

# Ecommerce Trends

Exploring Key Industry Trends in 2023



# About Semrush



Semrush is an **online visibility management** and content marketing SaaS platform

**10M**

**marketing professionals**  
have already used Semrush

**15**

**international awards**  
as best SEO software suite

**30%**

**Fortune 500** companies use Semrush  
as their go-to marketing tool

We make online marketing easy.  
And these companies agree:

SAMSUNG



DECATHLON

P&G

Quora

TESLA



Hilton

Cartier



Booking.com



vodafone

Forbes

# About Semrush .trends Tool



To get a big picture of competitors activities worldwide and then make a deep dive into the traffic strategy details use **Semrush .Trends**. This tool is based on clickstream data and helps you to reveal market trends and competitive digital insights.



**Easy-to-use  
interface and API**



**500TB**  
of raw data



**190**  
Regions & countries



**200M+**  
Panelists



**1B** events analyzed  
per day

# SUMMARY



1. The State of Ecommerce
2. E commerce Digital Trends
3. Takeaways

# What is Ecommerce?





**IT'S EVERYTHING**

# 1. The State of Ecommerce



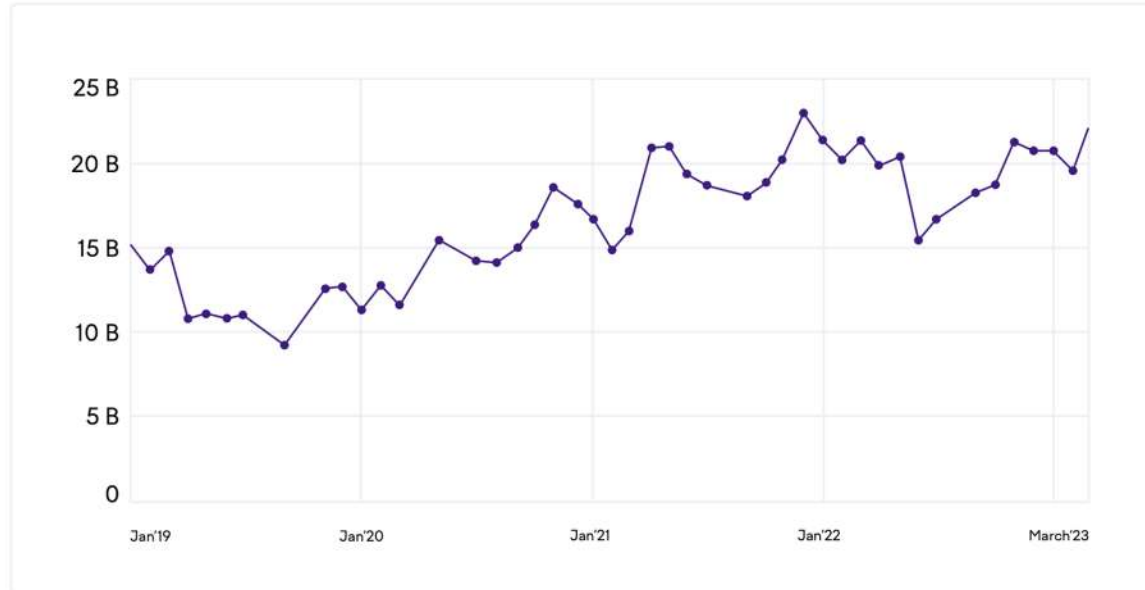
# Ecommerce Industry Global Trend



The global ecommerce market is overall growing

## Ecommerce Industry Traffic Trend

Global 2019-2023



Source: Semrush .Trends





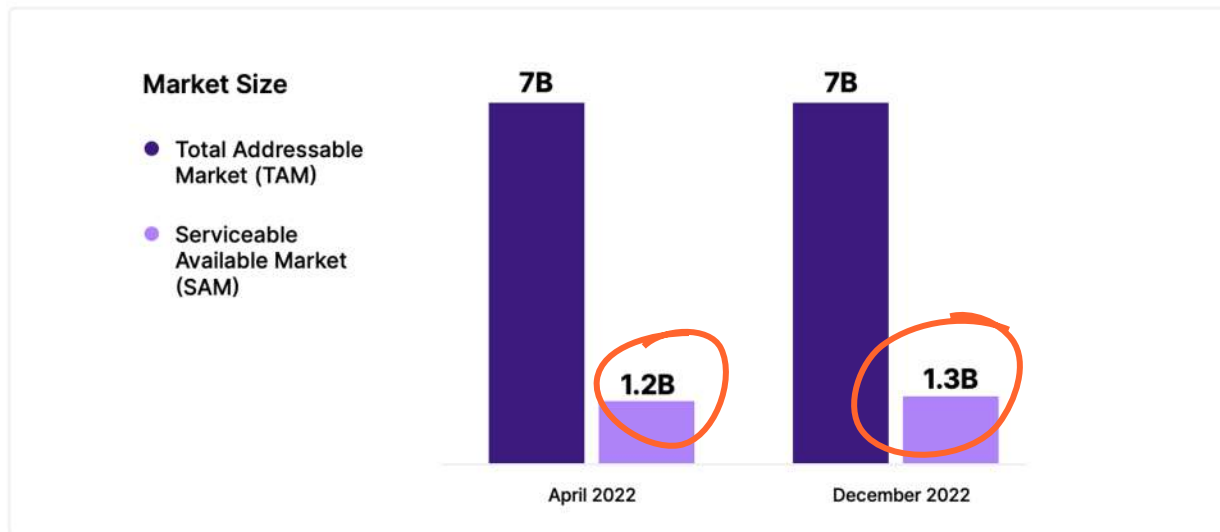
# Ecommerce Market Growth



100 mln people were integrated to ecommerce in last 8 month, 100 mln in just in 8 month

## Ecommerce Market Growth

Global 2022

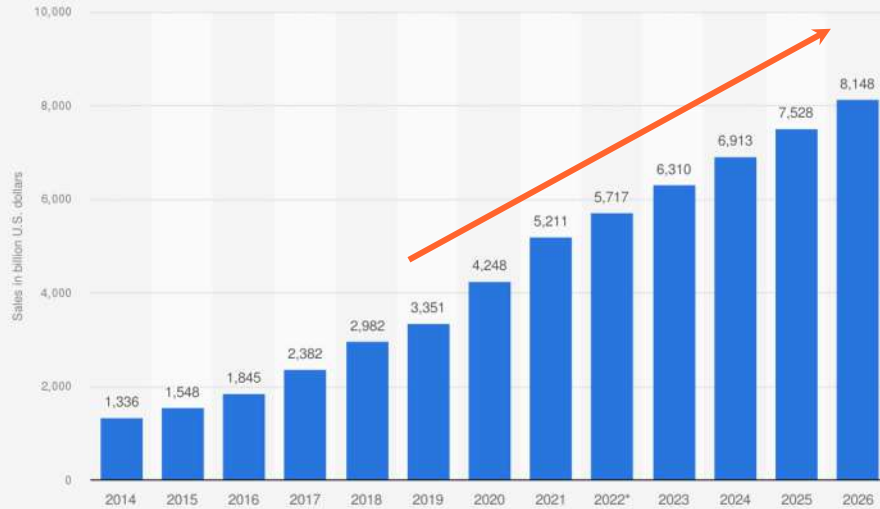


Source: Semrush .Trends

# The Ecommerce Industry Double-Digit Growth Rates



Retail e-commerce sales worldwide from 2014 to 2026 (in billion U.S. dollars)



Source  
eMarketer  
© Statista 2022

Additional Information:  
Worldwide, 2014 to 2022



About Mobile and Desktop....

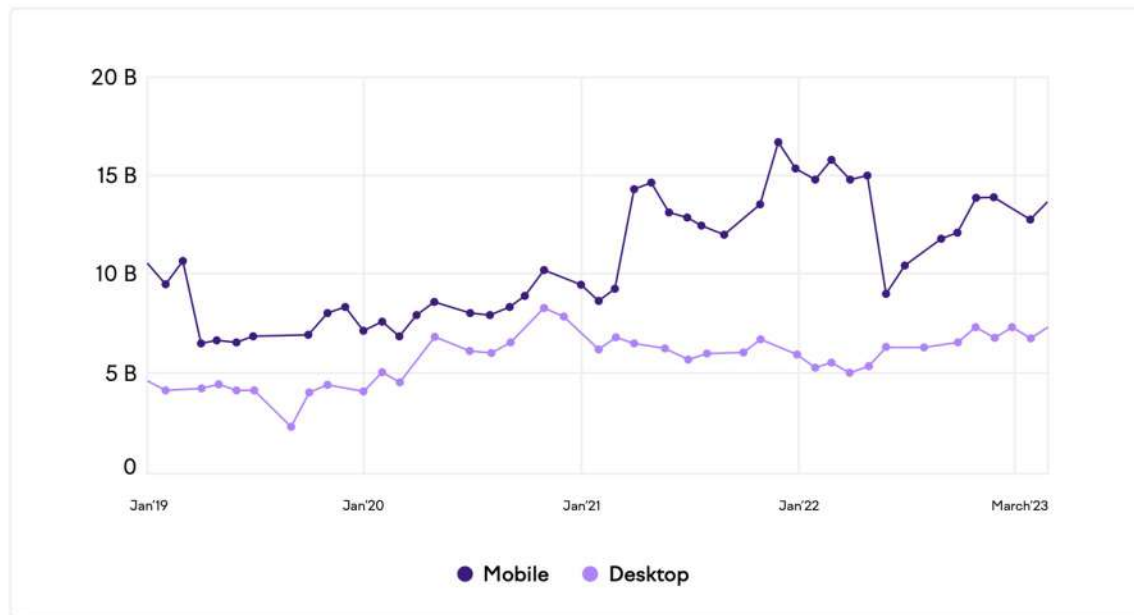
TO BE, OR  
NOT TO BE

# Online Shoppers' User Behavior Shifts



## Desktop and Mobile Traffic Share Ecommerce Trend

Global 2019-2023



Source: Semrush .Trends

# Top 10 Countries Contributing Traffic to the Ecommerce Industry



## Ecommerce Industry Traffic Share by Country

2022-2023

Country	Traffic Share 2022	Country	Traffic Share 2023
United States	50.22%	United States	31.21%
Germany	4.14%	India	8.43%
United Kingdom	4.12%	Germany	5.22%
France	3.15%	United Kingdom	4.98%
India	3.05%	Brazil	3.58%
Brazil	2.75%	France	3.42%
Japan	2.08%	Turkey	3.06%
Italy	1.98%	Japan	2.54%
Spain	1.97%	Philippines	2.45%
Netherlands	1.58%	Spain	2.21%

Source: Semrush .Trends

# Top Ecommerce Market Players (Global)



## Top 10 Ecommerce Industry Players

Global 2022-2023

Domain	Average Monthly Values 2023	YoY Change (2022-2021)	YoY Change (2023-2022)
amazon.com	2.84 B	4.75%	0.94%
aliexpress.com	845 M	9.22%	43.87%
walmart.com	748.1 M	5.74%	35.82%
ebay.com	699.9 M	-17.30%	15.93%
etsy.com	496 M	12.20%	9.93%
amazon.de	490.1 M	5.63%	16.22%
amazon.co.uk	389.9M	3.34%	20.22%
rakuten.co.jp	382.7M	-8.33%	16.52%
flipkart.com	291.9 M	3.08%	89.86%
lazada.com.ph	287.1 M	-18.04%	197.87%

Source: Semrush .Trends

# Top Ecommerce Players by Region



## ● North America



Domain	By traffic in March 2023
amazon.com	2,075,585,761
walmart.com	928,669,986
ebay.com	519,317,106

## ● Europe



Domain	By traffic in March 2023
amazon.de	472,629,786
aliexpress.com	355,241,344
amazon.com	285,725,993

## ● LATAM (Latin America)



Domain	By traffic in March 2023
mercadolivre.com.br	170,959,307
amazon.com	170,420,873
amazon.com.br	155,308,916

## ● APAC (Asia-Pacific)



Domain	By traffic in March 2023
amazon.in	563,108,373
rakuten.co.jp	345,974,595
flipkart.com	321,858,954

## ● MEA (Middle East and Africa)



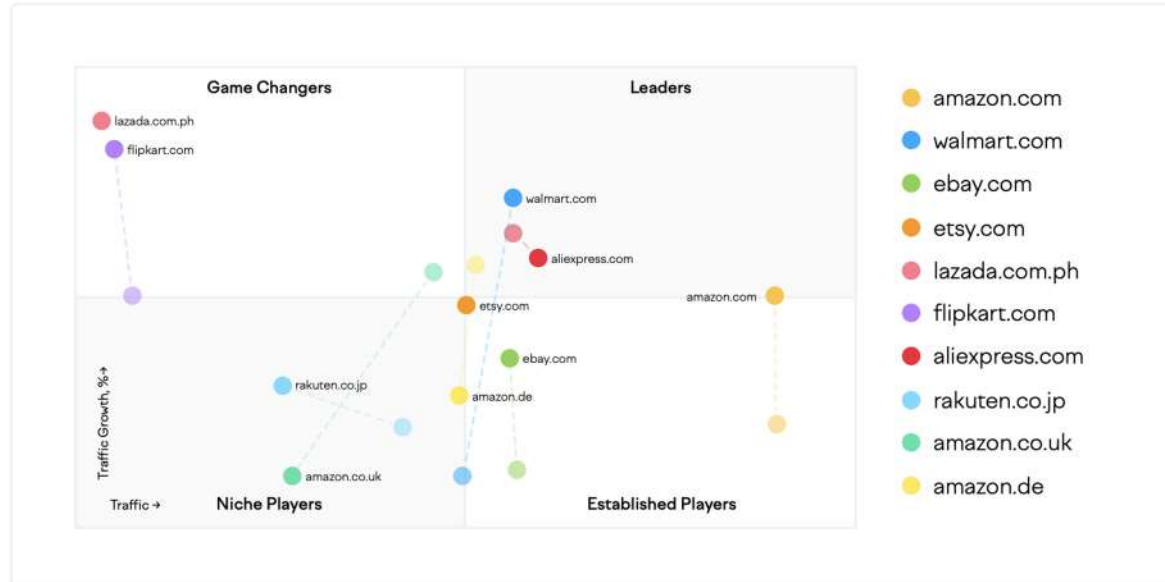
Domain	By traffic in March 2023
trendyol.com	126,279,017
amazon.com	97,656,763
hepsiburada.com	75,043,805

# Top Ecommerce Industry Players' Market Position Dynamics (Global)



## Top Ecommerce Industry Players' Market Position Dynamics

Global 2022-2023



Source: Semrush .Trends

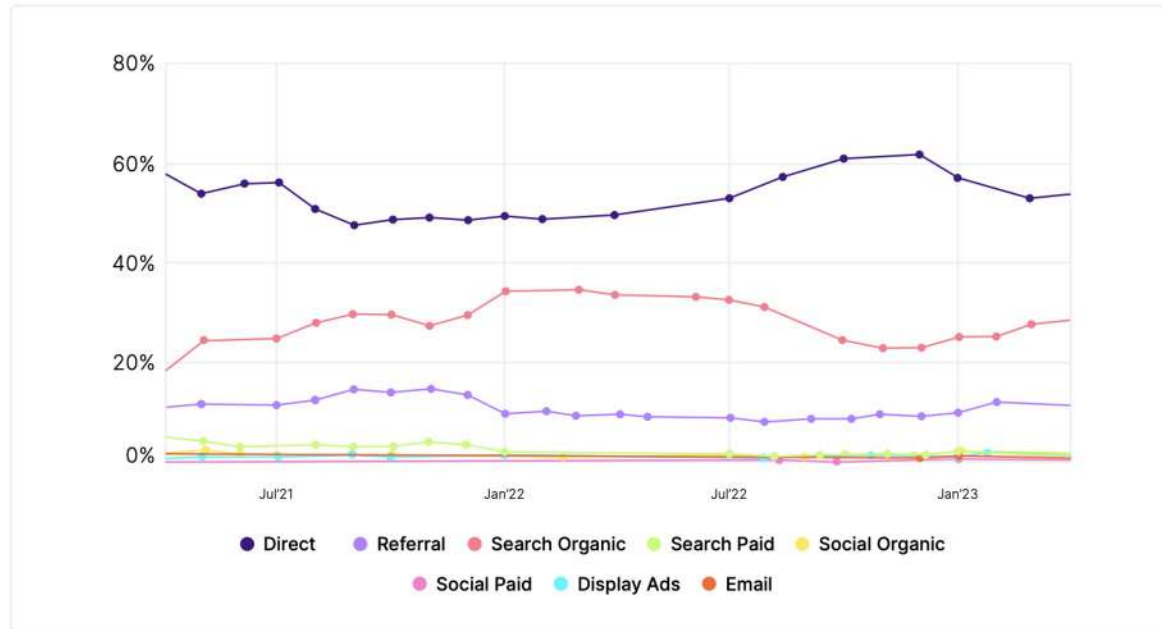


# Etailers' Traffic Generation Strategy (Global)



## Ecommerce Traffic Share by Channel Trend

Global 2019-2023



Source: Semrush .Trends



# Mobile Trends



- Stronger growth for video searches over images
- Popular Product searches now make **up 25% of all mobile searches**
- Google Search becomes more visual with **42% increase searches**

**Key Takeaway:** Google is updating its SERP features algorithm to boost commerce and organic search on mobile.

# Google Search Engine Results Page Trends

Reviews are shown on 77% of search results in US

People Also ask boxes in 65% on desktop and even more on mobile 72%.

Images or videos are presents in average 60% of search results

## Google CTRs

Distribution of organic clicks in the SERPs, following on from Semrush's Zero-Clicks Study in 2022, with a dataset of clicks and impressions from the clickstream data Semrush receives from third parties.

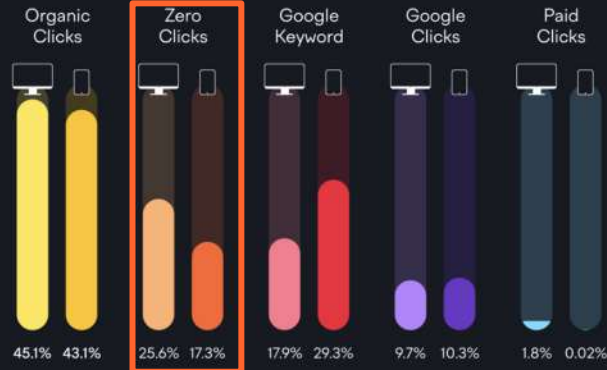
### Google Search CTRs

Desktop Mobile



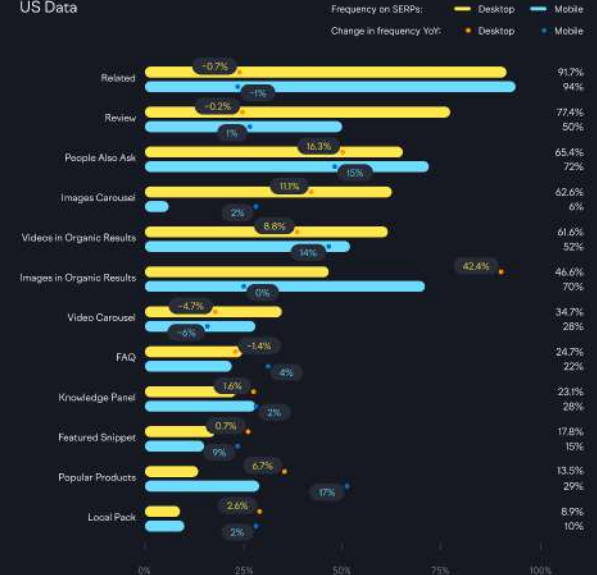
Only around one in five searches led

to a click on the first result in 2022



## SERP Features: Frequency and Trends

US Data



# About SERP Features



**SEM RUSH**

## Google SERP Features

1 Organic result

2 "People also ask" SERP Feature

3 Organic result

4 Videos SERP Feature

5 Knowledge Panel SERP Feature

semrush.com

**SEM RUSH**

**2 "People also ask" SERP Feature**

People also ask

**4 Videos SERP Feature**

▶

**5 Knowledge Panel SERP Feature**

▶

# New SERP Features



## Short Videos Carousel

1.64%

Short videos

Top Gun - Great Balls of Fire! | Mr Green Renewing CGI From Top Gun...

@pgr@mar... @hayesfm (on Inst... | Did you know THIS about the Top Gun...

More short videos

## Things to Know

0.21%

Things to know

**Degree**  
What degree do you need to become a data sci...

**Physical requirements**  
Physical requirements for data scientist

**How to hire**  
How to get hired as a data scientist

**Average salary**  
Data scientist average salary

More

Feedback

## Buying Guide

05% mobile/0.18% desktop

Buying guide: Kids' Bike Helmets

Price: How much is a child's bicycle helmet?

Popular types: Including Mountain, Commuter, BMX

Popular brands: Including Schwinn, Bell, Giro

Safety: What safety features to look for in a kids' bike helmet?

More considerations

# Most growing products categories



In terms of users buying interest

## Most growing categories

Category	December 2021	December 2022	Change YoY
Sport	363,683,530	421 824 611	15.99%
Retailers General	10 211 391 449	11 617 048 144	13.77%
Electronics	3 800 255 465	4 145 032 082	9.07%
Fashion	2 126 114 785	2 285 295 372	7.49%
Kids	152 217 728	162 272 466	6.61%
Flowers & Gifts	165 103 044	155 777 937	-5.65%
Pets	221 268 836	208 539 710	-5.75%
Groceries & Food	977 000 646	915 586 649	-6.29%
Health & Beauty	556 087 985	519 169 102	-6.64%
Home & Garden	1 080 429 282	999 576 027	-7.48%

Source: Semrush .Trends



The most growing ecommerce categories are Sports, Electronics and Clothes.

But..















In pandemic time this top was quite opposite, we had online education, home, food or food delivery in the top

# Amazon's Most Popular Products



## Amazon.com's Top Trending Products

Global 2022-2023

Month	Product	MoM Growth	Month	Product	MoM Growth
February '22	 disney cutie cuff	4,052,900%	September '22	 haynuts leggings	2,011,275%
March '22	 omkagi biker shorts	1,372,175%	October '22	 white key fob cover	105,687%
April '22	 mohawk putty stick	1,365,000%	November '22	 rain cloud diffuser	187,469%
May '22	 generic rubber beach bag	26,091,200%	December '22	 aa batteries 24 pack+	50,555%
June '22	 awesome fathers day gifts	143,333%	January '23	 kids valentines day gifts	14,646%
July '22	 smart register vent	5,077,600%	February '23	 dr seuss costumes for kids	10,944%
August '22	 beaushiny water wave wig	113,603%	March '23	 air essentials jumpsuit	800,400%

Source: Keyword Wizard app for Amazon

# Ecommerce Top Emotional Triggers 2022-2023



## amazon.com

- find deals
- best sellers
- find best
- customer reviews
- reviews find

## lowes.com

- free delivery
- buy online
- online pickup
- pickup store
- store get

## aliexpress.com

- free shipping
- buyer protection
- great value
- safe payment
- check deals

## ebay.com

- huge selection
- featured collections
- free shipping
- buyer protection
- protection program

## homedepot.com

- free store
- store pickup
- shop home
- free returns
- diy projects

## etsy.com

- one kind
- free shipping
- everyday supplies
- talented creators
- ready ship

## walmart.com

- free shipping
- low prices
- store pickup
- free store
- millions items

## bestbuy.com

- free shipping
- curbside pickup
- home install
- top deals
- store pickup

## target.com

- free shipping
- day delivery
- store pick
- day store
- ship free

Each of them has their own tone of voice and image, they should support it, and they can use their USPs in CTA to influence users emotions.

Aliexpress case



# Amazon Funnel



a.k.a an optimized sales journey from awareness to conversion



# Amazon's Transaction Funnel From Cart

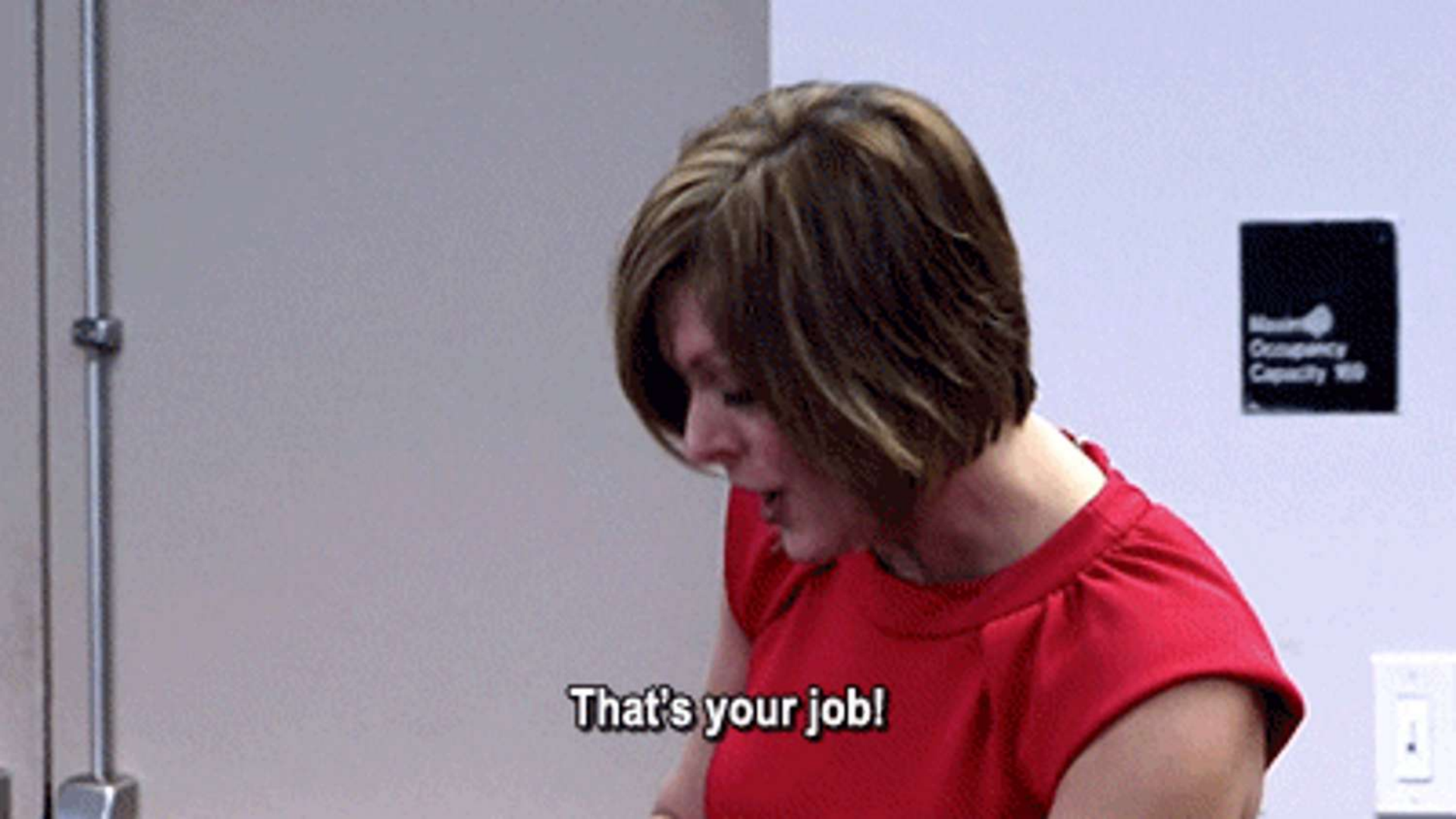


Overall global conversion in average is less than 4% . How much do you have?  
Importance to have well organized process where everything in its place



Source: Semrush



A woman with short, layered brown hair is shown in profile, looking down and to the left. She is wearing a bright red, short-sleeved top. The background is a plain, light-colored wall. To the left, a vertical metal rod is visible. To the right, there is a black rectangular sign with white text and a small icon, and a white electrical outlet.

**That's your job!**

Maximum  
Occupancy  
Capacity 100

# Amazon “Special Occasions” Funnel Cart



## Amazon.com “Special Occasions” Funnel

Global 2022

Stats	Daily Average	Prime Day	Prime Early Access Sale	Black Friday & Cyber Monday	Christmas and New Year Season
clicks per session	15.0	18.8	16.0	16.3	14.8
cart transactions per session	0.1	0.2	0.1	0.1	0.1
cart clicks per session	0.2	0.4	0.3	0.3	0.2
product pages per session	3.3	4.6	3.9	4.2	3.7
search pages per session	2.0	2.6	2.3	2.6	2.2
cart clicks per transaction	1.7	1.7	2.1	2.2	1.2
product pages per transaction	6.1	7.4	6.7	7.2	6.9
product pages per cart click	4.3	5.0	3.6	3.8	6.0
search pages per transaction	3.2	3.6	3.5	3.9	3.4
search pages per cart click	2.2	2.4	1.8	2.1	3.0

Source: Semrush .Trends

# 2. Ecommerce Digital Trends in 2023?



# Ecommerce Audience Social Media Preference 2022



All devices

March 2022

Social Media	amazon.com	walmart.com	ebay.com	etsy.com	aliexpress.com
YouTube	562.6M 74.92%	140.5M 72.27%	183.6M 82.14%	144.4M 80.01%	192.1M 76.03%
Facebook	365.1M 48.62%	97.3M 50.05%	130.2M 58.26%	104.2M 57.77%	119.9M 47.46%
Reddit	275.9M 36.73%	88M 45.27%	95.7M 42.84%	83M 45.98%	56.1M 22.22%
Twitter	266M 35.43%	74.6M 38.38%	88M 39.38%	75.9M 42.07%	67.5M 26.71%
Instagram	231.3M 30.81%	62.1M 31.95%	83M 37.14%	76.1M 42.18%	72.2M 28.56%
LinkedIn	117.5M 15.65%	26.8M 13.79%	36.2M 16.17%	34.5M 19.1%	26.5M 10.5%
Pinterest	99.7M 13.27%	24.4M 12.53%	33.4M 14.94%	36.2M 20.08%	24.3M 9.62%
TikTok	92.1M 12.27%	19.8M 10.16%	33M 14.76%	30.7M 17.03%	30.4M 12.03%

# Ecommerce Audience Social Media Preference 2023



TikTok became retailer or ecom platform by themselves and they try to build more and more integrations

All devices

March 2023

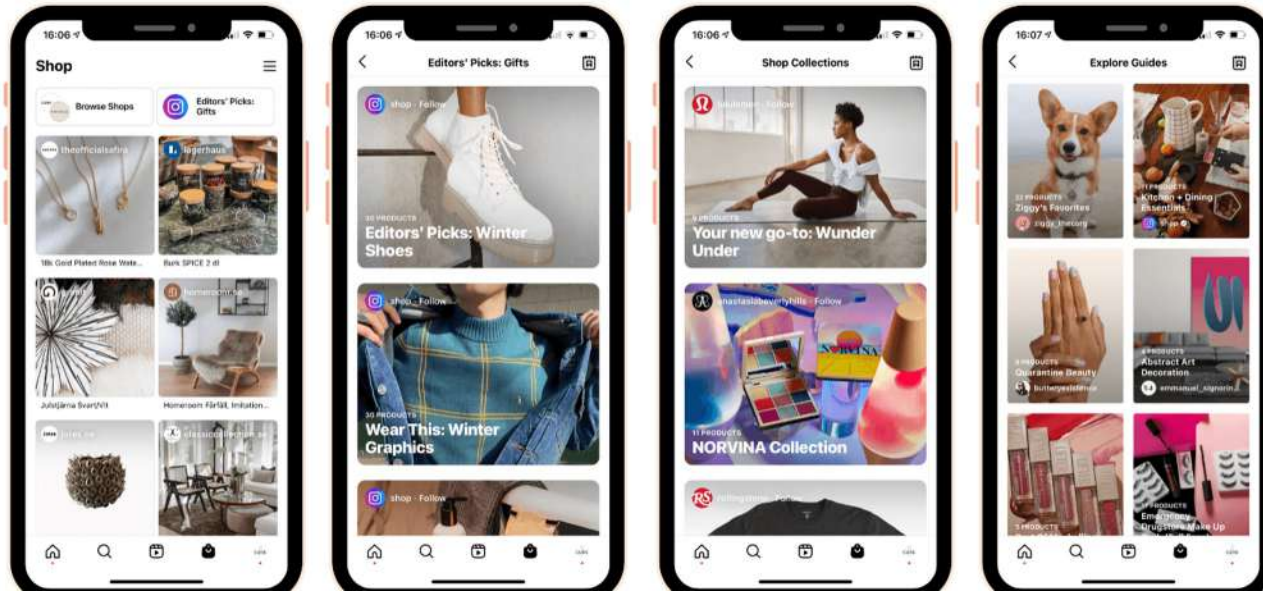
Social Media	amazon.com	walmart.com	ebay.com	etsy.com	aliexpress.com
YouTube	728.8M 75.31%	186.7M 63.63%	235.8M 81.94%	198M 79.94%	347.3M 76.11%
Facebook	495.8M 51.23%	126.6M 43.14%	168.7M 58.61%	148.6M 59.98%	212M 46.47%
Reddit	345.4M 35.7%	125.2M 42.65%	115.7M 40.2%	106.7M 43.07%	88.9M 19.5%
Twitter	341.6M 35.3%	101.9M 34.72%	107.9M 37.51%	99.9M 40.31%	125.6M 27.53%
Instagram	303.1M 31.32%	86.4M 29.45%	110M 38.22%	105.5M 42.6%	133M 29.16%
TikTok	215.7M 22.29%	62.5M 21.31%	73.8M 25.64%	70.1M 28.3%	98.1M 21.5%
LinkedIn	140.1M 14.47%	30.2M 10.28%	44.4M 15.42%	43.9M 17.71%	43.4M 9.51%
Pinterest	105.7M 10.92%	26.5M 9.03%	37.6M 13.07%	42.7M 17.23%	38.8M 8.51%
Telegram	53.6M 5.53%	5.7M 1.93%	19M 6.61%	12.7M 5.13%	45.1M 9.88%



# 1. Shopping on Social Media



Social are getting more and more ecommerce placement. We see shopping options on different social media platforms. If product discovery is often done in social so why not to use it to sell products?





# Shopping on Social Media



Facebook and Instagram started social commerce in 2020 and in 2023 state that 64% of their users have already purchased at least one item through them. And a huge growth is expected by 2025

## The social commerce opportunity will nearly triple by 2025

Globally, sales made through social commerce in 2021 are expected to reach

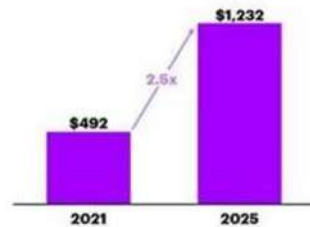
**\$492 billion**

Growing at a CAGR of 26%, the social commerce opportunity will nearly triple by 2025, reaching

**\$1.2 trillion**

Today, **10%** of all ecommerce spend is done via social commerce. By 2025, this number will reach **17%**

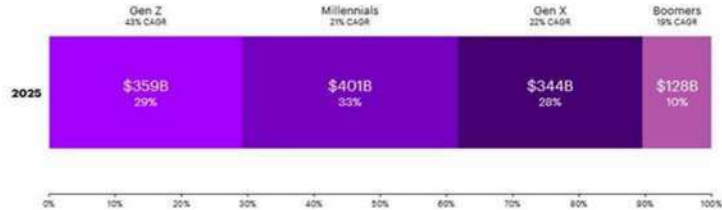
Social Commerce Market Size (OMV, Billion USD)



Source: Assorture Social Commerce Economics Model, based on data from the Assorture Social Commerce Shopper Survey and triangulated third party inputs. Note: 2022 market size estimated based on market momentum and optimization of consumers' preferences. Includes products or services ordered via social networks. \*Age line of the method of payment or fulfillment. Includes B2B and B2C transactions. Copyright © 2021 Assorture. All rights reserved.

## Millennials will account for 1/3 of social commerce spend in 2025, but Gen Z spending will grow fastest

Share of social commerce spend by generation, 2025



Source: Assorture Social Commerce Economics Model, based on data from the Assorture Social Commerce Shopper Survey and triangulated third party inputs. Note: 2022 market size estimated based on market momentum and optimization of consumers' preferences. Includes products or services ordered via social networks. \*Age line of the method of payment or fulfillment. Includes B2B and B2C transactions. Copyright © 2021 Assorture. All rights reserved.

64%

A man with dark hair, wearing a white t-shirt and a grey jacket, is looking off to the side with a thoughtful expression. He is in a cluttered office environment with various items on shelves in the background.

Everything in marketing is **CONTENT!**

**Social media, Advertising, SEO, PR, etc.—** everything is based on content. And it's content marketers' job to define the messaging that goes through all the marketing channels.

**I'VE GOT THE POWER**

# Generational differences

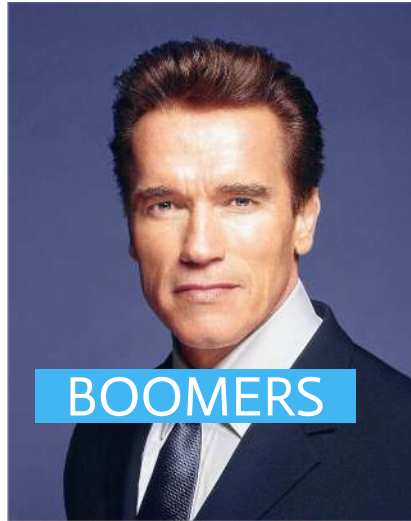


Something real - TRUST

Compare - Best deal

Research before buying

Me. What I like



# Gen X



- Life = survival
- «Survivors», or Fighters
- Pragmatists

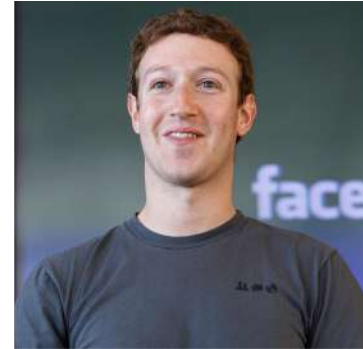


1965 – 1979 (43-  
57 year olds)

# Gen Y or Millennials



- Life = progress
- «People of the world»
- Ethics- and aesthetics-oriented



**1980 – 1996 (26-42 year olds)**

# Gen Z

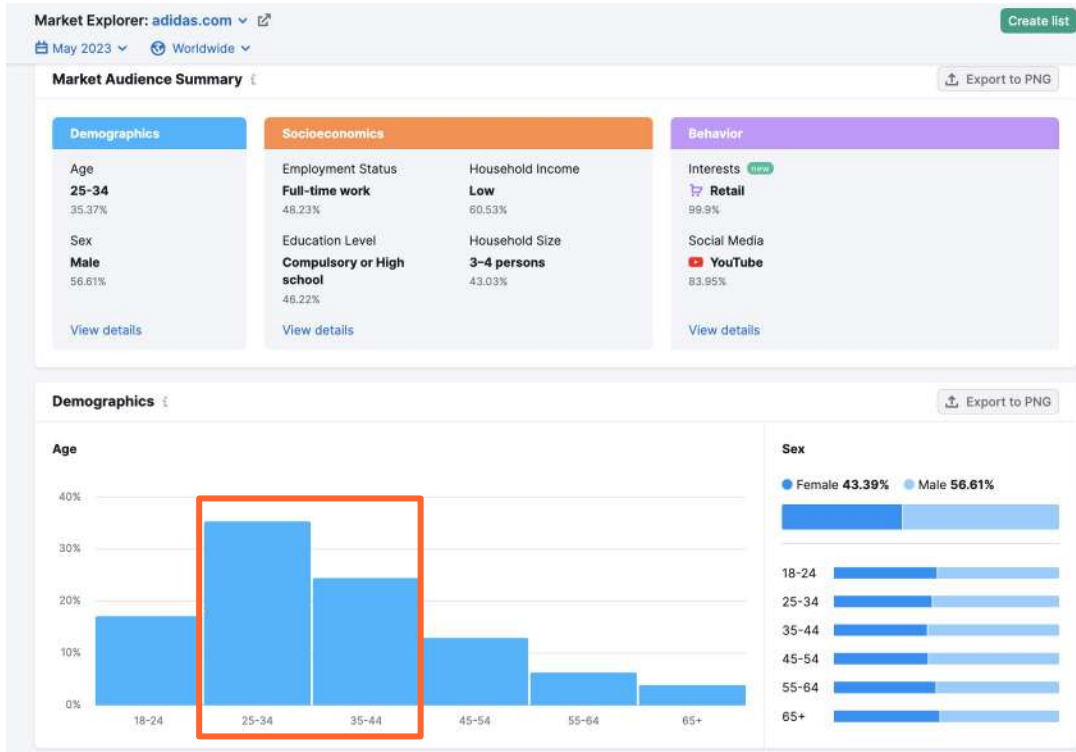


- Life = opportunities
- Creators
- Entrepreneurs
- Experiences



**1997– 2012 (10-  
25 year olds)**

# CASE STUDY - Adidas



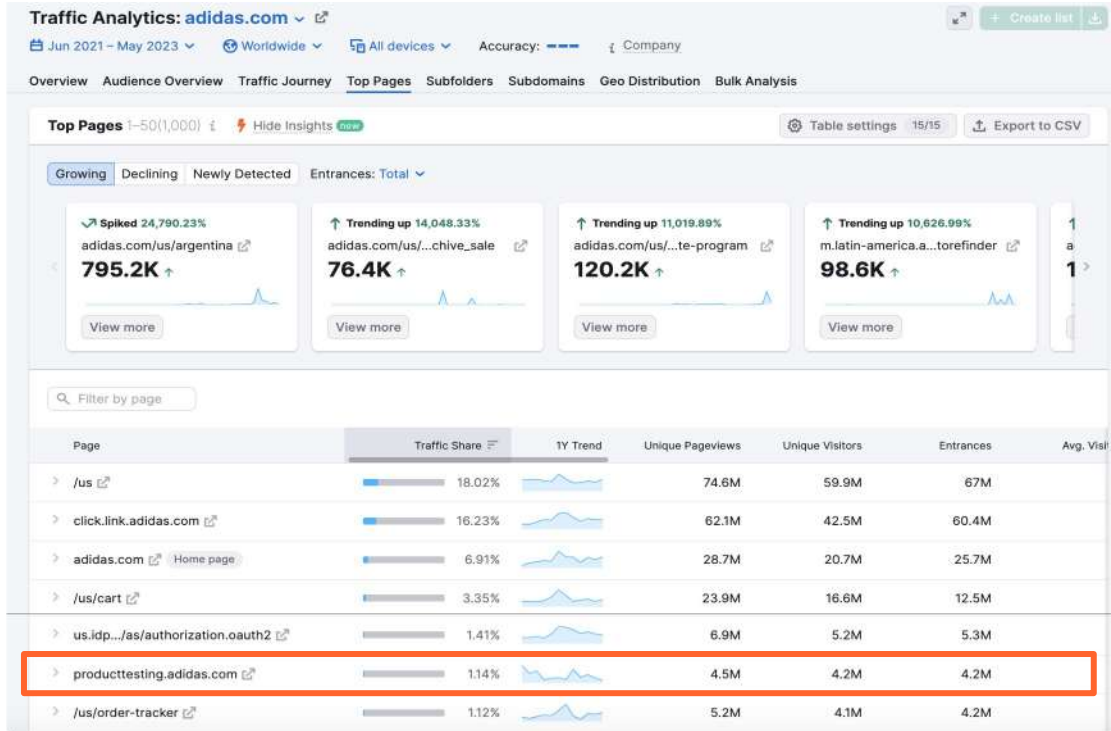
Analyzing audience interests based on the pages they visit

Big segment of Millennials and Gen Z.



# CASE STUDY - Adidas

## Offering to this audience an experience





A background image of an athlete in motion, wearing a grey Adidas jersey and shorts, with a green motion blur effect trailing behind their arm and hand. The scene is set on a green field.

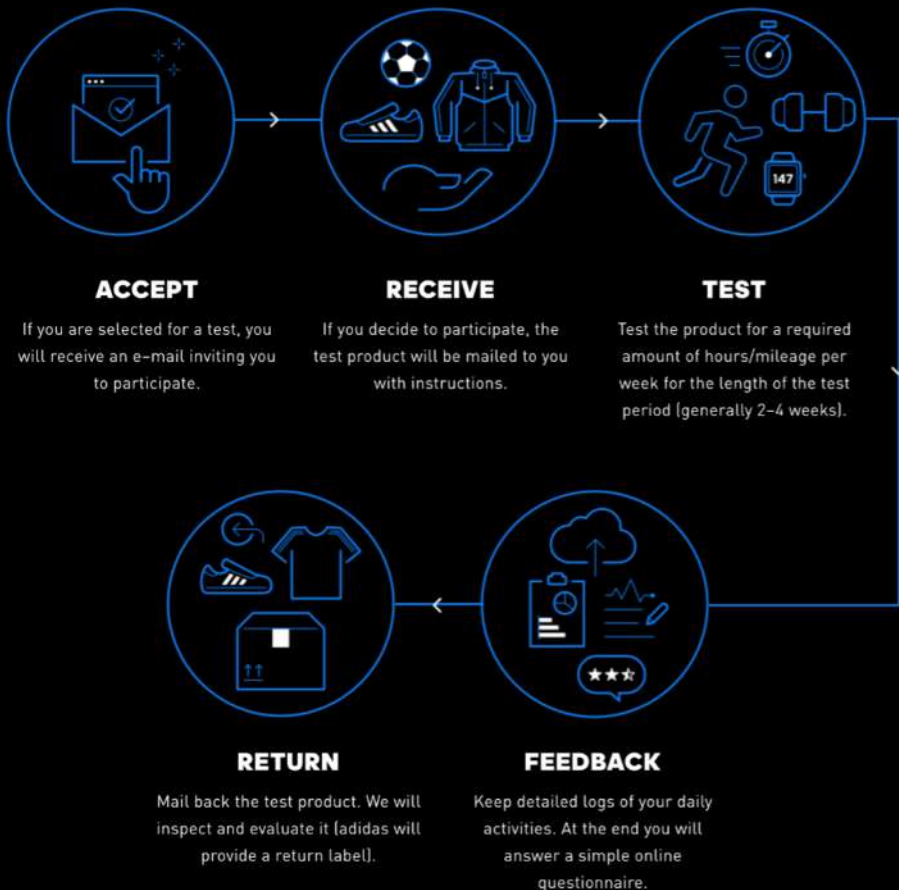
# BECOME AN ADIDAS PRODUCT TESTER

TEST THE PRODUCTS OF THE FUTURE

[GET STARTED](#)



## TESTING PROCESS



Millennials do research before making a purchasing decision, and Gen Z prefer self-service options.

Mix and experience as well.

Targeting and campaign ideas worked great - that's why this campaign is in the top.x

## 2. Programmatic Advertising

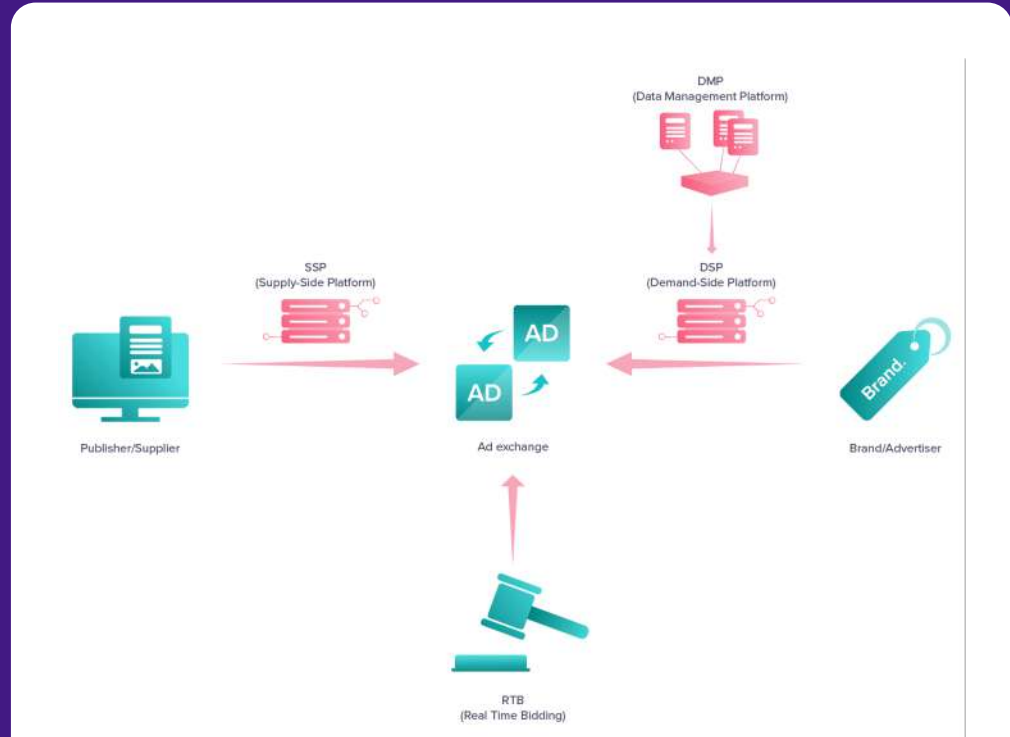


The use of **AI** and machine learning to buy advertising in real-time, instead of going through human negotiations and pre-set prices.

### AI use example

Walmart during prime day Amazon:

- we have lower prices anyway
- we have all sizes.



# 3. New Payment Methods



We buy a lot in internet, and we pay a lot in internet.



Digital-payments  
penetration



Source: McKinsey & Company

## Top 5 digital payment trends 2023



Cross-border  
instant payments



Contactless  
payments: Virtual  
cards & wallets



Buy Now, Pay Later  
(BNPL) for B2B



Variable recurring  
payments

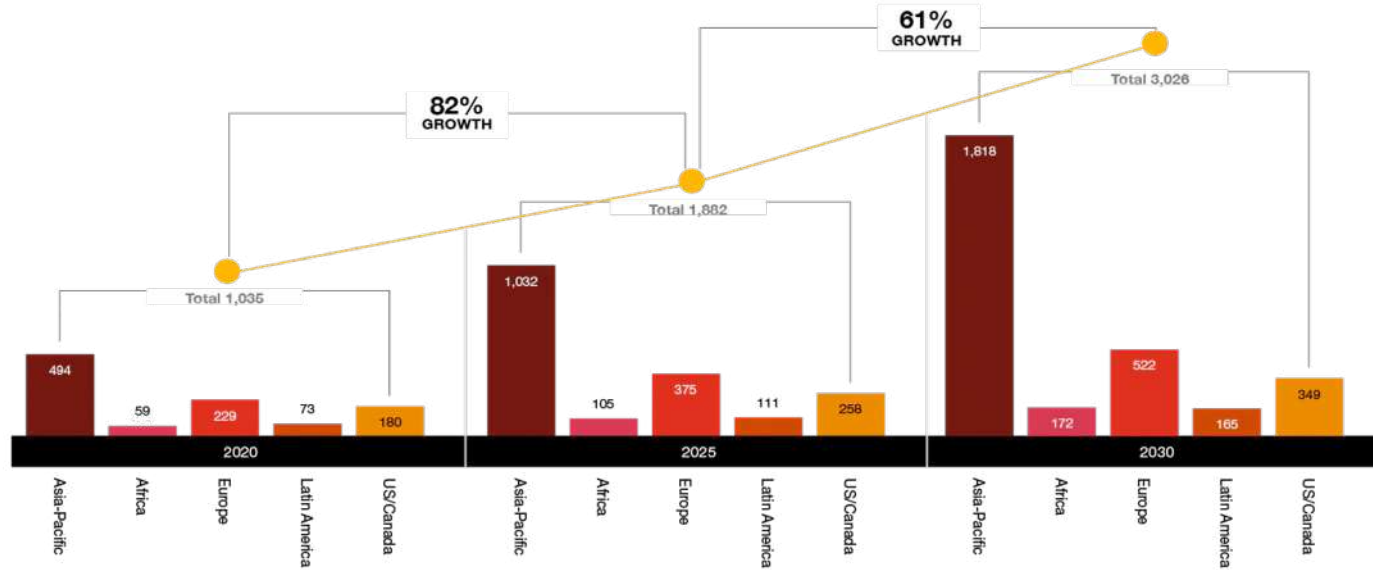


Peer-to-peer  
payments (P2P)

# Cashless transaction volume will more than double by 2030



Number of cashless transactions in billions



Note: Cashless transaction totals for 2025 and 2030 are projections.

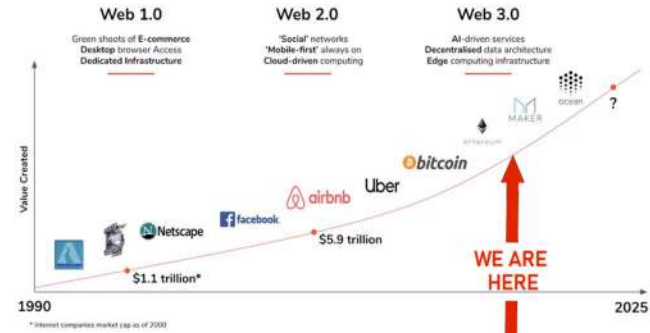
Source: PwC Strategy& global payments model, 2021

# 4. Web 3.0

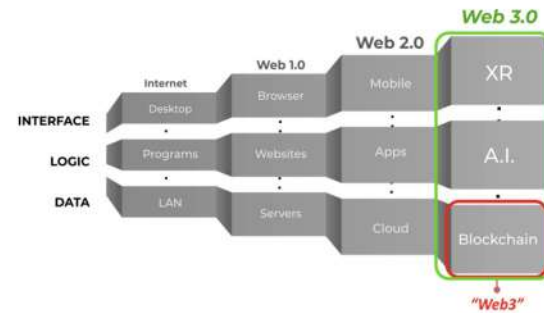


**Web 3.0** is an idea for a new iteration of the World Wide Web which incorporates concepts such as decentralization, blockchain technologies, and token-based economics.

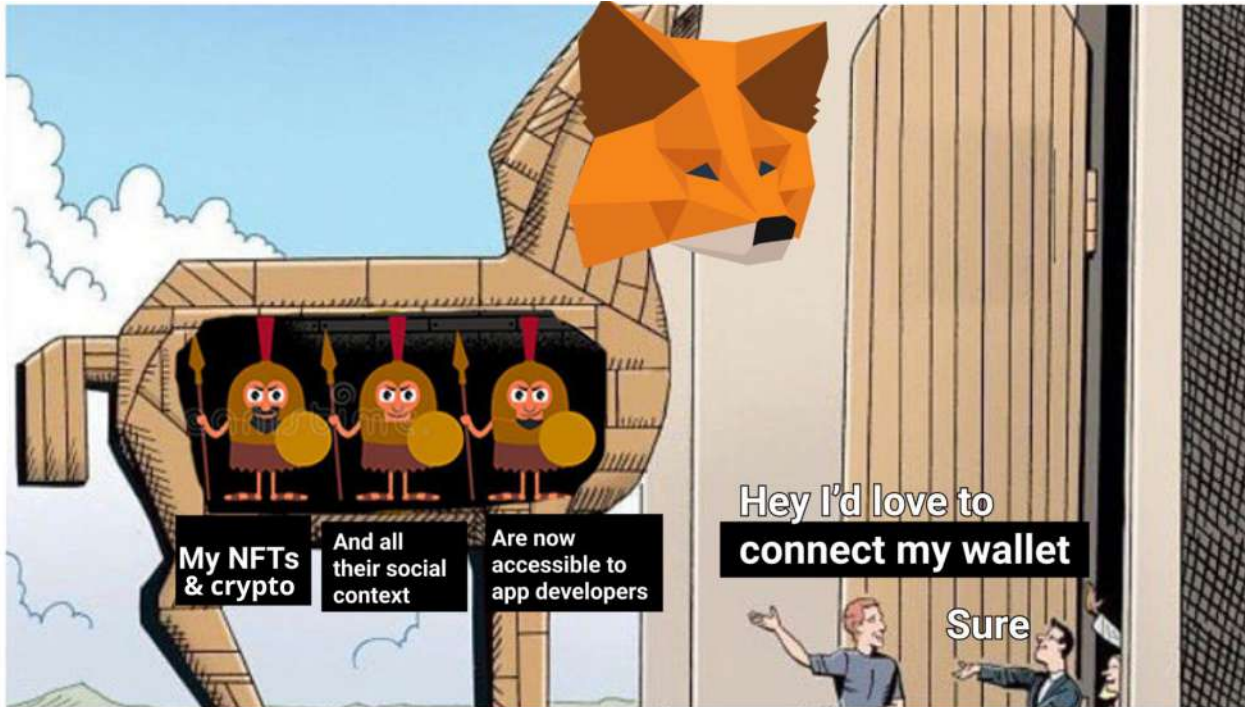
## The Evolution of the Web



## WEB 3.0 Stack



# Web 3.0 and Virtual Identities





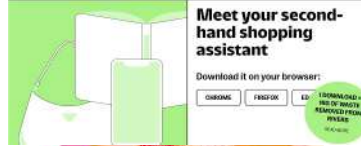
# Who benefits? Both - Customers and Brands



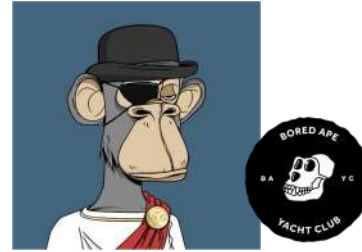
Justin Bieber announces free virtual concert in the metaverse



Justin Bieber is entering the metaverse



Discover all the advantages of the Bennet NFT Club



bobbyhundreds.eth  
@bobbyhundreds

9pm PT. The Hundreds X @BV\_nft , @Deadfellaz , @smilessvr only on [thehundreds.com](https://thehundreds.com) or in @thehundreds App. Certain colorways tokengated just for @adambombsquad and holders of the collab partner. Join us for the afterparty in Decentraland!







**NFTs** are the loyalty cards.

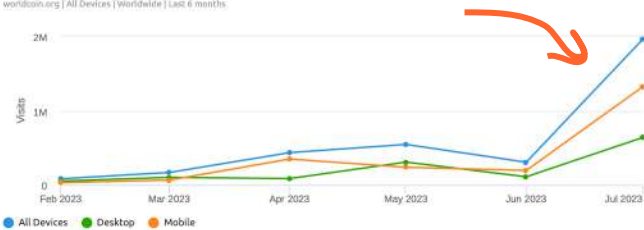
**Cryptocurrencies** are the loyalty points.

**The technology is already here.**

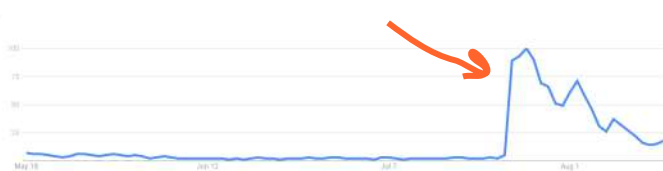
# Worldcoin 🤪🤪🤪



worldcoin.org | All Devices | Worldwide | Last 6 months



Source: Semrush .trends

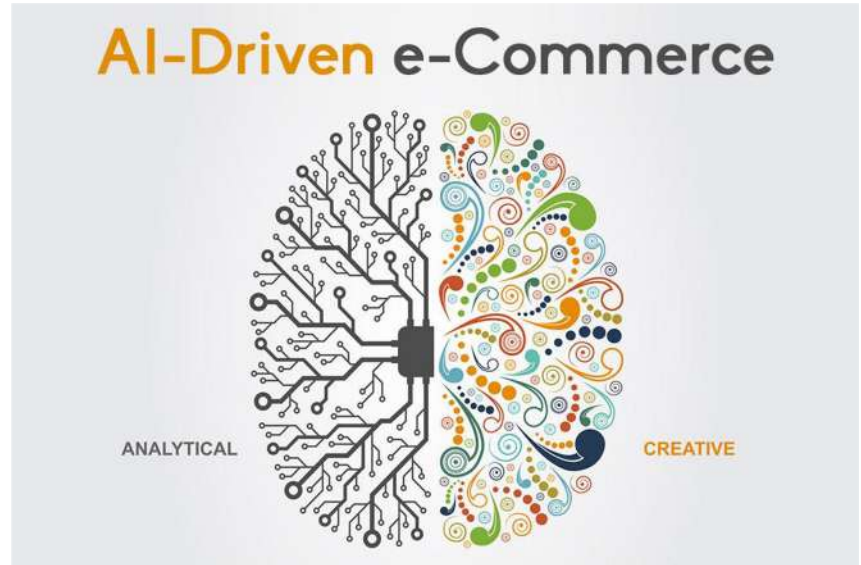


Source: Google Trends

# 5. Artificial Intelligence



One of the main advantages of **AI** in ecommerce is the ability to perform many tasks a human would normally carry out—**only better and much faster.**



# Example 1



## Netflix recommendations engine (NRE)

AI algorithms to filter content based on each user's profile, analyzing data from each customer visit and click to create hyper-personalized recommendations.

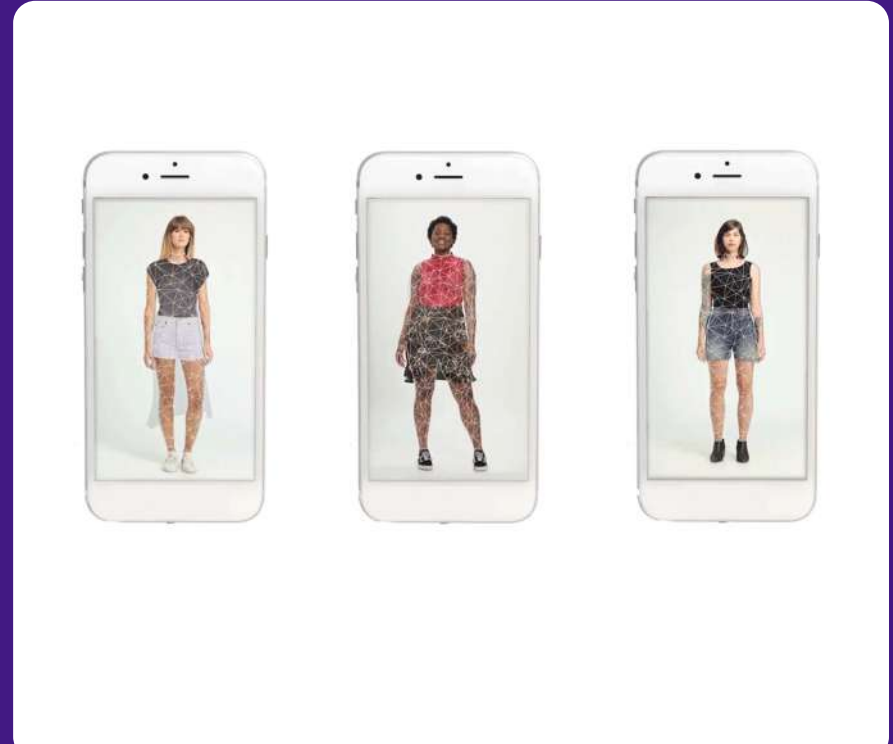


# Example 2



## Zara, H&M, Ray-Ban, IKEA virtual visualization

AR to allow customers to try on their clothes, products, and view furniture inside their homes.

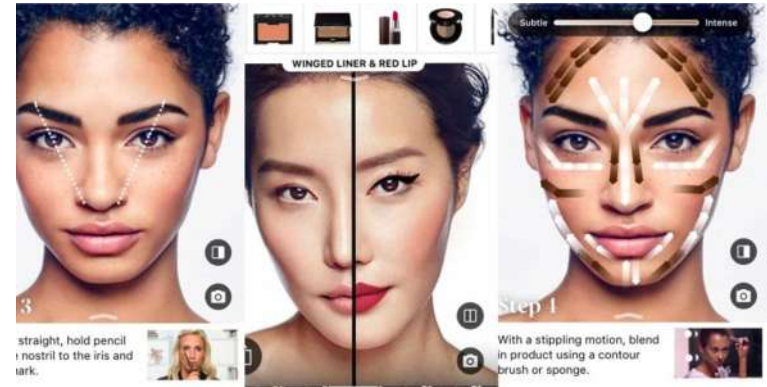


# Example 3



## Sephora's partnership with Modiface

AR allows customers to sample makeup in before making a purchase and their **chatbot** can provide personalized product recommendations, makeup tips, and tutorials.



# Artificial Intelligence will become more & more sophisticated



Today

**AI** will improve the ability to answer complex questions. **ai** will create user content based on learning habits (location, shopping)

Today's examples: ChatGPT, Kindly.ai, Tovie.ai, Macy's AI, etc.

1-2 Years Later

**AI** begins to anticipate user needs before performing the search. **AI** will proactively suggest solutions to upcoming potential searches.

Today's examples: SAMSUNG & LG second generation InstaView ThinQ fridges with AI cameras that let users know what items they're short on, even making suggestions for shopping.

2+ Years

**AI** begins to make decisions based on affinities and habits learned. **AI** will make simple purchases without the explicit consent of the user or using a direct link to our brain directly

Today's examples: Neuralink (Elon Musk), Synchron (Bill Gates & Jeff Bezos)



# Hold Your Horses





# ChatGPT is here to stay

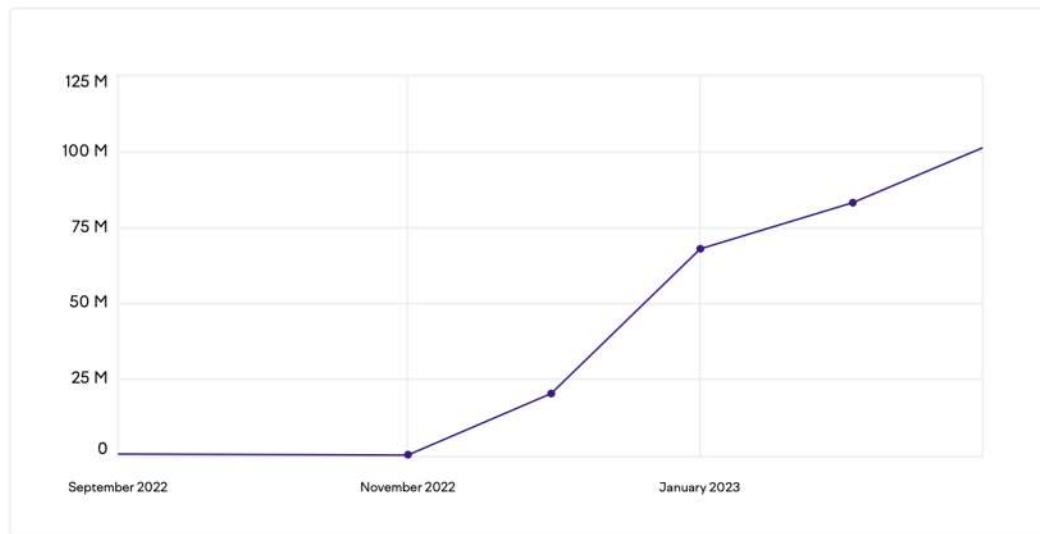


# ChatGPT is here!



## ChatGPT Search Volume Trend

Global Q3 2022- Q1 2023



Source: Semrush .Trends



# Compose with AI feature in Semrush



The screenshot shows the Semrush ContentShake interface. At the top, there's a navigation bar with 'SEMURSH | AppCenter', 'Store', 'My apps', 'ContentShake', 'User manual', and 'Send feedback'. Below this is a toolbar with 'Back', 'Publish', 'Suggestions', and 'Optimization 3.6'. A red box highlights the 'Compose with AI' button. The main content area displays the title 'The Benefits of Financial' and a paragraph of text. The right sidebar shows a readability score of 'Poor 3.6 / 10' and a word count of '190'.

SEMURSH | AppCenter Store My apps ContentShake User manual Send feedback

← Back H<sub>1</sub> H<sub>2</sub> H<sub>3</sub> B I **Compose with AI** Publish Suggestions Optimization 3.6

## The Benefits of Financial

Target keywords: [+ Add keyword](#)

Financial education is a vital part of any individual's development. It can help people to make informed decisions about their finances, understand investment opportunities, and effectively manage their money. This article will discuss the advantages of financial education and how it can benefit individuals, families, and communities.

### What is Financial Education?

- Understanding the basics of money management
- Exploring the range of financial products and services available
- Comparing different investment options

### Benefits of Financial Education

#### Improved Financial Security

- Increased ability to save money
- Reduced reliance on debt
- Increased understanding of financial risks

#### Increased Financial Awareness

- Increased understanding of financial concepts
- Improved ability to plan for the future
- Increased knowledge of financial products

#### Improved Decision Making

- Improved ability to make informed decisions
- Better understanding of the risks and rewards of different investments
- Increased awareness of personal financial goals

#### More Opportunities

- Greater access to financial services
- Improved ability to build wealth

**Poor 3.6 / 10**

Readability Target SEO

Tone of voice

**Readability** Score definition

**12.5** Very difficult Target **30**

The language of your text may be too hard to understand for your audience. Try using simpler words and shorter sentences.

**Word count**

**190** Target **500**

Reading time: 46 sec

**Title issues**

- ✓ Title is present: The Benefits of Financial Education
- ✓ Your title character length is within Google limits.

**Semrush**  
Tool: Content Shake

# ChatGPT local keywords finder in Semrush



Trending keywords & industry-specific keywords in the niche

The screenshot displays the Semrush Listing Management interface. The main content area is titled "Niche Keyword Finder" and is powered by ChatGPT. It shows a list of trending keywords and industry-specific keywords for the "Affinity Toastmasters Club, Willow Grove" location. The trending keywords include "Public speaking development", "Toastmasters International", "Leadership training", "Communication skills", "Networking opportunities", "Professional growth", "Public speaking tips", "Public speaking anxiety", and "Effective communication". The industry-specific keywords include "Charitable organization", "Social impact", "Non-profit agency", "Community service", "Fundraising", "Donations", "Volunteer opportunities", "Philanthropy", and "Non-profit organizations". Below the keyword lists are buttons for "Get AI-generated content" and "Copy keyword lists".

**Niche Keyword Finder** Powered by ChatGPT cost

[Affinity Toastmasters Club, Willow Grove](#)

**Trending keywords**

1. Public speaking development
2. Toastmasters International
3. Leadership training
4. Communication skills
5. Networking opportunities
6. Professional growth
7. Public speaking tips
8. Public speaking anxiety
9. Effective communication

**Industry-specific keywords**

1. Charitable organization
2. Social impact
3. Non-profit agency
4. Community service
5. Fundraising
6. Donations
7. Volunteer opportunities
8. Philanthropy
9. Non-profit organizations

[Get AI-generated content](#) [Copy keyword lists](#) [Send feedback](#)

**Locations Status**

2 Locations

- Complete: 2
- Processing: 0
- Frozen: 0

**Directories Distribution**

- Connected: 2
- Processing: 0
- Disconnected: 0
- Unavailable: 0

**Affinity Toastmasters Club**

**Semrush**

**Semrush**  
Tool: Listing  
Management

# Smart Writing features in Semrush content writing tools: rephrase, simplify, etc



The screenshot displays the Semrush SEO Writing Assistant interface. On the left is a navigation sidebar with categories like Projects, SEO, Local SEO, Advertising, Social Media, and Content Marketing. The main content area shows a document titled "AI, ML, and DL for Beginners: Laying the Groundwork for AI Security" by Sundar Pichai. The text includes a quote: "AI is more profound than electricity or fire." Below the text is an illustration of a human head with gears and icons for Artificial Intelligence, Machine Learning, and Deep Learning. On the right side, there are several panels: a "Mediocre 4.0/10" readability score, a circular chart for "Readability" and "SEO" metrics, and a "Smart Writer" panel with buttons for "Rephraser", "Compose", and "Ask AI". Below the Smart Writer panel, it shows "Smart Writer Words used: 2,171/1,102,000" and a "Readability" score of 34.9 (Difficult) against a target of 50.0.

**Semrush**  
Tool: SEO Writing Assistant

# Rephraser

Text rephrased with the same tone of voice



A screenshot of the Semrush Rephraser tool interface. The tool is a white modal window with a dark background. At the top, the word "Rephraser" is displayed in a bold, black font. Below it, there are four buttons: "Rephrase" (highlighted with an orange border), "Simplify", "Expand", and "Summarize". A small "X" icon is in the top right corner of the modal. Below the buttons, there is a line of text: "Have your text rephrased while keeping the same tone of voice and readability. Stick to 4-130 words for best results." The main area of the tool is divided into two columns. The left column is titled "Your text" and contains a paragraph of text about Artificial Intelligence (AI) and Machine Learning (ML). The right column is titled "Text idea" and contains a rephrased version of the same text. At the bottom of the tool, there are two rows of statistics: "Smart Writer Words used: 2579/1102000" and "Words entered: 102". To the right of these statistics are two buttons: "Rephrase" and "Replace and close". The background of the screenshot shows a blurred view of the Semrush dashboard, including a "Deep Learning" diagram and a "Mediocre 4.0/10" readability score.

**Semrush**  
Tool: SEO Writing  
Assistant

# Rephraser



Create easy-to-read text by simplifying the tone of voice and readability

**Rephraser**

Rephrase Simplify Expand Summarize

Create easy-to-read text by simplifying the tone of voice and readability of the original. Stick to 4–130 words for best results.

**Your text**

Artificial Intelligence (AI) and Machine Learning (ML) have evolved from mere buzzwords to foundational components within the digital landscape. Understanding these technologies is crucial for individuals venturing into the tech industry. To facilitate this understanding, an AI for Beginners guide has been crafted. While AI and ML have existed for decades, their significance has grown exponentially in recent years. This article serves as a comprehensive introduction to the fundamentals of AI and ML, exploring their potential to revolutionize various aspects of our lives and professional endeavors. Moreover, the discussion will extend to the vital topic of AI security in today's world.

**Text idea**

AI and ML are important in the digital world. It is necessary for people in the tech industry to understand these technologies. An AI for Beginners guide has been created to help with this. AI and ML have become more significant in recent years. This article is an introduction to the basics of AI and ML. It also explains how they can change our lives and work. It also talks about the important topic of AI security.

Smart Writer Words used: 2681/1102000

Words entered: 102

Simplify Replace and close

**Semrush**  
Tool: SEO Writing  
Assistant

# Rephraser

Lengthen your text by automatically adding related content



A screenshot of the Semrush Rephraser tool interface. The tool is a modal window with a white background and a dark border. At the top, the word "Rephraser" is displayed in a bold, dark font. Below it, there are four buttons: "Rephrase", "Simplify", "Expand", and "Summarize". The "Expand" button is highlighted with a blue background and white text. Below the buttons, there is a short instruction: "Lengthen your text by automatically adding related content. Stick to 5-50 words for best results." The main area of the tool is divided into two columns. The left column is titled "Your text" and contains the text: "Artificial Intelligence (AI) and Machine Learning (ML) have evolved". Below this text is a small icon of a document with a green checkmark. The right column is titled "Text idea" and contains three tabs: "Idea 1", "Idea 2", and "Idea 3". The "Idea 1" tab is selected and shows the following text: "Artificial Intelligence (AI) and Machine Learning (ML) have evolved rapidly in recent years, transforming various industries and revolutionizing the way we live and work. AI refers to the development of computer systems that can perform tasks that would typically require human intelligence, such as speech recognition, decision-making, problem-solving, and learning. On the other hand, ML is a subset of AI that focuses on enabling machines to learn from data and improve their performance over time without being explicitly programmed." Below this text is another short instruction: "AI and ML technologies have become increasingly sophisticated and powerful, thanks to advancements in computing power, big data availability, and". At the bottom of the tool, there is a status bar with the following information: "Smart Writer Words used: 2699/1102000", "Words entered: 9", and two buttons: "Expand" (blue) and "Replace and close" (green). The background of the screenshot shows a blurred view of the Semrush dashboard with various charts and data points.

**Semrush**  
Tool: SEO Writing  
Assistant






# ChatGPT in Ecommerce



## Personalize customer integrations

**AD** A customer wants to know if we have the blue wine glass in stock. Can you tell him in an email response that unfortunately we don't have it anymore, but stock will be back next week

 Certainly! Here is a sample email response:  

Dear [customer],

Thank you for your inquiry about the blue wine glasses. Unfortunately, we are currently out of stock on that item. However, we expect to have new stock arrive next week. If you would like, we can add your name to the waitlist and notify you as soon as the glasses become available again.

Thank you for your patience and understanding.

Sincerely,  
[Your Name]

# ChatGPT in Ecommerce



## Create product descriptions

AD

I need a product description for my online shop for a new sports t-shirt. We need to be creative and more impactful than the competition. Can you propose one?



Sure! Here's a potential product description for your sports t-shirt:





Introducing the ultimate performance t-shirt for athletes of all levels! Our t-shirt is designed with the highest-quality, moisture-wicking material to keep you cool and dry during even the toughest workouts. The breathable fabric and ergonomic fit ensure maximum comfort and freedom of movement. Plus, the bold, eye-catching design will make you stand out from the crowd. Whether you're hitting the gym, the track, or the trails, this t-shirt is the perfect choice for all your athletic pursuits. Upgrade your workout wardrobe with the best in comfort and style - add our sports t-shirt to your cart today!

# ChatGPT in Ecommerce



## Generate Social Media content

**Ad** We are launching a new series of caps for the winter (they are sustainable and eco-friendly produced!). We need content for social media. Can you suggest a post

 Sure! Here is a suggested social media post for your new series of sustainable and eco-friendly caps:  

"Exciting news! We are launching a new series of winter caps that are not only stylish, but also sustainably and eco-friendly produced. These caps are made with materials that are kind to the environment, so you can stay warm and look good while also doing your part to protect the planet. Keep an eye out for our new caps, coming soon to a store near you!"

You could also include a picture or video of the caps in the post to give your audience a visual preview of what they can expect. You might also want to highlight any specific features or benefits of the caps, such as being made from recycled materials or using a low-impact production process. Additionally, you could include a call to action for your audience to follow your brand or visit your website to learn more about the caps and how they can get their hands on a pair.

# ChatGPT integration with Whatsapp Business



## Any business can create now an integration with ChatGPT

**Thaoby of Africa**       
@Dethaoby

How to Integrate [#ChatGPT](#) with [#WhatsApp](#)

Create a WhatsApp bot by accessing the WhatsApp Business API to connect ChatGPT with WhatsApp. After that, create an OpenAI API and connect it to your WhatsApp bot to complete the Chat GPT WhatsApp connection. A deity in a box, that is.

2:26 AM · Jan 14, 2023 · 307 Views

# GOD IN A BOX

Chat with GPT-3.5, also known as chatGPT, directly on **Whatsapp**. Just like texting your friends, you can now get help from a powerful AI on a range of topics, from wound care to cooking to philosophy. Simply message the bot and get instant access to God-level advice!

God In A Box is free upto 10 messages a month. If you want **unlimited messages**, Single user plan starts at \$6/mo.

[Get Started](#)

3.

# TAKEAWAYS



# KEY TAKEAWAYS



1

Social commerce blurs the lines between browsing and buying, **revolutionizing the shopping experience.**

2

**Digital wallets, biometric authentication and blockchain** technology pave the way for a cashless society.

3

Advertisers harness AI to deliver **personalized and predictive ads**, revolutionizing the advertising industry.

4

**Web 3.0** and the decentralized web allows for secure **virtual identities**, enabling a new era of online interactions.

5

**Artificial intelligence** becomes ubiquitous, augmenting decision making, and driving innovation in every industry.



Check the full data of  
Semrush's ecommerce study





# Thank you!



[Fernando Angulo](#)



[@Fernando1Angulo](#)



