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**SEMRUSH** Features Pricing Resources ▾ Company ▾ Extra tools ▾ EN ▾ Log In Sign Up

# One platform. Everything you need to dominate your niche online.

Do SEO, content marketing, competitor research, PPC and social media marketing from just one platform.

Enter domain, keyword or URL 🇺🇸 US ▾ [Start now](#)

Trusted by the world's leading brands

URL: https://www.semrush.com

Date of access: 29 January, 2021



# Choose your area of interest

- All
- SEO
- Content
- Market Research
- Advertising
- SMM & SERM

**Keyword Research** 6 tools

Discover all the best keywords to target and bring traffic to your site

[Learn more](#)

**On-page SEO** 3 tools

Audit your pages and get ideas to improve their health and SEO performance

[Learn more](#)

**Competitor Analysis** 5 tools

Increase your website traffic and improve performance with competitors' winning strategies.

[Learn more](#)

**Content Marketing** 7 tools

Develop a powerful content strategy with data-driven solutions

[Learn more](#)

**Local SEO** 4 tools

Optimize your site for local searches and get more local customers

[Learn more](#)

**Rank Tracking** 3 tools

Track daily changes of your target keywords in your target location

[Learn more](#)



URL: https://www.semrush.com/feautres/

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SEO

- SEO Dashboard
- COMPETITIVE RESEARCH
  - Domain Overview**
  - Traffic Analytics
  - Organic Research
  - Keyword Gap
  - Backlink Gap
- KEYWORD RESEARCH
  - Keyword Overview
  - Keyword Magic Tool
  - Keyword Manager
  - Organic Traffic Insights
- LINK BUILDING
  - Backlink Analytics
  - Backlink Audit
  - Link Building Tool
  - Bulk Analysis
- RANK TRACKING
  - Position Tracking
- Local SEO
- Advertising
- Social Media
- Content Marketing

# Domain Overview

Get instant insights into strengths and weaknesses of your competitor or prospective customer.

Enter domain name Worldwide Search

**Domain examples:** [ebay.com](#) [shopzilla.com](#) [amazon.com](#)

## Get a complete analysis

The most comprehensive competitive intelligence tools for online marketers.

TRAFFIC SOURCES

TOP

URL: <https://www.semrush.com/analytics/overview/?searchType=domain>

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Domain Overview uspto.gov Root Domain Search Projects

## Domain Overview: uspto.gov

User manual Send feedback

Worldwide US UK DE Desktop Jan 28, 2021 USD Export to PDF

Overview Compare domains Growth report Compare by countries

<b>Authority Score</b> <b>80</b> SEMrush Domai... 3.37K ↓	<b>Organic Search Traffic</b> <b>1.4M</b> -2.6% Keywords 467.88K ↑	<b>Paid Search Traffic</b> Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings. <a href="#">Go to Position Tracking</a>	<b>Backlinks</b> <b>40.6M</b> Referring Doma... 123.99K	<b>Display Advertising</b> <b>5</b> Publishers 7
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Engagement Metrics December 2020 Pages/Visits 8.11 ↓ Avg. Visit Duration 11:49 ↑ Bounce Rate 32.56% ↑ Show all

Organic Paid Export

### Keywords by Country

US	268.59K
IN	21.87K
CA	18.26K
UK	14.77K
AU	12.9K
Other	131.5K

### SERP Features US

4%

### Traffic Trend

1M 6M 1Y 2Y All time

Organic Traffic Paid Traffic

### Keywords Trend



URL: <https://www.semrush.com/analytics/overview/?searchType=domain&q=uspto.gov>

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← → ↻ 🔒 https://www.semrush.com/mentions/


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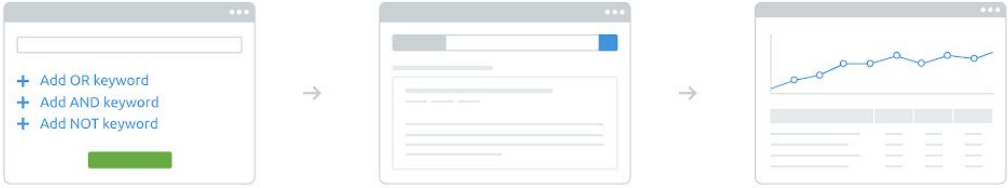
- SEO
- Local SEO
- Advertising
- Social Media
- Content Marketing
- Content Marketing Dashboard
  - Topic Research
  - SEO Content Template
  - SEO Writing Assistant
  - Brand Monitoring**
  - Post Tracking
  - Content Audit
- Competitive Research
- MANAGEMENT
  - Client Manager
  - My Reports
  - Projects
  - Dashboard
  - Lead Generation Tool
  - Marketing Calendar
  - Notes

# Brand Monitoring Tool

Track, analyze and benchmark your brand's performance.

Enter brand name Enter domain **Set up**

 We will use your domain to find backlinks to your site in your brand mentions.



1. Add OR keyword  
+ Add AND keyword  
+ Add NOT keyword

2. Monitor brand mentions

3. Analyze and benchmark performance

URL: <https://www.semrush.com/mentions/>

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Dashboard > Keyword Overview > Keyword Manager [User manual](#) [Send feedback](#)

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- Advertising >
- Social Media >
- Content Marketing >

# Keyword Manager

Collect your favorite keywords from across SEMrush. Save your findings, get fresh metrics, and export your findings into an XLSX or CSV file or other SEMrush tools.

[+ Click to create a new list](#)

## How to use Keyword Manager

**Add desired keywords to your lists from SEMrush tools:**

- Keyword Magic
- Keyword Overview
- Organic Research
- Keyword Gap
- Advertising Research soon

or import them manually

**KEYWORD MANAGER**

- + Keywords list 10/1,000
- +
- + Keywords list 100/1,000

**Send the best keywords to:**

- [Position Tracking](#)
- [PPC Keyword Tool](#)

or export them to an **XLSX** or **CSV**

URL: <https://www.semrush.com/analytics/keywordmanager/lists>

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Help us improve! Do you find our Topic Research tool useful? Yes No Ask me later

Dashboard > Topic Research > Topic Research for your keywords [Send feedback](#)

# Topic Research: trademark

[Export topic to XLSX](#) [Order content writing](#)

Content Ideas Favorite Ideas

trademark United States Search content on domain [Get content ideas](#) Favorite Ideas

Cards Explorer Overview Mind Map Trending subtopics first  Prioritize topics by: Volume

Topic	Volume	Content Ideas
Trademark Search	90.5k	<ul style="list-style-type: none"> <li>United States Patent and Trademark Office</li> <li>Search for a trade mark</li> <li>Trademark Status &amp; Document Retrieval</li> </ul>
Trademark Symbol	74.0k	<ul style="list-style-type: none"> <li>How to write the ®, ™, TM, © C symbols.Bona...</li> <li>8 Ways to Type the Trademark Symbol</li> <li>™SM®© Trademark TM Symbol</li> </ul>
Intellectual Property	40.5k	<ul style="list-style-type: none"> <li>United States Patent and Trademark Office</li> <li>Trademark</li> <li>Intellectual Property Protection</li> </ul>
Common Law	33.1k	<ul style="list-style-type: none"> <li>Basic Facts About Trademarks</li> <li>Trademark   Wex   US Law</li> <li>Unregistered trademark</li> </ul>
Trademark Logo	14.8k	<ul style="list-style-type: none"> <li>United States Patent and Trademark Office</li> <li>Trademark</li> <li>How to Register a Trademark for a Company Na...</li> </ul>
Registered Trademark	12.1k	<ul style="list-style-type: none"> <li>What rights does trademark registration provide?</li> <li>Basic Facts About Trademarks</li> <li>How to write the ®, ™, TM, © C symbols.Bona...</li> </ul>

SEMURSH Logo

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URL: <https://www.semrush.com/topic-research/6013e9dba7bad200013a8abe/>

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# Content Marketing Platform

Just a couple of steps separate you from building excellent content easily and quickly.

- Find a topic
- Create a plan
- Write an article
- Optimize it
- Analyze mentions
- Measure the impact
- Revise and Improve

## Find a Topic in Topic Research

An effective content plan is based on information about your audience's interests. SEMrush Content Platform allows you to conduct topic research by giving you the full picture of what your audience needs in just a couple of clicks.

Enter topic  US

**Subtopics** Headlines Questions

Topic Research: content ideas

Content Ideas Favorite Ideas



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Boston, MA 02199

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