



**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)

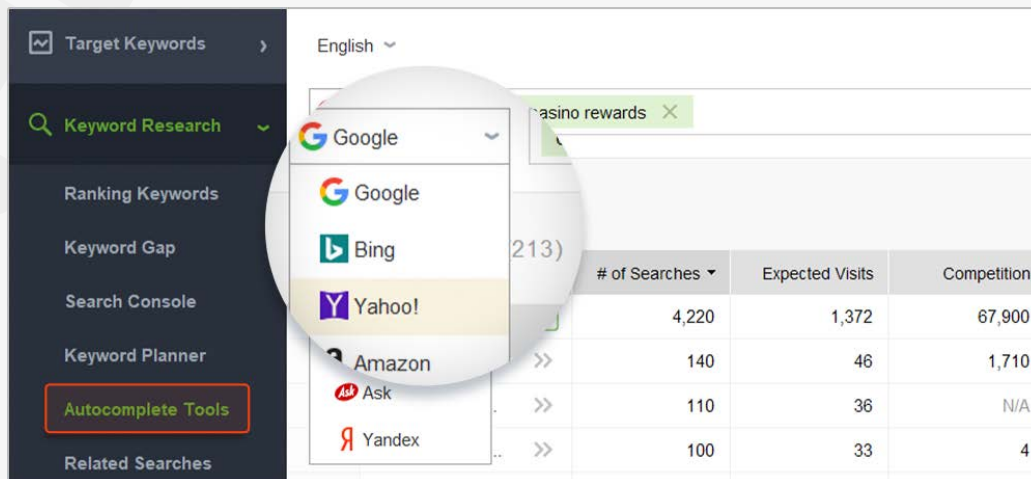
SEO PowerSuite is a comprehensive pack of 4 SEO tools, each dealing with a particular aspect of SEO. The package has all you need to get top search engine rankings and see your traffic and sales boost. Check out the step-by-step guide below to create an SEO campaign that's a smashing success — and a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



## 1. Find your target keywords

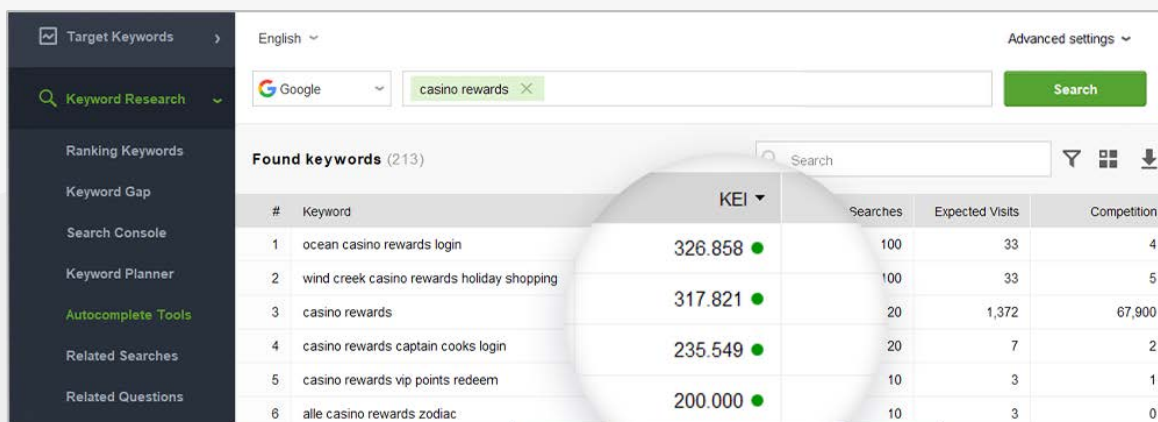
Decide on the keywords you'll be building your SEO campaign around.

**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.



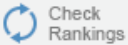
**Step 2: Pick keywords with most profit-generating potential.** Look at your keywords' KEI (Keyword Efficiency Index) to choose the most profitable keywords.

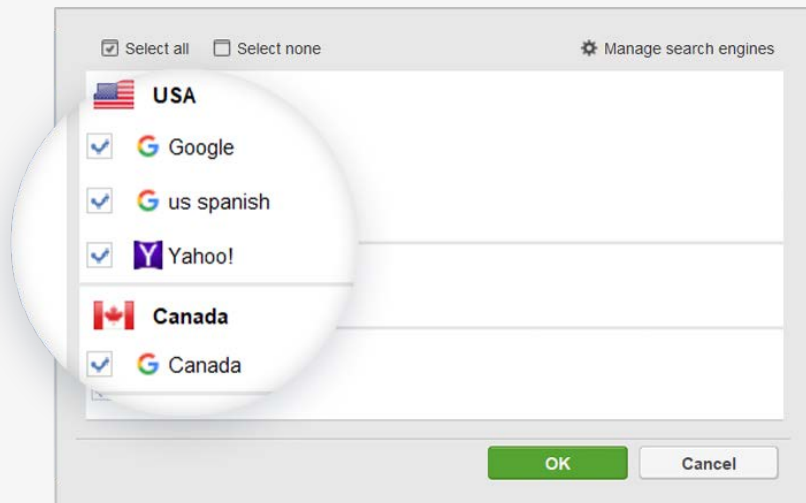
The terms with a green KEI are frequently searched for and have pretty low competition. Simply put, these can bring you lots of visitors — while being comparatively easy to rank for.



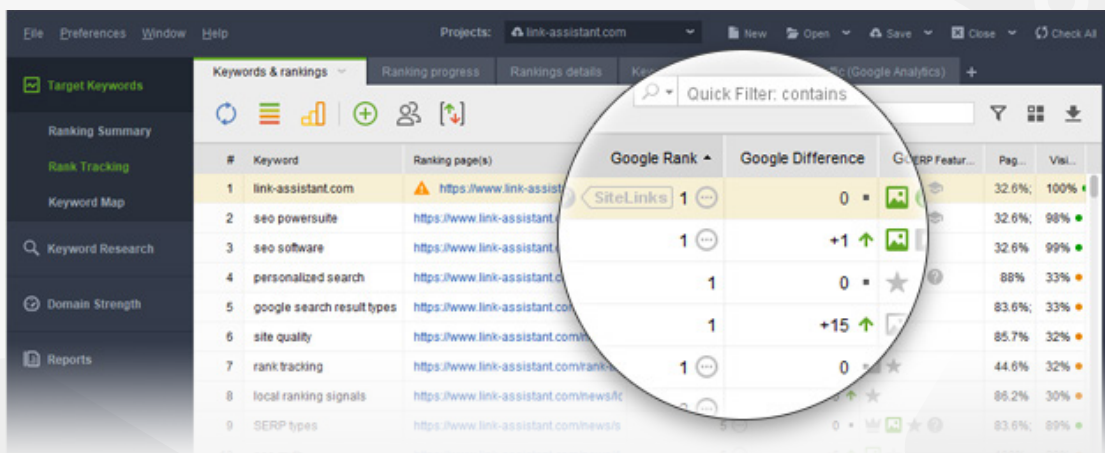
## 2. Check your website's rankings

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

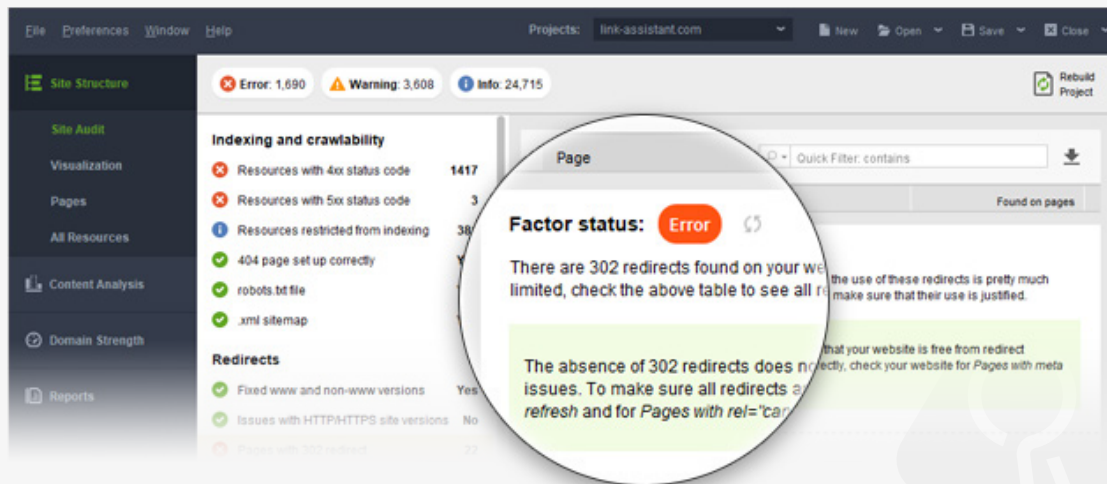
Run a site audit to reveal errors and warnings that are holding your rankings back.

**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.

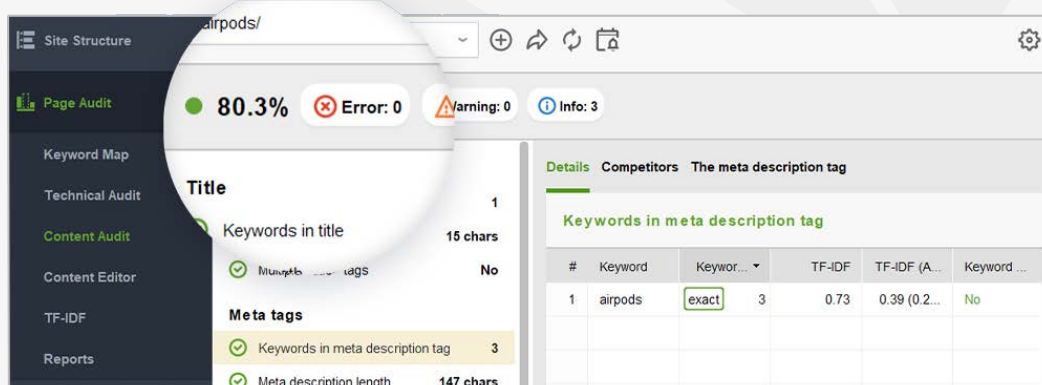
Make sure you fix errors and deal with warnings accordingly to make your website search engine friendly.




## 4. Optimize your landing pages

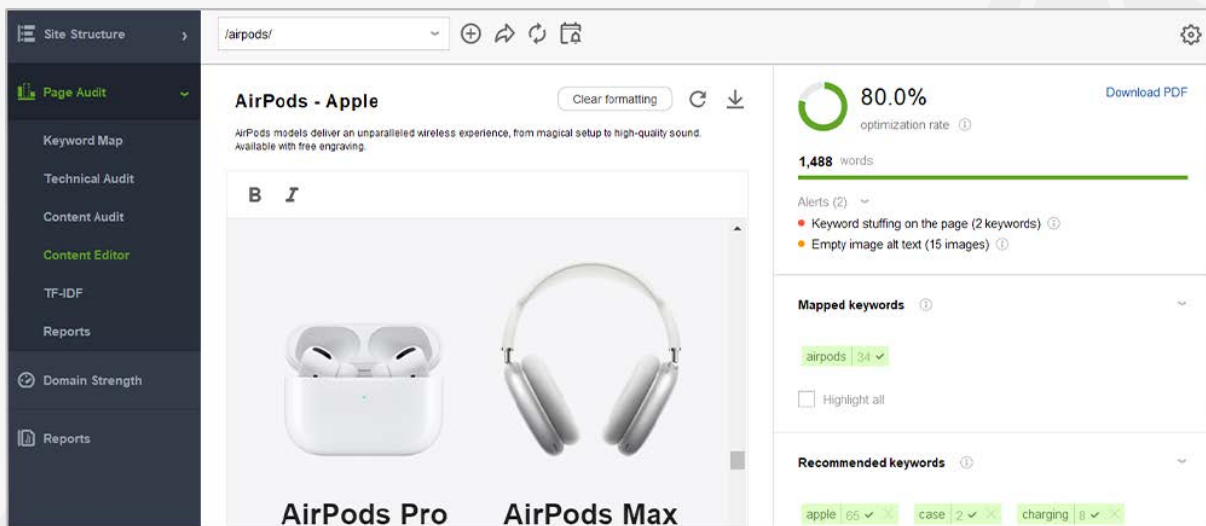
Create relevant, keyword-rich content using specific optimization tips.

**Step 1: Analyze your pages.** Go to the *Page Audit > Content Audit* 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 *Page Audit > 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 the  sign 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.

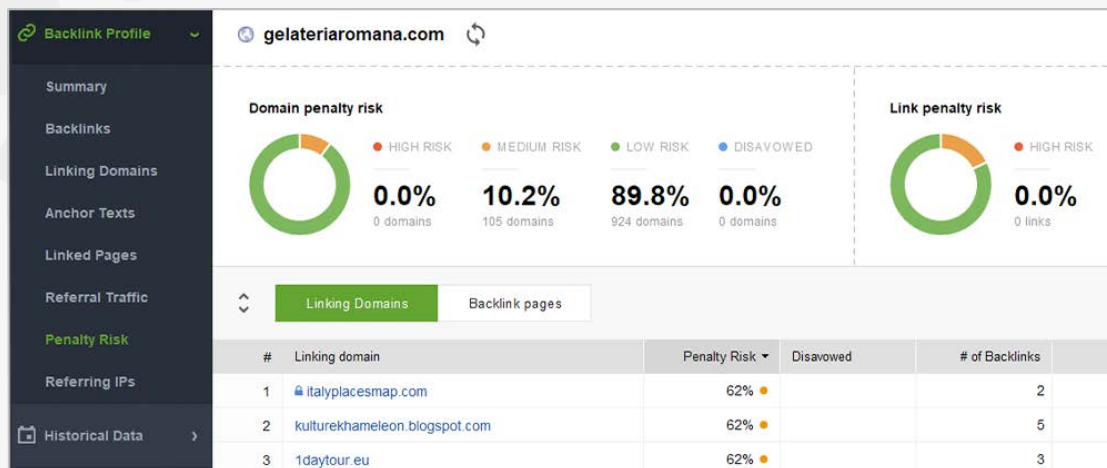


## 5. Eliminate harmful links

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 Backlink Profile > Penalty Risks tab, select your backlinks, and hit  to see if some of them may be doing your website more harm than good.

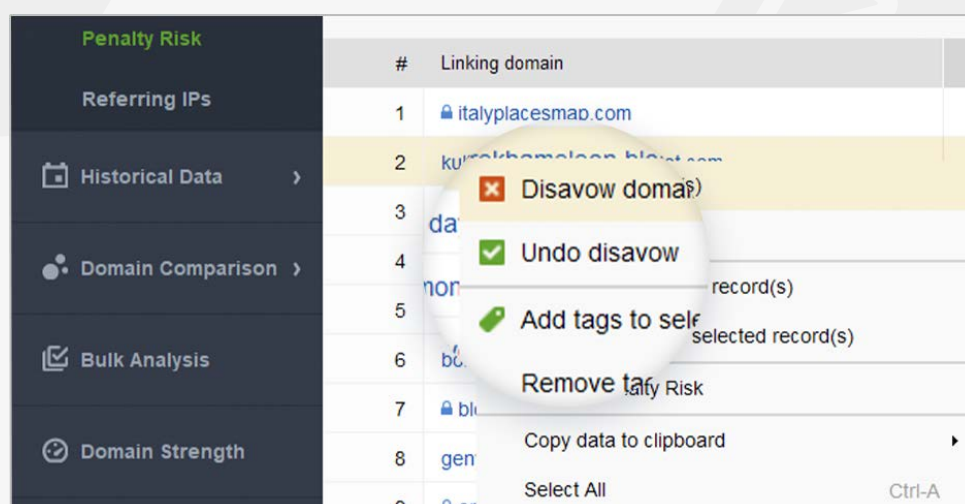


Take a closer look at links with a penalty risk over 40% and examine these pages to decide which of the links need to be removed.

**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.



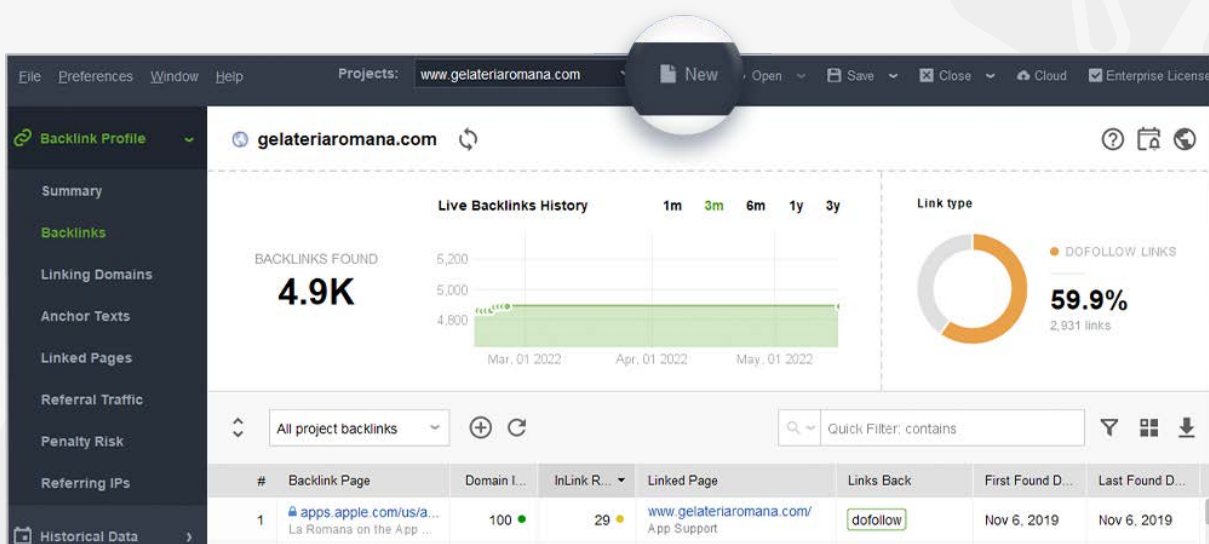


## 6. Build quality links


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.


Run LinkAssistant and create a project for your site.



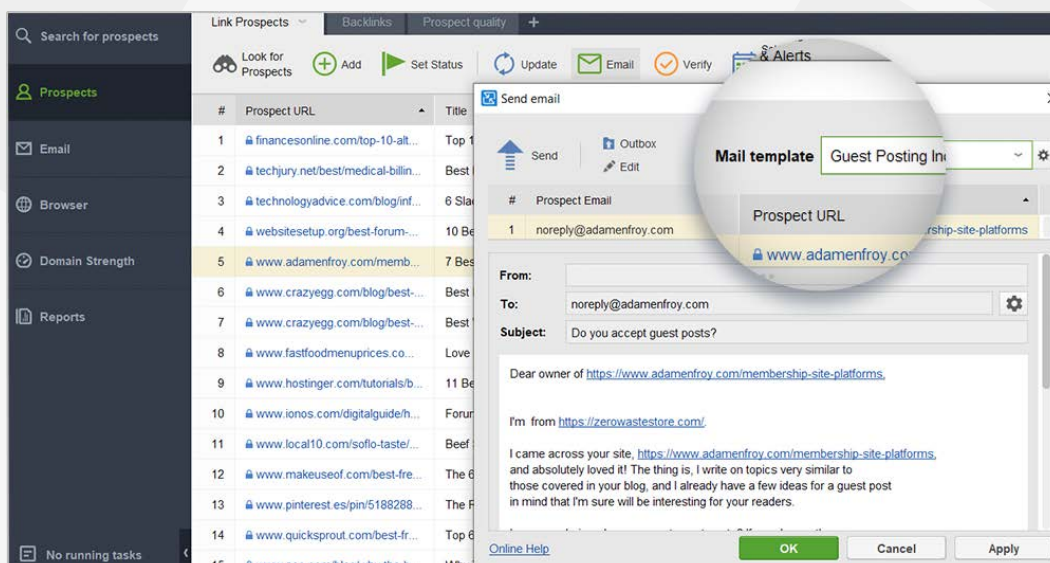
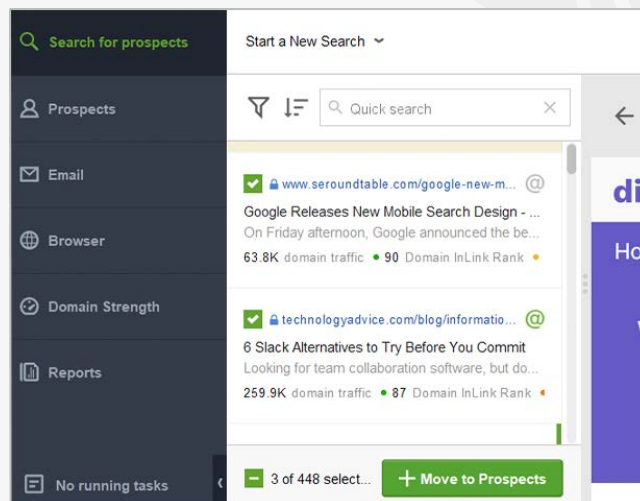
Use the *File -> Import* option to load the link sources you've exported from SEO SpyGlass.

**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.

 <p><b>Guest Posting: Top 100 Blogs</b> Find the most popular blogs that accept guest articles</p>	 <p><b>Reviews: Top 100 Sources</b> Look for people who review products or services in your space</p>	 <p><b>Top-Ranking Pages</b> Find pages that rank high for your target keywords</p>	 <p><b>Similar Websites</b> Find similar websites, which occupy the same business niche</p>	 <p><b>Backlink Gap</b> Discover competitors' intersecting backlinks</p>	 <p><b>Competitors' New Backlinks</b> Reveal competitors' recent backlink acquisitions</p>	 <p><b>Expert Mode</b> Create your custom search query</p>
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**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.

Tick the prospects you consider relevant and click *Move to Prospects*.



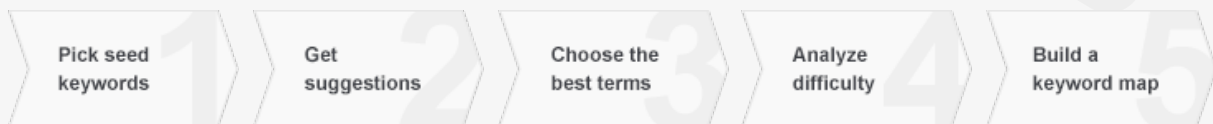
# Find the most profitable keywords

## (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 vafdfry, 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 Analytics and Search Console.

**How-to: Let Rank Tracker do the initial search.** Run Rank Tracker, enter the URL of the website you want to create a project for, and tick *Enable expert options*.

### Step 1: Choose Your Site

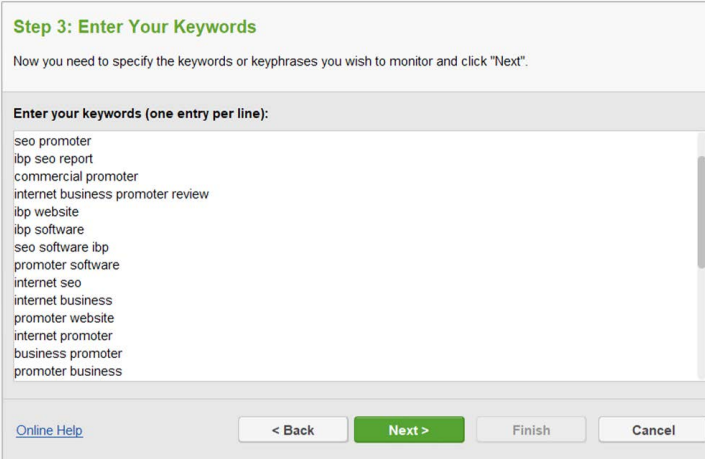
Welcome to Rank Tracker! Rank Tracker is an advanced search engines positions tracking tool that will let you monitor your rankings in all the major SEs like Google, Yahoo!, Bing and more.

**Enter site URL to check:**

Please enter the URL of the site you wish to track search engines rankings for.

Enable expert options

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**Step 3: Enter Your Keywords**

Now you need to specify the keywords or keyphrases you wish to monitor and click "Next".

Enter your keywords (one entry per line):

- seo promoter
- ibp seo report
- commercial promoter
- internet business promoter review
- ibp website
- ibp software
- seo software ibp
- promoter software
- internet seo
- internet business
- promoter website
- internet promoter
- business promoter
- promoter business

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

Click *Connect your Google Analytics account* (or/and *Connect your Google Search Console account*) at Step 2 and enter your credentials for Rank Tracker to fetch keyword suggestions that are relevant to your site's content. This option will get you keywords right from Google Analytics and Google Search Console - 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 Search Console and Analytics.

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

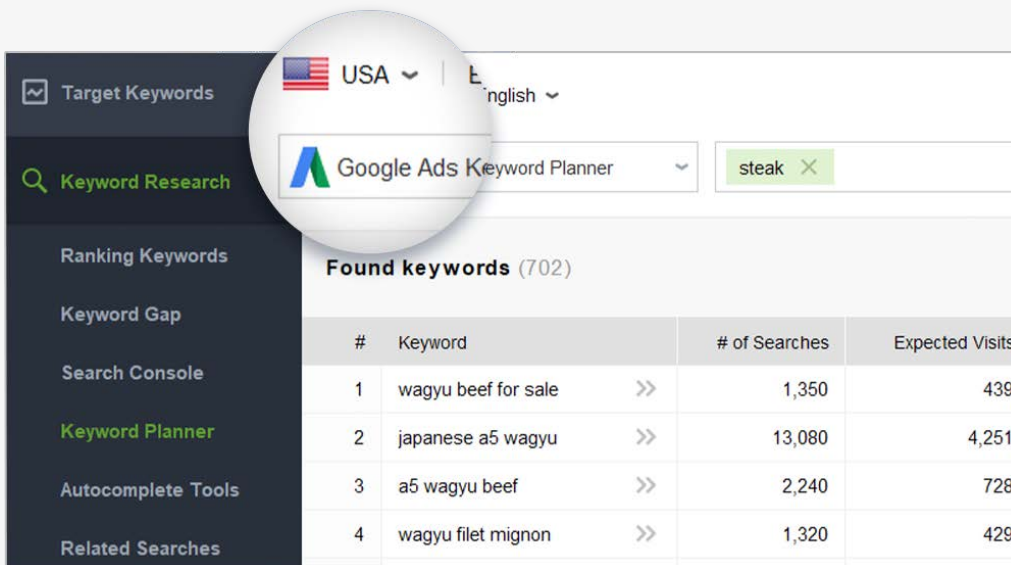
Let's say your website sells digital cameras — in that case, your seed keywords could be *digital cameras, buy cameras online and online camera store*.

## Step 2: Discover new keywords

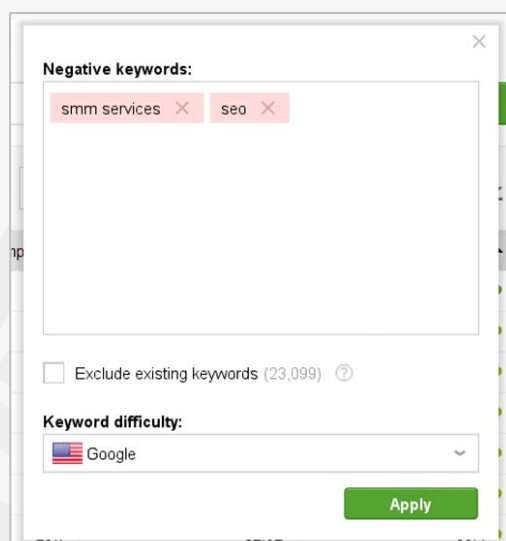
Once you've created your project, continue the research to get a comprehensive list of potential keywords to target.

**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 to start with, go to Keyword Planner which is ideal for generating hundreds of keyword ideas.



Paste the seed keywords in the *Enter topic 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 *Advanced settings* 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.



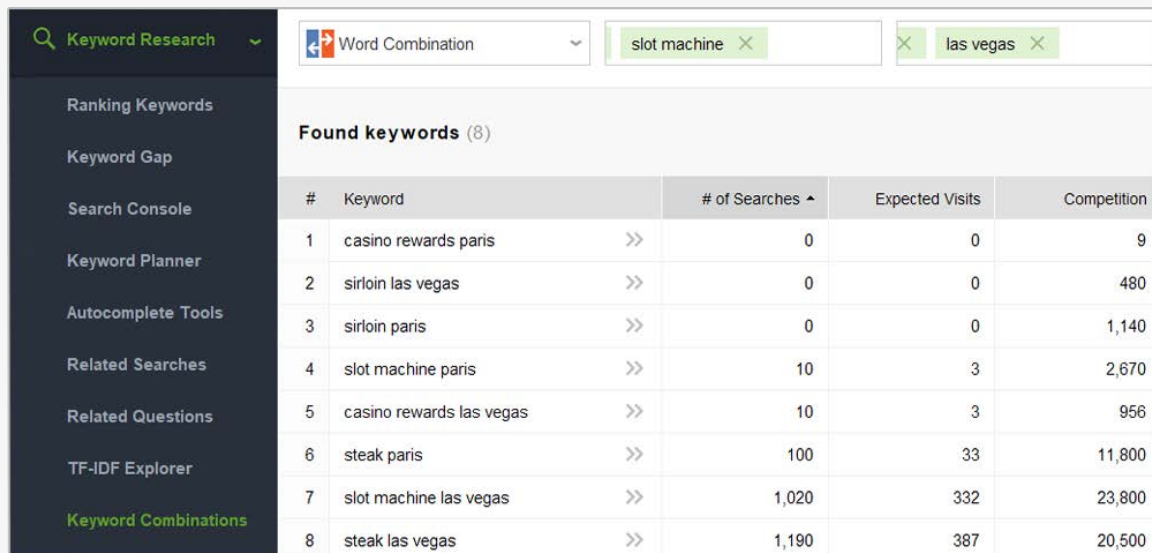
**Tip 1: Use multiple research methods.** Repeat the process for other research methods if you feel you could use more keyword ideas — each method will generate from dozens to hundreds of new suggestions.

- **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 Gap:** find the keywords your competitor (or several ones) rank for but that are not present on your website.
- **Search Console:** see the keywords pulled from your Google Search Console account.
- **Keyword Planner:** get keyword ideas from Google Ads Keyword Planner and Yandex WordStat.
- **Autocomplete Tools:** keyword ideas will be taken from suggestions provided by autocomplete tools of Google, Bing, Yahoo, Yandex, YouTube, Ask, and Amazon.
- **Related Searches:** find keywords and phrases that might relate to your initial keywords that people often search for in Google, Bing, and Ask.
- **TF-IDF Explorer:** find what keywords are used most often among your top SERP competitors.
- **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.



The screenshot shows the 'Keyword Combinations' tool interface. At the top, there's a search bar with 'slot machine' and 'las vegas' entered. Below it, a table titled 'Found keywords (8)' lists the results. The table has five columns: '#', 'Keyword', '# of Searches', 'Expected Visits', and 'Competition'. The keywords listed are: 'casino rewards paris', 'sirloin las vegas', 'sirloin paris', 'slot machine paris', 'casino rewards las vegas', 'steak paris', 'slot machine las vegas', and 'steak las vegas'.

#	Keyword	# of Searches	Expected Visits	Competition
1	casino rewards paris	0	0	9
2	sirloin las vegas	0	0	480
3	sirloin paris	0	0	1,140
4	slot machine paris	10	3	2,670
5	casino rewards las vegas	10	3	956
6	steak paris	100	33	11,800
7	slot machine las vegas	1,020	332	23,800
8	steak las vegas	1,190	387	20,500

### 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.

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

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	KEI	Searches	Expected Visits	Competition	Cost Per Click	Keyword Diff...
1	grilled steak reci...	131.438 ●	1,750	569	23,300	\$0.86	45.3 ●
2	omaha steaks	619.487 ●	370,730	120,487	40,000	\$3.21	53.2 ●
3	steaks online	96.970 ●	1,600	520	26,400	\$6.22	54.1 ●
4	steak meat >>	255.890 ●	1,130	367	354,000	\$2.51	55.7 ●
5	order steaks onl... >>	232.332 ●	4,690	1,524	90,800	\$8.64	56.5 ●
6	steak delivery >>	378.877 ●	51,880	16,861	298,000	\$1.61	61.6 ●
7	steak recipes >>						

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 Rank Tracking* 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 Ads' 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 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	KEI	Expected Visits	Competition	Keyword Diff...
1	grilled steak rec...	\$0.86	1,750	131.438	569	23,300	45.3
2	omaha steaks	\$3.21	730	619.487	120,487	40,000	53.2
3	steaks online	\$6.22	600	96.970	520	26,400	54.1
4	steak meat	\$2.51	1,130	3.607	367	354,000	55.7
5	order steaks onl...	\$1.61	1,580	255.890	514	5,780	56.0
6	steak delivery		4,690	232.332	1,524	90,800	56.5
7	steak recipes		51,880	378.877	16,861	298,000	61.6

**How-to 3: Make top terms your target keywords.** When you've picked your top efficient search terms, click *Move Selected Keyword(s) to Rank Tracking* 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 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*.

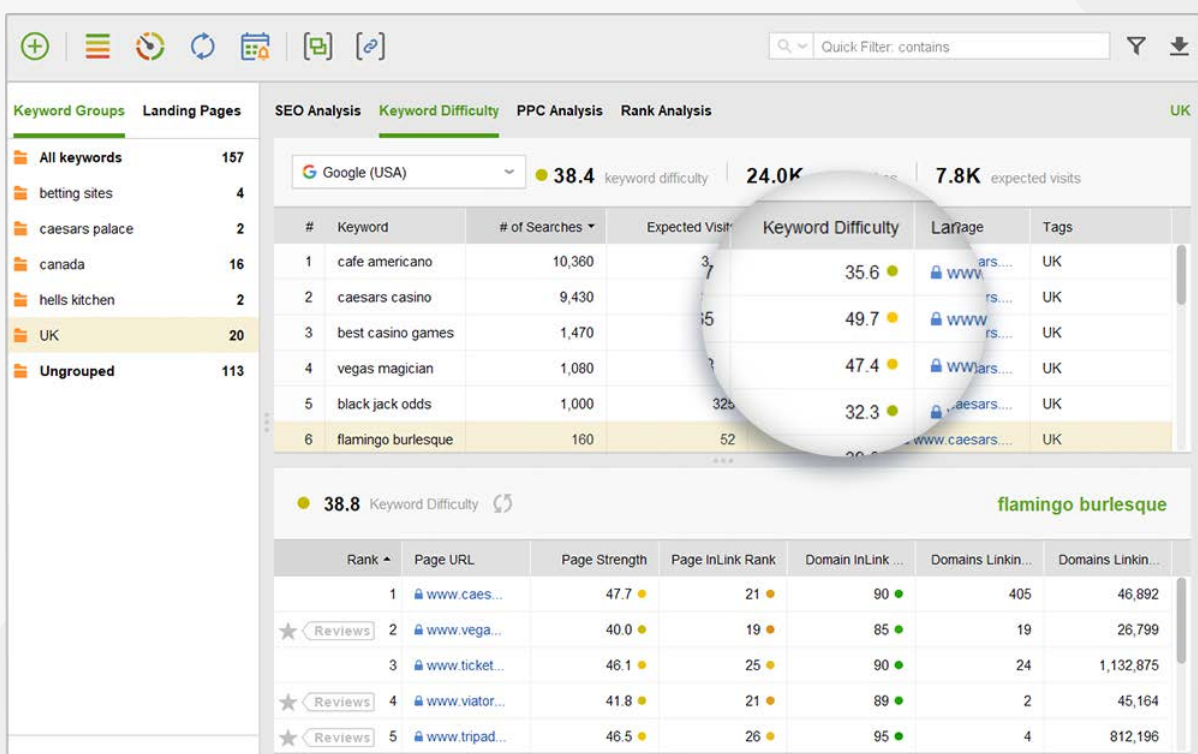
## Step 4: Analyze keyword difficulty

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, 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. It shows a list of keywords with their search volume, expected visits, and difficulty scores. A circular callout highlights the 'flamingo burlesque' keyword, which has a difficulty score of 32.3. Below this, a detailed analysis for 'flamingo burlesque' is shown, including a table of competitor rankings and their associated metrics.







#	Keyword	# of Searches	Expected Visits	Keyword Difficulty	Language	Tags
1	cafe americano	10,360	3,700	35.6	www.caesars.com	UK
2	caesars casino	9,430	3,150	49.7	www.caesars.com	UK
3	best casino games	1,470	3,700	47.4	www.caesars.com	UK
4	vegas magician	1,080	3,250	32.3	www.caesars.com	UK
5	black jack odds	1,000	3,250	32.3	www.caesars.com	UK
6	flamingo burlesque	160	520	32.3	www.caesars.com	UK

Rank	Page URL	Page Strength	Page InLink Rank	Domain InLink ...	Domains Linkin...	Domains Linkin...
1	www.caes...	47.7	21	90	405	46,892
2	www.vega...	40.0	19	85	19	26,799
3	www.ticket...	46.1	25	90	24	1,132,875
4	www.viator...	41.8	21	89	2	45,164
5	www.tripad...	46.5	26	95	4	812,196

**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'.

● 35.6 Keyword Difficulty  cafe americano


Rank	Page URL	Page Strength	Page InLink Rank	Domain InLink Rank	Domains Linking to Page	Domains Linking to Site
 Videos 7(1)	<a href="#">www.youtube.c...</a>	50.1 ●	30 ●	100 ●	2	23,919,046
 Reviews 9	<a href="#">www.yelp.com/...</a>	46.6 ●	26 ●	97 ●	3	793,595
4	<a href="#">www.starbucks...</a>	43.7 ●	23 ●	90 ●	4	175,415
 Reviews 10	<a href="#">www.opentable...</a>	43.2 ●	22 ●	90 ●	12	73,236
 Thumbnail 6	<a href="#">www.foodnetwo...</a>	44.3 ●	23 ●	90 ●	22	241,945
 SiteLinks 2	<a href="#">www.cafeameri...</a>	21.6 ●	7 ●	49 ●	98	245
3	<a href="#">www.caesars.c...</a>	42.6 ●	21 ●	90 ●	23	46,892
 Local Pa 1(1)	<a href="#">www.american...</a>	7.2 ●	5 ●	17 ●	17	19





**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 Rank Analysis UK

Google (USA) ● 38.4 keyword difficulty | 24.0K # of searches | 7.8K expected visits

#	Keyword	# of Searches	Expected Visits	Keyword Difficulty	Landing P	Tags
1	cafe americano	10,360	3,367	35.6 ●	<a href="#">www.co...</a>	easy, UK
2	caesars casino	9,430	3,065	49.7 ●	<a href="#">wws.com/</a>	easy, UK
3	best casino games	1,470	478	47.4 ●	<a href="#">ww.com/</a>	easy, UK
4	vegas magician	1,080	351	32.3 ●	<a href="#">www.</a>	easy, UK
5	black jack odds	1,000	325	39.0 ●	<a href="#">www.caes...</a>	easy, UK

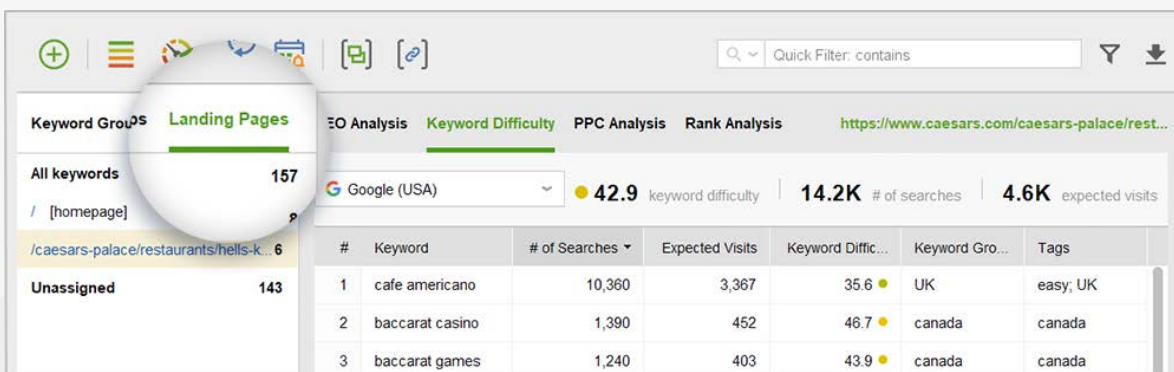
● 35.6 Keyword Difficulty  cafe americano

Rank	Page URL	Page Strength	Page InLink Rank	Domain InLink Rank	Domains Linking to Page	Domains Linking to Site
 Videos 7(1)	<a href="#">www.youtube.c...</a>	50.1 ●	30 ●	100 ●	2	23,919,046
 Reviews 9	<a href="#">www.yelp.com/...</a>	46.6 ●	26 ●	97 ●	3	793,595
4	<a href="#">www.starbucks...</a>	43.7 ●	23 ●	90 ●	4	175,415
 Reviews 10	<a href="#">www.opentable...</a>	43.2 ●	22 ●	90 ●	12	73,236
 Thumbnail 6	<a href="#">www.foodnetwo...</a>	44.3 ●	23 ●	90 ●	22	241,945

## 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 Selected Keyword(s) 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.



The screenshot shows the Rank Tracker software interface. The 'Landing Pages' tab is active, displaying a list of keywords and their associated landing pages. The main table shows three keywords: 'cafe americano', 'baccarat casino', and 'baccarat games'. The 'cafe americano' row is highlighted. The interface also shows a search filter set to 'contains' and a table with columns for '#', 'Keyword', '# of Searches', 'Expected Visits', 'Keyword Diff...', 'Keyword Gro...', and 'Tags'.

#	Keyword	# of Searches	Expected Visits	Keyword Diff...	Keyword Gro...	Tags
1	cafe americano	10,360	3,367	35.6	UK	easy, UK
2	baccarat casino	1,390	452	46.7	canada	canada
3	baccarat games	1,240	403	43.9	canada	canada

**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!

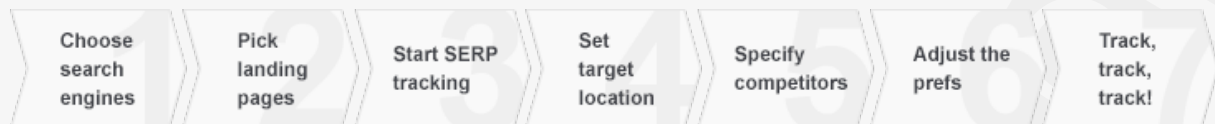
Remember, doing thorough research and seeing results will take some time, but it always (as in, always) pays off.

# Monitor search engine rankings

## (with the help of Rank Tracker)

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

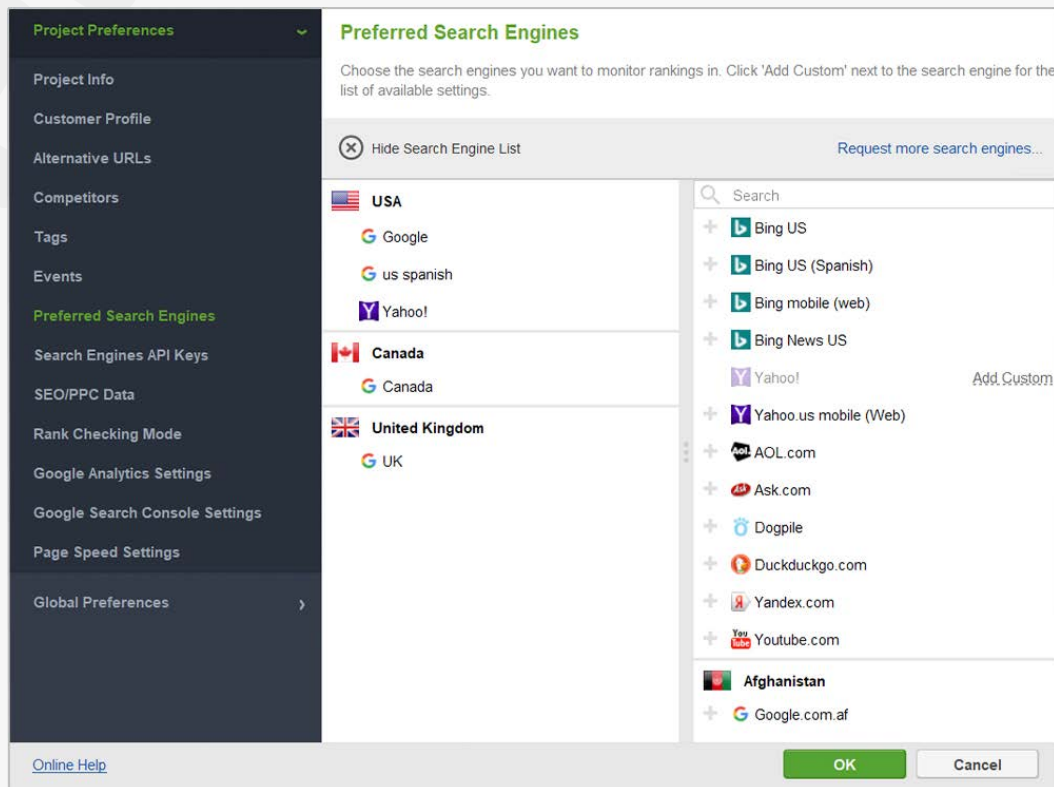
Now that you're done with your keyword research and have a nice list of promising keywords in your hands, it's time to get right down to tracking your site's rankings. Sounds simple, eh? Well, checking positions itself is no rocket science. But before you get to the actual rank tracking, there's some 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 *Add Custom* 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.



**Interface Language:** English EN  
 Access search listings shown to people using Google in a language of your choice (the "hl" parameter).

**Language Filter:** Any Language ...  
 Use this option to access search listings in one or several languages of your choice (the "lr" parameter).


**Region Filter:** (None) ...  
 The feature gives you access to search results from a certain country (the "cr" parameter).

**User Country:** USA US  
 Access search results similar to what people from another country are seeing (the "gl" parameter).

**Disable History-based Personalization**

**SafeSearch Filter:** off

**Preferred Location:**  Apply



**Short Name:**   
 Enter a name under which this group of settings will show on your list of search engines.

[Online Help](#) OK Cancel

Repeat if you're targeting several locations.

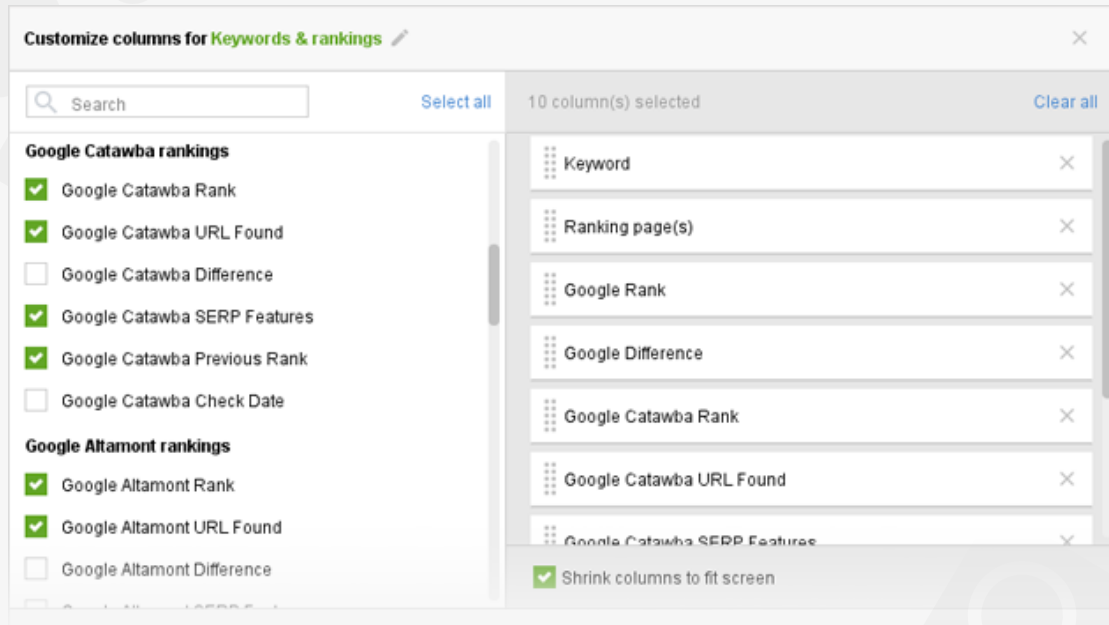
**Preferred Search Engines**

Choose the search engines you want to monitor rankings in. Click 'Add Custom' next to the search engine for the list of available settings.

Hide Search Engine List Request more search engines...

<p><b>USA</b></p> <ul style="list-style-type: none"> <li>Google</li> <li>US Atlanta</li> <li>US NY</li> </ul>	<p>Search</p> <p><b>USA</b></p> <ul style="list-style-type: none"> <li>Google</li> <li>US Atlanta</li> </ul> <p>Add Custom</p>
---	--

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*

#	Keyword	Google Rank	Organic Traffic	# of Searches	Google SERP Features	Competition
1	rio las vegas	1	42,789	49,870	[Icons]	Low
2	planet hollywood	1	29,755	43,410	[Icons]	Low
3	the linq las vegas	1	20,298	28,750	[Icons]	Low
4	paris hotel in las vegas	1	12,857	11,200	[Icons]	Low
5	total rewards login	1	11,688	10,390	[Icons]	Low
6	ferris wheel in las vegas	1	11,161	16,880	[Icons]	Medium
7	perth andrews	1	11,036	16,180	[Icons]	Medium

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.

#	Keyword	Google URL Found	Google Rank	# of Searches	Google SERP Features
1	rio las vegas	<a href="http://www.caesars.com/rio-las-vegas">www.caesars.com/rio-las-vegas</a>	1	49,870	[Icons]
2	planet hollywood	<a href="http://www.caesars.com/planet-hollywood">www.caesars.com/planet-h...</a>	1	43,410	[Icons]
3	the linq las vegas		1	28,750	[Icons]
4	paris hotel in las vegas		1	11,200	[Icons]
5	total rewards login	<a href="http://www.caesars.com/mytotalrewards/">www.caesars.com/mytotalrewards/</a>	1	10,390	[Icons]

**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.

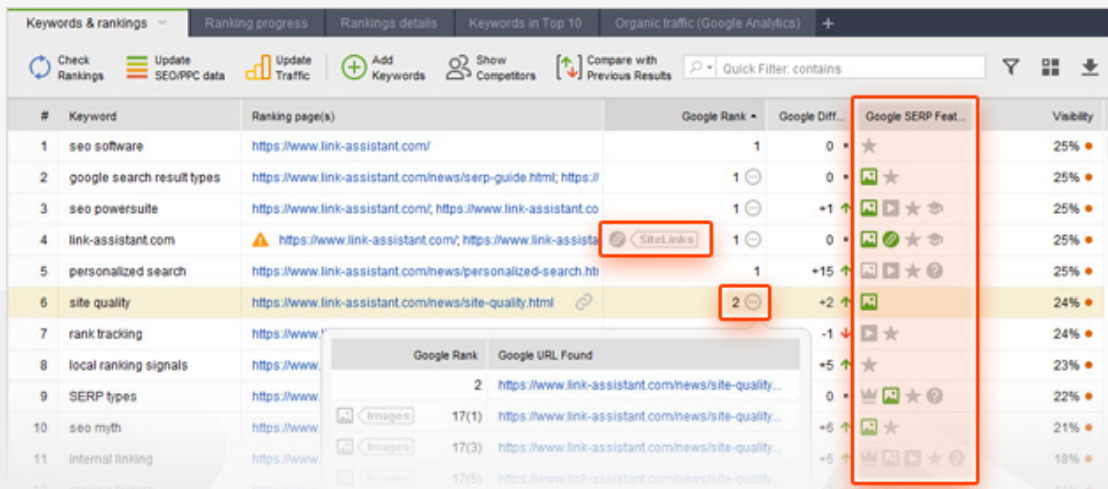
## Step 4: Set up SERP history tracking

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.

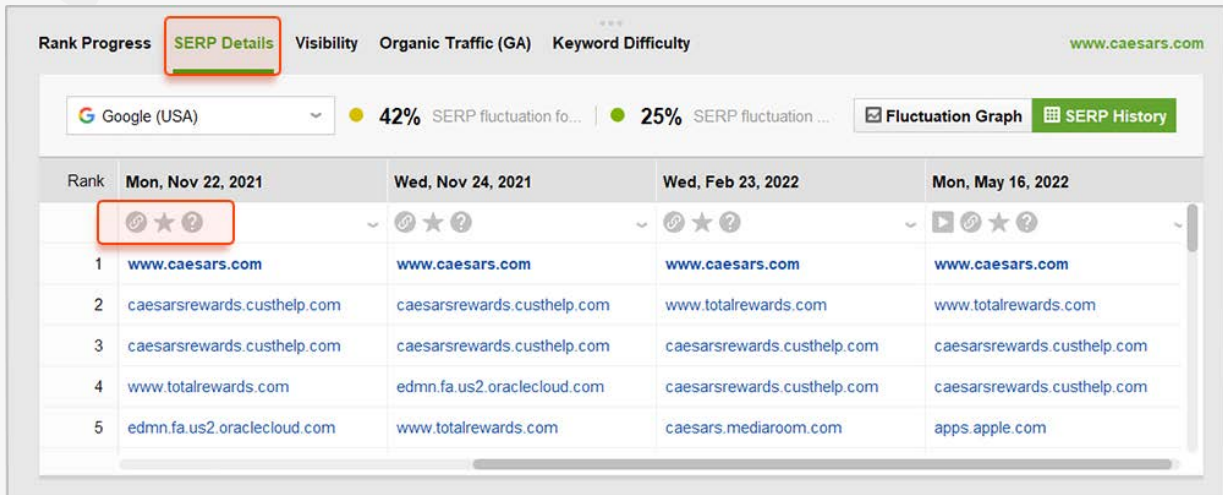
Whenever your site is found within any of SERP features as you check your rankings, you will see an icon of the SERP feature your site was found in (if any). The three dots you can see in the same column mean that your site was found in the SERP more than once. You can click them to see all the results.

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 Details* 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.

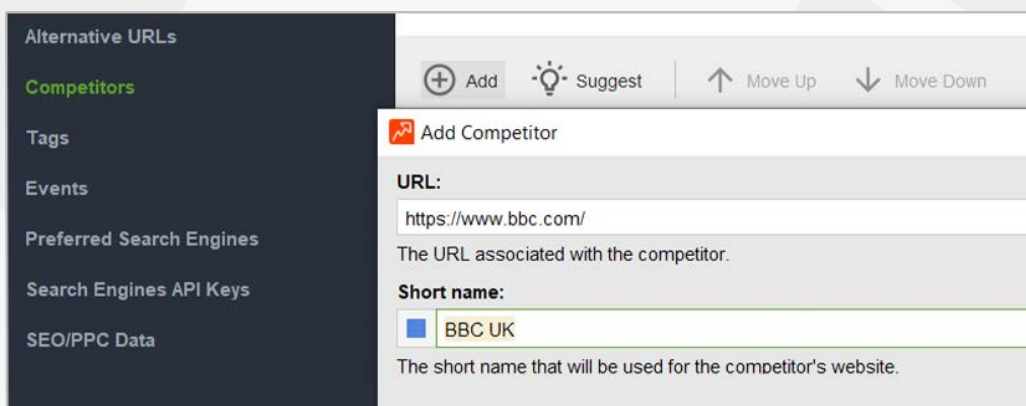
Right under the header with a rank check date, you can see icons for the features present in the SERP that aren't assigned a position. Icons along a URL mean the SERP feature is found at a certain position



## 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*.

#	Keyword	Google URL Found	Google SERP Features	# of Searches	Google Rank
1	www.caesars.com	www.caesars.com/	[Icons]	200	1
2	las vegas flamingo	www.caesars.com/flamingo-las-vegas	[Icons]	103,290	1
3	harras casino	www.caesars.com/harrahs	[Icons]	12,460	1
4	is there free parking at harras's new	www.caesars.com/harrahs-new-orleans/casino/free-parking	[Icons]	0	1
5	horseshoe casino	www.caesars.com/horseshoe-baltimore	[Icons]	12,620	1
6	vegas suites	www.caesars.com/las-vegas/suites	[Icons]	6,440	1

## Step 6: Set up the preferences

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

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

Project Preferences

- Project Info
- Customer Profile
- Alternative URLs
- Competitors
- Tags
- Events
- Preferred Search Engines
- Search Engines API Keys
- SEO/PPC Data
- Rank Checking Mode
- Google Analytics Settings
- Google Search Console Settings
- Page Speed Settings
- Global Preferences

### Rank Checking Mode

Here you can configure which methods of search you use and how many search engine results you check. Sometimes it's wise not to go beyond top 100 results - mainly because Google/Yahoo/Bing (or other search engine) users seldom check websites which rank lower than top 100.

**Maximum number of results to check:**

Please specify the max number of results Rank Tracker should check. The maximum number you can specify here is 1,000. This is the maximum any search engine will return.

**Track organic results only**  
 Disable this option to include SERP Features into results (Videos, Images, Local Packs, News, Featured Snippets).

**Track multiple results for keyword**  
 This option lets you see how different site's pages rank for one and the same keyword in search engines. If you leave the checkbox unmarked, Rank Tracker will only find one best ranking result for each keyword.

**Record SERP history**  
 When checking your rankings for a keyword, Rank Tracker will also keep history record of the top 30 pages that rank for this keyword on this date.

**Method of searching for rankings:**

The Successive Search method lets you search for your pages' rankings going from one search engine results page to the next. This is an accurate method but it can require too many queries if your sites don't rank on the first pages of search engines.

**Let Google auto-correct keywords**  
 If Google considers that a keyword you've entered to the search field has been misspelled, there'll be a link on top of search results (Search instead for...). Rank Tracker can follow this link and check your rankings in search results for the corrected term. Using the feature doesn't change the spelling of the keyword in your project.

**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**

▲  
▼

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.

### 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*.

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

---

Please enter your Anti-CAPTCHA key  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**

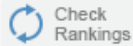
Search  Check  Add  Import  Alive proxies

<input type="checkbox"/>	Proxy	Country	Protocol type	Response Time
<input type="checkbox"/>	54.36.82.230 <input type="button" value="🔍"/>	France	HTTP	41 ms <input type="button" value="🟢"/>
<input type="checkbox"/>	51.68.199.120 <input type="button" value="🔍"/>	United Kingdom	HTTP	272 ms <input type="button" value="🟢"/>
<input type="checkbox"/>	201.174.10.170 <input type="button" value="🔍"/>	Mexico	HTTP	529 ms <input type="button" value="🟢"/>
<input type="checkbox"/>	14.160.32.23 <input type="button" value="🔍"/>	Vietnam	HTTP	566 ms <input type="button" value="🟢"/>
<input type="checkbox"/>	110.235.250.155 <input type="button" value="🔍"/>	Cambodia	HTTP	611 ms <input type="button" value="🟢"/>

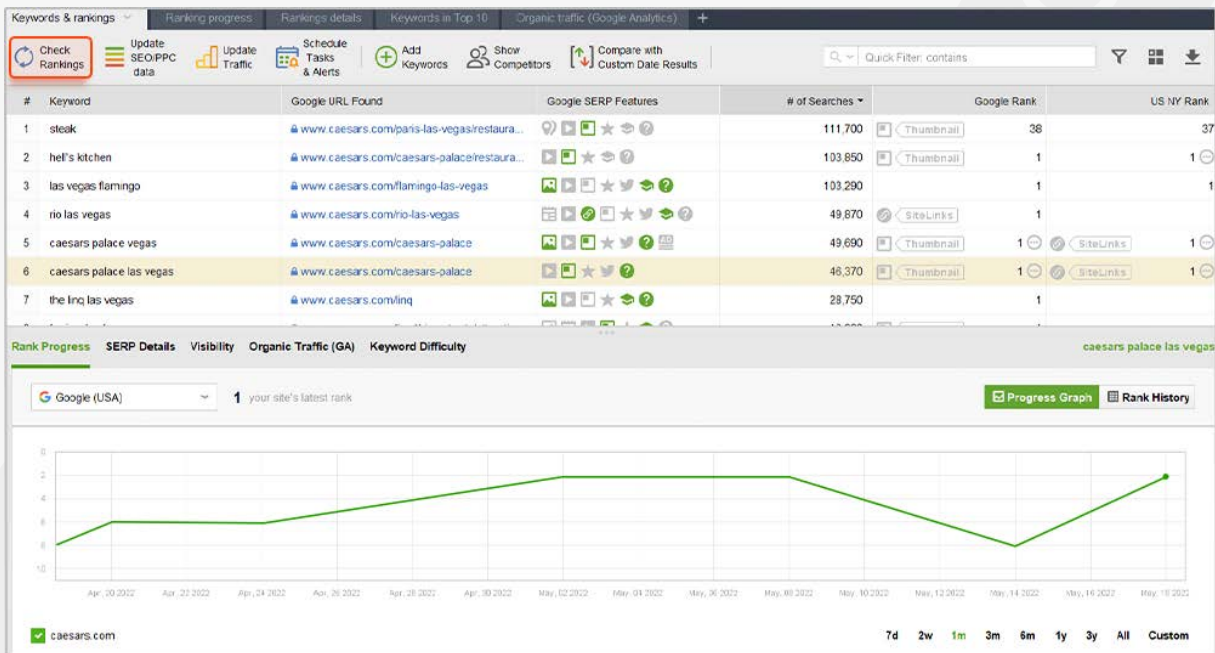


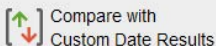
## Step 7: Check the rankings

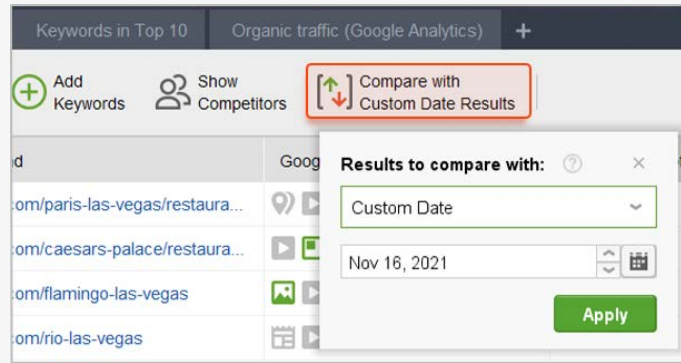
Now that you're done with the prep, you can (finally!) start what you came here for (just to remind you: that's **tracking your site's positions in search engines**).


**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 Alerts*, 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.

 Add Project
 Select all  Select none

#	Selected	Project Name	Project Path
1	<input type="checkbox"/>	 last.fm	/link-assistant.com.stkc
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.

**Auto-save project(s)**  
 All projects, that are involved into the scheduled task, will be automatically saved after the task is completed.

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

## 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.

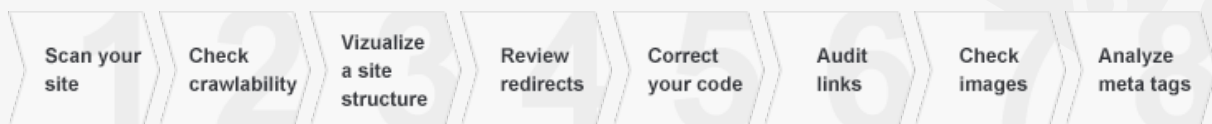
# Fix all technical issues on your site

(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.

Enable expert options

[Online Help](#)

**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: 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 follow the following instructions for the selected bot set in your site's robots.txt file. You can 1) use the default choice giving specific instructions for this specify any custom bot you need.

**Crawl as a specific user-agent**

Use this option to crawl the website as certain mobile user agent.

**Limit scan depth**

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 other pages of your website.

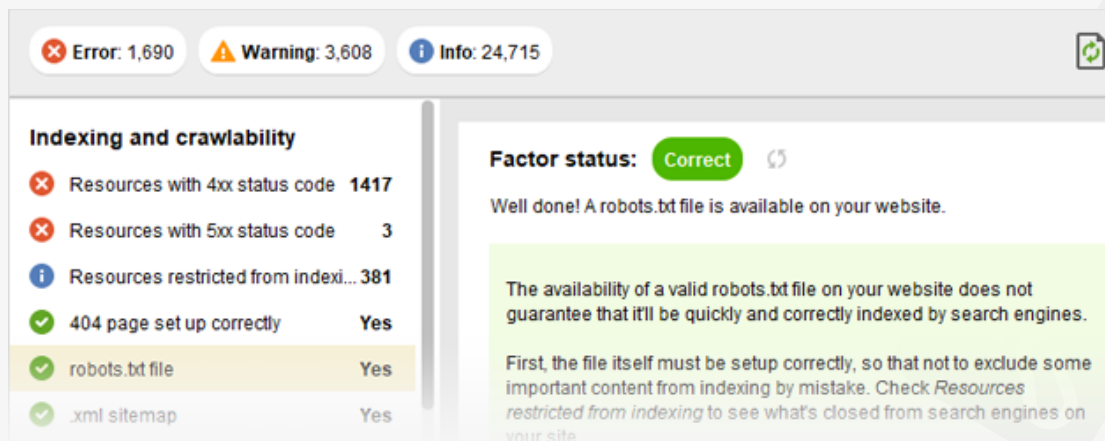
[Online Help](#) | < Back | **Next >** | Finish | Cancel

## 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  and choose 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
↑ Move up
↻ Fetch From Server
🗑 Remove
↓ Move down

#	Instruction	Search Robot	Directory/Page
1	Disallow	All Robots (*)	/*/includes/*
2	Disallow	All Robots (*)	/*retail/availability*

\*\*\*

**Contents**   **Test**

---

Robots.txt file contents:

```
# robots.txt for http://www.apple.com/

User-agent: *
Disallow: /*/includes/*
Disallow: /*retail/availability*
Disallow: /*retail/availabilitySearch*
```

**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

⌵

#	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:**

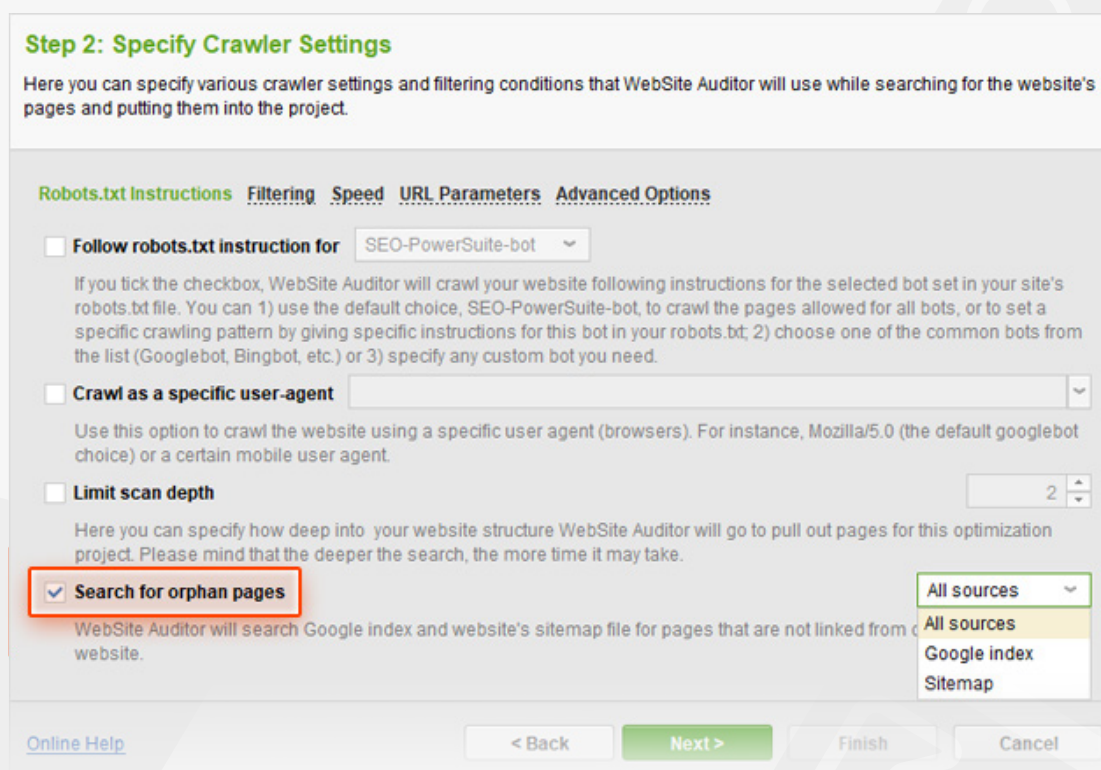
In some cases (especially with older and slower websites) your pages and resources may return 4xx and 5xx status code simply because **the server was unable to handle the requests WebSite Auditor sent** while crawling the site. To solve the problem and make sure the crawls do not overwhelm your server's 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 *Enable 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.



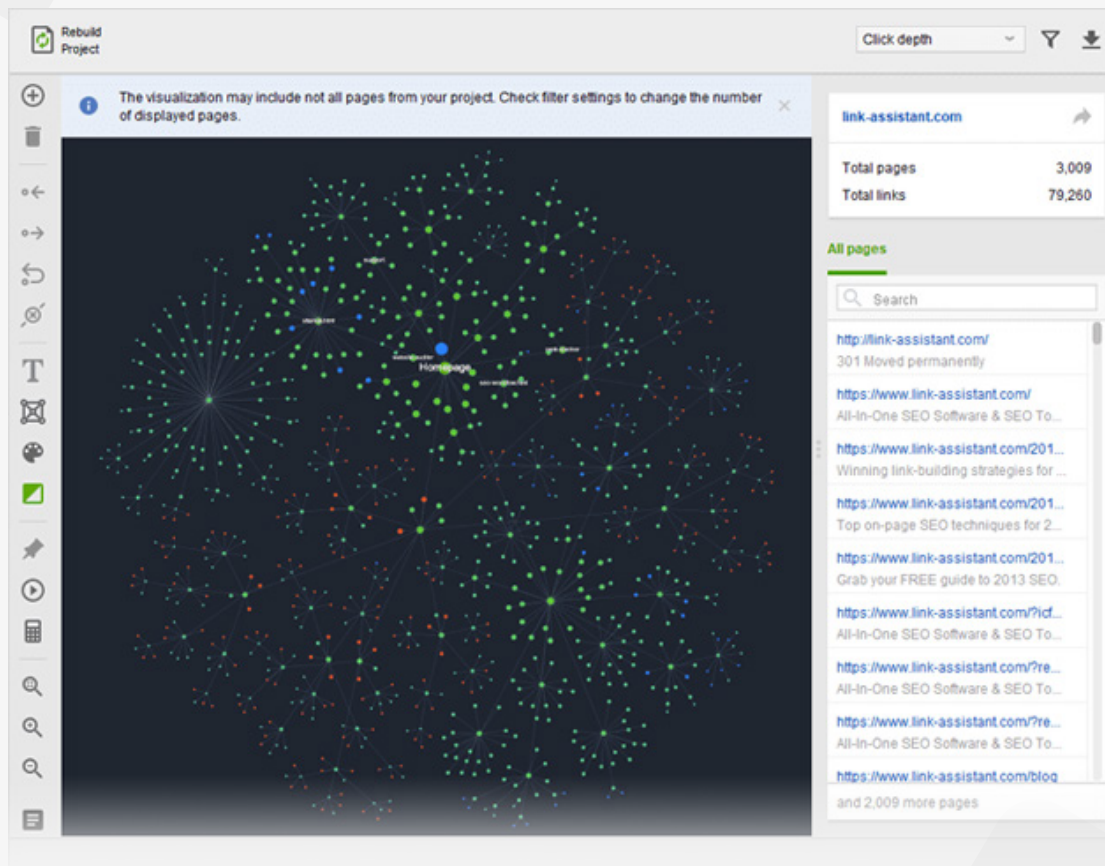
## Step 3: Visualize your site structure

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.



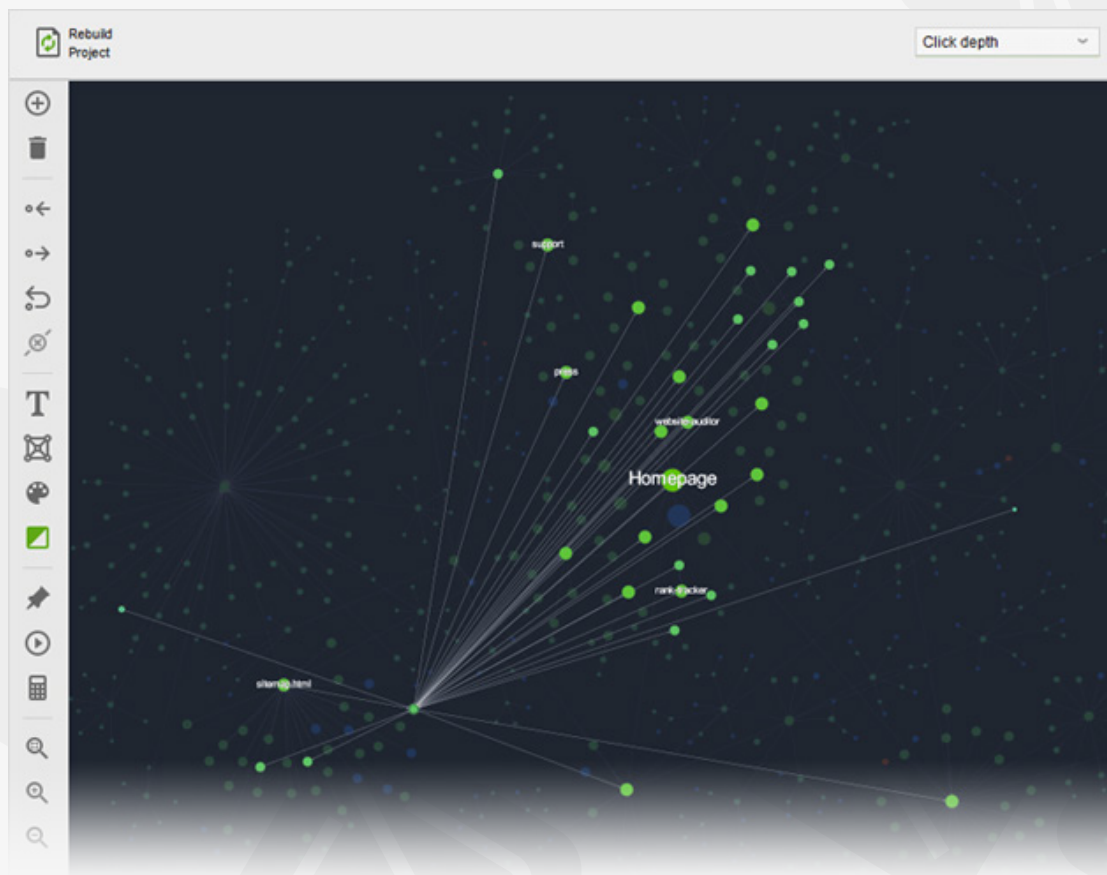
**Tip 1:** By default, the tool shows 1,000 pages (which can be adjusted up to 10,000 pages) that are arranged by *Click Depth*. If you have a large website, it is better to visualize it part by part (e.g., main categories, a blog, etc.).

**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.

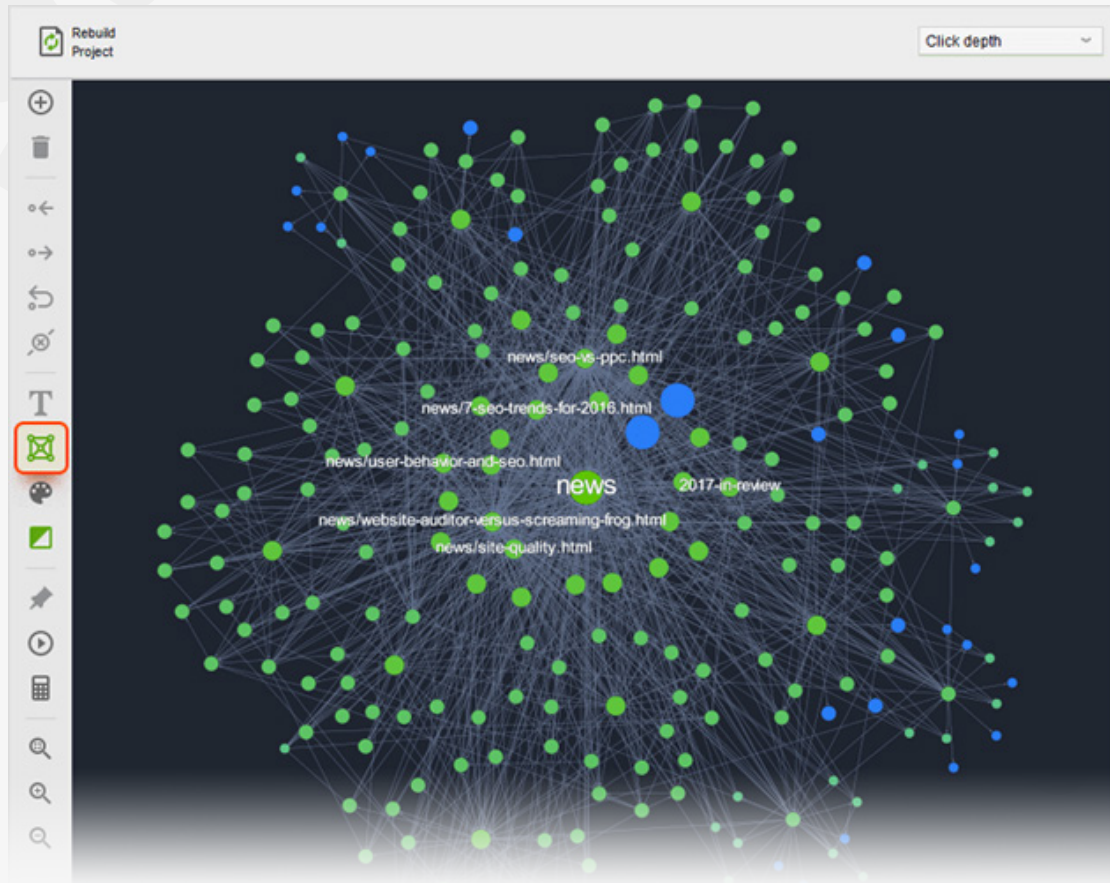
**Tip 3:** You can hover on any node to reveal additional information:



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

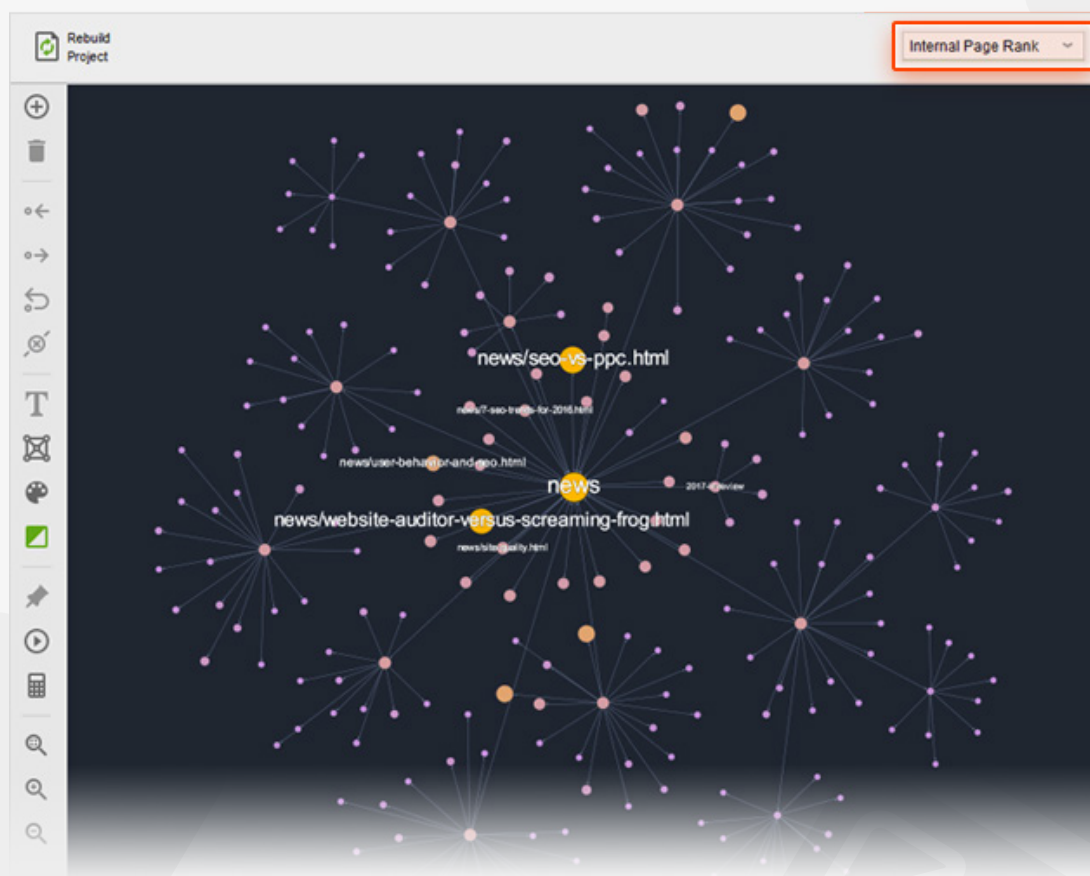


Or click on the *Display all pages' connections* button to see all the connections, not only the shortest ones:



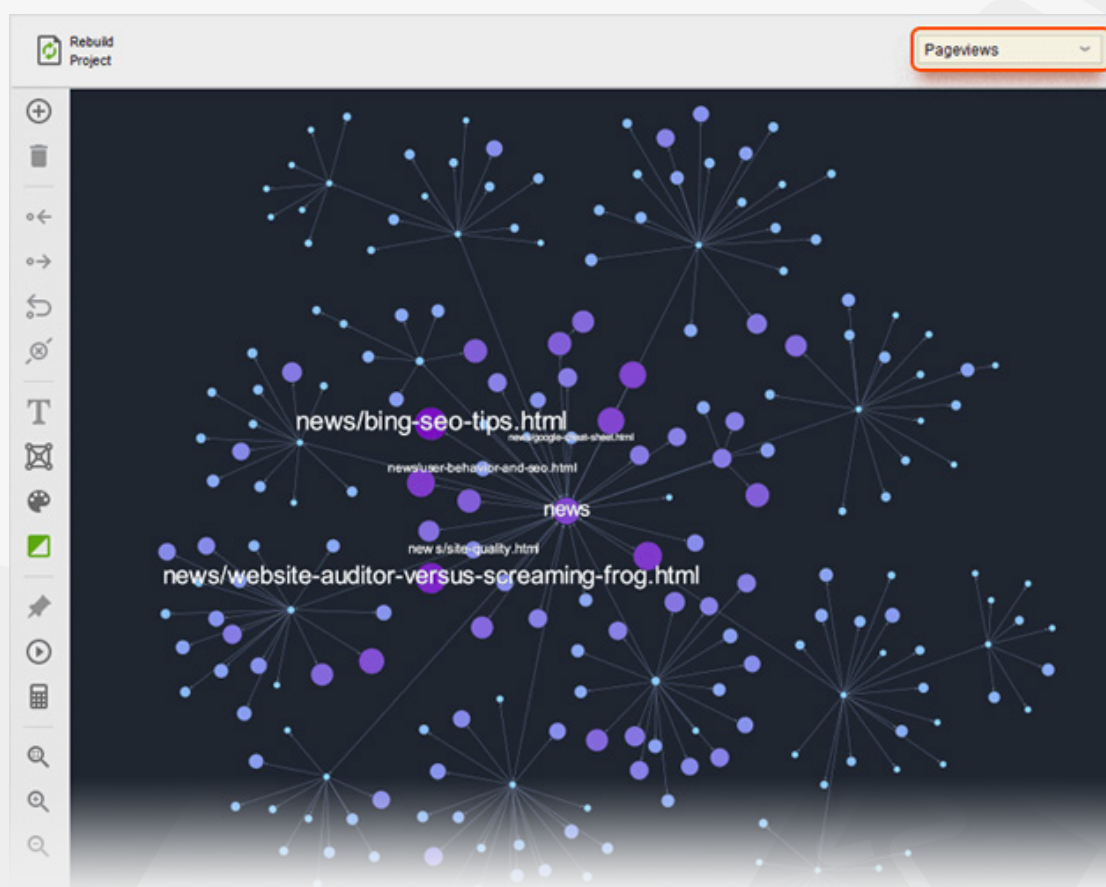
**How-to 3: Visualize your site structure by *Internal Page Rank*.** Choose *Internal Page Rank* in a drop-down menu on the top right. Here the size of nodes reflects the value of *Internal Page Rank* — the importance and authority of a page within your site. The bigger the node, the higher the value.

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.

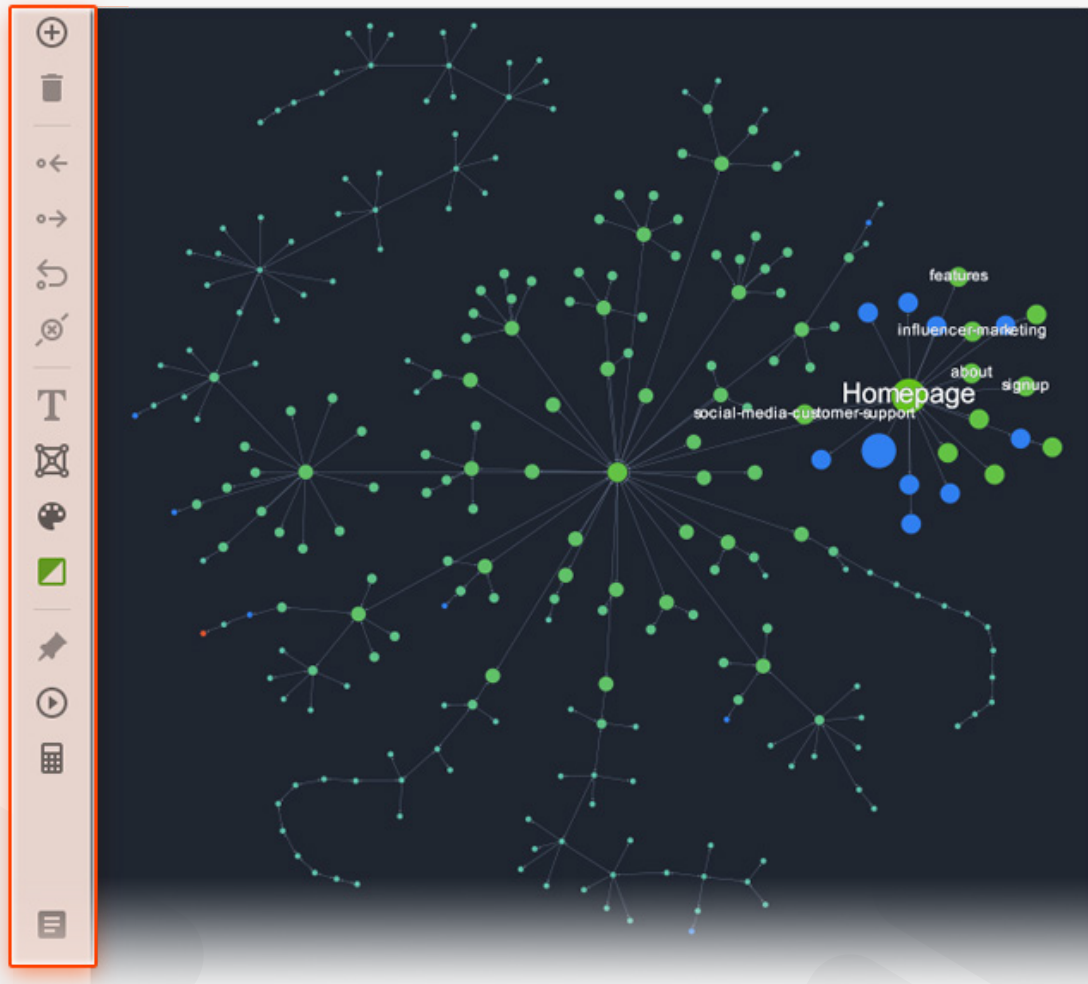



**How-to 4: Visualize your site structure by Pageviews.** Connect your Google Analytics account. You can do it in *Preferences > Google Analytics Account*. Update your data in *Site Structure > Pages* and then in the *Visualization* dashboard, rebuild your *Pageviews* graph. Here the size of nodes reflects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

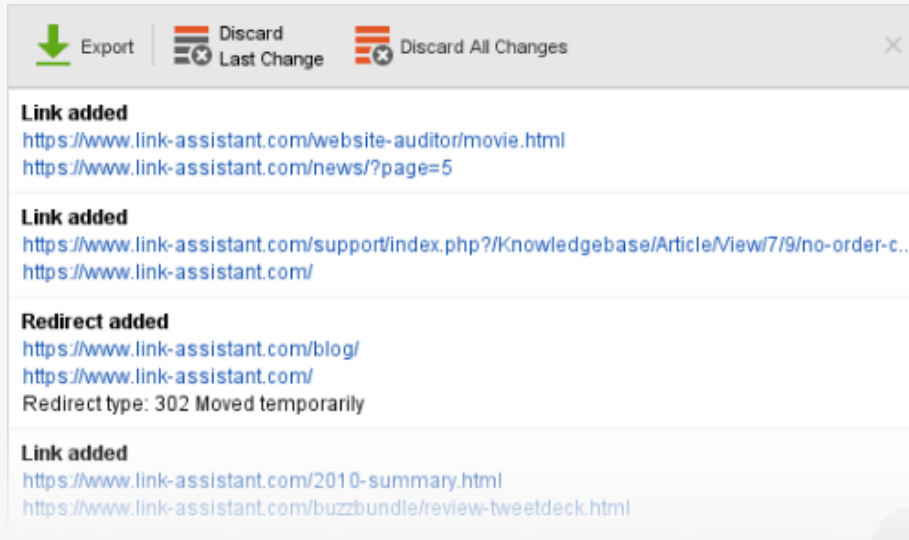
By looking at this graph, you can see the traffic flow to certain pages. Find your conversion pages on the graph and check whether your main traffic pages point to them.



**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 set to '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 message 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 the Site Audit tool. A table lists various issues, with the first two rows highlighted in orange. To the right, a text box explains the 'About this SEO factor' for the highlighted issues.

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

**About this SEO factor:**

Usually, websites are available with and without "www" in the domain name. This issue is quite common, and people link to both www and non-www versions. Fixing this will help you prevent search engines from indexing two versions of a website.

Although such indexation won't cause penalty, setting one version as a priority is best practice, especially because it helps you save link juice from links with and without www for one common version.

**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*.

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

**Redirects**

- 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

**Encoding and technical 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
- Too big pages: 34

**Pages with rel="canonical"**

#	Page	Title	Canonical URL
1	https://www.link-a...	SEO & Web Market...	https://www.link-as...
2	https://www.link-a...	10 Advanced SEO ...	https://www.link-as...
3	https://www.link-a...	10 Affiliate Marketi...	https://www.link-as...
4	https://www.link-a...	10 robots.txt files w...	https://www.link-as...
5	https://www.link-a...	10 Things I Learne...	https://www.link-as...
6	https://www.link-a...	10 things SEOs w...	https://www.link-as...

**Factor status:** info

There are pages with canonical URLs specified for them on your website. Please check the above table and make sure that your rel="canonical" tags or rel="canonical" HTTP headers are set up correctly.

To make sure there are no other redirect issues on your website, check it for Pages with 302 redirect and Pages with meta refresh.

## 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*.

**Encoding and technical 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
- Too big pages: 34

**Factor status:** info

Some pages on your site have errors in HTML markup. Check the above table to find these pages and make them free of errors.

Search engine spiders find it easier to crawl through semantically correct markup, this is why site's HTML markup should be valid and free of errors. If for example, one of the tags has been left unclosed, the spiders may miss an entire chunk, thus reducing the value of the page.

Also see Pages with W3C CSS errors & warnings to validate your pages' CSS code and check it for errors.

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.

The screenshot shows the 'Encoding and technical factors' section with the following items:

- 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
- Too big pages: 34

The 'URLs' section is highlighted with a red box and contains:

- Dynamic URLs: 1537
- Too long URLs: 1039

The 'Too long URLs' table is as follows:

#	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

The 'Factor status' is 'Warning' with a refresh icon. A message below states: '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.'

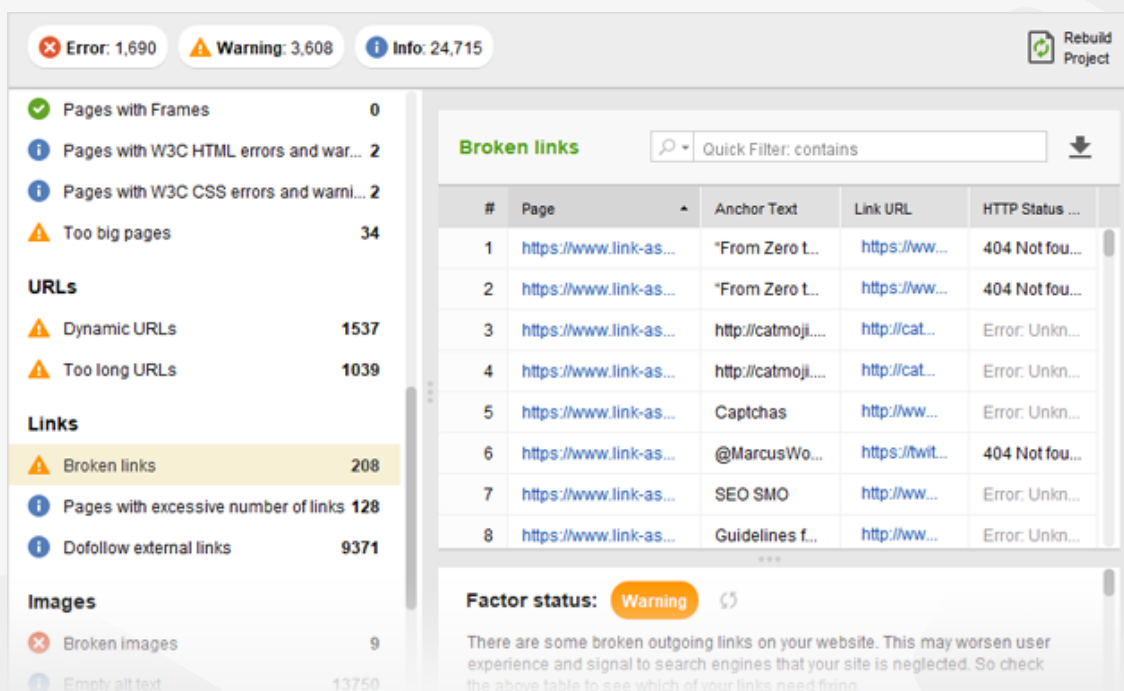
## Step 6: Check for linking problems

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.

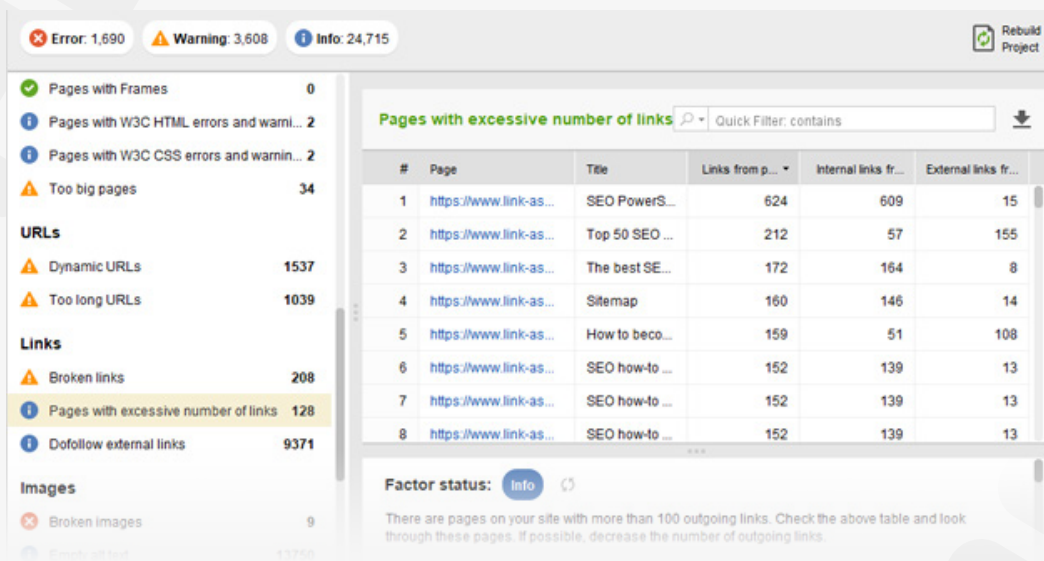
To get a list of all broken links on the website you’re auditing, click on *Broken links* under the *Links* section (still in the *Site Audit* module). Here, you’ll see the pages where broken links are found (if any), the URL of the broken link, and its anchor text.



#	Page	Anchor Text	Link URL	HTTP Status ...
1	https://www.link-as...	*From Zero L...	https://ww...	404 Not fou...
2	https://www.link-as...	*From Zero L...	https://ww...	404 Not fou...
3	https://www.link-as...	http://catmoji...	http://cat...	Error: Unkn...
4	https://www.link-as...	http://catmoji...	http://cat...	Error: Unkn...
5	https://www.link-as...	Captchas	http://ww...	Error: Unkn...
6	https://www.link-as...	@MarcusWo...	https://twit...	404 Not fou...
7	https://www.link-as...	SEO SMO	http://ww...	Error: Unkn...
8	https://www.link-as...	Guidelines f...	http://ww...	Error: Unkn...

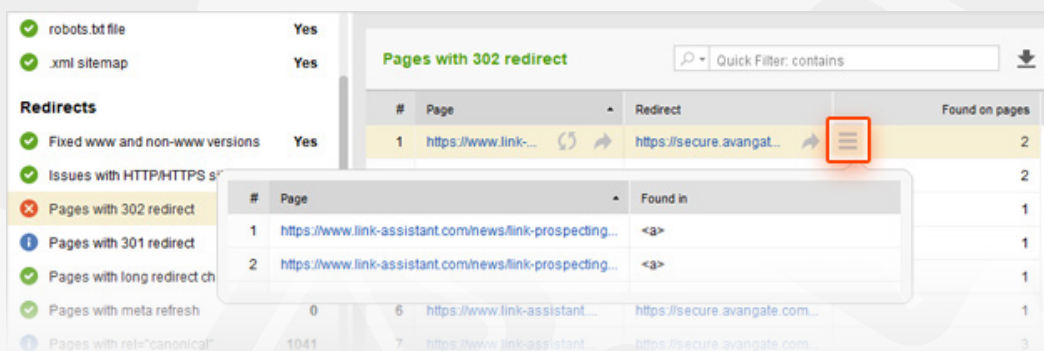
**How-to 2: Find pages with too many outgoing links.** Too many links coming from a single page can be overwhelming to visitors and a spam signal for search engines. As a rule of thumb, you should try to keep the number of links on any page under 100.

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).

The screenshot shows the 'Pages' module in WebSite Auditor. The top table lists pages with columns for #, Page, Title, HTTP Status Code, Click depth, Links To Page, and Links From Page. The page '/shop/accessories/allhealth-fitness' is selected. Below, the 'Links from page' section shows a summary of 137 total links, 0 broken links, and 137 dofollow links. A detailed table lists the first five links with their URLs, HTTP status codes, and anchor/alt text.

#	Page	Title	HTTP Status Code	Click depth	Links To Page	Links From Page
187	/ing/mac/	Mac - Apple (NG)	200 Successful	2	92	147
188	/shop/accessories/allheadphones	Headphones & Speakers - All ...	200 Successful	2	67	137
189	/shop/accessories/allhealth-fitr...	Health & Fitness - All Accessor...	200 Successful	2	63	137
190	/ing/iphone/	iPhone - Apple (NG)	200 Successful	2	59	92
191	/shop/accessories/allmagsafe	MagSafe - All Accessories - Ap...	200 Successful	2	66	137
192	/chde/education/	Bildung - Apple (CH)	200 Successful	2	54	104

#	Linked URL	HTTP Status Code	Anchor / Alt Text
1	apple.com/legal	301 Moved permanently	Legal
2	apple.com/legal/internet-services/terms/site.html	301 Moved permanently	Terms of Use
3	appleid.apple.com/	200 Successful	Manage Your Apple ID
4	investor.apple.com/	301 Moved permanently	Investors
5	tunes.apple.com/us/app/apple-store/id375380948?mt=8	301 Moved permanently	Apple Store App

## 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).

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

**URLs**

- Dynamic URLs: 1537
- Too long URLs: 1039

**Links**

- Broken links: 208
- Pages with excessive number of links: 128
- Dofollow external links: 9371

**Images**

- Broken images: 9
- Empty alt text: 13750

**On-page**

- Empty title tags: 3
- Duplicate titles: 145
- Too long titles: 474
- Empty meta description: 315

**Broken images**

#	Page	Image URL	HTTP Status Code	Alt text
1	https://www.link-assistant.com/bl...	https://www.link-assi...	404 Not found	Rank...
2	https://www.link-assistant.com/bl...	https://www.link-assi...	404 Not found	
3	https://www.link-assistant.com/bl...	https://www.link-assi...	404 Not found	
4	https://www.link-assistant.com/bl...	https://siteanalytics.c...	200 Successful	
5	https://www.link-assistant.com/bl...	https://www.link-assi...	404 Not found	
6	https://www.link-assistant.com/bl...	https://siteanalytics.c...	200 Successful	
7	https://www.link-assistant.com/bl...	https://siteanalytics.c...	200 Successful	
8	https://www.link-assistant.com/bl...	https://www.link-assi...	404 Not found	

**Factor status: Error**

There are broken images found on the website. See the table above to get the list of problematic images and make sure to fix, remove or replace them.

An image is considered broken if it returns a 4xx or 5xx status code, if the image URL is not specified in the <img> tag, if the URL points to a non-existent content or if it's a 200 OK reply with a 404.

**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).

**URLs**

- Dynamic URLs: 1537
- Too long URLs: 1039

**Links**

- Broken links: 208
- Pages with excessive number of links: 128
- Dofollow external links: 9371

**Images**

- Broken images: 9
- Empty alt text: 13750

**Empty alt text**

#	Page	Title	Image URL
1	https://www.link-assistan...	All-In-One SEO Software &...	https://www.link-assista...
2	https://www.link-assistan...	All-In-One SEO Software &...	https://www.link-assista...
3	https://www.link-assistan...	All-In-One SEO Software &...	https://www.link-assista...
4	https://www.link-assistan...	All-In-One SEO Software &...	https://www.link-assista...
5	https://www.link-assistan...	All-In-One SEO Software &...	https://www.link-assista...
6	https://www.link-assistan...	All-In-One SEO Software &...	https://www.link-assista...
7	https://www.link-assistan...	All-In-One SEO Software &...	https://www.link-assista...

## 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.

The screenshot shows the 'On-page' section of the Site Audit module. The 'Duplicate titles' error is highlighted in yellow, with 145 instances. A table titled 'Duplicate titles' lists the following data:

#	Page	Title
1	https://www.link-assistant.com/features/se...	4 SEO features you may be missing
2	https://www.link-assistant.com/features/se...	4 SEO features you may be missing
3	https://www.link-assistant.com/supportind...	All knowledgebase categories- SEO Power...
4	https://www.link-assistant.com/supportind...	All knowledgebase categories- SEO Power...
5	https://www.link-assistant.com/supportind...	All knowledgebase categories- SEO Power...
6	https://www.link-assistant.com/supportind...	All knowledgebase categories- SEO Power...
7	https://www.link-assistant.com/supportind...	All knowledgebase categories- SEO Power...
8	https://www.link-assistant.com/supportind...	All knowledgebase categories- SEO Power...

Below the table, the 'Factor status' is marked as 'Error'. A note states: 'Some of your website pages have identical (or duplicate) titles. Please, see the above table to...'

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.

## Step 9: Check PageSpeed and user experience

As Google has made [Core Web Vitals](#) a ranking factor, you have to make sure nothing prevents users and Google from accessing your pages and interacting with content. Bad user experience (i.e. slow pages, excessive pop-ups, too big images or/and videos, etc.) will affect your pages' positions in search.



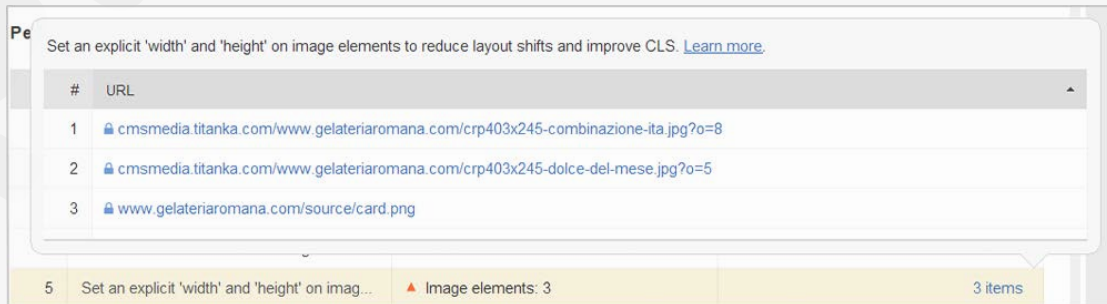
**How-to: Check what pages don't pass Core Web Vitals assessment.** Check the *Page Speed > Pages that do not pass Core Web Vitals assessment* section of the *Site Audit* module to see the pages that require improvements.

The screenshot shows the Site Audit interface. On the left, a list of issues is displayed with counts: Too long titles (314), Empty meta description (20), Duplicate meta descriptions (18), Too long meta description (319), Page Speed (Pages that do not pass Core Web Vitals assessment: 1, Pages with poor Performance Score: 701, Eliminate render-blocking resources: 9538, Properly size images: 113, Defer offscreen images: 1824, Efficiently encode images: 905, Serve images in next-gen formats: 6252, Minify CSS: 0, Minify JavaScript: 130). On the right, a table titled 'Pages that do not pass Core Web Vitals assessment' shows one page: www.gelater... with a 'Not passed' status, Largest Contentful Paint of 2.79s, First Input Delay of 13ms, Cumulative Layout Shift of 0.00, Total Size of 10,508.0, and Total Time of 55.88. Below the table, a 'Factor status: Error' message states: 'Some pages of your website do not pass the Core Web Vitals assessment. Check the above table to see the problematic pages and the metrics that require improvement. To see what can be improved for any particular page (even if it passes the assessment), go to Page Audit -> Technical Audit -> Mobile: Page speed or Desktop: Page speed and check the Opportunities that can be implemented and the Diagnostics results that can be improved.'

**Tip:** To get more details on the page's Core Web Vitals and see the hints on what to improve on an exact page, go to *Page Audit > Technical Audit > Mobile Friendliness and Page Speed*. Check both *Mobile* and *Desktop* sections to see how to make both versions' performance better.

The screenshot shows the Page Audit interface. The top status bar indicates 'Error: 0', 'Warning: 2', and 'Info: 617'. The left sidebar shows navigation options like Keyword Map, Technical Audit, Content Audit, Content Editor, TF-IDF, Reports, Domain Strength, and Reports. The main content area displays the 'Mobile Friendliness and Page Speed' section, which is highlighted. Under 'Encoding and technical factors', there are several green checkmarks. The 'URL' section shows 'Dynamic URL' as 'No' and 'URL length' as '32 chars'. The 'Core Web Vitals Assessment: Not Passed' section shows a red 'X' icon and four metrics: First Contentful Paint (FCP) at 2.16s (88%), Largest Contentful Paint (LCP) at 2.79s (70%), First Input Delay (FID) at 13ms (98%), and Cumulative Layout Shift (CLS) at 0.00 (99%). The 'Performance score' is 52, with a circular progress indicator. Below this, a 'Performance audit' table lists four factors: 'Properly size images' (Estimated savings: 12.60s, 4 items), 'Efficiently encode images' (Estimated savings: 16.95s, 5 items), 'Serve images in next-gen formats' (Estimated savings: 22.20s, 12 items), and 'Ensure text remains visible during webfont...' (Webfonts: 3, 3 items). The table also shows 'Opportunities (7)', 'Diagnostics (7)', and 'Passed Audits (15)'.

To see the exact page items that prevent the page from good CWV parameters, expand the list of items in the *Details* column of the *Performance* audit table.



## You're done with the tech part!

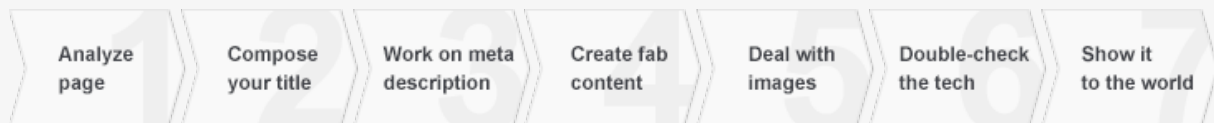
Congrats — you've fixed all technical issues that may have been holding your rankings back (and that in itself puts you ahead of so many competitors already!). It's time you moved on to the (more) creative part, namely creating and optimizing your landing pages' content.

# Optimize your landing pages

## (with the help of WebSite Auditor)

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

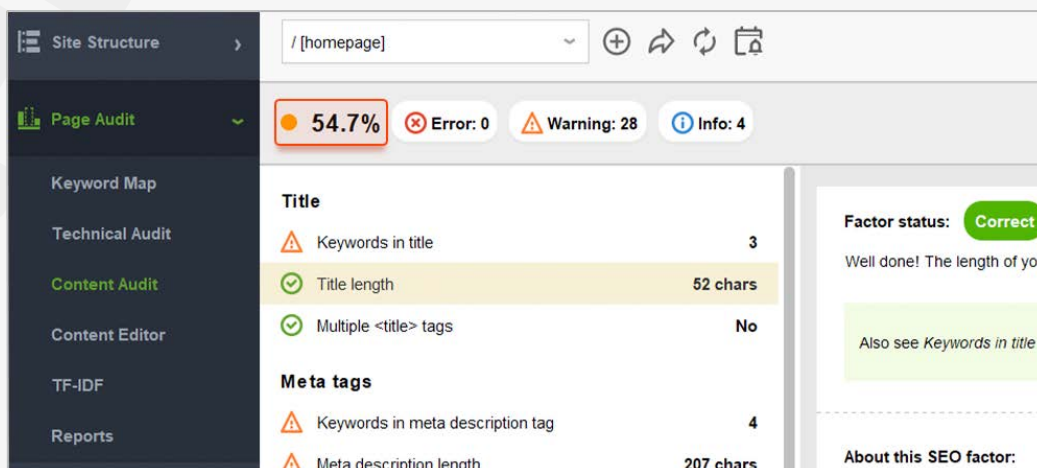
If you followed our guide on keyword research, you probably already have a nice list of target keywords on your hands, as well as the URLs of landing pages you'll be optimizing for these terms. That means you're all set to start creating some great content to make sure search engine bots understand what 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 *Page Audit > Content Audit* module, and select your landing page from the list of the site's URLs. Type in the keywords you're optimizing the page for, and select a target search engine. In a moment, you will see a dashboard populated with all kinds of optimization stats, and an overall optimization score to show you just how well-optimized your landing page is compared to top-ranking competitors.



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

## Step 2: Work on your title tag

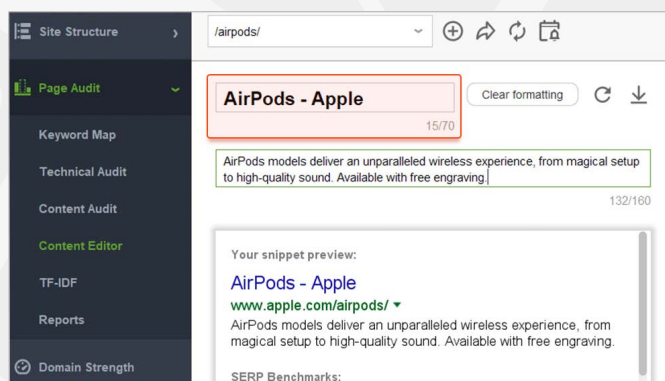
SEO-wise, the title tag is one of the most important page elements. It lets search engines know what your page is about, and the tag's contents are commonly used as part of your listing's snippet in search results. If the page has no title tag, search engines will fill the snippet with content they've 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 *Page Audit > Content Editor* and focus on the *Title* section.

Here, you can type any title tag you'd like to use and see what it'll look like in your Google snippet right away. What's more, the tool will show you your SERP benchmarks, so you can compare your snippet to those of your competitors.

Once you come up with a perfect title, check with the title-related on-page factors in *Page Audit > Content Audit*. Make sure the parameters in the *Title* section are all marked with a green tick.



The screenshot shows the 'Page Audit' section for the URL '/airpods/'. The overall score is 80.3%. The 'Title' audit results are highlighted with a red box:

- Keywords in title: 1
- Title length: 15 chars
- Multiple <title> tags: No

The 'Meta tags' audit results are:

- Keywords in meta description tag: 3
- Meta description length: 147 chars
- Multiple meta description tags: No
- Keywords in meta keywords tag: 0

The 'Competitors' tab is active, showing a table of competitor data for the keyword 'airpods'.

#	Keyword	Keyword count...	TF-IDF	TF-IDF (Avg)	Keyword stu...
1	airpods	exact	1	1.17	0.48 (0.31 - 1.17)

Factor status: Correct. Good job! The title of your page contains target keyword(s).

**Tip 1: Employ techniques that are proven to work.** If you feel you could use some inspiration for your title tag, go to *Page Audit > Content Audit*, click on *Keywords in title*, and switch to the *Competitors* tab to see how your 10 topranking 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.

The screenshot shows the 'Competitors' tab for the keyword 'airpods'. The TF-IDF score is 47.0%. The table below shows competitor data:

#	Keyword	TF-IDF ...	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

Below the table, there is a list of competitor URLs and their titles:

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/248615/b...">https://www.pcmag.com/roundup/248615/b...</a>	The Best SEO Tools of 2018   PCM	1	0.36	7

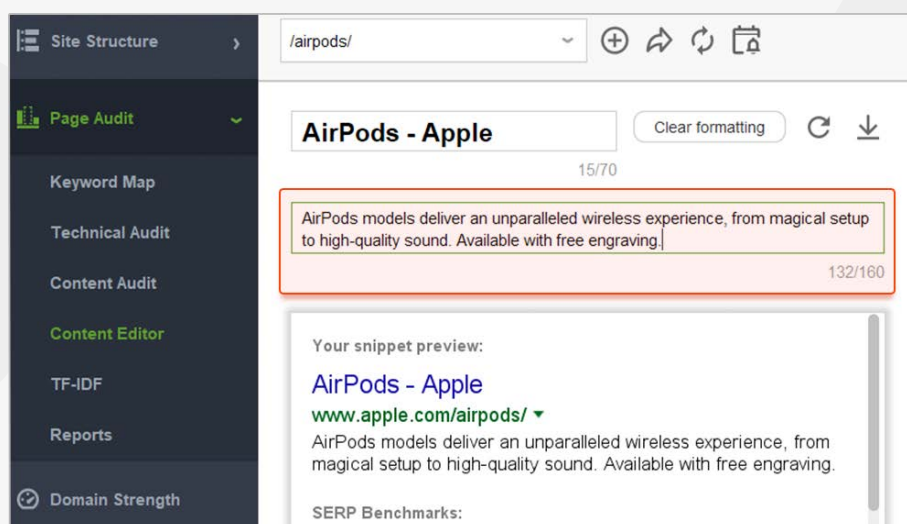
**Tip 2: Place keywords at the beginning of your title when you can.** The closer your target keyword is to the beginning of your title tag, the more keyword-relevant your page will be considered by search engines. Try to always start your title with your keywords to emphasize their importance.

**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

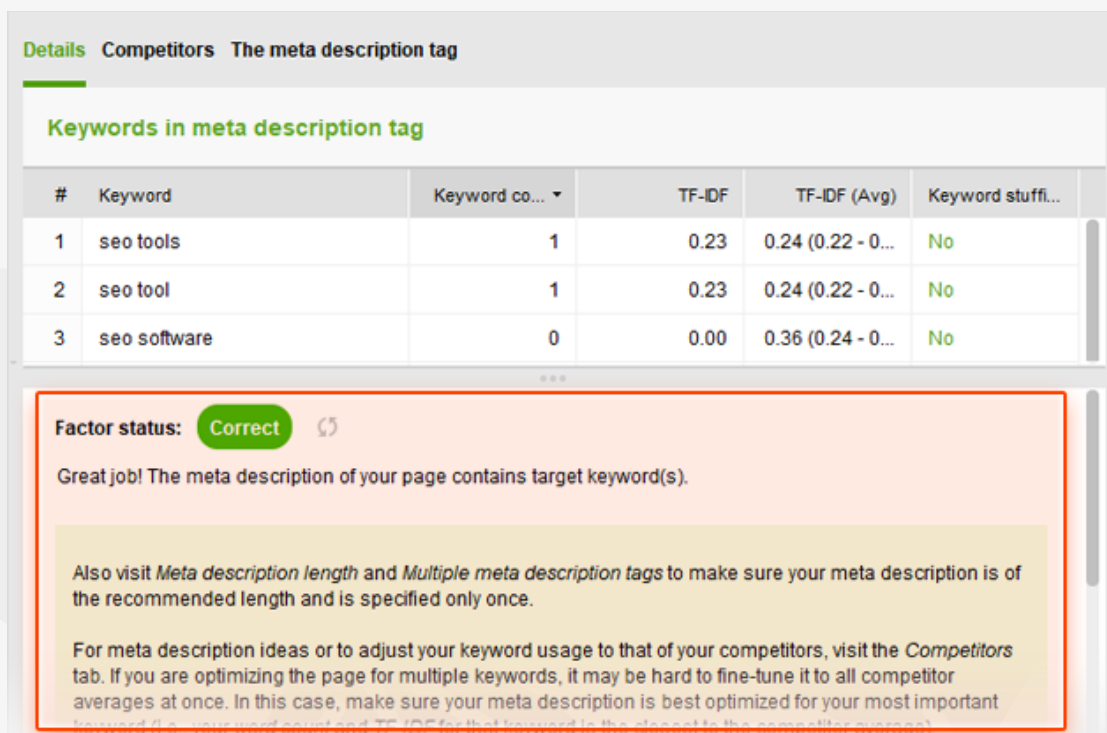
Just like the title tag, meta description is an important indication to search engines of what the page is about. Meta descriptions are often used as preview snippets for sites' listings in search results — so for pages with no meta descriptions, the snippet will include the content picked by search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

**How-to: Create a meta description that is in line with SEO best practices.** In *Page Audit > Content Editor*, in the Meta tags tab, try entering various variants of your description and preview your Google snippet below.



Make sure your final meta description meets all SEO requirements. Make sure the parameters in the Meta tag section in *Page Audit > Content Audit — Keywords in meta description tag, Meta description length, Multiple meta description tags*, and *Keywords in meta keywords tag* – are all marked with a green tick.

**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 *Page Audit > Content 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.



## 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 *Page Audit > Content Editor*, check the optimization rate of your page's content. You can edit the content right in the tool and see how optimization rate changes as you make edits.

The screenshot shows the 'Content Editor' interface for the page 'AirPods - Apple'. The main content area displays the page title, a description, and two paragraphs of text. The right sidebar shows an optimization rate of 80.0%, 1,488 words, and alerts for 'Keyword stuffing on the page (2 keywords)' and 'Empty image alt text (15 images)'. Below the alerts, there are sections for 'Mapped keywords' and 'Recommended keywords' with various keyword suggestions and their counts.

**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 *Page Audit > Content Analysis*, check the *Body* section to make sure all the parameters in it are ticked green.



**Page Audit** 80.3% Error: 0 Warning: 0 Info: 3

- Meta description length: 147 chars
- Multiple meta description tags: No
- Keywords in meta keywords tag: 0
- Body**
  - Keywords in body: 43
  - Word count in body: 1332
  - Keywords in H1: 1**
  - Keywords in H2-H6: 3
  - Keywords in bold: 0
  - Keywords in italic: 0
  - Keywords in link anchors: 4

**Details** Competitors The H1 tags

**Keywords in H1**

#	Keyword	Keyword count (...)	TF-IDF
1	airpods	exact 1	1.08

**Factor status:** Correct  
Well done! The H1 tag on your page contains target keywords.

**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 Page Audit > Content 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.

**Details** Competitors The body tag

97.7% TF-IDF score

#	Keyword	TF-IDF...	TF-IDF	TF-IDF (Av...	Keyword...	Keyword Co...	Word Count	Word Count ...	Keyword Stuf...
1	airpods	97.7%	0.67	0.65 (0.44 ...)	exact: 43	78 (4 - 245)	1332	2,489 (116 - ...)	No

URL	Keyword count	TF-IDF	Total word count
www.apple.com/airpods/	exact: 37 broad: 6	0.67	1332
www.amazon.com/Apple-AirPods-Charging-Latest...	exact: 55	0.62	3382
www.bestbuy.com/site/apple-airpods-with-charging...	0	0.00	116
www.walmart.com/ip/Apple-AirPods-with-Charging...	exact: 4	0.44	157
www.macrumors.com/roundup/airpods/	exact: 244 broad: 1	0.79	4719
www.macworld.co.uk/news/new-airpods-2020-378...	exact: 85 broad: 1	0.73	2052

Feel free to also consult the *Details* tab for optimization advice and SEO best practices.

**Page Audit** 40.0% Error: 1 Warning: 16 Info: 5

- Keywords in meta desc... 1
- Meta descri... 130 chars
- Multiple meta descri... No
- Keywords in meta keyw... 0
- Body**
  - Keywords in body: 5**
  - Word count in body: 310
  - Keywords in H1: 0
  - Keywords in H2-H6: 0
  - Keywords in bold: 0
  - Keywords in italic: 0
  - Keywords in link anchors: 3

**Details** Competitors The body tag

**Keywords in body**

#	Keyword	Keyword coun...	TF-IDF	TF-IDF (Avg)	Keyword stuffing
1	gelato	exact 5	0.40	0.57 (0.41 - 0.68)	No

**Factor status:** Warning  
Your page's body is under-optimized for each of your target keywords.

**How to fix:**  
Make your page's <body> text approximately 310 word(s) long and try to use the following number of keywords in it:  
"gelato" should be repeated 13 time(s)

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

#	Keyword	Recommendation	# of Competitors	Keyword Count (Avg)	Keyword Count (Your...)	TF-IDF (Min)	TF-IDF (Max)	TF-IDF (Avg)	TF-IDF (Your...)
1	ice crea...	Recommended	9 (90%)	18	0	0.14	0.67	0.42	0.00
2	water molecules	Ok	2 (20%)	1	0	0.24	0.25	0.24	0.00
3	taste test	Ok	2 (20%)	1	0	0.24	0.25	0.24	0.00
4	milk than cream	Ok	2 (20%)	1	0	0.24	0.25	0.24	0.00
5	fat molecules	Ok	2 (20%)	1	0	0.24	0.25	0.24	0.00
6	churn ice cream	Ok	2 (20%)	1	0	0.24	0.25	0.24	0.00
7	churn ice	Ok	2 (20%)	1	0	0.24	0.25	0.24	0.00
8	chocolate ice cream	Ok	2 (20%)	1	0	0.24	0.25	0.24	0.00
9	chocolate ice	Ok	2 (20%)	1	0	0.24	0.25	0.24	0.00

**TF-IDF Analysis Competitors**

Bar chart showing TF-IDF scores for various keywords across competitors. The y-axis ranges from 0 to 1. The x-axis lists keywords like 'ice cream', 'privacy policy', 'highly rated', 'Italian gelato', 'egg yolk', 'privacy pol...', 'hand ice', 'best ice cr...', 'United States', 'gelato and I...', 'gelato and I...', 'cream and', 'ice cream', 'program', 'American ice', 'small water', 'Facebook', 'Pinterest', 'Instagram'.

**ice cream**

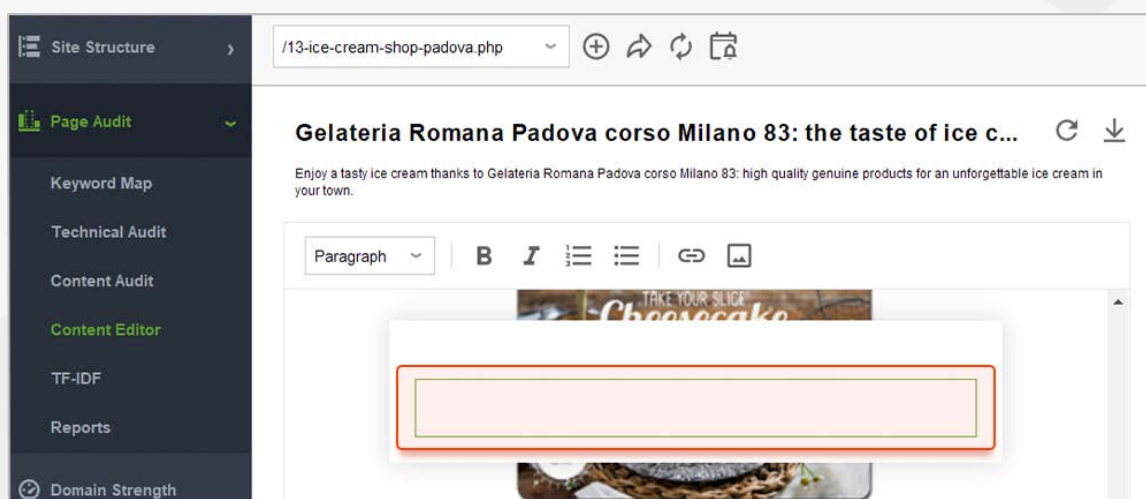
- Your page
- talentigelato.com
- foodnetwork.com/food-dish/news/2015/06/gelato-
- leafly.com/strains/gelato
- gelatofiasco.com
- thespruceeats.com/whats-the-difference-betw
- viadelatinhawaii.com

## 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 Audit*, 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, go to *Content Editor* and view the page in the *Document mode*. Click on any image to see the alt text it has and edit it or create a new one.

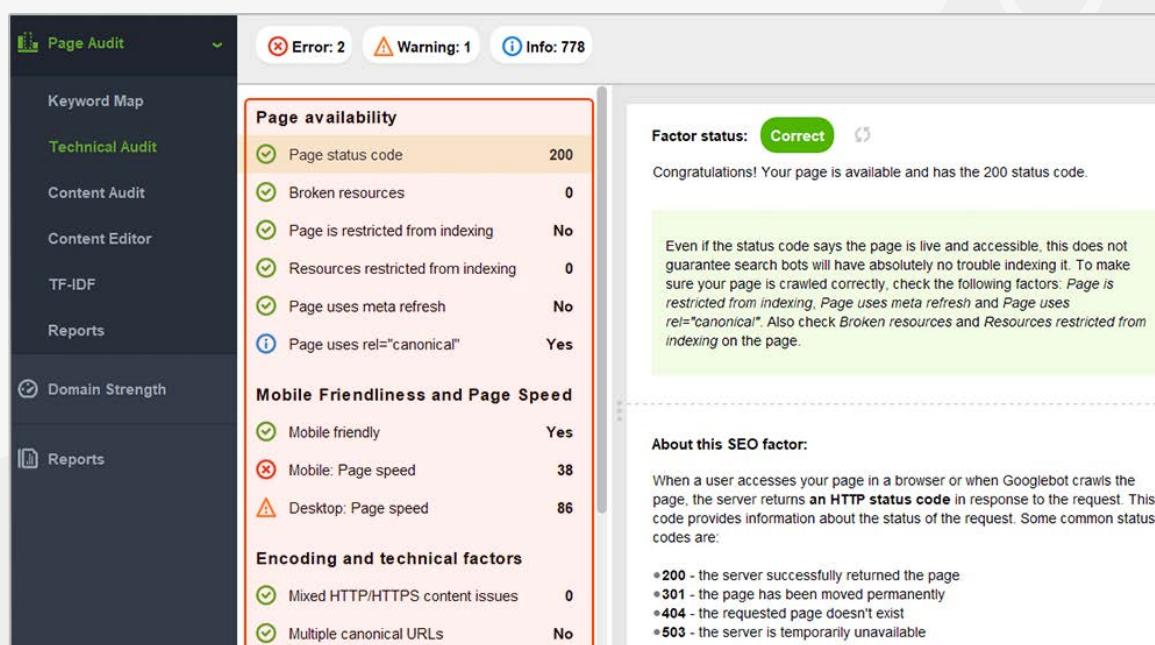


## Step 6: Go through technical factors

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.

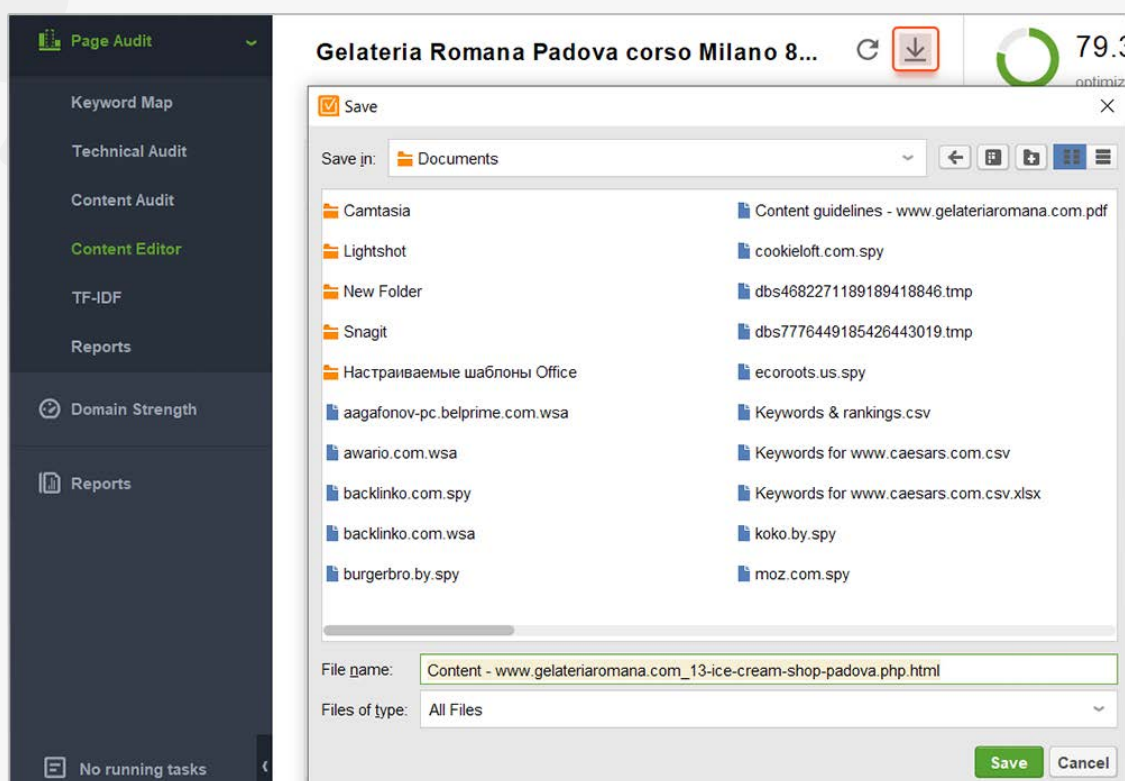
**How-to: Make sure the page is fully crawlable and readable.** In *Page Audit* > *Technical Audit*, go through *Page availability* to see if anything could be making the page problematic to access. The *Mobile Friendliness and Page Speed* will inform you if passes the Core Web Vitals assessment or not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



## Step 7: Take the newly optimized page live

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

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



## You're an optimization guru!

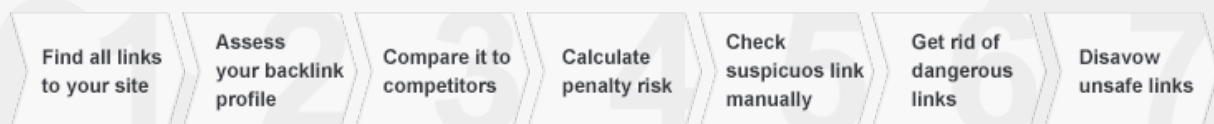
You've just completed the full process of page optimization. With all your page elements optimized for your keywords and your content all around brilliant, your landing page is probably a perfect example of on-page SEO done right. Now it's time to go off-page and audit your website's backlinks!

# 7 Steps to a Comprehensive Backlink Audit

**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 are links from spammy or irrelevant sources that probably appeared from old negative SEO techniques you don't even remember of. Such links 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 backlink analysis 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. Here is our complete guide to quick and easy link profile audit.



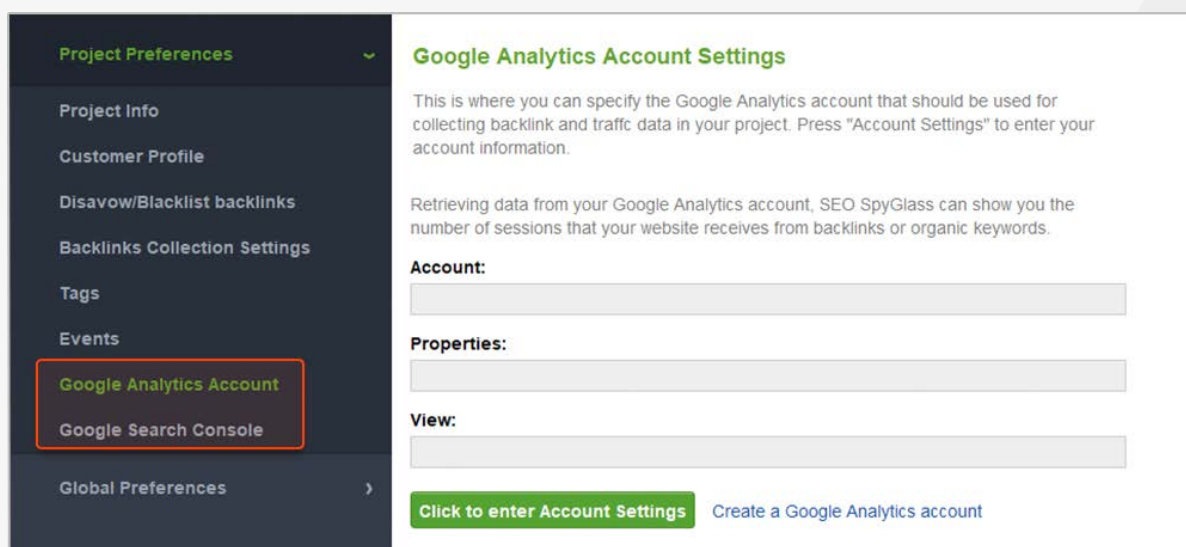
## Step 1: Get the most complete list of your backlinks

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


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

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

By default, SEO PowerSuite Link Explorer is used to collect backlinks – it's our inhouse link index that's updated non-stop, in real time. For an even more comprehensive backlink picture, you may want to use all 3 backlink sources integrated into SEO SpyGlass. To do this, go to *Preferences > Google Analytics Account* and enter your account credentials. To pull backlink data from Search Console, go to *Preferences > Google Search Console Account*.



**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  to update backlink page data. Check only the *Backlink Page Info* box and hang on a little while your link data is being refreshed. When the backlink audit is complete, examine the Links Back column: it will show whether each link is indeed found on the page with either dofollow tag or nofollow tag attribute. If the link or the linking page has been removed, you will see the *link missing or page not found* value.

Once you've found such non-existent links, 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	Domain In...	InLink Rank	Links Back	Linked Page	First Found...	Last Found D...
45	www.youthkiawaaz.com/2... What Are Zero-Waste Stores ...	86	16	link is missing	zerowastestore.com/ plastic-free shipping mat...	Jul 24, 2020	Jul 24, 2020
46	www.toastinggood.com/bl... BLOG - toasting good	62	8	link is missing	zerowastestore.com/... Zero Waste Store	Jan 13, 20...	Apr 25, 2020
47	www.toastinggood.com/bl... BLOG - toasting good	62	8	link is missing	zerowastestore.com/... Zero Waste Store	Jan 13, 20...	Jan 22, 2020
48	www.populationconnectio... N/A	65	11	page not found	zerowastestore.com/ Zero Waste Store	Aug 3, 2020	Jun 13, 2021
49	www.populationconnectio... N/A	65	11	page not found	zerowastestore.com/... cloths	Aug 3, 2020	Jun 13, 2021
50	www.populationconnectio... N/A	65	11	page not found	zerowastestore.com/... washable dusters	Aug 3, 2020	Jun 13, 2021

## 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.

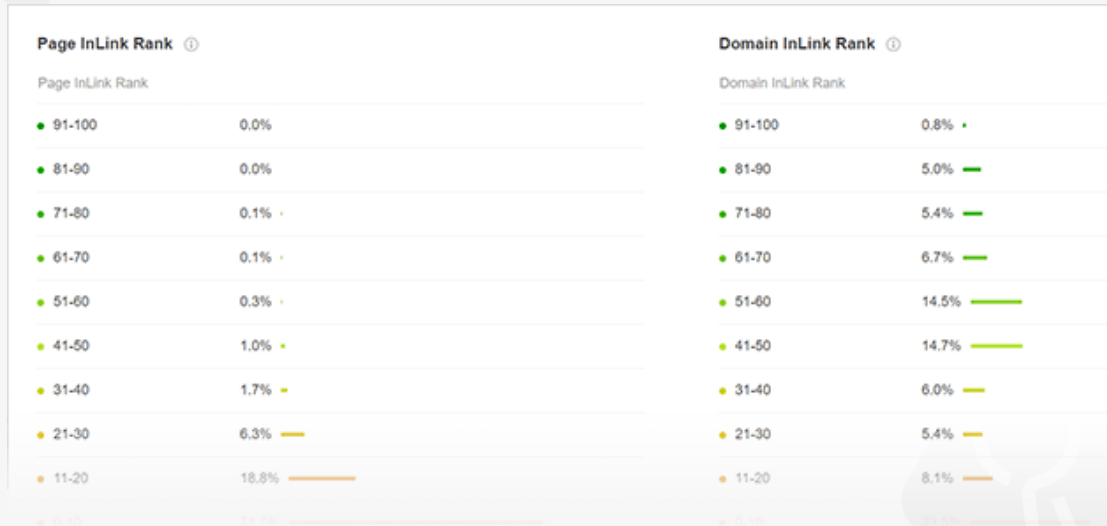
**If there aren't any nofollow links** in your profile, this may be a flag that your links were acquired in an unnatural manner and you need to further investigate your profile for other traces of spammy techniques.

**How-to 3: Assess your link profile growth over time.** Go through the *Live Backlinks History* to get an overview of how your backlink profile changed over time. Review the backlink history to see if 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.



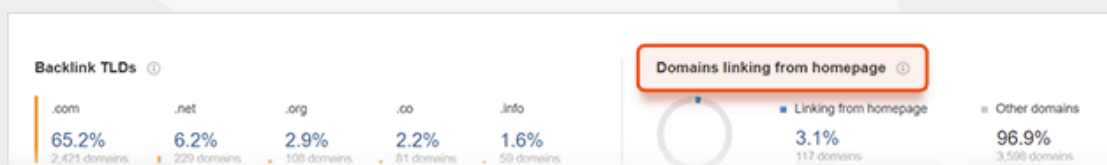
**How-to 4: See the SEO strength of your backlink profile.** The audit tool compiles a brief overview report into the PageRank and the authority of the referring domains. InLink Rank is a metric to estimate the authority of the page

or of the domain according to a number of search engine ranking criteria. This metric is crucial to consider in your link building strategy to secure your site against link penalties.



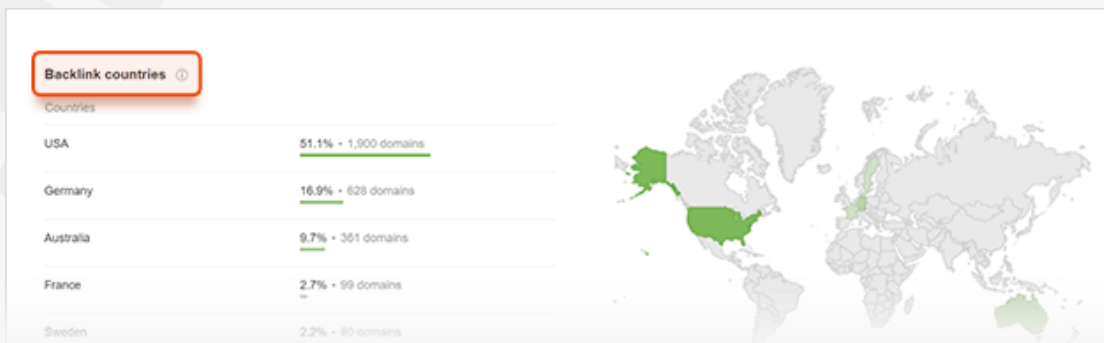
**How-to 5: Analyze how many backlinks are coming from homepages.** As the homepage is the most authoritative page of a website, links appearing there can be easily deemed as paid links — especially if their number is excessive.

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.



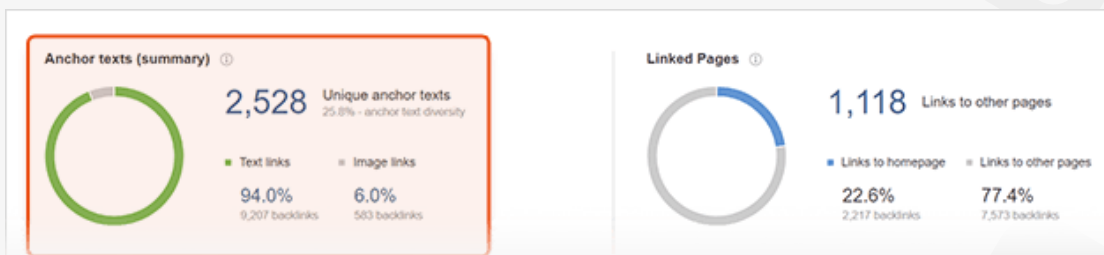
**How-to 6: Check backlink countries.** When it comes to backlink countries, just like with other aspects of link profile audit, you should keep in mind your links' diversity. Yet the rule of a thumb is that if you optimize your website for a specific geo-location, your aim is to get maximum location-relevant 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 good backlinks from local sites.

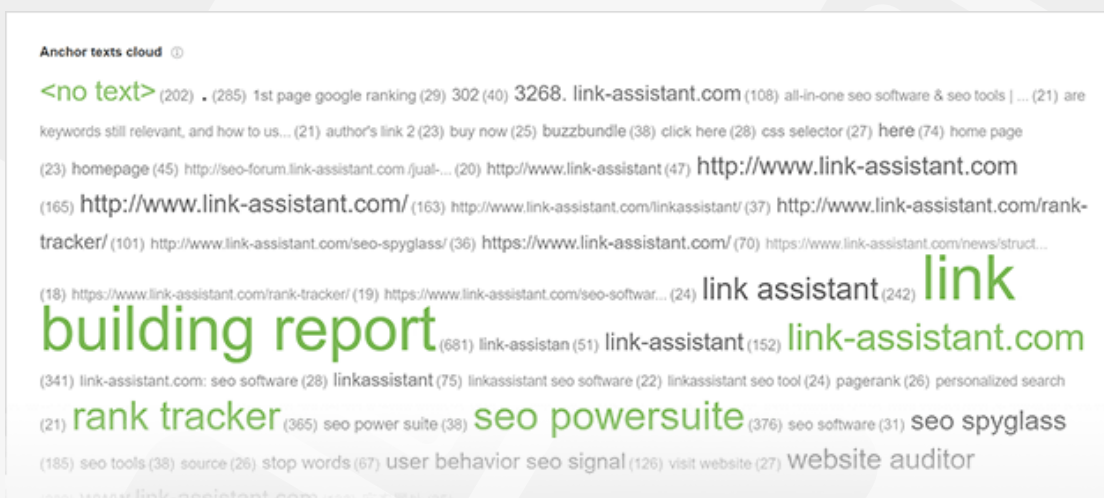


**How-to 7: Check top anchor texts and keywords.** Irrelevant anchor text, keyword stuffing, or too many identical anchors can get you in trouble with search engines and cause a ranking drop.

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.

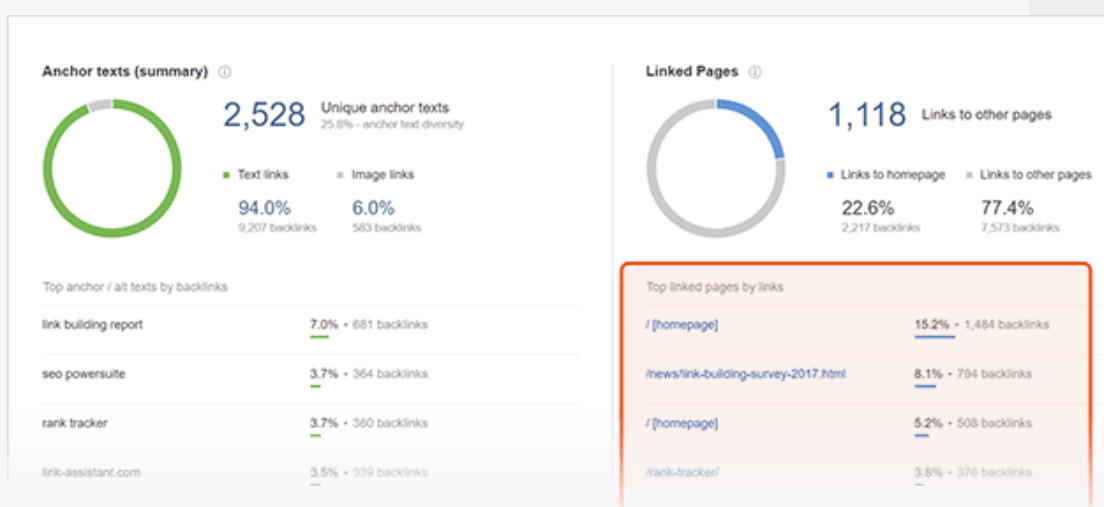


Further down, you will see the *Anchor texts cloud* which is a visual presentation of your anchor text density. The top anchors (often this is a branded anchor of a company), are highlighted in larger fonts and different colors.



**How-to 8: 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 your link profile audit 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! The tool analyzes backlinks of your top ranking rivals, comparing them against a bunch of crucial link factors, with a 1 to 5 overall rating assigned to each site.

Parameters	151seo.com	21handshake.com	1atbatmedia.com
Domain Strength	8.35	9.26	9.11
Domain InLink Rank	88	93	90
Domain Alexa rank	21,111	3,983	3,533
Domain Age	15y 10m	22y 10m	10y 3m
Total Backlinks	9,783	7,702,448	1,135,898
Total Linking Domains	3,714	101,127	68,701
IP Addresses	2,332	74,249	25,182
C-Blocks	1,842	35,739	14,400
Dofollow backlinks	6,432	6,114,593	972,805
Domains linking from homepage	117	4,384	13,671
Top TLD	65.2% com	61.6% com	37.2% com
Top Country	51% USA	59% USA	44% Hong Kong
Text links	94%	70%	60%
Anchors	2,528	177,181	48,866
Anchor text diversity	26%	2%	4%
Linked Pages	1,118	63	90
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. Such referring domains are your best candidates in terms of link acquisition, as they are relevant to your niche, and pitching a backlink from them will be quite natural.

Historical Data	#	Linking Domain	Projects	Domain InLink Rank
Domain Comparison	1	151seo.com	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	1 ●
Summary	2	21handshake.com	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	48 ●
Link Intersection	3	1atbatmedia.com	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	24 ●
Bulk Analysis	4	1stwebdesigner.com	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	82 ●
Domain Strength	5	contentmarketinginstitute.com	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	90 ●
Reports	6	firststaffliateresource.com	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	2 ●
	7	healthcarecommunication.com	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	62 ●
	8	nodextlgraphgallery.org	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	58 ●
	9	searchenginewatch.com	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	90 ●
	10	99designs.ca	151seo.com, 21handshake.com, 1atbatmedia.com, 1stwebdesigner.com, contentmarketinginstitute.com, firststaffliateresource.com, healthcarecommunication.com, nodextlgraphgallery.org, searchenginewatch.com, 99designs.ca	73 ●

**Tip 2: Explore competitors' links in-depth.** When you were adding competitors to the competitive backlink analysis, 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.

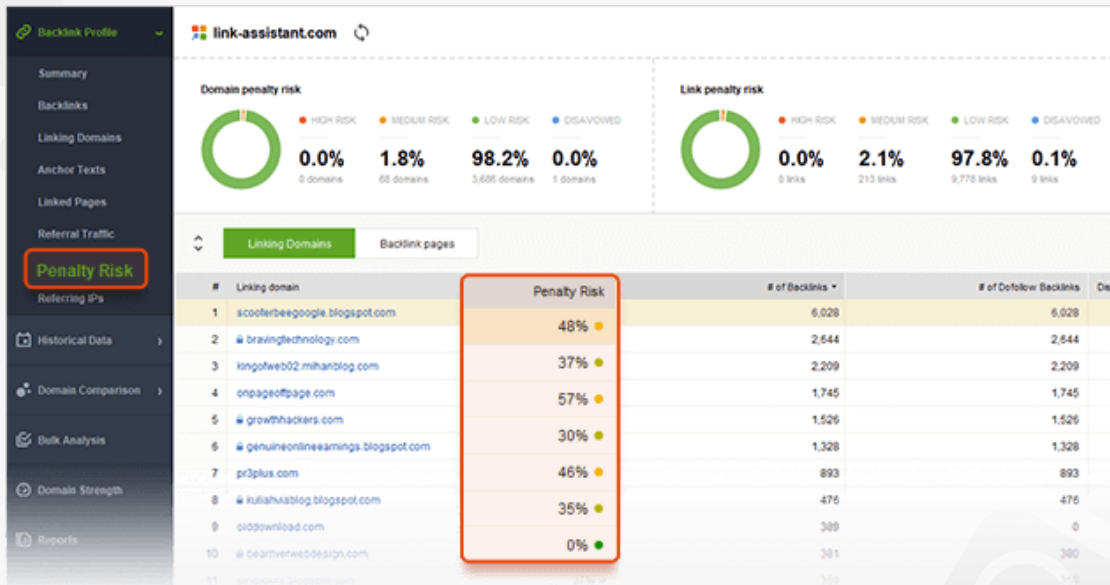
## Step 4: Pinpoint potentially dangerous backlinks

Now that you've reviewed your link profile as a whole, it's time to spot potentially dangerous links in it that may end up with link penalties. 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 the *Penalty Risk* submodule — here, you'll be able to review and analyze the domains that link to your site. Select all referring domains and hit the Update button  to refresh on the Penalty Risk stats.

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 to prevent link penalties.




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

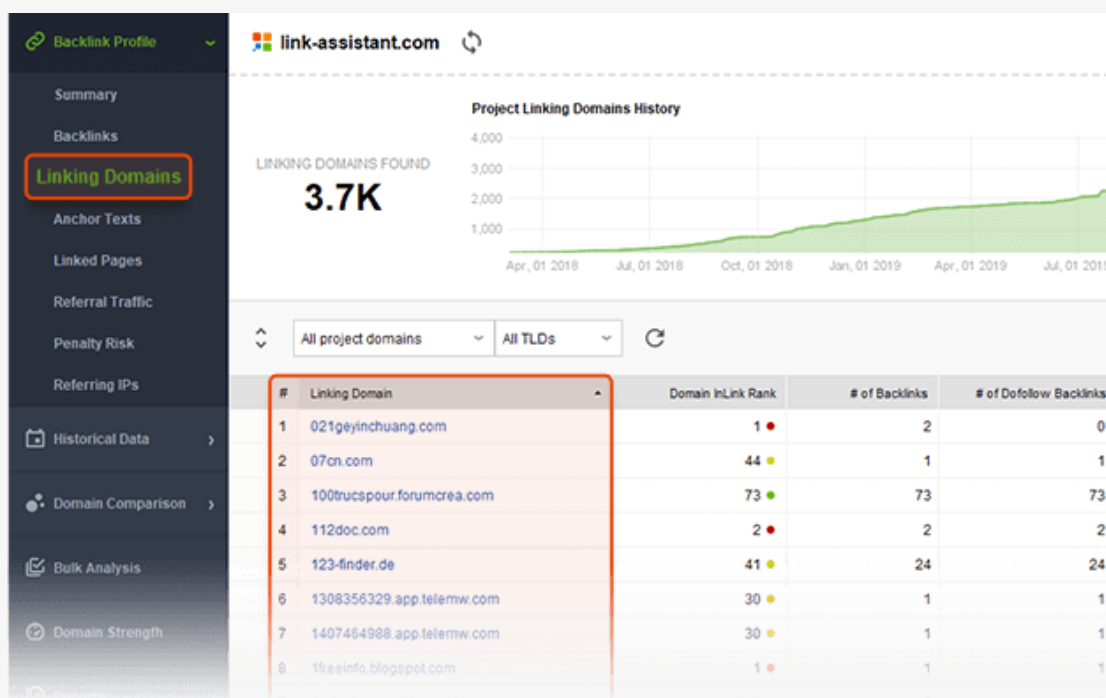
This screenshot shows a detailed view of a linking domain's penalty risk. The table lists 'scooterbeegoogle.blogspot.com' with a 48% penalty risk and 6,028 backlinks. An info icon is clicked, revealing a list of 'Detected Penalty Risk factors':

1. There are several links coming from the same IP address. Such links can indicate a link network so please review them to avoid penalty.
2. The link is sitewide. Being popular in the past, today sitewide links bring more trouble than reward. Please inspect sitewide links and avoid cross-linking between your websites.
3. Several links have the same C-Class block. Such links can indicate a link network so please review them to avoid penalty.
4. The same keyword appears in more than 10% of your backlink anchor texts. Try to diversify them by mixing non-exact-match and

## 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* submodule, 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 the update button  to check if the domain is relevant to your topic, and if the website itself is trustworthy.



**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.

The data on referral traffic is driven from Google Analytics. So, you need to specify your Google Analytics credentials, if you haven't done it at the beginning, and the audit tool will sync with your GA account and gather the traffic stats. You can add the *Referral Sessions* column by clicking on the *Edit visible columns* button in the upper right corner of the workspace and quickly see if the backlink pages and referring domains bring you page views. (Alternatively, in your *Backlink Profile*, switch to the *Referral Traffic* submodule that will give you a breakdown by referring domains and by backlink pages).



Quick Filter: contains

Customize columns for **Linking domains** Edit visible columns

Search Select all 10 column(s) selected Clear all

- Contact Info
- Tags
- Penalty Risk**
- Penalty Risk
- Disavowed
- Linking domain traffic & authority**
- Referral Sessions (GA)
- Referral Bounce Rate (GA)
- Alexa Rank
- Domain InLink Rank
- Domain Authority

- Linking Domain
- Domain InLink Rank
- # of Backlinks
- # of Dofollow Backlinks
- Referral Sessions (GA)
- Penalty Risk
- Domain IP

Shrink columns to fit screen

OK Cancel

Now, you can see how many visitors each of your backlinks has brought in the last 30 days in the *Referral sessions (GA)* column.

Dofollow domains All TLDs

#	Linking Domain	Domain InLink Rank	# of Backlinks	# of Dofollow Backlinks	Referral Sessions (GA)	Penalty Risk
7	bloggingx.com	64	2	1	52	5%
8	ninjaseo.es	65	8	2	51	0%
9	alternative.me	67	1	1	46	13%
10	awario.com	82	61	61	40	18%
11	hiblogging.com	21	1	1	39	10%
12	farin.academy	14	6	6	32	2%
13	martincseizsol.hu	12	1	1	24	35%
14	neilpatel.com	90	26	24	22	10%
15	feinternational.com	76	3	1	15	8%
16	moz.com	93	120	21	14	3%
17	ite.hu	50	1	1	11	13%
18	linki.cz	52	3	3	10	31%
19	biz-navi.site	N/A	4	4	10	14%
20	backlinko.com	90	1	1	9	0%
21	searchenginewat...	90	338	303	6	1%
22	quoracreative.com	79	2	2	6	17%

**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 you 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 removing them to stay safe from link penalties.

#	Linking Domain	Domain InLink Rank	# of Backlinks	# of Dofollow Backlinks	Referral Sessions (GA)	Penalty Risk
7	bloggingx.com	64	2	1	52	5%
8	ninjaseo.es	65	8	2	51	0%
9	alternative.me	67	1	1	46	13%
10	awario.com	82	61	61	40	18%
11	hiblogging.com	21	1	1	39	10%
12	farin.academy	14	6	6	32	2%
13	martincsekzsolt.hu	12	1	1	24	35%
14	neilpatel.com	90	26	24	22	10%
15	feinternational.com	76	3	1	15	8%
16	moz.com	93	120	21	14	3%
17	ite.hu	50	1	1	11	13%
18	linki.cz	52	3	3	10	31%
19	biz-navi.site	N/A	4	4	10	14%
20	backlinko.com	90	1	1	9	0%
21	searchenginewat...	90	338	303	6	1%
22	quoracreative.com	79	2	2	6	17%

**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(s)*.

#	Linking Domain	Domain InLink Rank	# of Backlinks	# of Dofollow Backlinks	Referral Sessions (GA)	Penalty Risk	Domain IP
202	herpes-treatment...	15	6	6	0	35%	196.22.1...
203	11academianetw...	26	1	1	0	35%	52.49.25...
204	brendanbowie.blog...	2	2	2	0	35%	1.1.1.1
205	inlernet-seek.com	2	1	1	0	35%	7A 80 19...
206	sampankertasa4.bl...	1	3	3			
207	research-jobs.net	2	1	1			
208	linkruil.org	7	82	82			
209	br.57883.net	50	2	2			
210	advertise.tools	2	1	1			
211	buzzbundle-enter...	73	44	44			
212	99designs.no	21	8	8			
213	donsdeals.blogspo...	2	8	8			

- Disavow domain(s)
- Undo disavow
- Add tags to selected record(s)
- Remove tags from selected record(s)
- Update domain(s)
- Remove domain(s) from project Delete
- Copy data to clipboard
- Select All Ctrl+A

Then, use the filter tag to sieve away the bad links from the rest of non-spammy links.

#	Linking Domain	Domain InLin...	# of Bac...	# of Dofollow B...	Penalty Risk	First Found Date	Tags
1	apemake...	1 ●	2	2	35% ●	Aug 22, 2018	contact to take link down; SEO ...
2	searchingint...	1 ●	1	1	35% ●	Jan 29, 2020	contact to take link down; SEO ...
3	searchweb.nl	1 ●	1	1	35% ●	Apr 25, 2020	contact to take link down; SEO ...
4	searching-w...	1 ●	3	3	35% ●	Jan 5, 2020	contact to take link down; SEO ...
5	kuliahviabl...	1 ●	476	476	35% ●	Oct 20, 2018	contact to take link down; SEO ...
6	seek-interne...	1 ●	1	1	35% ●	Jan 1, 2020	contact to take link down; SEO ...
7	preps.de	1 ●	4	4	35% ●	Sep 2, 2018	contact to take link down; SEO ...
8	abdoualg...	1 ●	1	1	35% ●	Nov 3, 2018	contact to take link down; SEO ...
9	searching-in...	1 ●	3	3	35% ●	Dec 9, 2019	contact to take link down; SEO ...
10	cracked4p...	1 ●	4	4	35% ●	Jun 13, 2019	contact to take link down; SEO ...
11	crackallfre...	1 ●	4	4	35% ●	Jun 14, 2019	contact to take link down; SEO ...
12	jasonfacius...	N/A ●	18	18	36% ●	Oct 15, 2018	contact to take link down; SEO ...
13	searching-w...	1 ●	1	1	35% ●	Jan 25, 2020	contact to take link down; SEO ...
14	selectiveme...	1 ●	2	2	35% ●	Nov 4, 2018	contact to take link down; SEO ...

## Step 6: Have harmful links taken down

Once you've identified dangerous links in your backlink profile, it's time to get rid of them without waiting for actual link penalties. The most commonly used method of doing that is by contacting the webmasters of sites that link to you, and simply asking them to take the links down.

**How-to 1: Get webmasters' contact details.** To save time on digging up contact info manually, you can get webmasters' email addresses right in SEO SpyGlass. To do that, 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* 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 2: Reach out to webmasters via email.** Copy the email addresses SEO SpyGlass found for you, and send out emails to webmasters. If you only found

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

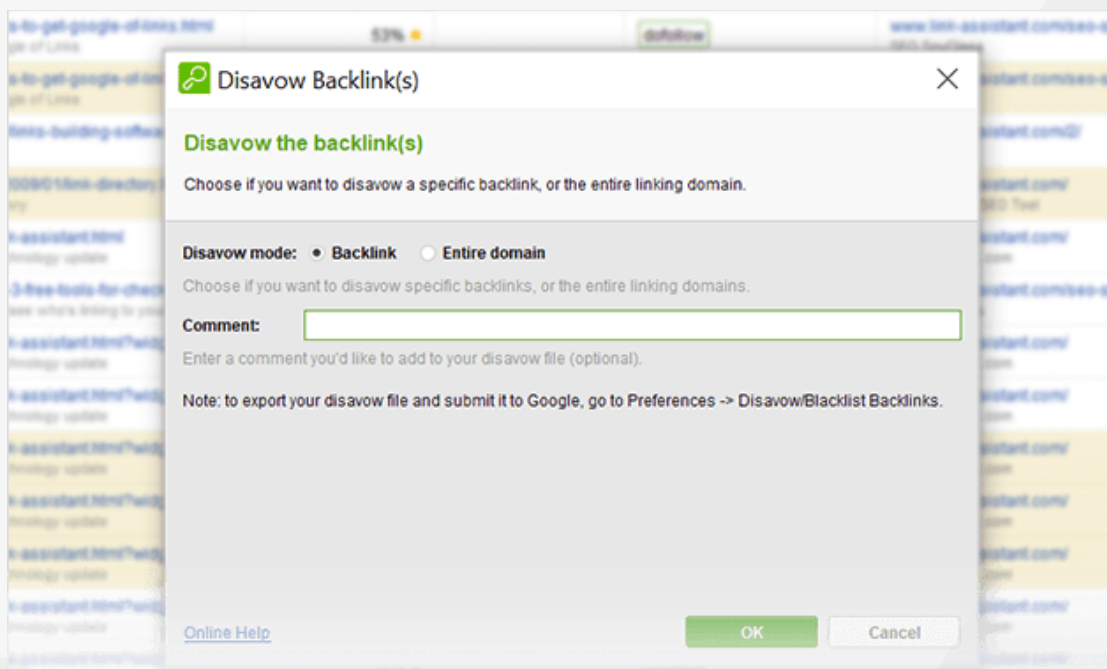
## Step 7: Disavow spammy backlinks you’re unable to remove

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*.

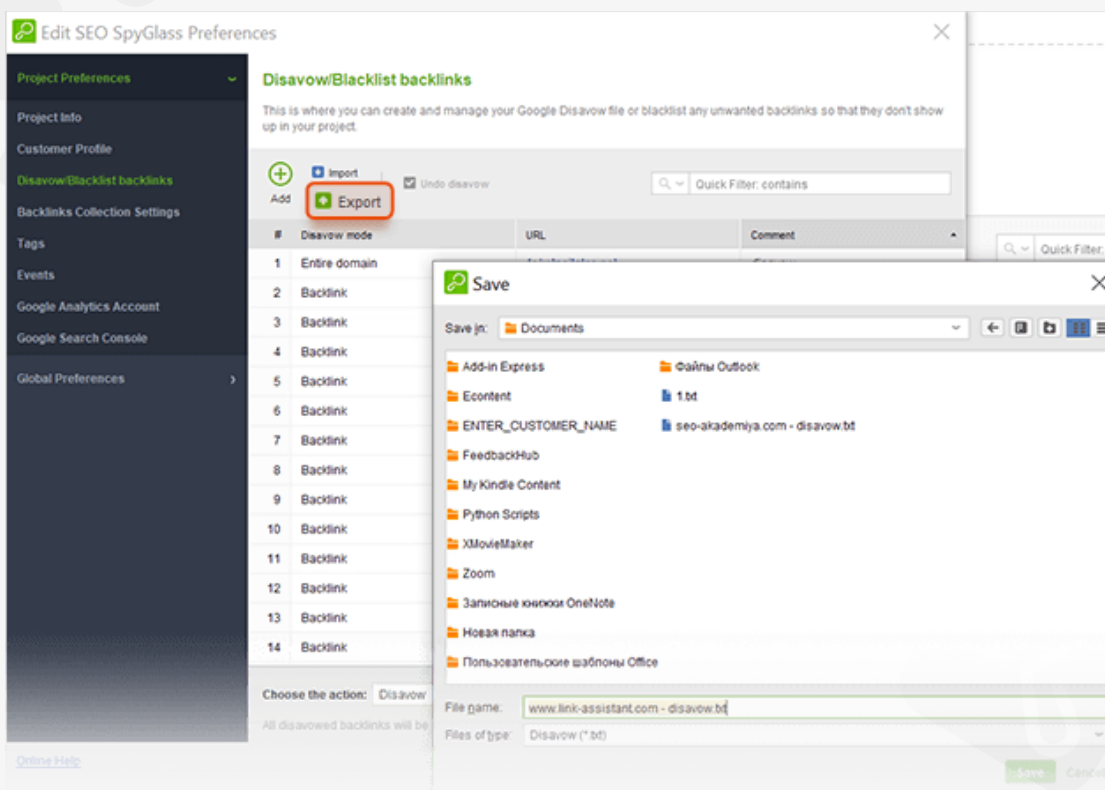
#	Backlink Page	Penalty Risk	Disavowed	Links Back	Linked Page
7	j-eins.blogspot.com/2010/05/7-tricks-to-get-google-of-links.html Wilkommen In J-1: 7 Tricks to Get a Google of Links	53%		dofollow	www.link-assistant.com/SEO SpyGlass
8	j-eins.blogspot.com/2010/05/7-tricks-to-get-google-of-links.html Wilkommen In J-1: 7 Tricks to Get a Google of Links	53%		dofollow	www.link-assistant.com/SEO software
9	kaifathalk.blogspot.com/2016/06/links-building-software-tools... links building software - toolaadsense	53%		dofollow	www.link-assistant.com/2 Link Assistant
10	grahamiteintraining.blogspot.com/2009/01/link-directory.html Value Investing Experiments. Link directory	53%			www.link-assistant.com/Assistant SEO Tool
11	news-on-it.blogspot.com/2007/12/link-assistant.html Website promotion tools   IT News & Technology update	53%			link-assistant.com/Assistant.com
12	onzonex.blogspot.com/2017/07/top-3-free-tools-for-checking-bac... Top 3 free tools for checking backlinks (see who's linking to your webst...	53%			link-assistant.com/SEO SpyGlass
13	news-on-it.blogspot.com/2007/12/link-assistant.html?widgetType... Website promotion tools   IT News & Technology update	53%			link-assistant.com/Assistant.com
14	news-on-it.blogspot.com/2007/12/link-assistant.html?widgetType... Website promotion tools   IT News & Technology update	53%			link-assistant.com/Assistant.com
15	news-on-it.blogspot.com/2007/12/link-assistant.html?widgetType... Website promotion tools   IT News & Technology update	53%			link-assistant.com/Assistant.com
16	news-on-it.blogspot.com/2007/12/link-assistant.html?widgetType... Website promotion tools   IT News & Technology update	53%		dofollow	www.link-assistant.com/Link-Assistant.com
17	news-on-it.blogspot.com/2007/12/link-assistant.html?widgetType... Website promotion tools   IT News & Technology update	53%		dofollow	www.link-assistant.com/Link-Assistant.com
18	news-on-it.blogspot.com/2007/12/link-assistant.html?widgetType... Website promotion tools   IT News & Technology update	53%		dofollow	www.link-assistant.com/Link-Assistant.com

**How-to 2: Decide if you're disavowing the spammy backlink only or the whole referring 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 (*Entire 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 referring domains 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 links, 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.



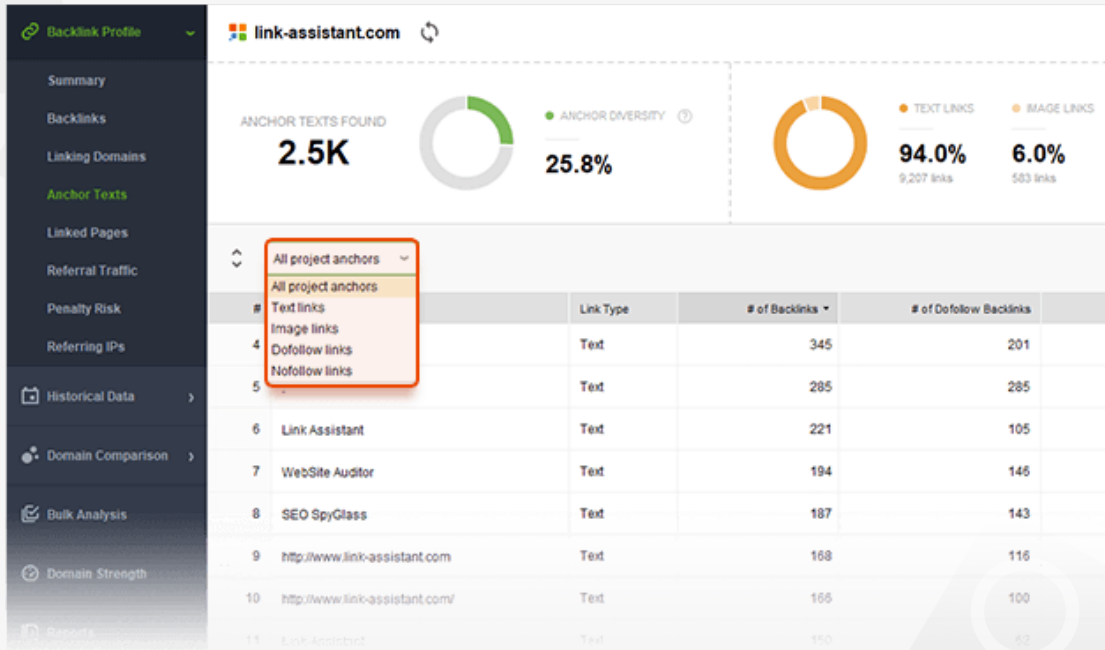
**How-to 4: Upload your disavow file to Google.** In the Google Disavow Tool, select your website and upload the disavow file you generated. That’s it — you’ve told Google which of your backlinks to ignore, and your site is all set to start clean!

**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.

## Advanced SEO tips for a complete link audit.

### Diversifying anchors

Link anchors is something you should have in mind in your future link building strategy. Switch to the *Anchor Texts* module to have an in-depth review of your anchor phrases. Use the drop-down arrow to filter text links and image links. Look through the *Anchor Text* column. Once you find a spammy anchor or an empty text link, check the details in the Backlinks column. See if you can request from the referring domains to remove or alternate the surrounding link text.



### Fixing dead backlinks

For fixing dead backlinks, go to the *Backlinks* report and review the *Linked Page Status Code*. Pay attention to *Page Not Found* value. If there are any domains linking with dofollow tags to 404 pages, create such pages for the available link or redirect such URLs to other relevant pages.

#	Backlink Page	Penalty Risk	Links Back	Linked Page Status Code
4	bestfiles.ru/get/749004.html	13%	dofollow	404 Not found
5	cuibu.com/LinkAssistant_download-5...	13%	dofollow	404 Not found
6	coherentlogic.com/seo-cheat-sheet...	35%	dofollow	404 Not found
7	letsdownloads.com/gsa-seo-indexe...	10%	dofollow	404 Not found
8	nl.downloadstock.biz/download/14985...	35%	dofollow	404 Not found
9	rank-tracker-4-0b-indir.cix1.info/	23%	dofollow	404 Not found
10	rank-tracker-indir.cix1.info/	23%	dofollow	404 Not found
11	downloadwinapps.net/software/seo-p...	10%	dofollow	302 Moved temporarily
12	downloadwinapps.net/software/seo-s...	10%	dofollow	302 Moved temporarily
13	forum.ubuntu.ro/viewtopic.php?id=188...	13%	dofollow	302 Moved temporarily
14	forum.ubuntu.ro/viewtopic.php?id=188...	13%	dofollow	302 Moved temporarily

Alternatively, switch to the Linked Pages module and filter the pages by Linked Page Status Code to get the overview report for all your broken links. Pay attention to linked pages with the largest number of dofollow backlinks and referring domains. Fixing dead backlinks is a surefire way to accumulate more link juice by a simple and timely link profile audit.

The screenshot shows the 'Linked Pages' module interface. On the left is a sidebar with navigation options: Summary, Backlinks, Linking Domains, Anchor Texts, **Linked Pages** (highlighted with a red box), Referral Traffic, Penalty Risk, Referring IPs, Historical Data, Domain Comparison, and Bulk Analysis. The main area displays a table with columns: #, Linked Page, # of Backlinks, # of Dofollow Backlinks, # of Linking Domains, and Linked Page Status Code. A dropdown menu at the top is set to 'All pages'. The table lists 14 entries, all with a status code of '404 Not found'. The first row is highlighted in yellow.

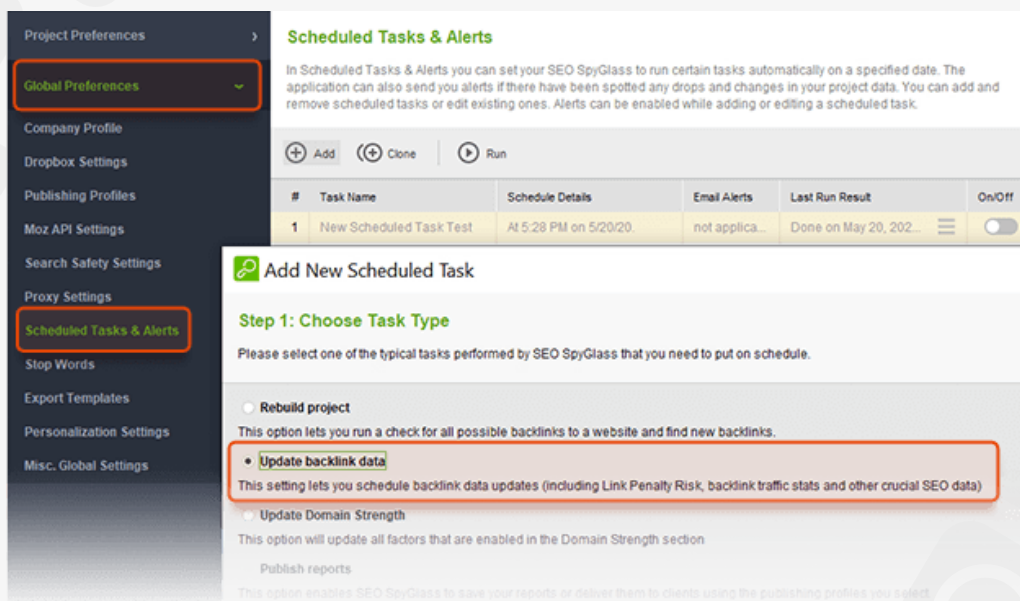
#	Linked Page	# of Backlinks	# of Dofollow Backlinks	# of Linking Domains	Linked Page Status Code
1	www.link-assistant.co...	4	2	2	404 Not found
2	www.link-assistant...	2	1	1	404 Not found
3	www.link-assistant...	2	0	1	404 Not found
4	seo-forum.link-assi...	2	0	1	404 Not found
5	www.link-assistant.co...	2	2	1	404 Not found
6	www.link-assistant.co...	2	0	1	404 Not found
7	www.link-assistant.co...	2	0	1	404 Not found
8	www.link-assistant.co...	1	0	1	404 Not found
9	www.link-assistant...	1	0	1	404 Not found
10	www.link-assistant.co...	1	0	1	404 Not found
11	www.link-assistant.co...	1	0	1	404 Not found
12	www.link-assistant...	1	0	1	404 Not found
13	www.link-assistant...	1	1	1	404 Not found
14	www.link-assistant.co...	1	0	1	404 Not found

### Monitor backlinks regularly not to overlook an SEO attack

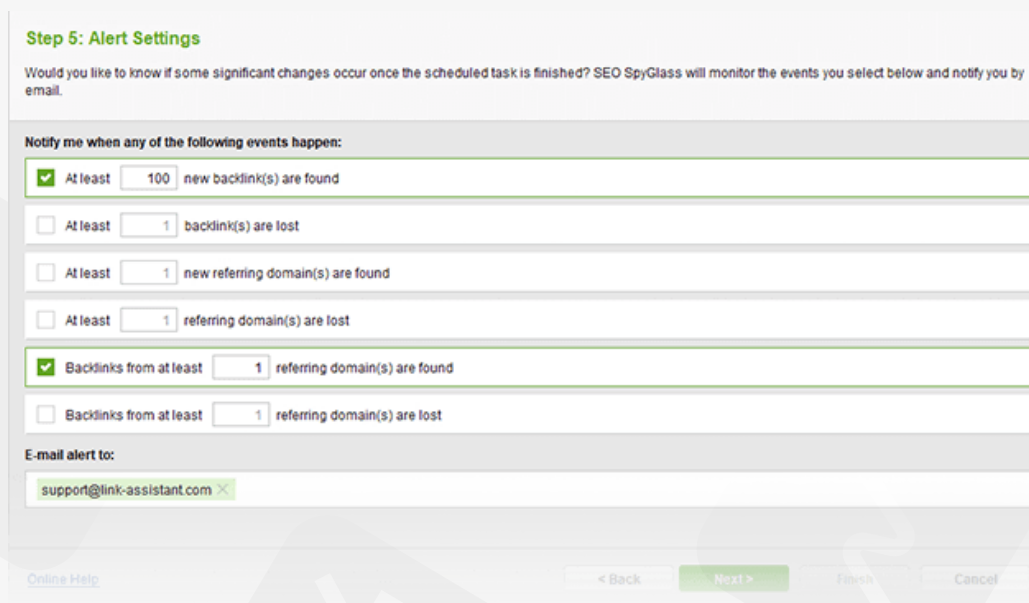
Sometimes, intruders resort to negative SEO practices to hurt someone’s rankings. If you feel there’s a high probability for an SEO attack, consider auditing your backlinks regularly. For a professional link profile audit, SEO SpyGLass link auditor allows scheduling tasks and alerts.

Go to *Preferences > Scheduler & Alerts*, click to *Add* a task, and select the task type as *Update backlink data*. Following the wizard, define the type of backlink data to be updated, frequency of backlink checkups and the delivery method.





For example, you can define an alert for too many new backlinks coming from one or only a few referring domains (which is a signal of negative SEO link-building). You will be alerted about a sharp increase in backlinks, and you will have time to review them and disavow before link penalties hurt your rankings.



## Your link profile is all clean and shiny!

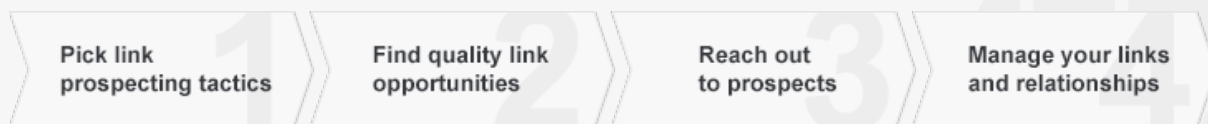
Now that you are done with backlink audit and free from spammy links, you've got a clean link profile to start working on. It's time to start building relevant, high-quality backlinks to win search engine's trust and respect.

# 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 *Expert Mode* function.

### ■ 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.

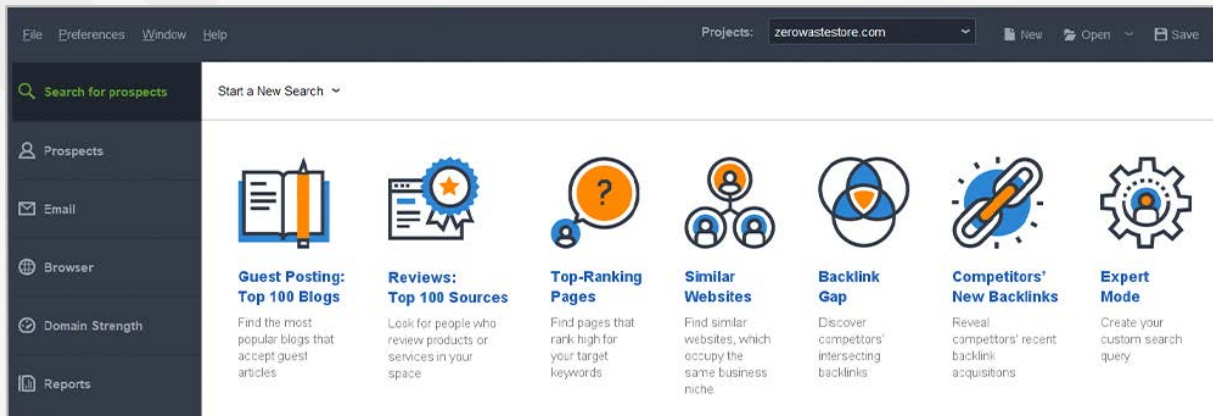
- **Your Backlinks**

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

## Step 2: Discover quality link opportunities

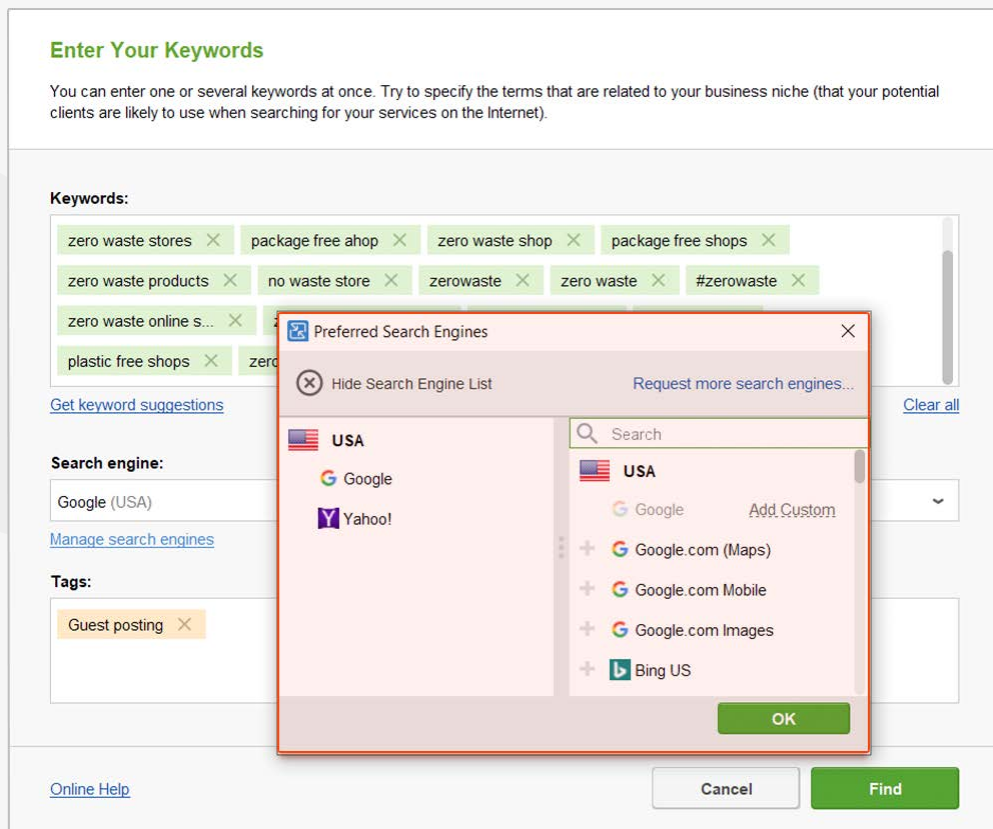
Now that you know which research methods you'd like to use for your link prospecting, it's time to get down to the actual search.

**How-to: Run the search in LinkAssistant.** Create a project for your site in SEO PowerSuite's LinkAssistant, hit *Start a New Search*, and select a method you'd like to use.




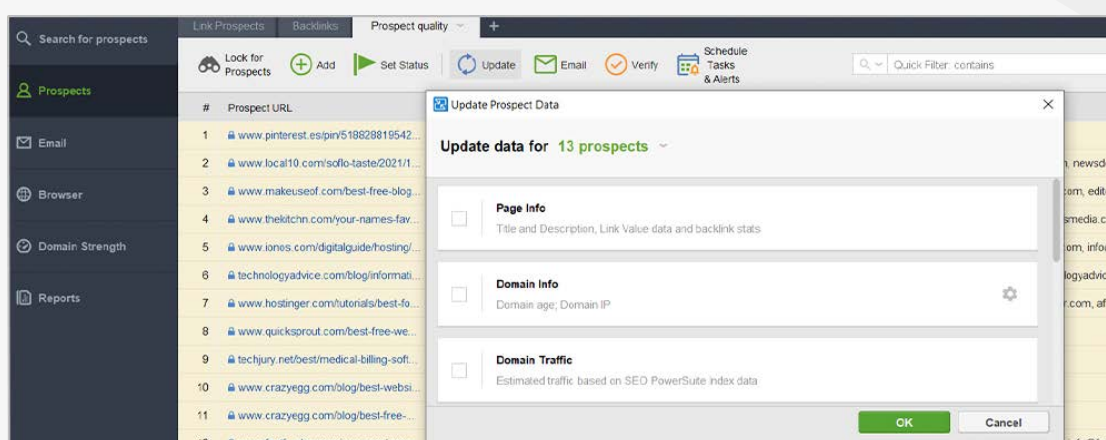
At Step 2, enter your keywords and select the search engine you'd like to search for link prospects in. For keywords, use industry-related terms ÿ both generic and long-tail - and even your competitors' brand names. If you feel you could use some keyword ideas from Google Keyword Planner, click *Get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

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



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 *Move to Prospects*.

**2. Check the value of potential links.** To see how reputable your prospects are, switch to the *Prospects > 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, 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 Prospect(s)*.

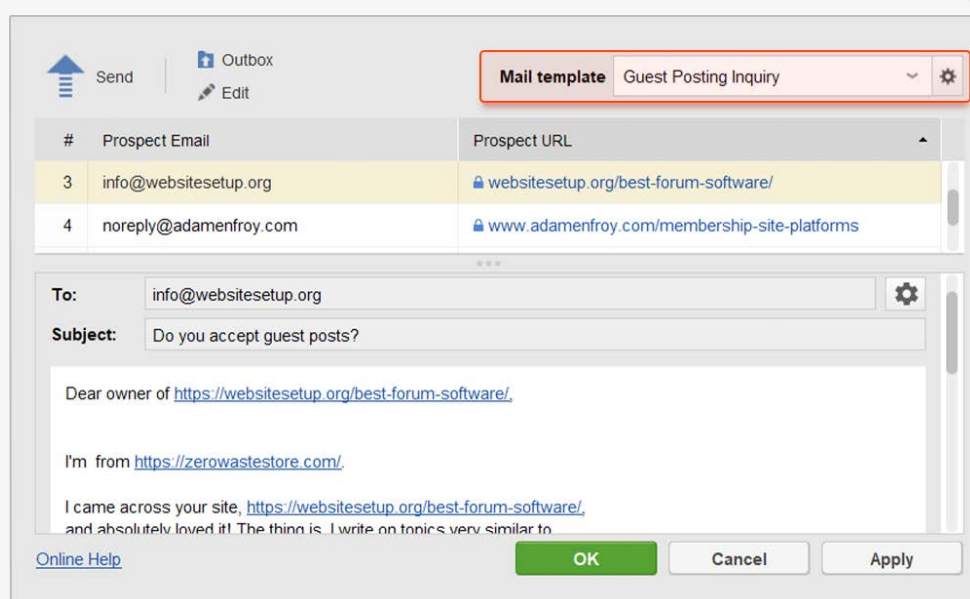
## Step 3: Get in touch with link prospects

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  **Edit** to add some details about your website and business to make the email more personal and engaging. You can also create your own templates from scratch – just hit  to do that.

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

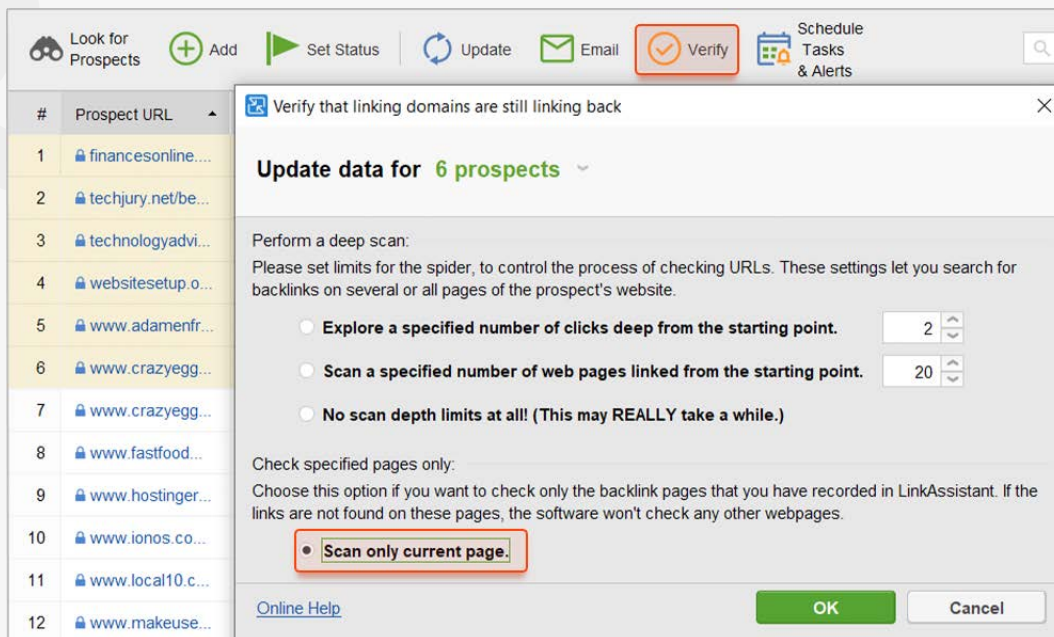


## Step 4: Manage your links

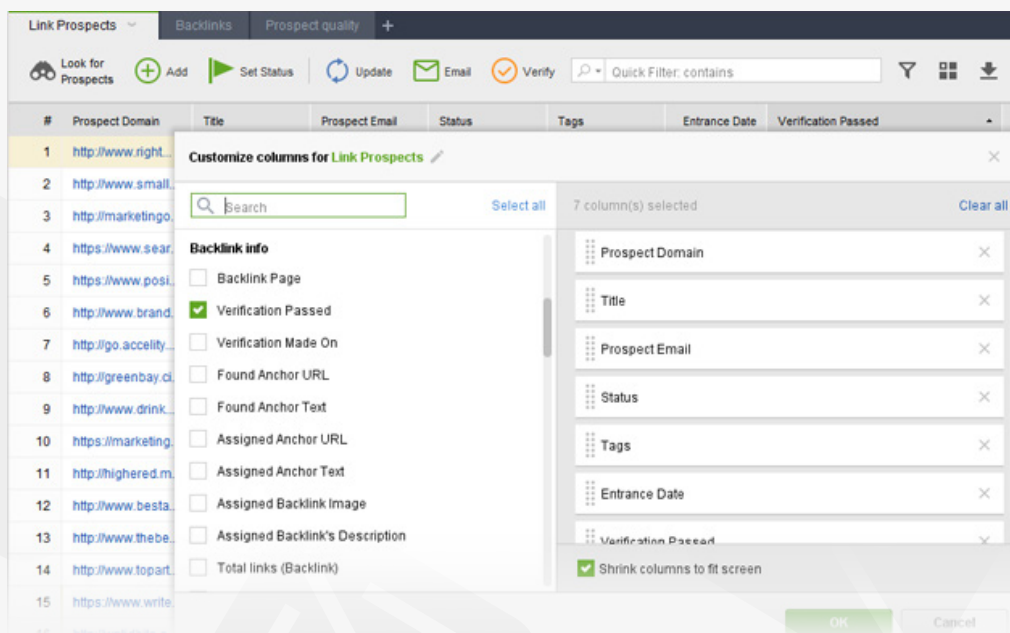
Keep an eye on the links you've built as your link profile keeps growing. Remember to regularly check that your links are in place, have the right anchor text, and don't get under a Nofollow tag.


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

message explaining your problem or request. Remember to regularly check your inbox in LinkAssistant's Email module, and try to promptly respond to partners' emails.

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

## Enjoy top rankings!

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

Happy SEOing!

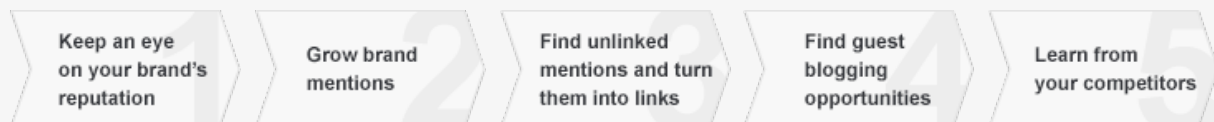
# Use social listening to boost SEO

(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.

























## 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 @JoeDmartin	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 @conversionxl	7.1K	1		7.1K
 Troy Michie @TroyMichie	6.8K	1		6.8K

**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.

### Create a project

Based on the details you specify, Awario will search for mentions of your brand and competitors, as well as sales opportunities for your business. To add several keywords in any field, hit Enter after each one.

Brand name:

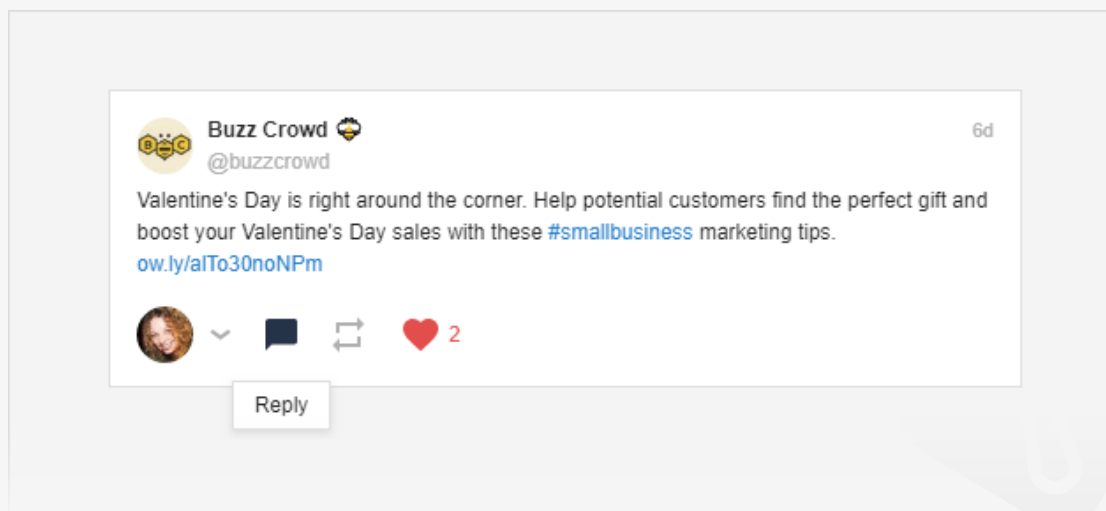
Product description:

Competitors:

[CREATE PROJECT](#)

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 choose *Boolean* in the *Choose Alert Mode* window. 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 settings Hide Help

Formulate your search query using Boolean operators for combining groups of keywords to collect mentions with specific context.

Alert name:

Include Historical Data: ⊕

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
```

[Whitelist](#) [Blacklist](#)

[← Back](#) [Cancel](#) [Save Settings](#)

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 choose *Standard*. Fill out the form using keywords that best describe your niche and other fields if relevant, and choose *News/Blogs* in the sources.

**Alert settings** Hide Tutorial

Set the alert name and specify the keywords you'd like to collect the results for. Fill out the Excluded keywords field if there are any words you'd like to exclude. This will make your results more accurate.

Alert name:

Keywords:

Excluded keywords:

**Advanced alert**

Narrow down the search to get less mentions, but more relevant results.

Facebook  
 Instagram (does not support the Country filter)  
 YouTube  
 Vimeo  
 Reddit (does not support the Country filter)  
 News/Blogs  
 Web

Languages:

Locations:

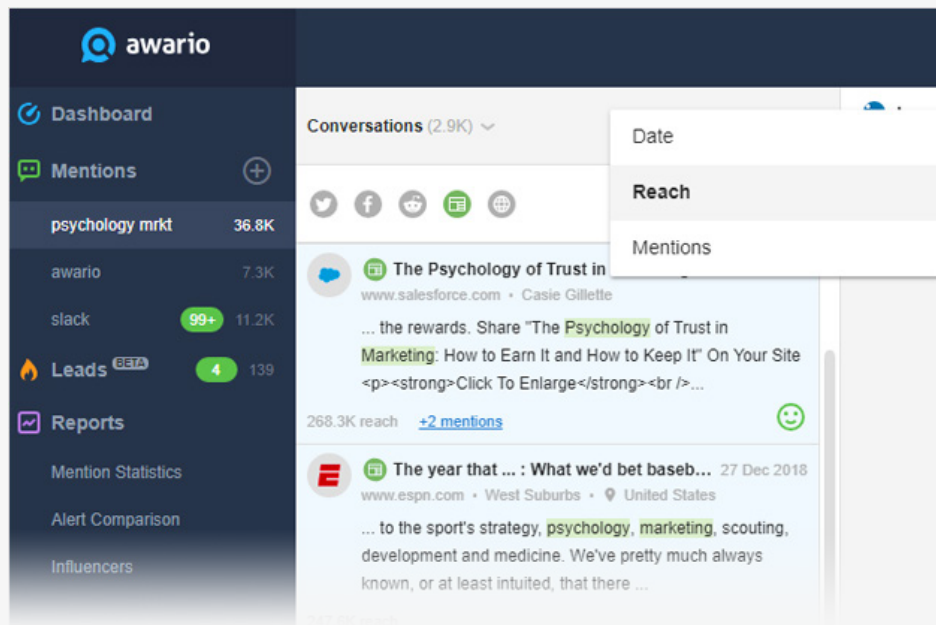
Sources:

Include Historical Data:

[Whitelist](#) [Blacklist](#)

Then click [Save Settings](#) . 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.

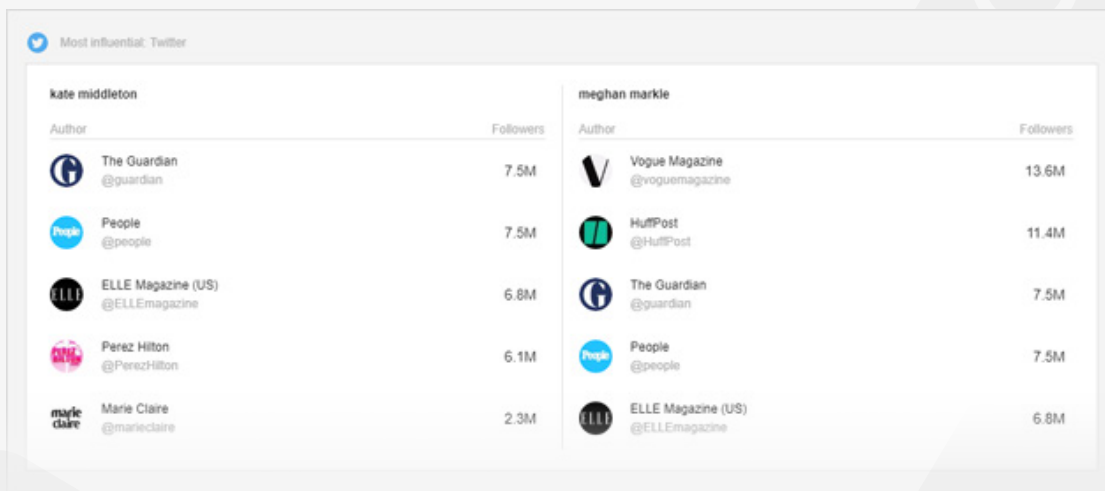
**How-to: 4. Reach out to the blogger.** Follow the link to see if the blog is relevant, and reach out to the influencer asking for a guest post.













## 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



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.

# Start rocking SEO with SEO PowerSuite

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