SEO PowerSuite

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 http://www.link-assistant.com/download.html

▌Contents

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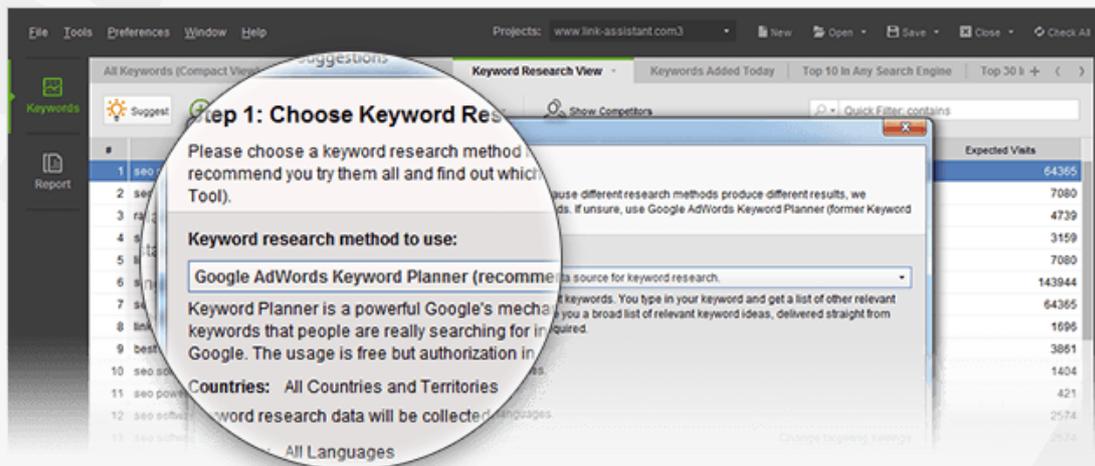
Step 2: **Pick keywords with most profit-generating potential.** Look at your keywords' KEI (Keyword Efficiency Index) to choose the most profitable keywords.

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.
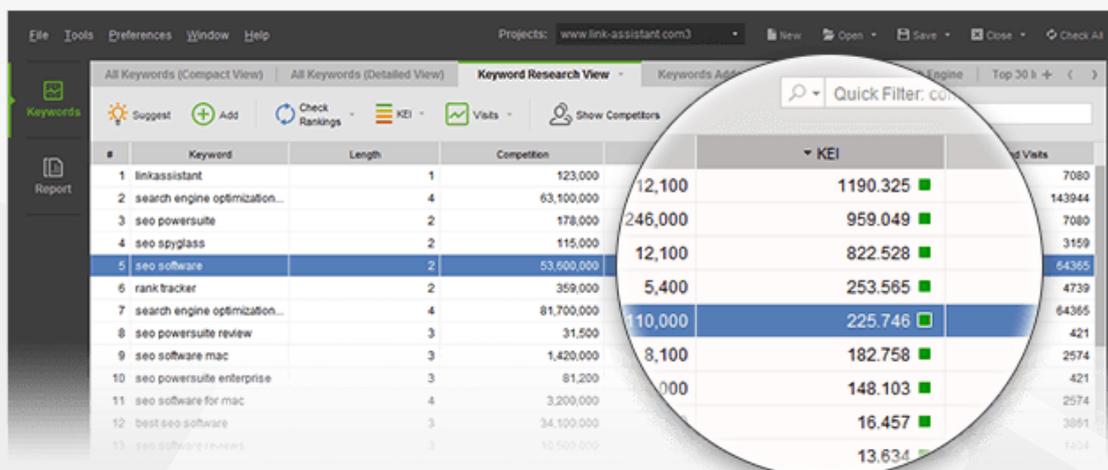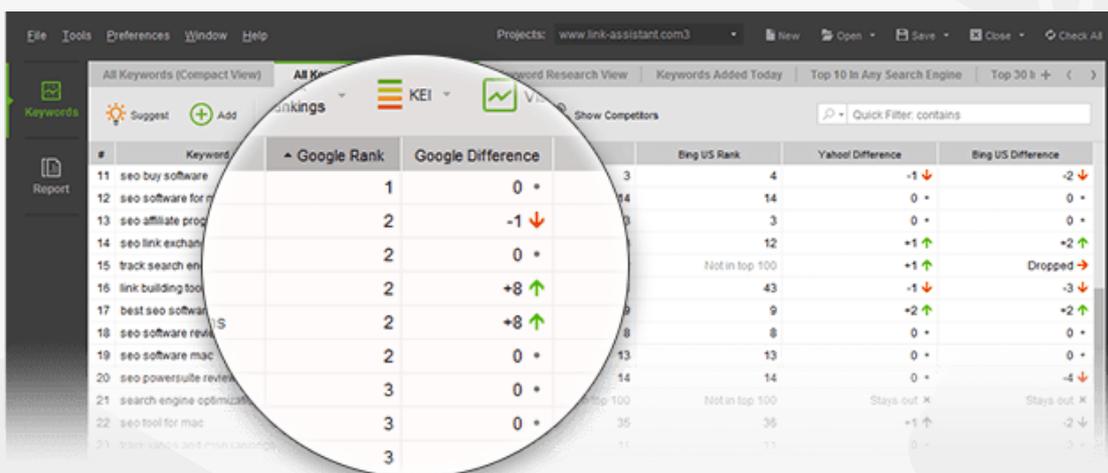

2. Check your website's rankings

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

Step 1: **Select your target search engines and run the check.** Press in Rank Tracker and choose your target search engines to see your website's current ranks for the selected keywords.
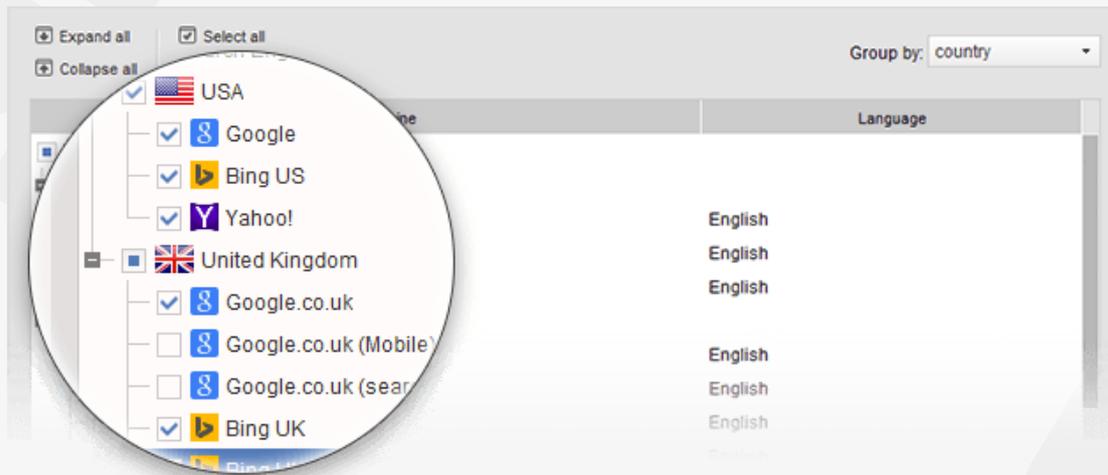
Step 2: Identify keywords you need to focus on. Take a look at your current ranks — you may be ranking well for some terms already. Spot keywords your website doesn't rank high for, and concentrate your SEO efforts on those.


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.
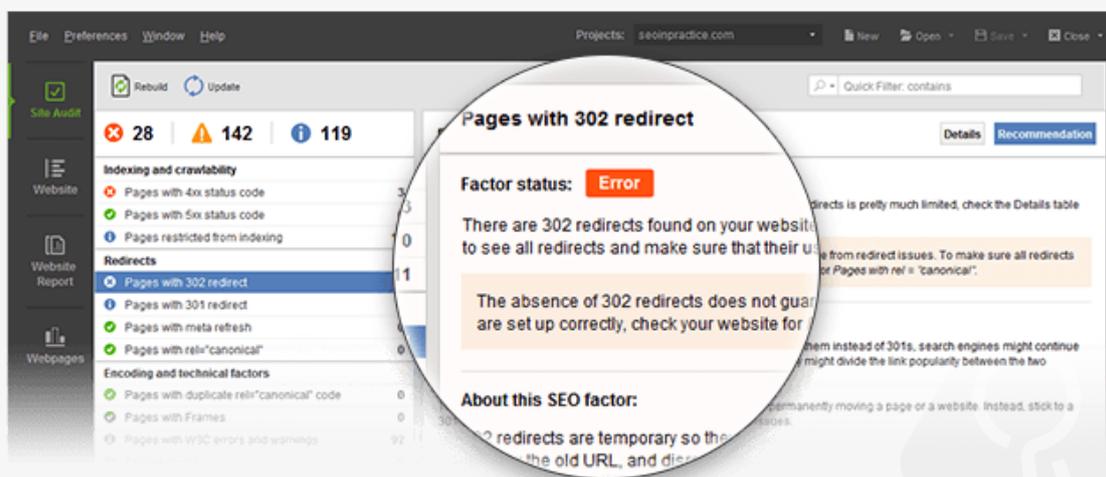

4. Optimize your landing pages

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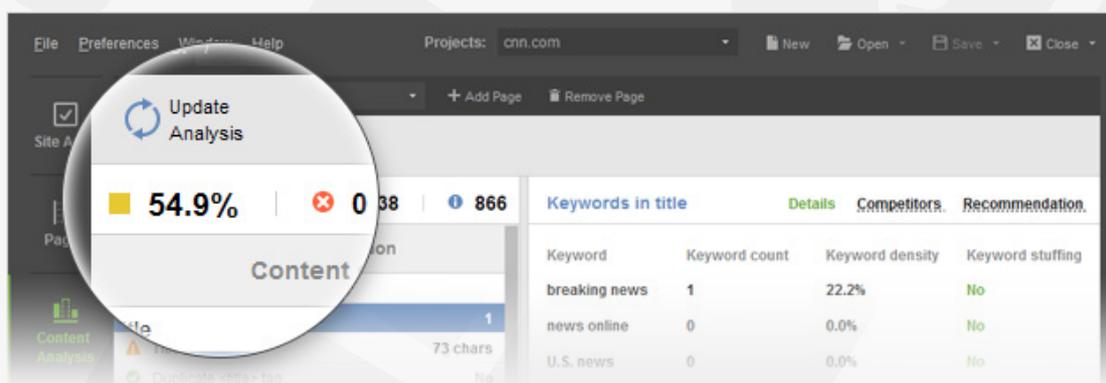
Step 2: Edit your page's content. Switch to *Content Analysis > Content Editor* for an editable live preview of your landing page. Look at the factors on the left, and make the necessary changes to your page's content right in the right-hand view. Follow the tips you got at the previous step; the on-page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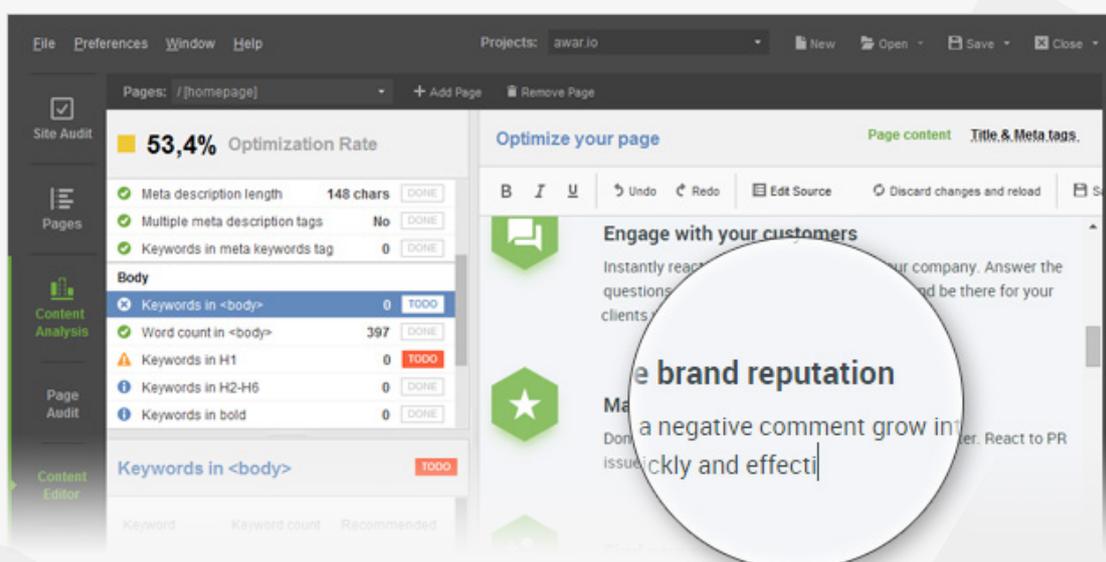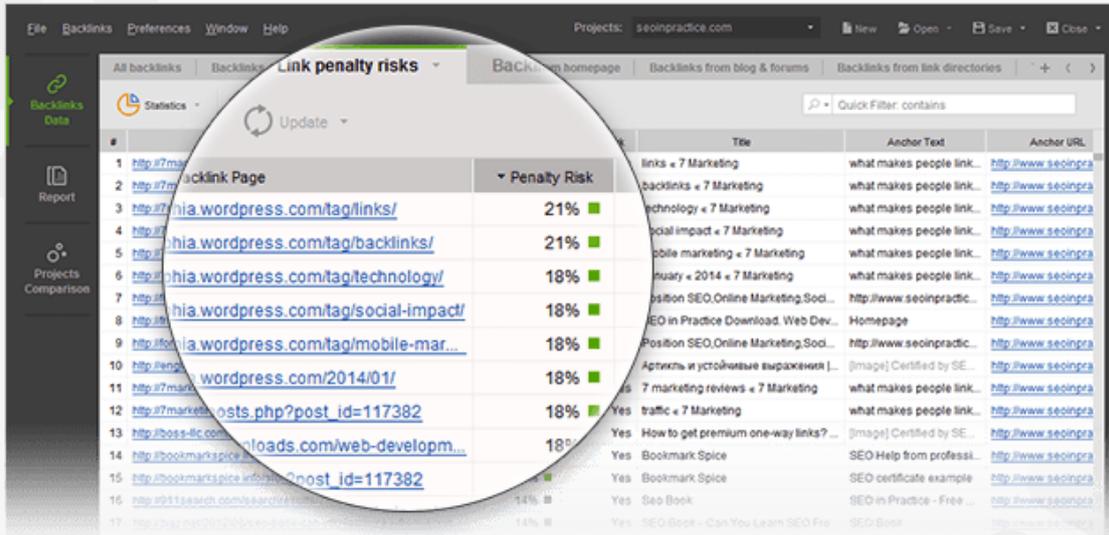

5. Eliminate harmful links

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   🔄 Update   to see if some of them may be doing your website more harm than good.

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.
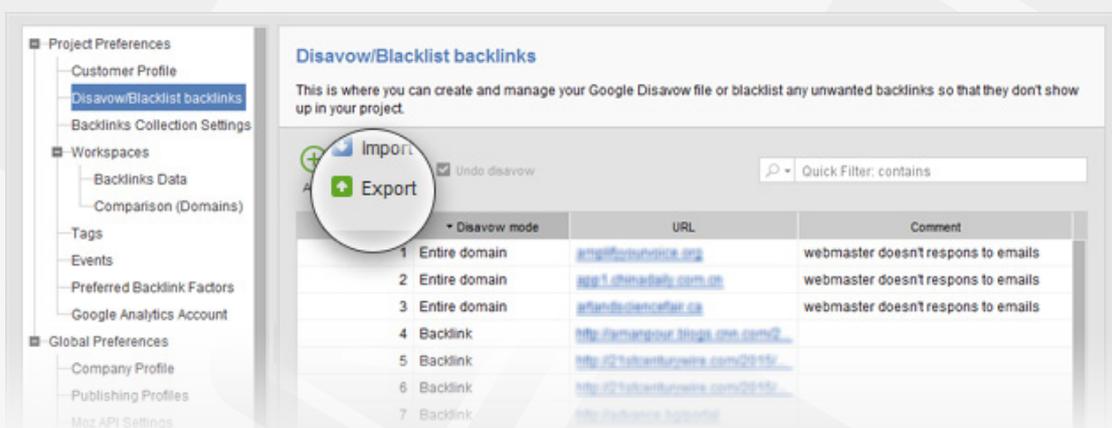
6. Build quality links

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.
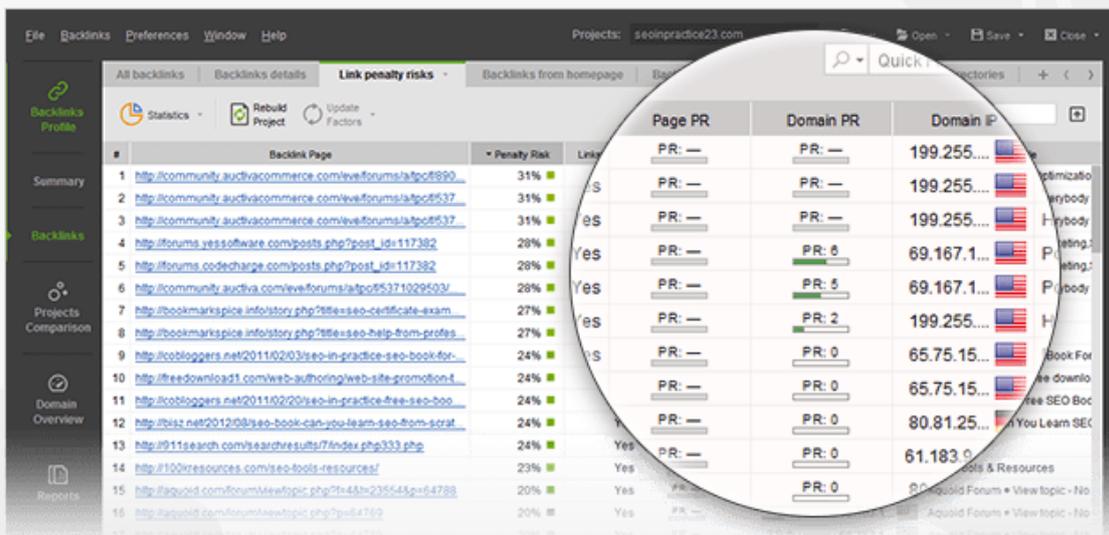

Run LinkAssistant and create a project for your site. Use the *File ->Import* option to load the link sources you've exported from SEO SpyGlass.

Step 2: **Find more quality link prospects.** In your LinkAssistant project, 🔍 Look for Prospects 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.
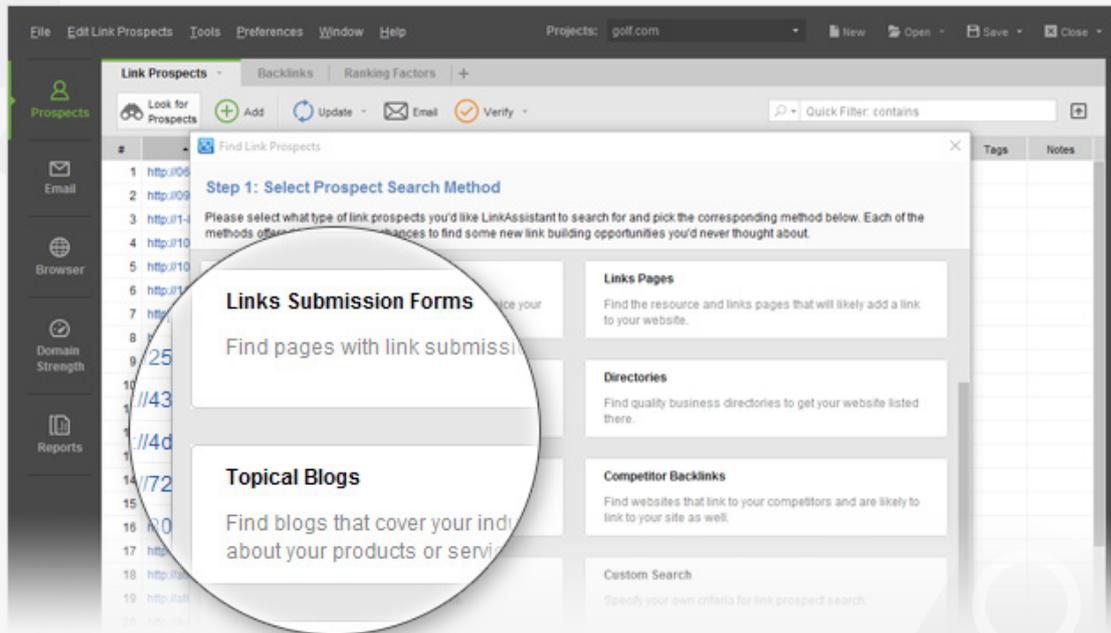
Step 3: **Reach out.** In your LinkAssistant project, click Email to contact potential partners and inquire if there are link opportunities available, such as guest posts, listings in quality business directories, or others. Make use of LinkAssistant's ready-made email templates or create your own, completely custom ones.
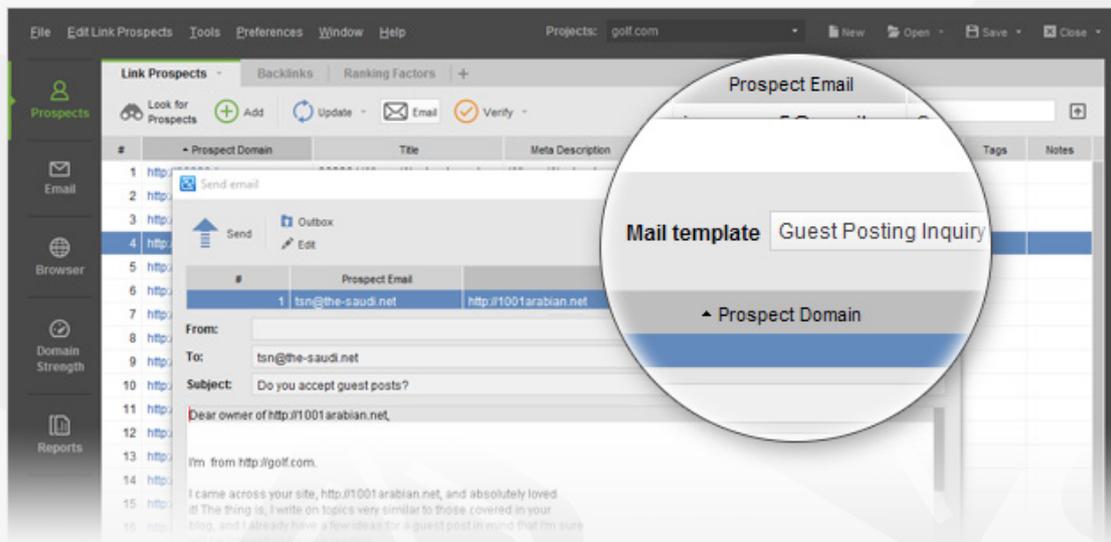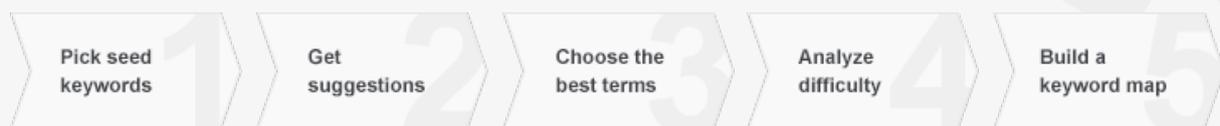
Find the most profitable keywords
(with the help of Rank Tracker)

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:

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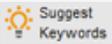
Tip: **Think of your own keyword ideas.** Consider adding 5 to 10 phrases yourself. Think of the words that best describe what your product is or does — keywords you think customers could use to search for your site in search engines.

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 Keywords] and select a research 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.

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.)

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 third-party 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 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.
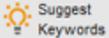
Step 2: Specify Keywords For Word Combination

Use the text areas below to enter keywords for creating various keyword combinations. Please specify how many parts will be combined in your suggestions (you'll have a corresponding number of text areas at your disposal). For example, if you choose 3 parts, Rank Tracker will build keyword suggestions from what stands in three different text areas. This is a great way to quickly create multiple keyword variations.

Enter your keywords (one entry per line):

```
buy cameras                              Boston
cameras and accessories                  MA
digital camera                           Canon
online camera store                      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.

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

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.

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.

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.
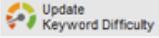
Tip 1: **Avoid the highest competition.** If you are just starting out with SEO for your website, you'll probably want to remove all keywords with extreme competition values (even if the KEI is good) — at least for now. With millions of sites competing for rankings for a given keyword already, it'll take you a good while to rank high for the term.
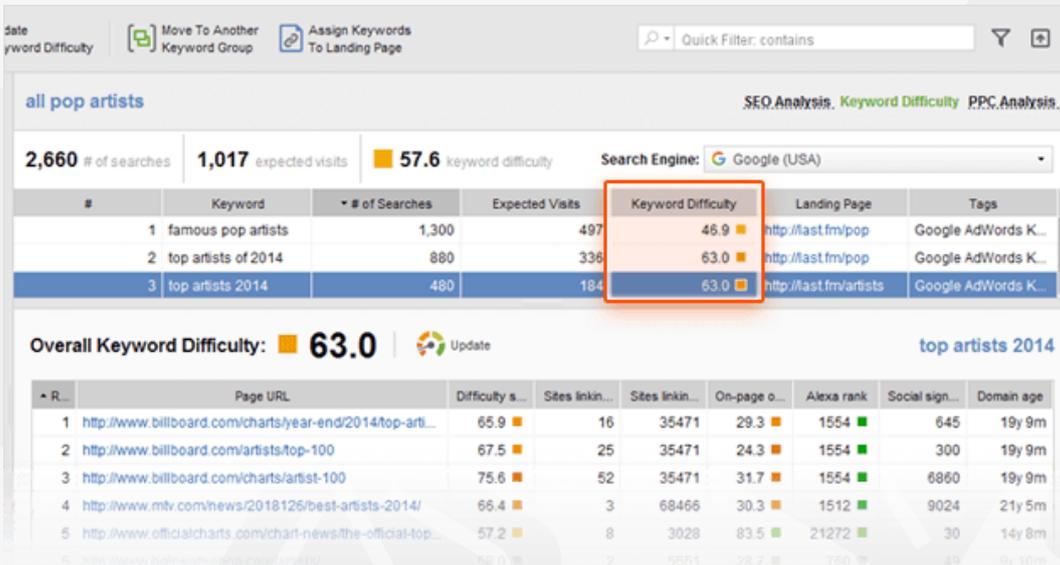
Tip 2: **Select keywords with the best KEI** out of the remaining ones, and ignore the ones with the worst — these are the terms with crazy competition and not-so-many monthly searches, so optimizing for them is hardly worth the effort at this point.

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 [Update Keyword 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.

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'.

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.

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.

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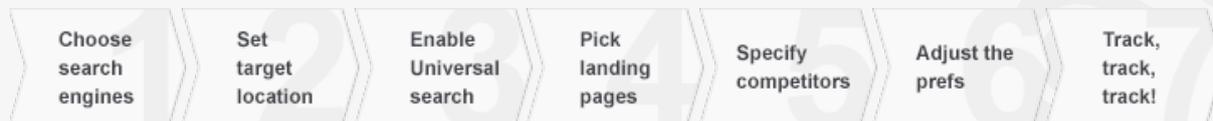
Remember, doing thorough research and seeing results will take some time, but it always (as in, always) pays off.

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.

Choose search engines	Set target location	Enable Universal search	Pick landing pages	Specify competitors	Adjust the prefs	Track, track, track!

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.
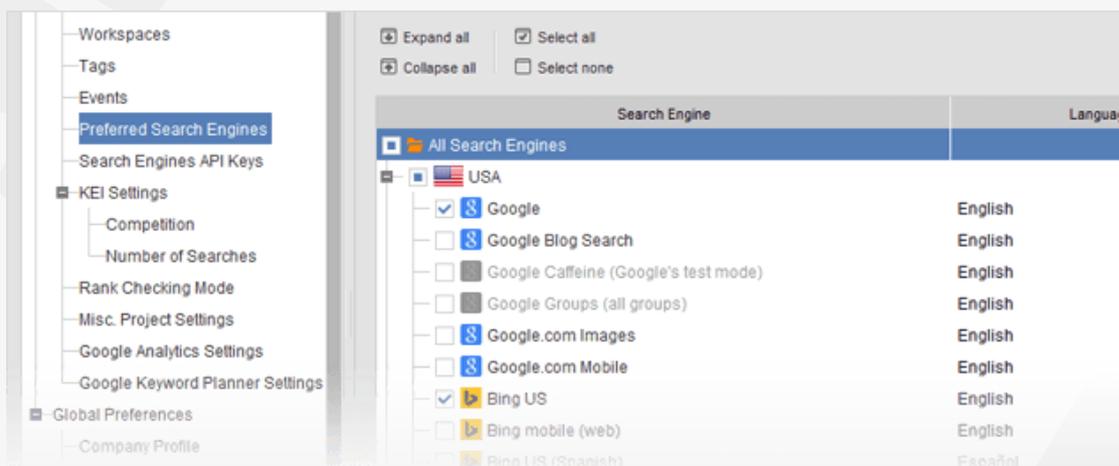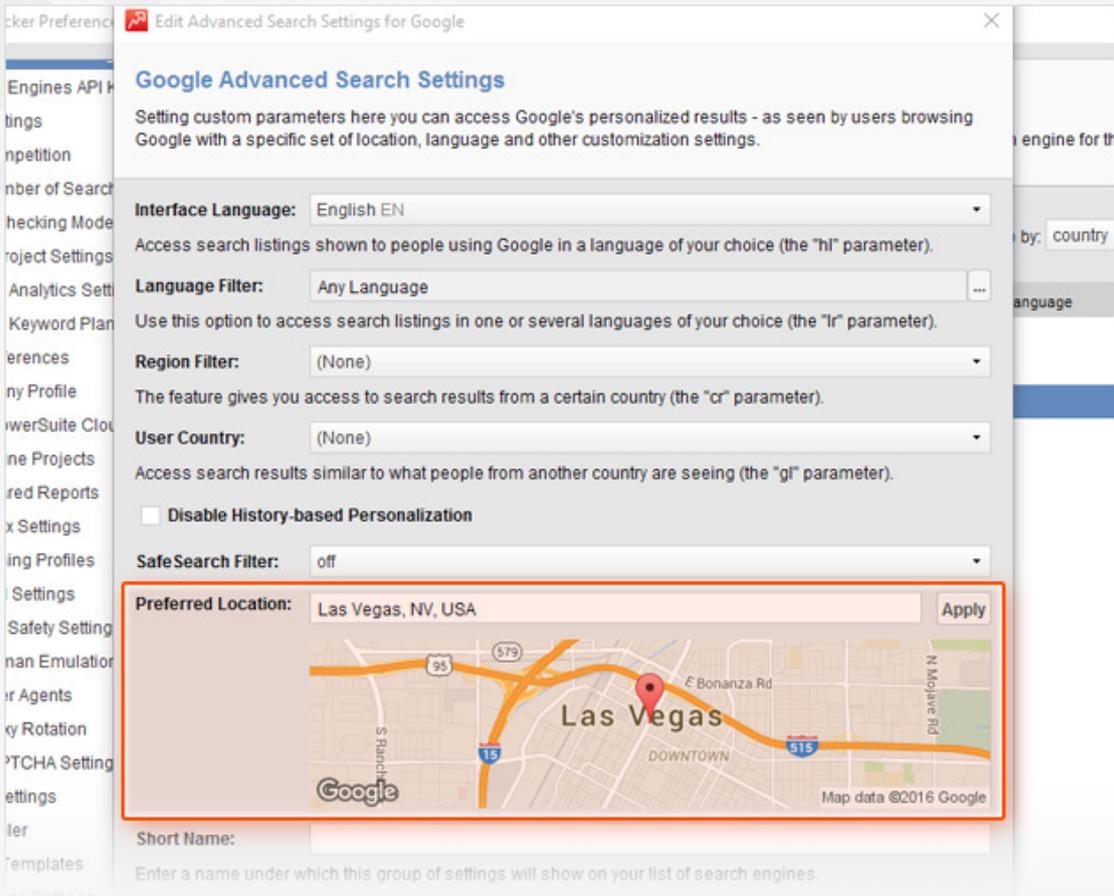
Step 2: Specify your target location

[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.

Repeat if you're targeting several locations.

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.*
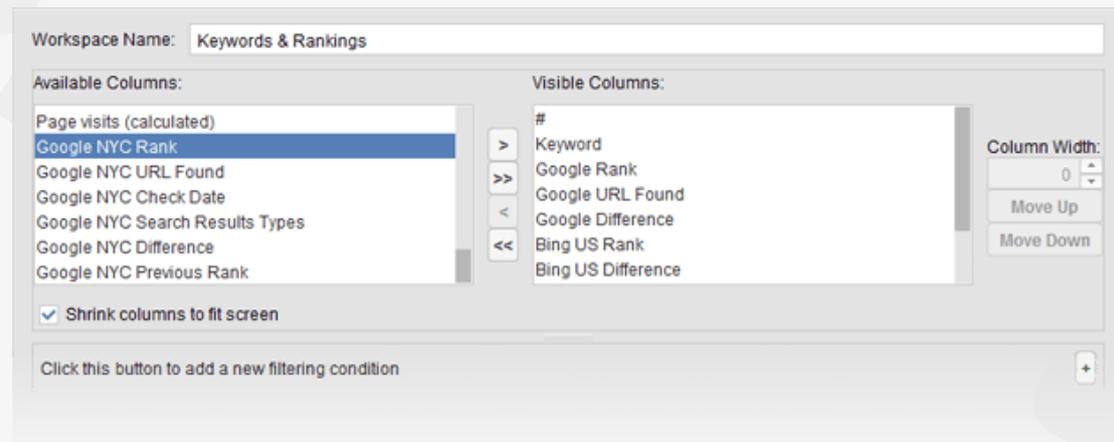
Step 3: Decide on your landing pages

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.*
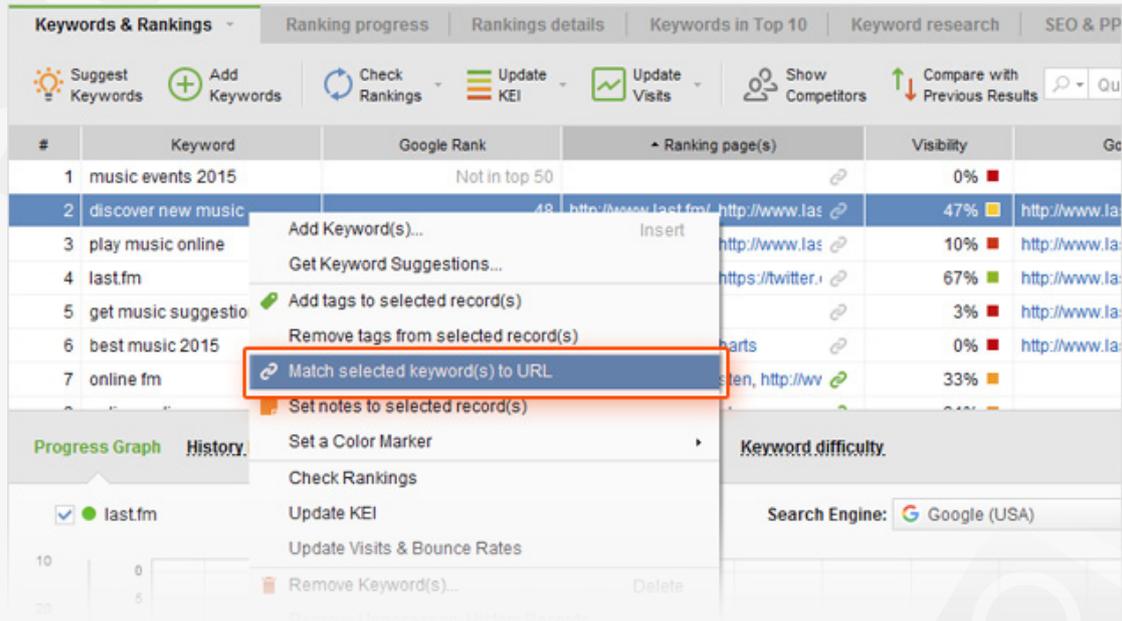
Step 4: Set up Universal Search results' tracking

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.
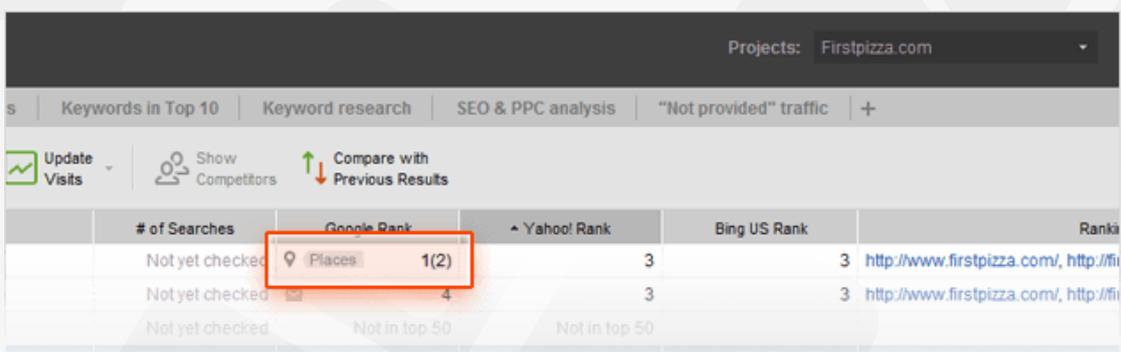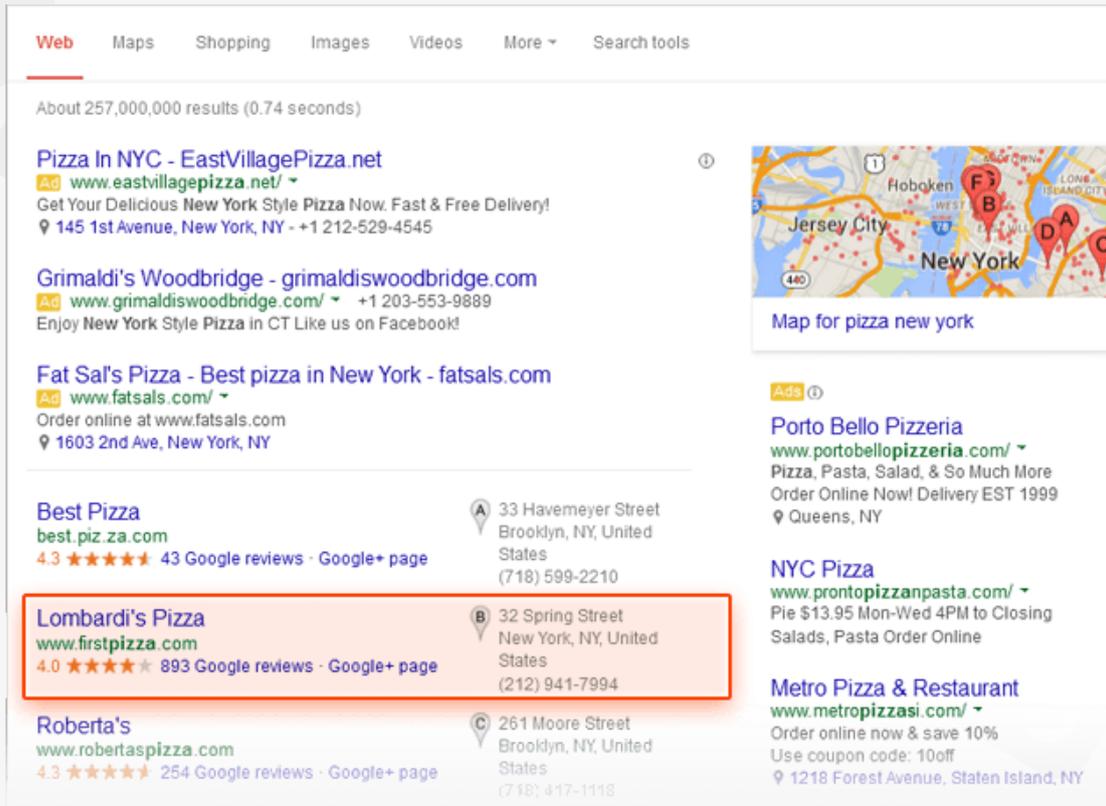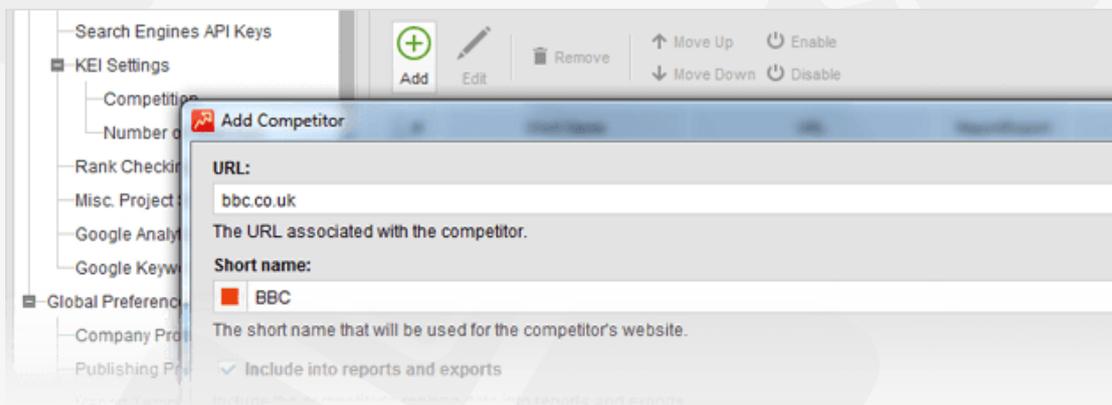
Step 5: Add competitors' sites

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 ⊕ to add a competitor, and fill in the competitor's details.

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.*
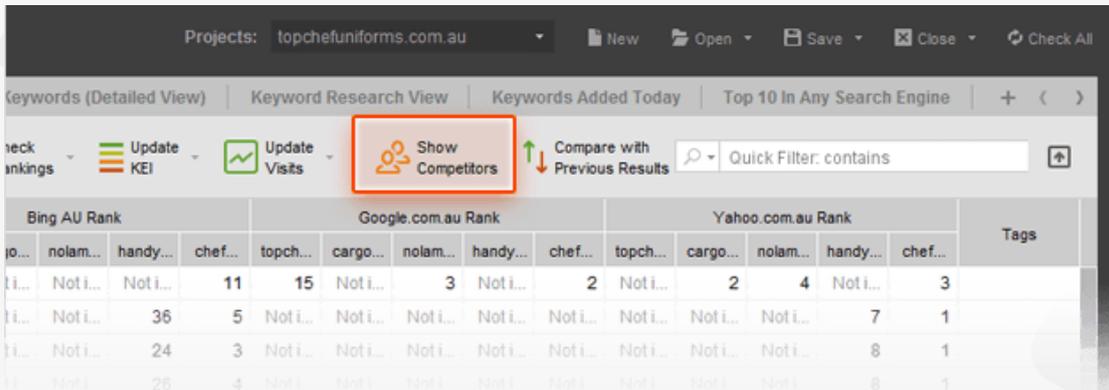
Step 6: Set up the preferences

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.
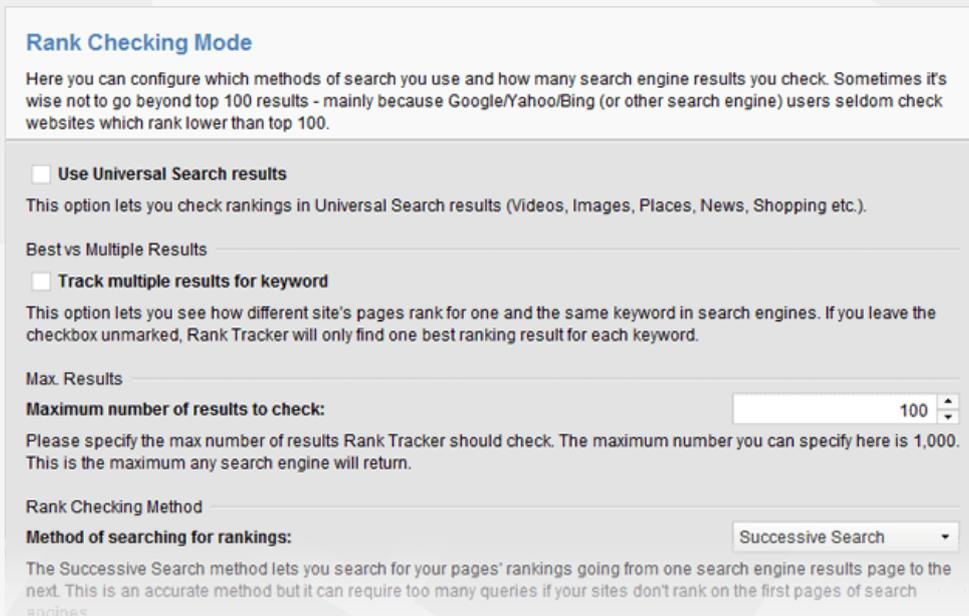
Tip: Adjust the search safety settings. As you probably know, search engines can be sensitive to automated requests, throwing in CAPTCHAs and occasionally even blocking IPs to prevent their servers from overload with queries sent by robots. In *Preferences > Search Safety Settings* in Rank Tracker, you'll 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.

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.*

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 Rankings 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.
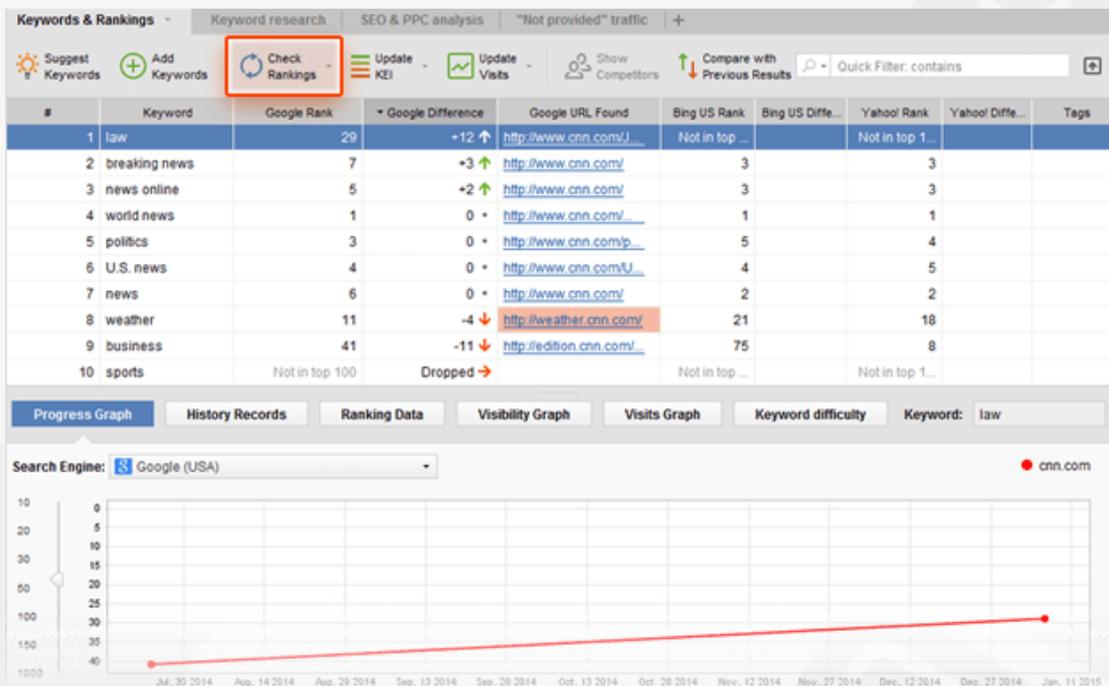
Tip 1: Set a date for comparison. Click Compare with Previous Results to select which results you want your current ranks to be compared against — or even set a custom date for comparison.
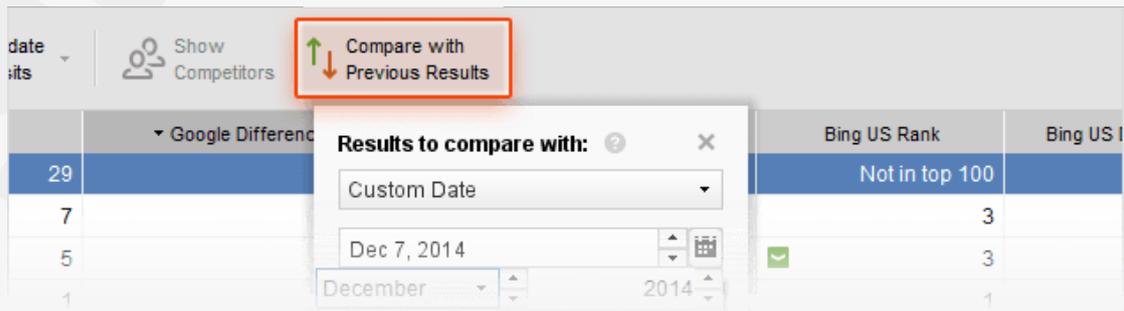
Tip 2: Schedule your ranking checks. Rank Tracker gives you an option of automating your ranking checks so that you don't have to run them manually each time. To set scheduled check-ups, go to *Preferences > Scheduler*, and click ⊕ to create a new scheduled task.

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

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.

Scan your site	Check crawlability	Review redirects	Correct your code	Audit links	Check images	Analyze meta tags
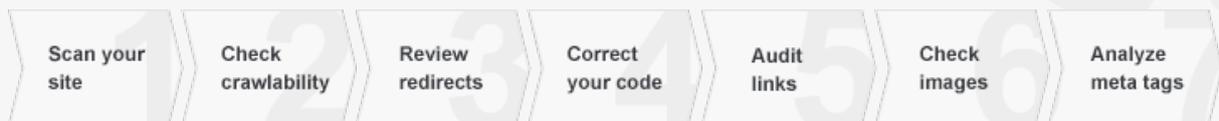
Step 1: Run a site scan

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.

Step 1: Enter Website URL

Welcome to WebSite Auditor! It will examine and give advice on the crucial structural aspects of your website, its links, pages, page coding and other factors that may influence a website's rankings in search engines.

It will also provide you with actionable niche–specific guidelines on optimizing webpages' content to rank high in any chosen search engine.

Enter a website URL to optimize:

www.yoursite.com

Please enter the URL of the website you wish to optimize. WebSite Auditor will search for separate pages of this website to analyze and optimize each of them.

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.
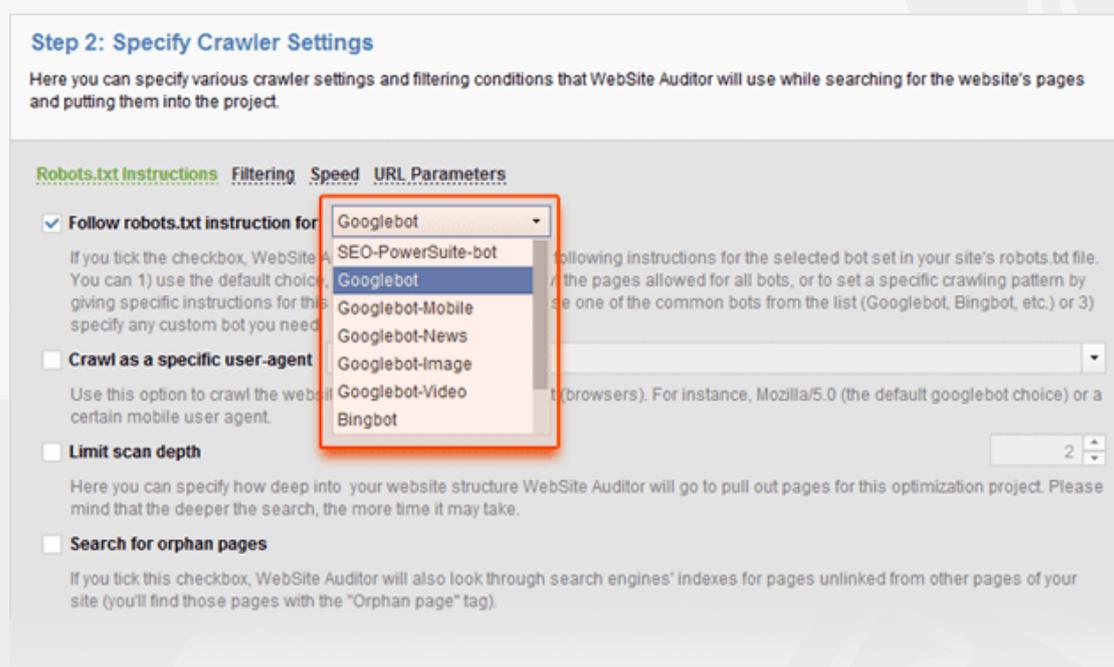
Step 2: Check crawlability and indexing issues

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 . 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.

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.

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 Project] .

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.

Step 2: Specify Crawler Settings
Here you can specify various crawler settings and filtering conditions that WebSite Auditor will use while searching for the website's pages and putting them into the project.

Robots.txt Instructions Filtering Speed URL Parameters

☐ **Follow robots.txt instruction for** SEO-PowerSuite-bot ▾
If you tick the checkbox, WebSite Auditor will crawl your website following instructions for the selected bot set in your site's robots.txt file. You can 1) use the default choice, SEO-PowerSuite-bot, to crawl the pages allowed for all bots, or to set a specific crawling pattern by giving specific instructions to this bot in your robots.txt; 2) choose one of the common bots from the list (Googlebot, Bingbot, etc.) or 3) specify any custom bot you need.

☐ **Crawl as a specific user-agent** ▾
Use this option to crawl the website using a specific user agent (browsers). For instance, Mozilla/5.0 (the default googlebot choice) or a certain mobile user agent.

☐ **Limit scan depth** 2 ⇅
Here you can specify how deep into your website structure WebSite Auditor will go to pull out pages for this optimization project. Please mind that the deeper the search, the more time it may take.

☑ **Search for orphan pages**
If you tick this checkbox, WebSite Auditor will also look through search engines' indexes for pages unlinked from other pages of your site (you'll find those pages with the "Orphan page" tag).

Online Help   < Back   Next >   Finish   Cancel

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.

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"> element in the page's HTML or a canonical link in your HTTP header.

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.*

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.*

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.

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.

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).

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.

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).

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).
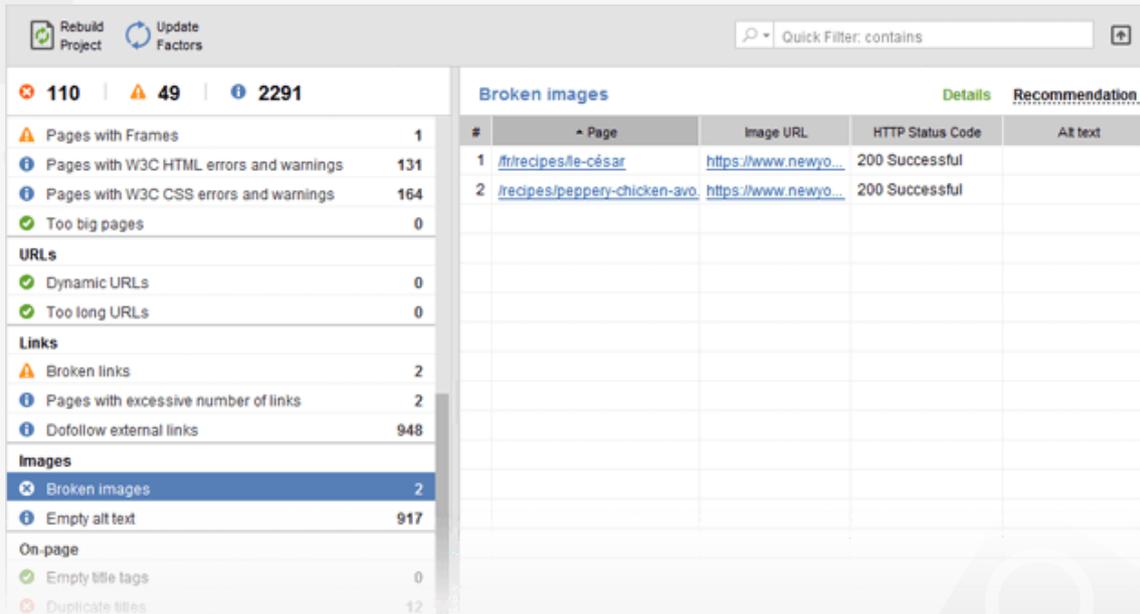
How-to 2: Spot images with empty alt text. When an image's alt text is missing, search engines won't be able to figure out what the image is about and how it contributes to the page's content. That's why it's important that you use unique alternative text for your images; it's also a good idea to optimize 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).
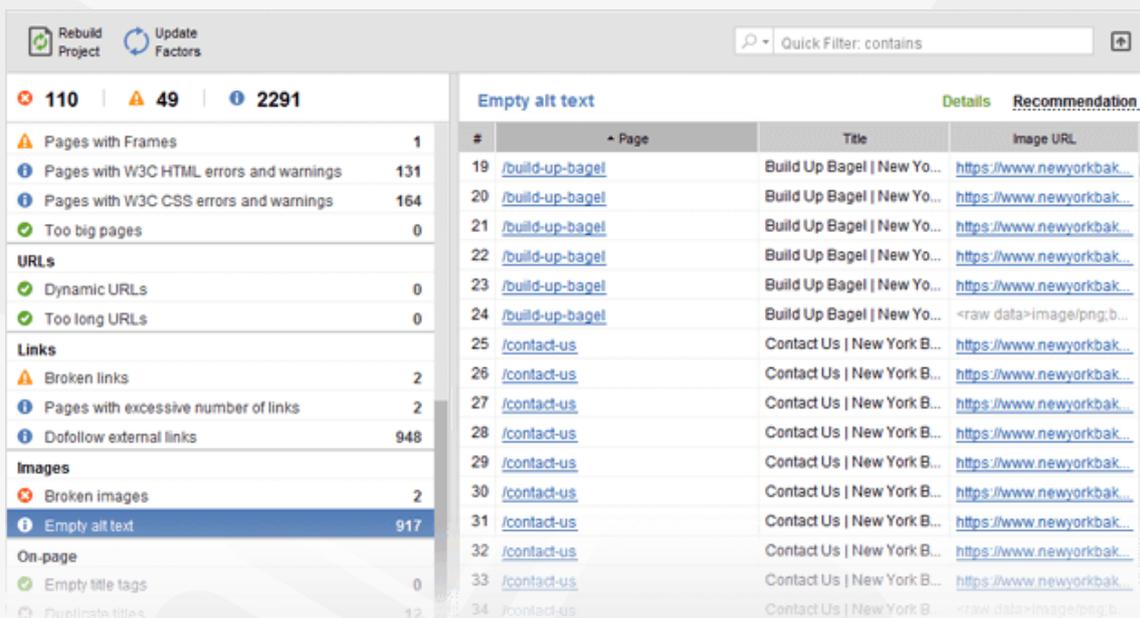
Step 7: Review your titles and meta descriptions

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.

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 content | Deal with images | Double-check the tech | Show it to the world |
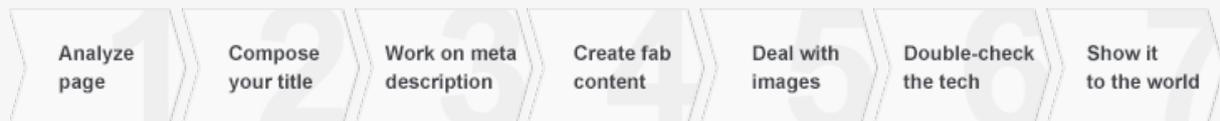
Step 1: Determine the status quo

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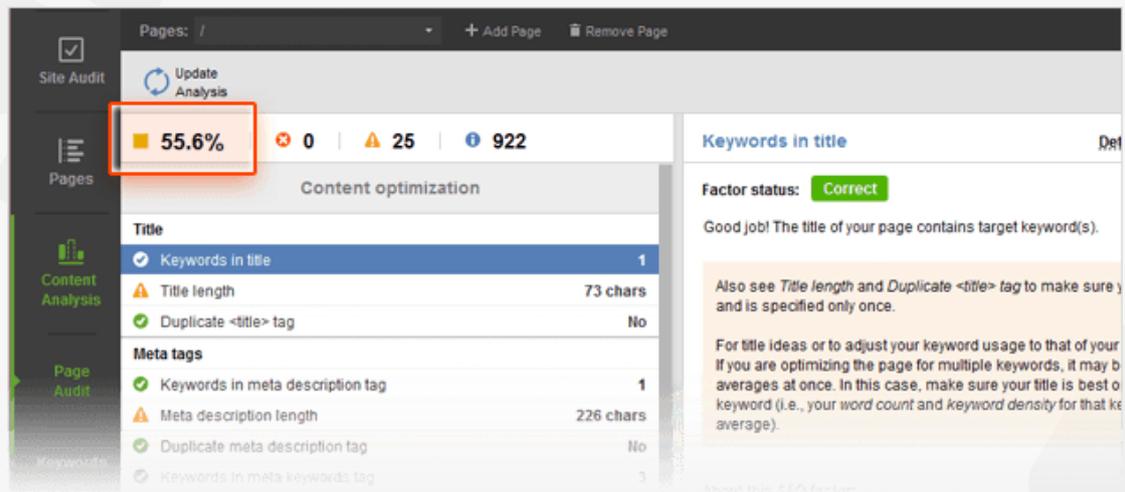
Look through the stats on the left, and spot any factors with *Error, Warning,* or *Info* statuses. Now that you know which areas you need to focus on, it's time to edit your content and get rid of any on-page issues that are holding your rankings back.

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.
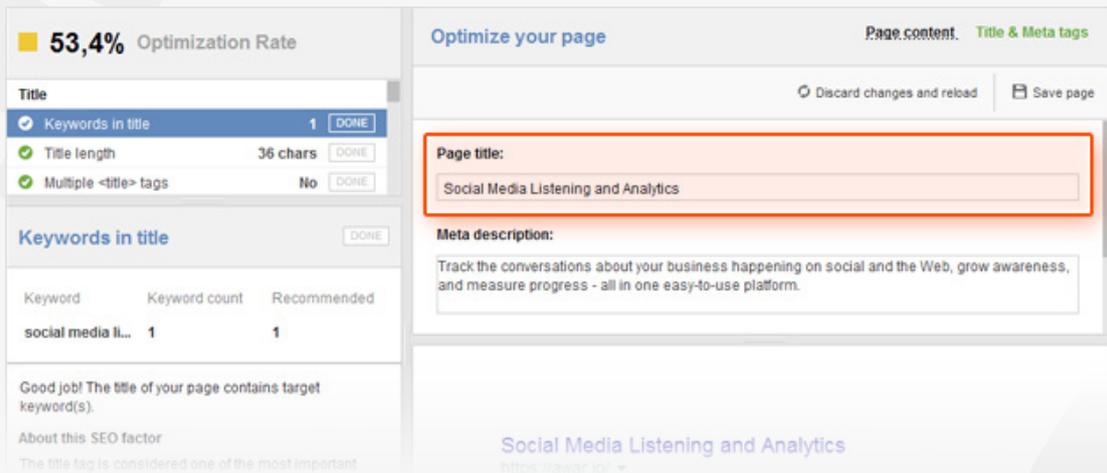
Tip 1: Employ techniques that are proven to work. If you feel you could use some inspiration for your title tag, go to *Content Analysis > Page Audit*, click on *Keywords in title*, and switch to the *Competitors* tab to see how your 10 top-ranking rivals optimize their titles so you can borrow some 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.
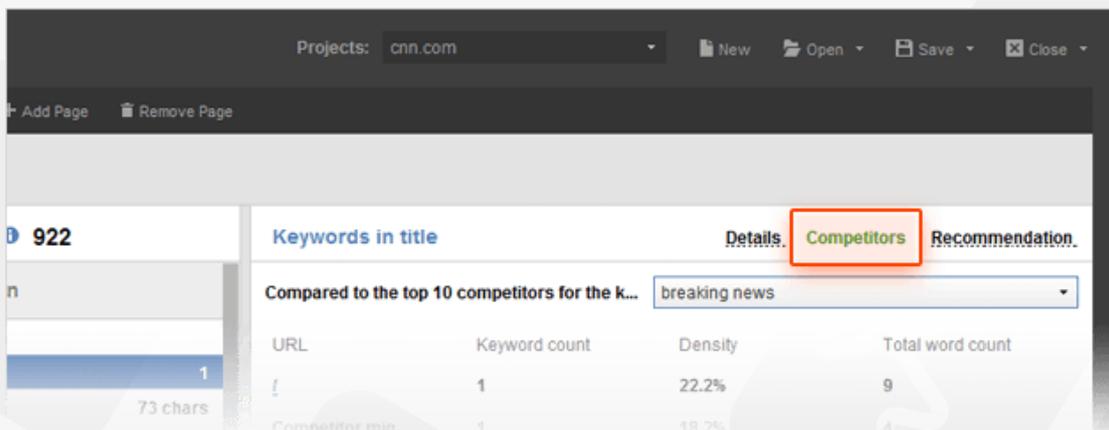
Tip 2: Place keywords at the beginning of your title when you can. The closer your target keyword is to the beginning of your title tag, the more keyword-relevant your page will be considered by search engines. Try to always start your title with your keywords to emphasize their importance.

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*.
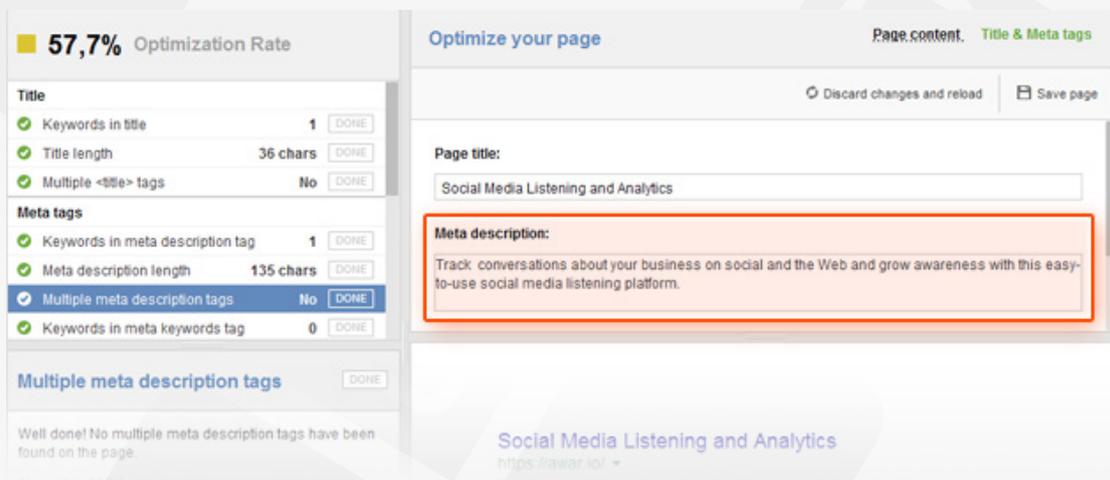
Tip: Use tailor-made advice on writing meta descriptions. If you feel like you could use a couple of examples of meta descriptions that work in your niche, go to *Content Analysis > Page Audit* and switch between the *Competitors* and *Recommendation* tabs to see how your top 10 rivals optimize their meta description tags, and get specific guidelines on writing yours.
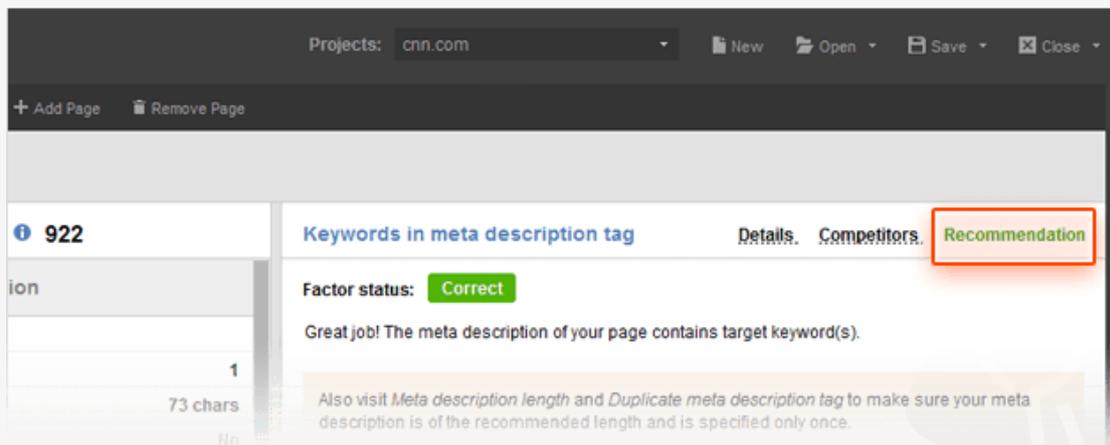
Step 4: Create your killer content (and don't forget the keywords!)

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.*
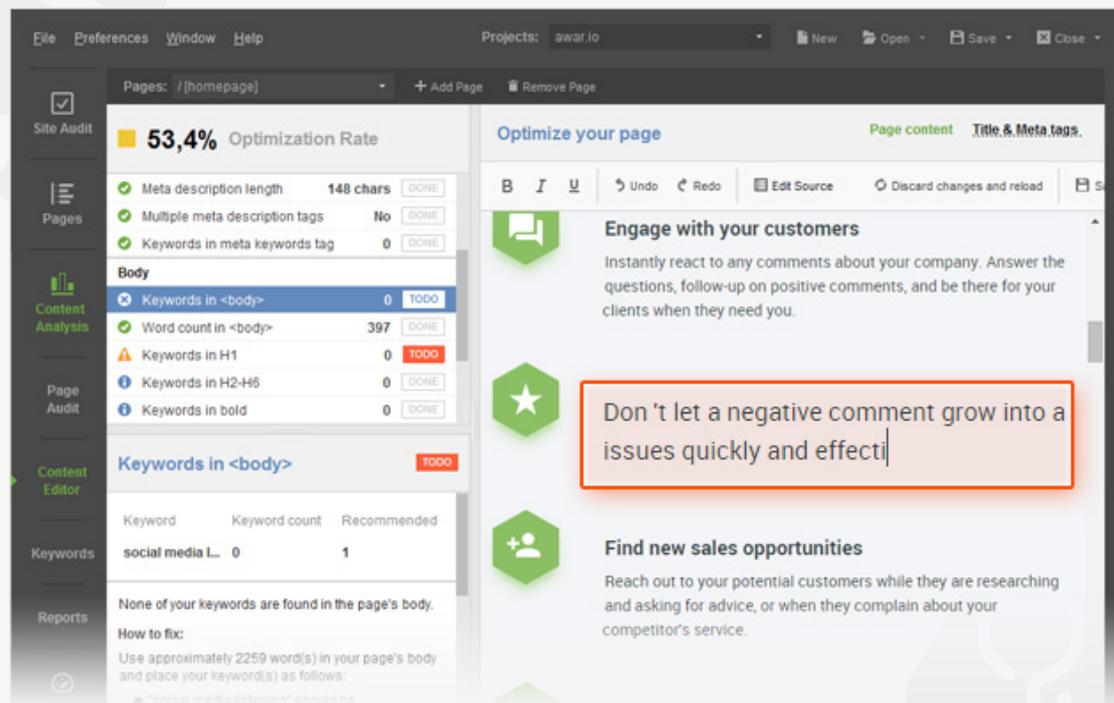
2. Optimize your headings. Your page's heading tags are strong relevancy signals to search engines, so it's a good idea to include your keywords in some of them. H1 is your page's main heading, and by far the most important one; but if your content is long to enough have H2-6 headings as well, these 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>*.
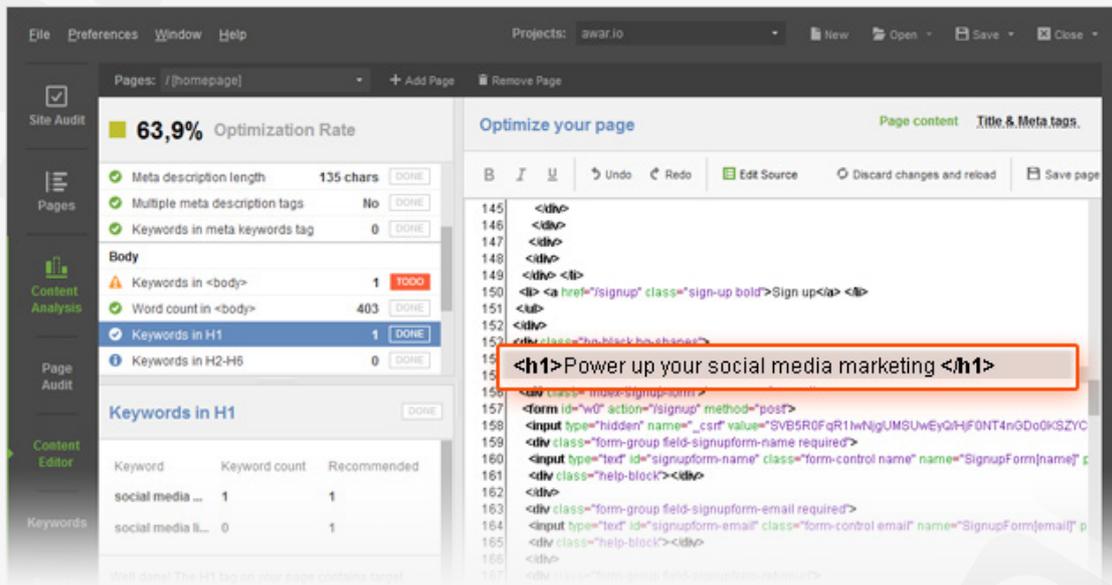
If you'd also like to use subheadings, repeat the process for the H2-H6 tags. Remember to not overuse the same keywords across your headings to avoid keyword stuffing.

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.
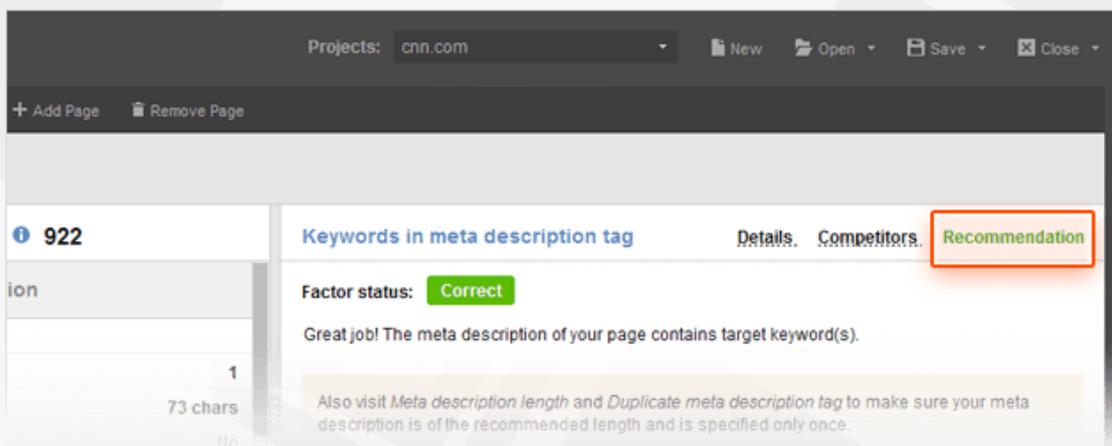
Step 5: Use the right alt texts for images

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">*
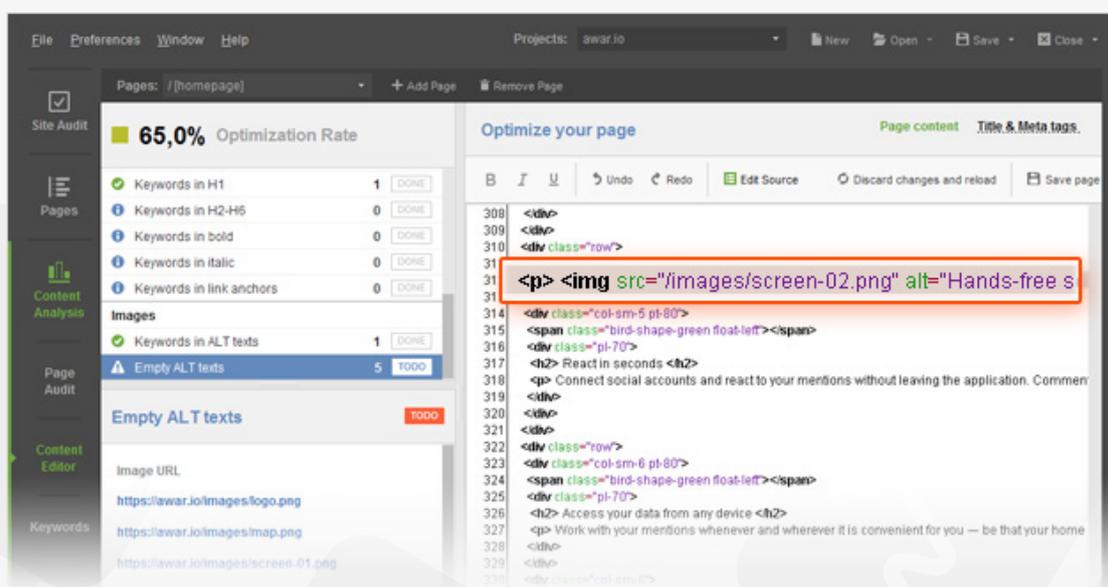
Step 6: Go through technical factors

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.
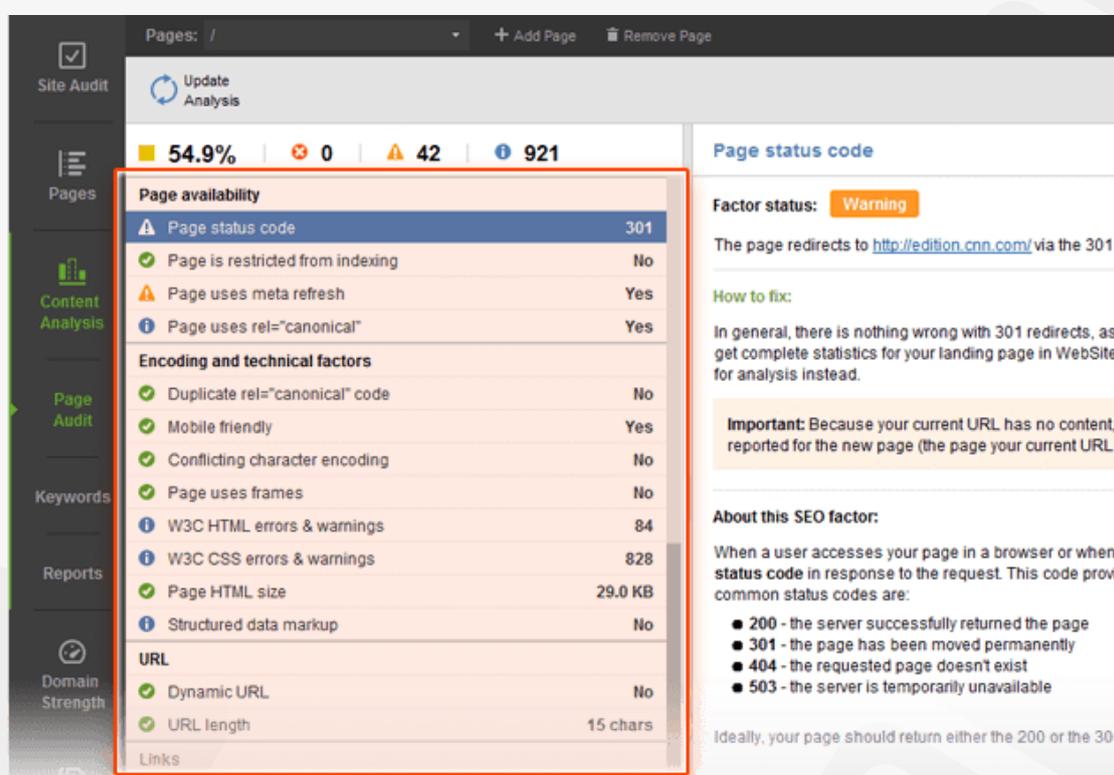
Step 7: Take the newly optimized page live

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!
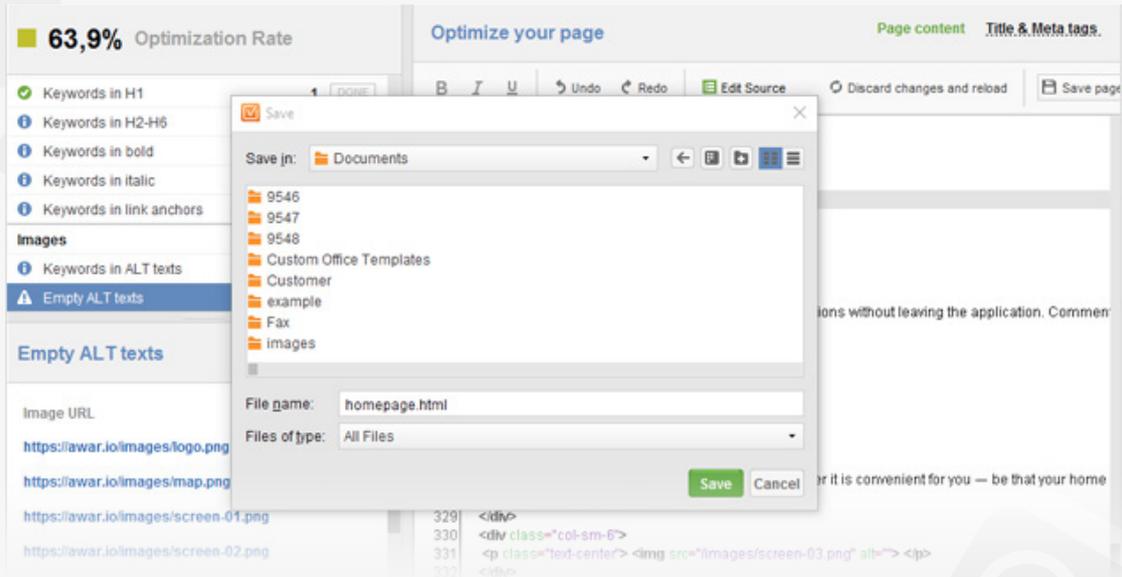
You're an optimization guru!

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
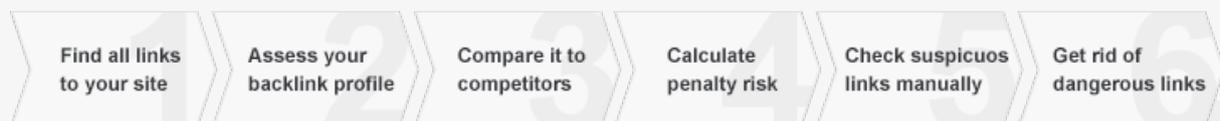
Step 1: Get the most complete list of your backlinks

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 in-house 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.

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 ⟳ 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.

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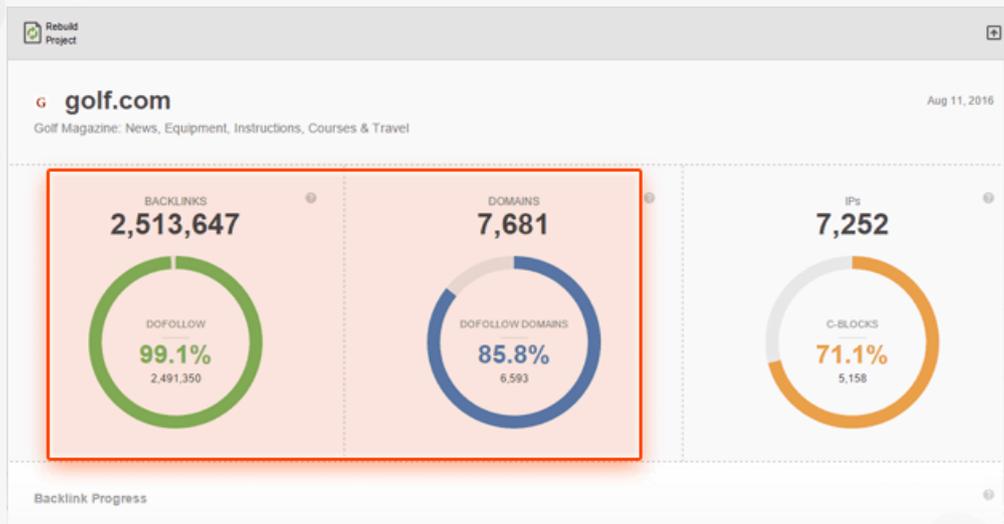
How-to 2: Check the dofollow vs nofollow ratio. While it's true that nofollow links do not have SEO weight, a natural link profile can't consist of dofollow links only, so your best option is to have a natural mix of nofollow and dofollow links.

If nofollow links prevail in your backlink profile, it's a signal to rethink your link-building 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 link-building 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.
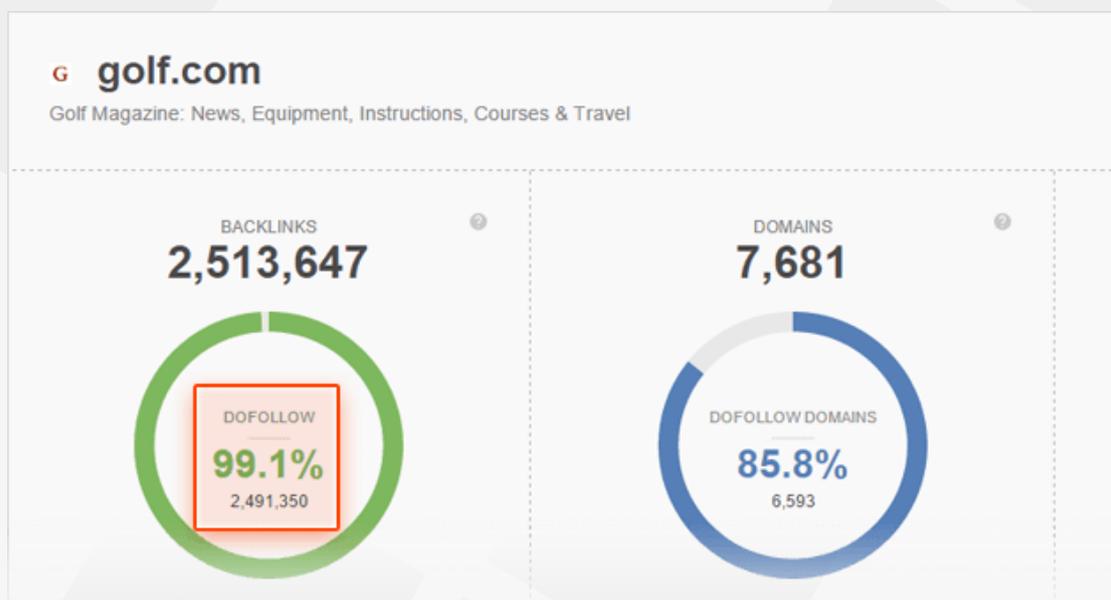
How-to 3: **Assess your link profile growth over time.** Check with the *Backlink Progress* and *Linking Domains* graphs to see how your site's number of backlinks has been growing. Look for spikes to figure out which of your marketing activities (content, campaigns, etc.) have been especially successful in attracting links.
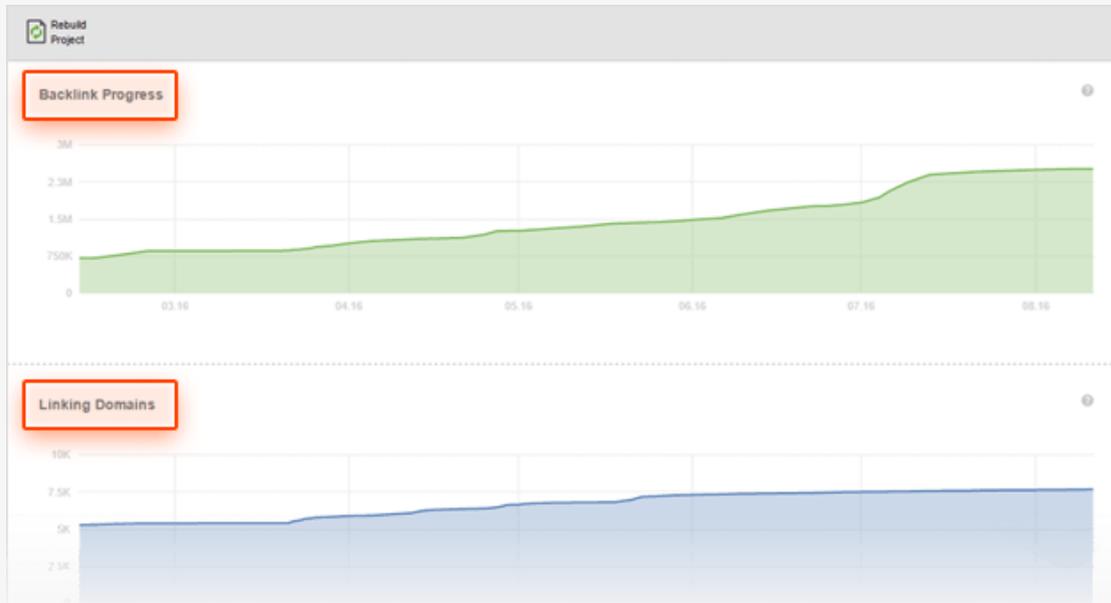
How-to 4: **Analyze how many backlinks are coming from homepages.** As the homepage is the most authoritative page of a website, links appearing there can be easily deemed as paid links — especially if their number is excessive.

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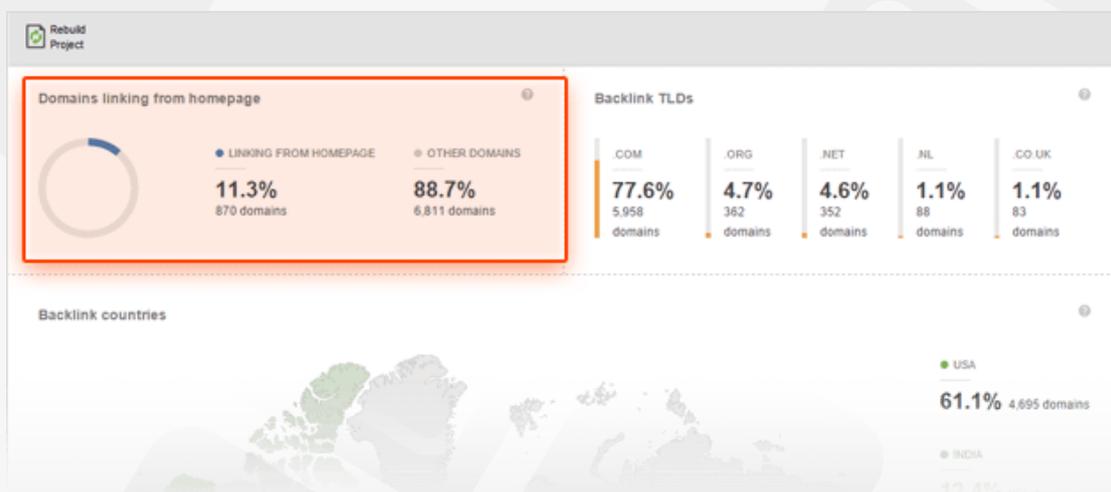
How-to 5: Check backlink countries. When it comes to backlink countries, just like with other aspects of link audit, you should keep in mind your links' diversity. Yet the rule of a thumb is that if you optimize your website for a specific geo-location, your aim is to get maximum location-relevant backlinks.

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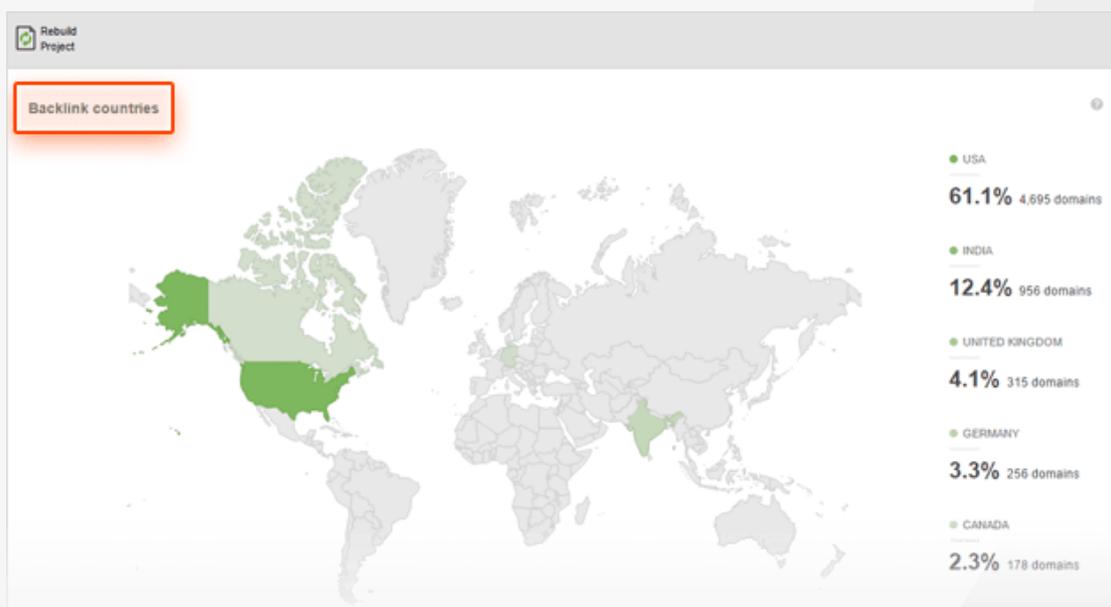
How-to 6: Check top anchor texts and keywords. Irrelevant anchor text, keyword stuffing, or too many identical anchors can get you in trouble with search engines and cause a ranking drop.

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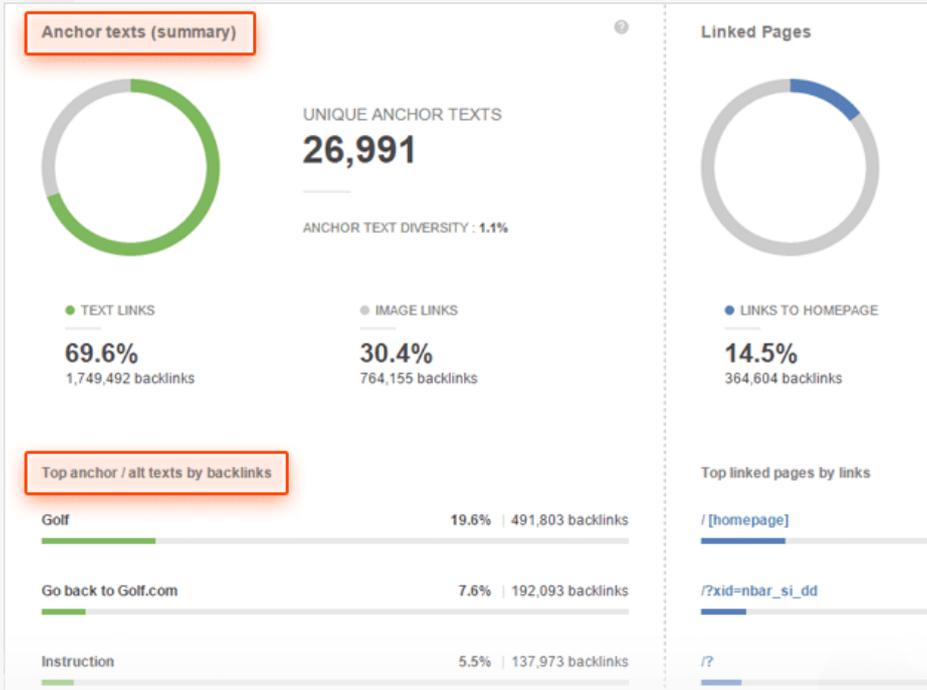
How-to 7: Examine the linked-to pages. Most links your site receives will typically point to your homepage — the first level in the structure of your website. However, you need to balance those links by a number of other links going to deep internal pages of the website.

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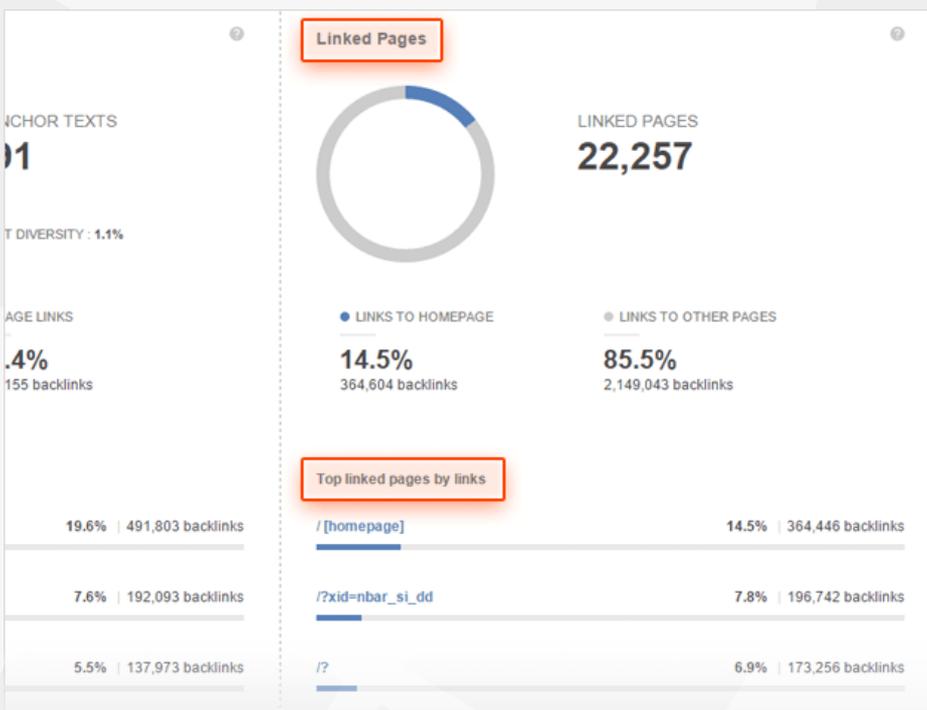
Step 3: See how your links compare to competitors'

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.

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.
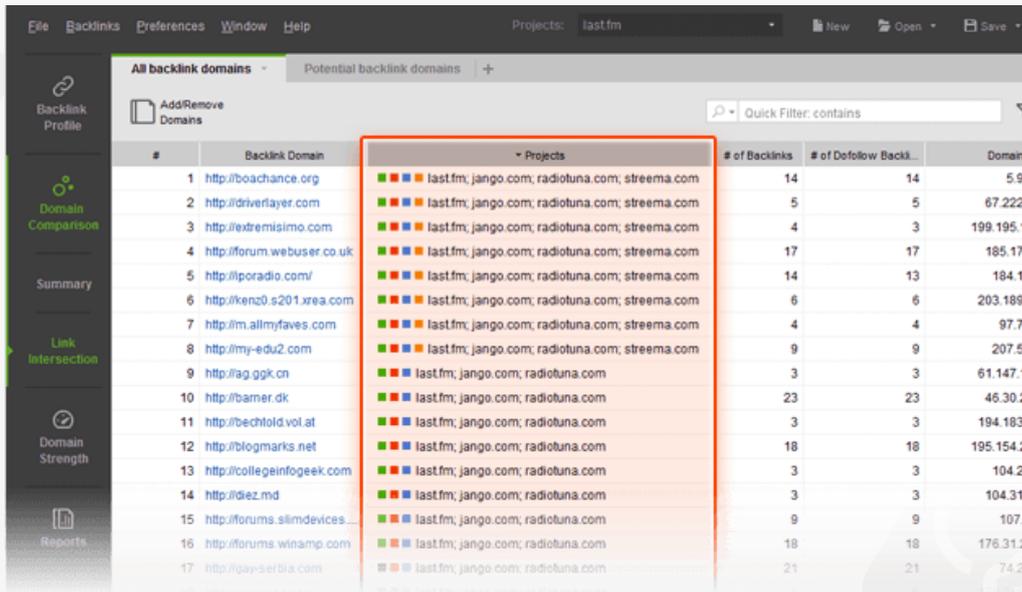
Tip 2: **Explore competitors' links in-depth.** When you were adding competitors to the comparison, SEO SpyGlass created a project for each of them in the background. In the *Projects* drop-down menu, select a competitor you'd like to look at in detail, and hang on a moment while SEO SpyGlass loads all 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.
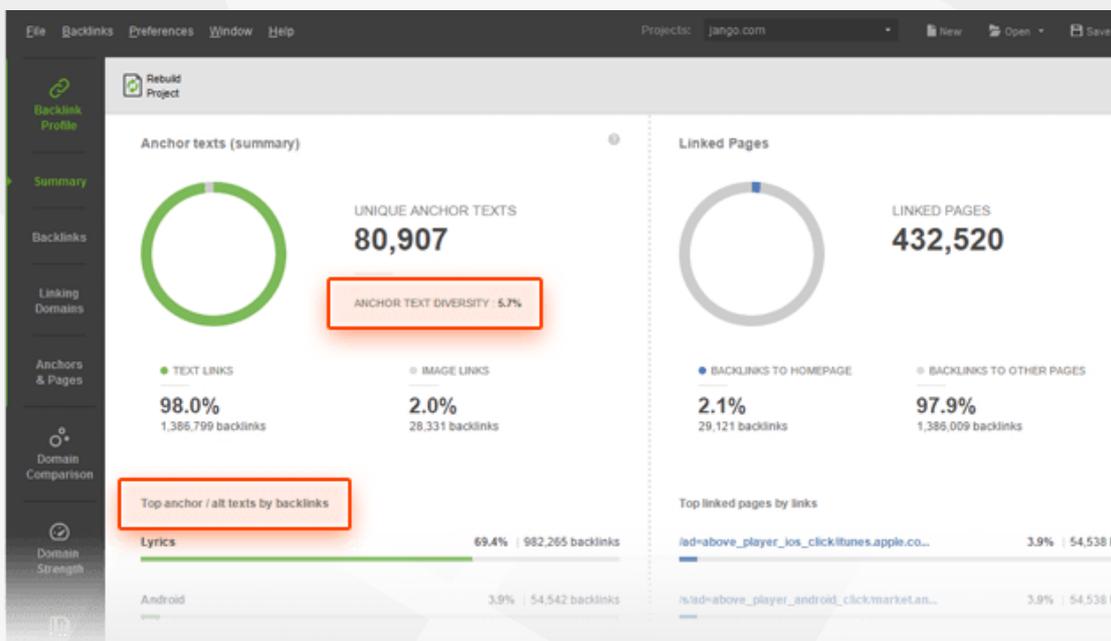
Step 4: Pinpoint potentially dangerous backlinks

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

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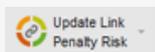
Hang on a moment while SEO SpyGlass is checking the domains. When it's done, click on the header of the *Penalty Risk* column to sort the domains by their riskiness.

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.

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 ⟳ 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.

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.

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 T*raffic 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 , selecting *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.

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.

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.*

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.
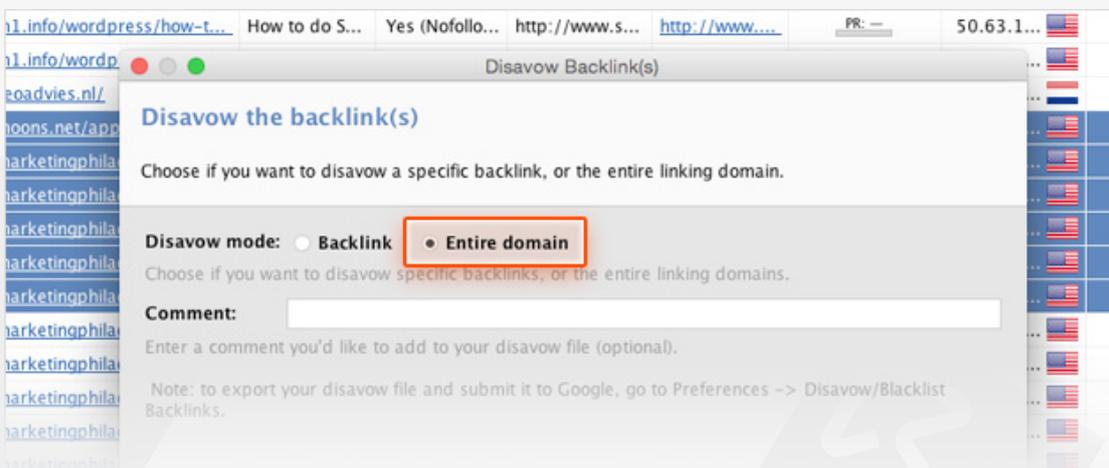
3. Export your disavow file. After you've added all links you're about to disavow to the list, go to *Preferences -> Disavow/Blacklist Backlinks*. At this stage, you can edit the comments by double-clicking any comment to make changes. Clicking Add lets you add links to your disavow list, and clicking *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.
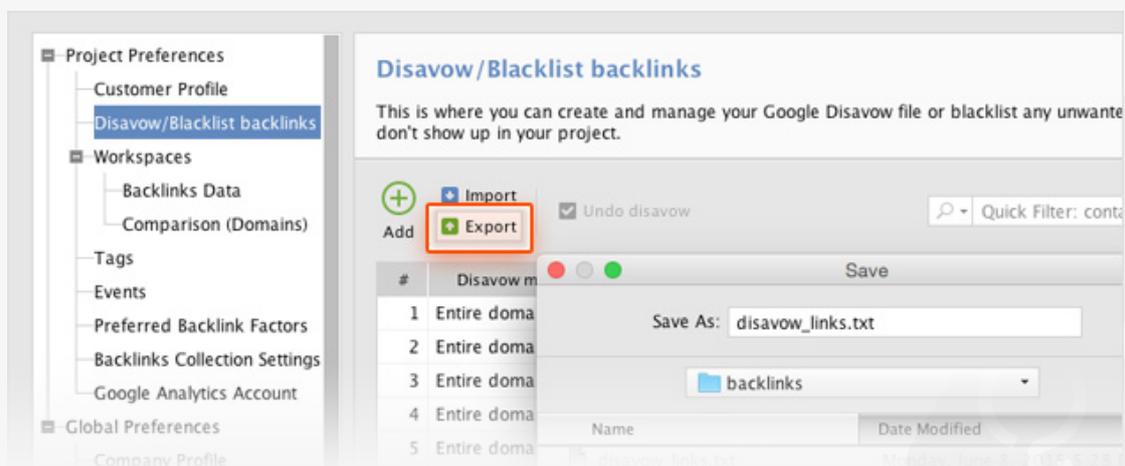
4. Upload your disavow file to Google. In the Google Disavow Tool, select your website and upload the disavow file you generated. That's it – you've told Google which of your backlinks to ignore, and your site is all set to start clean!

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
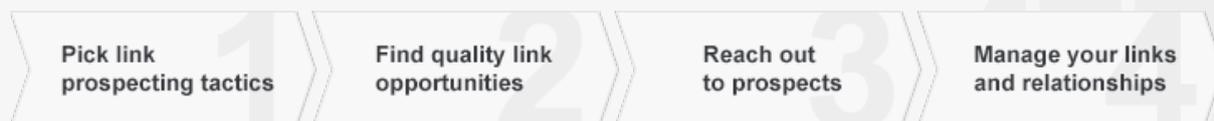
Step 1. Choose your link building techniques

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 [Look for Prospects] . Select a method you'd like to use and click *Next.*
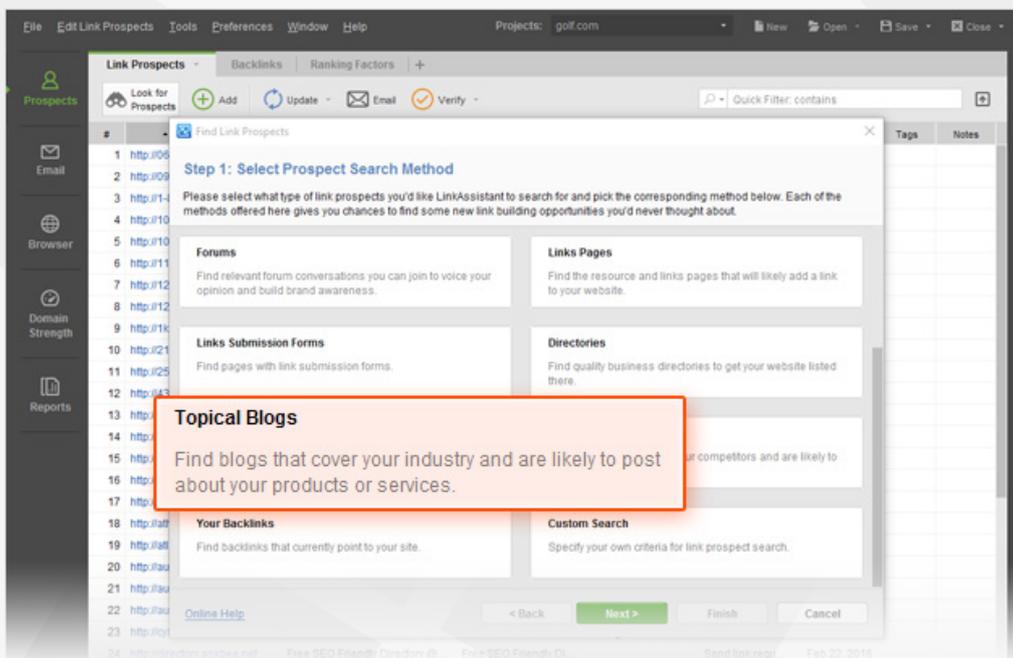
At Step 2, enter your keywords and select the search engine you'd like to search for link prospects in. For keywords, use industry-related terms – both generic and long-tail - and even your competitors' brand names. If you feel you could use some keyword ideas from Google AdWords' Keyword Planner, click *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.*
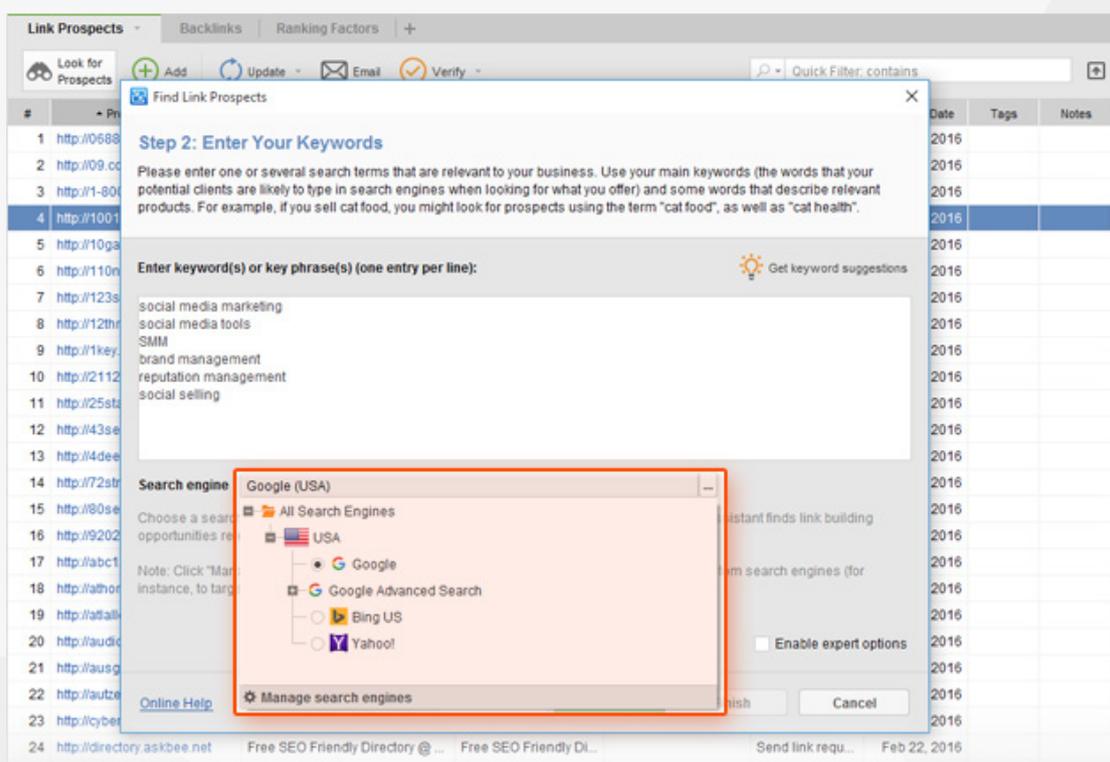
2. Check the value of potential links. To see how reputable your prospects are, switch to the *Ranking factors* tab, select all records in your workspace, click
⟳ Update , and select *Update ranking factors.* Choose factors you'd like to update to determine the quality of the potential link (like PageRank or Moz's PA/DA, Alexa rank, Domain age, or all kinds of social signals) and hit *Next.*
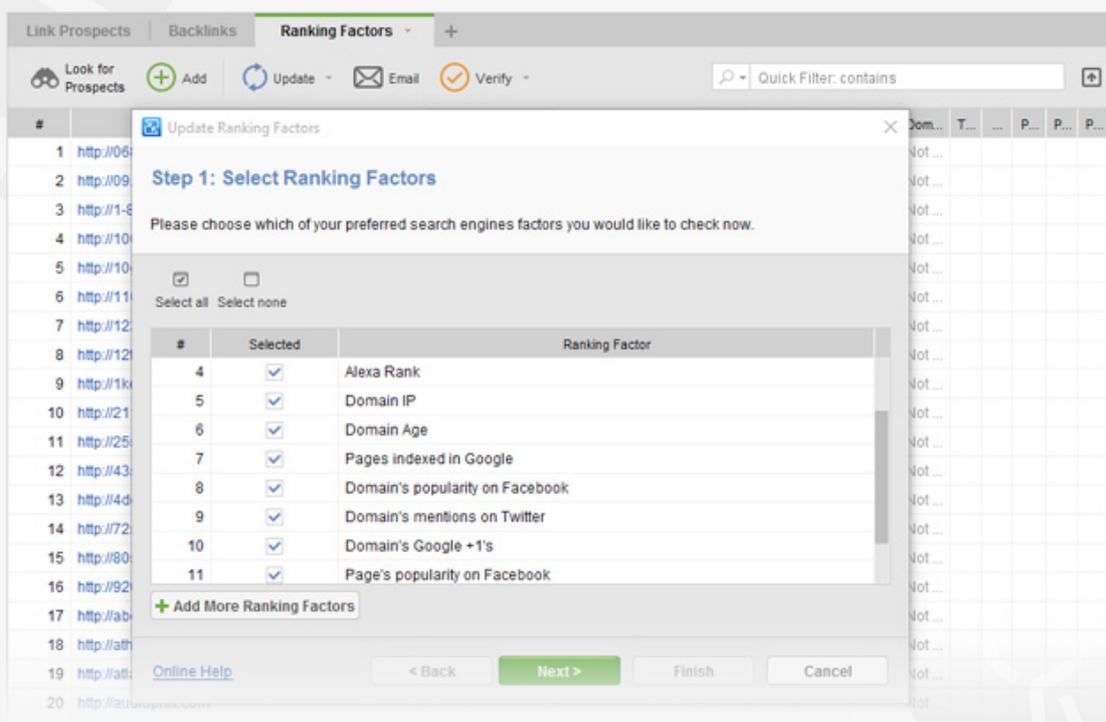
Examine the stats and pick the top prospects. Delete the ones that you decided against by right-clicking them and hitting *Remove link partners.*

## 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.
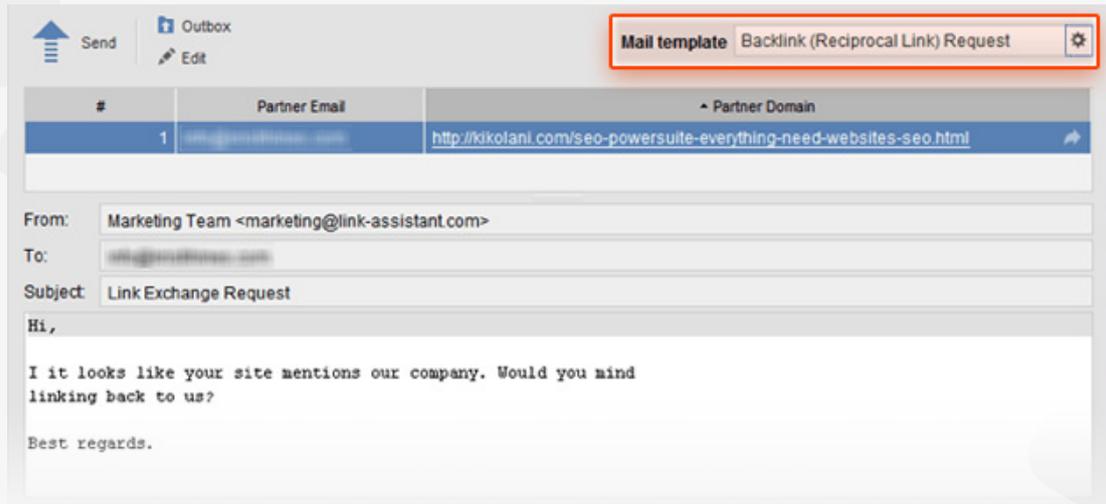
Step 4: Manage your links

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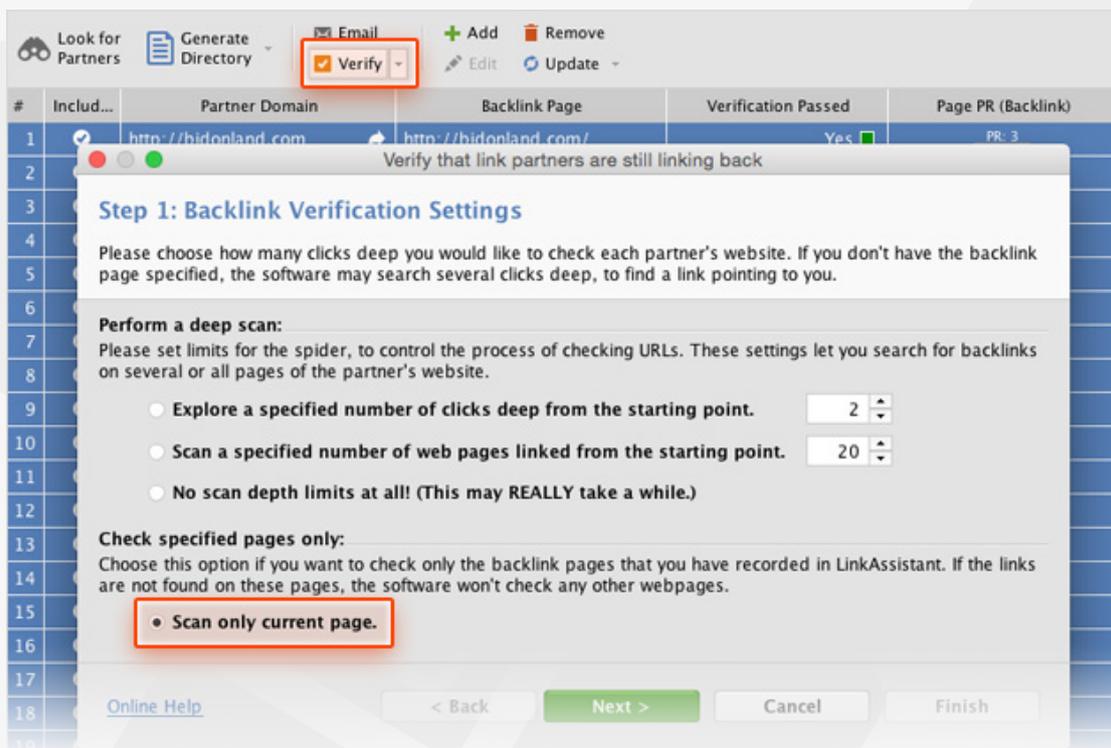
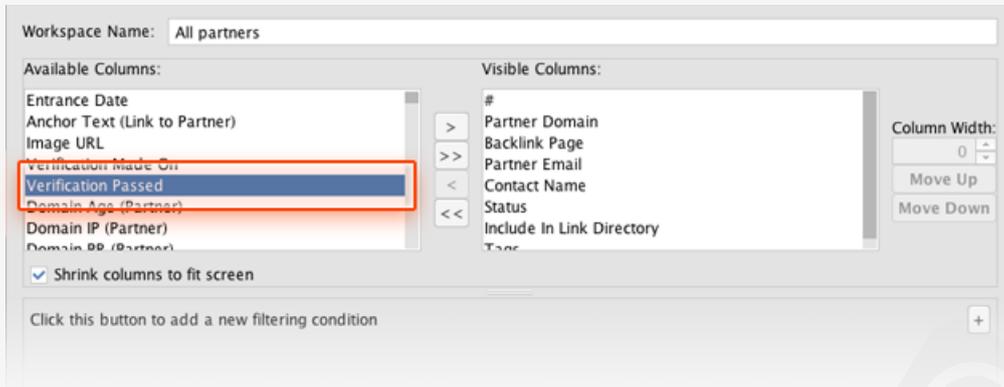Once the verification is complete, right-click the header of any column in your LinkAssistant workspace, select *Verification Passed* from the list of available columns on the left, double-click it to add it to the list of visible columns, and hit *OK*.

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.

Remember to regularly check your inbox in LinkAssistant's *Email* module, and try to promptly respond to partners' emails.

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!

Start rocking SEO with SEO PowerSuite

Now that you've learned the main steps of DIY SEO, all you need is a powerful toolset to put those steps into good use!

Do smarter Internet Marketing faster! Join thousands of SEO PowerSuite users:

Download SEO PowerSuite
(try out the tools for free)

Buy SEO PowerSuite
(grab SEO PowerSuite Professional or Enterprise)

See rankings with a click of a button

Monitor your competitors' SEO

Track SEO changes on auto-pilot

Create professional SEO reports

Find new link building opportunities

Get in-depth analysis of 50+ SEO factors

Get the all-in-one SEO toolset and secure your site at the top of search results.