



**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>

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# Create a winning SEO campaign

(your SEO PowerSuite workflow explained)

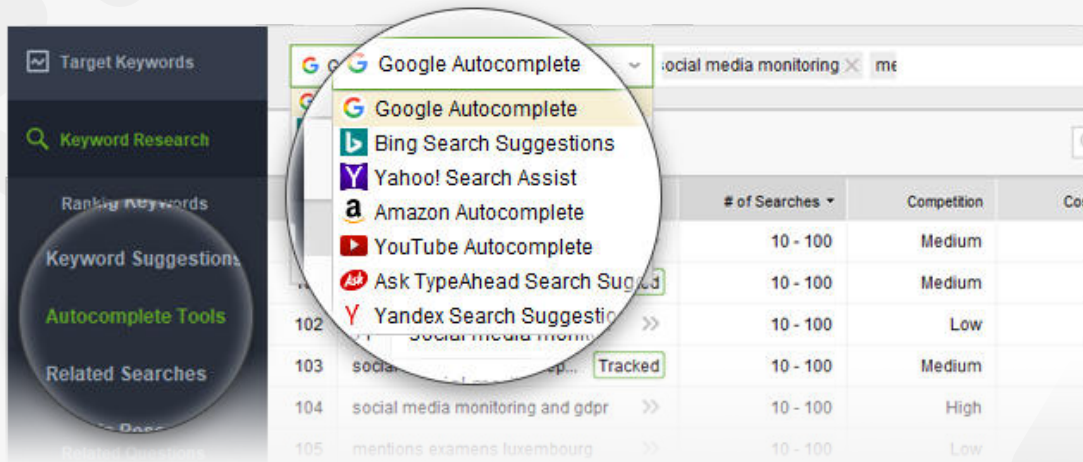
SEO PowerSuite is a comprehensive pack of 4 SEO tools, each dealing with a particular aspect of SEO. The package has all you need to get top search engine rankings and see your traffic and sales boost. Check out the step-by-step guide below to create an SEO campaign that's a smashing success — and a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



## 1. Find your target keywords

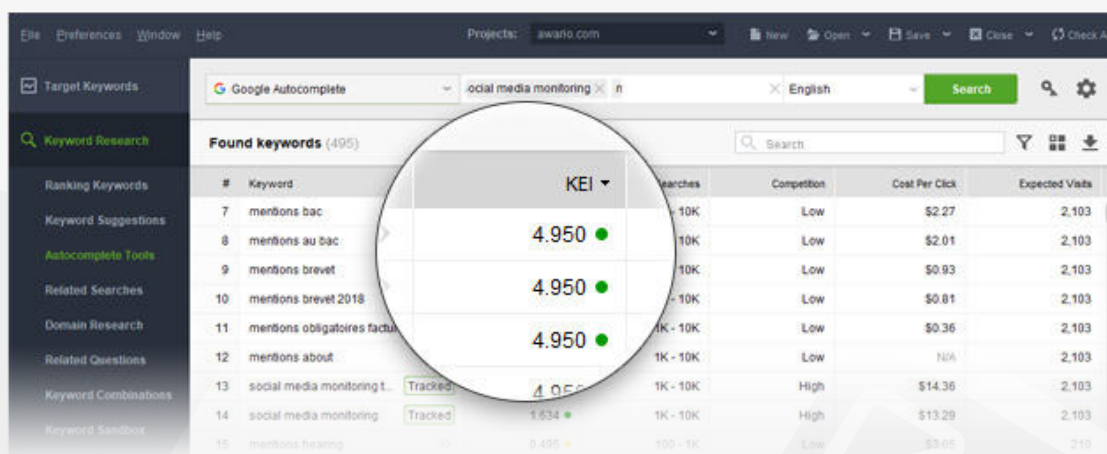
Decide on the keywords you'll be building your SEO campaign around.

**Step 1: Get keyword ideas.** Run [Rank Tracker](#) and follow the Wizard's instructions to create your first project. Switch to the *Keyword Research* workspace, and choose any of the keyword research methods to collect hundreds of great keyword ideas generated for you with the use of 20+ keyword research tools.



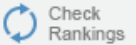
**Step 2: Pick keywords with most profit-generating potential.** Look at your keywords' KEI (Keyword Efficiency Index) to choose the most profitable keywords.

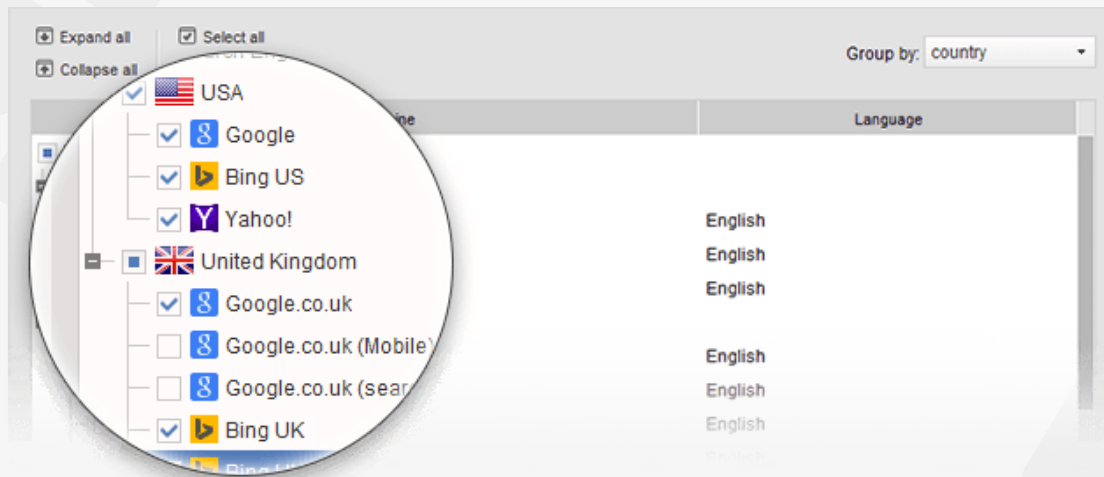
The terms with a green KEI are frequently searched for and have pretty low competition. Simply put, these can bring you lots of visitors — while being comparatively easy to rank for.



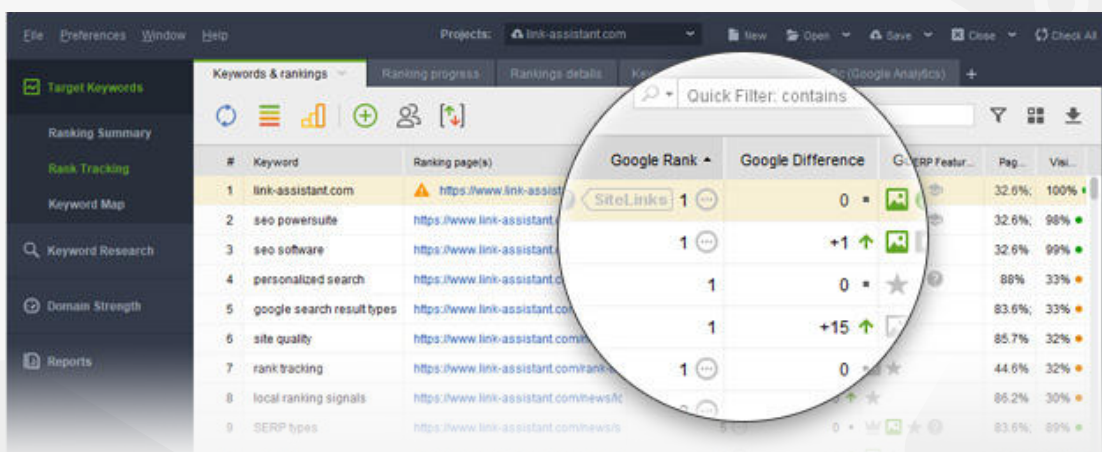
## 2. Check your website's rankings

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

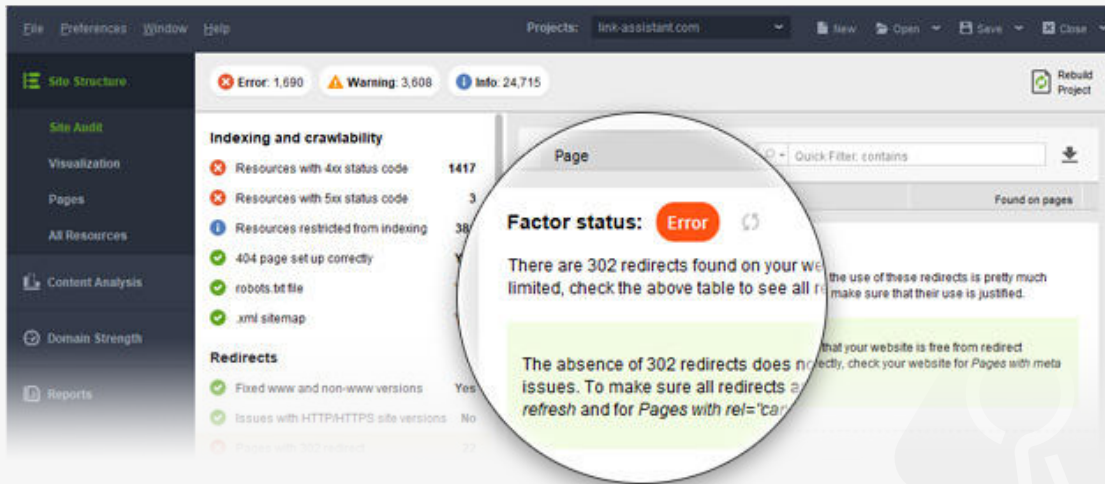
Run a site map audit to reveal errors and warnings that are holding your rankings back.

**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. Study the *Details* section to see problem pages and get

tips.

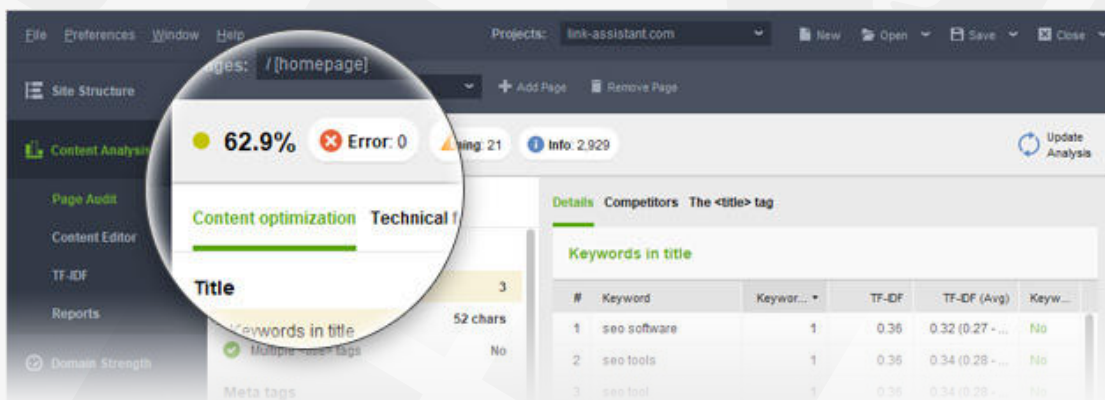
Make sure you fix errors and deal with warnings accordingly to make your website search engine friendly.



## 4. Optimize your landing pages

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

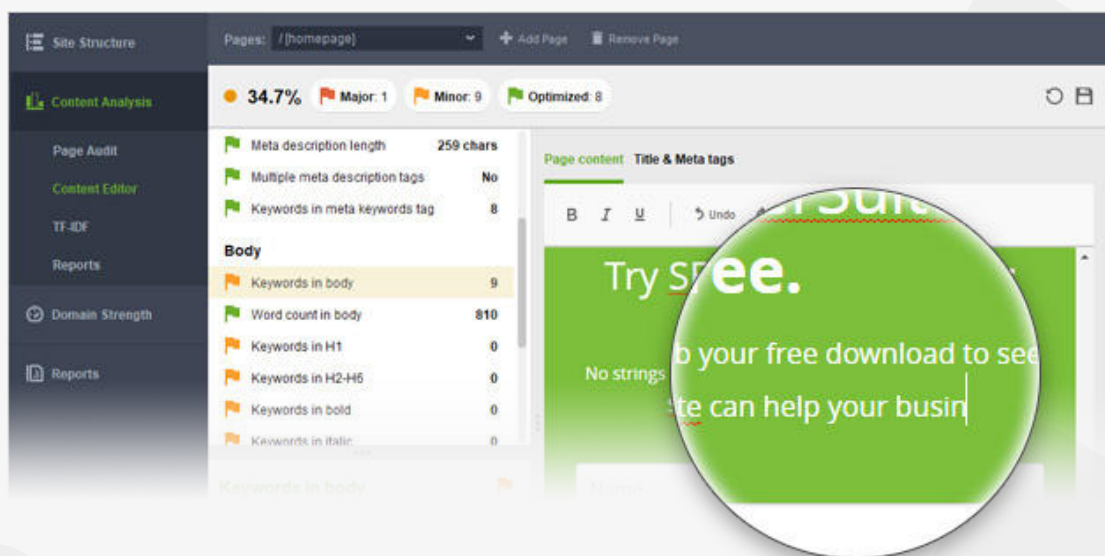
**Step 1: Analyze your pages.** Go to the *Content Analysis* module in WebSite Auditor, select the page you'll be optimizing, and enter your keywords. Let the software run a quick analysis of your page to get your page's current optimization rate, details on keyword usage and other SEO stats. Pay attention 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 *Details* 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.

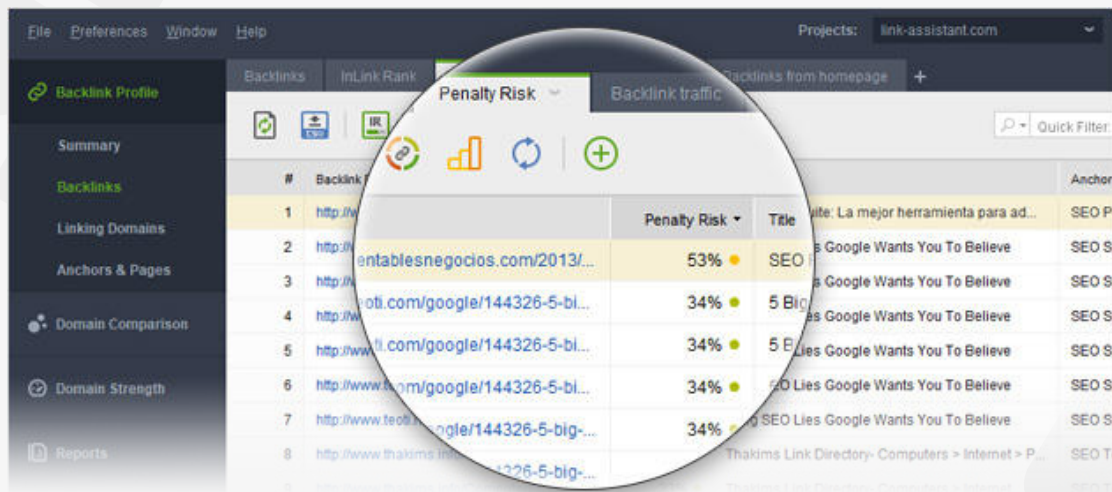


## 5. Eliminate harmful links

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.

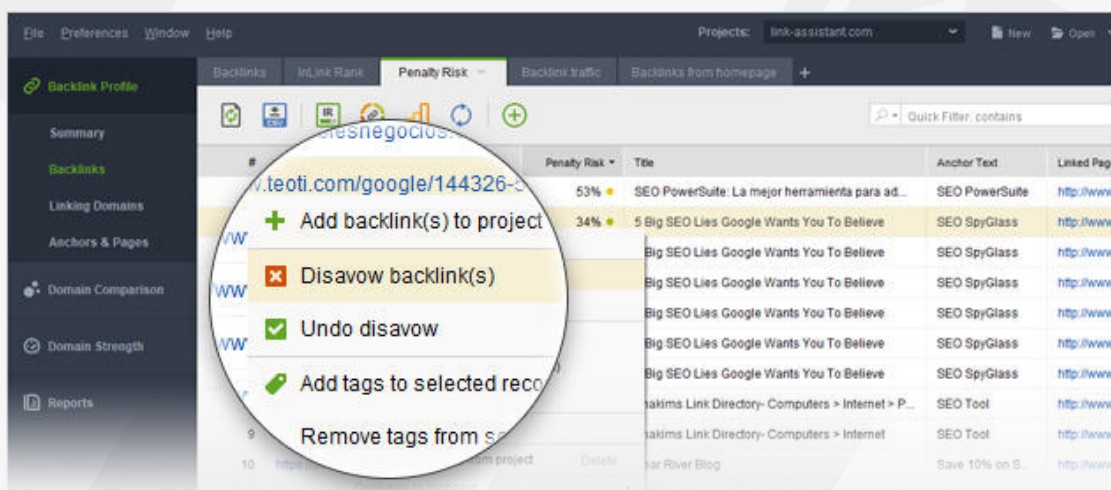


Take a closer look at links with a penalty risk over 40% and examine these pages to decide which of the links need to be removed.

**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.

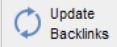
Submit the file you created to Google Disavow Tool, and voila - Google will know which links to ignore when deciding on your website's authority.

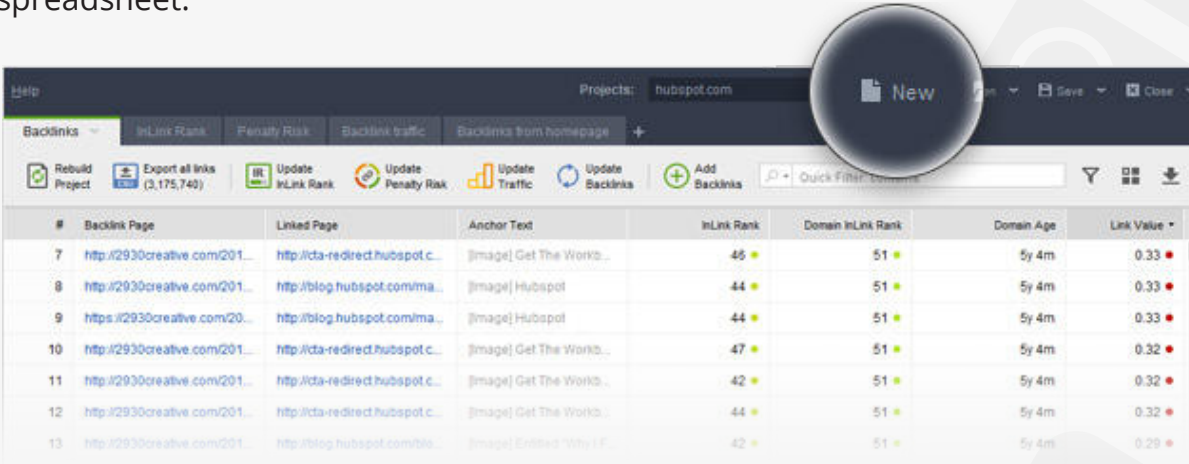




## 6. Build quality links


Expand your link profile with relevant, high quality backlinks.

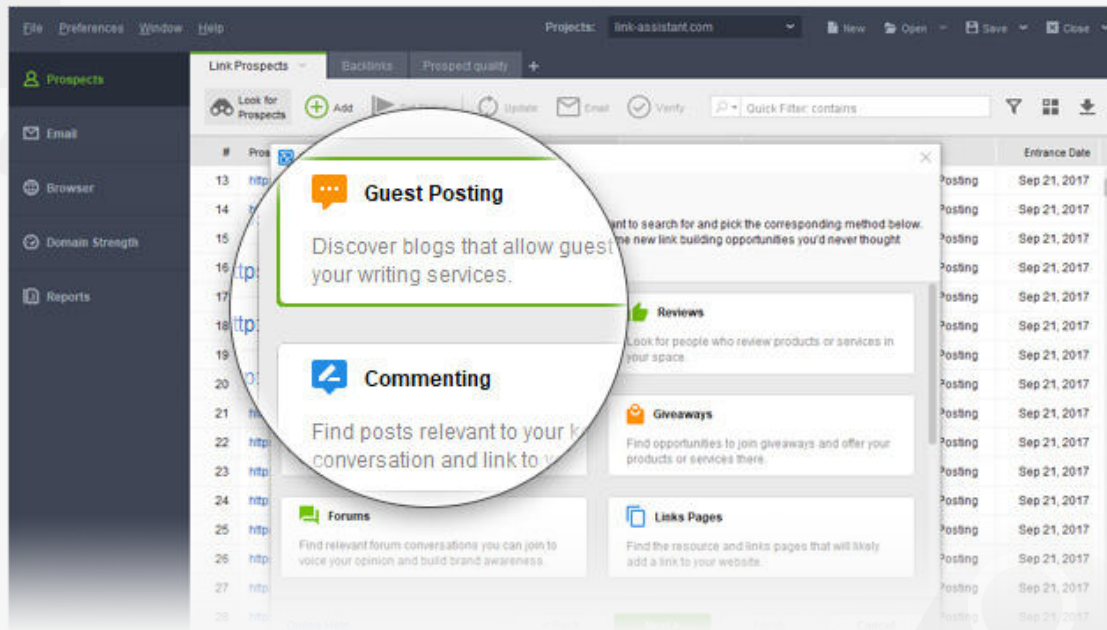
**Step 1: Discover link prospects within competitors' backlink profiles.** Create projects in SEO SpyGlass for your best ranking competitors to see where they got their backlinks from. In a competitor's project, hit  to analyze their backlinks' quality. Pay attention to backlink authority factors like InLink Rank and Domain InLink Rank, Domain Age, Link Value, etc., and identify top link sources. Export your shortlisted links through *File -> Export* or by copying them to a spreadsheet.




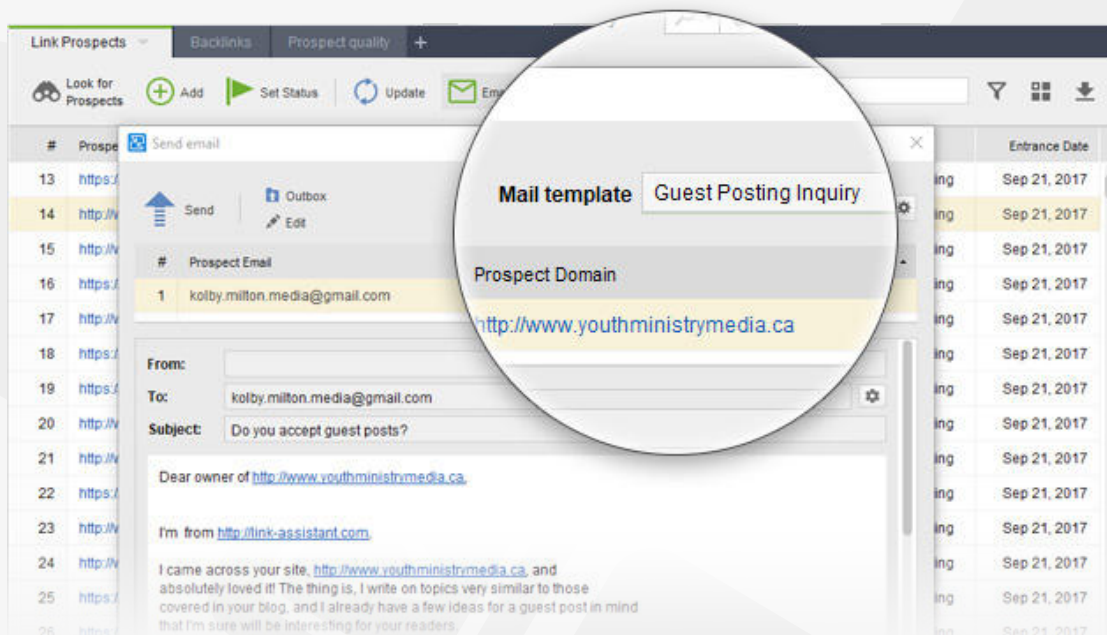
#	Backlink Page	Linked Page	Anchor Text	InLink Rank	Domain InLink Rank	Domain Age	Link Value
7	http://2930creative.com/201...	http://cta-redirect.hubspot.c...	[Image] Get The Work...	46	51	5y 4m	0.33
8	http://2930creative.com/201...	http://blog.hubspot.com/ma...	[Image] Hubspot	44	51	5y 4m	0.33
9	https://2930creative.com/20...	http://blog.hubspot.com/ma...	[Image] Hubspot	44	51	5y 4m	0.33
10	http://2930creative.com/201...	http://cta-redirect.hubspot.c...	[Image] Get The Work...	47	51	5y 4m	0.32
11	http://2930creative.com/201...	http://cta-redirect.hubspot.c...	[Image] Get The Work...	42	51	5y 4m	0.32
12	http://2930creative.com/201...	http://cta-redirect.hubspot.c...	[Image] Get The Work...	44	51	5y 4m	0.32
13	http://2930creative.com/201...	http://blog.hubspot.com/bli...	[Image] Edited 'Who I'	42	51	5y 4m	0.29

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

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



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



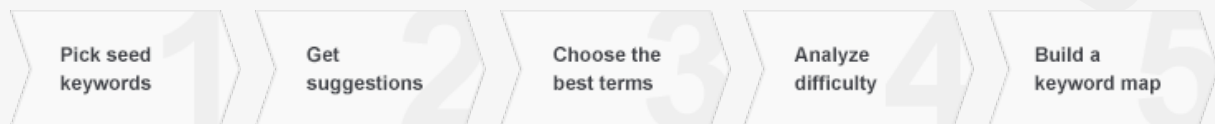
# Find the most profitable keywords

## (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.

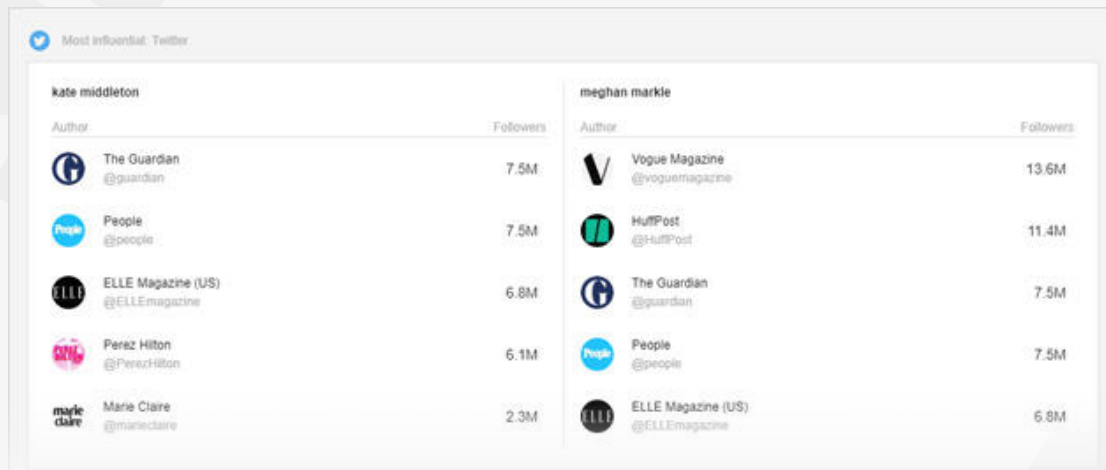
But as people's habits vary, they can use hundreds of different word combinations to describe one and the same thing. That's why the starting point of any SEO campaign is finding all keywords people may use and picking the best ones to focus your SEO work on. Here's how the process goes:













## 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.



The screenshot shows two columns of Twitter profiles under the heading 'Most Influential: Twitter'. The left column is for 'kate middleton' and the right column is for 'meghan markle'. Each column has a table with 'Author' and 'Followers' columns.

kate middleton		meghan markle	
Author	Followers	Author	Followers
 The Guardian @guardian	7.5M	 Vogue Magazine @voguemagazine	13.6M
 People @people	7.5M	 HuffPost @HuffPost	11.4M
 ELLE Magazine (US) @ELLEmagazine	6.8M	 The Guardian @guardian	7.5M
 Perez Hilton @PerezHilton	6.1M	 People @people	7.5M
 Marie Claire @marieclaire	2.3M	 ELLE Magazine (US) @ELLEmagazine	6.8M

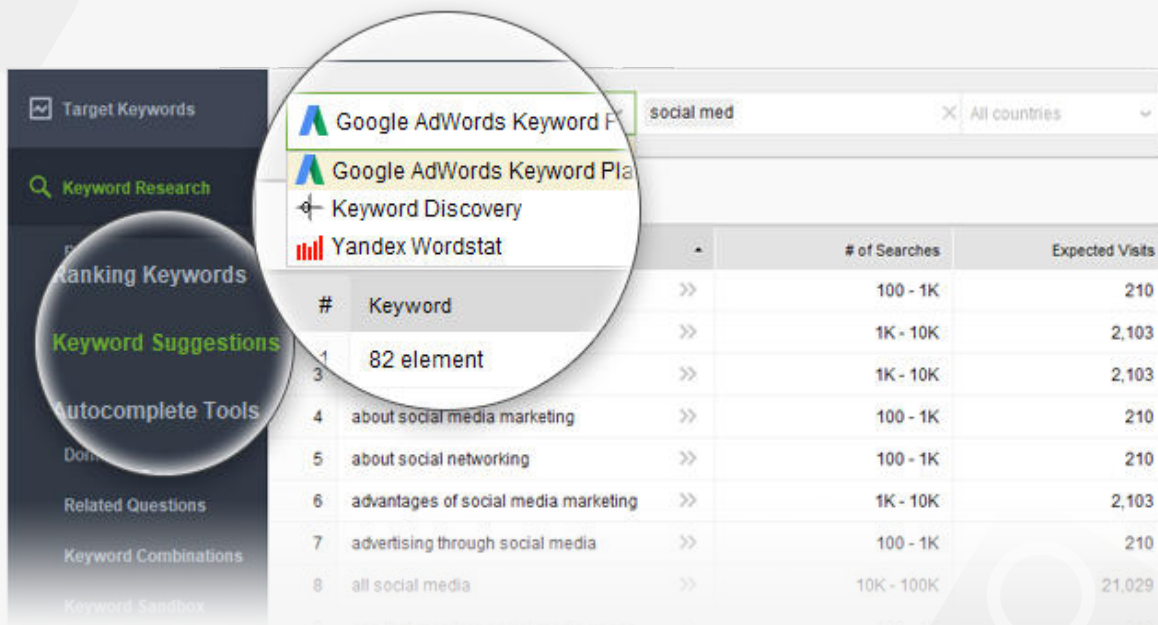
**Tip: Think of your own keyword ideas.** Consider adding 5 to 10 phrases yourself. Think of the words that best describe what your product is or does — keywords you think customers could use to search for your site in search engines.

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

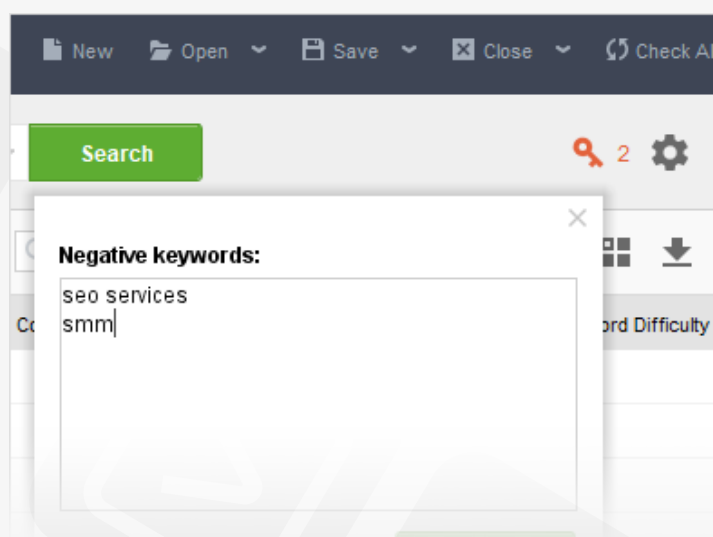
Once you've created your project, continue the research to get a comprehensive list of potential keywords to target.

**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, and choose any of the keyword research methods where you can further select a research tool that will be used to pull keyword suggestions. If you are unsure about which method is to start with, go to the *Keyword Suggestions* dashboard, and select *Google AdWords Keyword Planner* that is ideal for generating hundreds of keyword ideas.



Paste the seed keywords you just copied in the *Enter your keywords* box, click the *Search* button, and Rank Tracker will search for new keywords based on the ones you've specified.

If you need to, at this step, by clicking  button in the top right corner of the dashboard, you can also specify negative keywords to filter out certain terms from the research, and ensure you only get relevant, spot-on suggestions.





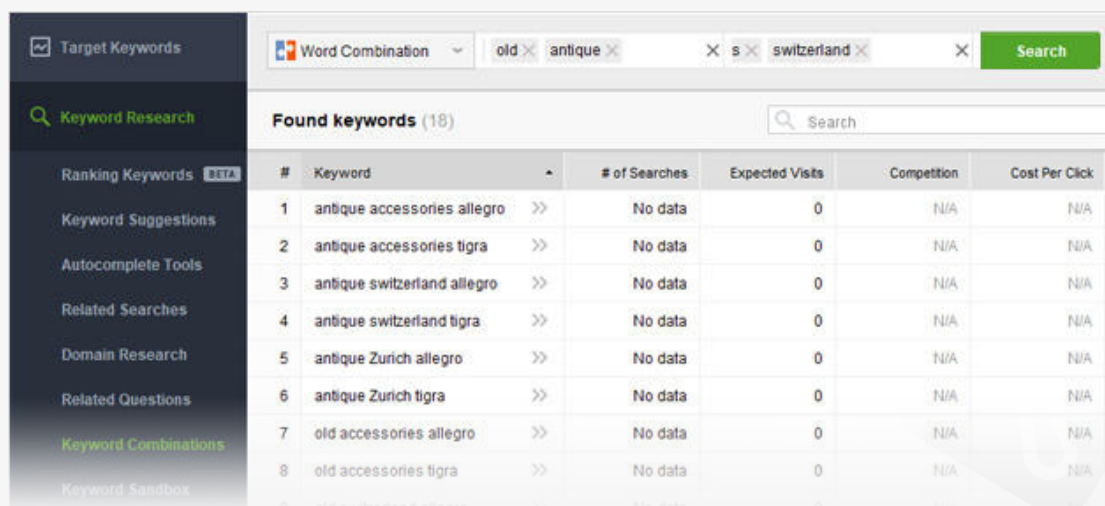
**Tip 1: Use multiple research methods.** Repeat the process for other research methods if you feel you could use more keyword ideas — each method will generate from dozens to hundreds of new suggestions.

- **Ranking Keywords:** discover the list of keywords a site is currently ranking for. You may analyze either your own website or run search for any of your competitors.
- **Keyword Suggestions:** get keyword ideas from the most popular online tools such as Google Adwords Keyword Planner Tool, Keyword Discovery, and Yandex WordStat.
- **Autocomplete Tools:** keyword ideas will be taken from suggestions provided by autocomplete tools of Google, Bing, Yahoo, Yandex, YouTube, and Amazon.
- **Related Searches:** find keywords and phrases that might relate to your initial keywords and that people often search for in Google, Bing, and Ask.
- **Domain Research:** get the list of keywords that a website is very likely trying to promote for (Google AdWords by Target Page, Google Search Console, Google Analytics, Competition TF-IDF Explorer).
- **Related Questions:** find out the most popular questions that people ask in the Internet using your target keywords.
- **Keyword Combinations:** find all possible combinations and misspelled variants of your target keywords.

**Note:** All the keywords found with any of the keyword research methods will be automatically stored in the *Keyword Sandbox* module (*Keyword Research > Keyword Sandbox*). You can revisit this keyword archive a multiple times to continue your work on keyword ideas.

**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. Go to the *Keyword Combinations* research method and select the *Word Combination* tool from the drop-down menu. Paste your main keywords into the first box and enter the relevant brand names and/or locations in the two other boxes — these will be mixed with your keywords and produce lots of long-tails.



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

Decide on the most efficient terms 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.

#	Keyword	# of Searches	Competition	KEI	Cost Per Click	Keyword Difficulty
1	social media listening tools	1K - 10K	High	1.634 ●	\$10.84	47.2 ●
2	social media listening tools gartner	10 - 100	Medium	0.025 ●	\$5.39	N/A ●
3	what is a social media listening tool	10 - 100	Medium	0.025 ●	N/A	N/A ●
4	social media listening tools 2017	10 - 100	Medium	0.025 ●	N/A	N/A ●
5	social media listening tool free	10 - 100	Medium	0.025 ●	\$2.15	N/A ●
6	social media listening tools 2018	10 - 100	Medium	0.025 ●	\$20.59	N/A ●
7	social media listening tools comp...	10 - 100	Medium	0.025 ●	\$2.08	N/A ●
				0.016 ●		

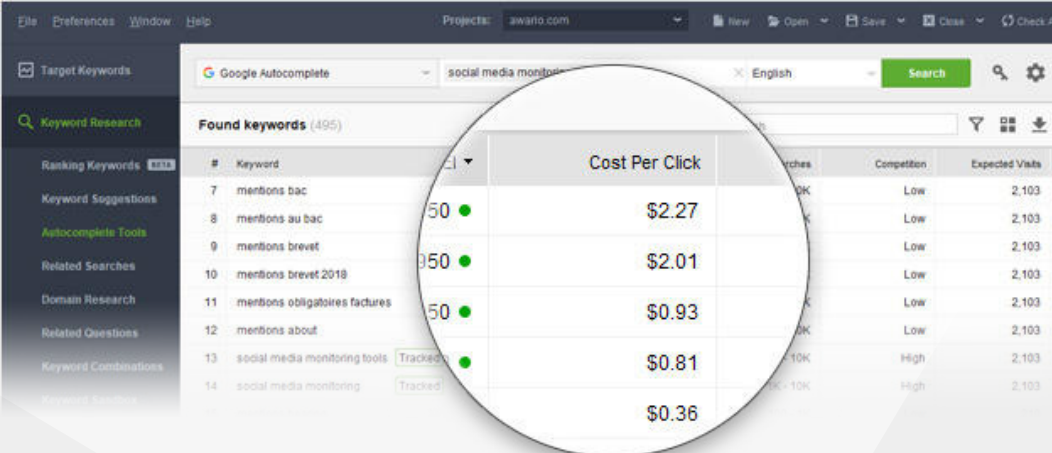
Once you've chosen the most efficient keywords, move them to the *Target Keywords* dashboard by right-clicking the selection and choosing the *Move Selected Keyword(s) to Target Keywords* option.

**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 lists 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.

This metric is calculated by default when the tool is collecting keywords. After the task is complete, you can see the Cost Per Click column in your dashboard. 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.



#	Keyword	Cost Per Click	Searches	Competition	Expected Visits
7	mentions bac	\$2.27	10K	Low	2,103
8	mentions au bac	\$2.01	10K	Low	2,103
9	mentions brevet	\$2.01	10K	Low	2,103
10	mentions brevet 2018	\$2.01	10K	Low	2,103
11	mentions obligatoires factures	\$0.93	10K	Low	2,103
12	mentions about	\$0.81	10K	Low	2,103
13	social media monitoring tools	\$0.81	10K	High	2,103
14	social media monitoring	\$0.36	10K	High	2,103

**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. 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 Sandbox* 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.

**Tip 3: While moving your keywords**, you can choose a particular keyword group for them. Further, in the *Target Keywords* dashboard, you will be able to fine-tune your keyword groups. You can automatically regroup your keyword groups according to different levels of semantic similarity, 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). Plus, it is possible to ungroup or delete your keyword groups.

You can also do the same operations with keyword groups in *Keyword Sandbox* prior to moving them to *Target Keywords*.

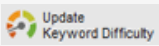
## Step 4: Analyze keyword difficulty

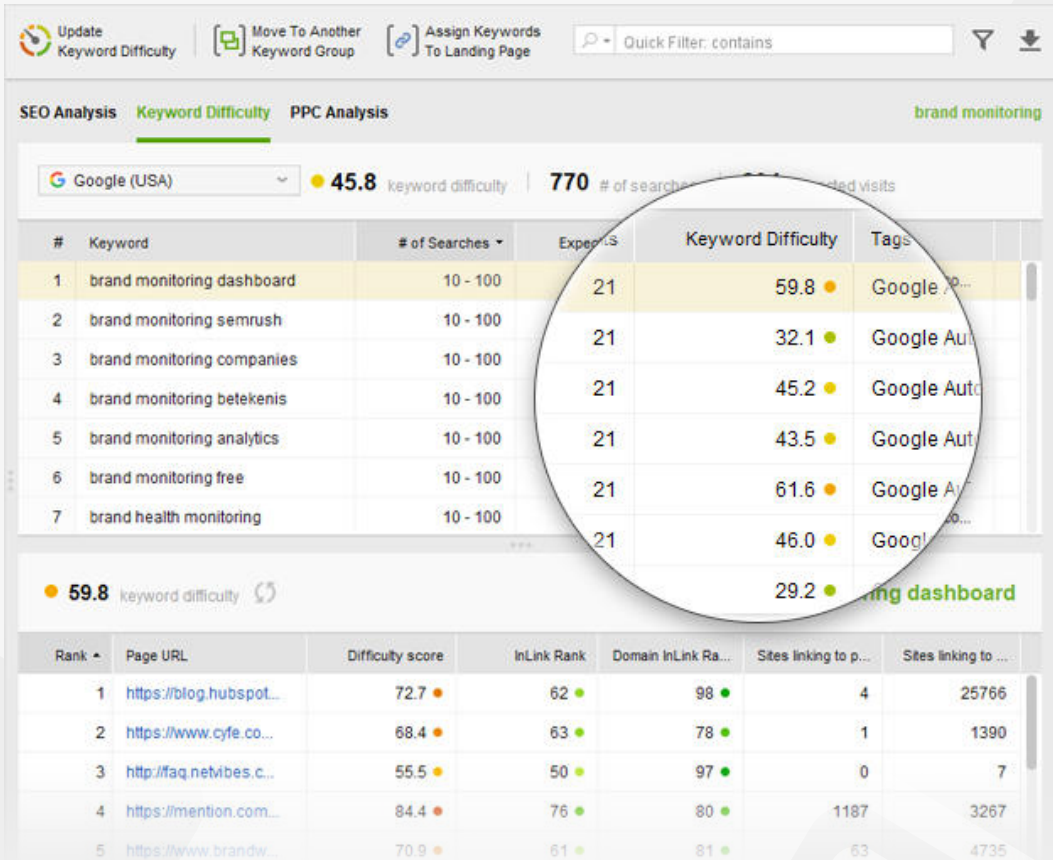
By now, you have a list of terms with promising KEI values and relatively low competition under *Target Keywords > Keyword Map*. It's time to calculate Keyword Difficulty and see if the competition is not just low in numbers, but also not that high in quality. When Rank Tracker calculates Keyword Difficulty, 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  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.



The screenshot displays the 'Keyword Difficulty' tab in SEO PowerSuite. At the top, there are navigation buttons: 'Update Keyword Difficulty', 'Move To Another Keyword Group', and 'Assign Keywords To Landing Page'. A search filter is set to 'Quick Filter: contains'. The main section shows 'SEO Analysis' with sub-tabs for 'Keyword Difficulty' and 'PPC Analysis'. The current view is for 'Google (USA)' with a difficulty score of 45.8 and 770 searches. A table lists keywords with their difficulty scores and search volumes. A circular callout highlights the 'Keyword Difficulty' column. Below the table, there is a section for 'Rank' and 'Page URL' with a table of competitor data.

#	Keyword	# of Searches	Expected	Keyword Difficulty	Tags
1	brand monitoring dashboard	10 - 100	21	59.8	Google, P...
2	brand monitoring semrush	10 - 100	21	32.1	Google Au...
3	brand monitoring companies	10 - 100	21	45.2	Google Aut...
4	brand monitoring betekenis	10 - 100	21	43.5	Google Aut...
5	brand monitoring analytics	10 - 100	21	61.6	Google A...
6	brand monitoring free	10 - 100	21	46.0	Googl...
7	brand health monitoring	10 - 100	21	29.2	ing dashboard

Rank	Page URL	Difficulty score	InLink Rank	Domain InLink Ra...	Sites linking to p...	Sites linking to ...
1	https://blog.hubspot...	72.7	62	98	4	25766
2	https://www.cyfe.co...	68.4	63	78	1	1390
3	http://faq.netvibes.c...	55.5	50	97	0	7
4	https://mention.com...	84.4	76	80	1187	3267
5	https://www.brandw...	70.9	61	81	63	4735

**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'.

● 59.8 keyword difficulty

brand monitoring dashboard

Rank	Page URL	Difficulty score	InLink Rank	Domain InLink Ra...	Sites linking to page	Sites linking to d...
1	https://blog.hubspo...	72.7 ●	62 ●	98 ●	4	25766
2	https://www.cyfe.co...	68.4 ●	63 ●	78 ●	1	1390
3	http://faq.netvibes.c...	55.5 ●	50 ●	97 ●	0	7
4	https://mention.co...	84.4 ●	76 ●	80 ●	1187	3267
5	https://www.brand...	70.9 ●	61 ●	81 ●	63	4735
6	https://www.social...	26.1 ●	N/A ●	85 ●	0	18775
7	https://www.geckob...	22.2 ●	N/A ●	77 ●	0	1229
8	https://hootsuite.co...	78.9 ●	78 ●	93 ●	16	33514
9(1)	http://www.stateofdi...	59.3 ●	49 ●	75 ●	1	831
10	http://www.stateofdi...	59.2 ●	49 ●	75 ●	0	831

**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.

SEO Analysis **Keyword Difficulty** PPC Analysis brand monitoring

Google (USA) ● 45.8 keyword difficulty | 770 # of searches | 294

#	Keyword	# of Searches	Expected Visits	Keyword	Tags
7	brand monitoring semrush	10 - 100	21	1 ●	easy
8	brand monitoring gartner	No data	0	1 ●	easy
9	pantip brand monitoring	No data	0	1 ●	easy
10	brand monitoring wikipedia	No data	0	1 ●	easy
11	monitoring brand awareness	No data	0	1 ●	easy
12	monitoring brand performance	10 - 100	21	39.0 ●	easy
13	employer brand monitoring	No data	0	39.0 ●	easy
14	brand monitoring & evaluation	No data	0	40.6 ●	easy

● 32.1 keyword difficulty

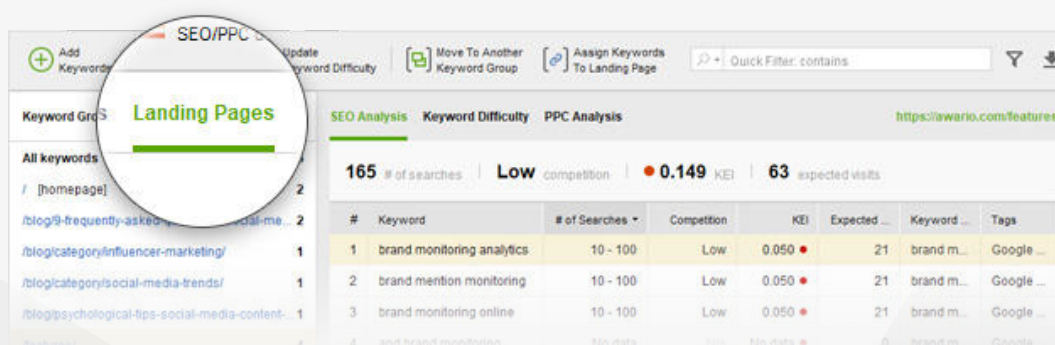
brand monitoring semrush

Rank	Page URL	Difficulty score	InLink Rank	Domain InLink R...	Sites linking to page	Sites linking to ...
1	https://www.semru...	67.5 ●	54 ●	83 ●	9	23218
2	https://mentions.s...	16.0 ●	N/A ●	83 ●	3	7
3	https://www.semru...	48.4 ●	30 ●	83 ●	2	23218
4	https://www.semru...	26.1 ●	100 ●	83 ●	0	23218

## 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!

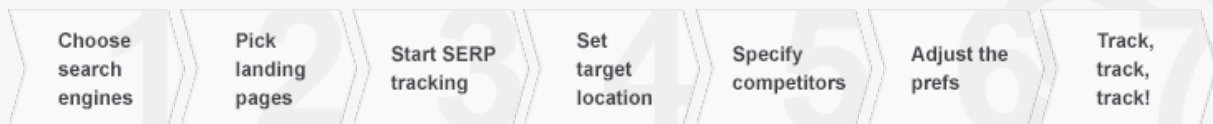
Remember, doing thorough research and seeing results will take some time, but it always (as in, always) pays off.

# 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.

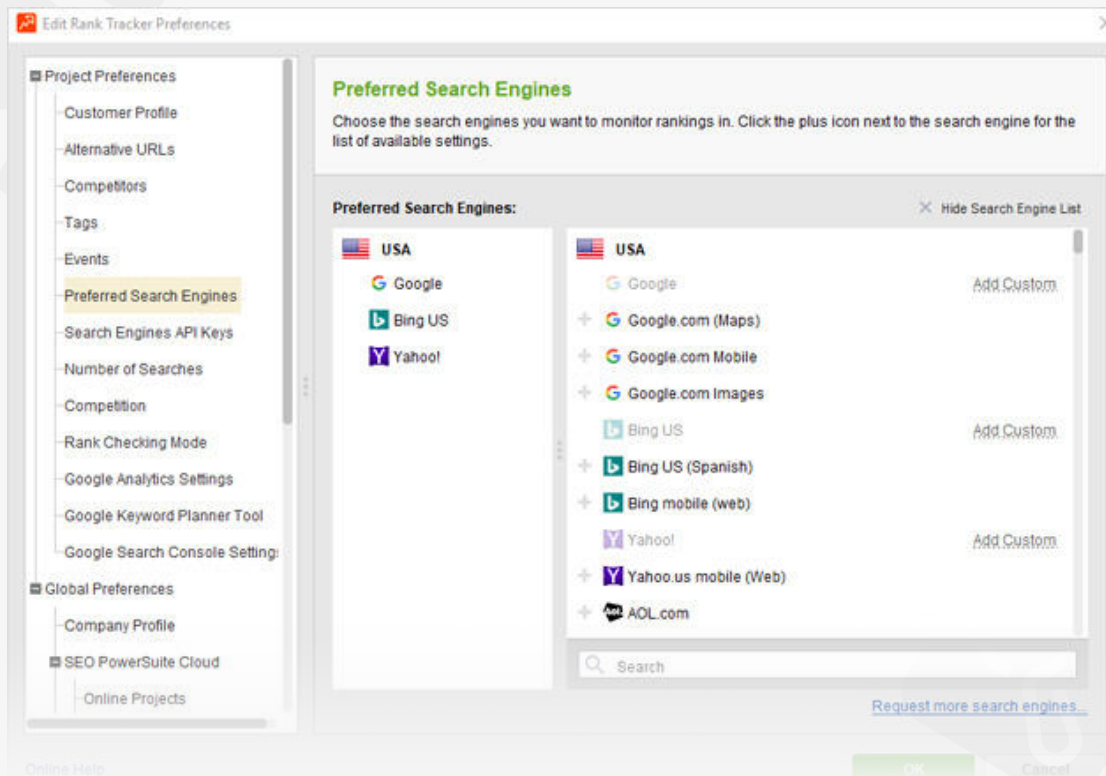


## Step 1: Select your target search engines

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 570 supported ones.




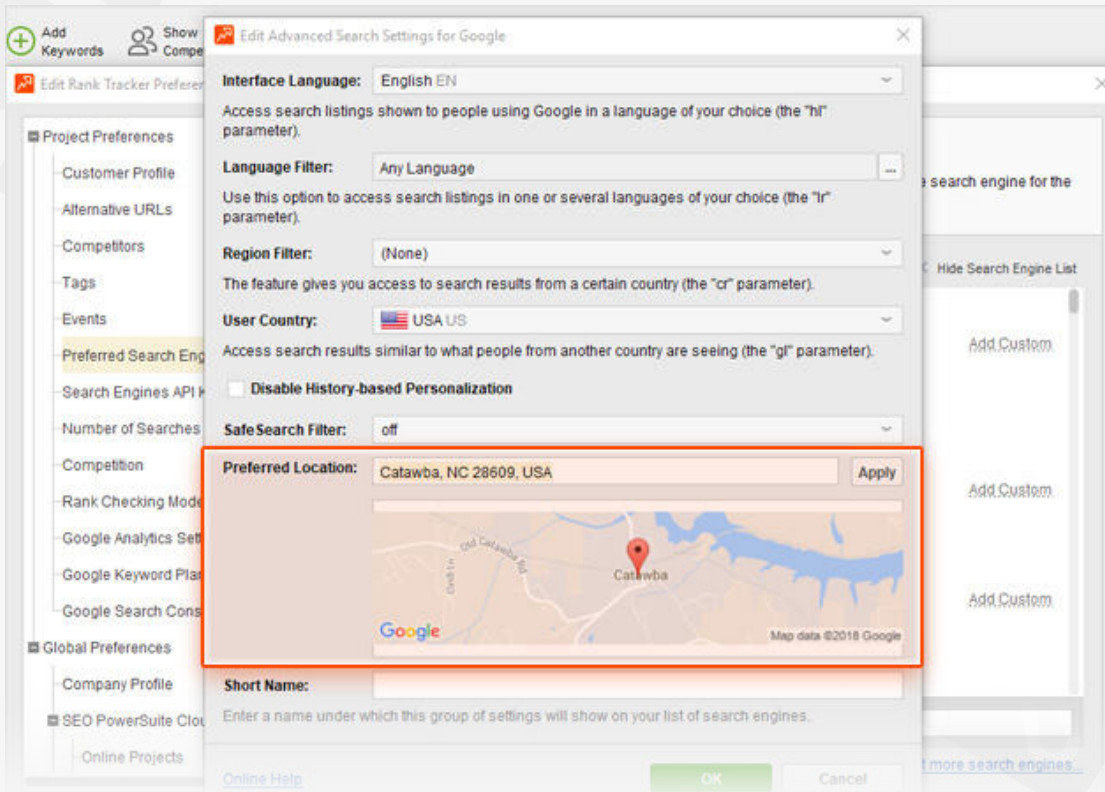


## Step 2: Specify your target location

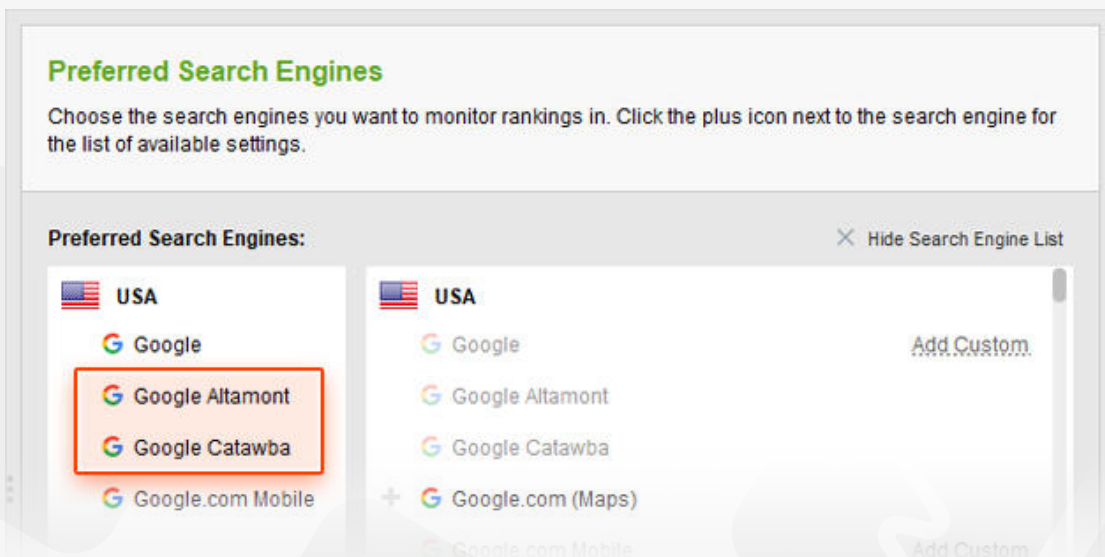
[Skip this step if you are tracking rankings for your own location — in this scenario, you'll get accurate geo-specific ranks in Rank Tracker by default]

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.

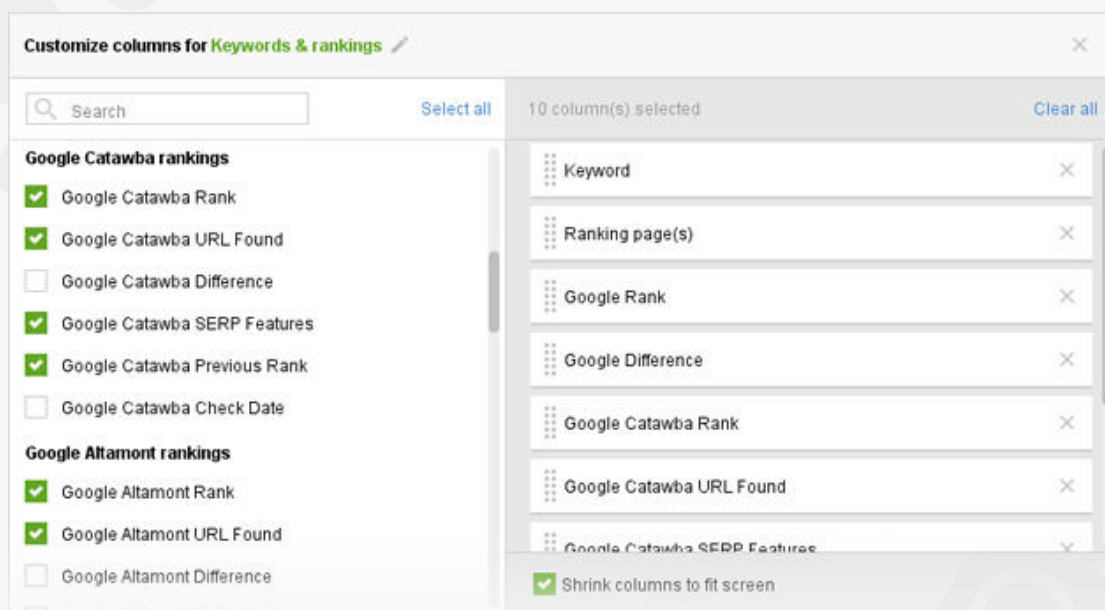
**How-to: Set up the location in search engines' settings.** In *Preferences > Preferred Search Engines*, hit the  button next to one of the search engines you target. You'll see an advanced settings window, offering you to set up a number of language and location settings. Type in your target location 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*.

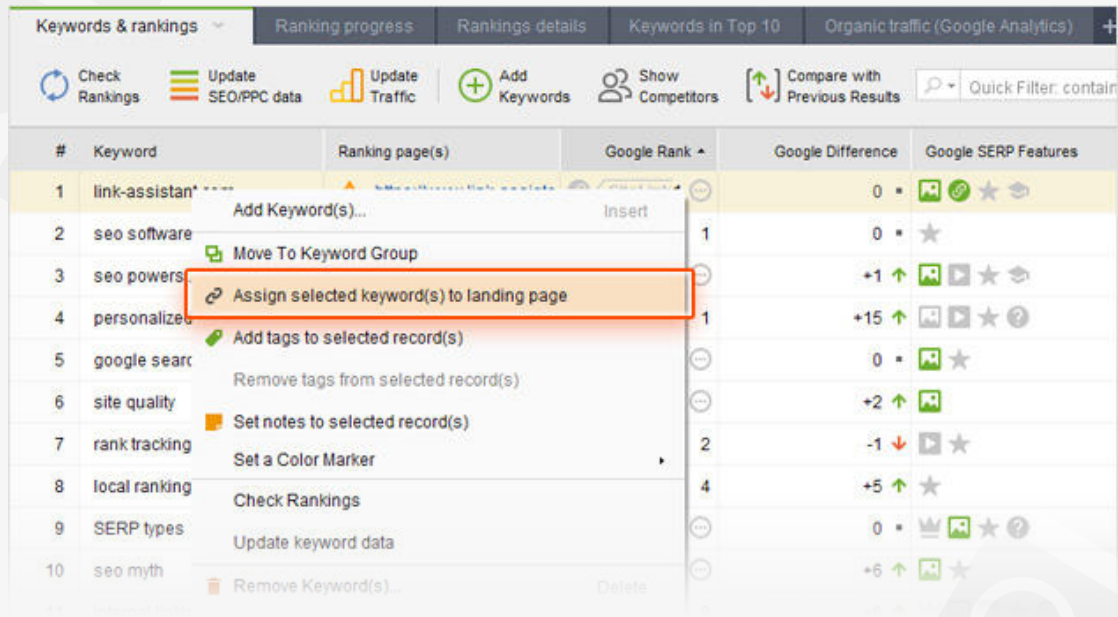


### Step 3: Decide on your landing pages

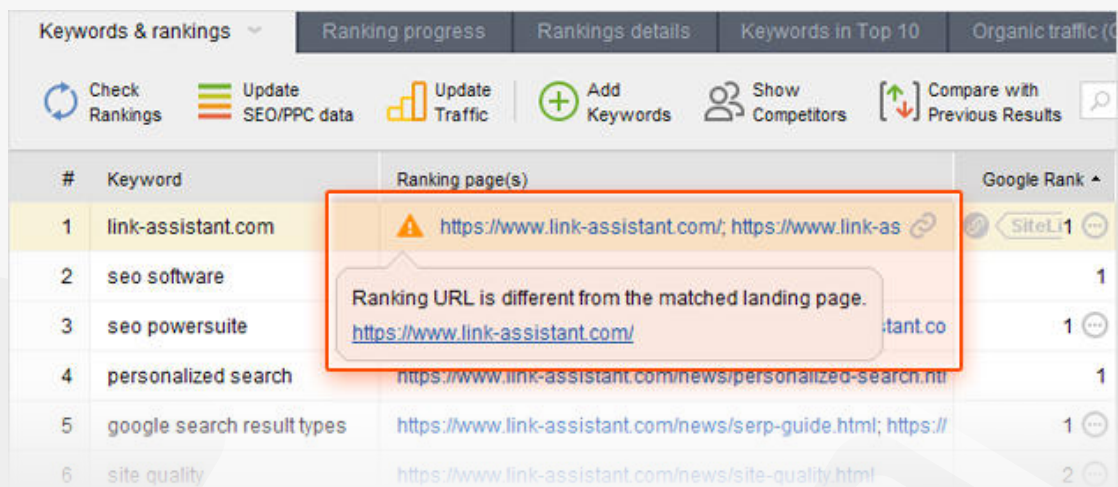
Simply put, a landing page is a page that you'd like your site's visitors to 'land' on — and a page you'd like to rank in search results for a given term. You can hardly have one and the same page optimized for all your keywords, so you'll need to look through your list of keywords carefully and decide 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: Assign 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 *Assign selected keyword(s) to landing page*



Whenever the wrong page comes up in the search results, you'll see a warning sign along with the page's URL in your Rank Tracker workspace.



**Tip:** See if any of your pages rank for your keywords already. If one of your site's pages ranks for a given keyword already, it may be a good idea to work on that page's content instead of trying to get a brand new page to rank. After you run a ranking check in Rank Tracker, see if any of your pages are ranking already for some terms — and keep on optimizing those to take them to the top.

## Step 4: Set up SERP history tracking

If you'd like to track your site's positions in different search result types, like

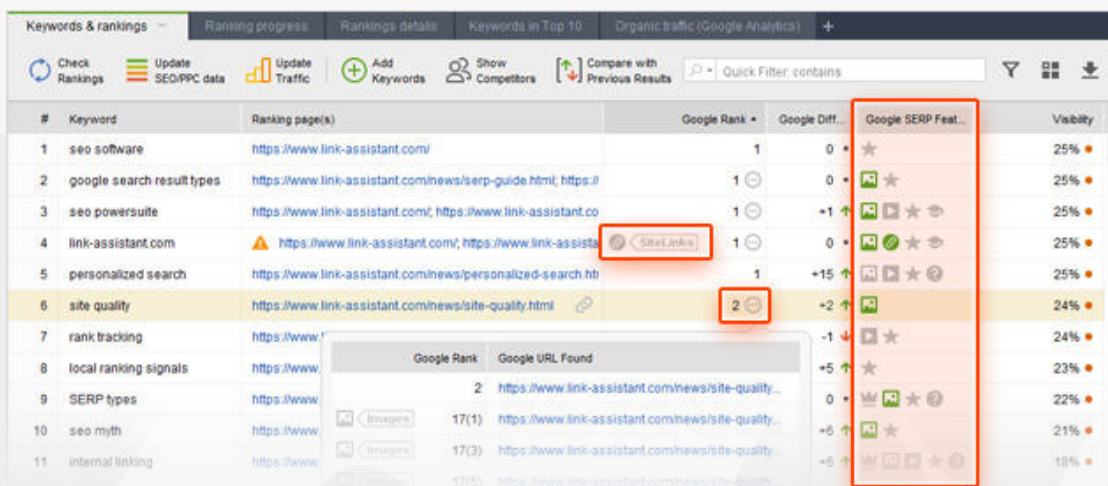


Featured Snippets, Images, Local Packs + 12 more Google result types, along with the organic listings, you can set that up in Rank Tracker’s settings.

**How-to: Enable recording of SERP history.** Go to *Preferences > Rank Checking Mode* in Rank Tracker and make sure that the *Track organic results only* box is unchecked, and the *Track multiple results for keyword* box is checked. Once you’ve done this, SERP features will be tracked along with the regular organic results every time you check rankings.

Whenever your site is found within any of SERP features as you check your rankings, you will see an icon of the SERP feature your site was found in (if any). The three dots you can see in the same column mean that your site was found in the SERP more than once. You can click them to see all the results.

Plus, you have the *SERP Features* column (that you can add by right-clicking any column’s header) where you can see all SERP features present on the page; the green ones are those your site ranks in.



Your SERP history is recorded in *SERP Analysis* which you can switch to in the lower part of the screen. The history table will consolidate the data after each check is complete. In the drop-down menu in the top left corner, you can pick the search engine you’d like to see history data for.



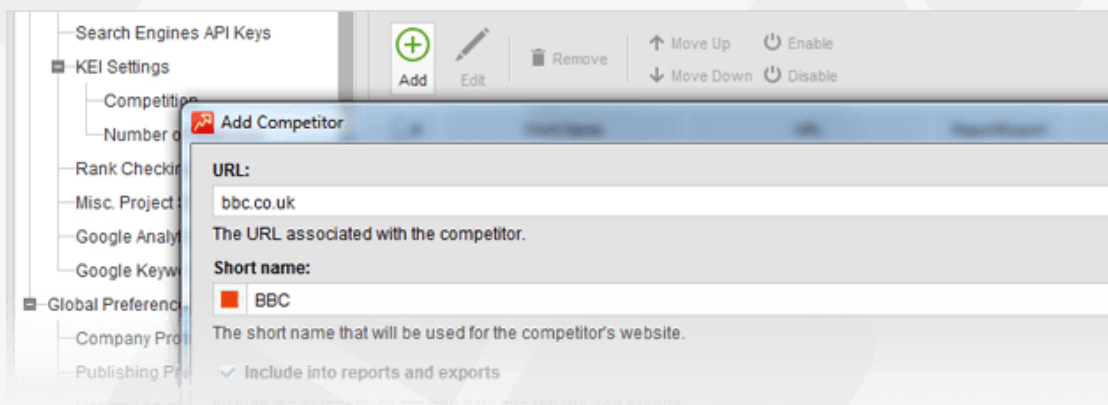
Right under the header with a rank check date, you can see icons for the features present in the SERP that aren't assigned a position. Icons along a URL mean the SERP feature is found at a certain position

Rank	Wed, Oct 4, 2017	Thu, Oct 5, 2017	Fri, Oct 6, 2017	Mon,
	🔍 📄	?	?	?
1	support.google.com	support.google.com	support.google.com	supp
2	searchengineland.com	searchengineland.com	searchengineland.com	sear
3	searchengineland.com	searchengineland.com	searchengineland.com	sear
4	searchengineland.com	moz.com	moz.com	moz.
5	moz.com	moz.com	moz.com	moz.
6	📅 (1) marketingland... 👤	neilpatel.com	neilpatel.com	blog.
7	moz.com	searchenginewatch.com	searchenginewatch.com	cont
8	neilpatel.com	contentmarketinginstitute.com	contentmarketinginstitute.com	neilp
9	blog.hubspot.com	blog.hubspot.com	blog.hubspot.com	sear

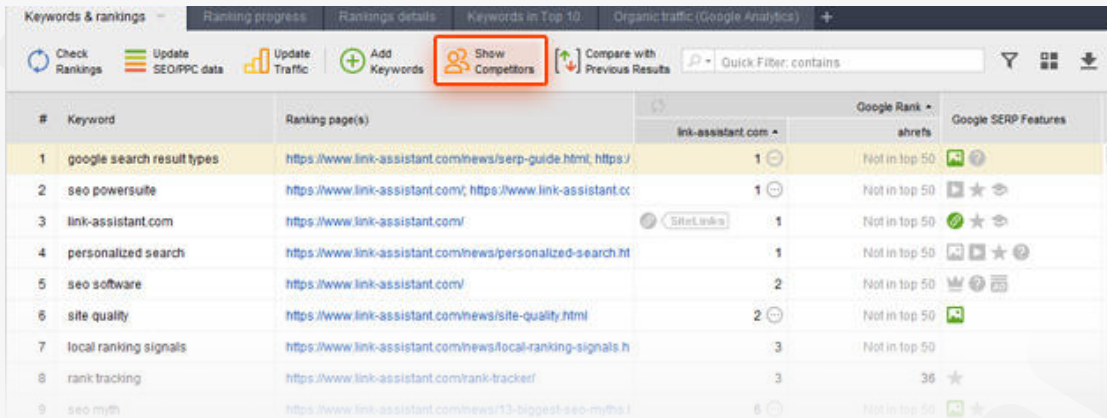
## Step 5: Add competitors' sites

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.



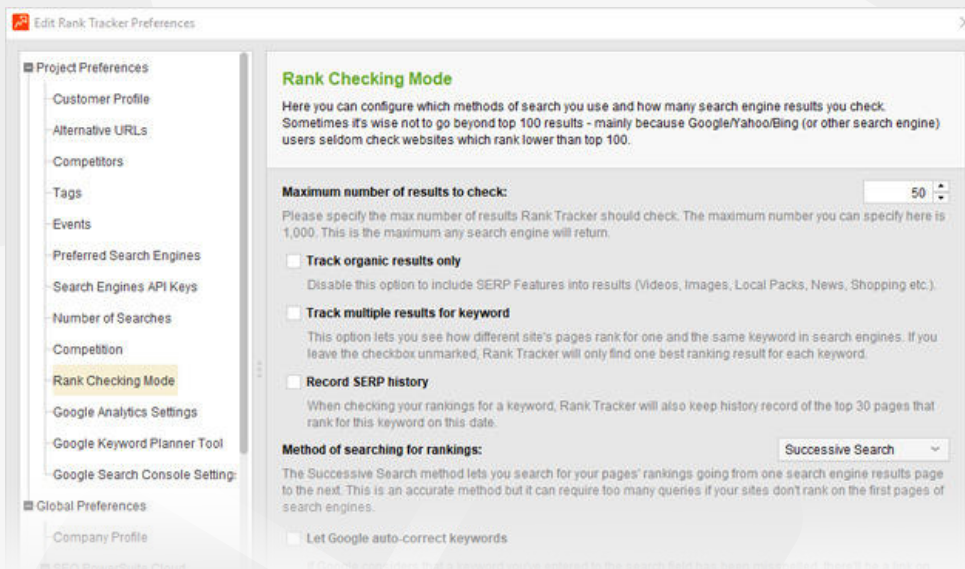
In your Rank Tracker workspace, you'll be able to include or exclude competitors' data from the tables and graphs by simply clicking *Show Competitors*.



## 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 for ranking checks in Google, Bing, Yahoo!, etc.* box.

### Miscellaneous Global Settings

This is where you can configure several miscellaneous Rank Tracker settings that will apply to all your projects.

Number of simultaneous tasks

**Number of tasks:**

Please set the number of tasks that Rank Tracker will run simultaneously.

### Human Emulation

Human emulation is an advanced feature of Rank Tracker that improves the safety of rankings checks. If you enable human emulation features, Rank Tracker will appear to search engines as a human being. However, rankings checks will take longer.

**Visit search engine's homepage**

To start their search, humans will often go to a search engine's homepage (ex. Google.com or Yahoo.com). Tick the checkbox above if you want Rank Tracker to imitate this behavior.

**Enable human emulation delays**

**Random delays between queries:**

to  sec.

Humans pause between making queries. Rank Tracker can also pause a random number of seconds within the interval you configure here.

**Random delays before going to next results page:**

to  sec.

Humans do not move on to the next results page immediately. Rank Tracker can also pause a random number of seconds within the interval you configure here.

**Enable delays after interrupted queries**

min.

If a search engine temporarily blocks queries due to high frequency, you need to wait before referring to the same search engine again. Rank Tracker can make such pauses if you choose.

[Set to default](#)

### CAPTCHA Settings

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

**Show CAPTCHA for ranking checks in Google, Bing, Yahoo!, etc.**

You'll only see this kind of CAPTCHAs in the Free version of Rank Tracker. If you have a Professional or Enterprise license, these requests will go through our dedicated [query processing system](#), and your ranking checks will not be interrupted by CAPTCHAs. If using Rank Tracker's Free version, keep this checkbox enabled if you'd like to enter CAPTCHAs manually or solve them using CAPTCHA recognition.

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

**Enable CAPTCHA recognition**

**SEO PowerSuite Anti-CAPTCHA**  Death by Captcha

AC-35gdfs56gdfsah4 Statistics

With an Anti-CAPTCHA key you will not need to enter CAPTCHAs manually. The special service will recognize and enter CAPTCHAs for you.

[Get Anti-CAPTCHA](#)

**Enable proxy rotation**

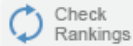
Select All
  Select None
 All proxies

#	Selec...	Proxy	Country	Status	Protocol t...	Respon...
1	<input checked="" type="checkbox"/>	218.92.227.165:14826	China	Alive	HTTP	1000...
2	<input checked="" type="checkbox"/>	199.200.120.140:8089	USA	Alive	HTTP	1294...
3	<input checked="" type="checkbox"/>	183.223.211.158:8123	China	Alive	HTTP	1467...
4	<input checked="" type="checkbox"/>	183.223.173.62:8123	China	Alive	HTTP	1592...
5	<input checked="" type="checkbox"/>	218.92.227.173:19305	China	Alive	HTTP	1958...

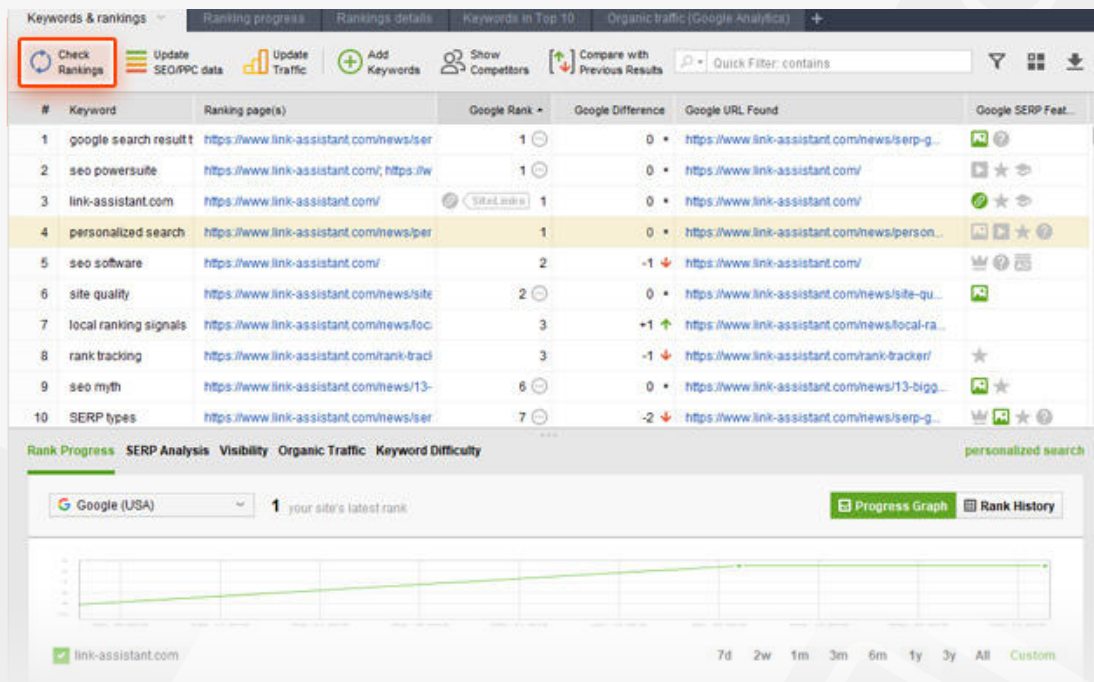


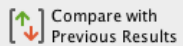
## Step 7: Check the rankings

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**).

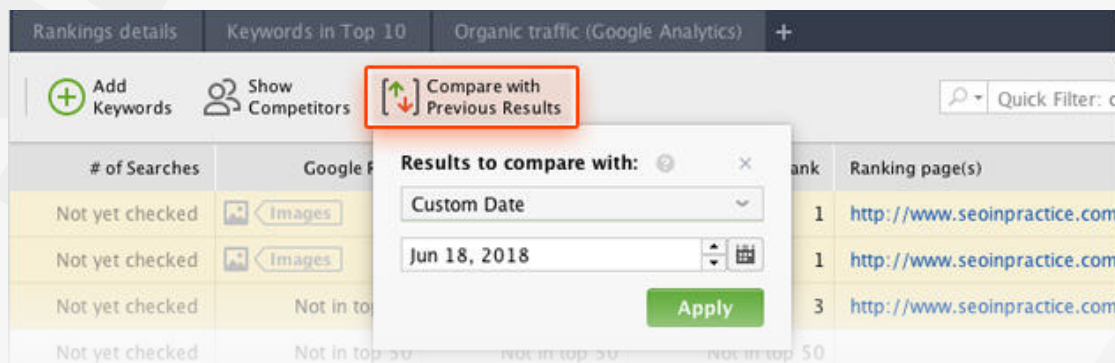
**How-to: Check 'em!** In your Rank Tracker workspace, click  to update your site's positions in your target search engines. Once you've checked your positions more than once, you'll see a Difference value calculated to reflect your ranking progress.


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  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.

**Step 1: Choose Task Type**

Please select one of the typical tasks performed by Rank Tracker that you need to put on schedule.

- Check search engine rankings**  
This setting lets you schedule checks of your website(s) positions in your preferred search engines.
- Update keyword data**  
Use this option to set Rank Tracker to update PPC, SEO and traffic stats for your keywords.
- Update Domain Strength**  
This option will update all factors that are enabled in the Domain Strength section
- Publish reports**  
This option enables Rank Tracker to save your reports or deliver them to clients using the publishing profiles you select.
- Export data**  
This option lets Rank Tracker export data from your project using the export templates you specify.

**Step 2: Choose Projects**

Please choose one or several projects for which you would like to schedule the task. For best results please limit the number of projects in a scheduled task to 3-5.

Select all    Select none

#	Selected	Project Name	Project Path
1	<input type="checkbox"/>	last.fm	link-assistant.com.stk
2	<input type="checkbox"/>	awario.com	C:\Users\mechay.BELPRIME\Documents\awario.com.stk
3	<input type="checkbox"/>	link-assistant.com	C:\Users\mechay.BELPRIME\Documents\link-assistant.com.stk
4	<input checked="" type="checkbox"/>	link-assistant.com	https://cloud-access.online/v1/project/load?token=Jfs5Sy5flibXaepfqVOqcgOu...

**Step 3: Task Schedule Settings**

Please specify timing and recurrence rules for the new task. If you have scheduled other tasks on the same day, please allow for time intervals between them. Say, if task A starts at 6am, you can set task B to 7am and so on.

Recurring:

Start time:  Start date:

Every  days

**Run missed tasks immediately**  
If you leave this checkbox marked, Rank Tracker will run the missed scheduled task immediately when possible. Ex.: a daily report was scheduled for emailing at 3.30 PM but you were doing some research with Rank Tracker from 3 PM till 4 PM. At 4 PM Rank Tracker will send the report.

**Notify me about the upcoming scheduled task**  
A notification will pop-up 90 seconds before the scheduled task due time.

[Online Help](#)

## You're a rank checking Pro now!

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

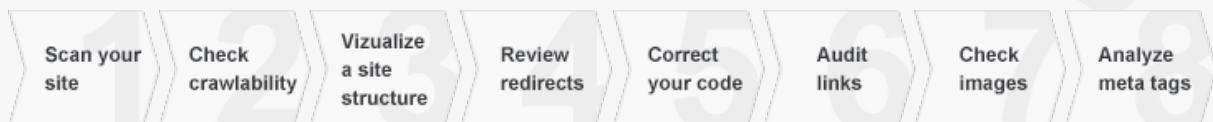
# Fix all technical issues on your site

## (with the help of WebSite Auditor)

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

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

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



## Step 1: Run a site scan

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

**How-to: Collect your site's pages.** Run [WebSite Auditor](#) and enter your website's URL to start the scan.

### 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.

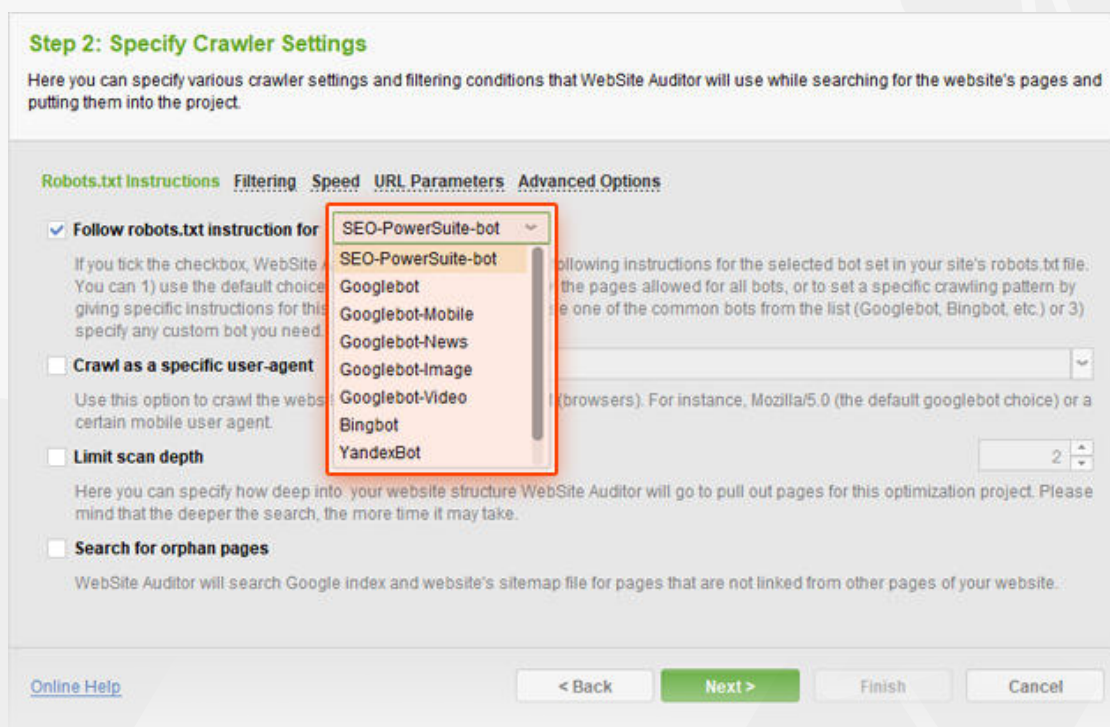
It will also provide you with actionable niche-specific guidelines on optimizing webpages' content to rank high in any chosen search engine.

Enter a website URL to optimize:

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.

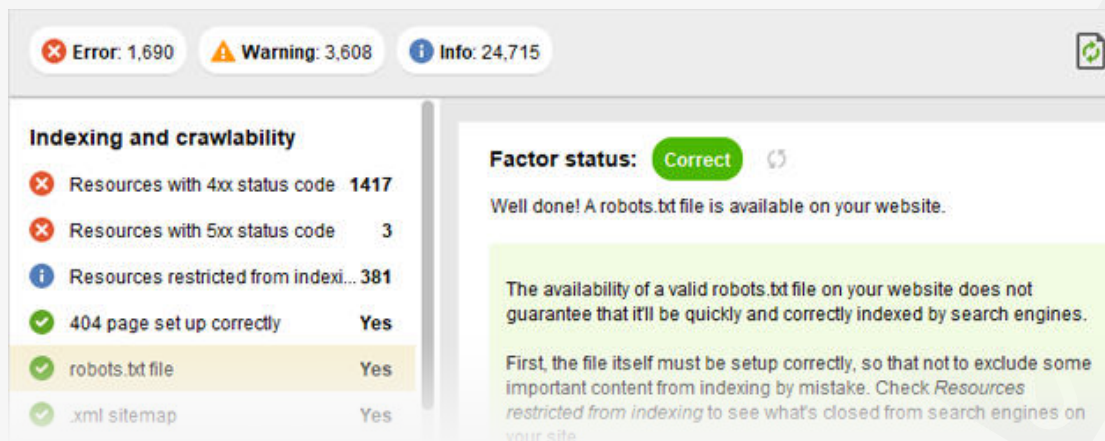


## Step 2: Check crawlability and indexing issues

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.



### Step 1: Configure Robots.txt Rules

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

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

+ Add Rule
Edit Remove
↑ Move up ↓ Move down
↻ Fetch From Server

Instruction	Search Robot	Directory/Page
Disallow	All Robots (*)	/cgi-bin/
Disallow	All Robots (*)	/includes/
Disallow	All Robots (*)	/go/
Disallow	All Robots (*)	/*-*

Contents Test

Robots.txt file contents:  
 User-agent: \*  
 Disallow: /cgi-bin/  
 Disallow: /includes/

**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, study the *Details* section to see problem pages and get how-to's on fixing them.

**Resources with 4xx status code** Quick Filter: contains

#	Resource	HTTP Status C...	Content type	Internal/External	Found on pages
1	<a href="https://www.link-assistant.com/blo...">https://www.link-assistant.com/blo...</a>	403 Forbidden	text/html	Internal	2016
2	<a href="https://www.link-assistant.com/blo...">https://www.link-assistant.com/blo...</a>	403 Forbidden	text/html	Internal	1007

**Factor status:** Error


Some of your resources return 4xx status codes. But for a website to have a perfect reputation in search engines' eyes and the unshakable #1 position, all resources must be right as nails. **See the above table with the list of resources that need fixing.**

**Note:**

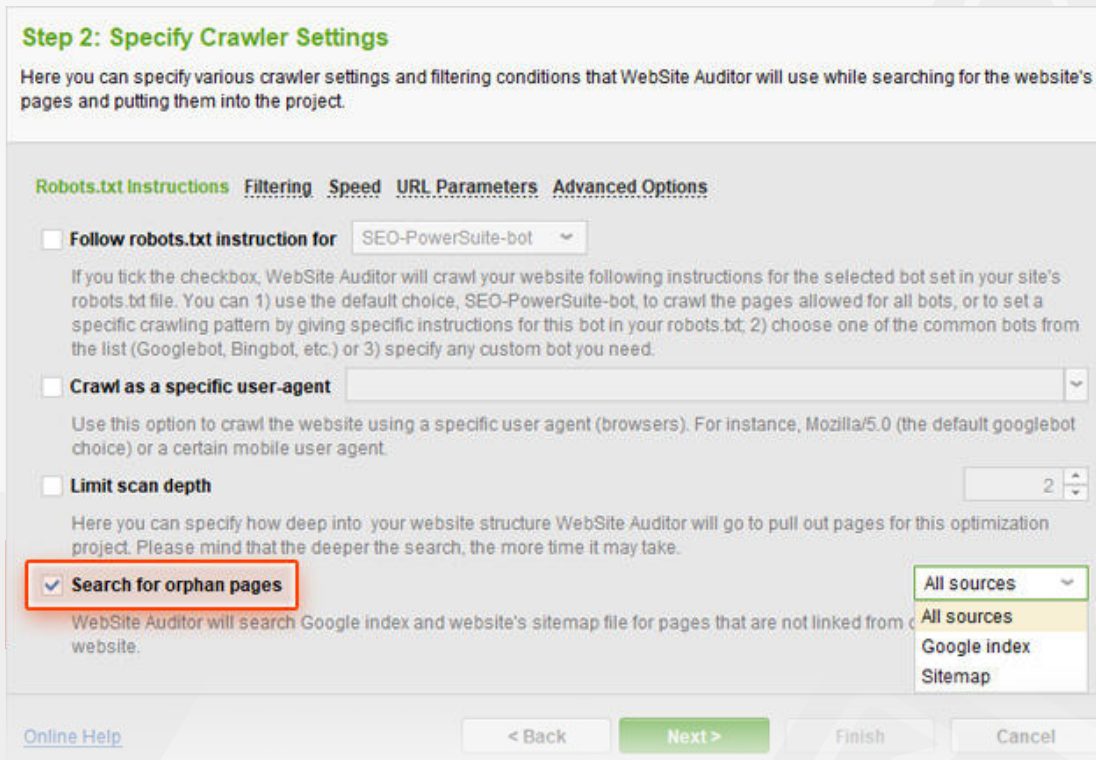
In some cases (especially with older and slower websites) your pages and resources may return 4xx and 5xx status code simply because **the server was unable to handle the requests WebSite Auditor sent** while crawling the site. To solve the problem and make sure the crawls do not overwhelm your server's bandwidth, please navigate to *Preferences -> Crawler Settings -> Speed* and reduce the number of requests per second.

The absence of resources with 4xx status codes does not guarantee that users and search bots will have absolutely no trouble navigating your website content. Make sure all resources are available and load properly, check your website for *Resources with 5xx status codes* and make sure your custom *404 error page* is set up correctly.

**Tip: 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  .

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** **Advanced Options**

**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 for 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**

WebSite Auditor will search Google index and website's sitemap file for pages that are not linked from website.

All sources  
All sources  
Google index  
Sitemap

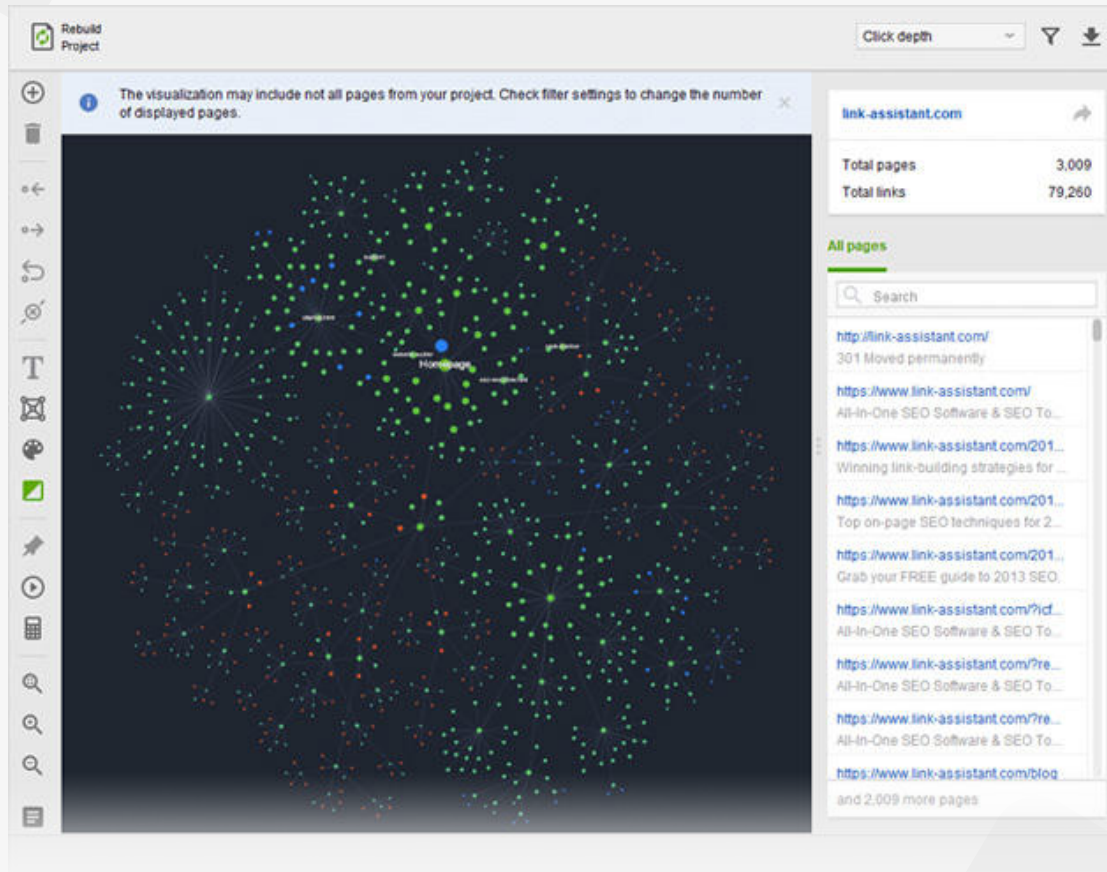
[Online Help](#)

## Step 3: Visualize your site structure

Unnecessary redirects and broken links can be a warning sign to search engines; orphan pages and isolated parts of your site can hide good stuff from your visitors. In many cases, the most efficient way to instantly spot such problems in your site architecture is to visualize the site's structure.

**How-to 1: Visualize an overall structure of your site.** Go to *Site Structure* >

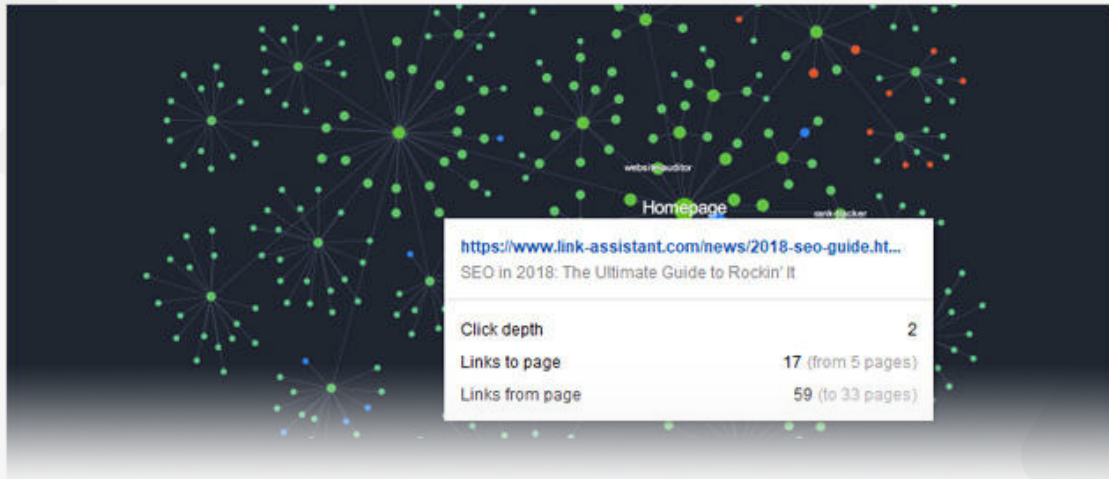
*Visualization.* In your workspace, you will see a graphical map of your pages and relations between them. Blue nodes are redirects. Red nodes are broken links. Isolated nodes are orphan pages.



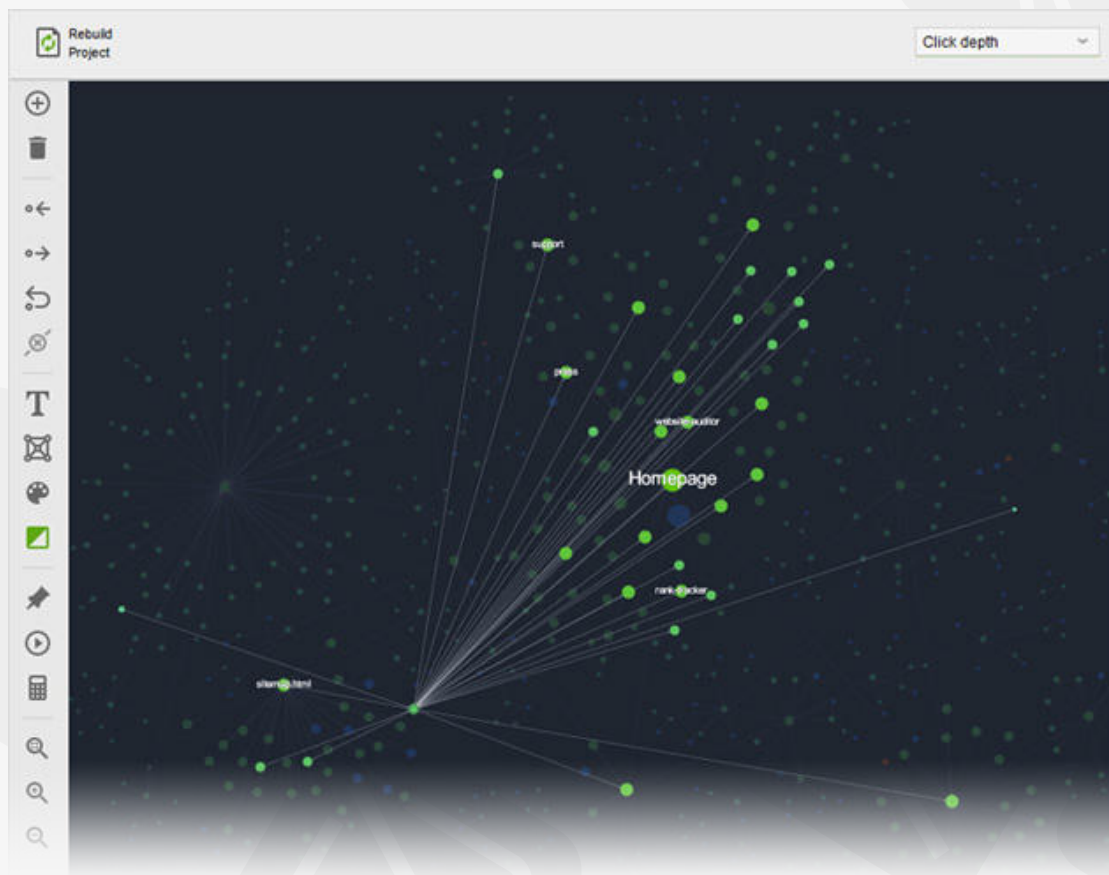
**Tip 1:** By default, the tool shows 1,000 pages (which can be adjusted up to 10,000 pages) that are arranged by *Click Depth*. If you have a large website, it is better to visualize it part by part (e.g., main categories, a blog, etc.).

**Tip 2:** All the nodes' connections are shown as arrows (either one-way or two-way) that represent the exact state of relations between pages. It is also possible to drag any node to any place on the graph (to visualize a better picture) as well as zoom in and out.

**Tip 3:** You can hover on any node to reveal additional information:

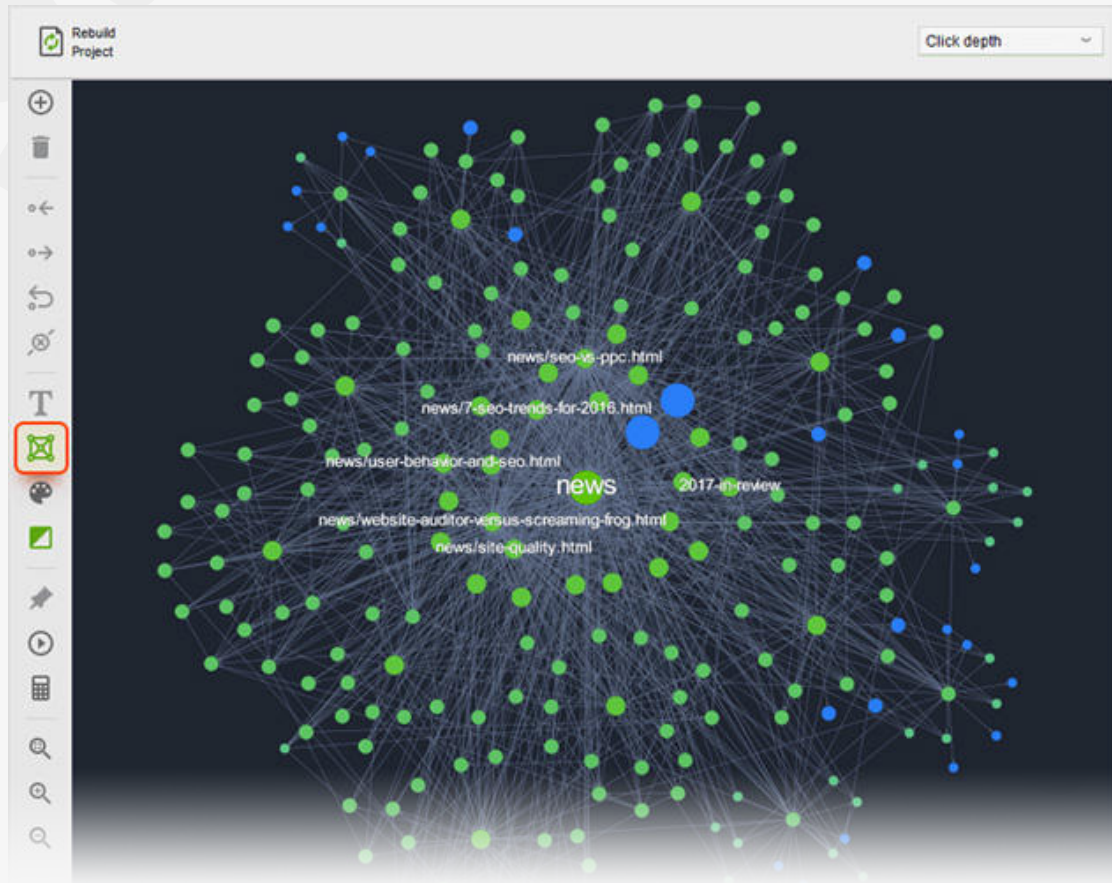


**How-to 2:** Click on any node to reveal only its connections:



Or click on the *Display all pages' connections* button to see all the connections, not only the shortest ones:

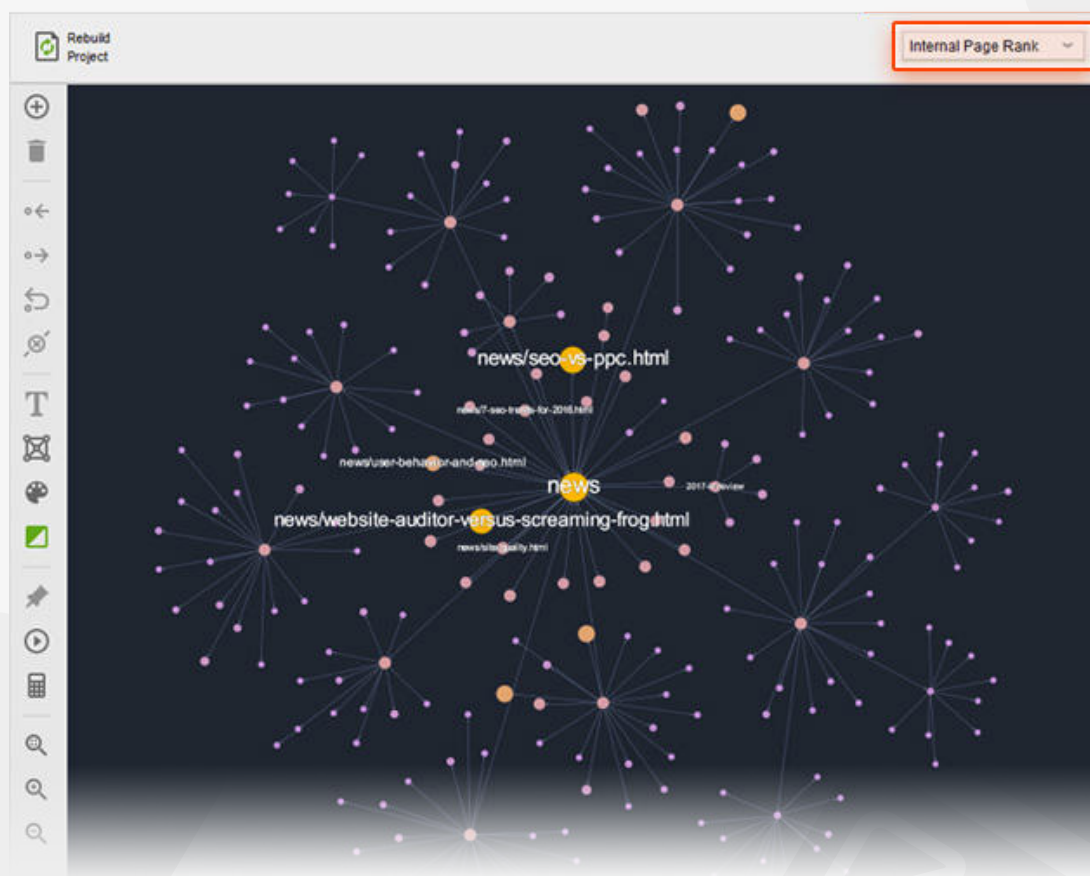






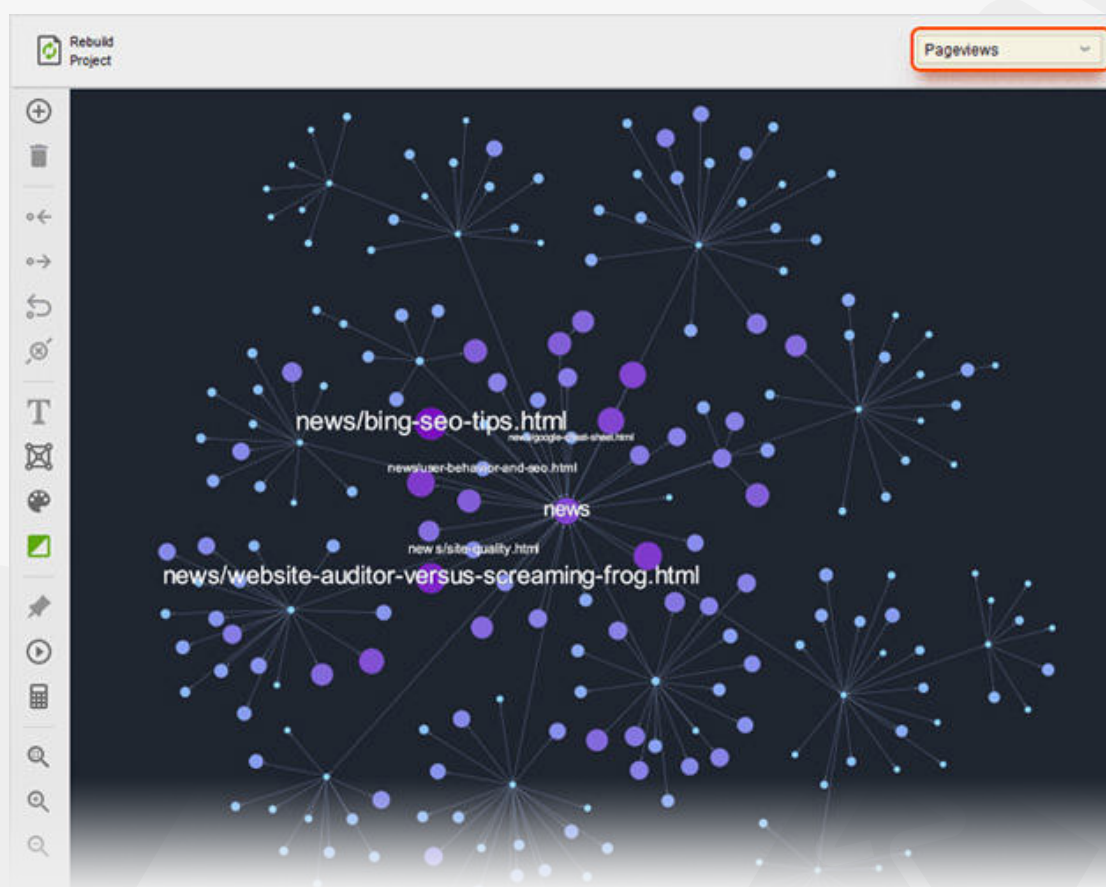
**How-to 3: Visualize your site structure by *Internal Page Rank*.** Choose *Internal Page Rank* in a drop-down menu on the top right. Here the size of nodes reflects the value of *Internal Page Rank* — the importance and authority of a page within your site. The bigger the node, the higher the value.

By looking at this graph, you can understand whether your main pages have that level of internal authority that they are supposed to have: homepage should have the highest Page Rank, main categories should have a higher value than their subcategories, etc.

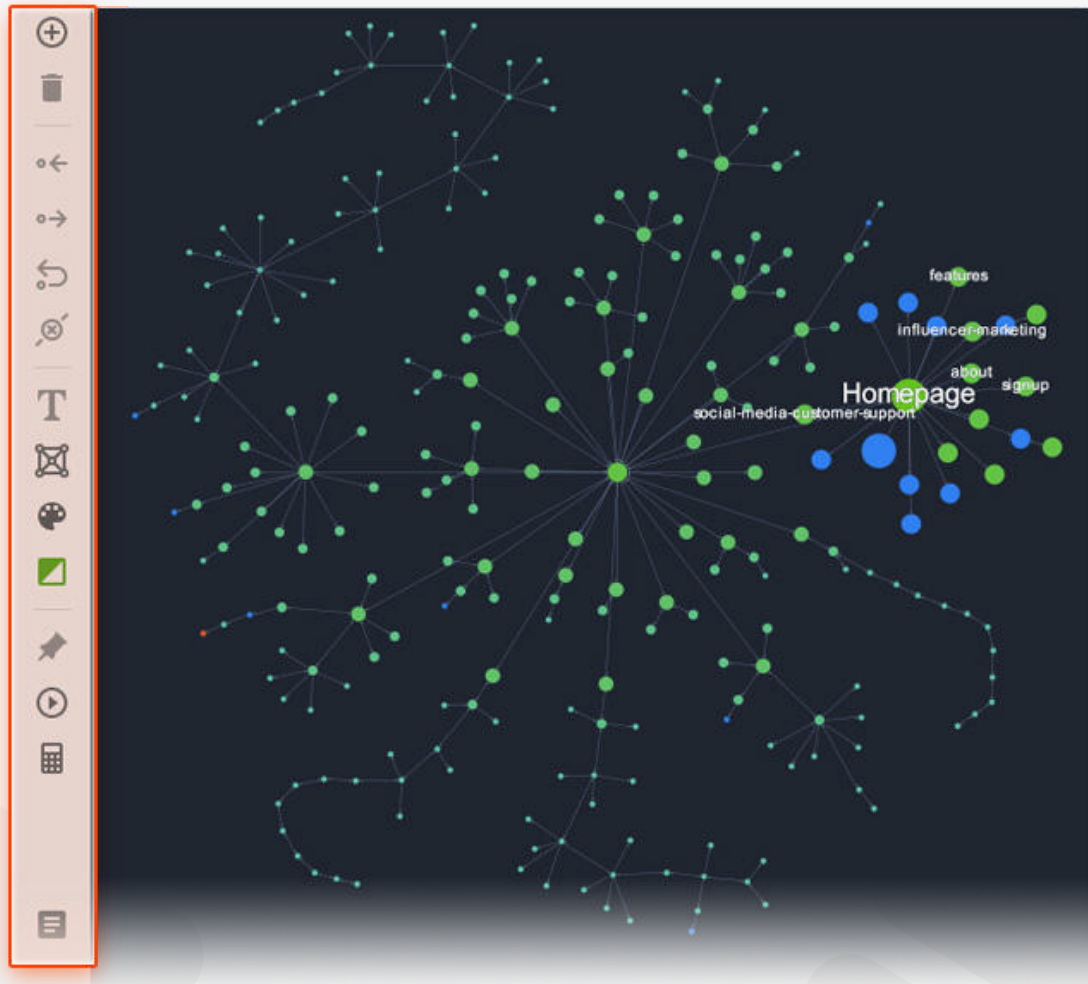



**How-to 4: Visualize your site structure by Pageviews.** Connect your Google Analytics account. You can do it in *Preferences > Google Analytics Account*. Update your data in *Site Structure > Pages* and then in the *Visualization* dashboard, rebuild your *Pageviews* graph. Here the size of nodes reflects the value of *Pageviews*. The bigger the node, the higher the value.

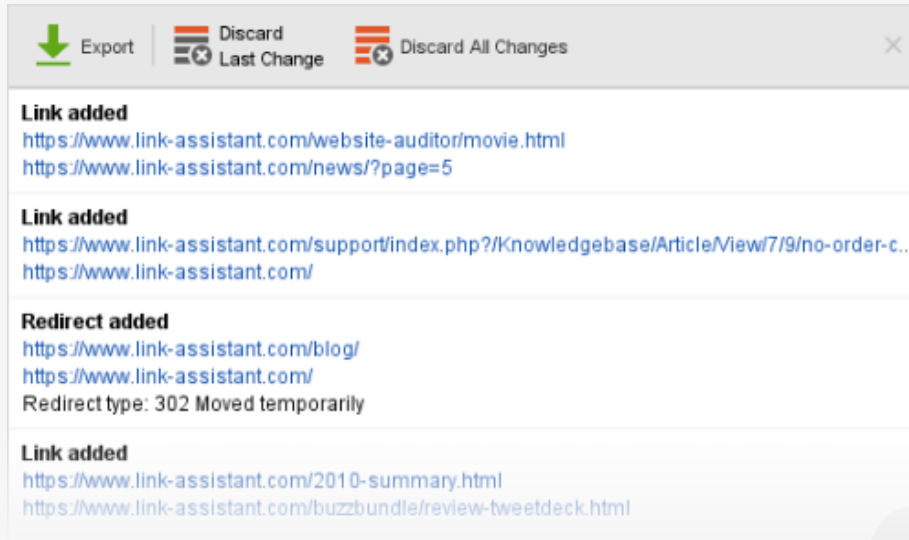
By looking at this graph, you can see the traffic flow to certain pages. Find your conversion pages on the graph and check whether your main traffic pages point to them.



**How-to 5:** By using tools on the left panel, you can edit your graph to make your site structure perfect. Click on any node to enter the editing mode. Use the action buttons on the left to add, remove, and create different kinds of links. Customize your graph by marking and pinning the nodes and coloring your graph by tags.



When all changes are done, you can click  button at the bottom of your action panel and export them as a to-do list, or export a final list of changes in CSV:



Plus, you can save a graphical map of your site in PDF.

## Step 4: 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.

The screenshot shows the 'Redirects' section of the Site Audit tool. On the left, a summary table lists various issues:

Issue	Count
Resources with 4xx status code	1417
Resources with 5xx status code	3
Resources restricted from indexing	381
404 page set up correctly	Yes
robots.txt file	Yes
.xml sitemap	Yes
Fixed www and non-www versions	Yes
Issues with HTTP/HTTPS site versions	No
Pages with 302 redirect	22

The main area displays a table titled 'Pages with 302 redirect' with a search filter 'contains'. The table lists the following data:

#	Page	Redirect	Found on pages
1	https://www.link-assis...	https://secure.avangate...	2
2	https://www.link-assis...	https://secure.avangate...	2
3	https://www.link-assis...	https://secure.avangate...	1
4	https://www.link-assis...	https://secure.avangate...	1
5	https://www.link-assis...	https://secure.avangate...	1

Below the table, the 'Factor status' is marked as 'Error'. A note states: 'There are 302 redirects found on your website. While the use of these redirects is pretty much limited, check the above table to see all redirects and make sure that their use is justified.'

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 2: 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.

The screenshot shows the 'Redirects' section of a Site Audit tool. It features a table with the following data:

Issue	Count
Fixed www and non-www versions	Yes
Issues with HTTP/HTTPS site versions	No
Pages with 302 redirect	22
Pages with 301 redirect	40
Pages with long redirect chains	0
Pages with meta refresh	0
Pages with rel="canonical"	1041

To the right of the table is a text box titled 'About this SEO factor:' which explains that usually websites are available with and without 'www' in the domain name, and that fixing this issue helps prevent search engines from indexing two versions of a website. It also notes that although such indexing won't cause a penalty, setting one version as a priority is best practice to save link juice.

**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*.

The screenshot shows the 'Site Audit' results in SEO PowerSuite. At the top, it displays 'Error: 1,690', 'Warning: 3,608', and 'Info: 24,715'. A 'Rebuild Project' button is in the top right. The 'Redirects' section on the left lists various issues, with 'Pages with rel="canonical"' highlighted in a red box, showing 1041 instances. Below it, the 'Encoding and technical factors' section also has 'Pages with multiple canonical URLs' highlighted in a red box, showing 1 instance. The main panel shows a table of 'Pages with rel="canonical"' with columns for '#', 'Page', 'Title', and 'Canonical URL'. The table lists 6 pages, all with canonical URLs pointing to 'https://www.link-as...'. Below the table, a 'Factor status: info' box explains that there are pages with canonical URLs specified for them and provides instructions to check the table and ensure the tags are set up correctly. A green callout box at the bottom of the factor status box suggests checking for other redirect issues like 302 redirects and meta refreshes.

## Step 5: 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*.

This screenshot focuses on the 'Encoding and technical factors' section of the Site Audit. It lists several factors: 'Mobile friendly' (Yes), 'HTTPS pages with mixed content issues' (1), 'Pages with multiple canonical URLs' (1), 'Pages with Frames' (0), 'Pages with W3C HTML errors and warnings' (2), 'Pages with W3C CSS errors and warnings' (2), and 'Too big pages' (34). The last two items are highlighted with a red box. To the right, a 'Factor status: info' box explains that some pages have errors in HTML markup and that search engine spiders find it easier to crawl through semantically correct markup. A green callout box at the bottom suggests checking the W3C CSS errors and warnings to validate the CSS code.

For any factors with an *Info*, *Warning*, or *Error* status, go to Details to explore the problem pages and see recommendations on 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.

Error: 1,690 Warning: 3,608 Info: 24,715 Rebuild Project

**Encoding and technical factors**

- ✓ Mobile friendly Yes
- ✗ HTTPS pages with mixed content issues 1
- ✗ Pages with multiple canonical URLs 1
- ✓ Pages with Frames 0
- ℹ Pages with W3C HTML errors and warnings 2
- ℹ Pages with W3C CSS errors and warnings 2
- ⚠ Too big pages 34

**URLs**

- ⚠ Dynamic URLs 1537
- ⚠ Too long URLs 1039

**Too long URLs** Quick Filter: contains

#	Page	Title	URL len...
1	https://www.link-assistant.com/bl...	Not found	238
2	https://www.link-assistant.com/bl...	Not found	233
3	https://www.link-assistant.com/bl...	Not found	227
4	https://www.link-assistant.com/bl...	Not found	222
5	https://www.link-assistant.com/bl...	Not found	216

**Factor status:** Warning

Too long URLs were found on your website. Please, check the above table with too long URLs, and think whether you would like to shorten them.

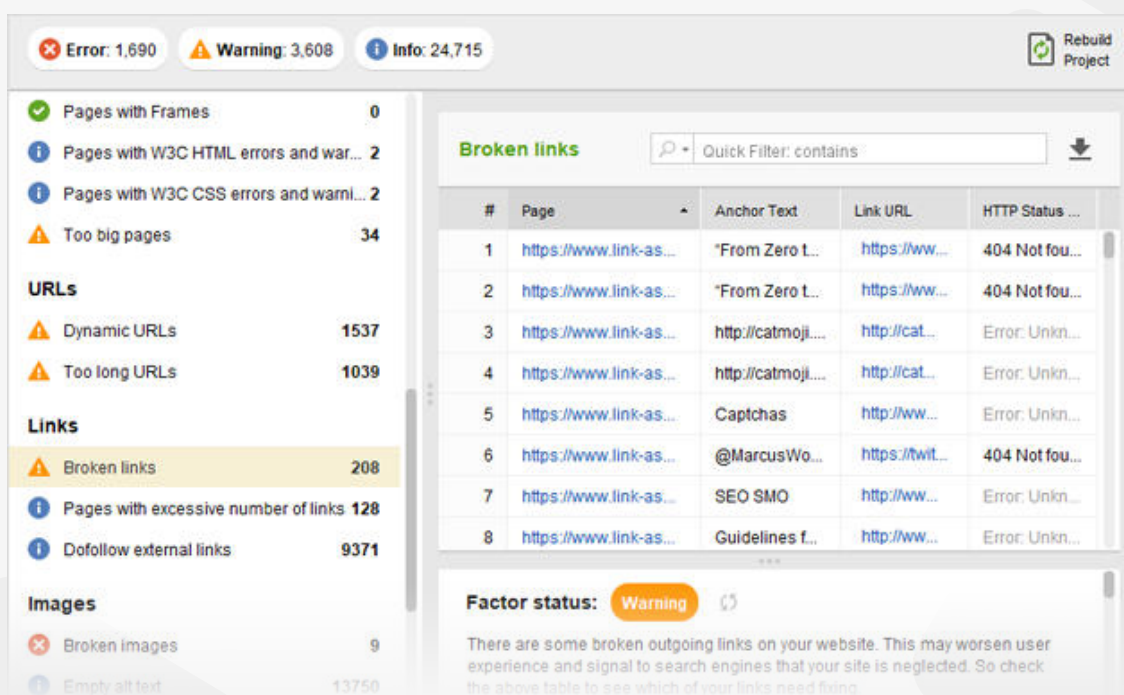
## Step 6: Check for linking problems

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.

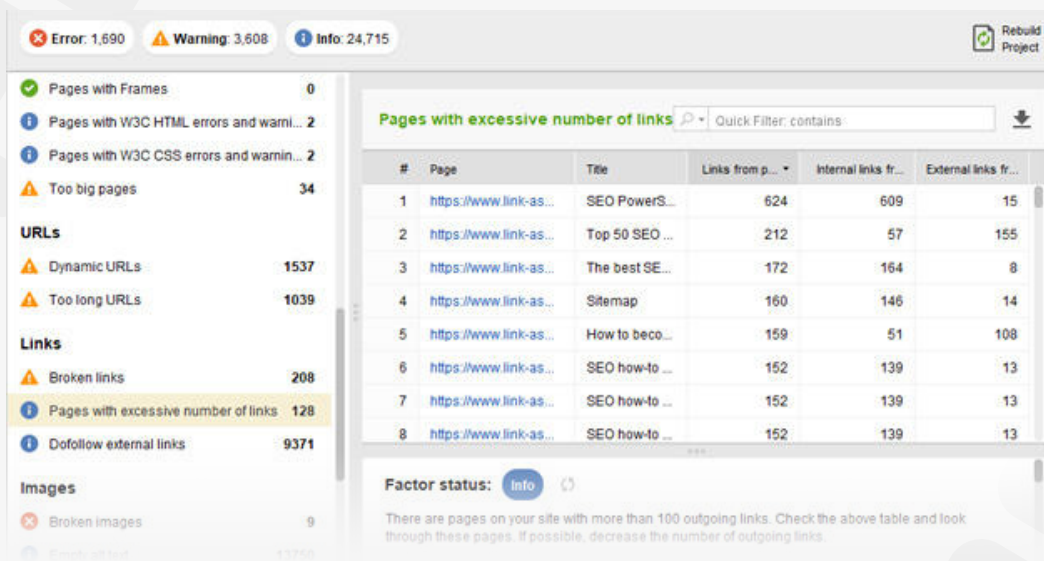
To get a list of all broken links on the website you’re auditing, click on *Broken links* under the *Links* section (still in the *Site Audit* module). Here, you’ll see the pages where broken links are found (if any), the URL of the broken link, and its anchor text.



**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.

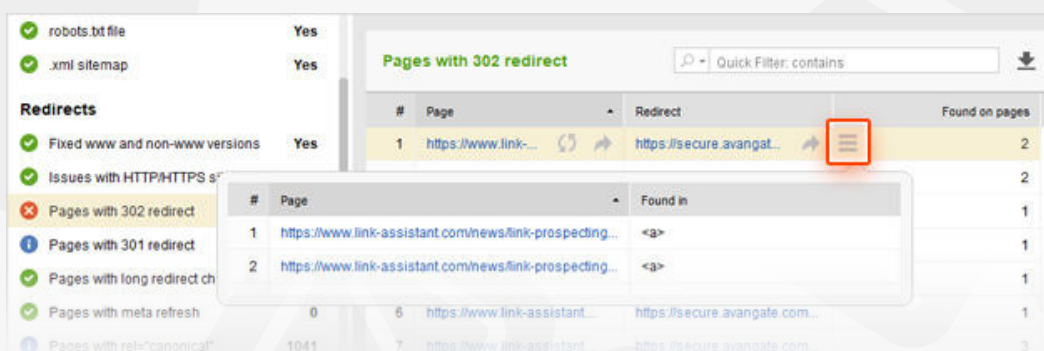
To get a list of pages with too many outgoing links, go click on *Pages with excessive number of links* under the *Links* section in your site audit. Here, you’ll see the pages that have over 100 outgoing links (both internal and external).





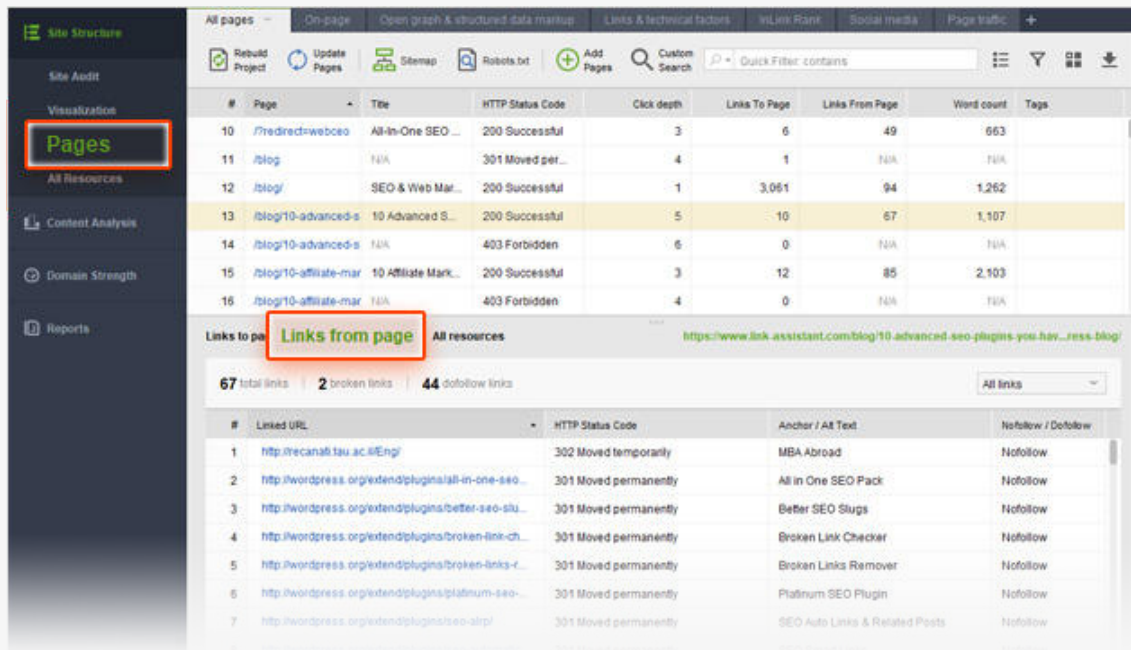
**How-to 3: Identify links that are being redirected.** Redirected links can pose a problem as they will typically cause the destination page longer to load and waste your search engine crawl budget on pages with a redirected status code. Look out for these links and fix them by changing the links so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

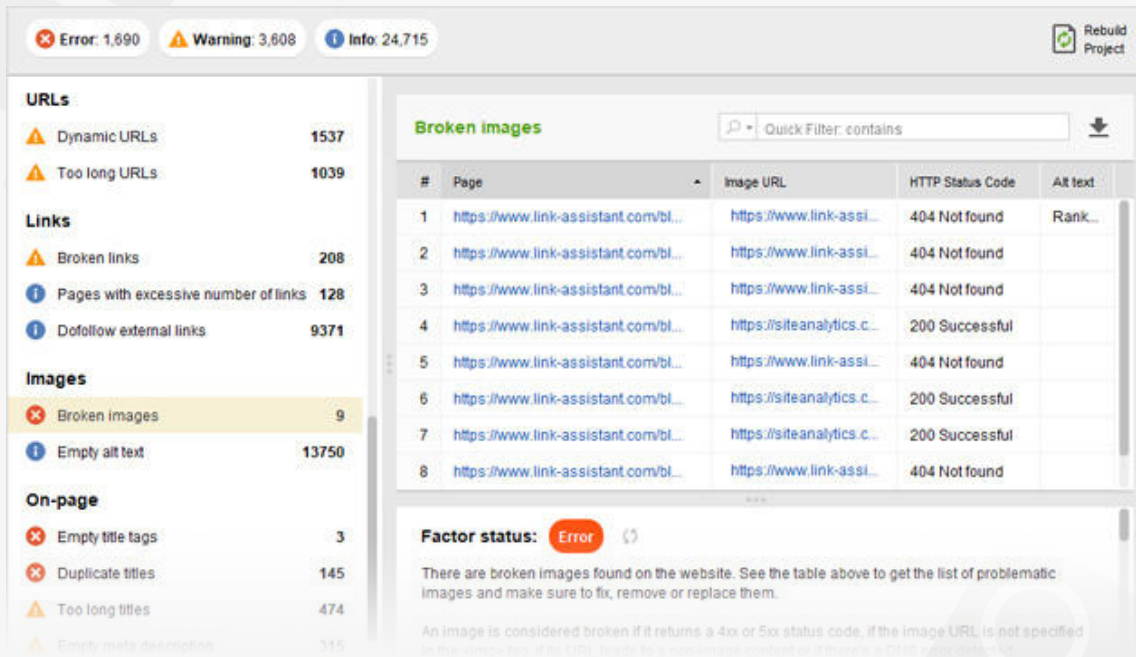


## Step 7: Audit your images

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.

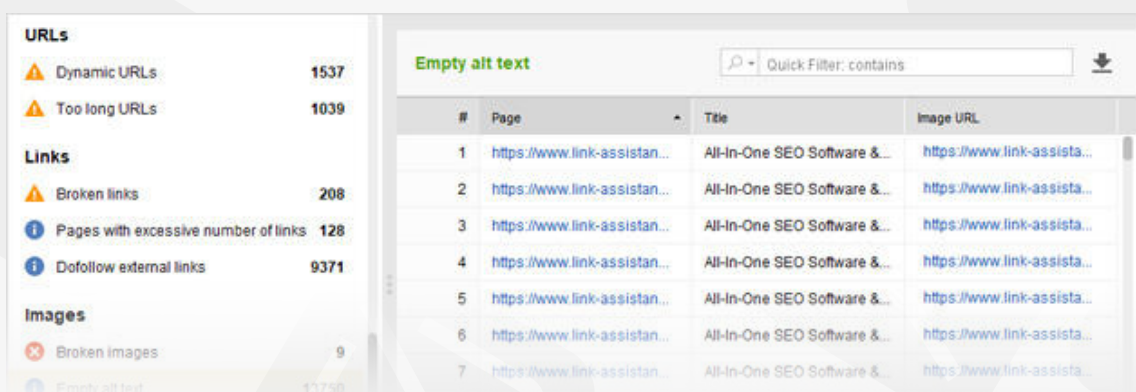
**How-to 1: Find all broken images.** Broken images are images that cannot be displayed – this can happen when image files have been deleted or the path to the file has been misspelled.

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).

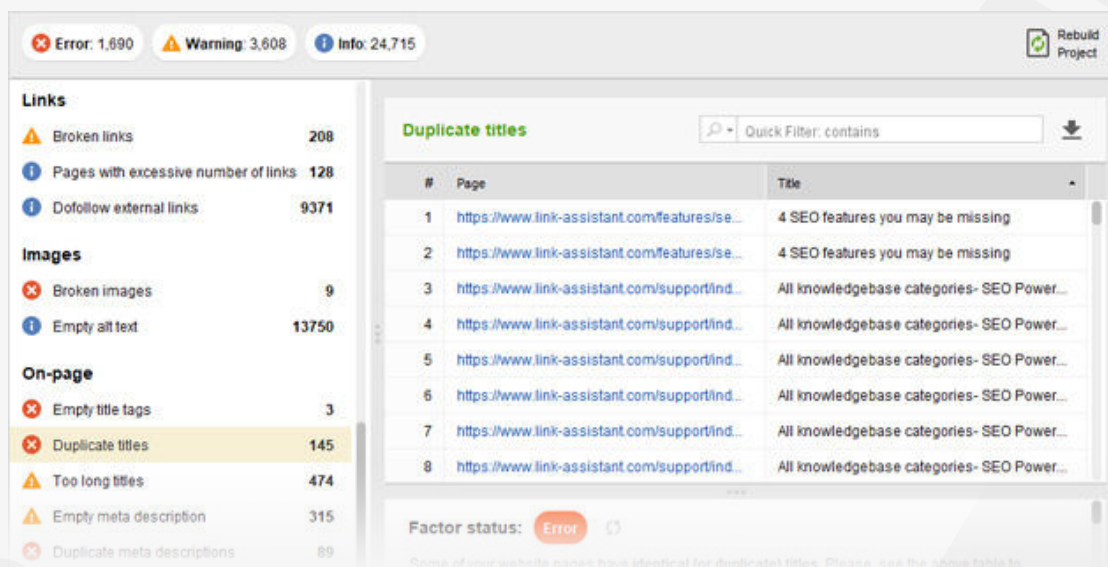


## Step 8: Review your titles and meta descriptions

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!

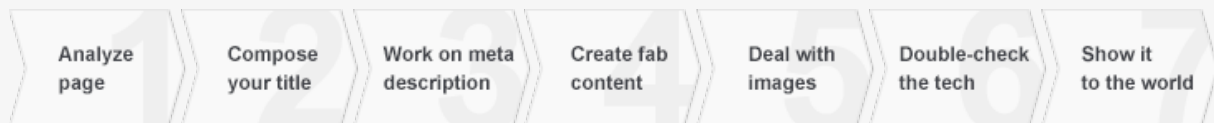
Congrats — you've fixed all technical issues that may have been holding your rankings back (and that in itself puts you ahead of so many competitors already!). It's time you moved on to the (more) creative part, namely creating and optimizing your landing pages' content.

# 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 7 actionable steps to make it as smooth and straightforward as possible.



## 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.

The screenshot displays the 'Content Analysis' section for the homepage. At the top, a progress bar shows a score of 62.9%, with 0 errors, 21 warnings, and 2,929 info items. Below this, the 'Title' section is expanded, showing three factors: 'Keywords in title' (3), 'Title length' (52 chars), and 'Multiple <title> tags' (No). The 'Keywords in title' section is also expanded, showing a table with 2 keywords: 'seo software' and 'seo tools'.

#	Keyword	Keyword co..
1	seo software	
2	seo tools	

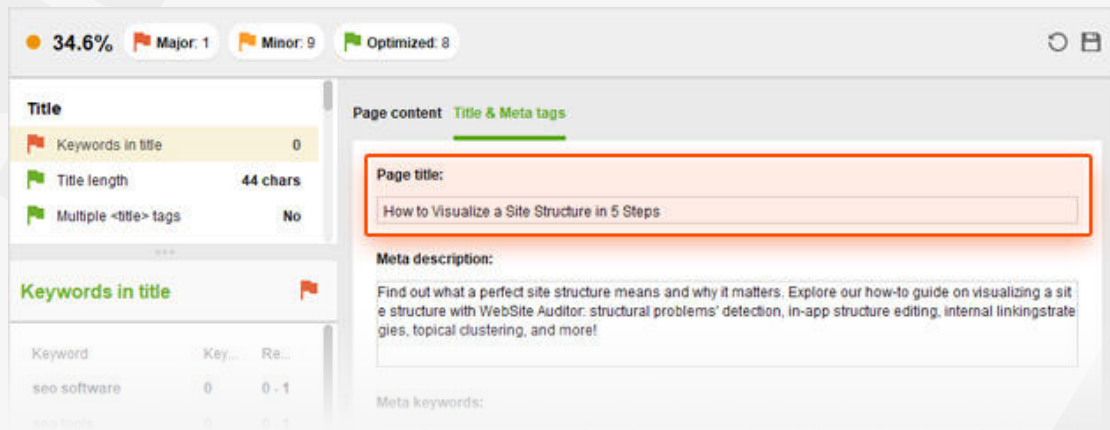
Look through the stats on the left, and spot any factors with *Error*, *Warning*, or *Info* statuses. Now that you know which areas you need to focus on, it's time to edit your content and get rid of any on-page issues that are holding your rankings back.

## 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 in 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 with a green flag.





**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, TF-IDF scores, 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.

Details **Competitors** The <title> tag

47.0% TF-IDF score

#	Keyword	TF-IDF	TF-IDF (Avg)	Keyword...	Keyword ...	Word Co...	Word C...	Keyword Stu...	
1	seo tools	96.6%	0.36	0.34 (0.2...	1	1 (1 - 1)	7	8 (5 - 1...	No
2	seo tool	96.6%	0.36	0.34 (0.2...	1	1 (1 - 1)	7	8 (5 - 1...	No
3	seo software	89.0%	0.36	0.32 (0.2...	1	1 (1 - 1)	7	9 (6 - 1...	No
4	search engine opt...	0.0%	0.00	0.40 (0.2...	0	1 (1 - 1)	7	7 (3 - 1...	No
5	website promotion	0.0%	0.00	0.39 (0.2...	0	1 (1 - 1)	7	7 (3 - 1...	No
6	web site optimizat...	0.0%	0.00	0.83 (0.8...	0	1 (1 - 1)	7	8 (2 - 1...	No

URL	Title	Keyword count...	TF-IDF	Total word count
<a href="https://smallseotools.com/">https://smallseotools.com/</a>	100% Free SEO Tools - SmallSEO	1	0.43	5
<a href="https://www.webconfs.com/">https://www.webconfs.com/</a>	SEO Tools - Search Engine Optimiz	1	0.39	6
<a href="https://backlinko.com/seo-tools">https://backlinko.com/seo-tools</a>	SEO Tools: The Complete List (201	1	0.36	7
<a href="https://blog.hubspot.com/marketing/seo-an...">https://blog.hubspot.com/marketing/seo-an...</a>	The Top 12 SEO Tools of 2018	1	0.36	7
<a href="http://tools.seobook.com/">http://tools.seobook.com/</a>	Free SEO Tools & Search Engine C	1	0.36	7
<a href="https://www.pcmag.com/roundup/2018/12/best-seo-tools">https://www.pcmag.com/roundup/2018/12/best-seo-tools</a>	The Best SEO Tools of 2018   PCM	1	0.36	7

**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 with a green flag.

The screenshot displays the 'Title & Meta tags' section of the SEO PowerSuite interface. At the top, a progress indicator shows 34.6% completion, with 1 Major issue, 9 Minor issues, and 8 Optimized items. The 'Meta tags' section on the left lists several factors: 'Keywords in meta description tag' (0), 'Meta description length' (259 chars), 'Multiple meta description tags' (No), and 'Keywords in meta keywords tag' (8). Below this is a table for 'Keywords in meta description tag' with columns for Keyword, Key..., and Rec... The table lists 'seo software', 'seo tools', and 'seo tool' with values 0 and 0-1. The 'Page content' section on the right shows the 'Page title' as 'How to Visualize a Site Structure in 5 Steps'. The 'Meta description' field is highlighted with a red border and contains the text: 'Find out what a perfect site structure means and why it matters. Explore our how-to guide on visualizing a site structure with WebSite Auditor: structural problems' detection, in-app structure editing, internal link strategies, topical clustering, and more!'. The 'Meta keywords' field contains: 'seo software, seo tools, seo tool, search engine optimization, website promotion, web site optimization'.

**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 *Details* tabs to see how your top 10 rivals optimize their meta description tags, and get specific guidelines on writing yours.

The screenshot shows the 'Details' tab for 'The meta description tag'. It features a table titled 'Keywords in meta description tag' with the following data:

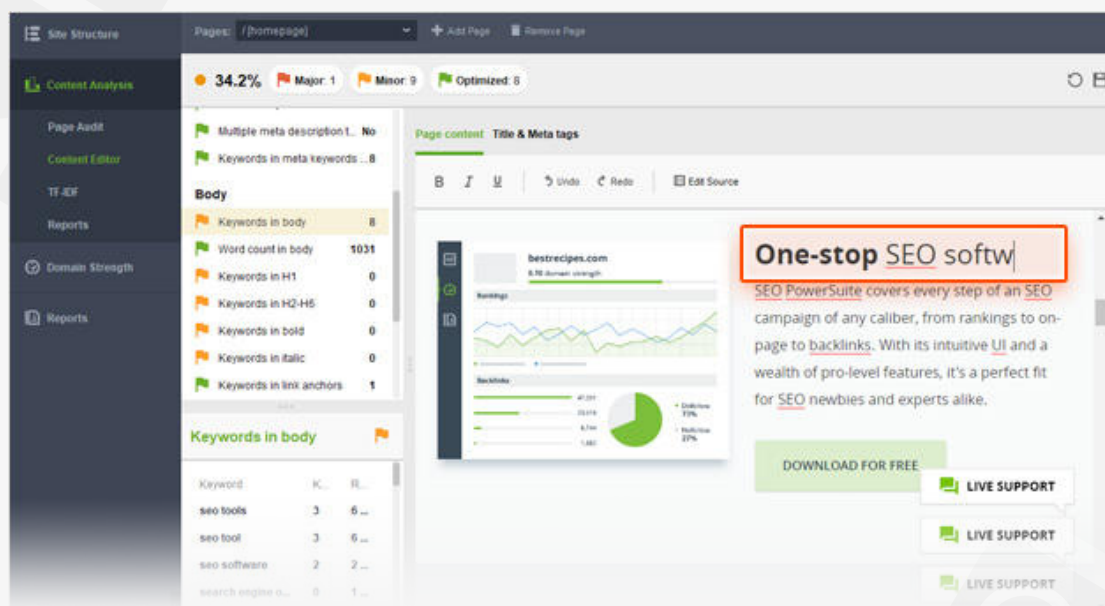
#	Keyword	Keyword co...	TF-IDF	TF-IDF (Avg)	Keyword stuffi...
1	seo tools	1	0.23	0.24 (0.22 - 0...	No
2	seo tool	1	0.23	0.24 (0.22 - 0...	No
3	seo software	0	0.00	0.36 (0.24 - 0...	No

Below the table, a notification box indicates 'Factor status: Correct' with a green checkmark. The message reads: 'Great job! The meta description of your page contains target keyword(s). Also visit *Meta description length* and *Multiple meta description tags* to make sure your meta description is of the recommended length and is specified only once. For meta description ideas or to adjust your keyword usage to that of your competitors, visit the *Competitors* tab. If you are optimizing the page for multiple keywords, it may be hard to fine-tune it to all competitor averages at once. In this case, make sure your meta description is best optimized for your most important keyword (i.e., your word count and TF-IDF for that keyword is the closest to the competitor average).'

## 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.

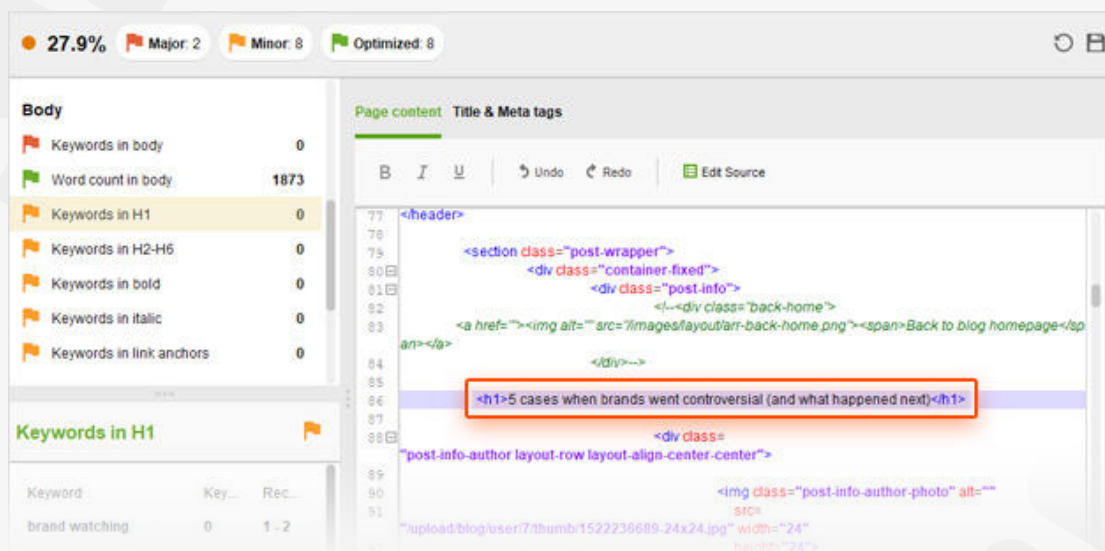
**How-to 1: Use keywords in the page's content cleverly.** In *Content Analysis > Content Editor*, check the *Body* section of on-page factors. Edit your page's content in the right-hand view, making sure the *Keywords in body* and *Word count in body*



**How-to 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 enough to 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.

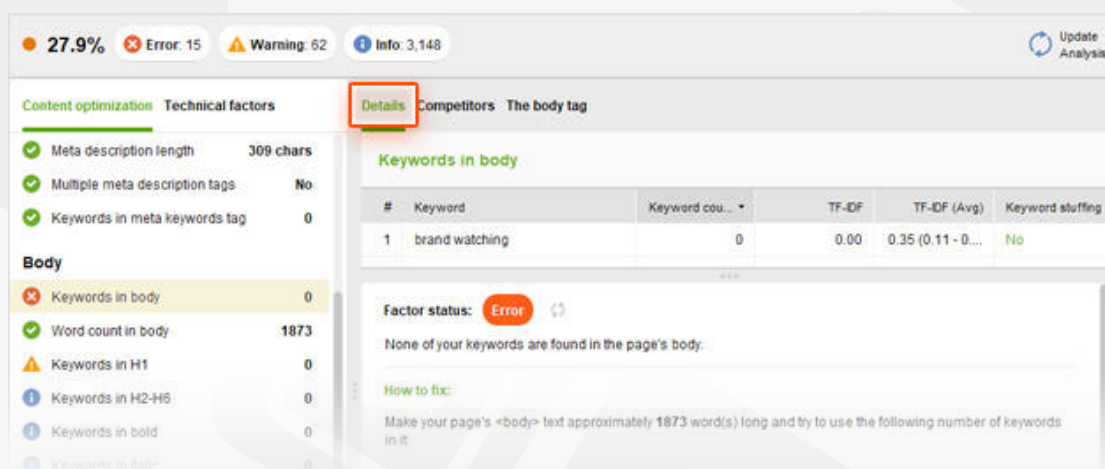
In *Content Analysis > Content Editor*, click Edit source. Locate your H1 tag in the HTML code by hitting Ctrl + F and running a search for “<h1”, and edit the contents of your H1 right in the page’s source code, like you would in an HTML editor. If the search returns no results, simply create an H1 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 *Details* tab for optimization advice and SEO best practices.





**How-to 3: Employ TF-IDF.** In short, TF-IDF is the formula of how often a keyword is found on a page (TF - term frequency) and how often it is expected to be found on an average web page, based on a larger set of documents (IDF - inverse document frequency).

As TF-IDF compares a keyword usage of a separate page to a larger set of documents, it becomes obvious how important a given term can be to a page. The TF-IDF tool in WebSite Auditor uses the similar algorithm and can help you optimize your pages for topical relevance – which is important in the age of semantic search. The tool analyzes the pages of your 10 top-ranking competitors for your target keywords and looks for topically-relevant terms and phrases that are used by them.

In *Content Analysis > TF-IDF*, select a page you would like to optimize, enter your target keyword, and further analyze the *Recommendations* column:

#	Keyword	# of Competitors	TF-IDF (Min)	TF-IDF (Max)	TF-IDF (Avg)	TF-IDF (Y...)	Keyword...	Recommendations	Keyword...
1	monitoring tool	10 (100%)	0.31	0.53	0.42	0.10	1	Use more	15
2	monitoring tools	9 (90%)	0.29	0.54	0.41	0.00	0	Add	12
3	network monitoring	8 (80%)	0.09	0.52	0.31	0.00	0	Add	8
4	server monitoring	7 (70%)	0.10	0.63	0.26	0.00	0	Add	7
5	privacy policy	7 (70%)	0.10	0.24	0.15	0.13	1	Ok	1
6	performance monitoring	6 (60%)	0.13	0.74	0.47	0.00	0	Add	10
7	infrastructure monitoring	6 (60%)	0.12	0.46	0.33	0.00	0	Add	4
8	open source	6 (60%)	0.11	0.63	0.32	0.00	0	Add	6
9	monitoring software	6 (60%)	0.11	0.53	0.30	0.00	0	Add	5
10	rights reserved	6 (60%)	0.11	0.27	0.18	0.00	0	Add	1
11	application performance	5 (50%)	0.30	0.72	0.56	0.00	0	Ok	11
12	application performanc...	5 (50%)	0.15	0.55	0.41	0.00	0	Ok	5

**TF-IDF Analysis Competitors**

Your page

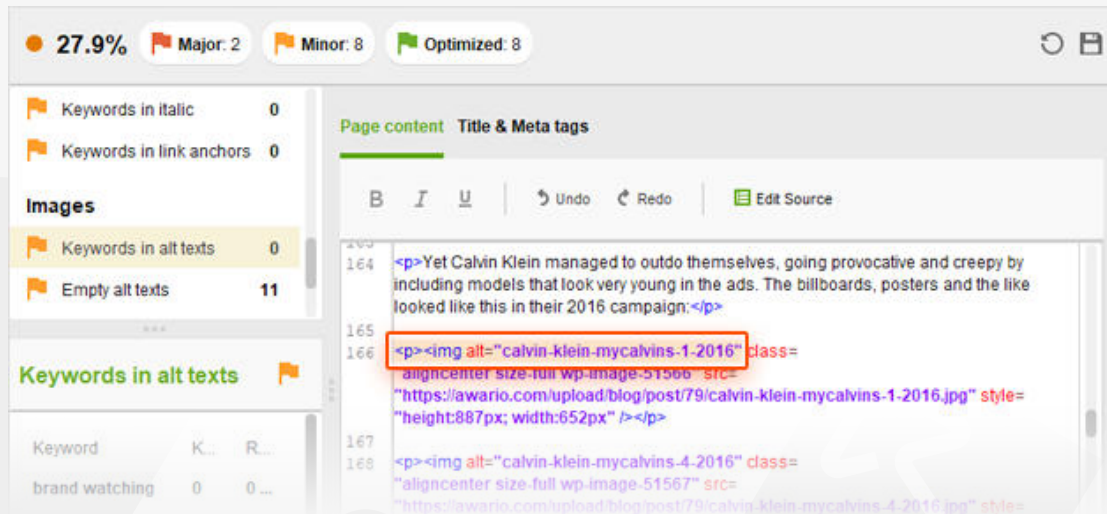
- mashable.com/2015/11/17/network-server-t...
- powelld.com/best-infrastructure-monitoring-t...
- paessler.com/network\_monitoring\_tool
- backmoon.com/list-of-performance-monitc...
- stackify.com/application-performance-mans...
- haydenjames.io/50-top-server-monitoring...

## 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: ``



## 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.

The screenshot displays the 'Page Audit' interface. At the top, it shows a progress indicator at 27.9%, with 15 errors, 62 warnings, and 3,148 info items. The 'Technical factors' section is highlighted with a red box and contains the following items:

Factor	Status
Page status code	200
Broken resources	0
Page is restricted from indexing	No
Resources restricted from indexing	0
Page uses meta refresh	No
Page uses rel="canonical"	No
Mixed HTTP/HTTPS content issues	0
Multiple canonical URLs	No
Conflicting character encoding	No
Page uses frames	No
W3C HTML errors & warnings	67
W3C CSS errors & warnings	2988

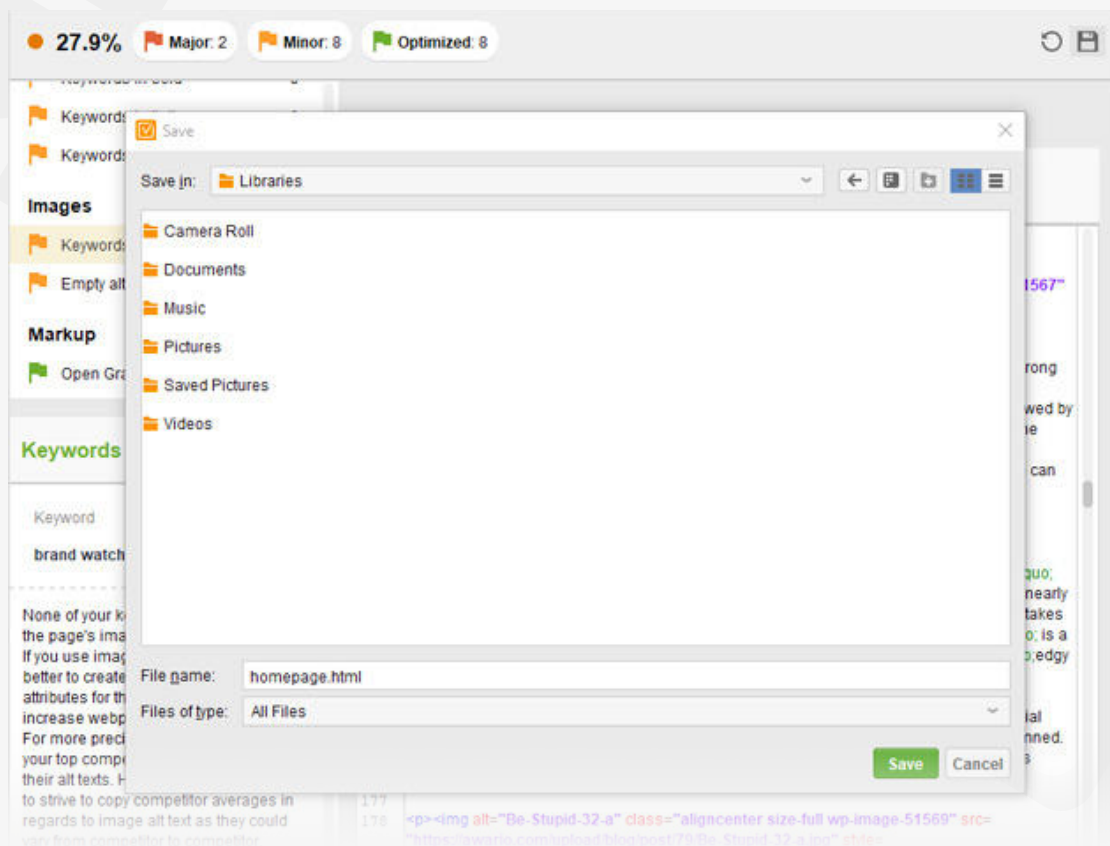
The 'Page availability' section shows a 'Factor status: Correct' and a message: 'Congratulations! Your page is available and has the 200 status code.' Below this, a green box contains advice: 'Even if the status code says the page is live and accessible, this does not guarantee search bots will have absolutely no trouble indexing it. To make sure your page is crawled correctly, check the following factors: Page is restricted from indexing, Page uses meta refresh and Page uses rel="canonical". Also check Broken resources and Resources restricted from indexing on the page.'

The 'About this SEO factor:' section explains that the server returns an HTTP status code in response to the request. It lists common status codes: 200 (successful), 301 (moved permanently), 404 (not found), and 503 (temporarily unavailable). It concludes that ideally, the page should return either the 200 or the 301 status code.

## 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!

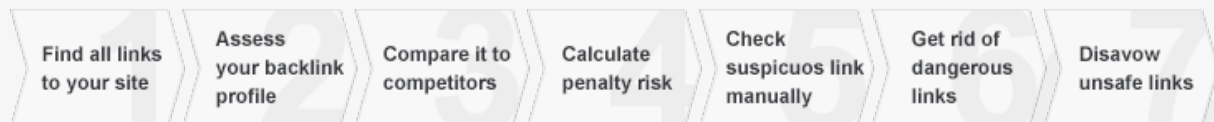
You've just completed the full process of page optimization. With all your page elements optimized for your keywords and your content all around brilliant, your landing page is probably a perfect example of on-page SEO done right. Now it's time to go off-page and audit your website's backlinks!

# 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.



## 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.

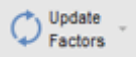
### Step 2: Choose Preferred Backlink Sources

Please choose the preferred sources that SEO SpyGlass should use to collect backlinks from. You may select as many as you want, but when your project is ready you will also be able to rebuild it by scanning any of these sources again.

<input checked="" type="checkbox"/>	 <b>SEO PowerSuite Link Explorer (former WebMeUp)</b> Collect backlinks from the internal SEO PowerSuite's database.
<input type="checkbox"/>	 <b>Google Analytics</b> SEO SpyGlass will collect backlinks from your Google Analytics account
<input type="checkbox"/>	 <b>Google Search Console</b> SEO SpyGlass will fetch the list of backlinks from your Google Search Console account

[Online Help](#)   < Back   **Next >**   Finish   Cancel

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

That's where SEO SpyGlass' real-time link checks come in handy. To check your backlinks in real time, go to *Backlink Profile > Backlinks*, select the backlinks in your workspace, and hit . Deselect all factors to be updated and only keep the *Backlink Page Info* box checked. 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.

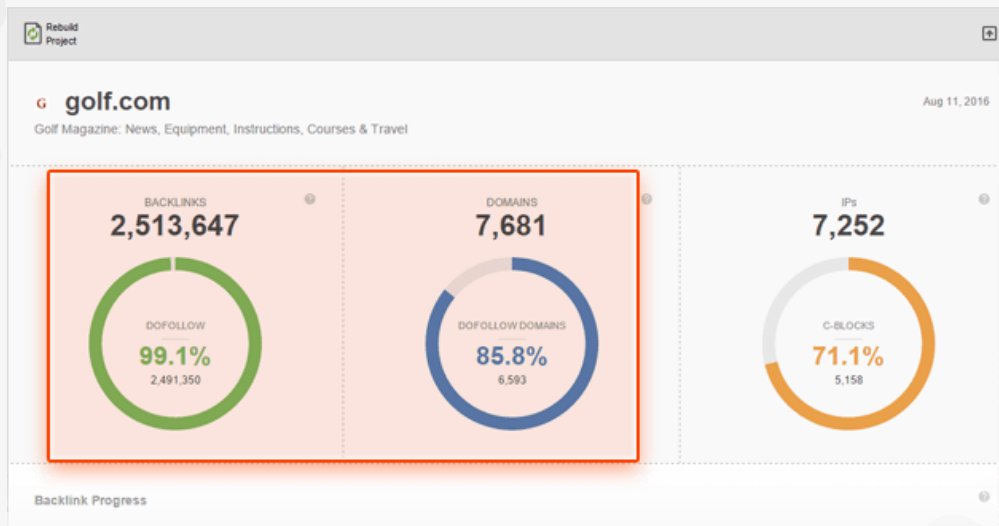
#	Backlink Page	Title	Links Back	Anchor Text
1	https://alternativeto.net/software/aw...	AWARIO Alternatives and SL...	Yes (Nofollow tag)	Official Website
2	https://alternativeto.net/software/aw...	AWARIO Activity log - Altern...	Yes (Nofollow tag)	Official Website
3	https://alternativeto.net/software/aw...	AWARIO Reviews - Alternati...	Yes (Nofollow tag)	Official website
4	https://blog.tryadhawk.com/digital-...	Digital Marketing Weekly R...	Yes	5 Crucial Types...
5	http://blog.vajraglobal.com/6-best-p...	6 Best Practices for SEO in ...	Yes	Awario
6	http://www.tricksmania.net/2017/08...	Planning to start a Busines...	Yes	Brand name m...
7	http://www.trossconsulting.com/ser...	Online - Tross Consulting	Yes	difference betw...
8	http://www.yankeedownload.com/s...	Free Trial \$ 19.00   Awario ...	Yes (Nofollow tag)	https:
9	https://yagla.ru/blog/analitika/servis...	Сервисы мониторинга соц...	Yes (Nofollow tag)	Awario
10	https://alternativeto.net/software/aw...	Commercial AWARIO Altern...	Yes (Nofollow tag)	Official website

## 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.

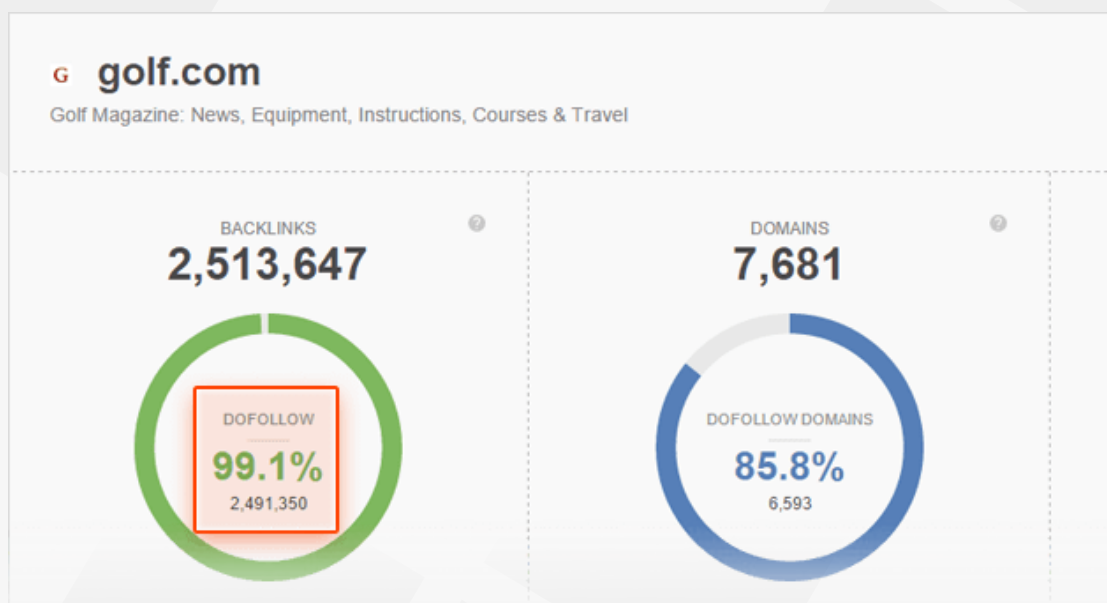


**How-to 2: Check the dofollow vs nofollow ratio.** While it's true that nofollow links do not have SEO weight, a natural link profile can't consist of dofollow links only, so your best option is to have a natural mix of nofollow and dofollow links.

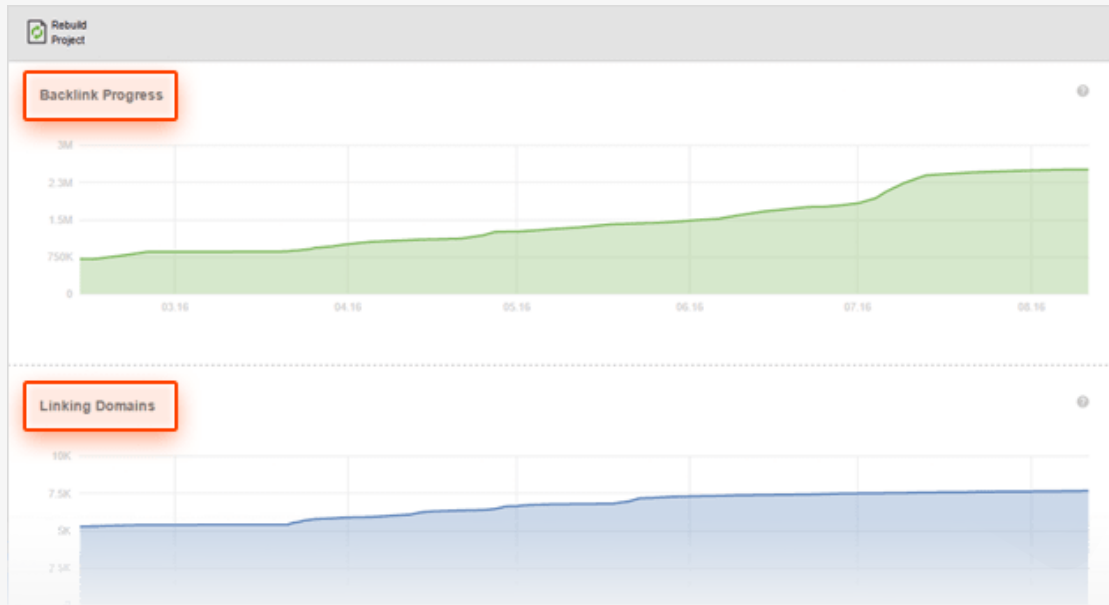
If nofollow links prevail in your backlink profile, it's a signal to rethink your link-building strategy and try to focus on acquiring more SEO-valuable dofollow links.

**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.

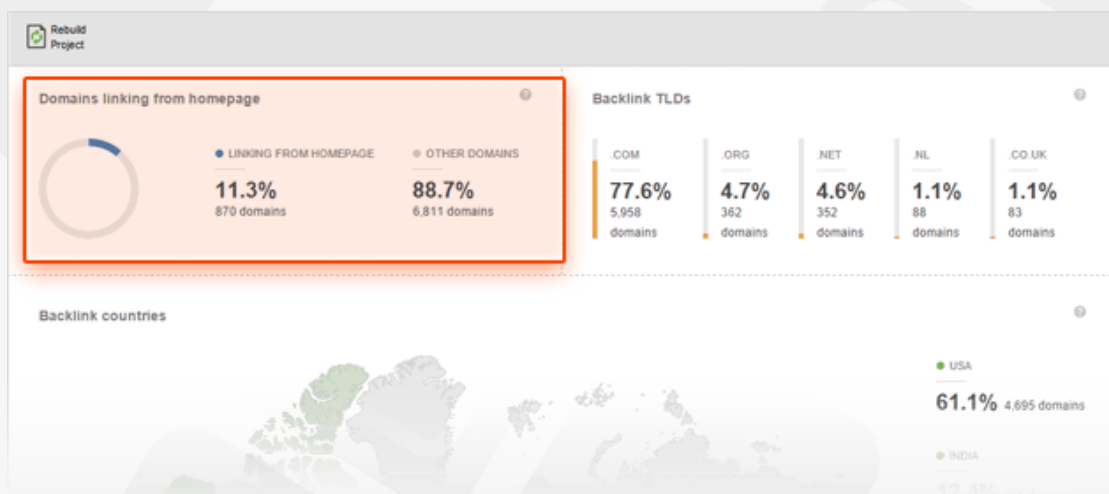


**How-to 3: Assess your link profile growth over time.** Check with the *Backlink Progress* and *Linking Domains* graphs to see how your site’s number of backlinks has been growing. Look for spikes to figure out which of your marketing activities (content, campaigns, etc.) have been especially successful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



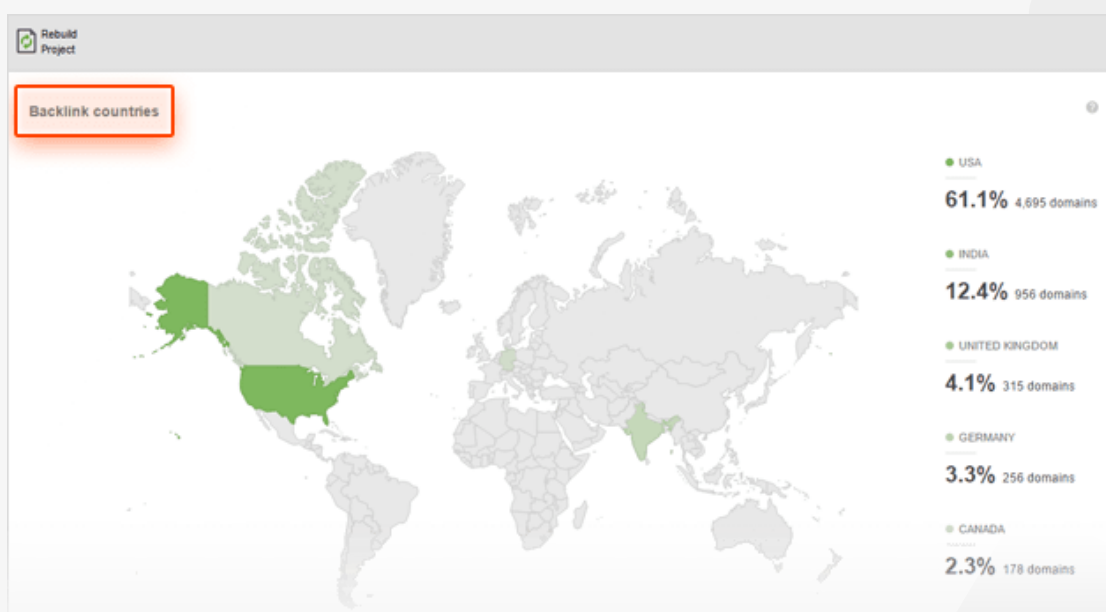
**How-to 4: Analyze how many backlinks are coming from homepages.** As the homepage is the most authoritative page of a website, links appearing there can be easily deemed as paid links — especially if their number is excessive.

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.

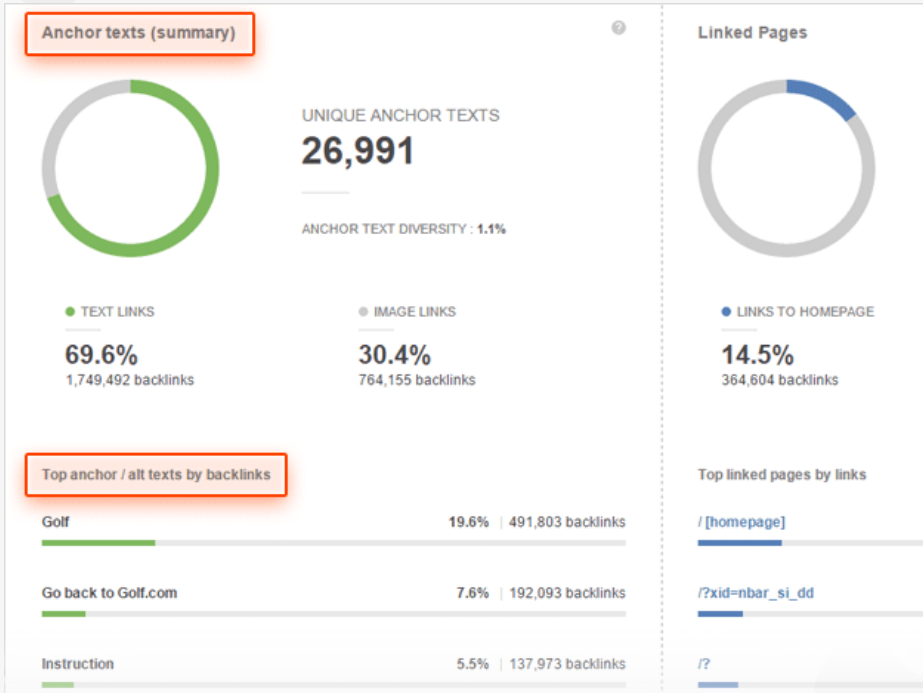
Say, if you're a UK-based business that targets a local market, but most of your links are coming from USA-based websites, it's high time for you to switch to getting links from local sites.



**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.

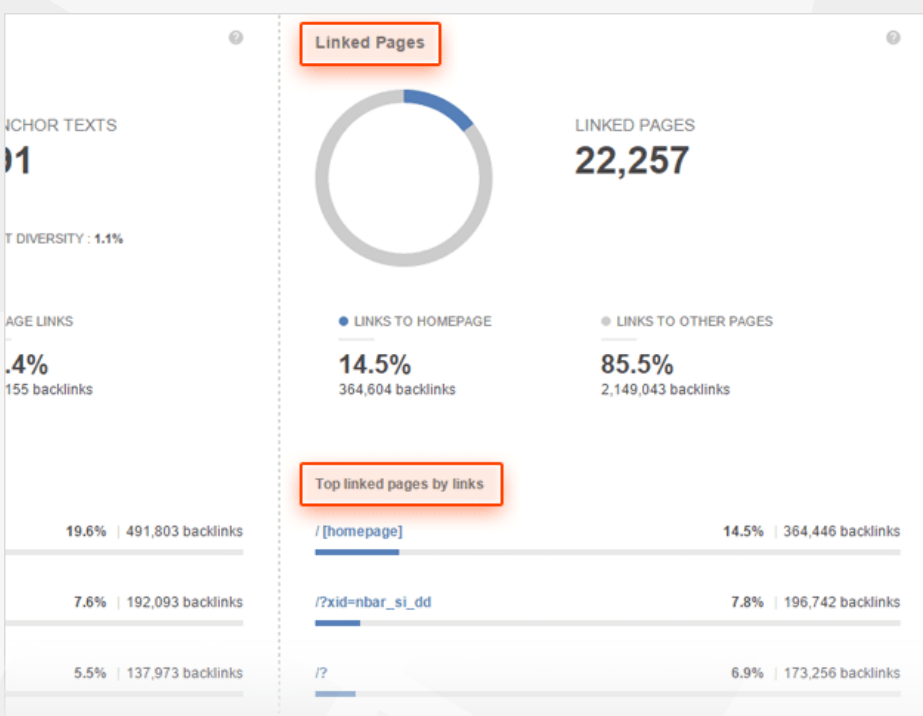
If your obvious anchor text leaders are commercial anchors with lots of money keywords, it's high time to start an anchor-text diversification campaign.





**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.

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

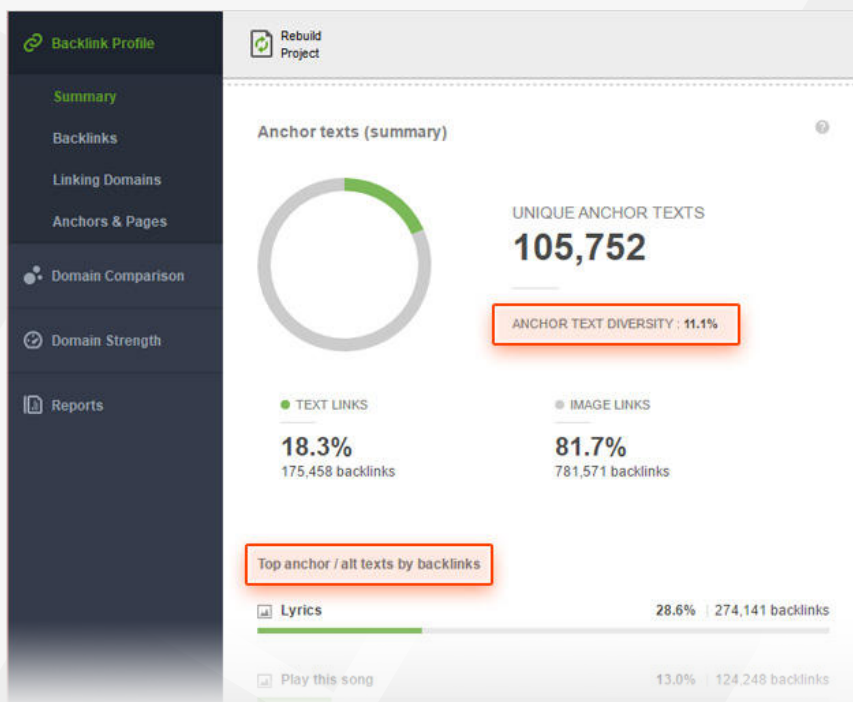
**Tip 1: See where your competitors’ links intersect.** Looking into the intersection in your competitors’ backlink profiles can give you insight into their link strategy – and help spot some valuable link building opportunities for your own site.

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

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

#	Linking Domain	Projects	# of Backlinks	# of Dofollow Backlinks
1	http://adcock.com	radiotuna.com; last.fm; jango.co...	6	5
2	http://alternativefo.net	radiotuna.com; last.fm; jango.co...	19	10
3	http://cofitecnologico.com	radiotuna.com; last.fm; jango.co...	4	4
4	http://www.cszcpower.com	radiotuna.com; last.fm; jango.co...	12	0
5	https://2ch.hk	radiotuna.com; last.fm; jango.com	7	1
6	https://aliensoup.com	radiotuna.com; last.fm; jango.com	14	0
7	http://bg.wondershare.com	radiotuna.com; last.fm; jango.com	15	1
8	http://bradwilsolive.com	radiotuna.com; last.fm; jango.com	5	5
9	http://bs.wondershare.com	radiotuna.com; last.fm; jango.com	17	1
10	http://ca.wondershare.com	radiotuna.com; last.fm; jango.com	15	1
11	https://collegeinfoseek.com	radiotuna.com; last.fm; jango.com	14	14

**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.



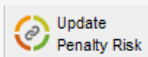
## Step 4: Pinpoint potentially dangerous backlinks

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.

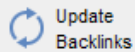
Roughly, a link with a 0 to 30% risk value is usually considered safe. A link in the 30 to 70% range may potentially be harmful, so it's recommended that you take a closer look at it. A Penalty Risk of over 70% is considered high and calls for immediate action.

#	Backlink Page	Title	Penalty Risk	Links Back
1	http://www.rentablesnegocios.com/2013/...	SEO PowerSuite: La mejor herramienta para admini...	53%	Yes
2	http://www.teoti.com/google/144326-5-bi...	5 Big SEO Lies Google Wants You To Believe	34%	Yes
3	http://www.teoti.com/google/144326-5-bi...	5 Big SEO Lies Google Wants You To Believe	34%	Yes
4	http://www.teoti.com/google/144326-5-bi...	5 Big SEO Lies Google Wants You To Believe	34%	Yes
5	http://www.teoti.net/google/144326-5-big-...	5 Big SEO Lies Google Wants You To Believe	34%	Yes
6	http://www.teoti.net/google/144326-5-big-...	5 Big SEO Lies Google Wants You To Believe	34%	Yes
7	http://www.teoti.net/google/144326-5-big-...	5 Big SEO Lies Google Wants You To Believe	34%	Yes
8	http://www.thakims.info/Computers/Inter...	Thakims Link Directory- Computers > Internet > Pag...	33%	Yes
9	http://www.thakims.info/Computers/Inter...	Thakims Link Directory- Computers > Internet	33%	Yes

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

## Step 5: Re-check suspicious backlinks manually

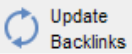
It’s up to you how “strict” your backlinks cleaning-up will be, but removing lots of backlinks at once may cause a ranking drop, so, not to overdo with link removal, you need to smell-test the suspicious links manually and get rid of your links in the most “glaring” cases only.

**How-to: Examine the risky linking domains.** Still in *Backlink Profile > Linking Domains*, in the *Linking domains* tab go through the available columns to double-check all the suspicious links you’ve found. Select the domains and click  to check if the domain is relevant to your topic, and if the website itself is trustworthy.



#	Linking Domain	# of Backlinks	# of Dofollow Backlinks	Alexa Rank	Domain Age	Domain IP
1	http://acme-digital.ru	2	2	N/A	4y 6m	87.236.19.107
2	http://allpcworld.com	1	1	23,927	1y 11m	79.124.56.245
3	http://ambr.ca	1	1	8,028,483	4y 8m	104.27.164.64
4	http://ampaescuelasa...	1	0	N/A	1y 2m	127.0.0.1
5	http://anokalintik.ru	1	1	328,153	8y 8m	185.12.95.30
6	http://app4day.com	1	1	945,751	1y 2m	89.45.67.200
7	http://arrowheadgrp.co...	2	2	1,496,650	20y 5m	12.162.203.185
8	http://blog.getgoodran...	1	0	991,460	Not yet checked	93.171.203.241

**Tip 1: 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.

Still in the *Backlinks* module, switch to the *Backlink traffic* tab, select the backlinks you would like to check, and hit  checking the *Backlink traffic* box. 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 *Referral sessions (GA)* column.

#	Backlink Page	Title	Anchor Text	Referral Sessions (GA)	Links Back
1	http://backlinkwatch.com/	Backlinks Checker To...	[Image]	234	Yes
2	http://www.backlinkwatch.com/	Backlinks Checker To...	[Image]	234	Yes
3	http://www.web-seo-report.com/...	Ready-to-use SEO Re...	[Image] SEO Powe...	152	Yes (Nofollow tag)
4	http://www.seopowersuite.ru/	Пакет SEO программ...	eng	120	Yes (Nofollow tag)
5	http://www.seopowersuite.ru/?	Пакет SEO программ...	eng	120	Yes (Nofollow tag)
6	http://www.seopowersuite.ru/do...	Поисковая оптимиза...	eng	76	Yes (Nofollow tag)
7	http://www.backlinkwatch.com/l...	Backlinks Checker To...	[Image]	68	Yes
8	http://www.backlinkwatch.com/l...	Backlinks Checker To...	[Image]	68	Yes
9	https://manablog.org/ranktracker/	【Mac向け】SEO検索...		60	Yes
10	https://manablog.org/ranktracker/	【Mac向け】SEO検索...	» Compare Rank T...	60	Yes
11	https://manablog.org/ranktracker/	【Mac向け】SEO検索...	» Rank Tracker - T...	60	Yes
12	http://www.seopowersuite.fr/tele...	Téléchargez SEO Pow...	eng	58	Yes (Nofollow tag)
13	http://www.seopowersuite.fr/tele...	Téléchargez SEO Pow...	[Image] SEO Powe...	58	Yes (Nofollow tag)

**Tip 2: Check InLink Rank.** This metric, being an alternative to Google’s PageRank, shows the value of your backlinks. The higher *InLink Rank* score means that these links (or domains if your check *Domain InLink Rank*) are the most valuable in your profile. And a low score helps you to identify low quality, spammy links. If you see that there are such links in your profile, you should consider to remove them to stay safe from search engine penalties.

#	Backlink Page	Title	InLink Rank	Links Back	Linked Page
37	http://www.searchenginepeople.com/bl...	5 Link Building T...	48	Yes	http://www.link-assi...
38	http://www.top-shareware.net/SEO_Pow...	SEO PowerSuite...	48	No (Page not f...	http://www.link-assi...
39	http://busywithseo.com/blog/the-7-most...	The 7 Most Impo...	45	Yes	http://www.link-assi...
40	http://busywithseo.com/blog/the-7-most...	The 7 Most Impo...	45	Yes	http://www.link-assi...
41	http://blog.ineedhits.com/tips-advice/top...	Search Engine ...	43	No (Link miss...	http://www.link-assi...
42	http://www.qweas.com/download/web/si...	Increase link po...	43	Yes	http://www.link-assi...
43	http://www.qweas.com/download/web/si...	Increase link po...	43	Yes	http://www.link-assi...
44	http://www.sue-ryder.cz/reportaze-z-ben...	Sue Ryder	43	No (Link miss...	http://seo-forum.link...
45	http://forum.seopedia.ro/seo/34280-5-m...	5 mituri SEO de...	40	Yes	http://www.link-assi...
46	https://baronen.org/page/5/?id_page=363	Baronen - Page...	38	Yes	http://www.link-assi...

**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.

#	Backlink Page	Title	Links Back	Tags	Anchor Text
1	http://backlinkwatch.com/	Backlinks Checker To...	Yes	contact to take link down	[Image]
2	http://www.backlinkwatch.com/	Backlinks Checker To...	Yes	contact to take link down	[Image]
3	http://www.web-seo-report.com/...	Ready-to-use SEO Re...	Yes (Nofollow tag)	contact to take link down	[Image] SEO Po...
4	http://www.seopowersuite.ru/	Пакет SEO программ...	Yes (Nofollow tag)	contact to take link down	eng
5	http://www.seopowersuite.ru/?	Пакет SEO программ...	Yes (Nofollow tag)	contact to take link down	eng
6	http://www.seopowersuite.ru/do...	Понсковая оптима...	Yes (Nofollow tag)	contact to take link down	eng
7	http://www.backlinkwatch.com/i...	Backlinks Checker To...	Yes	contact to take link down	[Image]
8	http://www.backlinkwatch.com/i...	Backlinks Checker To...	Yes	contact to take link down	[Image]
9	https://manablog.org/ranktracker/	【Maq向け】SEO検索...	Yes	contact to take link down	
10	https://manablog.org/ranktracker/	【Maq向け】SEO検索...	Yes	contact to take link down	= Compare Ran...

## 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. You need to smell-test the suspicious links manually and get rid of your links in the most "glaring" cases only.

**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 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*. Now, select the links you'd like to get contact details for, hit the *Update backlinks* 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).

**How-to 1: 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.

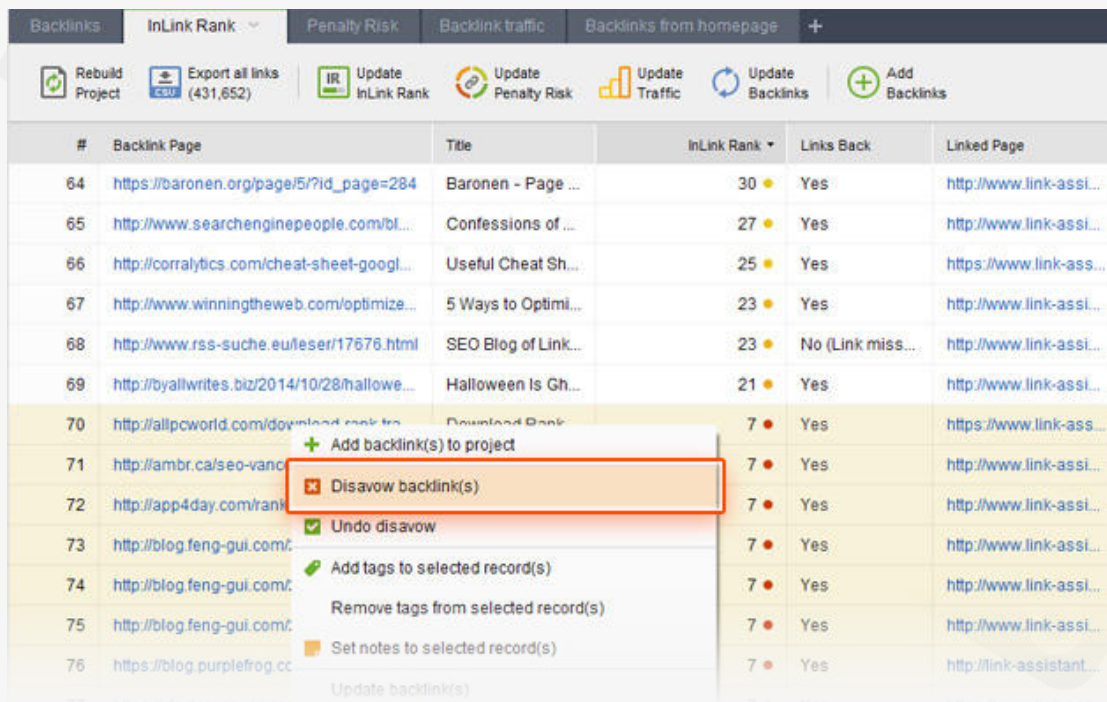
## Step 7: Disavow links you're unable to remove

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.

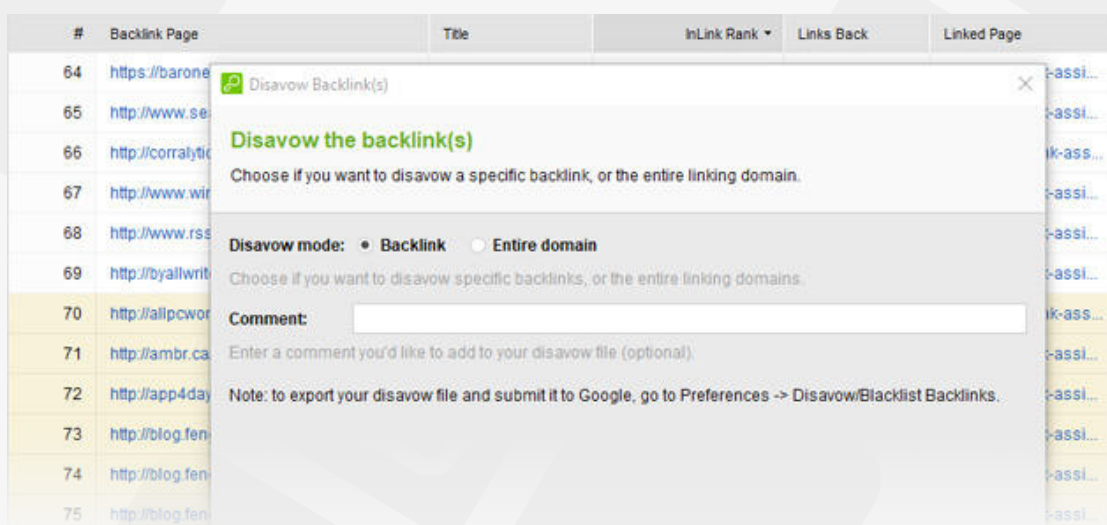
**How-to 1: Add links to the disavow list.** In your SEO SpyGlass project, select



the backlinks you'd like to disavow. Right-click the selection, and hit *Disavow backlinks*.

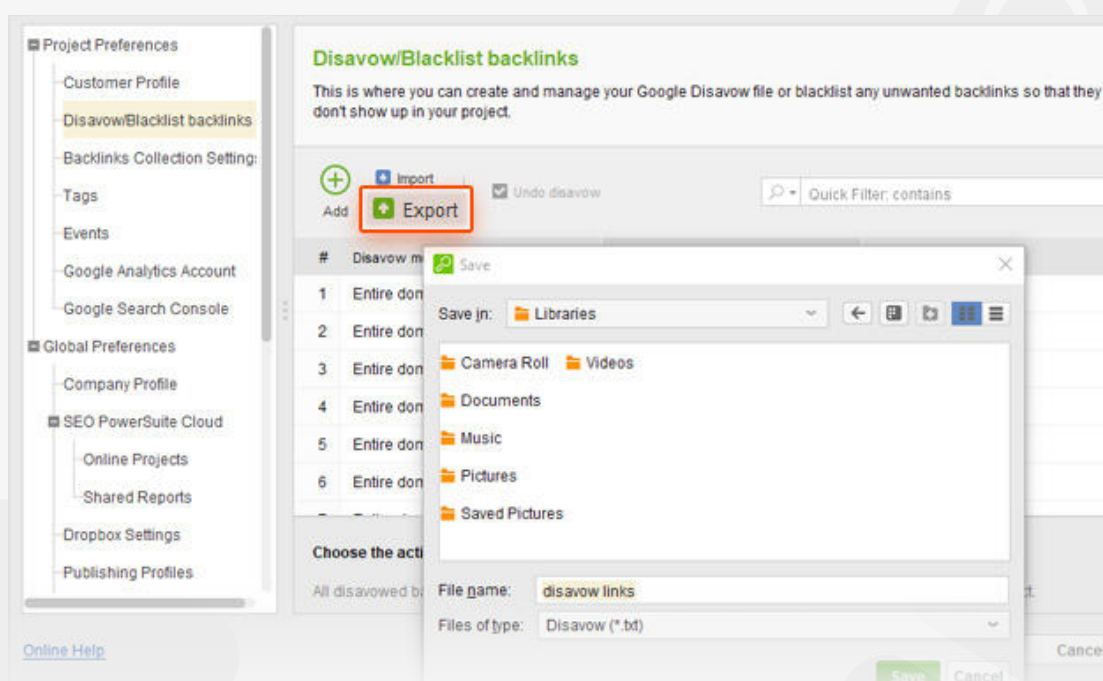


**How-to 2: Decide if you're disavowing the backlink or the domain, and add comments.** In the menu that pops up, choose whether you'll only be disavowing the backlink page you just added (*Backlink*), or the whole domain that links to your site (*Linking Domain*). At this step, you can also add a comment 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.



**How-to 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 your 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.



**How-to 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 override 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!

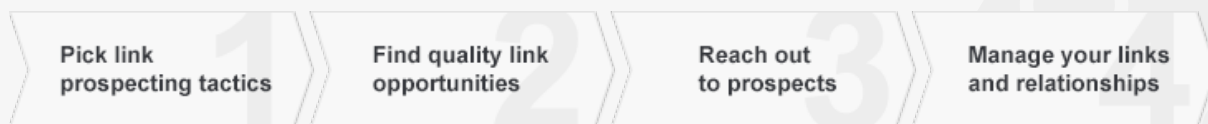
Now that you are done with backlink audit and free from spammy links, you've got a clean link profile to start working on. It's time to start building relevant, high-quality backlinks to win search engine's trust and respect.

# 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.



## 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, using the *Custom Search* method.

### ■ 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.

### ■ Links Submission Forms

If you wish to harness the potential of link development networks, you can use this method to find relevant link exchange partners that use link submission forms, and fill in these forms for you automatically. With this feature you can get lots of link exchange partners very fast.

### ■ Directories

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.

- **Your Backlinks**

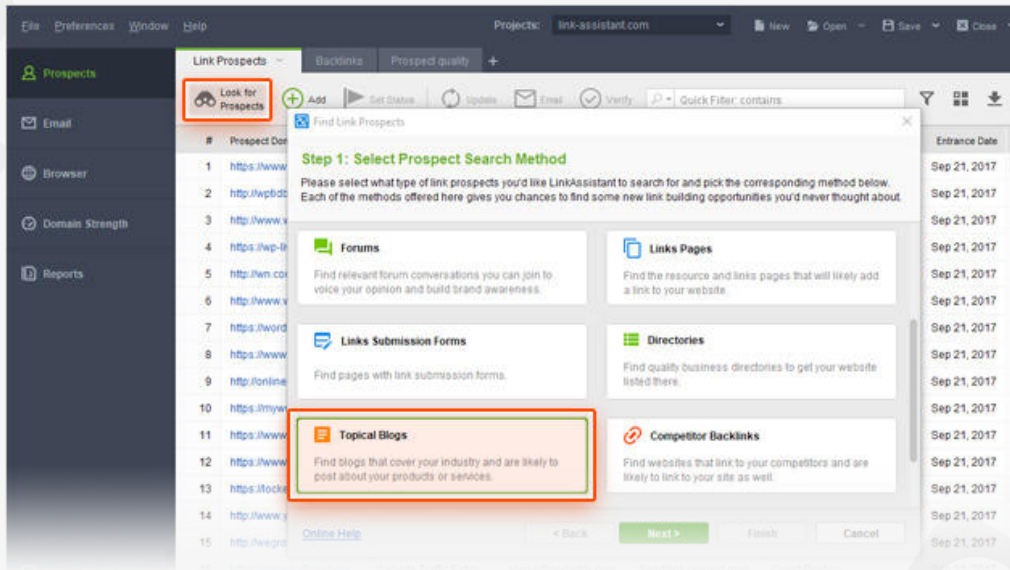
Find backlinks that already point to your site and analyze their value.

## 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.

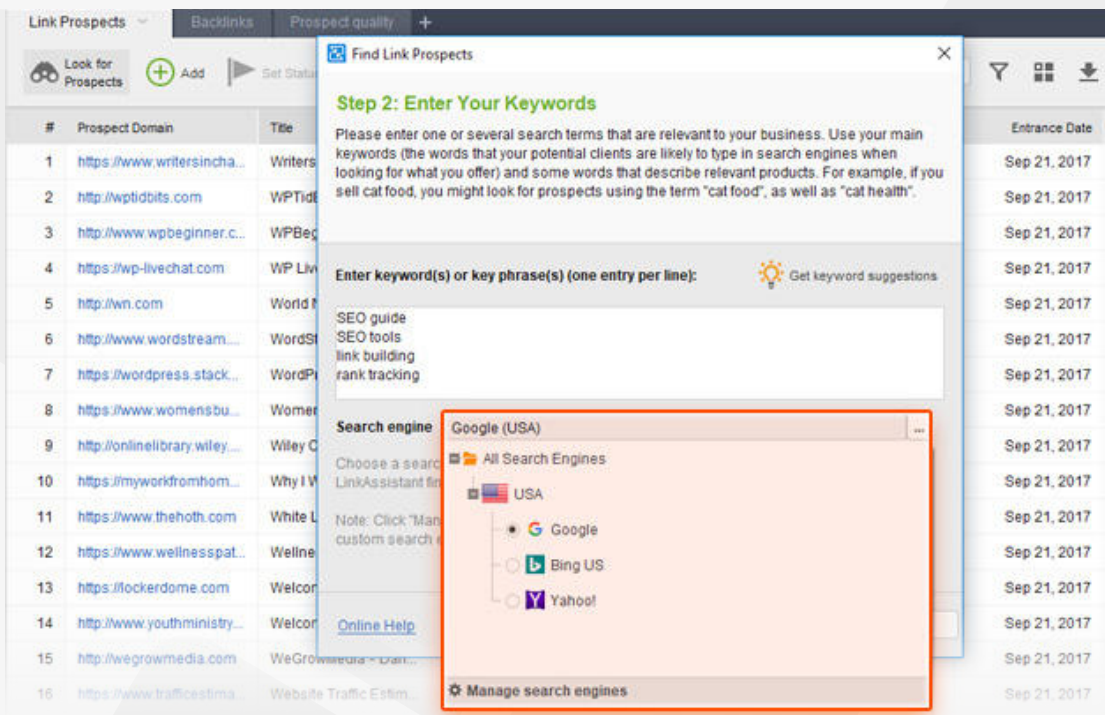
**How-to: 1. Run the search in LinkAssistant.** Create a project for your site in SEO PowerSuite's LinkAssistant and hit . Select a method you'd like to use and click *Next*.






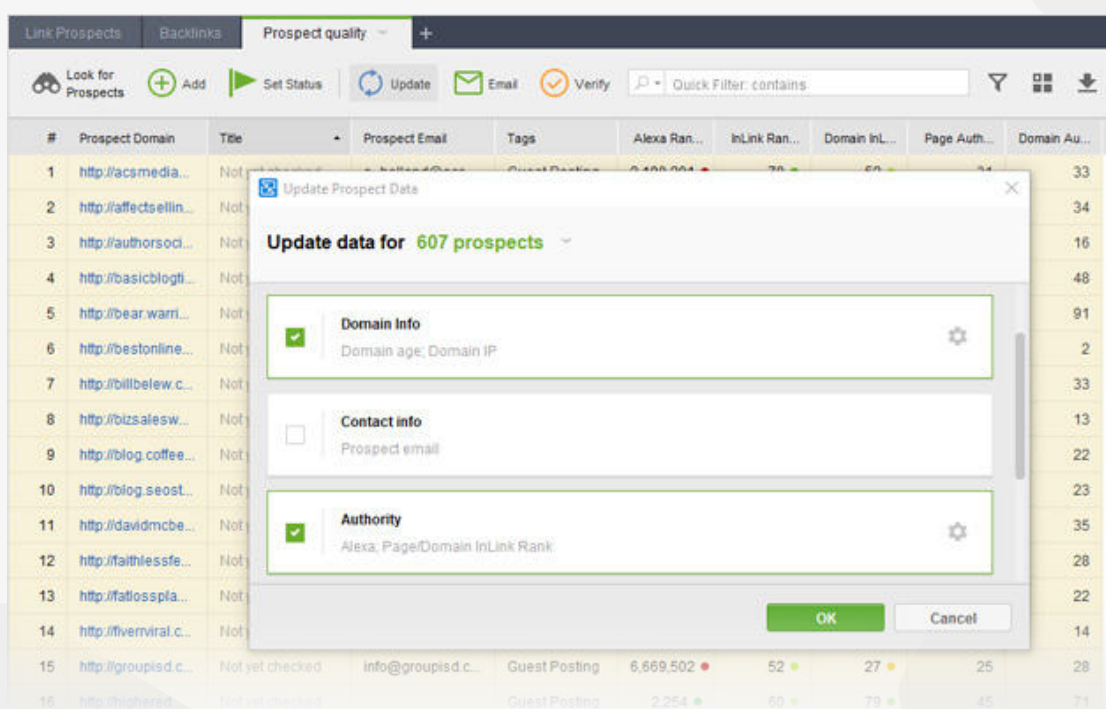
At Step 2, enter your keywords and select the search engine you'd like to search for link prospects in. For keywords, use industry-related terms – both generic and long-tail - and even your competitors' brand names. If you feel you could use some keyword ideas from Google AdWords' Keyword Planner, click *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 *Prospect quality* tab, select all records in your workspace, click  , and choose factors you'd like to update to determine the quality of the potential link (like InLink Rank, Page/Domain Authority, Alexa rank, Domain age, or all kinds of social signals) and click OK.





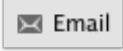
Examine the stats and pick the top prospects. Delete the ones that you decided against by right-clicking them and hitting *Remove link partners*.

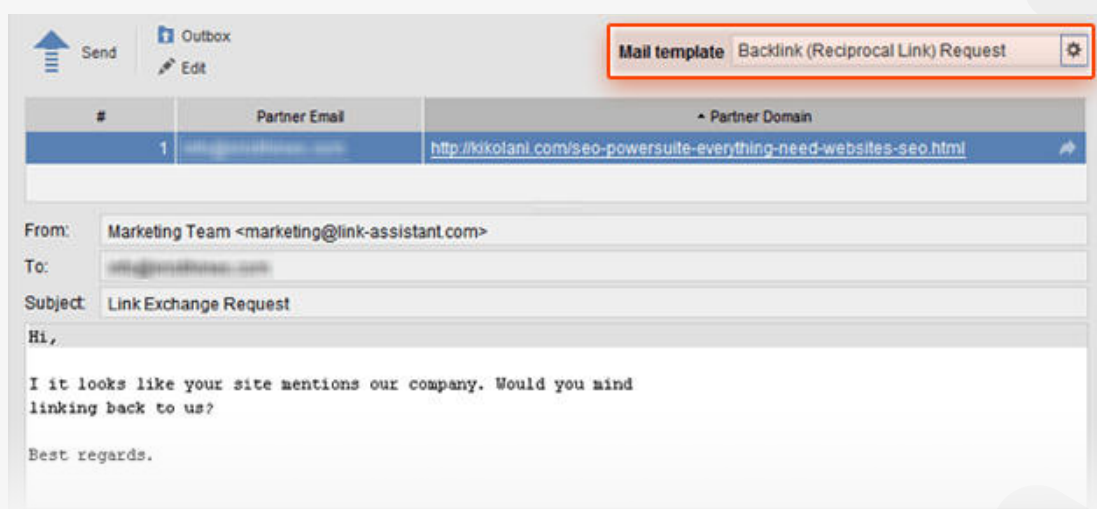
## Step 3: Get in touch with link prospects

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.

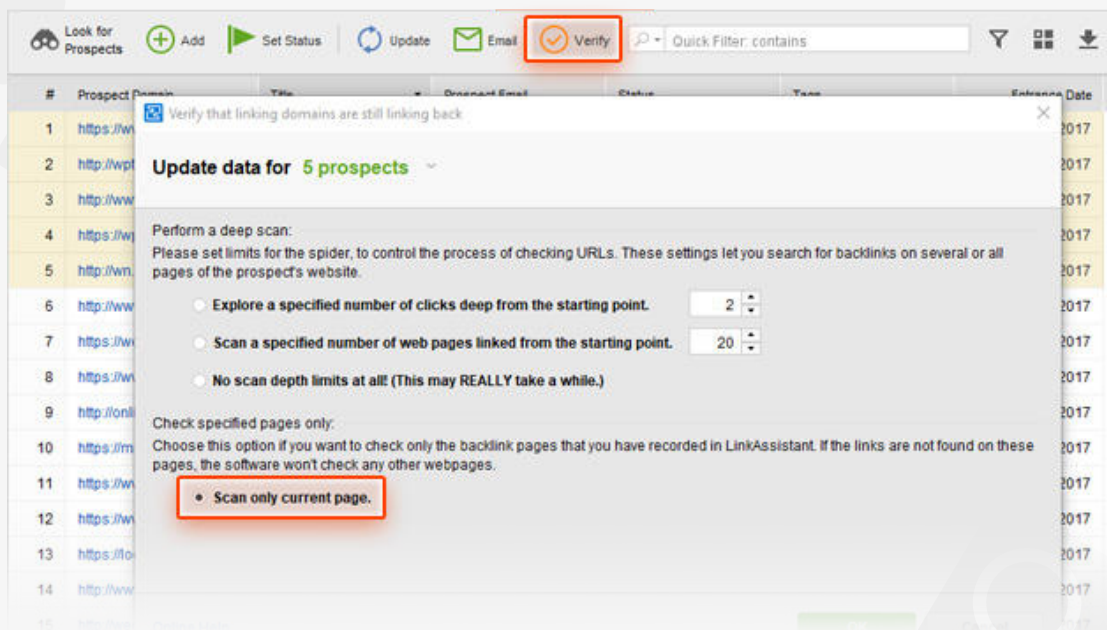
**2. Email potential partners.** Select the partners you'd like to contact (make sure you select partners that belong to the same partner group). Click , pick the email template you'll send out to this group, and hit the *OK* button.



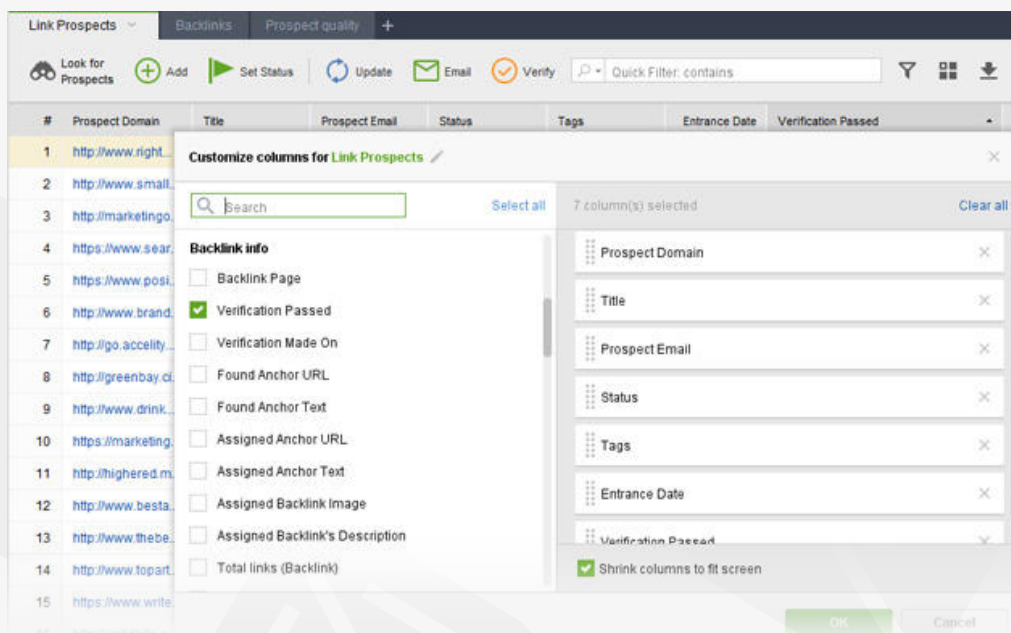
## Step 4: Manage your links

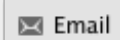
Keep an eye on the links you've built as your link profile keeps growing. Remember to regularly check that your links are in place, have the right anchor text, and don't get under a Nofollow tag.

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



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 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 ) 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!



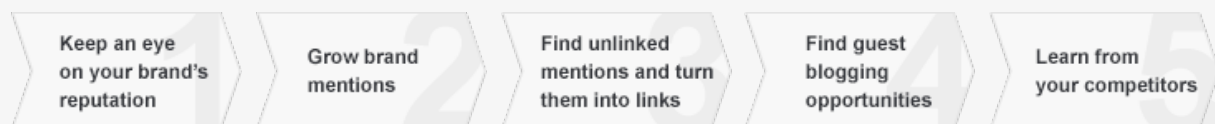
# Use social listening to boost SEO

(with the help of [Awario](#))

It's more or less established that social media signals have an indirect impact on search results. This is the result of Google striving to become more objective in its rankings and see content as people do. And people care a lot about what social media says. Imagine looking up and finding out it has tons of negative feedback on social networks. Would you go with it? This is why Google is looking at both volume and sentiment of brand mentions online, and SEOs strive to take care of both.

Having said that, link building hasn't gone anywhere — it is still at the core of any SEO strategy. And it makes sense to use the ever-expanding social media simply to get more links.

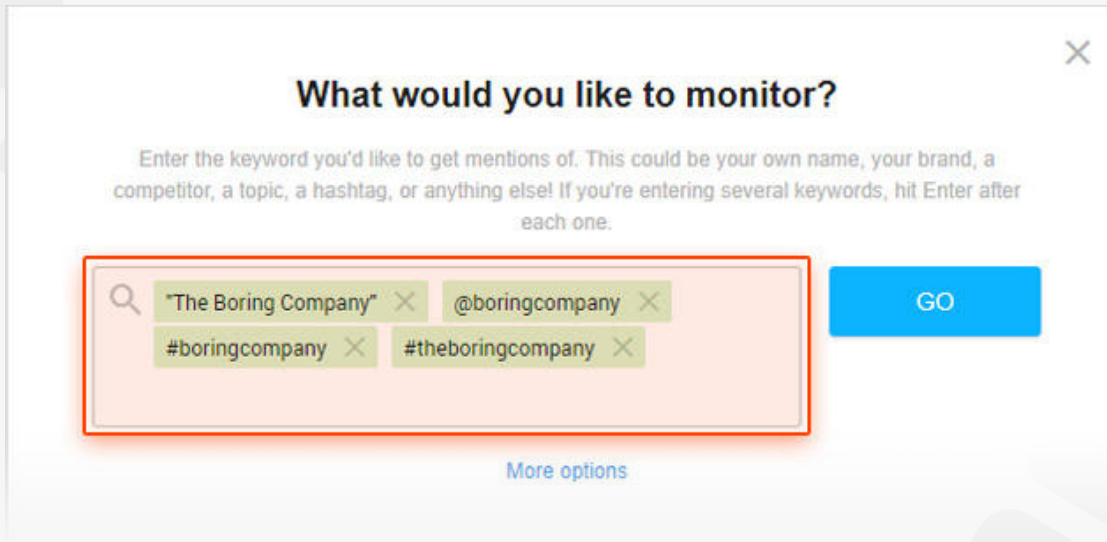
Let's see how social listening can help make your SEO strategy truly comprehensive.



## Step 1. Keep an eye on your brand's reputation

Since Google uses sentiment analysis of mentions and reviews to prevent negative advertising, it's necessary to take care of how your brand is perceived online. Also, it's important to prevent your brand from getting into social media crises, as it can cause not only reputation problem, but also a sudden ranking drop.

**How-to: 1. Find all mentions of your brand keywords.** Open [Awario](#) and type in your brand name to create an alert. Feel free to add several keywords: your company's Twitter handle, hashtags, and alternate versions of the brand name.



Once you create an alert, Awario will gather mentions of your brand in real time from all major social networks (Facebook, Twitter, Instagram, YouTube, Reddit, etc.), blogs, forums, news sites, and the Web.

**How-to: 2. Look at the sentiment of your brand.** Go to the *Dashboard* to see the Sentiment analysis along with all the other main information on your mentions.



You can check the sentiment analysis at any time. If at some point you notice a spike in negative mentions, then you might be at risk of a social media crisis. Just click on the negative mentions in the chart, and you'll be taken straight to your Mentions Feed so you can see what's going on in real time.

## Step 2. Grow brand mentions

There's enough evidence to suggest that "implied links" or "linkless mentions" already play a role in rankings and will play a much bigger one in the future. To grow brand mentions, you've got to know where your existing mentions come from.

**How-to: 1. Look at your mentions' stats.** Go to the *Dashboard* and see which sources your mentions come from and what the languages and locations of your mentions are:



**How-to: 2. Find your social media influencers.** Go to the *Influencers* report to see the list of people who've already mentioned your brand sorted by their number of followers.

Author	Followers	Mentions	Sentiment	Reach
Growth Hackers @StartGrowthHack	174.9K	1		174.9K
Vladimir Botsvadze @VladoBotsvadze	53.2K	1		53.2K
Joe Martin @joeDimari	47.5K	1		47.5K
Gabriela Cardoza @CardozaGab	41.7K	1		41.7K
Siegel+Gale @SiegelGale	26.8K	1		26.8K
Amanda C. Watts @AmandaCWatts	17.1K	1		17.1K
Myah McTear @MyahMcTear	11.3K	1		11.3K
Denise Turney @DTWriters	10.5K	1		10.5K
Dan Mouthrop @danmouthrop	9.3K	1		9.3K
CXL @conversionl	7.1K	1		7.1K
Tray Mickle @traymickle	6.9K	1		6.9K

**How-to: 3. Find new social media influencers in your niche.** Click next to the *Mentions* module in the sidebar to create an alert for your industry. Insert keywords that best describe your field of work.

✕

### What would you like to monitor?

Enter the keyword you'd like to get mentions of. This could be your own name, your brand, a competitor, a topic, a hashtag, or anything else! If you're entering several keywords, hit Enter after each one.

🔍

survey tool ✕

feedback tool ✕

survey tools ✕

feedback tools ✕

survey app ✕

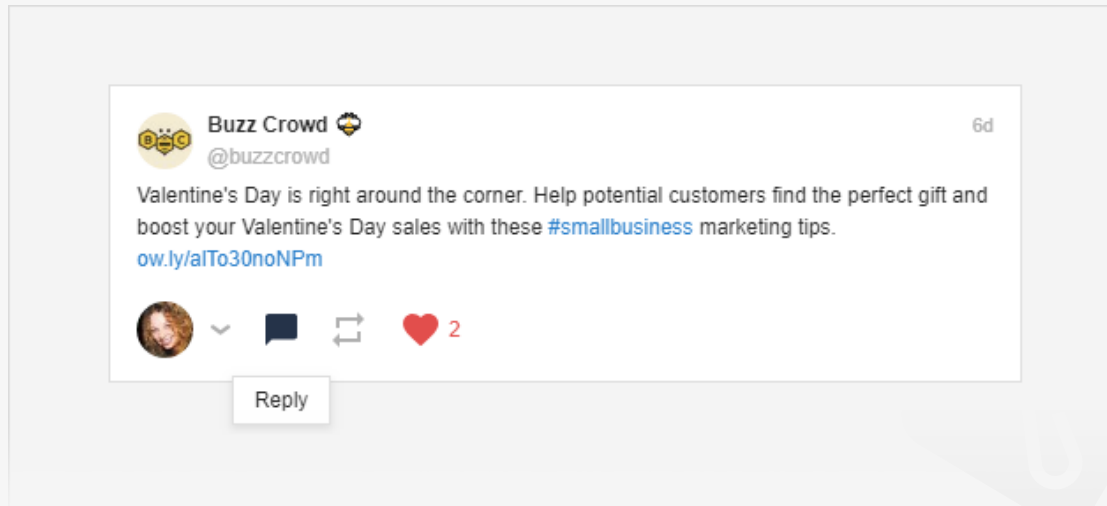
survey apps ✕

GO

More options

And go to *Influencers* to see the list of influencers in the niche.

**How-to: 4. Engage with influencers.** Influencer marketing is based on building a relationship with your influencers. This comes down to engaging with chosen influencers on social media (“liking”/sharing their posts), mentioning them and linking to them in your posts, and commenting on their blog. You can do that straight in the app:




Keep in mind that it's usually more fruitful to target micro-influences — people with a couple of thousands of dedicated followers.

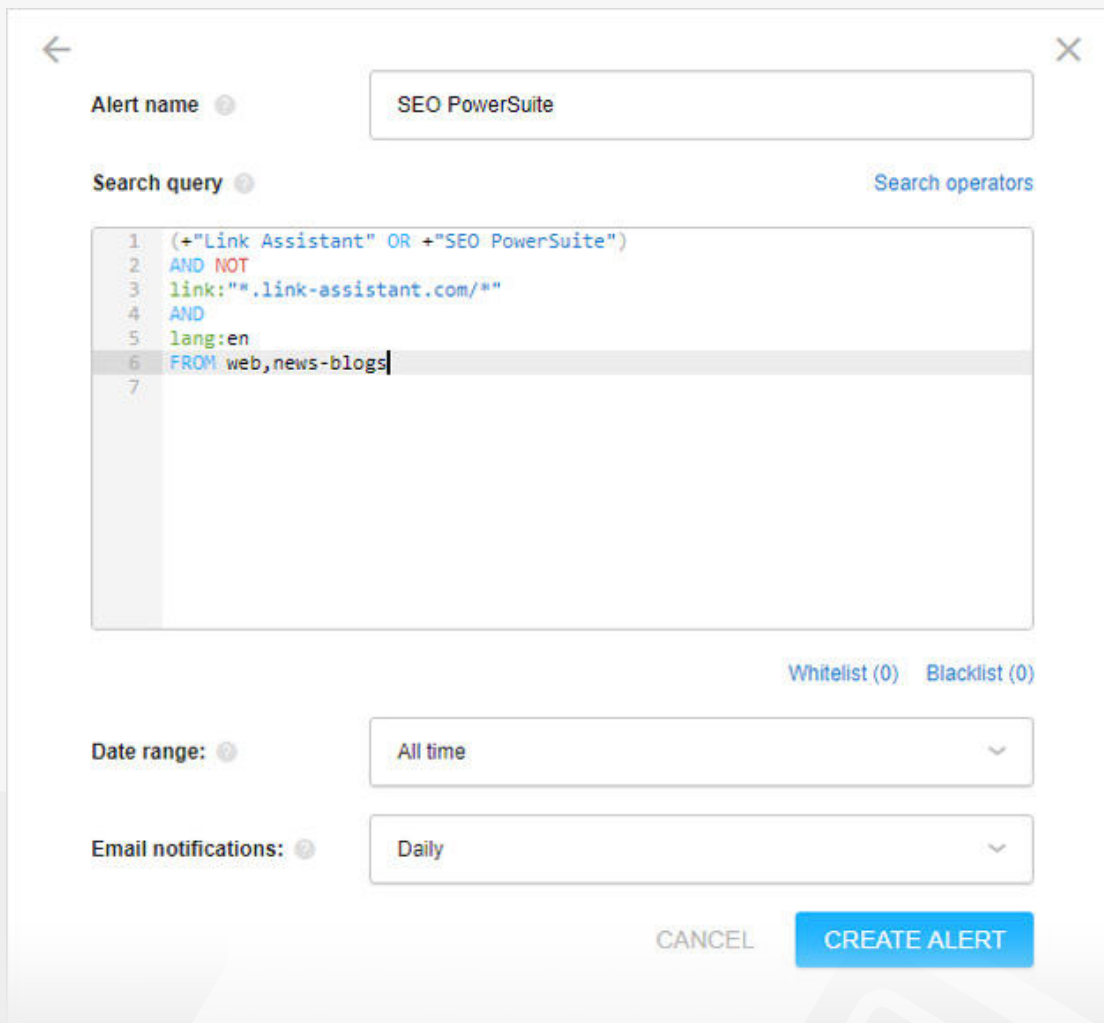
**How-to: 5. Reach out to influencers.** Give the influencers a short explanation of who you are and what your brand is (hopefully, they'll recall you from your interactions), what you would like the influencer to do, and what's in it for them. In some cases, after you've engaged enough, you can just ask for a mention of your brand. In others, influencers won't do that without a monetary reward. But in most cases, it's about some mutual favors, like an extended software trial.

## Step 3. Find unlinked mentions and turn them into links

Link building is still at the core of every SEO strategy, meaning that it's important to use every opportunity for getting a backlink. One of the apparent ones is taking unlinked mentions on blogs, forums, and news sites, and asking the webmasters and authors to turn them into links. The problem is, SEO tools don't look for linkless brand mentions. But a social media monitoring tool does.



**How-to: 1. Find unlinked mentions only.** Click on . Then click on *More options* and then on *Switch to Boolean Search* at the bottom of the page. Boolean search is an advanced way to work with almost all search engines. It allows users to combine keywords with Boolean operators (AND, OR, AND NOT and etc.) and find exactly what you're looking for.



Alert name: SEO PowerSuite

Search query: `1 (+\"Link Assistant\" OR +\"SEO PowerSuite\")  
2 AND NOT  
3 link:\"*.link-assistant.com/*\"  
4 AND  
5 lang:en  
6 FROM web,news-blogs  
7`

Whitelist (0) Blacklist (0)

Date range: All time

Email notifications: Daily

CANCEL CREATE ALERT

In text:

(+\"Link Assistant\" OR +\"SEO PowerSuite\")

AND NOT

link:\"\*.link-assistant.com/\*\"

AND

lang:en

FROM web,news-blogs


If you write one exactly like this, you'll find all mentions of Link Assistant or SEO

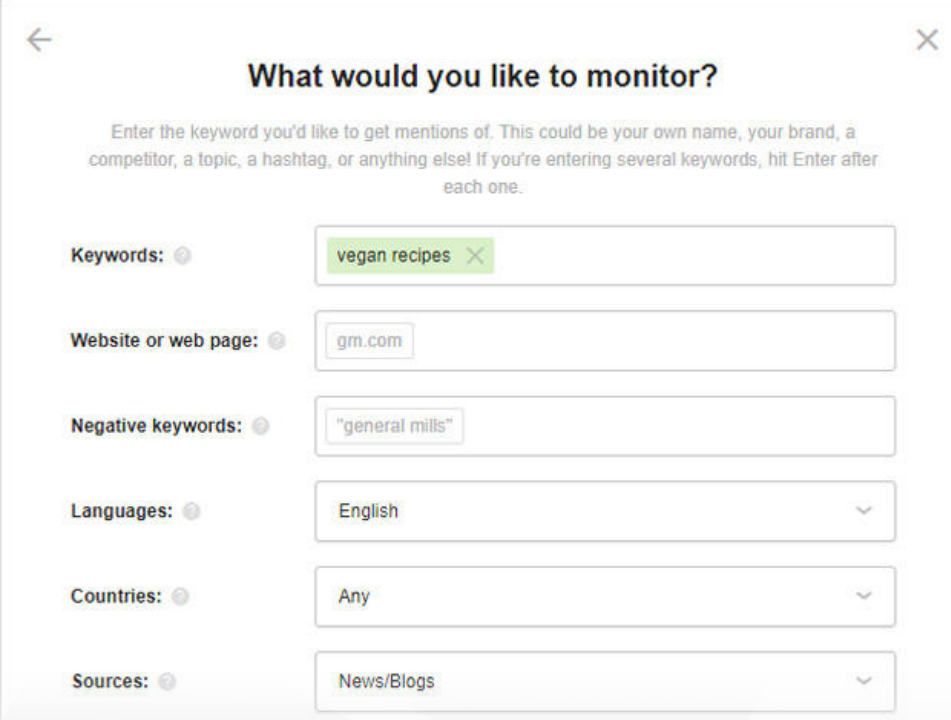
PowerSuite that don't link to our website [www.link-assistant.com](http://www.link-assistant.com). We're only interested in mentions in English that come from news/blogs and other websites (excluding social media). your brand. In others, influencers won't do that without a monetary reward. But in most cases, it's about some mutual favors, like an extended software trial.

**How-to: 2. Reach out to the mention's author and ask about the link.** Thank the author for mentioning your brand and ask to link to your site. In most cases, it's not a problem for the author, and they'll gladly add the link.

## Step 4. Find guest blogging opportunities.

Guest blogging is an SEO technique that essentially never dies. However, it's not as easy of a task as it seems: popular blogs are easy to find and hard to get published on; smaller blogs are hard to find because they don't pop up in your Google search. Social listening helps you find blogs that are less popular but equally relevant.

**How-to: 1. Find relevant blogs.** Click on  . Then click on *More options*. Fill out the form using keywords that best describe your niche and other fields if relevant, and choose *News/Blogs* in the sources.



**What would you like to monitor?**

Enter the keyword you'd like to get mentions of. This could be your own name, your brand, a competitor, a topic, a hashtag, or anything else! If you're entering several keywords, hit Enter after each one.

**Keywords:**

**Website or web page:**

**Negative keywords:**

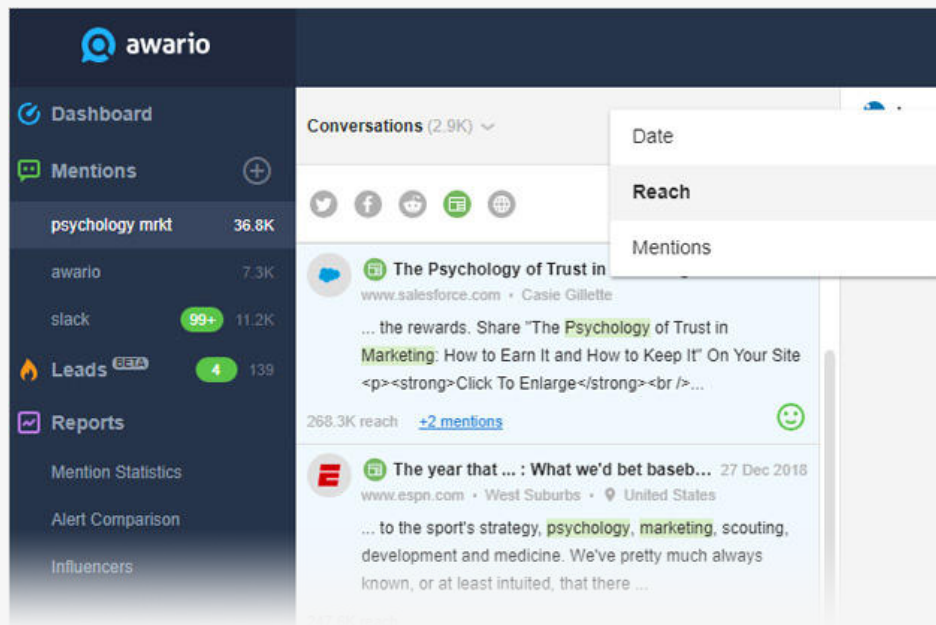
**Languages:**

**Countries:**

**Sources:**

Then click **CREATE ALERT**. While social media accounts are monitored in Awario in real time, it may take longer for websites. It's better to let the search run for a couple of days, so that it finds you more news sites and blogs to contact.

Once you have enough results to work with, you can sort your feed by Reach to see the most popular blogs first.



**How-to: 2. Find social media influencers in your industry.** Jump to [How-to: 2. Find your social media influencers.](#)


**How-to: 3. Choose individual users, click on their account, and look at their bio.** In the bio, you'll very often see a link to the user's niche blog.

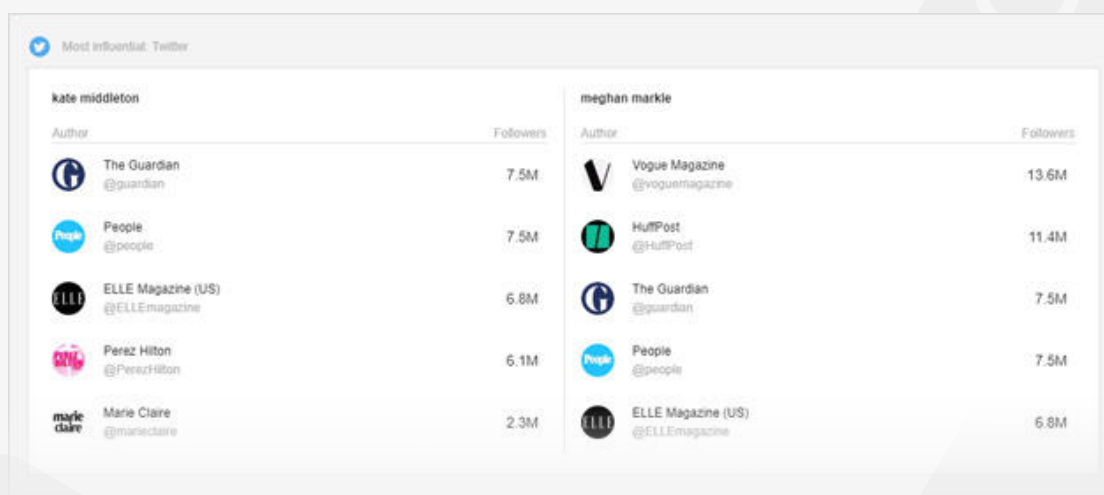
**How-to: 4. Reach out to the blogger.** Follow the link to see if the blog is relevant, and reach out to the influencer asking for a guest post.













## Step 5. Learn from your competitors.

In SEO, competitor research is an undoubtedly an important aspect. It's the same when it comes to the intersection of SEO and social media marketing. You've got to know where your competitors guest post, what influencers they work with, what's their growth strategy. For that, you've got to create an alert for your competitor(s).

**How-to: Create an alert for your competitor(s).** Click on  and specify the brand name of your competitor. Go to Alert Comparison to see how you compare in terms of mentions' volume, sentiment, locations, sources, influencers, etc



The screenshot displays a comparison of social media mentions for two entities: 'kate middleton' and 'meghan markie'. The tool shows the top authors of mentions for each, including their profile picture, name, handle, and follower count.

kate middleton			meghan markie		
Author		Followers	Author		Followers
	The Guardian @guardian	7.5M		Vogue Magazine @voguemagazine	13.6M
	People @people	7.5M		HuffPost @HuffPost	11.4M
	ELLE Magazine (US) @ELLEMAGAZINE	6.8M		The Guardian @guardian	7.5M
	Perez Hilton @PerezHilton	6.1M		People @people	7.5M
	Marie Claire @marieclaire	2.3M		ELLE Magazine (US) @ELLEMAGAZINE	6.8M

**Do not neglect Social Media, and it will work for you.**

Social listening is the easiest way to know the impact social media has on your brand and to control this impact in the way that helps your rankings.

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