importance of content marketing	760
Types of content marketing	640
Measurement and metrics in content marketing	380
Queries about content marketing jobs	230
Salary queries	70

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

Key Takeaways

Being a good content specialist today means possessing a wide range of useful skills. It is essential to have perfect communication skills and literacy, to be open and flexible and to understand the human psyche.

Besides obvious skills like editing, communication and literacy, marketing knowledge today is a must for a content specialist. So content marketing, as the name suggests, means both marketing and content.

It is becoming more important to build a long-term marketing strategy and not just to create content, even if it is great content. **42%** of vacancies across five English-speaking countries name **strategy** as a required skill for candidates.

Social media during the last few years has been an important part of content marketing and an effective channel for promoting content. In the current research **49%** of vacancies mention social media knowledge as a desired skill and this figure has been more or less constant over the last few years.

It may seem surprising, but a content marketing specialist has to be familiar with SEO. Creating content that will never be found is not a great idea and compared to the results of 2019 **SEO skills'** share has grown to **44%** from **38%**.

To become visible, content needs not only the SEO efforts of the team but, primarily, it has to be useful and of great quality. So employers want content marketers to be familiar with **research basics (19%)** to be able to find hot topics and provide proven information; to have **editing skills (27%)** to make your content understandable and easy to read; and blogging skills. The **blogging** requirement rose from **3%** in 2019 to **17%** in 2020. Blogs are a good platform to attract and engage users, so if a candidate knows how they work he has more chances of getting a good job.

Key Takeaways

27% of employers said they wanted to see **analytical skills** in the ideal candidate, and **27%** expected that future employees would be familiar with **email marketing**.

16% of job offers look for candidates who are good with **metrics** and know how to measure the effectiveness of content marketing campaigns.

Why are all the above-mentioned skills important? Today, creating great content is a complex process. It should be based on market research to understand what users really need. Then it should be engaging and well-written, and of course unique. Familiarity with marketing models and social media help to create competitive content and knowledge of analysis and metrics is indispensable for adjusting campaigns and choosing only the best-performing practices. That's why a combination of these skills is strongly recommended for a content marketing candidate.

Expert Comments



Jeff Bullas

Founder at JeffBullas.com



What can you tell us about the content marketing labor market in Australia and how it differs from the market in other English-speaking countries?

I don't think there is much of a difference from the data that you have gathered. Also, I don't use content creators from Australia as we have a virtual team from all around the world and target a global audience, so it is very hard for me to make a qualified judgement.

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

I think that analytics will continue to grow in importance and an organic skill set will continue to diminish as the content marketing game evolves into being more about "pay to play" skill sets that will involve increasing attention on paid digital advertising to provide content distribution.

SEMrush discovered the most frequently mentioned soft skills in content marketing vacancies. What is your opinion on this data?

The top four soft skills as mentioned are essential for any content marketer.

SEMrush found the tools most frequently required in content marketing job offers. Do you agree with these findings, or can you name some other tools that are essential for a content specialist?

Content marketing includes such a widespread skill set that it doesn't surprise me that the tools mentioned are all single-digit percentages.

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

I think the rising trend of podcasting with its multimedia content creation (if done well) will drive different skill sets and will be much more in demand.

Also, adapting and using new technology tools that use AI and machine learning that help humans scale content will become more important in the next few years. These include emerging content repurposing platforms and video creation at scale for video ads such as ShuttleRock.



Adam Connell

Content strategist and founder
of **Blogging Wizard**



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

While skills such as blogging may appear to be less important, that doesn't mean they aren't important. If you can demonstrate expertise in all of these areas, you will be far more successful when applying for content marketing roles.

SEMrush discovered the most frequently mentioned soft skills in content marketing vacancies. What is your opinion on this data?

These results are likely influenced by the type of roles. For example, if a company is not hiring for a leadership role, leadership won't be quite so important.

Personally, I consider all other soft skills to be important. Problem solving and adaptability especially.

SEMrush found the tools most frequently required in content marketing job offers. Do you agree with these findings, or can you name some other tools that are essential for a content specialist?

These results are quite interesting. I'd expect to see tools such as SEMrush mentioned here, but Adobe is quite unspecific due to the variety of software they produce and MS Office is required for almost any job that involves a computer.

And Drupal has an incredibly small market share; I would have expected WordPress instead.

This tells me that a lot of people hiring for content marketing roles may not have content marketing experience.

There's an opportunity here for applicants to demonstrate their deep content marketing experience.

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

The content marketing job market is beginning to mature.

While most content marketing roles are somewhat generalist, we're seeing more and more specialist content marketing roles beginning to appear. This is going to continue as more brands begin to understand how content marketing fits with their core marketing strategy.

In the next 1-2 years, we will likely see more of a focus on specialist roles.

More established brands (and later-stage startups) will ramp up hiring of specialist roles. But there will still be significant demand for full-stack marketers as more early stage startups (particularly bootstrapped) enter the market.



Andy Crestodina

Co-founder / CMO
of Orbit Media



What can you tell us about the content marketing labor market in the US and how it differs from the market in other English-speaking countries?

I don't know a lot about the job market outside of the US, but I'm very close to the market here. I've hired a lot of people in digital, and friends send me their open positions a lot, hoping I can introduce them to candidates (this happens weekly at least). As an instructor at several universities (Northwestern in the US and Harbour.Space in Spain) I've trained hundreds of marketers before they enter the workforce. I also help people with their resumes and LinkedIn profiles.

So these are the words in the open positions for "content specialist?" Interesting.

Clearly, employers are looking for results and hoping to get their marketing teams aligned with their business goals. That explains why "strategy" is the top term. They're worried about wasting money and marketing that isn't aligned with goals.

Companies want all of their marketing team members to be strategic, not just senior management.

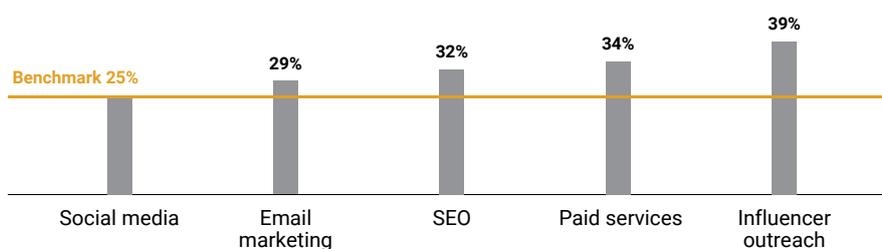
I'm disappointed to see "Analytics" and "Metrics" so far down the list. Measurement is the key to marketing.

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

Social media is above SEO? Hiring managers may be falling into a trap. They may be overvaluing social because the metrics are so visible. They don't know Julian's Law: the more visible a metric, the less impact it has on the business.

Our survey of 1279 bloggers showed that social is the channel least likely to correlate with "strong results".

Which promotion channels are the most effective?



Bloggers who report "strong results" based on promotion channels

SEMrush discovered the most frequently mentioned soft skills in content marketing vacancies. What is your opinion on this data?

Again, this shows that marketing departments are looking for senior level traits. Businesses are looking for direction and high-level guidance.

So many channels, so many formats, so much disruption. What should we focus on?

These thoughts are going through the heads of director-level managers everywhere. So they write job descriptions with the word "leadership", hoping to find someone who can bring light to their darkness.

There's a shortage of strategic thinking in marketing. A leadership gap. These are good times for marketers who can build plans that align with business goals, then execute, measure and iterate.

SEMrush found the tools most frequently required in content marketing job offers. Do you agree with these findings, or can you name some other tools that are essential for a content specialist?

Good for you! You're on the list, SEMrush!!

I would expect Analytics (capital A, the Google product) to be on this list. Any idea why it's not?

No WordPress? It's way more popular than Drupal.

MS Office has probably been declining for years. I think it's even been renamed (Office 365?)

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

Basic video editing is becoming a fundamental skill. Lights, camera, microphone. Because of Coronavirus lockdowns, we're all on camera all the time. You can tell in 2 seconds who has (and who lacks) these basic skills.

Marketing automation (or at least ESP and CRM) skills are more important now than ever. Marketing has become a bit more technical.

The best marketers understand Google Tag Manager. They understand which analytics metrics are the least accurate and why. They use data. They don't have ideas, they have hypotheses. They don't make changes, they run tests.

But we're also fun, creative and a little crazy. Who would want to work in any other field?

Marketing is the best!



Erika Heald

Content marketing strategist



What can you tell us about the content marketing labor market in the US and how it differs from the market in other English-speaking countries?

Content marketing as a term was coined by Joe Pulizzi here in the US, so it's not surprising that content marketing as a way to approach marketing is a little more mature in the United States than other countries overall. You see that reflected in the skills US employers are seeking from their content marketing hires. Considering the importance of having a documented content strategy in attaining your content marketing goals, it's heartening to see strategy as the most frequently requested skill. I hope this means we'll be seeing fewer random acts of content! The one item I was surprised about is having blogging mentioned by only 14% of the job listings analyzed. On the other hand, perhaps many companies assume that someone working in this field must have solid writing skills, and thus be able to produce acceptable blog content? Or, perhaps they are outsourcing a lot of that work to freelancers? I'd love to learn more about why blogging has fallen off as a must-have skill.

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

While the top four skills requested from this dataset are the same as the US, it is interesting to see how close they are percentage wise. The breadth of the tactical skills noted here would be consistent with having content marketing jobs that are more broad, and encompassing more hands-on work, versus having the marketing role directly manage a number of external vendors or agencies, which is the model for many US content teams. Metrics being less frequently requested is consistent with my experience working with EMEA and APAC content teams, where relationship-building and awareness – two more difficult/expensive to measure items – are often primary goals instead of a specific ROI target for the content team.

SEMrush discovered the most frequently mentioned soft skills in content marketing vacancies. What is your opinion on this data?

In many of my in-house content marketing leadership roles, I was responsible for influencing people above my level in the org chart to participate in thought leadership content creation. This certainly required the ability to manage up, and to be able to sell the value of the work I did to people whose business goals might not seem to be directly tied to content marketing. So the top four soft skills definitely resonate with me. The bottom four skills speak to the fact that in many organizations you may be a content marketing team of one, and be expected to produce a lot of content – often very quickly – without a lot of supervision or support. The "sense of humor" skill always makes me wonder what the day-to-day working environment is like. When it's paired with adaptability, it makes me think of those environments where you may get something finished and ready to publish, only to be given a completely different direction to go in with the piece and have to start over. So it's definitely something to ask about in the interview: "Talk to me about how adaptability and sense of humor have previously served the person in the role well."

SEMrush found the tools most frequently required in content marketing job offers. Do you agree with these findings, or can you name some other tools that are essential for a content specialist?

While this list includes some critical technology and tools, when paired with the other skills the research uncovered, I'd also expect to see:

- *WordPress (since it's used so frequently for blogging and websites as a CMS)*
- *Canva (as many companies use this to give the content creators more freedom while maintaining brand standards)*
- *Hootsuite, SproutSocial, and other social media tools (because you don't want your content specialists manually scheduling the social media posts they use to distribute their content!)*
- *Google Suite (Google Docs and Sheets are one of my most frequently used tool sets across the companies I've worked with.)*

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

The one positive from the past few months of many companies in the US working remotely is it's shown that not all job functions need to reside on-site in a physical office in order to work. Content marketing is definitely a function that can work well with fully or partially remote team members. While being in proximity to their colleagues can be helpful for absorbing the company culture and being aware of what's going on, there are new remote work tools that have greatly improved the ability to effectively and happily collaborate from afar. This will allow companies to have a wider talent pool to choose from for their content marketing efforts, while giving content marketers the freedom to create the working environment that best suits the kind of work they do.



Amit Panchal

Digital Marketing Consultant
at amitpanchal.com



What can you tell us about the content marketing labor market in India and how it differs from the market in other English-speaking countries?

In India, unlike the US, content marketing is broadly considered as an activity to boost web ranking. Almost all businesses overlook its importance for branding and enhancing online visibility of the company. In India, content marketing is still limited to writing, editing, and proofreading online content. In the US, the concept is quite evolved to strategy, branding, and research apart from SEO and digital marketing.

If you look at your data, email marketing has a 37% share in the US's content marketing data, whereas, in India, it has just an 11% share. Shockingly, analytics is not a part of content marketing here in India, or it has a negligible share, whereas analytics has a 38% share in the US content marketing data.

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

To my mind, SEO gets more importance in many English-speaking countries when it comes to considering the top content marketing skills. Social media skills can be an added advantage but are NOT considered as mandatory in many countries.

Similarly, editing and proofreading skills are a must in countries like India.

Finally, I would like to emphasize blogging skills in a content marketing specialist, because digital marketing activities mostly revolve around blogs and related content.

SEMrush discovered the most frequently mentioned soft skills in content marketing vacancies. What is your opinion on this data?

I can't entirely agree with this data. The reasons are:

- *In India, most companies demand self-starters and proactive content marketers these days.*
- *More emphasis is given to written communication for a content marketer profile in India.*
- *Problem-solving and respecting deadlines are also considered as must-have soft skills.*

It is fair to mention that the Indian perspective for content marketing is advancing rapidly in line with the world's prevalent trends.

SEMrush found the tools most frequently required in content marketing job offers. Do you agree with these findings, or can you name some other tools that are essential for a content specialist?

Apart from these tools, we cannot overlook Google Analytics and UberSuggest (from Neil Patel). These days, the content marketer has to keep an eye on web traffic and the overall ranking of key-

words while writing crisp online content. SEO-friendly writing is the need of the hour, and UberSuggest is a useful tool to discover relevant keywords.

With this, I would like to say that SEMrush and Moz are also very useful tools for a content marketer, and a higher percentage should be given to these tools in your list.

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

I think content marketing will evolve with the advancement of futuristic technologies like AR and IoT.

These days, we see that content has already gone beyond writing blogs, emails, and collaterals. Video scripts, creative designs and visual content have become part and parcel of content marketing. With this, Photoshop and video editing skills have already been included along with basic HTML and CMS-related skills for a content marketer.

Shortly, content marketers will need to acquire skills for generating content while keeping AR (Augmented Reality) and connected devices in mind.

All I can say is, the future is bright and full of opportunity for the content marketer who is willing to go the extra mile.



Emanuel Petrescu



Digital Marketing Specialist
www.emanuelp.com

What can you tell us about the content marketing labor market in Canada? According to our data, it differs from the market in the US? Why do you think it differs? Any insights about the Canadian market?

My premise is that there are more social media operators in Canada compared to the population number. HootSuite, HeyOrca, and a couple more tools are Canadian and employ a significant number of digital marketers; because they are based here, it creates a ripple effect on its surroundings – hence more social media. Population plays a major role here (I think). Because Canada has more immigrants active in these fields, they have a different mindset in regard to approaching certain strategies. I also believe it's what someone understands when you say Analytics – they might mean what others call metrics; or editing skills could be incorporated into research, blogging, or SEO altogether. Google tools are so wide that you can't even encompass Google Analytics, Search Console, Data Studio or Gmail, Drive, YouTube, etc.. There are digital marketers who use some of them, while others use... others. Language is key here. All are Google tools and all of them are important in this business.

As for the market, as in any other market, professionals in the field are highly valued, so the goal is to become one and surround yourself/your company with such.

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

Social media seems to be the hype word now, but it incorporates so many different skill sets that it's hard to pinpoint just one. Facebook and Twitter are not Snapchat or TikTok. You need to be visually creative and use the proper language for each channel. Probably that's why it is so important – because it can create engagement almost instantly. I would also consider research, editing, and blogging + strategy part of the SEO category. Bottom line: you need to wear many hats, but before that, you need to know how to get on people's screens and social seems to be the most accessible channel these days.

SEMrush discovered the most frequently mentioned soft skills in content marketing vacancies. What is your opinion on this data?

Digital marketing is a very dynamic field. What's hot in the morning might be obsolete by noon, so not a lot of people want to take any chances or go on the growth hacking route. Those who do set the trend and become leaders / influencers in their organization (and online). Who wouldn't want to be that? Or have a championship MVP on their team? Marketing can make or break your business (especially now when almost everyone is online and competing). From your results, we can see that organizations need people with common sense (I think it's safe to assume that their problems are: no one is assuming responsibility – leadership; deadlines are constantly not respected; people are looking for magical solutions instead of doing the work; this can be achieved by proper communication,

which is not always the case). I am speaking from experience since I'm an immigrant who's working in this field and I noticed what some of the people's problems are.

SEMrush found the tools most frequently required in content marketing job offers. Do you agree, or can you name some other tools that are essential for a content specialist?

For sure, I use an Adobe product daily; Office/GDrive would be the number 1 in my opinion. SEMrush should have more than 1% . I'm not sure why Drupal is there since most of the web is powered by WordPress. And curious why no social media tool is there since social media seems to be an important skill.

My top 5

- 1. Google Drive / Office*
- 2. Adobe Suite (Canva can do the job most of the time, but not to edit video and audio).*
- 3. Google Analytics / Search Console*
- 4. SEMrush (has Social Analytics)*
- 5. The community (YouTube, Facebook Groups, forums, friends) for information and a place to ask your questions.*

Grammarly saves us from misspelling, so I would add it here as well.

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

Adaptability is one of the most important soft skills (although I like to call them real skills). Or being agile. There will always be room for the best, so I try to become one in my field (SEO). I don't see any of the skills falling in demand for the short term. I see more competition coming and, most likely, new skills (that we can't even imagine now – just think of augmented reality and what you can do with that from a marketing perspective) will be mandatory.

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Exam

Take the free SEMrush Content Marketing Toolkit Exam to find out how good you are at creating and optimizing content with SEMrush.

Take free exam



Role of Content

Course

Learn the significance of content in SEO strategies with the Role of Content course. Learn how to use content to effectively drive SEO, discover why users' needs are important to track, and analyze your digital marketing campaigns.

Enroll for free



Exam

Test your awareness of the importance of content creation and the role of content in SEO.

Take free exam



Content Marketing and SEO Fundamentals

Course

Learn about SEO and content marketing that will drive your SEO campaign in a free Content Marketing and SEO Fundamentals course with SEO expert Eric Enge.

Enroll for free



Exam

Take our free online exam to test your content marketing know-how. Once you've successfully passed the exam, you'll even get a certificate to show off your new SEO and content marketing skills.

Take free exam



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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
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Courses and exams

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



Greg Gifford

SEO Essentials



Neal Schaffer

SMM Fund.



Joel Bondorowsky

PPC Fund.



Ashley Segura

Content Fund.



Bastian Grimm

Technical SEO



Ross Tavendale

SEMrush Site Audit



Navah Hopkins

Competitor Analysis



Eric Enge

Role of Content