semji
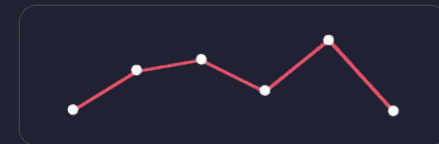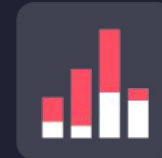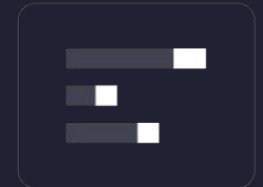
State of SEO Content in 2025

18 important things to have in mind to better understand Google and rank your content

Insights and recommendations based on the analysis of
520,000 contents & 50,000 SERPs

Table of contents

Introduction

With each update, Google turns the SEO community upside down.

Experts speak out, journalists comment on the changes made, advertisers monitor the slightest impact on their business. They all want to know how Google is evolving and which requirements they need to meet to ensure the best SEO performance.

The study released by Semji is part of this process: studying Google's behaviors to help you rank your content better.

As an SEO platform, Semji has used its own algorithms to process and analyze 20K customer pages and 500K competitor pages.

The result of this analysis will give you a better understanding of what Google and its users can expect in 2025.
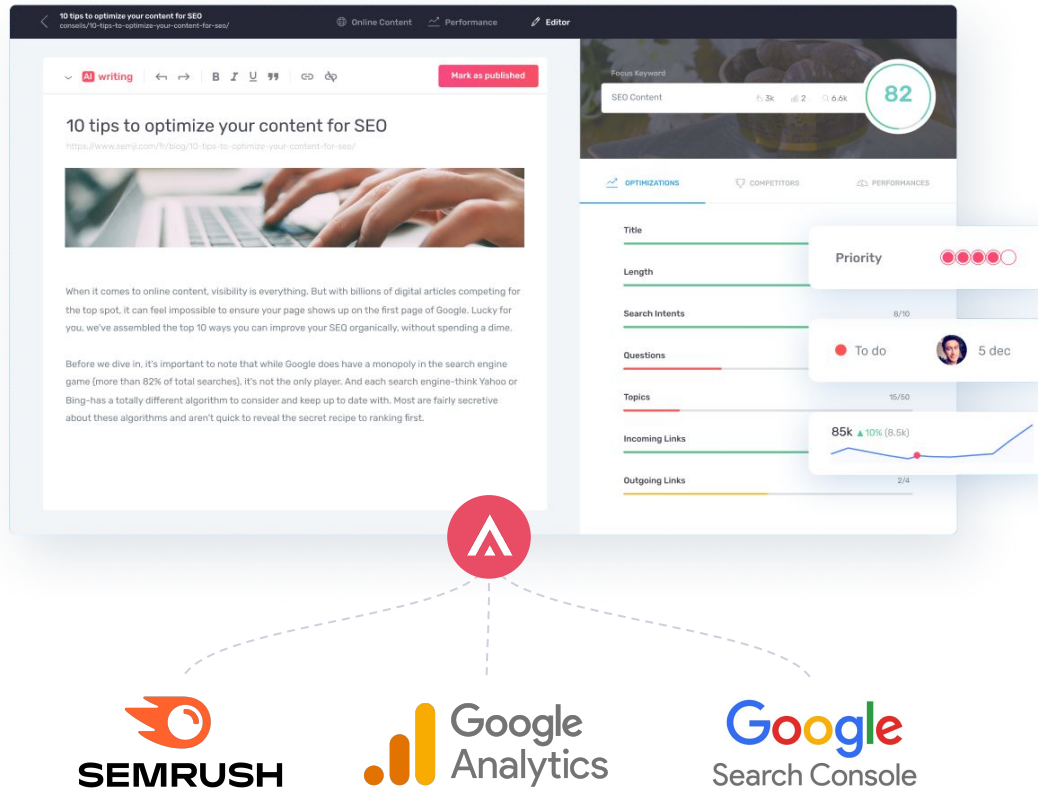
Here are 18 key takeaways.

20k	Semji customer content
500k	Competitor content
50k	SERPs

Methodology

Semji has compiled a wide range of data to provide the most comprehensive analysis.

## 20K customer URLs from Semji's platform

The Semji study is relying on the analysis of 20,000 customer content on the platform. The analyzed pages come from Midmarket / Enterprise customers, especially large brands with high authority domains.

Among the data extracted by the platform are:

- Data from the Search Console and Google Analytics accounts ;

- Position tracking on all URLs ;

- Page publishing and update dates ;

- The Keyword Difficulty provided by Semrush.

The term traffic used in this study represents the organic clicks as monitored by the Search Console. Furthermore, all statistics mentioned are medians. The study seeks to establish correlations between the different data rather than causal links.

Methodology
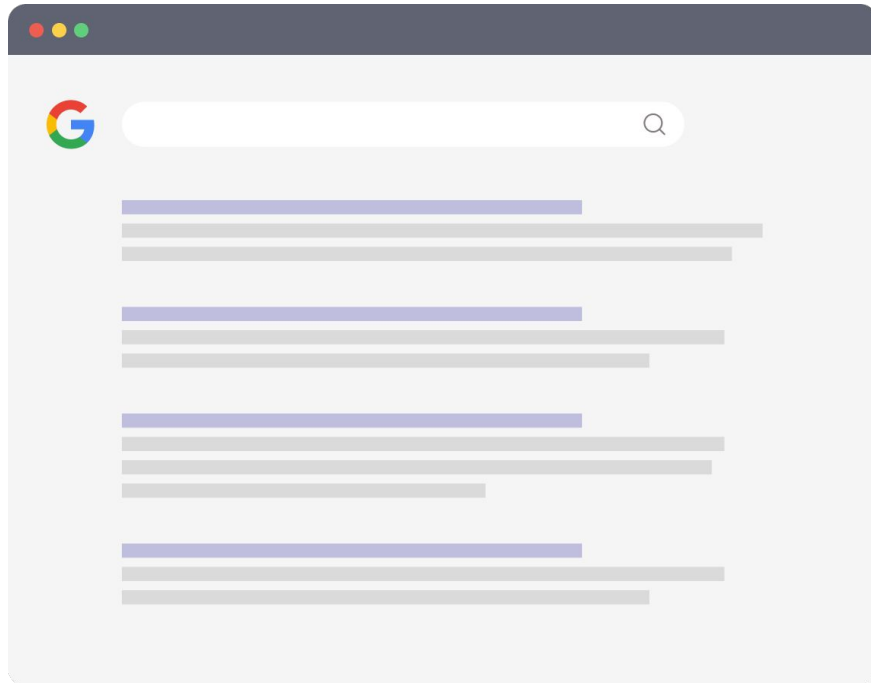
50K SERPs
500K competitor URLs

The study of 20,000 contents produced by Semji's clients has led to the analysis of 50,000 SERPs and 500,000 pages from their competitors (about 10 pages per SERP).

The use of URL rating (UR) and domain rating (DR) provided by Ahrefs completes this analysis.

The term traffic used in this study represents the organic clicks as monitored by the Search Console. Furthermore, all statistics mentioned are medians. The study seeks to establish correlations between the different data rather than causal links.

Methodology

	Est. Traffic	Focus Keyword	Trend
Article	**Shopping**	**Misc**	
10 Health Benefits of Spirulina healthline.com Article	30.3K	spirulina	
Spirulina, your ally for great hair dplusforcare.com Article	4,5K	spirulina hair	
NutriPlus Spirulina Tablets – Undeniably Boutique undeniablyboutique.com Shopping	4K	nutriplus spirulina	
Organic and Natural Spirulina Tablets vegalia.com Shopping	2,9K	spirulina organic	

Data processing and classification by Semji's AI

Pages are organized by content type (article/shopping) to make the findings more relevant and allow a better understanding of Google's algorithms.

Key figures from the study

x10 more traffic

for long content (2000+ words) compared to short content (less than 500 words).

3 to 5 months

for new content to rank.

1 month

for updated content to generate traffic.

60% more traffic

when optimizing an existing article.

x17 more traffic

for a page ranking in 1st position compared to a page in 10th position.
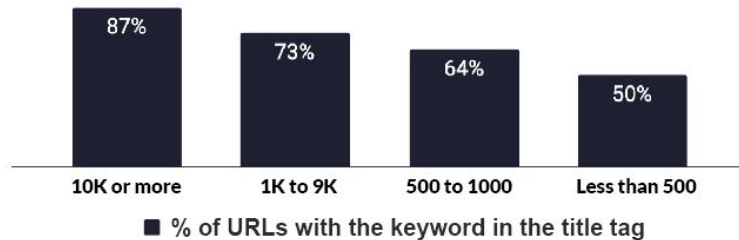
x2 more traffic

for optimized articles with a Semji Content Score between 90 and 100.

KEY TAKEAWAY #1

Keywords importance in title tags

→ **As a general rule, high volume keywords are more competitive (and require better optimization)**

% of URLs with the keyword in the title tag

Based on the keyword's search volume, how many % of URLs include it in their title tag?

→ **The more a keyword is searched, the more it will be included in the title tags of the 1st page URLs**

% of URLs with the keyword in the title tag   Keyword difficulty
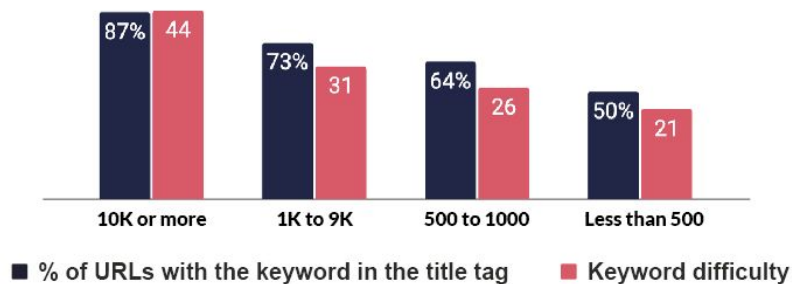
Based on the keyword's search volume, how many % of URLs include it in their title tag?

Of the 50,000 SERPs and 520,000 URLs on the first page, on average, 75% include the main keyword in their title tag.

50K → **520K** → **75%**
SERPs analyzed   URLs on the 1st page analyzed   of URLs include the main keyword in the title tag

We've segmented these 50,000 SERPs by search volume. First observation: the less the keywords are searched, the less they appear in the title tags. On the other hand, on high search volume keywords, 87% of pages include the main keyword in the title tag.

The keyword difficulty can explain this observation.

The most searched keywords are often the most competitive (40 for a search volume of at least 10k v. 21 for a search volume below 500). The page's SEO optimization is essential to achieve the best ranking, and the title tag is critical in this process.

Tips for optimizing your title tags

- If possible, use your main keyword at the beginning of your title tag.

- Expand your content's semantic field by writing a different title tag and H1 (main title).

- Ensure that each of your pages has a different,unique title tag.

- If you are targeting long tail keywords, study the title tags of the first 3 pages of the SERP. If none of them include the keyword, jump on the opportunity and include it in your title tag! It will be easier for you to rank in the TOP 3.
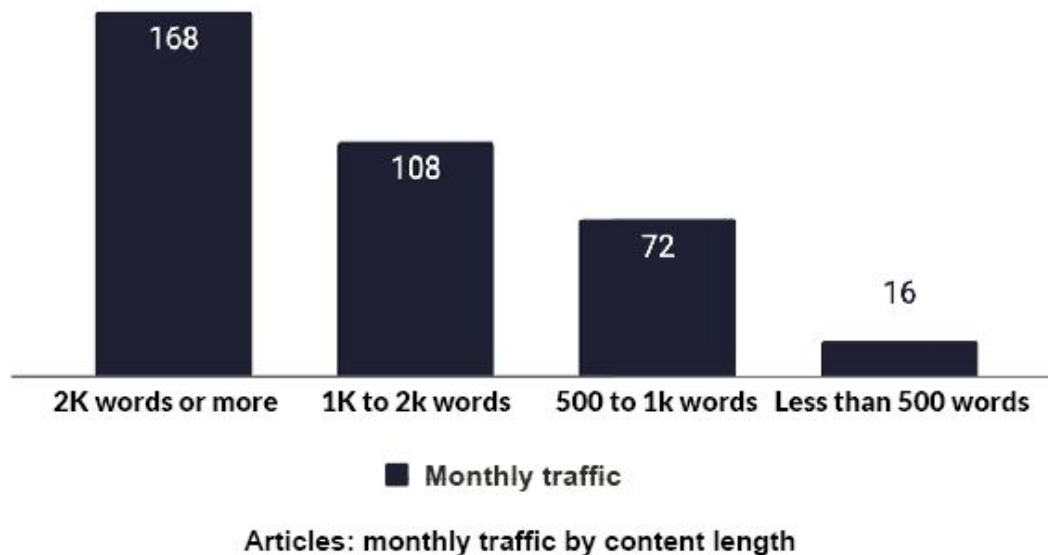
140 searches/month
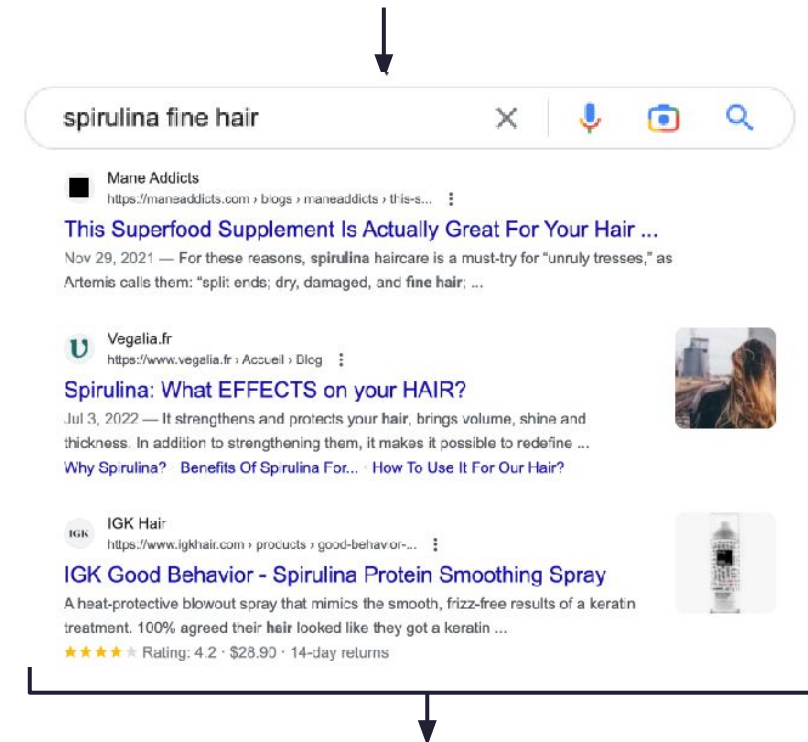
No content is specifically targeting the keyword 'spirulina fine hair', making it easier to rank for this keyword.

KEY TAKEAWAY #2

The importance of content length

→ **Out of 17K articles analyzed, long content attracts**
10 times more traffic

168 — 2K words or more
108 — 1K to 2k words
72 — 500 to 1k words
16 — Less than 500 words

■ Monthly traffic

Articles: monthly traffic by content length

Does content length influence performance? This is a recurring and much-discussed question in SEO. Google itself states that it is not a direct ranking factor.

However, even if it may not be a direct ranking element, we have noticed that content over 2000 words generates on average 168 clicks compared to 16 clicks for content under 500 words.

In fact, we can clearly see a difference in performance between short and long content: 10 times more words will generate 10 times more traffic.

SEMJI'S RECOMMANDATION

Our tips for deciding on the length of your content

Before you start writing, study the SERP on your main keyword. Indeed, it's not always useful to produce content over 2000 words. Most importantly, consider checking out the competition on your target keyword or topic.

- Use private browsers to make your search.
- Click on the first three organic ranking contents (watch out for ads!).
- Look at the length of each content to decide on the best length to aim for.

Ex: For three competing contents of 500, 800 and 1300 words each, you should produce a piece of content of 1300 words or more.

Of course, length alone is not enough to rank your content. Other aspects come into play, such as tag optimization or addressing search intent.
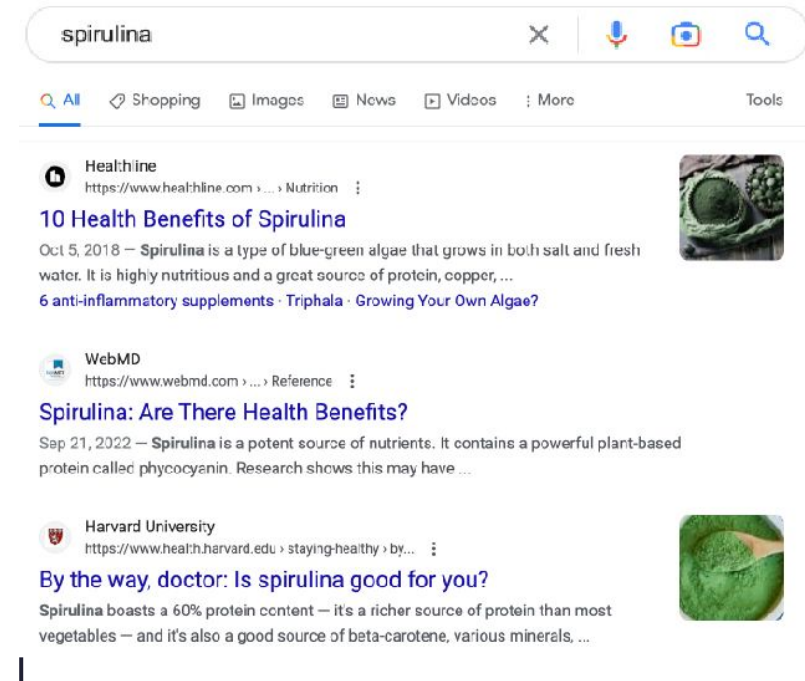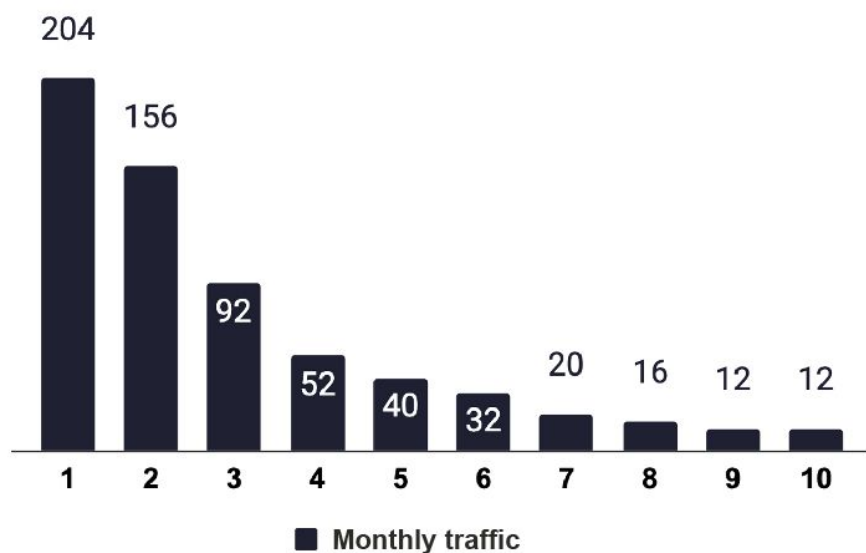

Analyze the length of the TOP 3 contents to define the length to aim for

KEY TAKEAWAY #3

The TOP 3 remain the most valuable positions to go after

→ **A URL in 1st position on its main keyword gets 17 times more traffic**

Monthly traffic by position on the main keyword

Is your content ranking on the first page? Congratulations! But don't stop there.

Indeed, we can notice that most traffic is mainly directed to the TOP 3. The contents at the bottom of the SERP do not attract much traffic.

By comparison, content ranking in the first position on its main keyword generates 17 times more traffic than content in the last position.

SEMJI'S RECOMMANDATION

Our tips for ranking in the TOP 3 on your keyword: creating a topic cluster!

If you publish only one piece of content on a given topic, it won't have much weight. Today in SEO, a powerful technique consists in producing several contents on the same topic, and setting up internal links between the contents, from the most generic content to the most specific. This is called a topic cluster.

Here are the 2 main steps:

- Define the main topic on which to create a pillar page or parent page. The goal is to rank this page on one of your generic keywords. *Example: spirulina*

- Then define subtopics to identify other, more specific content topics. These will be your child pages.
  For example, on the topic (parent page) «spirulina», Semji's content ideas feature shows several keywords to create content on (child pages), such as «spirulina use», «spirulina benefits», «when to eat spirulina»...

The result? You follow the best strategy to:

- Rank your pillar page on its main keyword,
- Attract traffic on long tail keywords thanks to child pages,
- Become the SEO leader on the topic.

| Content Ideas	Focus Keyword	Est. Traffic	Trend	Keyword Difficulty	Planning
10 Health Benefits of Spirulina healthline.com	Spirulina	30.3K		● High	
Spirulina: Everything You Need To Know vegalia.com	Spirulina	4.5K		● High	
What Is Spirulina and Why Is It So Good for You? health.clevelandclinic.org	Spirulina benefits	4K		● Low	
Spirulina for Hair: Benefits and How to Use byrdie.com	Spirulina hair	2.9K		● Very low	

KEY TAKEAWAY #4

A higher CTR in SERPs without P0
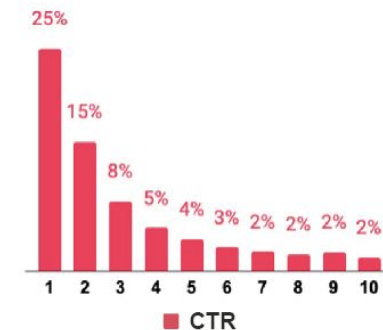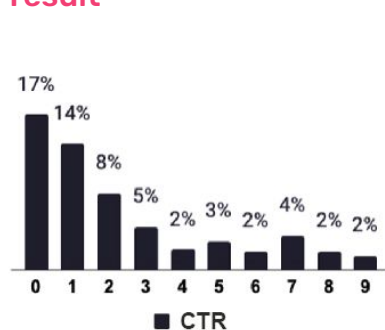
→ **Two different types of SERPs: WITH and WITHOUT position 0**
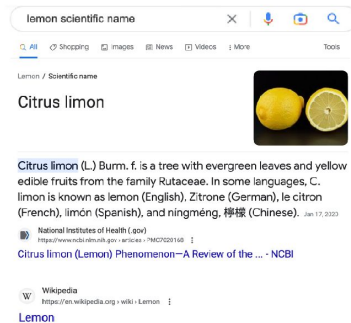
Avec position 0
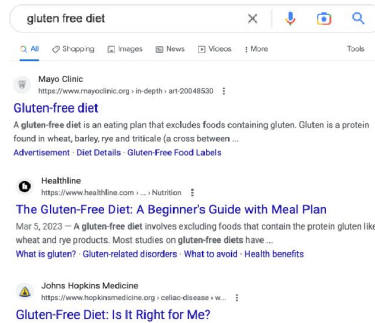
Sans position 0

→ **A SERP with a position 0 leads to less clicks on the first search result**

CTR of SERPs with Position 0

CTR of SERPs without Position 0

Is position 0 truly worthwhile for content performance?

Compared to other ranked contents, **achieving P0 remains the most valuable in terms of CTR (17%).**
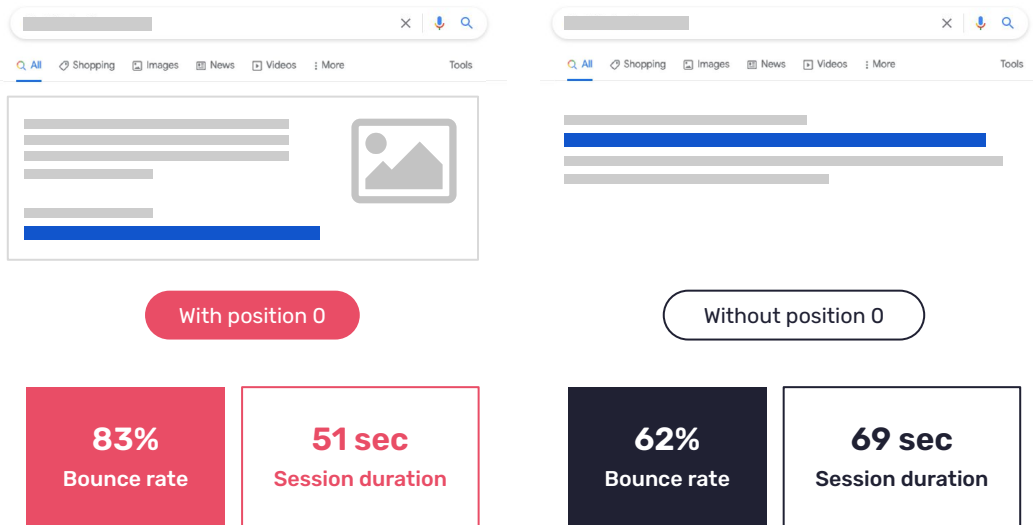
Nevertheless, since the answer to the question is almost entirely available on the SERP, it offers a lower CTR than a «classic» first position. **On a SERP without a 0 position, the URL in the first position gets a 25% CTR, which is higher than for a P0.**

The first position on a SERP without position 0 therefore remains more interesting in terms of performance.

KEY TAKEAWAY #5

Different user behavior on a SERP with or without P0

→ **Different user behavior on the first search result**

With position 0

Without position 0

| 83% Bounce rate | 51 sec Session duration | 62% Bounce rate | 69 sec Session duration |

Whether the SERP has a position 0 or not will also influence user behavior.

We notice that on position 0, the bounce rate is higher and the session duration is lower than for a URL ranking in the first position on a SERP without P0.

This can be explained by the keyword type which leads to shorter answers and therefore quicker browsing by users.

KEY TAKEAWAY #6

1st page articles on high search volume keywords get more traffic

→ 1st page articles ranked on **highly searched keywords** get significantly **more traffic**

1492

536

312

136

32

10K or more   1K to 10K   500 to 999   1 to 500   0
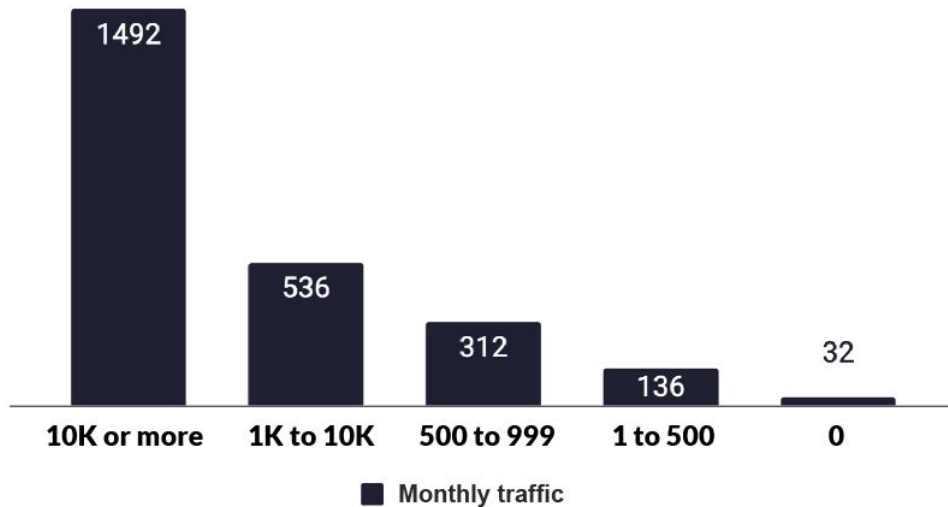
■ Monthly traffic

Articles: monthly traffic based on search volume of the main keyword

Does the search volume of a keyword impact the traffic generated?

It seems like it does.

Articles positioned on a highly searched keyword (more than 10,000 searches per month) have a significantly higher monthly traffic.

This data confirms that the **search volume of a main keyword should not be neglected when creating high ROI content.**

Many companies still produce content without thinking about the keyword on which they want to position themselves. Yet this is a great way to drive return on investment.

So remember to take search volume into account when choosing your keywords.

Our tips for finding keywords with high SEO potential

Listen to your sales team.

Brainstorming with your team can help you come up with ideas for keywords. You can start with your buyer personas, discuss with other departments like sales or support and list the most frequent topics in your business.

Listen to your audience

Several methods are available:
- Use Google and Youtube specific features such as related searches.
- Look at your potential customers' queries on forums, and customer service.

Automate this research

To save time, Semji helps you prioritize. Its algorithm identifies for you the existing content with the highest SEO potential and selects the most strategic keywords to target.

Prepare your keyword list

Each targeted keyword must meet the following requirements: related to your activity, attractive search volume to your targets, and ideally, that already generates traffic on your website with 0 ranked pages.

Pages	Focus Keyword	Clicks Potential	Content Score
What you Need to Know About AEO https://www.semji.com/complete-guide-aeo	AEO	●●●●●	76
The Key Figures of SEO https://www.semji.com/key-figures-seo	SEO key figures	●●●●○	35
10 KPI SEO to Follow https://www.semji.com/10-kpi-seo-to-follow	SEO KPI	●●○○○	22

People also ask

🔍 SEO tools

🔍 SEO SEA

🔍 SEO Wordpress

🔍 AEO meaning
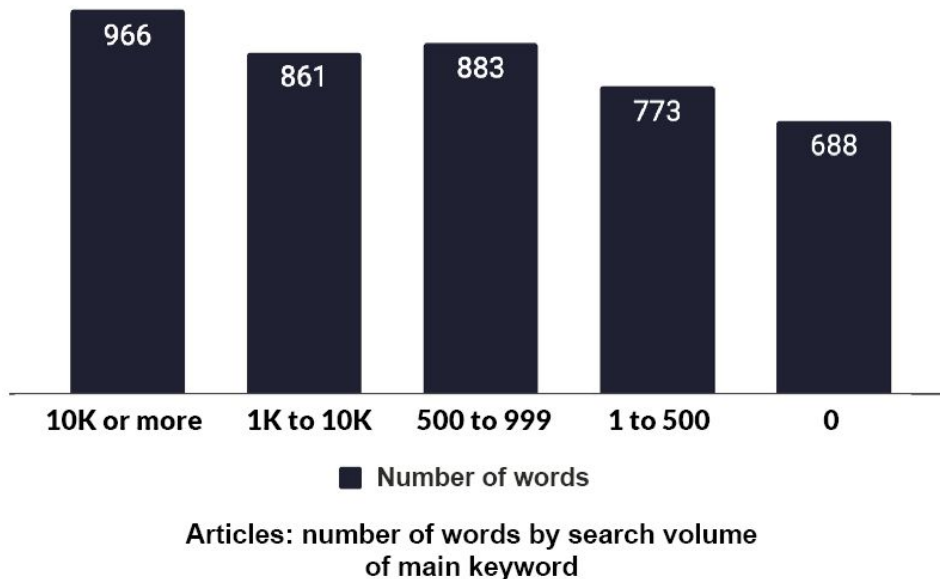
🔍 SEO Optimization

🔍 SEO marketing

KEY TAKEAWAY #7

High search volume keywords require moderate additional content effort

→ **Articles that rank for high search volume keywords are slightly longer than average** (only 100-200 words)

966 861 883 773 688

10K or more 1K to 10K 500 to 999 1 to 500 0

■ Number of words

Articles: number of words by search volume
of main keyword

Is the effort required to rank on high-volume keywords significantly greater than for mid-tail keywords, for example?

There is, in fact, a slight difference: **the articles ranking on highly searched keywords are usually longer than average.**

But this difference remains limited: only 100 to 200 additional words on average. The domain rating is also an element to consider when ranking on keywords with high search volume.

Pages with a high domain rating rank higher on high search volume keywords

→ **High search volume keywords: a high Domain Rating is important**
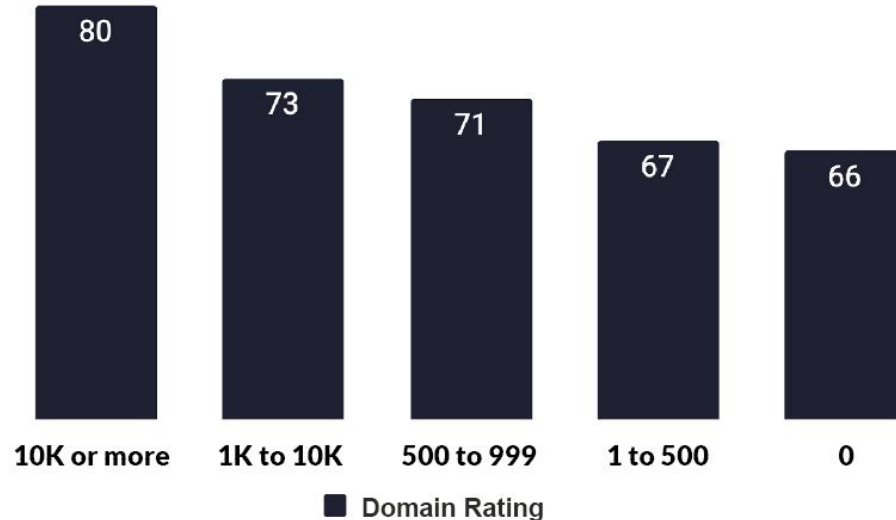
Articles: domain rating by search volume of the main keyword

Among the 50,000 SERPs analyzed, we found that the URLs ranking on keywords with high search volume (10,000 or more) have a high domain rating (80 on average).

This would therefore explain why some pages rank more easily than others on highly searched keywords.

SEMJI'S RECOMMENDATiON

If your website has a low authority, start by ranking on long tail keywords. This will increase your visibility and therefore your domain name authority.

*Domain Rating: strength level of a domain in netlinking provided by Ahrefs

**KEY TAKEAWAY #9**

Some title types have better SEO performance

→ **Do some article title tags perform better?**

Question Eating gluten-free: what are the alternatives?

Listicle Lawn: 5 steps to a new lawn

Year What are the financial incentives for replacing a boiler in 2022?

→ **SEO performance of 1st page articles by title tag type**

Articles: CTR by title tag type

Articles: monthly traffic by title tag type
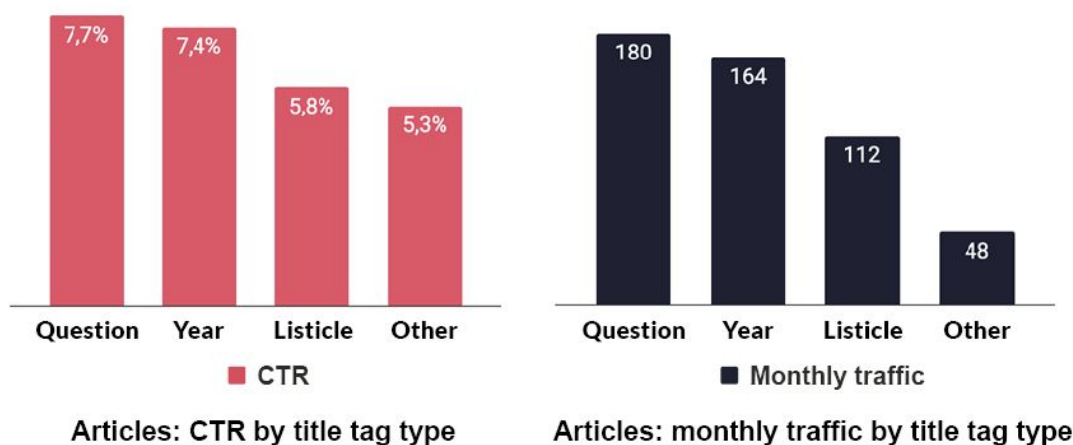
We've identified 3 main types of article titles to compare their performance:

- Question
- Listicle
- Year

We noticed differences in performance, especially for **question headlines** or **headlines including a year**, which generate more clicks. The listicles also capture a significant amount of traffic compared to the other types of titles.

Nevertheless, these results should be used with caution, as the results may vary depending on the data analyzed and the industry.

SEMJI'S RECOMMENDATION

For your content strategy, consider using different types of titles and compare their performance to find the ones that perform the best in your industry.

KEY TAKEAWAY #10

Bounce rate and SEO session duration could have an impact on the performance of articles

→ Articles with a bounce rate of over 95% have lower traffic than others

→ Articles with a session duration of less than 15 seconds have lower traffic than others

→ Monthly traffic decreases after 120 seconds

Articles: bounce rate v. monthly traffic

Articles: session duration v. monthly traffic
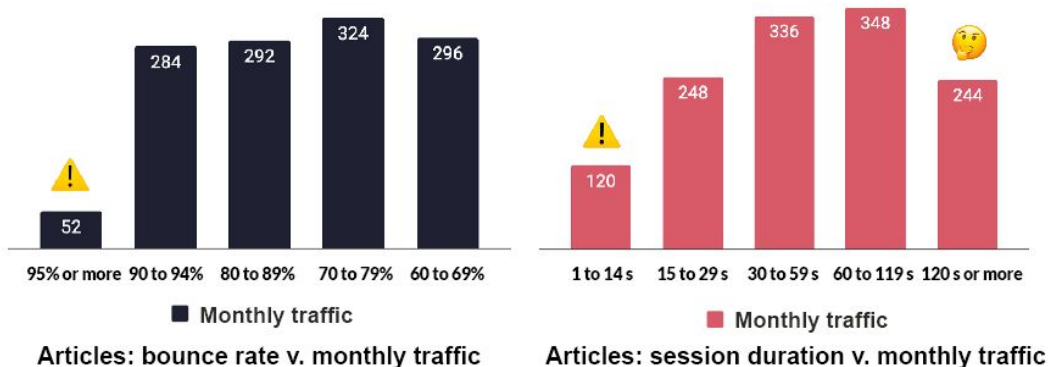
This topic is quite debated in the SEO world, are bounce rate and session duration taken into account for page relevance?

To do our own research, we've analyzed the performance of content based on these two elements.

Here's what we found:
- Articles with a bounce rate of over 95% have lower traffic than others.
- Same thing for articles with a session duration of less than 15 seconds.
- There is no clear correlation on the other bounce rate values.
- Monthly traffic seems better when the session duration is longer.
- Monthly traffic drops unexpectedly at 120 seconds and above.

These results would confirm the announcements made by Google, i.e. that the engine does not take into account these elements for ranking. However, don't overlook them as they can be useful to track and optimize user satisfaction. Use common sense to read this data and know if you should take action to improve these pages. For example: Due to their type, tutorial contents can have high bounce rates.

SEMJI'S RECOMMENDATiON

To find out if these indicators have an impact on the performance of your articles, don't hesitate to perform your own tests. Identify content with a high bounce rate and/or low session duration, and re-optimize those that need to be improved. Then monitor their rankings over the next few months.

A new content stabilizes its ranking after at least 3 months

3 to 5 months

Google Ranking

Days after publishing
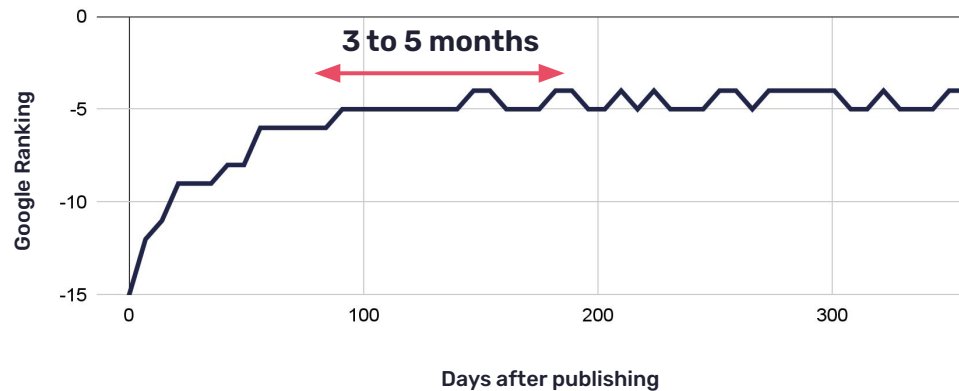
Google ranking on the main keyword after publishing new content

When we publish new content we notice a delay period from Google.

Thus ranking new content on its main keyword only stabilizes after 3 to 5 months.

KEY TAKEAWAY #12

It takes about 6 to 10 months for a new article to reach its peak performance

6 to 10 months

Traffic after publishing new content

It takes **at least 6 months for a new content to reach its highest SEO traffic**.

This data can obviously differ depending on the targeted keyword, the industry, the time of year, etc.

SEMJI'S RECOMMENDATiON

On top of taking this information into account in your SEO strategy, this data can be shared with other departments in your company and/or with your management. By showing the importance of taking Google's inertia into account, you can make them aware that you shouldn't rush to monitor the performance of your content.

KEY TAKEAWAY #13

The results depend on the SEO optimization of content

→ **Content Score** definition: content SEO optimization indicator

60 /100

Content Score on a keyword

Balise title	
Longueur	2180/2500 mots
Intentions de recherche	7/10
Questions	3/10
Termes associés	21/50
Liens entrants	4/5
Liens sortants	3/4

→ **The SEO optimization rate of new articles has a great impact on their traffic**

Content Score 90 to 100	100
Content Score 70 to 90	84
Content Score 60 to 69	56
Content Score below 60	44
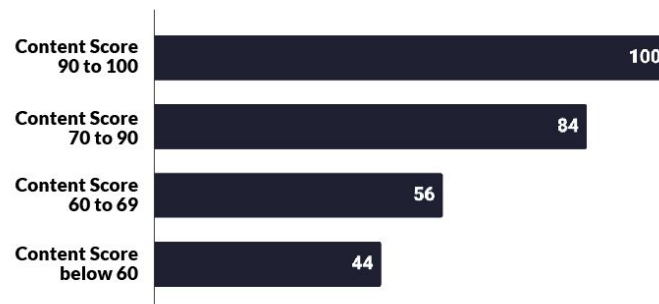
Articles: monthly traffic based on the Content Score reached

Does content optimization really influence content performance?

We used articles optimized with our Semji tool. This tool provides a Content Score that includes different optimization elements: title tag, article length, answers to search queries and questions from users, internal linking, and extensive vocabulary.
This makes it possible to give the content an overall score ranging from 0 to 100.

We can see that there are significant differences in performance between content with a high Content Score and content with an average or low Content Score.

Thus, **an article with a Content Score below 60 attracts half as much traffic as an article with a content score between 90 and 100.**

Content optimization remains one of the keys to increasing traffic and therefore the ROI of your content.
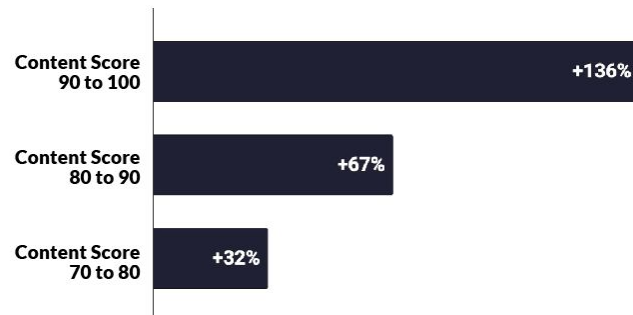
KEY TAKEAWAY #14

Updating existing content can double your traffic

→ **Optimizing existing articles: what are the results?**

+60%

more traffic when optimizing an existing article

Average effort to add content: 150+ words

→ **The results depend on the SEO optimization rate of the content**

Content Score 90 to 100 — +136%
Content Score 80 to 90 — +67%
Content Score 70 to 80 — +32%

Articles: traffic increase based on the Content Score achieved

Reoptimizing existing content has a strong impact on traffic as well.

We notice a 60% increase in traffic on reoptimized articles with a Content Score of 90 to 100.

The effort of adding content is also quite low since it is only 150 words on average.

Of course, content reoptimization does not only consist in adding words but also in rephrasing, addressing search intents, improving vocabulary, etc.

Our tips for optimizing and updating your content

Updating your content regularly is essential to get a constant flow of traffic. There are several ways to update your content:

- Write longer and more comprehensive content than the first competing content,

- Identify the information in the TOP 3 that you have not yet covered and add it,

- Structure a relevant writing plan and add the topics that interest your audience (=search intents) around the main targeted keyword in your Hn tags,

- Reoptimize your internal linking,

- Review the semantic quality, etc.

If you want to automate this update and get all the SEO recommendations to boost your content performance,
ask for a demo of our platform now!

Optimization example of an existing content with Semji (car insurance «electric car insurance»)

https://www.lesfurets.com/assurance-auto/guide/types-vehicules/voiture-propre/electrique
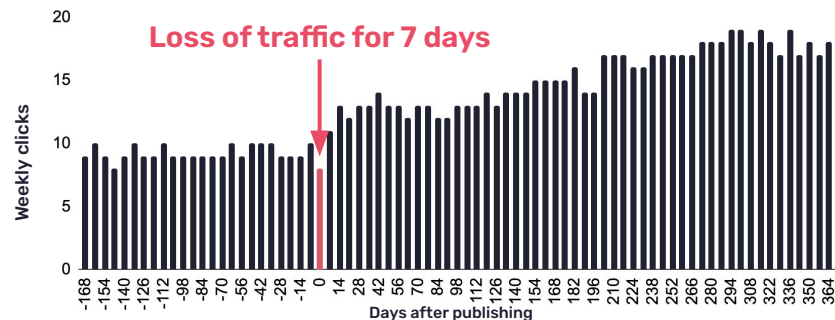
Updating existing content means a temporary drop in traffic

→ **Google inertia after updating existing content**

Weekly traffic after updating existing content

→ **Updating existing content can lead to a temporary drop in SEO visibility**

Weekly traffic after updating existing content

It's always worth reoptimizing your existing editorial content, especially if your website contains many.
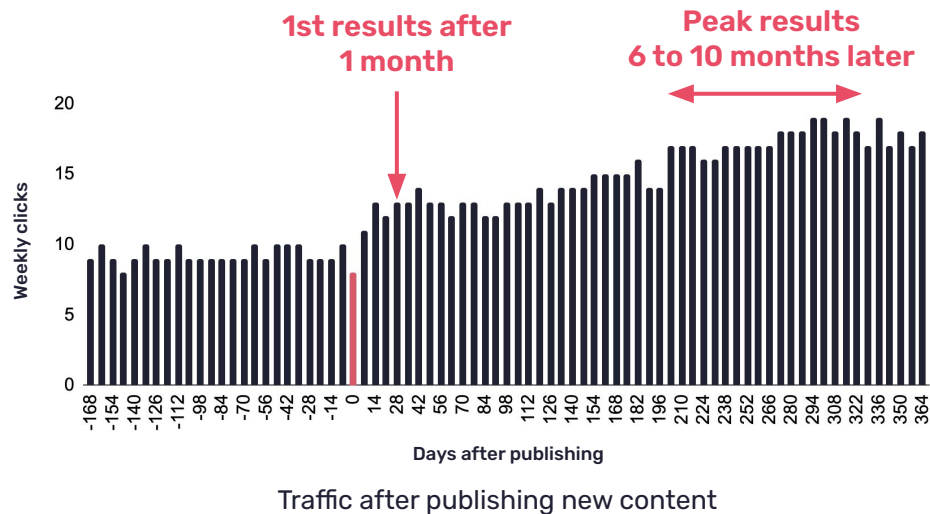
However, when **updating, your content may experience a drop in SEO visibility (traffic, position, impression) for a week.**

This is perfectly normal and **temporary as traffic usually picks up after two weeks.**

KEY TAKEAWAY #16

An existing content update generates traffic after 1 month and reaches its full traffic potential after 6 to 10 months

→ The **1st results** are achieved 1 month after the update of the existing content

→ **Peak results** are achieved 6 to 10 months later

1st results after 1 month

Peak results 6 to 10 months later

Weekly clicks

20

15

10

5

0

-168 -154 -140 -126 -112 -98 -84 -70 -56 -42 -28 -14 0 14 28 42 56 70 84 98 112 126 140 154 168 182 196 210 224 238 252 266 280 294 308 322 336 350 364

Days after publishing

Traffic after publishing new content

We notice a first increase in traffic after 1 month. As with new content, **optimal SEO results are achieved after 6 to 10 months.**

The duration depends, obviously, on the keyword difficulty, SERP changes, time of year, etc.

SEMJI'S RECOMMENDATiON

To help you better manage these deadlines, consider using a scheduling tool or a content calendar, especially if you are targeting seasonal events or business highlights.

KEY TAKEAWAY #17

Adding content increases traffic to e-commerce pages

→ **E-commerce pages without content: impact of adding written content**

Traffic before adding content: **16**

Traffic after adding content: **24**

+50% increase in traffic
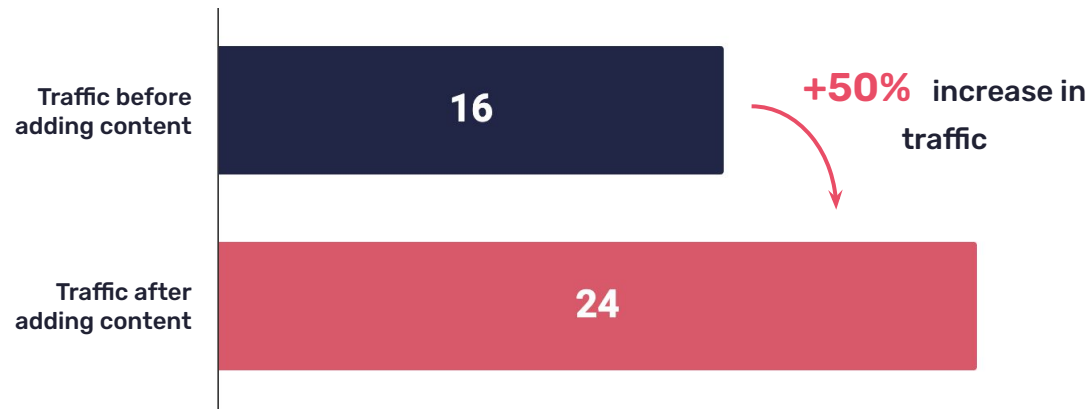
E-commerce pages: traffic impact of adding content

Is content useful for e-commerce? We've studied two types of transaction content: category pages and product sheets.

We've collected traffic data before and after adding content by our clients. **We noticed that these efforts generated on average a 50% increase in clicks on the related pages.**

KEY TAKEAWAY #18

Content length for e-commerce pages impacts traffic

→ **E-commerce pages with content = more traffic**

28

24

12

500 words or more   250 to 499 words   Less than 250 words
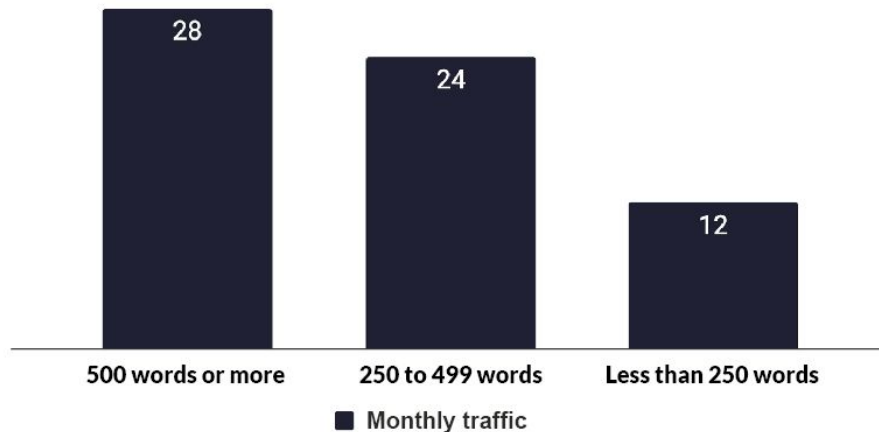
■ Monthly traffic

E-commerce pages: monthly traffic by content length

To take this analysis further, we segmented the pages based on content size, to see if it could also have an impact on traffic.

Unsurprisingly, **content of 500 words or more generates more traffic than content of less than 250 words.**

Again, domain name authority can also have a large impact on this data.

SEMJI'S RECOMMENDATiON

Google and your visitors love content. Even on an e-commerce website, don't be afraid to produce content that will boost the visibility of your products and services.

Performance checklist for a top ranking article

Many people ask themselves: what is the best content length, the number of images or links to add to an article, the ideal session duration, etc.

As this depends mainly on the keyword you are targeting, we have taken the average values of the data collected for each SEO element (Content).

To provide you with a general idea about content performance, we also evaluated what the user behaviors and CTR were for the main keyword.

These statistics are for information purposes only and are in no way general recommendations to be applied. Please check the SERP of the targeted keyword to get more details.

Content

☐ **Number of words** _____ 900

☐ **Hn tags** _____ 13

☐ **Images** _____ 3

☐ **Internal links** _____ 6

☐ **External links** _____ 4

User behavior

☐ **Bounce rate** _____ 75%

☐ **Pages per session** _____ 1,3

☐ **Session duration** _____ 60 sec

SEO performance

☐ **CTR main keyword** _____ 25%

Conclusion

Today, the increasing number of online players as well as the use of AI in content production are driving a massive influx of content.

Given this trend, Google is evolving and constantly improving its algorithms to satisfy its users and offer the best possible answers. The last Helpful Content Update (HCU) in December 2022 is proof of this. By tackling content deemed «useless», Google aims to value only relevant websites and content tailored to user expectations.

Now more than ever, it is essential to deliver content that is as qualitative and comprehensive as possible. This is why we created Semji and want to support you. Our ultimate goal is to speed up your growth through the platform's features and content.

About Semji

Semji is a SaaS platform designed to maximize your SEO content ROI.

Our solution helps you create high-performing content in less time.

Regardless of your target market, Semji allows you to:

- Drive more traffic to your content,

- Increase sales,

- Boost your teams' productivity,

- Track the performance of your content efforts.

Request a demo

SEO Optimizations
Ensure that you publish content with the best SEO optimizations thanks to the platform's recommendations.

Prioritization score
Find out in a few seconds which content should be optimized first.

Content ideas
Quickly identify new SEO acquisition opportunities.

AI Writing, AI Chat & GPT-3 Brief
Produce 6x faster by saving time on content preparation and writing.

Reports
Easily track the profitability of created and optimized content.

Chrome Extension
Say goodbye to time-consuming production tasks and save up to 10 hours per month.
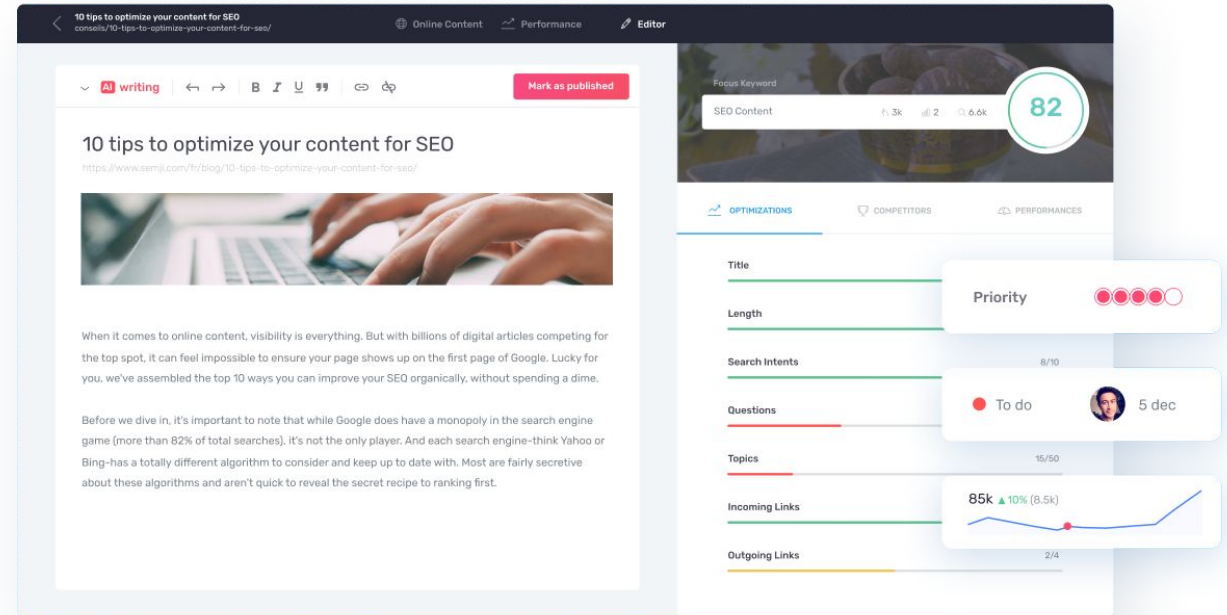
Boost your content's performance now

Semji is the leading solution for midmarket and large businesses. Thanks to Semji, our clients make on average:

- **+53% increase in conversions**

- **+45% increase in sales**

- **Production time cut by 6**

Want to learn more about Semji?

Contact us !

semji

Maximize the ROI of your content

Try for free

Request a demo