

# **SEO Workflow**

This guide will lead you through the main SEO activities to help you efficiently organize your SEO process and achieve top rankings that will generate more sales.

The guide is meant for SEO PowerSuite users, so it tells where to find or enter data in the SEO PowerSuite tools.

However, the SEO advice you get here will certainly help even if you're not using our tools yet.

To try SEO PowerSuite, just download the free version at <u>http://www.link-assistant.com/download.html</u>

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### **Create a winning SEO campaign** (your SEO PowerSuite workflow explained)

SEO PowerSuite is a comprehensive pack of 4 SEO tools, each dealing with a particular aspect of SEO. The package has all you need to get top search engine rankings and see your traffic and sales boost. Check out the step-by-step guide below to create an SEO campaign that's a smashing success — and a snap.



### 1. Find your target keywords

Decide on the keywords you'll be building your SEO campaign around.

**Step 1: Get keyword ideas.** Run Rank Tracker and follow the Wizard's instructions to create your first project. Switch to the *Keyword Research* workspace, and press 🔅 suggest to have hundreds of great keyword ideas generated for you with the use of over a dozen keyword research methods.

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**Step 2: Pick keywords with most profit-generating potential.** Look at your keywords' KEI (Keyword Efficiency Index) to choose the most profitable keywords.

The terms with a green KEI are frequently searched for and have pretty low competition. Simply put, these can bring you lots of visitors — while being comparatively easy to rank for.

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### 2. Check your website's rankings

Run a ranking check to see where your website currently stands.

**Step 1: Select your target search engines and run the check.** Press Or Rankings in Rank Tracker and choose your target search engines to see your website's current ranks for the selected keywords.



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**Step 2: Identify keywords you need to focus on.** Take a look at your current ranks — you may be ranking well for some terms already. Spot keywords your website doesn't rank high for, and concentrate your SEO efforts on those.

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### 3. Detect on-site issues and fix them

Run a site audit to reveal errors and warnings that are holding your rankings back.

**Step 1: Scan your website.** Run WebSite Auditor and enter your website's URL to start the analysis.

**Step 2: Find your site's weak spots.** Take a close look at the factors with *error* and *warning* statuses. Switch between *Details* and *Recommendation* to see





problem pages and get tips.

Make sure you fix errors and deal with warnings accordingly to make your website search engine friendly.

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### 4. Optimize your landing pages

Create relevant, keyword-rich content using specific optimization tips.

**Step 1: Analyze your pages.** Go to the *Content Analysis* module in WebSite Auditor, select the page you'll be optimizing, and enter your keywords. Let the software run a quick analysis of your page to get your page's current optimization rate, details on keyword usage and other SEO stats. Pay attention to any factors with an *Error or Warning* status. Switch to the *Competitors* tab for details on how your top-ranking competitors are optimizing any given page element, and the *Recommendation* tab to get specific, keyword- and page-targeted advice on how to improve your page's optimization.

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**Step 2: Edit your page's content.** Switch to *Content Analysis* > *Content Editor* for an editable live preview of your landing page. Look at the factors on the left, and make the necessary changes to your page's content right in the right-hand view. Follow the tips you got at the previous step; the on-page stats and your optimization rate on the left will recalculate in real time, as you type.

Once you've finished editing your page and reached the desired optimization score, hit *Save page* to save the newly optimized HTML to your hard drive, and upload it to your site to see your rankings (hence visits, hence sales, remember?) skyrocket.



### 5. Eliminate harmful links

Examine your backlink profile and get rid of the links that are dragging your rankings down.

**Step 1: Evaluate your backlink profile.** Run SEO SpyGlass and enter your website's URL to collect your backlinks.

Go to the *Link Penalty Risks* tab, select your backlinks, and hit <sup>Oupdate</sup> to see if some of them may be doing your website more harm than good.



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Take a closer look at links with a penalty risk over 40% and examine these pages to decide which of the links need to be removed.

**Step 2: Get rid of bad links.** If possible, reach out to webmasters of sites spammy links come from, asking them to take the links down. If there's a large number of harmful backlinks in your profile, or if outreach proves ineffective, you can tell Google to ignore these links by disavowing them.

To generate a disavow file in SEO SpyGlass, select the links you want to disavow, right-click them, and hit *Disavow backlinks*. Go to *Preferences -> Disavow/Blacklist Backlinks* to review your disavow file, and hit Export to save it on your computer when it's ready.



### 6. Build quality links

Expand your link profile with relevant, high quality backlinks.

**Step 1: Discover link prospects within competitors' backlink profiles.** Create projects in SEO SpyGlass for your best ranking competitors to see where they got their backlinks from. In a competitor's project, hit *update* to analyze their backlinks' quality. Pay attention to backlink authority factors like Page and Domain PR (or Moz's PA/DA), Domain Age, Link Value, etc., and identify top link sources. Export your shortlisted links through *File -> Export* or by copying them to a spreadsheet. Submit the file you created to Google Disavow Tool, and voila - Google will know which links to ingore when deciding on your website's authority.

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Run LinkAssistant and create a project for your site. Use the *File ->Import* option to load the link sources you've exported from SEO SpyGlass.

Step 2: Find more quality link prospects. In your LinkAssistant project, to find relevant link opportunities using LinkAssistant's new-school prospect research methods. Select any method you'd like to use, and feel free to repeat the search for as many methods as you need. As it finds prospects, LinkAssistant will automatically fetch their email addresses so you can reach out to them instantly right from the app.





**Step 3: Reach out.** In your LinkAssistant project, click **Email** to contact potential partners and inquire if there are link opportunities available, such as guest posts, listings in quality business directories, or others. Make use of LinkAssistant's ready-made email templates or create your own, completely custom ones.

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### Find the most profitable keywords (with the help of Rank Tracker)

#### Discover traffic- and sales-generating keywords that are easy to rank for

Looking for a product or service, your potential customers turn to search engines. They type in a search term, or a keyword, and find your site in the top results — provided you've invested some serious SEO effort into this particular term.

But as people's habits vary, they can use hundreds of different word combinations to describe one and the same thing. That's why the starting point of any SEO campaign is finding all keywords people may use and picking the best ones to focus your SEO work on. Here's how the process goes:



Get suggestions Choose the best terms Analyze difficulty Build a keyword map

### Step 1: Decide on your seed keywords

Seed keywords are terms that will be used as base keywords in your keyword research. Rather than coming up with the terms yourself, you can get your seed keywords collected in Rank Tracker right upon project creation from Google AdWords and Analytics.

**How-to: Let Rank Tracker do the initial search.** Run Rank Tracker and create a project. Click *Authorize Google AdWords Account* at Step 2 and enter your credentials for Rank Tracker to fetch keyword suggestions that are relevant to your site's content. Hitting *Authorize Google Analytics Account* will get you keywords right from Google Analytics — the ones that are already bringing you traffic. Click *Next* once access has been authorized — you'll now see a list of 30 keywords, fetched right from AdWords and Analytics.



**Tip: Think of your own keyword ideas.** Consider adding 5 to 10 phrases yourself. Think of the words that best describe what your product is or does — keywords you think customers could use to search for your site in search engines.

Let's say your website sells digital cameras — in that case, your seed keywords could be *digital cameras, buy cameras online and online camera store.* 

### Step 2: Discover new keywords & keyword groups

Once you've created your project, continue the research to get a comprehensive list of potential keywords to target.

How-to 1: Use Rank Tracker's powerful research methods. Select and copy one or several of your seed keywords from your Rank Tracker workspace. Then switch to the *Keyword Research* module, press Suggest method that will be used to get suggestions. If you are unsure about which method to choose, Google AdWords Keyword Planner is a good starting point that will generate hundreds of keyword ideas.





At Step 2, paste the seed keywords you just copied, and Rank Tracker will search for new keywords based on the ones you've specified.

If you need to, at this step you can also specify negative keywords to filter out certain terms from the research, and ensure you only get relevant, spot-on suggestions.

Tracker will use them t	find synonyms and related terms with Google's Related searches section.
Enter your keywords (	ne entry per line):
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How-to 2: Fine-tune your keyword groups. When Rank Tracker finds keyword suggestions for you, it will also automatically group those terms into semantic keyword groups so you can focus on entire topics instead of individual terms, and easily manage and navigate through an uncluttered, organized workspace.

If you need to reorganize the groups a little, you can merge several groups into one (by selecting the groups, right-clicking the selection, and hitting *Merge groups*), or move keywords from one group to another (by selecting the keywords you'd like to move and hitting the *Move To Another Keyword Group* button.)

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hindi music	3	7	brooklyn concerts	590	Low	0.531	
music chart	294	8	concerts ny	480	Low	0.432 =	
pop music	5	9	nyc concert	480	Low	0.432 =	

**Tip 1: Use multiple research methods.** Repeat the process for other research methods if you feel you could use more keyword ideas — each method will generate from dozens to hundreds of new suggestions.

- Google Autocomplete, Bing Search Suggestions, and Yahoo! Search
   Assist will give you suggestions from these search engines' search boxes.
- Google Search Console and Google Analytics will let you import the keywords you already rank for, and the ones that are bringing organic traffic to your site.
- Google and Bing Related Searches are both great sources of long-tail search terms (longer, more specific keyword phrases). These research methods will produce keywords that are 1 word longer than your original term — perfect for long-tails!

- - Google AdWords by Target Page will give you a list of keywords associated with any webpage you specify (either your own or a competitor's).
  - Google Trends is great for popular queries and trending topics in Google search that are related to your industry.
  - Competition Research will harvest keywords from your top ranking competitors' meta tags.
  - SEMRush, Keyword Discovery, Yandex Wordstat, and a few other thirdparty keyword sources will provide search term suggestions from their own keyword databases.
  - Word Mixer, Word Combination, and Misspelled Words will shuffle up the keywords you've entered to build many more variants of key phrases, and offer popular mistyped queries associated with yours.

**Tip 2: Add local modifiers and brand names.** Some of the keyword suggestions you just got may appear way too general — especially if you're just starting out with SEO for your site. It's a good idea to make the keywords more specific and relevant to your particular business by combining them with local modifiers and brand names.

In your Rank Tracker project, copy all keywords you've got by now. Hit Suggest again, and select *Word Combinations* from the list of research methods. Paste your main keywords into the field on the left, and enter the relevant brand names and/or locations in the field on the right — these will be mixed with your keywords and produce lots of long-tails.



Step 2: Specify Keywords For Word Combination Use the text areas below to enter keywords for creating various keyw your suggestions (you'll have a corresponding number of text areas build keyword suggestions from what stands in three different text are	n rord combinations. Please specify how many parts will be combined in at your disposal). For example, if you choose 3 parts, Rank Tracker will reas. This is a great way to quickly create multiple keyword variations.
Enter your keywords (one entry per line): buy cameras cameras and accessories digital camera online camera store	Boston MA Canon Nikon
Select the number of parts to combine: 2 *	

### Step 3: Choose the most efficient terms

At early stages of keyword research, the two crucial factors to look at are keyword demand (aka number of searches) and competition. The former is the number of times the keyword is searched for monthly, and the latter is the number of sites competing for the term in search engines' results.

Search volume to competition ratio lies in the basis of Rank Tracker's KEI (Keyword Efficiency Index) formula. The index will let you quickly single out keywords that can bring you lots of visitors — while being comparatively easy to rank for.

 $\mathsf{KEI} = \frac{(\mathsf{Number of searches})^2}{\mathsf{Competition}}$ 

As Rank Tracker finds keywords for you, it'll automatically collect their efficiency stats so you can easily spot terms and topics with the biggest potential.

**How-to 1: Analyze the KEI column.** Go through your keywords and keyword groups and take a closer look at the KEI column to spot the most efficient terms (the higher the KEI value, the better). You'll also see the total KEI and expected visits for each keyword group, which can be handy in evaluating how efficient



your efforts will be if you target the entire group with one page.

Decide on the most efficient terms and groups you'll be targeting - both keywords you can integrate into the existing content on your site, and keywords you'll need to create new pages for. Depending on the size of your site and the time you're ready to spend on SEO, the number of terms you'll want to pick may be different. It's totally fine if you only choose a handful of keywords for now – you'll be able to go back at any point when you're ready to target more terms.

Suggest Keywords	dd Update eywords KEI	· [日] Move	e To Another word Group	O Move To Target O'O Keywords Modu	e 🔎 🔹 Quick	Filter: contains		7 🕈
Keyword Groups Just Ar	dded •	concert ny					SEO Analysi	PPC Analysis
All keywords	431	31 870 #	anrehae I	OW compatition	28 643 10	12 185	octoduicite	
all music	4	01,070 #015	earchea	Competition	20.040 KE	12,105 exp	ected visits	
artists	2	=	Keyword	• # of Searches	Competition	KEI	Expected Visits	Tags
brooklyn concerts	3	1	concerts in n	yc 14,80	0 Lov	13.320 🗖	5,659	Google AdWor
club music	6	2	nyc concerts	8,10	0 Lov	7.290	3,097	Google AdWor
concert nv	12	3	concerts nyc	4,40	0 Lov	3.960	1,682	Google AdWor
free concerts	74	4	concerts in n	y 1,00	0 Lov	0.900 🔳	382	Google AdWor
hindi music		5	concert nyc	1,00	0 Lov	0.900	382	Google AdWor
ningi masic		6	ny concerts	88	0 Lov	0.792 =	336	Google AdWor
music chart	245	7	concerts ny	48	0 Lov	0.432 =	184	Google AdWor
pop music	5	8	nyc concert	48	0 Lov	0.432 =	184	Google AdWor
radio	32	9	concert in nye	39	0 Lov	0.351 =	149	Google AdWor
rock shows nyc	3	10	concert ny	14	0 Lov	0.126 =	54	Google AdWor
summer concerts	30	11	ny concert	11	0 Lov	0.099	42	Google AdWor
Uncategorized	11	12	concert in ny	9	0 Medium	0.041 🔳	34	Google AdWor

**How-to 2: Evaluate buying intention.** Another useful angle to look at your keywords from is their profit-generating potential. Some terms may seem appealing when you look at their search volume, but here's the twist: most of the frequently-searched-for terms are purely informational. While ranking for these will attract visitors to your site, they are unlikely to bring you a lot of sales. Go through your keyword list in Rank Tracker and ask yourself about every term: Is the searcher ready to buy? If the answer's a definite "yes", then you are looking at a Buy Now keyword — these guys tend to convert like crazy.

To help you evaluate buying intention, Google AdWords' Cost Per Click can be a useful metric. Cost Per Click gives you a pretty solid idea of how well a term converts — basically, the higher the cost, the better it'll sell. It's pretty intuitive the more an AdWords advertiser is paying per click, the more valuable that traffic must be for them.



Switch to the *PPC Analysis* tab in Rank Tracker to find which of your keywords will convert better than others. Click on the header of the *Cost Per Click* column to sort your keywords by their Cost Per Click (i.e. their potential conversion rate), and spot the costlier terms you can incorporate into your organic keyword strategy.

Suggest Add Keywords	ds Update KEI	-	Hove To Another Keyword Group	Q Move To Target O'O Keywords Module			P • Qui	ck Filter: contair	ns		7 🕈
Keyword Groups Just Adde	• b	free	e concerts						\$	EO Analysis	PPC Analysis
All keywords	398	20	790 =		78.6	2 cost per clir	8077	81	1 continue		
all music	- 4	23	,150 # or searches	LOW competition	10.0	Cost per circ	0011	.or estimated	Costinio		
artists	1			Keyword		# of Searc	Competition	Cost Per	expected	Estimated	Tags
brooklyn concerts	3	1	house music			135,000	Los	0.18	9,450	1701.00	Google Ad
club music	6	2	reggae music			90,500	Lov	0.24	6,335	1520.40	Google Ad
concertiny	6	3	nyc upcoming concerts			170	Low	0.32	12	3.84	Google Ad
free concerts	47	4	find music			14,800	Lov	0.39	1,036	404.04	Google Ad
hindi music	2	5	famous artists artwork			140	Lov	0.56	10	5.60	Google Ad
ningi music	3	6	famous artwork			12,100	Low	0.69	847	584.43	Google Ad
music chart	246	7	world famous painters			720	Low	0.77	50	38.50	Google Ad
pop music	. 6	8	concerts in april			320	Low	0.79	22	17.38	Google Ad
radio	32	9	famous art painters			170	Low	0.92	12	11.04	Google Ad
rock shows nyc	. 3	10	concert schedule nyc			70	Low	0.92	5	4.60	Google Ad
summer concerts	30	11	famous art			14,800	Lov	0.94	1,036	973.84	Google Ad
Uncategorized	11	12	famous art galleries			1,300	Low	0.97	91	88.27	Google Ad
		13	concert tickets ny			40	Hig	1.09	3	3.27	Google Ad
		14	famous sculptors			4,400	Lov	1.12	308	344.96	Google Ad
		15	famous art paintings			1,300	Lov	1.21	91	110.11	Google Ad
							Los		18		

**How-to 3: Make top terms your target keywords.** When you've picked your top efficient search terms, click *Move to Target Keywords Module* to add them to your main Rank Tracker workspace (to move an entire keyword group, select all keywords within it). You'll start mapping and tracking these keywords soon.

The terms you haven't added to your target keywords will stay right in the *Keyword Research* module, so you can go back and review them anytime later.

**Tip 1: Avoid the highest competition.** If you are just starting out with SEO for your website, you'll probably want to remove all keywords with extreme competition values (even if the KEI is good) — at least for now. With millions of sites competing for rankings for a given keyword already, it'll take you a good while to rank high for the term.

**Tip 2: Select keywords with the best KEI** out of the remaining ones, and ignore the ones with the worst — these are the terms with crazy competition and not-so-many monthly searches, so optimizing for them is hardly worth the effort at this point.

### Step 4: Analyze keyword difficulty

By now, you have a list of terms with promising KEI values and relatively low competition under *Target Keywords* > *Keyword Map*. It's time to calculate Keyword Difficulty and see if the competition is not just low in numbers, but also not that high in quality. When Rank Tracker calculates Keyword Difficulty, it looks at the 10 top ranking pages for every term and analyzes all kinds of SEO stats about each page: the number of linking domains, on-page optimization rate, Alexa rank, social signals, domain age, and others.

Keyword Difficulty will let you estimate the work required to get your site to show up in the top results, and help you decide which page of your site you should target each keyword group with.

**How-to 1: Switch to the Keyword Difficulty tab.** Pick a keyword group you'll be analyzing and select all keywords within it. Navigate to the *Keyword Difficulty* tab and hit *weyword Difficulty* to calculate the value (mind that the check may take a while, depending on the number of keywords you are updating the value for). The higher the score, the more SEO work it'll take for you to unseat your competitors.

ord Diffici	uty 🕒	Move To Another Reyword Group	asign Keywords o Landing Page			P • Qui	ck Filter: co	ntains		7 🕈
all po	p artists						SEO.	Analysis, Keyw	ord Difficulty	PPC Analysis
2,660	# of searche	s 1,017 expected	visits <b>57.6</b>	keyword diffic	ulty Se	arch Engine:	G Google	(USA)		•
		Keyword	▼ # of Searches	Expect	ed Visits	Keyword Diff	liculty	Landing Page		Tags
	1	famous pop artists	1,30	0	497	4	6.9 = ht	p://last.fm/pop	Google	AdWords K
	2	top artists of 2014	88	0	336	6	53.0 = ht	p://last.fm/pop	Google	AdWords K
	3	top artists 2014	48	0	184	6	53.0 🔳 ht	p://last.fm/artist	s Google	AdWords K
Overa	all Keywo	rd Difficulty: 📃	63.0   🔗	Update Difficulty s	Sites linkin	Sites linkin	On-page o.	Alexa rank	top a	Domain age
1	http://www.b	illboard.com/charts/year-	end/2014/top-arti	65.9 =	16	35471	29.3	1554	645	19y 9m
2	http://www.b	illboard.com/artists/top-1	00	67.5	25	35471	24.3	1554	300	19y 9m
3	http://www.b	illboard.com/charts/artisl	-100	75.6	52	35471	31.7	1554	6860	19y 9m
4	http://www.m	tv.com/news/2018126/b	est-artists-2014/	66.4 💻	3	68466	30.3	1512 🔳	9024	21y 5m
5	http://www.o	ficialcharts.com/chart-ne	ws/the-official-top	57.2 =	8	3028	83.5	21272	30	14y 8m

Tip 1: Analyze individual competitors' scores. Take a look at competitors' individual scores and go through the detailed SEO analysis of each site to uncover your competitors' strengths and weaknesses and see what it is exactly that makes them rank high for the term. Below, you'll see the same metrics for



your own page (the one that is found in the SERPs for the keyword or the one you've matched to the keyword), so you can see how different aspects of your SEO compare to competitors'.

Over	all Keyword Difficulty: 🧧 50.6 🕴 🐖	Update					discover	new musi
• R	Page URL	Difficulty s	Sites linkin	Sites linkin	On-page o	Alexa rank	Social sign	Domain age
1	http://musicroamer.com/	35.2 =	100	100	51.3 =	N/A	2601	8y 5m
2	http://www.gnoosic.com/	58.7 =	372	519	58.5	N/A	7934	14y
3	http://www.indieshuffle.com/	52.0	277	945	37.1 =	N/A	22048	7y
- 4	http://theweek.com/articles/544447/6-smart-tools-that	53.4 =	5	28887	69.4 =	N/A	81	18y 3m
5	http://www.themusicninja.com/	56.0 =	293	975	81.2	N/A	3858	7y 4m
6	https://itunes.apple.com/gb/app/discovr-discover-new	45.4 =	0	110517	72.8	51 🔳	26	N/A
7	https://www.reddit.com/r/listentothis/	52.6	8	174423	25.2 =	N/A	283	11y 3m
8	http://mashable.com/2013/09/23/music-discovery-tools/	58.9	8	193185	46.5	N/A	914	11y
9	https://www.tastekid.com/	57.8 =	607	1034	49.6	33792 🗖	1264	8y 6m
48	[Ranking URL] http://www.last.fm/ 🥢 🤌 🖉		13514	87984	26.0 =	1547 🔳	143978	N/A
	(Matched URL) http://last.fm/artists 🥢 🤌 🤌							

**Tip 2: Use tags to easily browse through your keywords.** By right-clicking your keywords and selecting *Add tags to selected records*, assign tags to your keywords according to their Difficulty score. You'll probably want to start optimizing for the easy ones first and save the more difficult terms for later; these tags will also come in handy at the next step, when you'll be choosing which keywords should go on which pages on your site.

d Diffic	cuity 🔁 Move To Another 🖉	Assign Keywords To Landing Page			<i>p</i> •	Quick Filter	contains		7 🗄
ll ke	ywords					\$	EO Analysi	s, Keyword Difficult	PPC Analysi
,647	7,000 # of searches 1,012,0	85 expected visits	48.5 keyword	d difficulty	Search En	gine: G Go	ogle (USA)		
	Keyword	# of Searches	Expecte	d Visits	+ Keyword I	Difficulty Li	anding Page	Tags	
1 1	op ten singers	880		336		33.2 🔳		easy	
2 1	10 top singers	40		15		35.5 =		easy	
3 t	op 10 pop singers	480		184		36.6 =		easy	
4 9	get music suggestions	0		0		37.9		easy	
5 t	op ten popular singers	10		4		38.3 📕		easy	
6 a	artist song	390		149		40.2 =		medium	
7 t	op 5 singers	170		65		41.5		medium	
8 0	concerts in nyc	14,800		5,659		41.6 =		medium	
9 t	op ten modern artists	30		11		42.0 =		medium	
10 n	nyc concerts	8,100		3,097		42.4 =		medium	
Over	all Keyword Difficulty:	33.2 🕴 🚱 Upda	te					top	ten singe
Rank	Page UF	L.	· Difficulty s	Sites linking t	Sites linking t	On-page opti	L. Alexa r	rank Social signals	Domain age
8	http://www.allbesttop10.com/top-1	0-richest-singers-world/	9.6	0	36	17.0	28453	36 = 0	2y 7n
7	http://www.allbesttop10.com/top-1	0-most-popular-male-sing	10.5	3	36	17.0	28453	36 = 37	2y 7n
4	https://spinditty.com/artists-bands	Top-Ten-Greatest-Female	17.9 🔳	1	28	33.6	6784	13 = 1601	50
5	http://www.themeshnews.com/top	10-most-popular-bollywo	18.5 =	0	40	53.6	17511	10 13	110

### Step 5: Build a keyword map

Now that you've picked the most cost-effective target terms for your SEO campaign, it's time to build a keyword map and distribute your keyword groups between your site's pages.

**How-to: Assign keyword to pages.** Go through your keyword groups and assign them to specific landing pages you're going to target these groups with. To do that, select the keywords you'd like to assign to a page, and hit the *Assign Keywords To Landing Page* button. This way, Rank Tracker will associate specific pages of your site with the keyword groups of your choice, letting you know if a different page of your site appears in search results instead of the intended page. Under the *Landing Pages* tab, you'll be able to easily navigate through your keyword map by landing pages' URLs to instantly see all keywords associated with any given page.

⊕ Add Keywords ≣	Update 🚽 🙌 Up KEI Ke	date yword Difficulty	Move To Another Keyword Group	Assign Keywords To Landing Page		P ▼ Quick Filt
Keyword Groups.	nding Pages	http://last.fm				
All keywords	56	2,6 # of searches	996,327 exp	ected visits <b>5</b> 8	3.7 keyword difficulty	Search Engine
[ [homepage]	14			# -1 C	Even and all finite	
/artists	4	-	Keyword	# of Searches	Expected Visits	<ul> <li>Keyword Diffict</li> </ul>
/charts	1	1	top 50 pop artists	30	11	51.9
/events	3	2	artist top 10	10	4	52.3
/indie	3	3	songs artists	90	34	53.0
laan		4	song artists	1,600	612	53.3
ipop		5	artists	60,500	23,132	54.4
<u>/radio</u>	26					
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		* R	Page URL	C	ifficulty s Sites linkin	Sites linkin On-j
		1 http://www.bl				44295 3

**Tip: Consider Keyword Difficulty when creating your keyword map.** As you assign keywords to landing pages, remember to consider the terms' Keyword Difficulty. You'll typically want to target the most difficult terms with the stronger pages of your site that have more backlinks pointing to them (e.g., your homepage).

### You're all set to start optimizing!

Congrats — you're done with keyword research! In the perfect world, you'd be looking at a list of high-KEI, low-difficulty Buy Now keywords, but — bummer! the SEO world is no bed of roses. That keyword that screams 'Profit, profit, profit!' has a difficulty score close to 100, and that one with a promising KEI is unlikely to ever lead to a sale. Ugh, where do you start? The answer's simple: start small.

**1. Stick with the keywords with lower difficulty scores first** — most probably, those won't be the outright Buy Now kind of terms, but they may well have some profit-generating potential anyway. Think *digital camera descriptions, or camera brands.* The customer's looking for information — so they can make up their mind on a certain product and probably make the purchase. That's where you step in — give them the info they are looking for (and perhaps a tiny little push) so that they stick around on your site and hopefully end up placing an order.

2. Once your site has gained search engines' trust and respect, and you have grown more SEO-savvy, you'll be able to **move on with keywords with more selling potential** (thank God you tagged them!), higher difficulty scores and competition values — after all, the big top-10 guys were once out of the top 100 as well!

Remember, doing thorough research and seeing results will take some time, but it always (as in, always) pays off.

### Monitor search engine rankings (with the help of Rank Tracker)

#### Run accurate ranking checks and track the progress you make over time

Now that you're done with your keyword research and have a nice list of promising keywords in your hands, it's time to get right down to tracking your site's rankings. Sounds simple, eh? Well, checking positions itself is no rocket science. But before you get to the actual rank tracking, there's some prep you need to do, as you've got to be sure you're tracking the right stuff, the right way.



### Step 1: Select your target search engines

First things first, you need to decide on the **search engines you're looking to achieve top rankings** in with the help of your SEO campaign. Before you do that, think of your target audience — the visitors you'd like to win over. If you're thinking about attracting international visitors, Google.com, Yahoo.com, and Bing.com are definitely your top three choices. If your target visitors are from a specific country or area, you'll need to find what the major search engines for that location are — and set them up in Rank Tracker.

**How-to: Set up your target SEs.** Run Rank Tracker and open your project. Go to *Preferences -> Preferred Search Engines* and select your target search engines from the list of over 300 supported ones.



### Step 2: Specify your target location

[Skip this step if you are tracking rankings for your own location — in this scenario, you'll get accurate geo-specific ranks in Rank Tracker by default]

If your target location is different from where you actually are, or if you need to **track rankings for several specific locations**, you can set that up quickly in Rank Tracker's Advanced Search Settings.

How-to: Set up the location in search engines' settings. In *Preferences* > *Preferred Search Engines*, hit the ⊕ button next to one of the search engines you target. You'll see an advanced settings window, offering you to set up a number of language and location settings. Type in your target location in the *Preferred Location* field (feel free to enter a state, town, or even an exact street address). Click *Apply* to see your location displayed on the map, and hit *OK* to save the localized search engine you've just created.

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roject Settings	Access search listings	s shown to people using Google in a language of your choice (the "hi" parameter).	oj. oranaj
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Keyword Plan	Use this option to acce	ess search listings in one or several languages of your choice (the "Ir" parameter).	ungeoge
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werSuite Clou	User Country:	(None)	
ne Projects	Access search results	similar to what neonle from another country are seeing (the "gl" parameter)	
red Reports	Access search results	annia to what people norn another country are seeing (the 'gr' parameter).	
x Settings	Disable History-ba	ased Personalization	
ing Profiles	Safe Search Filter:	off	
Settings	Preferred Location:	Las Vesse MV LICA	
Safety Setting		Las vegas, INV, USA Appro	
nan Emulatior		99 (97) Z	
r Agents		E Bonanza Rd	
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ettings		Coocia Map data @2016 Google	
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#### Repeat if you're targeting several locations.

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All Search Engines	
— 🛃 Google	English
Google Advanced Search	
— 🛃 Google NYC	English
— 🗹 💈 Google Philadelphia	English
🗌 🔤 🔀 Google Washington	English
— 🔣 Google Blog Search	English
Google Caffeine (Google's test mode)	English

Back in your Rank Tracker workspace, you'll need to add respective columns for the custom, geo-specific versions of search engines you just selected. To do that, right-click the header of any column, select the columns you need to add from *Available columns* on the left, and double-click each one to move it to *Visible columns*.

Workspace Name: Keywords & Rankings		
Available Columns:	Visible Columns:	
Page visits (calculated) Google NYC Rank Google NYC URL Found Google NYC Check Date Google NYC Search Results Types Google NYC Difference Google NYC Previous Rank Shrink columns to fit screen	<ul> <li>Keyword</li> <li>Google Rank</li> <li>Google URL Found</li> <li>Google Difference</li> <li>Bing US Rank</li> <li>Bing US Difference</li> </ul>	Column Width: 0
Click this button to add a new filtering condition		·

### Step 3: Decide on your landing pages

Simply put, a landing page is a page that you'd like your site's visitors to 'land' on — and a page you'd like to rank in search results for a given term. You can hardly have one and the same page optimized for all your keywords, so you'll need to look through your list of keywords carefully and decide which page is the best fit for each word or phrase. That page's content should be **useful and engaging** and, most importantly, **relevant to the term** — ensuring that the searcher finds exactly what they're looking for on your landing page, and sticks around your site rather than bounces back to the search results.

Making sure the right pages are ranking for the right keywords is an indispensable part of rank tracking, and (lucky you!) Rank Tracker offers a simple way to do that. Rank Tracker's Advanced Search Settings.

**How-to: Match your keywords to landing pages.** In Rank Tracker, select the keyword(s) you're optimizing a certain page for, right-click the selection, and hit *Match selected keyword(s) to URLs.* 



Keyw	ords & Rankings	ords	Ranking progress Rankings details	Keywor Jpdate /isits	rds in Top 10	Keyw	rord research Compare with Previous Res	SEO & PP
#	Keyword		Google Rank	+ Rankin	g page(s)		Visibility	Go
1	music events 2015		Not in top 50			0	0% 🔳	
2	discover new music		48 http://www	w lact fm	http://www.las	e	47% 💻	http://www.la
3	play music online		Add Keyword(s)	Insert	http://www.las	0	10% 🔳	http://www.la
4	last.fm		Get Keyword Suggestions		https://twitter.	0	67%	http://www.la
5	get music suggestio	•	Add tags to selected record(s)			0	3%	http://www.la
6	best music 2015		Remove tags from selected record(s)		harts	0	0%	http://www.la
7	online fm	ø	Match selected keyword(s) to URL		sten, http://wv	0	33%	
-			Set notes to selected record(s)		-	-		
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			Check Rankings					
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10			Update Visits & Bounce Rates					
10	0		Remove Keyword(s)					

### Step 4: Set up Universal Search results' tracking

If you'd like to track your site's positions in Universal Search results, like Places, Videos or Images, along with the organic listings, you can set that up in Rank Tracker's settings.

**How-to: Enable Universal Search.** Go to *Preferences > Rank Checking Mode* in Rank Tracker and check the *Use Universal Search* results box.

Whenever your site is found within any of the Universal blocks as you check your rankings, the rank will be displayed as 2 numbers: the first number reflecting the rank of the Universal search block itself, and the one in brackets — the rank of your website within the block.

			Projects: Fi	rstpizza.com 👻
s Keywords in Top 10 K	eyword research SEO	& PPC analysis   "No	ot provided" traffic	+
	<ul> <li>Compare with</li> </ul>			
Visits Competitors	Previous Results			
Visits Competitors	Google Rank	* Yahoo! Rank	Bing US Rank	Ranki
Visits Competitors	Previous Results     Google Rank     Places 1(2)	• Yahoo! Rank 3	Bing US Rank	Ranki 3 http://www.firstpizza.com/, http://fi
# of Searches Not yet checked	Previous Results     Google Pank     Places 1(2)     4	▲ Yahoo! Rank 3 3	Bing US Rank	Ranki 3 http://www.firstpizza.com/, http://fi 3 http://www.firstpizza.com/, http://fi



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### Step 5: Add competitors' sites

Along with your own site, you'll probably want to track competitors' rankings — so that you can see exactly **how you compare to them**, and **how your online rivals' ranks change over time**.

**How-to:** Specify your competitors' URLs. Go to *Preferences > Competitors* in Rank Tracker, press  $\bigoplus$  to add a competitor, and fill in the competitor's details.

Search Engines AP	l Keys	(+) Add	Edit 1	Remove	↑ Move Up ↓ Move Down	也 Enable 也 Disable	
-Number g	Add Competitor		199	al contract		-	Manufactor
Rank Checkir U	RL:						
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-Google Keyw S	hort name:						
Global Preference	BBC						
Company Pro	he short name that	t will be use	ed for the con	npetitor's w	rebsite.		
-Publishing Pr	Include into rep	orts and e	xports				
Warner Yamel 30							



In your Rank Tracker workspace, you'll be able to include or exclude competitors' data from the tables and graphs by simply clicking *Show Competitors*.

			Projects	: topch	efuniform	is.com.au	1	•	New	🖢 Open 🕚	- <b>B</b> s	ave -	Close 🛛	- 0	Check All
(eyw	vords (De	tailed Vie	w)	Keyword	Researc	h View	Keyw	ords Add	led Today	γ   Το	o 10 In Ar	iy Search	Engine	+	$\langle \rangle$
neck anking	ps Ť	Update KEI	- ~	Update Visits	- 2	Show Compe	titors	↓ Compar Previou	e with s Results	,Ω + QL	uick Filter	: contains			۴
Bi	ng AU Rar	nk		Google.com.au Rank				Yahoo.com.au Rank				To	Tana		
jo	nolam	handy	chef	topch	cargo	nolam	handy	chef	topch	cargo	nolam	handy	chef	Taj	gs
t i	Not i	Not i	11	15	Not i	3	Not i	2	Not i	2	4	Not i	3		-
ti	Not i	36	5	Not i	Not i	Not i	Not i	Not i	Not i	Not i	Not i	7	1		
	Not i	24	3	Not i	Not i	Not i	Not i	Not i	Not i	Not i	Not i	8	1		

### Step 6: Set up the preferences

Do you need to **check search engines' top 100 results** for your ranks — or maybe top 50 or just the top 10? If your site is found in SERPs for a given term more than once, would you want to **see all of the site's rankings for each keyword**, or are you only interested in the highest rank? In Rank Tracker, you can set these options up — along with other useful prefs.

**How-to: Set up the rank checking mode.** Go to *Preferences > Rank Checking Mode* and specify whether or not you'd like to track multiple results per keyword. Here, you can also set the number of results you need checked.

Rank Checking Mode	
Here you can configure which methods of search you use and how many search er wise not to go beyond top 100 results - mainly because Google/Yahoo/Bing (or othe websites which rank lower than top 100.	ngine results you check. Sometimes it's er search engine) users seldom check
Use Universal Search results	
This option lets you check rankings in Universal Search results (Videos, Images, P	laces, News, Shopping etc.).
Best vs Multiple Results	
Track multiple results for keyword	
This option lets you see how different site's pages rank for one and the same keyw checkbox unmarked, Rank Tracker will only find one best ranking result for each ke	ord in search engines. If you leave the yword.
Max. Results	
Maximum number of results to check:	100 🗘
Please specify the max number of results Rank Tracker should check. The maximum This is the maximum any search engine will return.	um number you can specify here is 1,000.
Rank Checking Method	
Method of searching for rankings:	Successive Search -
The Successive Search method lets you search for your pages' rankings going from next. This is an accurate method but it can require too many queries if your sites do	n one search engine results page to the n't rank on the first pages of search

**Tip: Adjust the search safety settings.** As you probably know, search engines can be sensitive to automated requests, throwing in CAPTCHAs and occasionally even blocking IPs to prevent their servers from overload with queries sent by robots. In *Preferences > Search Safety Settings* in Rank Tracker, you'll find a number of prefs that will help you stay search engine-friendly and keep your IP undetected as you check your ranks. If you check rankings regularly for a project with up to 100 keywords, we recommend using the following combo of settings.

- In Preferences > Misc Global Settings, reduce the number of simultaneous tasks to 3 or 4.
- In Preferences > Search Safety Settings > Human Emulation, check the first two boxes.
- In Preferences > Search Safety Settings > CAPTCHA Settings, check the 'Show CAPTCHA when queries are blocked' box.

Miscellaneous Glo This is where you can co	bal Settings	ous Rank Tracker settin	igs that will apply to all j	our projects.
Number of simultaneous Number of tasks: Please set the num	tasks ber of tasks that Rank Trac	ker will run simultaneo	usly.	3 🔹
Captcha skipping delay Delay in seconds:				60 🔹
Human Emulation Human emulation is an a enable human emulation rankings checks will take	advanced feature of Rank Tr i features, Rank Tracker will i longer.	acker that improves the appear to search engi	e safety of rankings che nes as a human being.	cks. If you However,
Visit search engine's To start their search, Tick the checkbox abo	s <b>homepage</b> humans will often go to a se ove if you want Rank Tracke <b>ation delays</b>	earch engine's homepa r to imitate this behavio	age (ex. Google.com or r.	Yahoo.com).
Random delays betw Humans pause betw	reen queries: een making queries. Rank	Tracker can also pause	7 📩 to e a random number of s	15 🗘 sec. seconds



#### **CAPTCHA Settings**

Search Engines and other third-party services used for data search tend to show CAPTCHAs from time to time, to prevent automated queries from overloading their servers. Here you can choose whether Rank Tracker should show CAPTCHAs or just skip them and not get results. You can also use an Anti-CAPTCHA service, so that you don't have to enter CAPTCHAs manually.

#### Show CAPTCHA if queries are blocked

When search engines block automated queries, they ask you to enter a CAPTCHA to proceed. If you tick the checkbox the software will display the CAPTCHAs for you to enter them manually and remove the block. You can also use a CAPTCHA recognition service - in this case you need an Anti-CAPTCHA key.

Enable CAPTCHA recognition

For bigger projects and more frequent ranking checks, you may want to consider using an anti-CAPTCHA key in *Preferences* > *Search Safety Settings* > *CAPTCHA Settings* and/or a list of reliable private proxies in *Preferences* > *Search Safety Settings* > *Proxy Rotation*.

Enable CAPTC	HA recognition			
• SEO Power	Suite Anti-CAPTCHA	Death by Captcha		
AC-35gfds56g	fdsah4			Statistics
With an Anti-CA recognize and e Get Anti-CAPT	PTCHA key you will not n enter CAPTCHAs for you.	eed to enter CAPTCHAs	manually. The sj	pecial service will
Enable proxy	rotation			
Search Check	<ul> <li>+ Add</li></ul>	Ve Select All		All proxies 🔹
# Selec	Proxy	Country	Status	Protocol t + Respon

#	Selec	Proxy	Country	Status	Protocol t	<ul> <li>Respon.</li> </ul>
1	~	218.92.227.165:14826	China	Alive	HTTP	1000
2	~	199.200.120.140:8089	USA	Alive	HTTP	1294
3	~	183.223.211.158:8123	China	Alive	HTTP	1467
4		183.223.173.62:8123	China	Alive	HTTP	1592
-		040 00 007 470 40005	China		LITTO	4050

### Step 7: Check the rankings

Now that you're done with the prep, you can (finally!) start what you came here for (just to remind you: that's **tracking your site's positions in search engines**).

**How-to: Check 'em!** In your Rank Tracker workspace, click Check to update your site's positions in your target search engines. Once you've checked your positions more than once, you'll see a Difference value calculated to reflect your ranking progress.

You'll also see your progress graph changing (hopefully upwards) over time to give your ranking growth a visual form.

Keywords &	Rankings -	Keyword research	SEO & PPC and	alysis	"Not provided"	traffic	+				
Suggest Keywords	Add Keywords	Check Rankings	≡ <sup>Update</sup> - (	Vis	tate - O Sh As - C Co	ow mpettors	↑↓ Compare Previous	with Results	uick Filter: conta	ins	ŧ
4.00	Keyword	Google Rank	· Google Diffe	rence	Google URL Fou	ind	Bing US Rank	Bing US Diffe	Yahool Rank	Yahoo! Diffe	Tags
1	law		29	+12 🛧	http://www.cnn.com	n/J	Not in top		Not in top 1		
2	breaking news		7	•3 🛧	http://www.cnn.com	n/	3		3		
3	news online		5	+2 🛧	http://www.cnn.com	<u>n/</u>	3		3		
4	world news		1	0 *	http://www.cnn.com	n/	1		1		
5	politics		3	0 *	http://www.cnn.com	n/p	5		4		
6	U.S. news		4	0 -	http://www.cnn.com	n/U	4		5		
7	news		6	0 •	http://www.cnn.cor	<u>n/</u>	2		2		
8	weather		11	-4 🕹	http://weather.cnn.	com/	21		18		
9	business		41	-11 🕹	http://edition.cnn.c	om/	75		8		
10	sports	Not in top 1	100 Drop	ped 🤿			Not in top		Not in top 1		
Progress	Graph Hist	tory Records	Ranking Data	Vis	ibility Graph	Visits	Graph	Keyword diffici	alty Keywo	ord: law	
Search Engine	e: 🚺 Google (US	A)	-							•	cnn.com
10 .											
20 0	5										
N											
	5										
25	5										
100 30											- In 199
150 30											
1000	Jul. 30 201	4 Aug. 14 2014 Aug.	29 2014 Sep. 13 201	4 Sep.	20 2014 Oct. 13 201	4 Oct. 2	9 2014 Nev. 12	2014 Nov. 27 20	14 Dec. 12 2014	Dec. 27 2014	Jan. 11 2015

**Tip 1: Set a date for comparison.** Click **Compare with** to select which results you want your current ranks to be compared against — or even set a custom date for comparison.



date ;its	Show Competitors	Compare with Previous Results		
	<ul> <li>Google Differen</li> </ul>	Results to compare with: (2) ×	Bing US Rank	Bing US I
29		Custom Date	Not in top 100	
7			3	
5		Dec 7, 2014	3	
1		December - 2014 -	1	

Tip 2: Schedule your ranking checks. Rank Tracker gives you an option of automating your ranking checks so that you don't have to run them manually each time. To set scheduled check-ups, go to *Preferences* > *Scheduler*, and click

 ⊕ to create a new scheduled task.

Go through the steps, selecting the type of the task, the projects it will run for, and the task's time and regularity.



C:\Users\MMAKSI~1\AppData\Local\Temp\Rar\$DIa0.798\www.monteverdei..

www.monteverdeinn.com

Step 3: T Please spec them. Say, if	Task Schedule Settings cify timing and recurrence rules for the new task. If you have scheduled other tasks on the same day, please allow for time intervals between I task A starts at 6am, you can set task B to 7am and so on.
Recurring:	Daily •
Start time:	4:06 PM 🔹 Start date: Jan 6, 2015 📫 曲
Every	1 🔺 days

### You're a rank checking Pro now!

Congratulations! With a list of efficient keywords and your rankings checked, you can now get down to tracking the amazing progress your site's about to make in SERPs.

## **Fix all technical issues on your site** (with the help of WebSite Auditor)

#### Do away with tech problems that are holding your rankings back

It's important that you spot and eliminate technical problems on your site before they grow into an SEO problem. Otherwise, apart from creating a not-so-smooth user experience for your visitors, you also risk losing your search engine rankings — or even not getting your whole site crawled and indexed by search engines at all!

That is why before you start optimizing your pages for target keywords, you need to run a comprehensive site audit to identify and fix issues that can cost you search engine ranks.



### Step 1: Run a site scan

First things first, you need to run a comprehensive site scan to collect all of your site's pages and resources (CSS, images, videos, JavaScript, PDFs, etc.) so that you can later audit and analyze your entire website.

How-to: Collect your site's pages. Run WebSite Auditor and enter your website's URL to start the scan.



**Tip: Crawl your site as Googlebot (or any other bot).** By default, WebSite Auditor crawls your site using a spider called SEO-PowerSuite-bot, which means it will obey robots instructions for all bots (*user agent:* \*). You may want to tweak this setting to crawl the site as Google, Bing, Yahoo, etc. – or discard robots instructions altogether and collect all pages of your site, even the ones disallowed in your robots.txt.

To do this, create a WebSite Auditor project (or rebuild an existing one). At Step 1, enter your site's URL and check the *Enable expert options* box. At Step 2, click on the drop-down menu next to the *Follow robots.txt instructions* option. Select the bot you'd like to crawl your site as; if you'd like to discard robots.txt during the crawl, simply uncheck the *Follow robots.txt instructions* box. Finally, hit *Next* to proceed with the crawling.



### Step 2: Check crawlability and indexing issues

It's crucial that users and search engines can easily reach all the important pages and resources on your site, including JavaScript and CSS. If your site is hard to crawl and index, you're probably missing out on lots of ranking opportunities; on the other hand, you may well be willing to hide certain parts of your site from search engines (say, pages with duplicate content).


The main aspects to pay attention to are proper indexing instructions in your robots.txt file and proper pages response codes.

**How-to 1: Check if your robots.txt file is in place.** If you're not sure whether you have a robots.txt file or not, check the status of the *Robots.txt* factor in *Site Audit.* 



### How-to 2: Make sure none of your important pages are blocked from

**indexing.** If your content cannot be accessed by search engines, it will not appear in search results, so you need to check the list of pages that are currently blocked from indexing, and make sure no important content got blocked by occasion.

Switch to the *Resources restricted from indexing* section in *Site Audit* to revise which of your site's pages and resources are blocked by:

- the robots.txt file itself
- the "noindex" tag in the <head> section of pages
- the X-Robots-Tag in the HTTP header

**How-to 3: Revise your robots.txt file (or create it from scratch).** Now, if you need to create a robots.txt file, or fix its instructions, simply switch to the *Pages* module and click **Robots.txt** i. In the menu that pops up, you can either fetch your robots.txt from server to revise it, or create a robots.txt file from scratch and upload it to your website.

#### Step 1: Configure Robots.txt Rules

Please set your robots.txt rules to specify how search engines should crawl your site's content.

All site directories not specified in the robots.txt file are open for search engines' access. If your site has some content you don't want Google or other search engines to access, use robots.txt rules to disallow crawling of such pages.

(+) ≁ Add Rule ■	Edit Remove	↑ Move up     ✓	ver
Instruc	tion	Search Robot	Directory/Page
Disallow		All Robots (*)	/cgi-bin/
Disallow		All Robots (*)	/includes/
Disallow		All Robots (*)	/go/
Disallar		All Dala and (2)	8
Contents	Test		
Robots.txt file	contents:		
User-agent: * Disallow: /cg Disallow: /ind	<b>i-bin/</b> cludes/		

**How-to 4: Take care of your pages' response codes.** Indexing issues can be also caused by HTTP response codes errors. Under *Indexing and crawlability* in the Site Audit module, go through *Resources with 4xx status code, Resources with 5xx status code,* and 404 page set up correctly. If any of the factors have an error or warning status, switch between *Details and Recommendation* to see problem pages and get how-to's on fixing them.

Pages with 4xx status code	Details	Recommendation
Factor status: Error		
Some of your pages return 4xx status codes. But for a website to have a perfect re and the unshakable #1 position, all pages must be right as nails. Go to the Details need fixing.	eputation in sear table to see w	ch engines' eyes hich of the pages
The absence of pages with 4xx status codes does not guarantee that users and s no trouble navigating your website content. Make sure all pages are available and website for <i>Pages with 5xx status codes</i> and make sure your <i>custom 404 error pages</i> .	search bots will I load properly, d age is set up co	have absolutely check your rrectly.
About this SEO factor:		
4xx errors often point to a problem on a website. For example, if you have a broke click it, they may see a 4xx error. It's important to regularly monitor these errors an because, because they may have negative impact and lower site authority in users	en link on a pag d investigate th ' eyes.	e, and visitors eir causes,

**Tip 1: Check pages' cache dates in Google, Bing, Yahoo.** Click the *Website* tab and find 3 columns — *Cache date in Google, Cache date in Yahoo* and *Cache date in Bing*. If you spot too old cache dates or no cache data at all, mark these pages for deeper analysis.

- Cache date in Google	Cache date in Bing	Cache date in Yahoo!
Cached Apr 5, 2015	Cached Apr 4, 2015	Cached Apr 4, 2015
Cached Apr 5, 2015	Cached Apr 2, 2015	Cached Mar 29, 2015
Cached Apr 4, 2015	Cached Apr 2, 2015	Cached Apr 2, 2015
Cached Apr 3, 2015	Cached Apr 5, 2015	Cached Apr 5, 2015

### Tip 2: Look for orphan pages (pages that are not linked to internally).

WebSite Auditor can help you find the pages on your site that aren't linked to internally, and thus impossible to find for both users and search engines.

To find orphan pages on your site, you'll need to rebuild your WebSite Auditor project. To do this, go to the *Pages* module and click Rebuild .

At Step 1 of the rebuild, check the *Show expert options* box. At Step 2, select *Look for orphan pages*, and proceed with the next steps like normal. Once the crawl is complete, you'll be able to find orphan pages in the *Pages* module, marked with the *Orphan page* tag.

Robots.txt Instructions Filtering Sp	eed URL Parameters	
Follow robots.txt instruction for	SEO-PowerSuite-bot •	
If you tick the checkbox, WebSite A robots.bt file. You can 1) use the d specific crawling pattern by giving the list (Googlebot, Bingbot, etc.) o	uditor will crawl your website following instructions for the s efault choice, SEO-PowerSuite-bot, to crawl the pages allow specific instructions for this bot in your robots.bt; 2) choose r 3) specify any custom bot you need.	elected bot set in your site's wed for all bots, or to set a one of the common bots from
Crawl as a specific user-agent		
Use this option to crawl the websit choice) or a certain mobile user ag	e using a specific user agent (browsers). For instance, Moz jent.	zilla/5.0 (the default googlebot
Limit scan depth		2
Here you can specify how deep int project. Please mind that the deep	o your website structure WebSite Auditor will go to pull out er the search, the more time it may take.	pages for this optimization
<ul> <li>Search for orphan pages</li> </ul>		
If you tick this checkbox, WebSite A of your site (you'll find those pages	uditor will also look through search engines' indexes for pa with the "Orphan page" tag).	ages unlinked from other page

### **Step 3: Fix redirects**

Redirects are crucial for getting visitors to the right page if it has moved to a different URL, but if implemented poorly, redirect can become an SEO problem.

How-to 1: Check pages with 302 redirects and meta refresh. Under *Redirects* in *Site Audit*, see if you have any 302 redirects or pages with meta refresh.



A 302 is a temporary redirect, and though it's a legitimate way to redirect your pages in certain occasions, it may not transfer link juice from the redirected URL to the destination URL.

A meta refresh is often used by spammers to redirect visitor to pages with unrelated content, and search engines generally frown upon the use of meta refresh redirects.

Using any of these methods is not recommended and can prevent the destination page from ranking well in search engines. So unless the redirect really is temporary, try to set up permanent 301 redirects instead.

How-to 1: Make sure the HTTP/HTTPS and www/non-www versions of your site are redirecting correctly. If your site is available both with the www part in its URL and without it (and it should be), or if you have both an HTTP and an HTTPS version of the site, it's important that these redirect correctly to the primary version.



To make sure HTTP/HTTPS and www/non-www versions of your site are set up correctly, take a look at those factors in the *Site Audit* module, under the *Redirects* section. If any problems are found, you'll get detailed how-to-fix advice in the right-hand part of your screen.

Rebuild Update Project Factors				
© 213 A 956 0 38		Fixed www and non-www versions		
Indexing and crawlability		Factor status: Warning		
Resources with 4xx status code	20			
<ul> <li>Resources with 5xx status code</li> </ul>	0	www and non-www versions are not fixed on your website. Correct this to ensure that search engines do not keep two website versions in their index.		
404 page set up correctly	Yes			
robots.txt file	Yes	You can set up and view the primary www or non-www version for your site in the		
<ul> <li>xml sitemap</li> </ul>	Yes	.htaccess file. Also, it is recommended to set the preferred domain in Google Search Console.		
<ol> <li>Resources restricted from indexing</li> </ol>	28			
Redirects				
A Fixed www and non-www versions	No	About this SEO factor:		
Issues with HTTP/HTTPS site versions	Yes	Usually, websites are available with and without "www" in the domain name. This issue is guite common, and people link to both www and peopwawy versions. Fixing		
Pages with 302 redirect	10	this will help you prevent search engines from indexing two versions of a website.		
Pages with 301 redirect	8	Although such indexation wont cause negative setting one version as a priority is best		
Pages with meta refresh 0		practice, especially because it helps you save link juice from links with and without		
Pages with rel="canonical"	0	www.for one common version.		
Encoding and technical factors				
Pages with multiple canonical URLs	0			

How-to 3: Check for issues with rel="canonical". Canonicalization is the process of picking the best URL when there are several pages on your site with identical or similar content. It's a good idea to specify canonical URLs for pages on which content duplication occurs, so that search engines know which of the pages is more authoritative and should be ranked in search results. Canonical URLs can be specified in either a link rel="canonical">canonical"

To see which pages of your site have a canonical URL set up, and what that URL is, click on *Pages with rel="canonical"* under the *Redirects* section of your *Site Audit* dashboard. On the right, you'll see the pages' titles and canonical URLs.

Instances of more than one canonical URL on a single page can happen with some content management systems, when the CMS automatically adds a canonical tag to site's pages. Multiple canonical URLs will confuse search engines and likely cause them to ignore them altogether. Check if there are such instances on your site under the *Encoding and technical factors* section of your site audit, by clicking on *Pages with multiple canonical URLs*.

Project Update				♀ ▼ Quick Filter: contains	٦
O 608 A 2029 O 31421		Pag	ges with rel="canonical"		Details Recommendation
Indexing and crawlability		=	* Page	Title	Canonical URL
Resources with 4xx status code	180	1	[ [homepage]	All-In-One SEO Software	http://www.link-assistant
Resources with 5xx status code	12	2	/?icf=faq	All-In-One SEO Software	http://www.link-assistant
404 page set up correctly	Yes	3	/?redirect=ibp	All-In-One SEO Software	http://www.link-assistant
obots.bt file	Yes	4	/?redirect=webceo	All-In-One SEO Software	http://www.link-assistant
<ul> <li>xml sitemap</li> </ul>	Yes	5	/?view=christmas-2011	All-In-One SEO Software	http://www.link-assistant
8 Resources restricted from indexing	378	6	/?view=patricks	All-In-One SEO Software	http://www.link-assistant
Redirects		7	/blog/10-advanced-seo-plugins-you-ha	10 Advanced SEO Plugin	http://www.link-assistant
Pixed www and non-www versions	Yes	8	/blog/10-affiliate-marketing-blogs-that-	10 Affiliate Marketing Blog	http://www.link-assistant
Issues with HTTP/HTTPS site versions	No	9	/blog/10-robots-bt-files-worth-to-have-	10 robots.bt files worth to	http://www.link-assistant
Pages with 302 redirect	58	10	/blog/10-things-i-learned-as-a-link-buil	10 Things I Learned as a	http://www.link-assistant
Pages with 301 redirect	651	11	/blog/10-things-seos-would-enjoy-as-a	10 things SEOs would en	http://www.link-assistant
Pages with meta refresh	0	12	/blog/10-things-seos-would-enjoy-as-a	stormtroopers-with-a-chri	http://www.link-assistant
Pages with rel="canonical"	681	13	/blog/101-ways-to-avoid-youtube-copyr	10+1 ways to avoid YouT	http://www.link-assistant
Encoding and technical factors		14	/blog/101-ways-to-avoid-youtube-copyr	green-rope-mdf-300x291	http://www.link-assistant
Mobile friendly	Yes	15	/blog/101-ways-to-avoid-youtube-copyr	youtube-copyright-school	http://www.link-assistant
Pages with multiple canonical URLs	0	16	/blog/12-google-keyword-tools-you-car	12 Google Keyword Tool	http://www.link-assistant
A Pages with Frames	16	17	/blog/12-seo-tips-for-companies-with-l	12 Search Engine Optimi	http://www.link-assistant
Pages with W3C HTML errors and warnings	2	18	/blog/15-blogs-that-can-give-you-tech-	15 Blogs That Can Give Y	http://www.link-assistant
Pages with W3C CSS errors and warnings	2	19	/blog/15-blogs-that-can-give-you-tech-	Press Coverage   SEO Bl	http://www.link-assistant
Too big pages	0	20	/blog/15-seo-blogs-accepting-gues/P	15 SEO Blogs Accepting	http://www.link-assistant

### Step 4: Brush up the code

Coding issues can be an SEO and user experience disaster, affecting your pages' load speed, the way they are displayed in different browsers, and their crawlability for search engine bots. So the next step of your site's audit is to make sure your pages code is free from errors, is perfectly readable to search engines (not hiding your content with frames) and is not too "heavy", skyrocketing your page load time.

#### How-to: Make sure no pages use Frames, contain W3C errors, or are too big.

You'll find this data under Encoding and technical factors in Site Audit.

O 20 ▲ 46 0 110	
Pages restricted from indexing	10
Redirects	
Fixed www and non-www versions	Yes
Pages with 302 redirect	1
Pages with 301 redirect	3
Pages with meta refresh	0
Pages with rel="canonical"	0
Encoding and technical factors	
Pages with duplicate rel="canonical" code	0
Mobile friendly	N/A
Pages with Frames	0
Pages with W3C errors and warnings	84
Too big pages	0
URLs	
Oynamic URLs	0

Pages with W3C errors and warnings	Details	Rec
Factor status: Info		
Some pages on your site have errors in HTML and CSS ma find these pages and make them free of errors.	arkup. Check th	e Det
Search engine spiders find it easier to crawl through sema why site's HTML markup should be valid and free of error the design and formatting of the website, and which make easier to load, should be error-free too. If for example, one unclosed, the spiders may miss an entire chunk, thus red	antically correct s. CSS which is is the webpages e of the tags ha ucing the value	mark usec light s bee of th
About this SEO factor:		
The validation is usually performed via the W3C Markup Va not obligatory and will not have direct SEO effect, bad code not indexing your important content properly.	lidation Service may be the ca	. And
We recommend checking your website pages for broken co engine spiders.	de to avoid issu	Jes w



For any factors with an *Info, Warning,* or *Error* status, go to Details to explore the problem pages, or press *Recommendation* to see how to get the issue fixed.

Tip 1: See if your site is mobile-friendly. The *Mobile-friendly* factor shows whether or not the site's homepage passes Google's mobile friendliness test. Mind that failing that test can cost you losing positions in Mobile search — and that may mean a sharp decrease in traffic.

**Tip 2: Look out for unreadable URLs.** Check with the *URLs* section in the *Site Audit* module and make sure you fix URLs that are too long and not user-friendly. As for dynamic URLs, make sure you only use those when necessary: dynamically generated URLs are hard to read and not descriptive. Though unlikely, several versions of the same URL with different parameters might also cause duplication issues if search engines find them.

Project C Update						ŧ
◎ 608 A 2029 Ø 31421		т	o long URLs		Details Reco	mmendation
Encoding and technical factors		#	Page	Title	• URL k	ength
Mobile friendly	Yes	1	/blog/seo-lools-smackdown-see-how-s	SEO tools smackdown: s		161
Pages with multiple canonical URLs	0	2	/blog/interview-with-link-assistant-coms	Interview with Link-Assist		156
A Pages with Frames	16	3	/support/index.php?/Knowledgebase/Ar	Using Page Authority and		155
Pages with W3C HTML errors and warnings	2	- 4	/blog/5-custom-google-analytics-reports	custom-google-analytics		154
Pages with W3C CSS errors and warnings	2	5	/support/index.php?/Knowledgebase/Ar	How do I import rankings		149
Too big pages	0	6	/support/index.php?/Knowledgebase/Ar	How to allocate more me		144
URLs		7	/blog/not-coms-should-websites-sacrifi	Domain hack demotivator		143
Opnamic URLs	0	8	/support/index.php?/Knowledgebase/Ar	Sent hundreds of link exc		141
A Too long URLs	134	9	/blog/google-analytics-in-very-plain-lang	Google Analytics in Very P		139
Links		10	/support/index.php?/Knowledgebase/Ar	Is it possible that Rank Tr		139
A Broken links	217	11	/blog/not-coms-should-websites-sacrifi	Non.com domains and d		139
Pages with excessive number of links	208	12	/blog/buzzbundle-2-0-is-out-try-the-totall	BuzzBundle 2.0 is out try t		139
O Dofollow external links	21466	13	/support/index.php?/Knowledgebase/Ar	Why can't LinkAssistant fi		138
Images		14		Why can't WebSite Auditor		137

### Step 5: Check for linking problems

Internal linking problems not only negatively affect your visitors' user experience, but also confuse search engines as they crawl your site. Outgoing external links should also be paid attention, as pages with too many links may be considered spammy by search engines.

How-to 1: Find all broken links. Broken links are links that point to non-existent

URLs – these can be old pages that are no longer there or simply misspelled versions of your URLs. It is critical that you check your site for broken linking to ensure search engines and visitors never hit a dead end while navigating through your site.

To get a list of all broken links on the website you're auditing, click on *Broken links* under the *Links* section (still in the *Site Audit* module). Here, you'll see the pages where broken links are found (if any), the URL of the broken link, and its anchor text.

Project Update Project Quick Filter: contains							
◎ 608 A 2029 Ø 31421			в	roken links		Details	Recommendation
Encoding and technical factors			#	+ Page	Anchor Text	Link URL	HTTP Status Code (lin
Mobile friendly	Yes		1	/black-friday/	Customer support	http://www.old.link	404 Not found
Pages with multiple canonical URLs	0		2	/black-friday/submit/	Customer support	http://www.old.link	404 Not found
A Pages with Frames	16		3	/blog/10-affiliate-marketing-blo	December 2013	http://yesiamcheap	404 Not found
Pages with W3C HTML errors and warnings	2		- 4	/blog/10-robots-bd-files-wo	Image Credit	http://www.fotopedi	404 Not found
Pages with W3C CSS errors and warnings	2		5	/blog/10-things-i-learned-as-a-	Kerry Dye	http://www.vertical-I	410 Gone
Too big pages	0		6	/blog/15-blogs-that-can-give-yo	are decisions mak	http://mediakit.inc.c	404 Not found
URLs			7	/blog/15-blogs-that-can-give-ye	management offici	http://www.wired.co	404 Not found
Ø Dynamic URLs	0	ii.	8	/blog/15-seo-blogs-accepting-	Guidelines for Stay	http://www.stayons	404 Not found
A Too long URLs	134		9	/blog/4-tools-for-tracking-your-	Social Media Metric	http://userscripts.or	Error: Unknown host
Links			10	/blog/4-tools-for-tracking-your-	mobile deals with f	http://emobilephon	Error: Unknown host
A Broken links	217		11	/blog/4-tools-for-tracking-your-	best iphone deals	http://emobilephon	Error: Unknown host
Pages with excessive number of links	208		12	/blog/4-ways-link-builders-sho	making tweets ret	http://danzarrella.c	404 Not found
Dofollow external links	21466		13	/blog/5-tools-to-simplify-social	Xean	http://www.whyuse	Error: Unknown host
Images			14	/blog/5-twitter-link-building-ti	mortgage leads	http://undergroundl	404 Not found
Broken images	67		15	/blog/50-percent-of-searchers-	Browser Size	http://browsersize	404 Not found
Empty all text	8033		16	/blog/9-simple-strategies-for-p	Gather	http://www.gather.c	Error: Unknown host
On-page			17		Analytics Visualizat		404 Not found

How-to 2: Find pages with too many outgoing links. Too many links coming from a single page can be overwhelming to visitors and a spam signal for search engines. As a rule of thumb, you should try to keep the number of links on any page under 100.

To get a list of pages with too many outgoing links, go click on *Pages with excessive number of links* under the *Links* section in your site audit. Here, you'll see the pages that have over 100 outgoing links (both internal and external).

Project Project				۰ م	Quick Filter: contai	ns	<b>†</b>
😳 110 🛛 🔺 49 👘 0 2291			ages with excessiv	e number of li	nks	Details R	ecommendation
Pages with multiple canonical LIDLs	84		Page	Title	* Links from page	Internal links fro	External links fro.
A Panes with Frames	1	1	/recipes	Recipes   New	114	52	62
Pages with W3C HTML errors and warnings	131	2	/recipes?calories=9999	Recipes   New	114	52	62
Pages with W3C CSS errors and warnings	164						
Too big pages	0						
URLs							
Oynamic URLs	0						
Too long URLs	0						
Links	_						
A Broken links	2						
Pages with excessive number of links	2						
O Dofollow external links	948						
Images							
Broken images	2						
6 Empty alt text	917						
On-page							
<ul> <li>Empty title tags</li> </ul>	0						

How-to 3: Identify links that are being redirected. Redirected links can pose a problem as they will typically cause the destination page longer to load and waste your search engine crawl budget on pages with a redirected status code. Look out for these links and fix them by changing the links so that they point to the destination page right away.

In the *Site Audit* module, look for *Pages with 302 redirect* and *Pages with 301 redirect* under the *Redirects* section. If any such pages are found, you'll see a list of them on the right, along with the URL they redirect to and the number of internal links pointing to them. Click on the three-line button next to the number of links to the page for a full list of pages that link to it.

ate ors			٩	• Quick Filter: contains			۴
0 2291		Pi	ages with 301 redirect		Details	Recommen	dation
ty		#	▲ Page	Redirect		Links to page	
status code	1	1	<u>fiti</u>	https://www.newyorkbak			106
status code	0						1
rectly	Yes	#	Link	URL			1
	Yes	1	https://www.newyorkbakeryco.com/pro	oducts/sandwich-thins/seed	ed		1
	Yes	2	https://www.newyorkbakeryco.com/pro	oducts/bagels/red-onion-chi	ve		1
d from indexing	49	3	https://www.newyorkbakeryco.com/pro	oducts/sandwich-thins			3
	_	4	https://www.newyorkbakeryco.com/fr				1
www.versions	Yes	5	https://www.newyorkbakeryco.com/fr				1
TTPS site versions	No	6	https://www.newyorkbakeryco.com/fr				1
rect	0	7	https://www.newyorkbakeryco.com/pro	oducts/bagels/poppy-seed			1
rect	79	8	https://www.newyorkbakeryco.com/co	ntact-us			1
resh	0	9	https://www.newyorkbakeryco.com/ou	r-story			1
onical"	1	10	https://www.newyorkbakeryco.com/pro	oducts/bagels/blueberry			1
factors		11	https://www.newyorkbakeryco.com/pro	oducts/sandwich-thins/plain			1



**Tip: Get details on any internal/external link.** For detailed info on any link (anchor/alt text, directives, etc.), switch to the *Pages* module in WebSite Auditor and click on one of the pages in the table. Below, click on *Links* from page to see every link on the page along with its HTTP response code, anchor text, and robots directives (nofollow/dofollow).

Eile Prefe		⊻indow	Help					• 📑 New	🝃 Open 🍷 丨	🖻 Save - 🖾 Close -
	All p	ages -	On-page	Open graph & st	ructured data mar	kup   Links & te	chnical facto	ors Social medi	a Traffic con	ning to pages +
Site Structure	Ø 🖁	ebuild roject	Dupdate -	E Stemap -	Robots.bd			오 + Quick Filter: co	ntains	≡ ●
		:	Page	Title	HTTP Status Code	Word count	Tags	* Page Authority	Redirect URL	Multiple rel="canonic
Site Audit		1	[ (homepage)	Authentic NY s	200 Successful	236		28		Yes
		2	/contact-us/	Contact Us   N	200 Successful	301		16		Yes
		3	/recipes/	Recipes   Ne	200 Successful	751		16		Yes
		4	/products/bagels	Seeded Bagel	200 Successful	319		16		Yes
		5	/products/sandw	Bagel Sandwi	200 Successful	155		1		Yes
All Resources	Link:	s to page tal links	Links from pag	e Images Al	resources.	http	os://www.	newyorkbakery	All res	ources
Content			+ Linked	URL		HTTP Status Code		Anchor	/ Alt Text	Nofoliow
Analysis	1	http://pin/	terest.com/pin/cre	ate/button/?url=http	s 301 Moved p	ermanently	Pir	terest	Nofollow	
	2	http://twit	ter.com/share?url	=https://www.newy	or 301 Moved p	ermanently	Tw	eet Widget		Nofollow
Ø	3	http://ww	w.facebook.com/s	harer.php	302 Moved to	emporarily	Sh	are on Facebook		Dofollow
Domain	4	https://de	squs.com/?ref_no	script	200 Success	dul	co	mments powered by	Disqus.	Nofollow
	5	https://in	stagram.com/hyba	skeryco/	301 Moved p	ermanently				Dofollow
	6	https://in	stagram.com/nyb/	skeryco/	301 Moved p	ermanently	-97	o text>		Dofollow
	7	https://tw	itter.com/hybaken		200 Success	dul				Dofollow
	8									Dofollow

## Step 6: Audit your images

Issues with images on your site can not only negatively affect your visitors' user experience, but also confuse search engines as they crawl your site. Search engines can't read the content in an image, so it's critical that you provide them with a brief description of what the image is about in the alternative text.

**How-to 1: Find all broken images.** Broken images are images that cannot be displayed – this can happen when image files have been deleted or the path to the file has been misspelled.

To get a list of problematic images on your site, check with the *Broken images* factor in the *Images* section (under the *Site Audit* module).

Project Update Factors				P ▼ Quick Filte	er: contains	ŧ
O 110 A 49 O 2291		в	roken images		Details	Recommendation
A Pages with Frames	1	#	* Page	Image URL	HTTP Status Code	Alt text
Pages with W3C HTML errors and warnings	131	1	/fr/recipes/le-césar	https://www.newyo	200 Successful	
Pages with W3C CSS errors and warnings	164	2	/recipes/peppery-chicken-avo.	https://www.newyo	200 Successful	
Too big pages	0					
URLs						
Opnamic URLs	0					
Too long URLs	0					
Links						
A Broken links	2					
Pages with excessive number of links	2					
O Dofollow external links	948					
Images						
Broken images	2					
6 Empty alt text	917					
On-page						
<ul> <li>Empty title tags</li> </ul>	0					
	12					

How-to 2: Spot images with empty alt text. When an image's alt text is missing, search engines won't be able to figure out what the image is about and how it contributes to the page's content. That's why it's important that you use unique alternative text for your images; it's also a good idea to optimize it for your target keywords as long as they fit naturally in the description.

To get a list of images with no alternative text, click on *Empty alt text* in the *Images* section (under the *Site Audit* module).

Rebuild Update Project Factors				Quick Filter: contains	+
O 110 A 49 O 2291		Er	npty alt text	t	Details Recommendation
A Pages with Frames	1	=	- Page	Title	Image URL
Pages with W3C HTML errors and warnings	131	19	/build-up-bagel	Build Up Bagel   New Yo	https://www.newyorkbak
Pages with W3C CSS errors and warnings	164	20	/build-up-bagel	Build Up Bagel   New Yo	https://www.newyorkbak
Too big pages	0	21	/build-up-bagel	Build Up Bagel   New Yo	https://www.newyorkbak
URLs		22	/build-up-bagel	Build Up Bagel   New Yo	https://www.newyorkbak
Ø Dynamic URLs	0	23	/build-up-bagel	Build Up Bagel   New Yo	https://www.newyorkbak
Too long URLs	0	24	/build-up-bagel	Build Up Bagel   New Yo	<raw data="">image/png;b</raw>
Links		25	/contact-us	Contact Us   New York B	https://www.newyorkbak
A Broken links	2	26	/contact-us	Contact Us   New York B	https://www.newyorkbak
Pages with excessive number of links	2	27	/contact-us	Contact Us   New York B	https://www.newyorkbak
O Dofollow external links	948	28	/contact-us	Contact Us   New York B	https://www.newyorkbak
Images		29	/contact-us	Contact Us   New York B	https://www.newyorkbak
8 Broken images	2	30	/contact-us	Contact Us   New York B	https://www.newyorkbak
<ol> <li>Empty all text</li> </ol>	917	31	/contact-us	Contact Us   New York B	https://www.newyorkbak
On-page		32	/contact-us	Contact Us   New York B	https://www.newyorkbak
<ul> <li>Empty title tags</li> </ul>	0	33	/contact-us	Contact Us   New York B	https://www.newyorkbak
	12				

### Step 7: Review your titles and meta descriptions

Through your title and meta description tags you can inform search engines what your pages are about. A relevant title and description can help your rankings; additionally, the contents of these tags will be used in your listing's snippet in the search results.

### How-to: Avoid empty, too long, or duplicate titles and meta descriptions.

Check the *On-page* section of the *Site Audit* module to see problem pages, if any, and get info and tips.

O 20 A 46 O 110		D	uplicate titles	Details Reco
Pages restricted from indexing	10	8	Page	+ Title
Redirects	_	1	/crawlability-flash.html	Fix crawlability probler
Fixed www and non-www versions	Yes	2	/html-and-css.html	Fix crawlability probler
Pages with 302 redirect	1			
Pages with 301 redirect	3			
Pages with meta refresh	0			
Pages with rel="canonical"	0			
On-page				
Empty title tags	10			
🙁 Duplicate titles	2			
A Too long titles	14			
A Empty META description	13			
Ouplicate meta descriptions	5			

Duplicate titles and descriptions can confuse search engines as to which page should be ranked in search results; consequently, they are likely to rank none. If your titles or meta descriptions are empty, search engines will put up a snippet of the page themselves; more likely than not, it will not look appealing to searchers. Lastly, too long titles and descriptions will get truncated for your SERP snippet, and not get your message across.

## You're done with the tech part!

Congrats — you've fixed all technical issues that may have been holding your rankings back (and that in itself puts you ahead of so many competitors already!). It's time you moved on to the (more) creative part, namely creating and optimizing your landing pages' content.

## **Optimize your landing pages** (with the help of WebSite Auditor)

### **Optimize your HTML & create the right content for better rankings**

If you followed our guide on keyword research, you probably already have a nice list of target keywords on your hands, as well as the URLs of landing pages you'll be optimizing for these terms. That means you're all set to start creating some great content to make sure search engine bots understand what your landing pages are about, acknowledge their value, and give them a high ranking in search results. Sounds simple? Well, on-page SEO really is no rocket science, but it does require some effort and patience on your part. In this guide, we've split the process of landing page optimization into 6 actionable steps to make it as smooth and straightforward as possible.

Analyze page Compose your title Work on meta description

Create fab Deal wi content images

Deal with Double-or images the tech

Double-check Show it to the world

to the worl

## Step 1: Determine the status quo

Before you start optimizing a landing page for your target keywords, you'll need to determine how well it is optimized at the moment, and which specific areas of on-page SEO you should focus on in the first place.

How-to: Scan your landing page. In your WebSite Auditor project, go to the *Content Analysis* module, and select your landing page from the list of the site's URLs. Type in the keywords you're optimizing the page for, and select a target search engine. In a moment, you will see a dashboard populated with all kinds of optimization stats, and an overall optimization score to show you just how well-optimized your landing page is compared to top-ranking competitors.



L]	Pages: / - + Add Page	a Remove Page
Site Audit	Dupdate Analysis	
E	<b>■ 55.6% ©</b> 0 <b>▲</b> 25 <b>●</b> 922	Keywords in title
Pages	Content optimization	Factor status: Correct
	Title	Good job! The title of your page contains target keyword
	<ul> <li>Keywords in title</li> </ul>	1
Content Analysis	A Title length	73 chars Also see Title length and Duplicate <title> tag to make</title>
	Ouplicate <title> tag</title>	No No
	Meta tags	For title ideas or to adjust your keyword usage to that of If you are optimizing the page for multiple keywords if
Audit	Keywords in meta description tag	<ol> <li>averages at once. In this case, make sure your title is</li> </ol>
	A Meta description length	226 chars keyword (i.e., your word count and keyword density for average).
	<ul> <li>Duplicate meta description tag</li> </ul>	No
	🖉 Keywords in meta keywords lag	

Look through the stats on the left, and spot any factors with *Error, Warning*, or *Info* statuses. Now that you know which areas you need to focus on, it's time to edit your content and get rid of any on-page issues that are holding your rankings back.

### Step 2: Work on your title tag

SEO-wise, the title tag is one of the most important page elements. It lets search engines know what your page is about, and the tag's contents are commonly used as part of your listing's snippet is search results. If the page has no title tag, search engines will fill the snippet with content they've picked on their own, which may not appear appealing to searchers and result in lower click-through rates.

### How-to: Use a title that is concise, to the point, and includes your

**keywords.** Go to *Content Analysis* > *Content Editor* and switch to the *Title and Meta tags* tab. Here, you can type any title tag you'd like to use right in the *Page title* field and see what it'll look like in your Google snippet right away. Once you come up with a perfect title, check with the title-related on-page factors on the left: *Keywords in title, Title length, Multiple title tags* to make sure they are all marked as Done.

<b>53,4%</b> Optimizatio	n Rate	Optimize your page Page content. Title & Meta tags
Title		Discard changes and reload 🗎 Save pag
Keywords in title	1 DONE	
Title length	36 chars DONE	Page title:
Multiple <title> tags</title>	No DONE	Social Media Listening and Analytics
Keywords in title		Meta description:
Keyword Keyword count	t Recommended	Track the conversations about your business happening on social and the Web, grow awareness, and measure progress - all in one easy-to-use platform.
Good job! The title of your page co	ntains target	
About this SEO factor		Social Media Listening and Analytics

**Tip 1: Employ techniques that are proven to work.** If you feel you could use some inspiration for your title tag, go to *Content Analysis > Page Audit*, click on *Keywords in title*, and switch to the *Competitors* tab to see how your 10 top-ranking rivals optimize their titles so you can borrow some of their tried and tested tactics. In this tab, you'll see stats like keyword count, keyword density, and total word count in your competitors' titles, as well as the exact wording of their title tags. You'll also find competitor averages for these values, as well as the min and max total word count, keyword count and density among your rivals.

		Projects:	cnn.com	• 🗎 New	🝃 Open 🔹 🗎	Save - 🔀 Close -
- Add Page	🗎 Remove Page					
922		Keywords i	n title	Details	Competitors	Recommendation
n		Compared to t	he top 10 competitors for the k	breaking news		•
		URL	Keyword count	Density	Tota	I word count
	1	URL [	Keyword count 1	Density 22.2%	Tota 9	I word count

SEO PowerSuite

**Tip 2: Place keywords at the beginning of your title when you can.** The closer your target keyword is to the beginning of your title tag, the more keyword-relevant your page will be considered by search engines. Try to always start your title with your keywords to emphasize their importance.

**Tip 3: Mention your location in the title to help local SEO.** If relevant, include the name of your town or state in your title tag to show search engines which geo-specific searches your listing is most relevant to.

### Step 3: Brush up your meta description

Just like the title tag, meta description is an important indication to search engines of what the page is about. Meta descriptions are often used as preview snippets for sites' listings in search results — so for pages with no meta descriptions, the snippet will include the content picked by search engines, which may be unclear and unappealing to searchers.

#### How-to: Create a meta description that is in line with SEO best practices.

In *Content Analysis* > *Content Editor*, under the *Title and Meta tags* tab, try entering various variants of your description and preview your Google snippet below. As you type, you'll see the factors under the *Meta tags* section recalculate in real time. Make sure your final meta description meets all SEO requirements, and the *Keywords in meta description tag, Meta description length, Multiple meta description tags* are all marked as *Done*.

<b>57,7%</b> Optimization Rate	Optimize your page Page content. Title & Meta tags
Title	O Discard changes and reload 🗎 Save pag
Keywords in title     I DONE	
Title length 36 chars DONE	Page title:
Multiple <title> tags No DONE</title>	Social Media Listening and Analytics
Meta tags	
Keywords in meta description tag 1 DONE	Meta description:
Meta description length 135 chars DONE	Track conversations about your business on social and the Web and grow awareness with this easy-
Multiple meta description tags No DONE	to-use social media insteming pravorni.
Keywords in meta keywords tag     O     DONE	
Multiple meta description tags	
Well done! No multiple meta description tags have been found on the page.	Social Media Listening and Analytics



**Tip: Use tailor-made advice on writing meta descriptions.** If you feel like you could use a couple of examples of meta descriptions that work in your niche, go to *Content Analysis > Page Audit* and switch between the *Competitors* and *Recommendation* tabs to see how your top 10 rivals optimize their meta description tags, and get specific guidelines on writing yours.

	Proje	ects: cnn.com	• 📔 New	🝃 Open 🕞	🗄 Save 🔹	🗙 Close 🝷			
+ Add Page 🛛 🗃 Rei	move Page								
<b>0</b> 922	Key	vords in meta descriptio	n tag Deta	ils. Competito	Recomm	nendation			
ion	Facto	r status: Correct							
	Great	job! The meta description of yo	our page contains target i	keyword(s).					
7	1 73 chars Also No	Also visit Meta description length and Duplicate meta description tag to make sure your meta description is of the recommended length and is specified only once.							

# Step 4: Create your killer content (and don't forget the keywords!)

We can't stress it enough: it is uber important for your content to be valuable and unique, and creating pages that are engaging and useful to the reader should always be your primary goal. However, clever use of keywords in your content is also important — it lets search engines understand which search queries that content is most relevant to. Remember to use keywords naturally though, as human visitors should always be your top priority.

**How-to: 1. Use keywords in the page's content cleverly.** In *Content Analysis* > *Content Editor*, check the *Body* section of on-page factors. Edit your page's content in the right-hand view, making sure the *Keywords in body* and Word count in body get marked as *Done*.







**2. Optimize your headings.** Your page's heading tags are strong relevancy signals to search engines, so it's a good idea to include your keywords in some of them. H1 is your page's main heading, and by far the most important one; but if your content is long to enough have H2-6 headings as well, these are all good spots to include your keywords in. Remember not to use the same term overly though; think of synonyms and related phrases to diversify your content, and try to target topics or concepts rather than exact-match keywords.

In *Content Analysis* > *Content Editor*, click Edit source. Locate your H1 tag in the HTML code by hitting Ctrl + F and running a search for "<h1", and edit the contents of your H1 right in the page's source code, like you would in an HTML editor. If the search returns no results, simply create an H1 tag from scratch. To do that, scroll to the part of the code where you want to place the heading (typically the beginning of the <body> tag, right above the first paragraph of your content) and type in<*h1>Any text you want to put in your header*<*/h1>*.



If you'd also like to use subheadings, repeat the process for the H2-H6 tags. Remember to not overuse the same keywords across your headings to avoid keyword stuffing.

**Tip: Learn from the best.** The best way to ensure that you're going in the right direction with your content optimization efforts is to look at pages that already rank in top 10 for your keywords. Go back to *Content Analysis > Page Audit* and click through the factors under the *Body* section. Every factor lets you switch to the *Competitors* tab to see how each of your top 10 rivals are optimizing their content. Feel free to also consult the *Recommendation* tab for optimization advice and SEO best practices.

	Projects: cnn.com -	🖺 New 🍃 Open 🔹 🖻 Save 👻 Close 👻						
+ Add Page 🔋 Remove Page								
<b>0</b> 922	Keywords in meta description tag	Details. Competitors. Recommendation						
ion	Factor status: Correct							
	Great job! The meta description of your page cont	tains target keyword(s).						
1								
73 chars	Also visit Meta description length and Duplicate meta description tag to make sure your meta description is of the recommended length and is specified only once.							

### Step 5: Use the right alt texts for images

Search engines can't analyze images or read text off them — so your images' alternative attributes are a way of telling search engine bots what the image is about.

**How-to: Use relevant keywords in the alternative text.** In *Content Editor*, check the *Images* section to see if any of your images lack alt text (*Empty ALT texts*), and how often your keywords are used in the alternative attributes on the page (Keywords in ALT texts). It's recommended that all of your images have alternative text, and that relevant keywords are used within it when possible.

To change your alternative texts, click *Edit source* to switch to the HTML view and run a search for "<img". The search will locate all images on your page; for those that don't have an alt attribute, type it in. Here's an example of an image with properly set up alternative text in HTML: <*img src="/images/cat.png" alt="Funny cat"*>



### Step 6: Go through technical factors

Although you've (hopefully) already run a full site audit with the help of this guide, quickly double-checking the tech side of the specific page you're optimizing won't be superfluous — especially given that you made some changes to your HTML in the previous steps, when you were optimizing different page



elements for your keywords.

**How-to: Make sure the page is fully crawlable and readable.** In *Content Analysis > Page Audit*, go through *Page availability* to see if anything could be making the page problematic to access. The *Encoding and technical factors* will show you if there are any issues in your code that may make the page harder to crawl, and its content harder to read. The URL section will tell you whether the URL is user- and search engine friendly. Under *Links*, you'll immediately see if there are any broken links on the page, and whether or not it's got too many links overall, or too many do-follow external links specifically.

	Pages: / + Add Page	a Remove F	Page
Site Audit	Update Analysis		
IE -	<mark>■ 54.9%   ۞</mark> 0   <u>A</u> 42   <b>0</b> 921		Page status code
Pages	Page availability		Factor status: Warning
	A Page status code	301	The second directly is hitself of the second visit the 2014 of
<b>.</b> 8.	Page is restricted from indexing	No	The page redirects to http://edition.cnn.com/ via the 301 r
Content	A Page uses meta refresh	Yes	How to fix:
Analysis	Page uses rel="canonical"	Yes	In general, there is nothing wrong with 301 redirects, as
	Encoding and technical factors		get complete statistics for your landing page in WebSite.
Page	Duplicate rel="canonical" code	No	iti analysis maleau.
Audit	Mobile friendly	Yes	Important: Because your current URL has no content,
	<ul> <li>Conflicting character encoding</li> </ul>	No	reported for the new page (the page your current URL r
Keywords	Page uses frames	No	
	W3C HTML errors & warnings	84	About this SEO factor:
Departe	W3C CSS errors & warnings	828	When a user accesses your page in a browser or when a
Reports	Page HTML size	29.0 KB	common status codes are:
	Structured data markup	No	<ul> <li>200 - the server successfully returned the page</li> </ul>
$\odot$	URL		<ul> <li>301 - the page has been moved permanently</li> <li>404 - the requested page doesn't exist</li> </ul>
Domain Strength	Oynamic URL	No	<ul> <li>503 - the server is temporarily unavailable</li> </ul>
	<ul> <li>URL length</li> </ul>	15 chars	Ideally your page should return either the 200 or the 301
	Links		

### Step 7: Take the newly optimized page live

Once you've optimized your page's content and HTML in WebSite Auditor, it's time to save and upload it to your website. No worries – it only takes a few clicks.

**How-to: Upload your page to your site.** When you're done editing your page, hit *Save page* to save the optimized HTML file to your computer. Next, simply upload the page to your site like you normally would – e.g. using an FTP client – and you're done!



_			D 7		A	A			C. C	Banna
Keywords in H1	1 (2) Saus	DONE	B 1	<u>u</u>	Junco	C Hedo		Edt Source	Uiscard changes and reload	□ Save pa
6 Keywords in H2-H6	La sare									
Keywords in bold	Save jn: 🚞	Documents				•	€ 🖬	b 🔢 🗉		
Keywords in italic	- 0545									
Keywords in link anchors	9540									
Images	9548									
Keywords in ALT texts	Customer	fice Template:	5							
Empty ALT texts	example								ions without leaving the applicat	ion. Commen
Empty ALT texts	images									
Image URL	File <u>n</u> ame:	homepage.h	tml							
https://awar.io/images/logo.png	Files of type:	All Files								
https://awar.io/images/map.png							Sav	Cancel	It is convenient for you — be the	at your home

## You're an optimization guru!

You've just completed the full process of page optimization. With all your page elements optimized for your keywords and your content all around brilliant, your landing page is probably a perfect example of on-page SEO done right. Now it's time to go off-page and audit your website's backlinks!

## Run an in-depth backlink audit (with the help of SEO SpyGlass)

## Discover all links to your site & get rid of the ones that are hurting your rankings

Backlinks are one of the most important ranking factors to search engines. And it's a pretty simple idea: the more reliable, relevant resources link to a page, the more useful and valuable that page must be (and the higher rankings it deserves). Similarly, 'bad' backlinks (links from spammy or irrelevant sources) are treated as indicators of poor quality, diminishing the page's value and authority in search engines' eyes and often resulting in ranking penalties. This is why evaluating the status quo and auditing your site's backlink profile is the first off-page step to take. It's crucial that you do that before you even consider a link building campaign — this way you'll be able to eliminate all links that may threaten your rankings, and then start clean with building fresh, high-quality links.

Find all links to your site

Assess your backlink profile Compare it to competitors Calculate penalty risk Check suspicuos links manually Get rid of dangerous links

# Step 1: Get the most complete list of your backlinks

To run a comprehensive and accurate backlink audit, you should definitely start with getting a complete list of webpages that presently link to your site.

How-to: Find backlinks with SEO SpyGlass. Run SEO SpyGlass, enter your website's URL and let the software collect all your backlinks.

### **Tip 1:** Pull backlinks from Google Search Console and Google Analytics.

For an even more comprehensive backlink picture, you may want to use all 3 backlink sources integrated into SEO SpyGlass. To do this, check the *Show expert options* box at Step 1 of creating a project, and you'll be able to pick backlink



sources at Step 2. SEO PowerSuite Link Explorer is used by default – it's our inhouse link index that's updated non-stop, in real time. You can also select *Google Analytics* and/or *Google Search Console* to complement the backlink search.

Step 2: Choose Preferred Backlink Sources Please choose the preferred sources that SEO SpyGlass should use to collect backlinks from. You may select as many as you want, but when your project is ready you will also be able to rebuild it by scanning any of these sources again.								
	SEO PowerSuite Link Explorer (former WebMeUp) Collect backlinks from the internal SEO PowerSuite's database.							
	Google Analytics SEO SpyGlass will collect backlinks from your Google Analytics account							
	Google Search Console     SEO SpyGlass will fetch the list of backlinks from your Google Search Console account							
	< Back Next > Finish Cancel							

**Tip 2: Check if all the links are still in place.** It's not always possible for link indexes to keep up with all the changes on the Web, and some backlinks that no longer exist in reality may still be kept in SEO PowerSuite Link Explorer, Google Analytics, or Google Search Console. Thus, when you analyze your site's backlinks, you may have some non-existent backlinks messing up your stats.

That's where SEO SpyGlass' real-time link checks come in handy. To check your backlinks in real time, go to *Backlink Profile > Backlinks*, select the backlinks in your workspace, and hit  $\bigcirc Update_{Factors}$ . Deselect all factors to be updated and only keep *Page factors* under *Internal factors* selected. Hang on a little while your links are being checked. When the check is complete, examine the *Links Back* column: it will show whether each link is indeed found on the page (*Yes*), is found on the page but has a nofollow attribute (*Yes (Nofollow tag*)), or if it has been removed from the page (*No (Link Missing*)).



If there are any links with a *No* status in your project, you can safely remove them from the project completely (right-click the link and hit *Remove backlinks from project*) to make sure you aren't wasting your time on analyzing links that no longer exist.

All t	backlinks - Backlinks details	Link penalty risks Ba	acklinks from I	homepage Backli	nks from bl	og & forum	s   I
C	Statistics - Rebuild Project	Update _ Factors				오 - Quick	c Filter:
#	Backlink Page	Title	Links Back	Anchor Text	Anchor	Page PR	• Tota
1	https://www.moptwo.com/Scott~8	Moptwo - Scott Yeager - Wee	Yes	Weekley ends 5-ye	http://w	PR: -	3
2	http://www.onenewspage.com.au	One News Page Australia   L	Yes	[Image]	http://w	PR: 3	1
3	http://www.onenewspage.co.uk/tc	One News Page United King	Yes	[Image]	http://w	PR: 2	1
4	http://www.onenewspage.us/tc.php	One News Page United Stat	Yes	[Image]	http://w	PR: 4	1
5	http://www.onenewspage.com/tc	One News Page   Latest Ne	Yes	[Image]	http://w	PR: 5	1
6	http://www.xnerg.blogspot.com/2	skippy the bush kangaroo: D	Yes	posted five photogr	http://w	PR: 4	1
7	http://50snavy.org/webcam.html	50s Navy - Los Angeles Web	Yes	http://www.golf.com/	http://w	PR: 2	
		09.com/golf, Best Golf Web	·········· Yes	Golf.com			

### Step 2: Assess your backlink profile as a whole

A link profile is made up of individual links — but before you look into the details of each of your links individually, you need to understand how they are performing together, and identify the core strengths and weaknesses of your link profile as a whole. You can do that in the *Summary* section of the *Backlink Profile* module in SEO SpyGlass. Here, you'll find your total number of backlinks and a wealth of important stats on them.

How-to 1: Compare your Total Links vs. Linking Domains. The total number of backlinks your site has is a good starting point in understanding how strong your backlink profile is. Yet multiple links coming from one and the same domain are considered to have lower value, so unique linking domains are typically a more reliable metric than link count.

Your link profile will obviously have considerably more total links than linking domains, but your aim is to have as even a ratio as possible.





How-to 2: Check the dofollow vs nofollow ratio. While it's true that nofollow links do not have SEO weight, a natural link profile can't consist of dofollow links only, so your best option is to have a natural mix of nofollow and dofollow links.

If nofollow links prevail in your backlink profile, it's a signal to rethink your linkbuilding strategy and try to focus on acquiring more SEO-valuable dofollow links.

**If nofollow links prevail** in your backlink profile, it's a signal to rethink your linkbuilding strategy and try to focus on acquiring more SEO-valuable dofollow links.

**If there aren't any nofollow links** in your profile, this may be a flag that your links were acquired in an unnatural manner and you need to further investigate your profile for other traces of spammy techniques.





How-to 3: Assess your link profile growth over time. Check with the *Backlink Progress* and *Linking Domains* graphs to see how your site's number of backlinks has been growing. Look for spikes to figure out which of your marketing activities (content, campaigns, etc.) have been especially successful in attracting links.



How-to 4: Analyze how many backlinks are coming from homepages. As the homepage is the most authoritative page of a website, links appearing there can be easily deemed as paid links — especially if their number is excessive.

If links from homepages considerably exceed links from internal pages in your link profile, pay extra attention to these links and make sure they were built naturally.

Domains linking fro	m homepage	ø	Backlink TLDs				
	LINKING FROM HOMEPAGE	OTHER DOMAINS	.COM	.ORG	NET	JNL	.CO.UK
	11.3% 870 domains	88.7% 6,811 domains	77.6% 5.958 domains	4.7% 362 domains	4.6% 352 domains	1.1% 88 domains	<b>1.1%</b> 83 domains
acklink countries							
acklink countries		<u>.</u>				• USA	
acklink countries	. C	S	de : the			• USA 61.19	<b>%</b> 4,695 doma
acklink countries		G r	*			• USA 61.19 • ENDIA	<b>%</b> 4,695 doma



How-to 5: Check backlink countries. When it comes to backlink countries, just like with other aspects of link audit, you should keep in mind your links' diversity. Yet the rule of a thumb is that if you optimize your website for a specific geolocation, your aim is to get maximum location-relevant backlinks.

Say, if you're a UK-based business that targets a local market, but most of your links are coming from USA-based websites, it's high time for you to switch to getting links from local sites.



How-to 6: Check top anchor texts and keywords. Irrelevant anchor text, keyword stuffing, or too many identical anchors can get you in trouble with search engines and cause a ranking drop.

If your obvious anchor text leaders are commercial anchors with lots of money keywords, it's high time to start an anchor-text diversification campaign.

Anchor texts (summary)	Ø	Linked Pages
$\bigcirc$	UNIQUE ANCHOR TEXTS 26,991	$\bigcirc$
$\bigcirc$	ANCHOR TEXT DIVERSITY : 1.1%	
• TEXT LINKS	IMAGE LINKS	LINKS TO HOMEPAGE
69.6% 1,749,492 backlinks	<b>30.4%</b> 764,155 backlinks	14.5% 364,604 backlinks
Top anchor / alt texts by backlinks		Top linked pages by links
Golf	19.6%   491,803 backlinks	/ [homepage]
Go back to Golf.com	7.6%   192,093 backlinks	/?xid=nbar_si_dd
Instruction	5.5%   137,973 backlinks	1?

**How-to 7: Examine the linked-to pages.** Most links your site receives will typically point to your homepage — the first level in the structure of your website. However, you need to balance those links by a number of other links going to deep internal pages of the website.

If you have very few links pointing to your internal pages, it may be a good idea to launch a thought-out content marketing campaign that earns more backlinks for your deeper pages.

۲	Linked Pages		0
ICHOR TEXTS	$\bigcirc$	LINKED PAGES <b>22,257</b>	
AGE LINKS .4% 155 backlinks	• LINKS TO HOMEPAGE 14.5% 364,604 backlinks	LINKS TO OTHER PAGES	
19.6%   491,803 backlinks	Top linked pages by links	14.5%	364,446 backlinks
7.6%   192,093 backlinks	/?xid=nbar_si_dd	7.8%	196,742 backlinks
5.5%   137,973 backlinks	1?	6.9%	173,256 backlinks

# Step 3: See how your links compare to competitors'

The next crucial step in evaluating your link profile is checking how it compares to your main competitors — to identify your site's strong and weak points and see what will help you outrank your competition.

How-to: Add competitors' sites for comparison. In your SEO SpyGlass project, navigate to the *Domain Comparison* module and specify the URLs of your top SEO competitors. Voila! Your backlinks will be compared to those of your top ranking rivals against a bunch of crucial link factors, with a 1 to 5 overall rating assigned to each site.

Add/Remove Domains			Ø
Parameters	<ul> <li>galition</li> </ul>	<ul> <li>assirts</li> </ul>	• 80-10-10
Domain Strength	6.91	8.52	9.56
Domain Alexa rank	16,818	1,610	99
Domain Age	21y 3m	N/A	20y
Total Backlinks	2,513,647	4,648,061	3,337,526
Total Linking Domains	7,681	64,469	213,434
IP Addresses	7,252	39,743	126,049
C-Blocks	5,158	23,214	58,966
Dofollow backlinks	2,491,350	4,273,237	3,087,850
Domains linking from homepage	870	16,920	21,160
Top TLD	<b>78%</b> com	57% com	52% com
Top Country	61% USA	47% USA	40% USA
Text links	70%	78%	88%
Anchors	26,991	161,117	421,035
Anchor text diversity	15	3%	13%
Linked Pages	22,257	308,802	385,146
Overall rating:	****	****	****

**Tip 1: See where your competitors' links intersect.** Looking into the intersection in your competitors' backlink profiles can give you insight into their link strategy – and help spot some valuable link building opportunities for your own site.

To do this, go to the *Link Intersection* submodule (still under the *Domain* 

*Comparison* module) to see the domains that link to two or more of your competitors but not to you.

Eile Backlin	ks Preference	s <u>W</u> indow <u>H</u> elp			🖹 New 🛛 🗁 Open 🝷	🗎 Save 🔹
2	All backlink	domains - Potential	backlink domains +			
G Backlink Profile	Add/Re Domain	move s		🔎 🔹 Quick Filte	r: contains	Ŷ
		Backlink Domain	* Projects	# of Backlinks	# of Dofoliow Backi	Domain I
ം	1	http://boachance.org	Ist.fm; jango.com; radiotuna.com; streema.com	14	14	5.9.1
	2	http://driverlayer.com	Ist. International and the state of the s	5	5	67.222.1
	3	http://extremisimo.com	Ist.fm; jango.com; radiotuna.com; streema.com	4	3	199.195.19
	4	http://forum.webuser.co.uk	Ist.fm; jango.com; radiotuna.com; streema.com	17	17	185.17.1
	5	http://iporadio.com/	Iast.fm; jango.com; radiotuna.com; streema.com	14	13	184.16
	6	http://kenz0.s201.xrea.com	Iast.fm; jango.com; radiotuna.com; streema.com	6	6	203.189.1
	7	http://m.allmyfaves.com	Iast.fm; jango.com; radiotuna.com; streema.com	4	4	97.74
	8	http://my-edu2.com	Iast.fm; jango.com; radiotuna.com; streema.com	9	9	207.56
	9	http://ag.ggk.on	Iastfm; jango.com; radiotuna.com	3	3	61.147.10
	10	http://barner.dk	Iastfm; jango.com; radiotuna.com	23	23	46.30.21
$\Theta$	11	http://bechtold.vol.at	Iastfm; jango.com; radiotuna.com	3	3	194.183.1
Domain	12	http://blogmarks.net	Iastfm; jango.com; radiotuna.com	18	18	195.154.20
	13	http://collegeinfogeek.com	Iastfm; jango.com; radiotuna.com	3	3	104.28
	14	http://diez.md	Iastfm; jango.com; radiotuna.com	3	3	104.31.9
	15	http://forums.slimdevices	🔳 🗮 🖬 last.fm; jango.com; radiotuna.com	9	9	107.2
	16	http://forums.winamp.com	🗮 🗮 last.fm; jango.com; radiotuna.com	18	18	176.31.23
	17		🗉 🖩 🗮 last/m; jango.com; radiotuna.com	21	21	

**Tip 2: Explore competitors' links in-depth.** When you were adding competitors to the comparison, SEO SpyGlass created a project for each of them in the background. In the *Projects* drop-down menu, select a competitor you'd like to look at in detail, and hang on a moment while SEO SpyGlass loads all the data. Switch to the *Summary* module for an overview of the competitor's link profile. The anchor-related part can be especially useful for ideas on new anchors for your links. Anchor diversity (unique anchors divided by backlink count) is also an important metric to consider — it'll give you a solid idea on how many of your anchors you need to optimize for your target keywords.



### Step 4: Pinpoint potentially dangerous backlinks

Ever since the first Google Penguin update, one of the key aspects of any backlink audit is to identify poor-quality backlinks that can put your site at risk of Google's link penalty.

SEO SpyGlass analyzes your links against a number of quality factors (the same as the ones used by Google) to let you spot all dangerous backlinks and have them safely removed.

Now that you've reviewed your link profile as a whole, it's time to spot the potentially dangerous links in it. The most convenient way to go about this is to analyze link quality by domain — it is considerably quicker and no less effective. Especially if you have a few thousand links or more, evaluating them by linking domain is going to save you tons of time.

**How-to: Calculate Penalty Risk.** In SEO SpyGlass' *Backlink Profile* module, switch to *Linking Domains* — here, you'll be able to review & analyze the domains that link to your site. Go to the *Link penalty risk* tab. Select all domains and hit

Opdate Link Penalty Risk

Hang on a moment while SEO SpyGlass is checking the domains. When it's done, click on the header of the *Penalty Risk* column to sort the domains by their riskiness.

Roughly, a link with a 0 to 30% risk value is usually considered safe. A link in the 30 to 70% range may potentially be harmful, so it's recommended that you take a closer look at it. A Penalty Risk of over 70% is considered high and calls for immediate action.



All	backlinks Backlinks details Link penalty risks	Backlinks from homepage	Backlinks from blo	g & forums	Backlinks		
(	Statistics - Quick Filter: contain						
	Backlink Page	Title	* Penalty Risk	Links Back	Anch		
1	http://shopforthebest.info/sports-golf.htm	Sports Golf Locate Best Price Inf	50% =	Yes	Welcome to		
2	http://thebestgolfingguide.com/golf-shop.html	Golf Shop	50% =	Yes	Welcome to		
3	http://mysearch.com.ar/directorios/directorio_categoria.ph	Deportes y Fitness Golf - Todo s	47% =	Yes	Welcome to		
4	http://17mile.com/SWRC/17sports.html	sports	47% =	Yes	Golf.com		
5	http://www.par40.com/author/jesse-I-boland/	Jesse Boland	44% =	Yes	Wedge Shot		
6	http://www.par40.com/category/game-improvement/	Game Improvement Archive	44% =	Yes	Wedge Shot		
7	http://www.par40.com/playing-golf-in-the-wind/	Playing Golf in the Wind, Learnin		Yes	Wedge Shot		
8	http://01-02.idahosports.com/prolinks/prosportshome.html	IdahoSports.com	41% =	Yes	GOLF.COM		
9	http://www.geometry.net/sports/golf.html	Geometry.Net - Sports: Golf	38% 🗰	Yes	Welcome To		
			38% 🖩	Yes			

For details on why any one of the domains is considered risky, click the i button next to the domain's Penalty Risk value. This will reveal a list of factors that make links from this domain potentially risky.

## Step 5: Re-check suspicious backlinks manually

It's up to you how "strict" your backlinks cleaning-up will be, but removing lots of backlinks at once may cause a ranking drop, so, not to overdo with link removal, you need to smell-test the suspicious links manually and get rid of your links in the most "glaring" cases only.

How-to: Examine the risky linking domains. Still in *Backlink Profile* > *Linking Domains*, switch to the Linking domains quality tab, and go through the available columns to double-check all the suspicious links you've found. Select the domains and click  $\bigcirc Update = Factors$  to check if the domain is relevant to your topic, if it's indexed in search engines, if the anchor text seems natural, and if the website itself is trustworthy.



Linking domains Link penalty risk Traffic coming through backlinks Linking domains quality +									
Rebuild     Export all links     Update Link     Update     Update     Update       Project     (2,513,647)     Image: Comparison of the second s									
	<ul> <li>Linking Domain</li> </ul>	# of Backlinks	# of Dofollow Ba	Indexed in Google	Alexa Rank	Dmoz Listing	Domain IP	Domain Age	
1	http://01-02.idahosports.com	1	1	641	1639141 🔳	No	69.13.21	N/A	
2	http://02-03.idahosports.com	1	1	2,000	1639141 🔳	No	69.13.21 💻	N/A	
3	http://03-04.idahosports.com	1	1	3,040	1639141 🔳	No	69.13.21	N/A	
4	http://09.com	1	1	188	3124242	No	75.119.2 🔜	18y 3m	
5	http://100.nu	2	2	16,800	2518001	Yes	195.43.3 📩	N/A	
6	http://10000le.com	2	2	0	N/A	No	116.255 🔤	5y 1m	
7	http://10times.com	1	0	436,000	14600 🔳	Yes	23.23.85 💻	9y 2m	
8	http://12582.hagyw.com	4	4	24,700	N/A	No	222.161 🔤	N/A	
9	http://12thmanrising.com	1,157	1,157	5,290	478117 =	No	104.28.3	8y 1m	
10	http://1389blog.com	1	1	5,470	1787479 🔳	No	50.63.21	9y 1m	
11	http://1428elm.com	362	362	3,850	633061 =	No	104.31.8 💻	2y 10m	
12	http://17mile.com	2	2	6	N/A	No	198.71.2	16y 1m	
13	http://18strong.com	1	1	280	3187035 🔳	No	192.186	2y 10m	
14	http://1970.usnaclasses.com	1	1	130	2638650	No	162.242	NJA	
15		1			15346131 🖷		31.41.40	5y 1m	

**Tip 1: Explore domains' social signals.** It's never been officially confirmed that social signals are used in search engines' ranking algorithms. Yet social media stats are important indicators of visitor engagement with any website, and can thus give you a good idea of the site's quality.

Still in the *Linking domains quality* tab, check with *Page Facebook Popularity, Page Google+1's, Page LinkedIn shares*, etc. to see how your backlink pages are performing socially.

Lir	Linking domains Link penalty risk Traffic coming through backlinks Linking domains quality - +								
¢	Rebuild Export all links Project (2,513,647)	Opdate Link Penalty Risk	Update Update Visits Factor	e - P - Quick	Filter: contains	7 🔿			
	Linking Domain	Domain IP	* Domain Facebook Popularity	Domain's Google+1's	Domain LinkedIn Shares	Domain Pinterest Bookmarks			
1	http://abcnews.go.com	68.71.222.53	162,000	2,607,719	1,182	0			
2	http://6abc.com	68.71.216.14 💻	56,000	160,565	101	0			
3	http://abc7.com	68.71.216.14 💻	18,000	14,035	31	0			
4	http://activerain.com	52.89.104.62	16,000	3,727	224	1			
5	http://abc13.com	68.71.216.14 💻	15,000	12,777	9	0			
6	http://abc7chicago.com	68.71.216.14 💻	14,000	41,800	97	0			
7	http://adevarul.ro	89.36.26.128	9,400	5,876	56	0			
8	http://abc7ny.com	68.71.216.14 💻	6,900	364	159	0			
9	http://adage.com	50.56.21.222	6,600	175,327	1,951	2			
10	http://abc7news.com	68.71.216.14 🔜	6,200	96,641	21	0			
11	http://abc30.com	68.71.216.14 💻	5,700	3,386	7	0			
12	http://abovethelaw.com	104.25.200.13	5,100	3,064	328	0			
13	http://abc11.com	68.71.216.14	5,000	7,574	65	0			
14	http://ace.mu.nu	192.211.48.19	3,500	270	34	0			

**Tip 2: Check how much traffic each backlink brings.** Although not an SEO factor, stats on traffic through backlinks let you see which of your links bring actual visits to your site.

Switch to Backlink Profile > Summary and go to the Traffic coming through backlinks workspace. To check how many visits each link brings, go to Preferences > Preferred Backlink Factors, select Visits to Your Site, and hit OK. Back in the Traffic coming through backlinks view, select your backlinks and hit Visits to Your Site once more. Specify your Google Analytics credentials at the next step, and the tool will sync with your GA account and gather the traffic stats.

Now, you can see how many visitors each of your backlinks has brought in the last 30 days in the *Visits to Your Site* column.

from homepage	Backlinks from blog & forur	ns   Bac	klinks from link direc	tories Traffic co	ming through backlin	ks - → →
uid C Update -				🔎 👻 Quick Fi	Iter: contains	۴
ige	Title	Links Back	Anchor Text	Anchor URL	• External links	Visits to Your Site
	AusGolf - Linkswww.ausg	Yes	Golf.com	http://www.golf.co	Not yet checked	165
m/news-magazin	Assignmenteditor - Online	Yes	Golf Magazine	http://www.golf.co	Not yet checked	144
<u>irts.htm</u>	Sports at OneKey.com	Yes	Golf.com	http://www.golf.co	Not yet checked	126
egory/huffington-p	Huffington Post Archives &	Yes	Johnson has bee	http://www.golf.co	Not yet checked	101
bout/	About - 12th Man Rising	Yes	Golf	http://www.golf.co	Not yet checked	79
/2011/02/	February, 2011   Austin Re	Yes	ClubTest	http://www.golf.co	Not yet checked	74
category/people/p	People   06880   Page 15	Yes	Golf.com	http://www.golf.co	Not yet checked	67

**Tip 3: Use tags.** You may want to tag some of your backlinks at this stage, so that you can quickly sort out all the links that require further action (e.g. if you plan to contact the webmaster to ask for link removal). To tag a backlink, right-click it and choose *Add tags* to selected record.

All	backlinks Backlinks details 👻	Link pena	alty risks   Back	links from homepage 📔 Ba	cklinks from blog & forums 📔 Backlinks					
C	Statistics - Quick Filter: contains									
#	Backlink Page	Links Back	Anchor Text	Anchor URL	▼ Tags					
1	http://www.par40.com/category/ga	Yes	Wedge Shots in	http://www.golf.com/instructi	contact to take link down					
2	http://www.par40.com/author/jesse	Yes	Wedge Shots in	http://www.golf.com/instructi	contact to take link down					
3	http://www.numerounity.com/2013	Yes	golf	http://www.golf.com/	contact to take link down					
4	http://www.yourfirstpotbellystove.co	Yes (Nofoll	Read more	http://www.golf.com/tour-an	contact to remove Nofollow					
5	http://www.youtube.com/user/GolfM	Yes (Nofoll	[Image] Golf.com	http://www.golf.com/	contact to remove Nofollow					
6	http://www.womanonsports.net/	Yes	LIVE: Masters fo	http://www.golf.com/tour-an	contact to change anchor					
7	http://autzenzoo.com/	Yes	Golf	http://www.golf.com/?xid=nb	contact to change anchor					
8	http://www.wsaz.com/sports	Yes	Masters fourth r	http://www.golf.com/leaderb	contact to change anchor					
9	http://www.wired.com/playbook/201	Yes	infamous par-3	http://www.golf.com/golf/tou.	contact to change anchor					
				http://www.golf.com/?xid=nb	contact to change anchor					

### Step 6: Have harmful links taken down

Once you've identified dangerous links in your backlink profile, it's time to get rid of these reputation damagers. The most commonly used method of doing that is by contacting the webmasters of sites that link to you, and simply asking them to take the links down.

How-to: 1. Get webmasters' contact details. To save time on digging up contact info manually, you can get webmasters' email addresses right in SEO SpyGlass. To do that, go to *Preferences -> Preferred Backlink Factors* and select *Contact Info* from the list of available factors. Click *OK*. In your SEO SpyGlass workspace, right-click the header of any column to open the workspace editor. Add a *Contact Info* column to your workspace (by double-clicking it in the list of available columns on the left), and click *OK* once more. Now, select the links you'd like to get contact details for, hit the *Update factors* button, and select *Contact Info* to be updated. The column you've just added will now populate with email addresses of webmasters (if available on the website).

**2. Reach out to webmasters via email.** Copy the email addresses SEO SpyGlass found for you, and send out emails to webmasters. If you only found a couple of spammy links, you can easily do that by composing a personal email for each of the webmasters — but if we're talking about dozens or hundreds of harmful backlinks, you may want to create an email template requesting link removal. In either case, make sure you introduce yourself in your email, mention your position (e.g. SEO or site owner), explain that you are trying to prevent (or recover from) a search engine penalty and would appreciate it if the link was removed, specifying the URL of the page you found the link on.

### Step 7: Disavow links you're unable to remove

If you have a large number of spammy links to your site, or if you don't hear back from the webmasters you contacted asking to remove the links, you can tell Google to ignore these links by disavowing them. You can easily generate a disavow file right in SEO SpyGlass.

**How-to: 1. Add links to the disavow list.** In your SEO SpyGlass project, select the backlinks you'd like to disavow. Right-click the selection, and hit *Disavow backlinks*.


1	http://100kresources.com	n/seo-to	SEO Tools &	Yes	SEO in	practice	http://www	PR: 0	17
2	http://1m1.info/wordpres	s/how-t	How to do S	Yes (Nofollo	http://	www.s	http://www	PR:	5(
3	http://1m1.info/wordpres	ss/what-i	What is the	Yes (Nofollo	http://	www.s	http://www	PR:	5(
4	http://1seoadvies.nl/		1 SEO Advie	Yes	(Image	] Certif	http://www	PR: 0	21
5	http://5moons.net/app.pl	hp?id 🏓	SEO in Practi	Yes (Nofollo	SEO in	Practice	http://www	PR:	61
6	http://7marketingphilade	+ Add ba	cklink(s) to proje	ct		iakes	http://www	PR:	- 19
7	http://7marketingphilade	View sta	atistics for backlin	nk(s)		iakes	http://www	PR:	- 19
8	http://7marketingphilade	Update	factors for backl	ink(s)		pplicable	Not applicable	PR:	- 19
9	http://7marketingphilade	🔋 Remove	backlink(s) from	n project		pplicable	Not applicable	PR: 0	19
10	http://7marketingphilace	× Disavow	v backlink(s)			plicable	Not applicable	PR: -	19
11	http://7marketingphilade	Undo di	isavow			akes	http://www	PR: -	11
12	http://7marketingphilade	Add tag	is to selected rec	ord(s)		pplicable	Not applicable	PR: -	11
13	http://7marketingphilade	Remove	tags from select	record(s)			Not applicable	PR: -	19

#### 2. Decide if you're disavowing the backlink or the domain, and add

**comments.** In the menu that pops up, choose whether you'll only be disavowing the backlink page you just added (*Backlink*), or the whole domain that links to your site (*Linking Domain*). At this step, you can also add a comment to the records you're disavowing. Comments are useful for your own future reference - whenever you review or edit your disavow file later, you'll instantly see what kind of sites you were disavowing and why.



**3. Export your disavow file.** After you've added all links you're about to disavow to the list, go to *Preferences -> Disavow/Blacklist Backlinks*. At this stage, you can edit the comments by double-clicking any comment to make changes. Clicking Add lets you add links to your disavow list, and clicking *Remove* deletes selected records from the list. In the *Choose the action* menu, you can select whether you'd like to simply disavow the backlinks, disavow and exclude them from all future updates you make in the project, or disavow and blacklist the links (have them

#### removed from the project completely).

Once you're happy with you disavow list, hit the *Export* button and select the folder to save the file in so that you can upload it to Google Webmaster Tools.

Project Preferences     Customer Profile     Disavow/Blacklist backlinks     Workspaces	Disa This is don't	where you car show up in your	list backlinks create and manage your Goog project.	le Disavow file or blacklist any unwant
Backlinks Data Comparison (Domains)	(+) Add	Import Export	Undo disavow	🔎 🔹 Quick Filter: con
- Figs	#	Disavow m	• • •	Save
Preferred Backlink Factors	1	Entire doma	Save As: disavow	links.txt
Backlinks Collection Settings	2	Entire doma		
-Google Analytics Account	3	Entire doma	📄 backlinks	· · · · · · · · · · · · · · · · · · ·
Global Preferences	4	Entire doma	Name	Date Modified
	5	Entire doma		

**4. Upload your disavow file to Google.** In the Google Disavow Tool, select your website and upload the disavow file you generated. That's it – you've told Google which of your backlinks to ignore, and your site is all set to start clean!

**Tip:** Mind that every new disavow file you upload to Google will overwrite the previous one. If you've already submitted a disavow file for your site, make sure your new file includes the previously disavowed links in addition to the ones you're disavowing for the first time.

## Your link profile is all clean and shiny!

Now that you are done with backlink audit and free from spammy links, you've got a clean link profile to start working on. It's time to start building relevant, high-quality backlinks to win search engine's trust and respect.

# **Build quality links** (with the help of LinkAssistant)

#### Discover the best link building opportunities & grow your link profile

Link building is perhaps the most challenging part of SEO. With Google's growing concern for the quality of a site's link profile, researching link opportunities can get incredibly hard and time-consuming. But as backlinks remain the strongest ranking signal to search engines, link building, when done right, will bring you better results than any other SEO effort. Follow the steps below for best working ways to find link prospects and get them to link to your site.

Pick link prospecting tactics

Find quality link opportunities Reach out to prospects Manage your links and relationships

## Step 1. Choose your link building techniques

Review the commonly used link prospecting methods below, and choose the ones that suite your niche best. Click on any option for a detailed description.

**How-to: Review the commonly used techniques.** Take a look at the link prospecting options below, and choose the ones that suite your niche best (click on any option for a detailed description). Don't worry if you don't find the technique you'd like to use – you'll be able to create your own, custom prospecting method at Step 2.

#### Guest posting

Writing posts or expert articles for someone else's blog is common practice. If the blog is an authoritative resource, a link to your website included in the post can be of big SEO value. However, mind that large-scale guest blogging is officially outlawed by Google. This does not mean you cannot guest blog at all; but as a rule of thumb, it's recommended that guest posts should only be published on relevant sites. Avoid guest blogging networks and websites created purely for posting articles. Detecting such sites may be



tricky; here are the common qualities you can recognize them by:

- The site uses a standard or free design template;
- Articles and posts are not centered around any particular topic;
- There are no signs of user engagement (no comments or social shares);
- There are no real author bios;
- There are no contact details.

#### Online reviews

Most probably, there are hundreds of posts online written about things related to your business. Quite often, a review of your product, company, or service is a win-win. The blogger gets an idea for a new post that might be useful to the blog readers, and you get quality links (as well as exposure and additional traffic). Besides, other bloggers will see the review, and some of them may want to write about your business, too. Once you've found bloggers that are willing to write about you, make sure you collaborate with them: send in a clear explanation of what you do and how you do it, help with visuals and design (logo, pictures, etc.), and provide product samples if needed.

Bloggers often publish comparison reviews. A comparison that you feel could include your product or service can be a good spot for a link. You can also look for outdated reviews of products or services that are similar to yours. These can be great places for backlinks: the page's author may be willing to update the copy with a description of your product and a link to your site.

#### Commenting

Industry blog posts and news articles can often offer opportunities to raise brand awareness by jumping in to the comments to share your content or information about your products/services. However, make sure you are careful enough not to look spammy; remember that your comments should look natural and bring some value to the table rather than shamelessly advertise your brand.



#### Giveaways

Giveaways can be great for brand exposure and link building. Almost in any industry, there are popular blogs and resources that run competitions and giveaways to boost user engagement and get some extra traffic.

Offering your product or service in a giveaway is a win-win – the platform organizing the giveaway gets something to offer, and you get brand exposure and links from a reputable source.

#### Forums

Topical forums can be great spots for links and raising brand awareness. Like with commenting, it's important to keep your posts on forums natural looking and bring value to the table instead of purely promoting your product and stuffing your posts with links.

#### Links Pages

A lot of sites have useful resources pages. If you choose this technique, make sure to avoid link directories created purely for link exchange. You can easily spot such pages: typically, they're full of all kinds of links that are not related to a single topic, and can often include hundreds of links. Look for non-spammy links pages that only include resources on a certain topic.

#### Yellow pages, business directories, etc

This method is more applicable to brick-and-mortar businesses make sure you don't miss out on this opportunity if you are one. Find local business directories, chamber of commerce listings, and business association websites: these are good places to have links from. As a tangible bonus, these links will bring you some extra traffic, too!

#### Topical blogs

One of the most effective strategies is finding industry blogs that cover topics related to your business, and reaching out to them asking to feature your product or service in their posts. You can either find some of their existing posts where you believe a mention of your product could be



included, or suggest mentioning it in a future post. Mind that such opportunities can be paid or imply that you offer something in return to the blogger, just like with giveaways.

This method also lets build relationships with authors that can grow into lasting partnerships.

#### Competitor backlinks

Uncovering the link profiles of your top ranking competitors is perhaps one of the most effective link building tactics. Looking at a successful competitor's links lets you easily spot hundreds of potential link opportunities of all kinds – reviews, blog posts, forum threads, and what not.

## Step 2: Discover quality link opportunities

Now that you know which research methods you'd like to use for your link prospecting, it's time to get down to the actual search.

**How-to: 1. Run the search in LinkAsssistant.** Create a project for your site in SEO PowerSuite's LinkAssistant and hit **Constant** Select a method you'd like to use and click *Next.* 

8	Link	Prospec	ts - Backlinks Ranking Factors +					
	æ	Look for Prospects	🕂 Add 🗘 Update - 🔀 Email 🧭 Verify -		P - Quick Filter: contains			
		-	🔁 Find Link Prospects			×	Tags	Notes
	1	http://06	Ctop 4: Calest Draspast Coareb Method					
	2	http://09	Step 1: Select Prospect Search Method					
	3	http://1-4	Please select what type of link prospects you'd like LinkAssistant to methods offseed here along you observe to find some new link built	search for and pick the correspo	nding method below. Each of the			
0	4	http://10	meetods onered nere gives you chances to into some new link our	ang opponances you a never an	August about.			
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	6	http://11	Find relevant forum conversations you can join to yoice your	Find the resource and link	s names that will likely add a link			
0	7	http://12	opinion and build brand awareness.	to your website.				
Domain	8	http://12						
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	10	http://21	Eind same with link submission forms	Eind quality business data	decise to get your website listed			
l D	11	http://25	Pino pages war ink adomisation forms.	there.	ciones to ger jour webane nated			
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	10	napo	Find blogs that cover your industry and	are likely to post	an competitors and are intely to			
	10	http:/	about your products or services.					
	18	http://att	Your Backlinks	Custom Search				
	10	htte ifall	Find basisline that surroutly paint to your site	Constitution out offering to	a link proposed as such			
	20	http://au	Pino odovniko inal currentej politiko your site.	opecity your own criteria to	r min prospeci search.			
	21	http://are						
	22	http://au		Dark Hosts	Daleh Cascal			
				Next >	Cancel			



At Step 2, enter your keywords and select the search engine you'd like to search for link prospects in. For keywords, use industry-related terms – both generic and long-tail - and even your competitors' brand names. If you feel you could use some keyword ideas from Google AdWords' Keyword Planner, click *Get keyword suggestions*.

Right below, select a search engine you'd like to look for prospects in, and hit *Next.* 



Hang on while LinkAssistant is looking for link prospects and collecting their contact email addresses. Once the search is complete, select the prospects to add to your project (you can keep all selected for now) and click *Finish*.

2. Check the value of potential links. To see how reputable your prospects are, switch to the *Ranking factors* tab, select all records in your workspace, click
Update , and select *Update ranking factors*. Choose factors you'd like to update to determine the quality of the potential link (like PageRank or Moz's PA/DA, Alexa rank, Domain age, or all kinds of social signals) and hit *Next*.

Look for Prespects         Add         Update         Email         Implicit Implicit         P - Outck Filter: contains           *         •         <	ink Pr	ospects	Backlink	s Ranki	ng Factors	+										
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	19	http://atla	Online Help	p	< 8	lack		Finish		Cance	1					

Examine the stats and pick the top prospects. Delete the ones that you decided against by right-clicking them and hitting *Remove link partners*.

## Step 3: Get in touch with link prospects

Now that you have a list of pages you'd like to get links from, it's time to contact the potential partners you found. Follow the steps below to learn how to automate the process and maximize the efficiency of your outreach.

How-to: 1. Customize email templates. In *Preferences -> Email Management* -> *Edit Mail Templates*, you'll find a bunch of ready-made templates that you can customize. Pick a template that suits your niche and the nature of your request (eg. *Guest Posting Inquiry*), and hit 🖉 to add some details about your website and business to make the email more personal and engaging. You can also create your own templates from scratch – just hit 🕂 to do that.

**2. Email potential partners.** Select the partners you'd like to contact (make sure you select partners that belong to the same partner group). Click **Email**, pick the email template you'll send out to this group, and hit the *OK* button.



## Step 4: Manage your links

SEO PowerSuite

Keep an eye on the links you've built as your link profile keeps growing. Remember to regularly check that your links are in place, have the right anchor text, and don't get under a Nofollow tag.

**How-to: Verify links.** To check on the links you've built, select them in your LinkAssistant project and hit **Verify**. Select *Scan only current page* and hit *Next*.

æ	Look for Partners	Generate Directory Verify	+ Add		
#	Includ	Partner Domain	Backlink Page	Verification Passed	Page PR (Backlink)
1	2	http://bidonland.com	http://bidonland.com/	Yes 🗖	PR: 3
2		) 🔵 Ve	rify that link partners are still	linking back	
3	St	ep 1: Backlink Verificatio	on Settings		
4	Pla	asa choosa how many clicks daan	you would like to check each r	artner's website. If you don't h	ave the backlink
5	( pa	ge specified, the software may sea	irch several clicks deep, to find	a link pointing to you.	
6	Ba	form a doop com			
7	Ple	ase set limits for the spider, to cor	ntrol the process of checking U	RLs. These settings let you sea	rch for backlinks
8	on	several or all pages of the partner	's website.		
9		Explore a specified number	er of clicks deep from the sta	arting point. 2 🔹	
10		• Scan a specified number o	f web pages linked from the	starting point. 20 📫	
11		No scan denth limits at all	II (This may REALLY take a w	(hile)	
12		Ho scan deptir mints at an	I (THIS Hay REALET TAKE a W	inite.)	
13	Ch	eck specified pages only:			interest of the line in
14	are	not found on these pages, the so	ftware won't check any other w	ebpages.	istant. If the links
15		• Scan only current page.			
16					
17					
18	0	nline Help	< Back Next >	Cancel	Finish

Once the verification is complete, right-click the header of any column in your LinkAssistant workspace, select *Verification Passed* from the list of available columns on the left, double-click it to add it to the list of visible columns, and hit *OK*.

Available Columns:	Visible Columns:	
Entrance Date Anchor Text (Link to Partner) Image URL Verification Made On Verification Passed Domain Age (Partner) Domain IP (Partner)	Partner Domain Backlink Page Partner Email Contact Name Status Include In Link Directory Tage	Column Width
<ul> <li>Shrink columns to fit screen</li> </ul>		

In the *Verification Passed* column, examine the verification status of each of your partners. Look out for links that come back with a *No* status (these links are no longer found on the backlink page), get under a Nofollow tag, or have wrong anchors. When necessary, contact your link partners right from LinkAssistant (by selecting the partner in your workspace and hitting **Email**) and shoot them a message explaining your problem or request. Remember to regularly check your inbox in LinkAssistant's Email module, and try to promptly respond to partners' emails.

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## Enjoy top rankings!

Congrats - you've set your link building campaign in motion! This is the last step in our SEO Workflow series, so if you followed the instructions from the previous guides, you should be starting to see your rankings grow very soon. Do not forget that that all the work you've done requires maintenance though: remember to track your rankings in Rank Tracker, regularly check your site against all kinds of issues in WebSite Auditor, monitor your link profile's growth in SEO SpyGlass, and verify individual links in LinkAssistant.

#### Happy SEOing!

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