



Your Online Marketing Partner

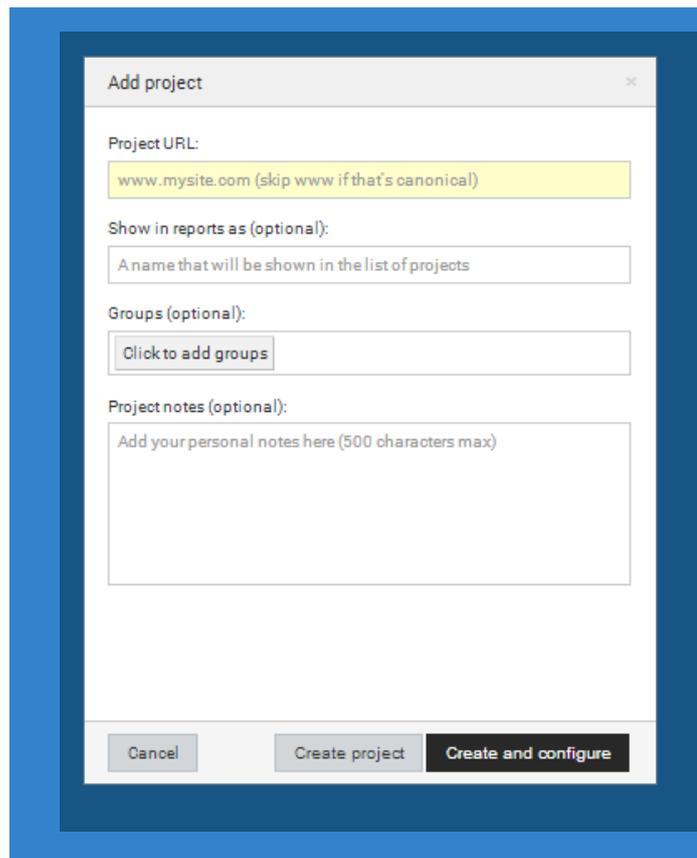
A Quick Start Guide On How To Promote Your Site Using SEO Tools

Website optimization consists of three main stages: Site Analysis, your Actions using SEO tools, and Result Tracking. The process is cyclic, so after you finish the optimization, you need to do an analysis of what's been done and see what you can do to improve things further. Here's how to do this with SEO tools.

1 Getting Started

1. Add your site to the projects

At the start, SEO platform will open the wizard to help you add project data. You'll add keywords to check rankings, competitor domains to conduct competitive analysis, site pages to do the SEO audit and connect Google Analytics.

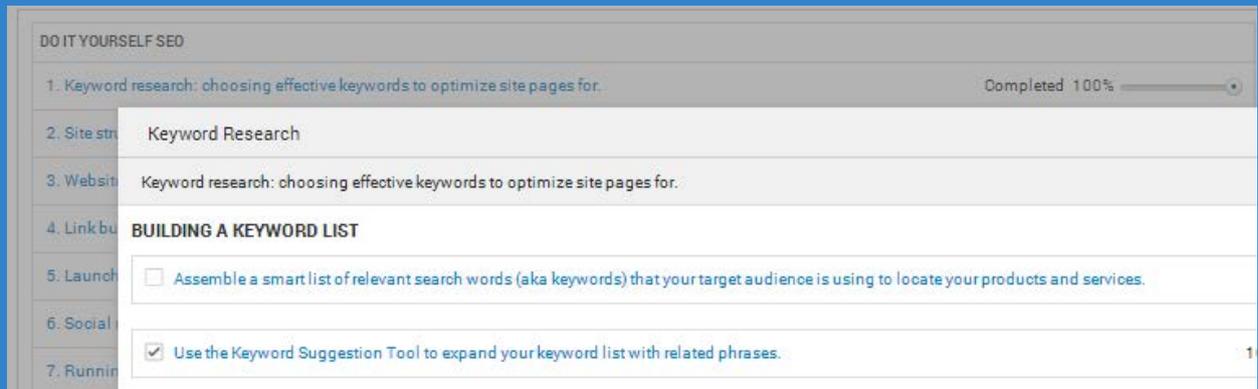


The screenshot shows a 'Add project' dialog box with the following fields and buttons:

- Project URL:** A text input field containing 'www.mysite.com (skip www if that's canonical)'. The text is highlighted in yellow.
- Show in reports as (optional):** A text input field containing 'A name that will be shown in the list of projects'.
- Groups (optional):** A button labeled 'Click to add groups'.
- Project notes (optional):** A large text area with the placeholder text 'Add your personal notes here (500 characters max)'.
- Buttons:** At the bottom, there are three buttons: 'Cancel', 'Create project', and 'Create and configure'.

2. Use SEO Checklist as your roadmap

After the site has been added, you'll see the Site Dashboard which includes a configurable set of widgets with data from all available tools. Pay attention to the 'Do It Yourself SEO' widget where you'll find out what needs to be done for your site in order to promote it the best way. Use it as a SEO Checklist – mark each task as it has been done and move to the next one.



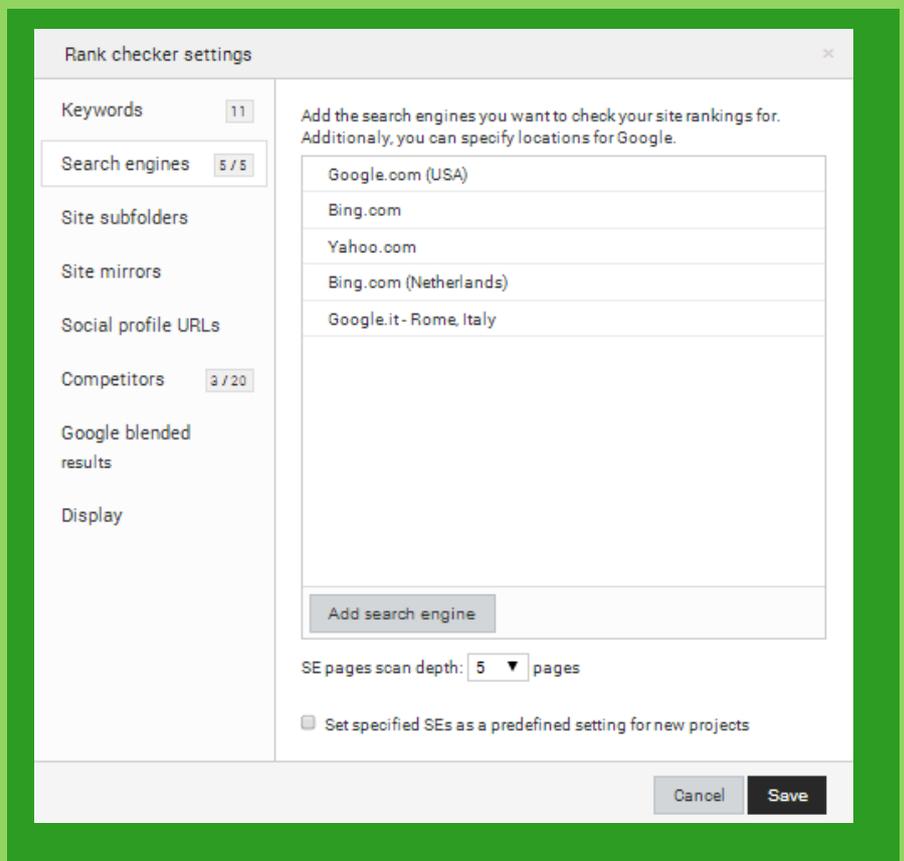
2 Rank Tracking.

Check how you are performing in search engines

The top listing in Google's organic search results receives 33% of the traffic (based on [Chitika report](#)). In the *Rank Tracking tool* you can track how your site is ranked by search engines. Your aim is to get more traffic, so your positions should be as high as possible.

1. Enter all the necessary settings for the rank check:

1. **select search engines** (SEO system will automatically check your IP and add your own local search engine versions to your ranking report, but you may change them if your audience is located elsewhere);
2. **set up Rank Tracking** to find the rankings of your main URL and social profiles as well;
3. **add competitor domains**;
4. **select which special (extended) results** you would like to count in reports (images, ads, shopping).



The screenshot shows the 'Rank checker settings' dialog box. On the left, there is a sidebar with the following sections: 'Keywords' (11), 'Search engines' (5 / 5), 'Site subfolders', 'Site mirrors', 'Social profile URLs', 'Competitors' (3 / 20), 'Google blended results', and 'Display'. The main area on the right contains the text: 'Add the search engines you want to check your site rankings for. Additionally, you can specify locations for Google.' Below this text is a list of search engines: 'Google.com (USA)', 'Bing.com', 'Yahoo.com', 'Bing.com (Netherlands)', and 'Google.it - Rome, Italy'. At the bottom of the list is an 'Add search engine' button. Below the list, there is a dropdown menu for 'SE pages scan depth' set to '5' pages, and a checkbox labeled 'Set specified SEs as a predefined setting for new projects'. At the bottom right of the dialog are 'Cancel' and 'Save' buttons.

2. Analyze your rankings

See the *'Detailed' Ranking report* to find the individual site pages that were ranked. If your positions are low, you should decide which of your pages need to be ranked higher and optimize them.

Page / Keyword (11)	Global searches	Local searches (US)	Google.com (USA)	Bing.com	Yahoo.com
/download-email-client.html					
best email client	9,900	3,600	35 ↓ ¹		
free email client	4,400	1,600	9	14	11 ↑ ²
download email client	110	30	4	3	2 ↑ ¹
best email client for Windows	480	480	14 ↑ ²	26 ↓ ¹	21 ↑ ³
free email client for windows	30	40	11 ↑ ¹	5 ↓ ²	5
/email-notifier.html					
email notifier	3,600	1,600	9 ↓ ²	16 ↑ ¹	17 ↑ ¹
free email notifier	260	170	6 ↑ ¹	4	5 ↓ ¹

3

Keyword Research. Choose the best keywords for search engine optimization

1. Get suggestions on related keywords

To best do SEO for your site, you will need to know the optimal keywords for your site topic so the search engines can associate your site with them. How will you choose the best keywords? Go to the *Keyword Tool's first report called 'Get Suggestions'*, enter your site theme, say 'seafood restaurant' and **get keyword suggestions**. Analyze the list and choose the keywords that most match your topic and that have a high search rate and desirably less competition so you will be able to occupy some niche.

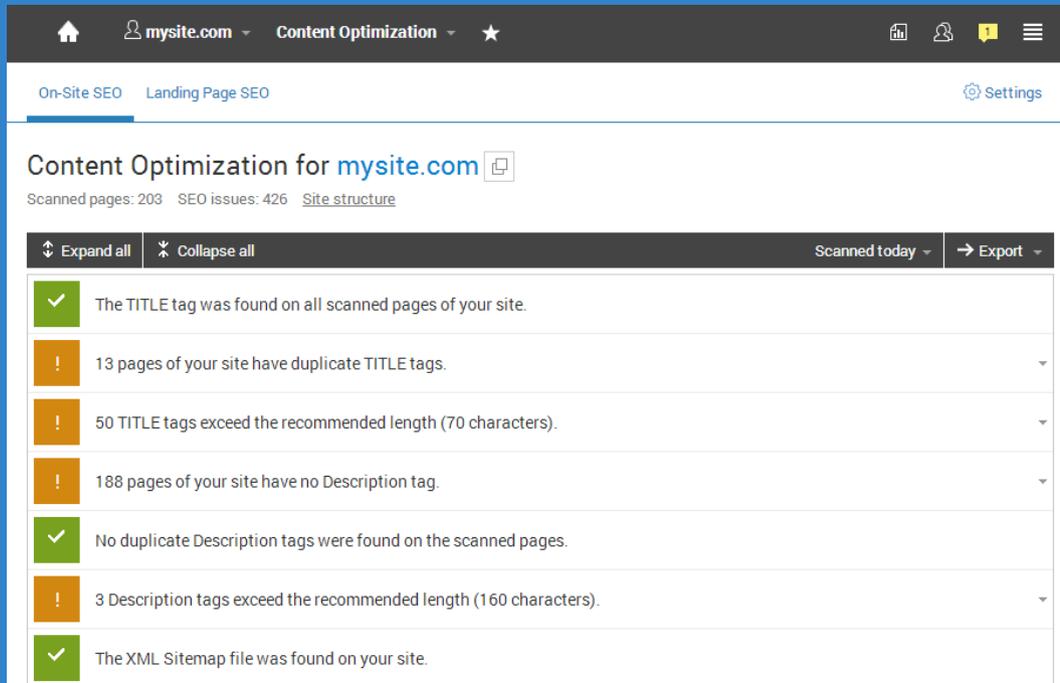
2. Organize your keywords in a keyword basket

Store the keywords in the *Keyword Basket*, group them with tags for convenience (such as for filtering reports in other tools). You'll use these keywords to optimize the pages of your site selected in the Step 4.

Keyword List (60)	Global searches	Bid competition	Search Trends	Visits	Tags
<input type="checkbox"/> ms outlook plugins	36		-	-	outlook ×
<input type="checkbox"/> ms outlook	18,100			-	outlook ×
<input type="checkbox"/> download mail notifier	12		-	-	download ×
<input type="checkbox"/> download email client	110			2	download ×
<input type="checkbox"/> free email client	4,400			4	free ×
<input type="checkbox"/> download de emails	22		-	-	
<input type="checkbox"/> outlook plugin	1,000			-	

3. Get overall SEO advice on your site

Run the 'On-Site SEO' analysis and find out what you need to do to improve site usability and make your site more 'visible' to search engines.

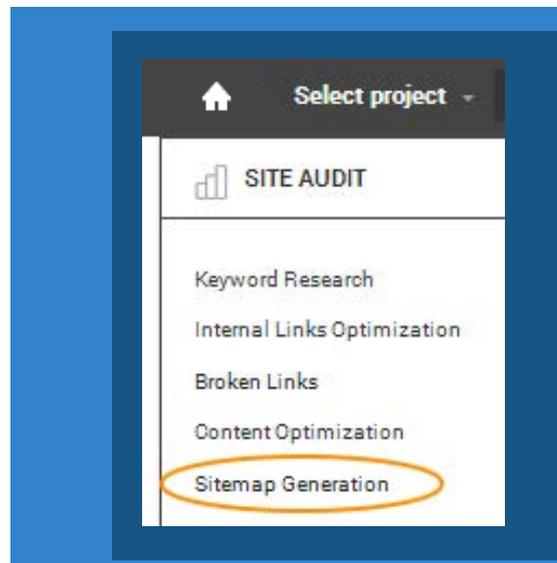


The screenshot shows the 'Content Optimization' tool interface for 'mysite.com'. The top navigation bar includes a home icon, 'mysite.com', 'Content Optimization', and a star icon. Below the navigation, there are tabs for 'On-Site SEO' and 'Landing Page SEO', and a 'Settings' icon. The main heading is 'Content Optimization for mysite.com' with a copy icon. Below the heading, it states 'Scanned pages: 203' and 'SEO issues: 426', with a link to 'Site structure'. A control bar at the top of the list includes 'Expand all', 'Collapse all', 'Scanned today', and 'Export'. The list of issues is as follows:

Icon	Issue Description
✓	The TITLE tag was found on all scanned pages of your site.
!	13 pages of your site have duplicate TITLE tags.
!	50 TITLE tags exceed the recommended length (70 characters).
!	188 pages of your site have no Description tag.
✓	No duplicate Description tags were found on the scanned pages.
!	3 Description tags exceed the recommended length (160 characters).
✓	The XML Sitemap file was found on your site.

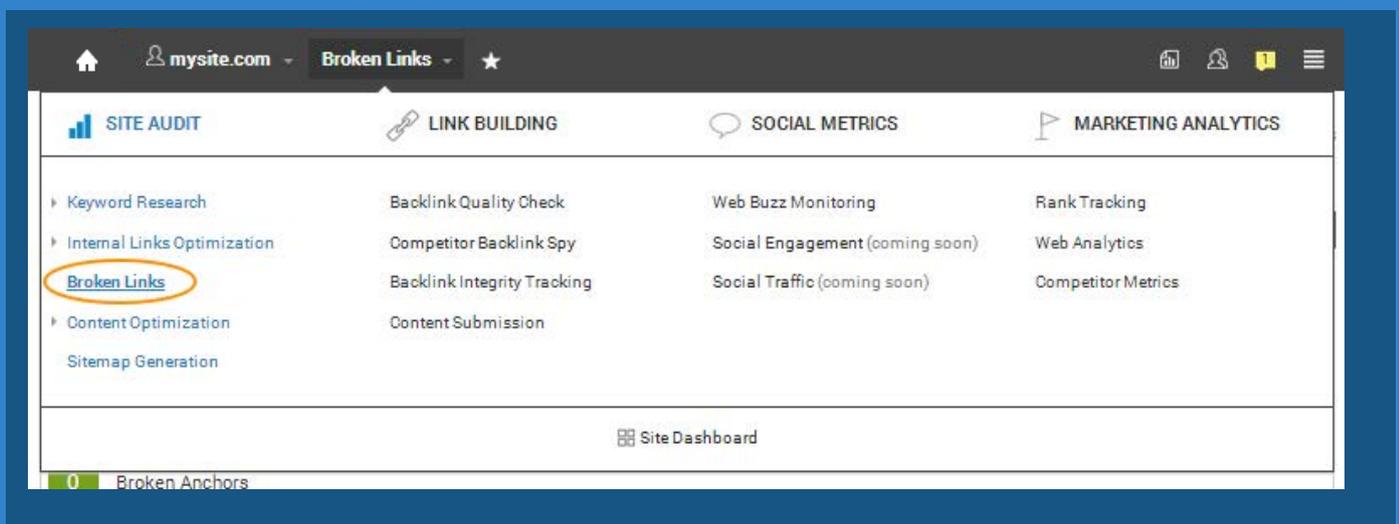
4. Create a sitemap if you haven't done it yet

At this step it is reasonable to **check if you have a sitemap** for your site (the On-Site SEO report will alert you if you don't) and if the sitemap is missing, create it with the *Sitemap Generation tool*.



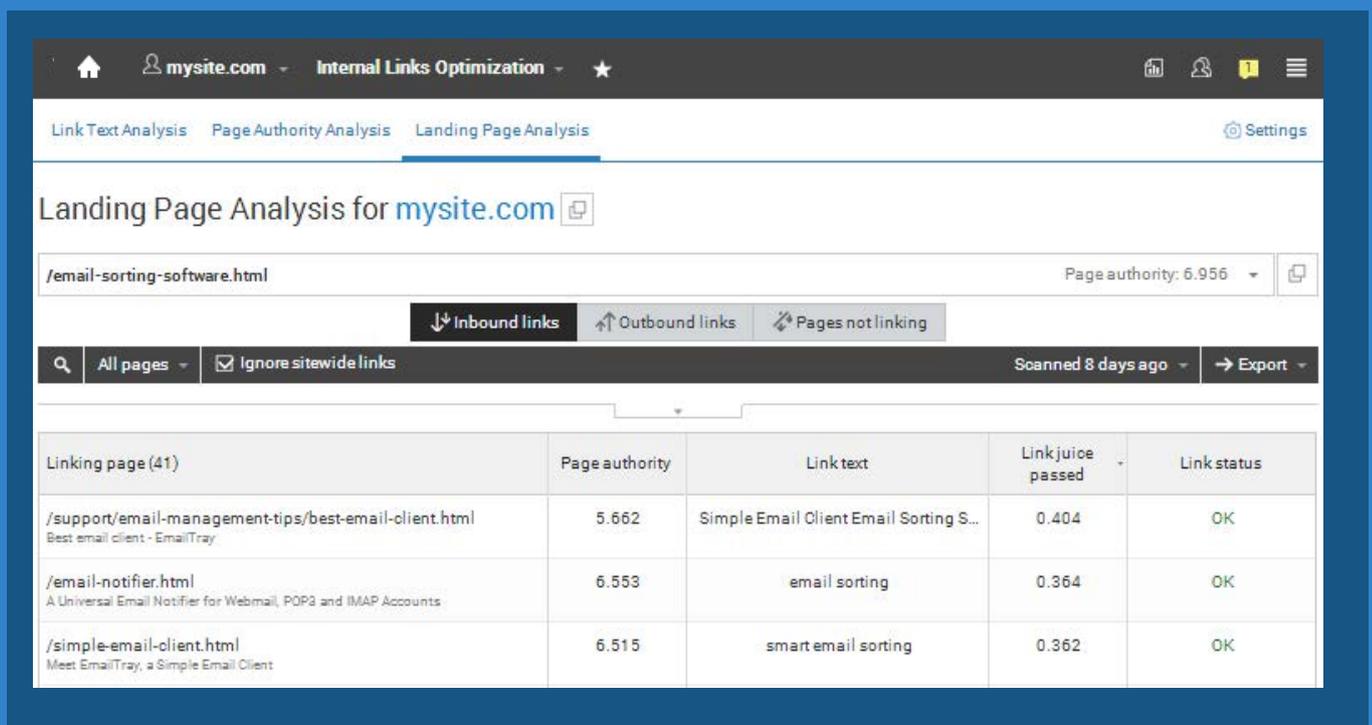
The screenshot shows a 'Select project' dropdown menu. Below the dropdown, there is a 'SITE AUDIT' section with a bar chart icon. The menu items are: 'Keyword Research', 'Internal Links Optimization', 'Broken Links', 'Content Optimization', and 'Sitemap Generation'. The 'Sitemap Generation' option is circled in orange.

5. Check your site for broken links with the *Broken Links* tool



6. Sculpt your site theme by tweaking your internal link structure

On-site optimization also encompasses the clarification of your website theme with the help of an organized internal linking structure. **Optimize your website link structure** with the brand-new '*Internal Links Optimization*' tool. **Adjust the number of internal links** to your most authoritative pages to get them ranked higher by search engines.



5

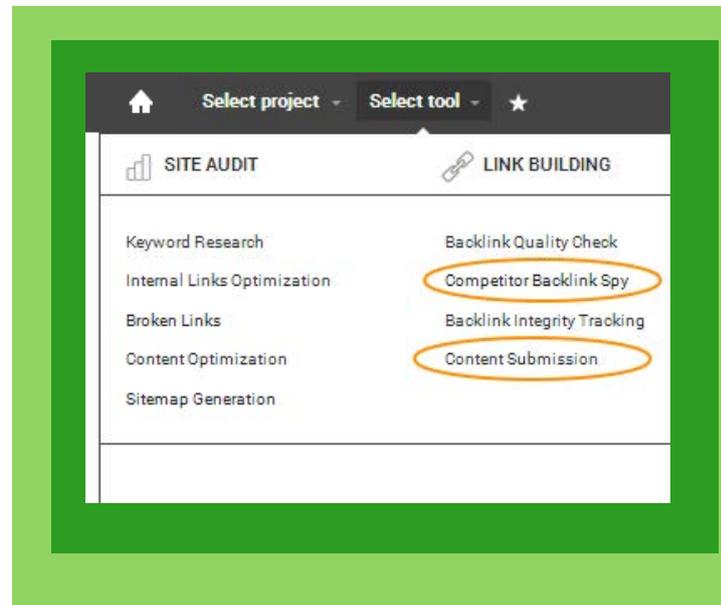
Link Earning. Do some off-site optimization – build links to your site

1. Analyze your competitors

Open the *'Competitor Backlink Spy'* tool and run it to see who links to your competitors and doesn't yet link to your site. Use the list to find where you can possibly get a link to your site too.

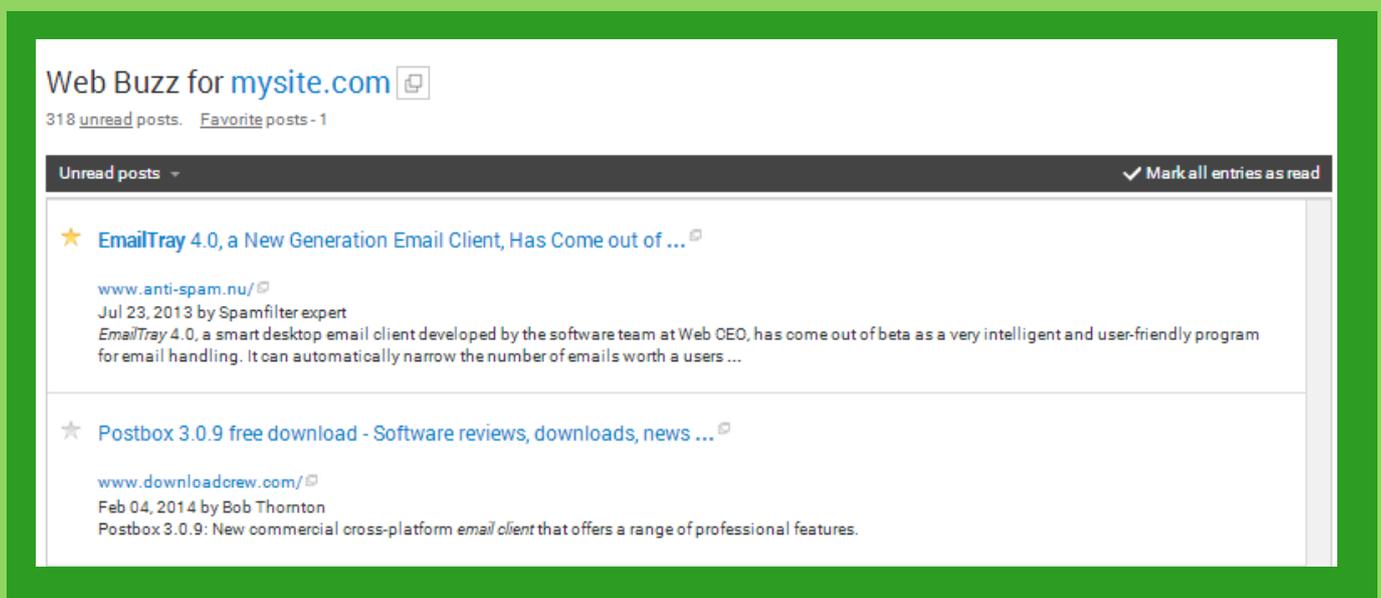
2. Submit your content to search engines and directories

Open the *'Content Submission'* tool and add your site to local and global search engines that are popular among your target audience. Pay special attention to popular local directories like Manta if you have a local business

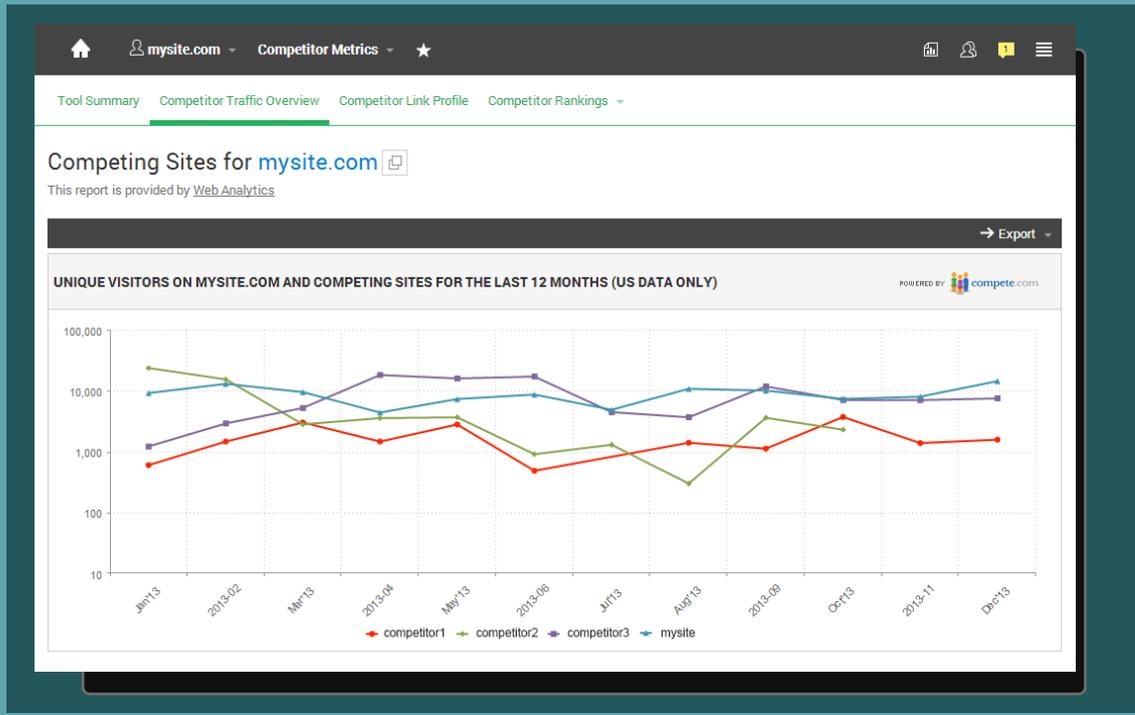


3. Monitor social mentions to create more links

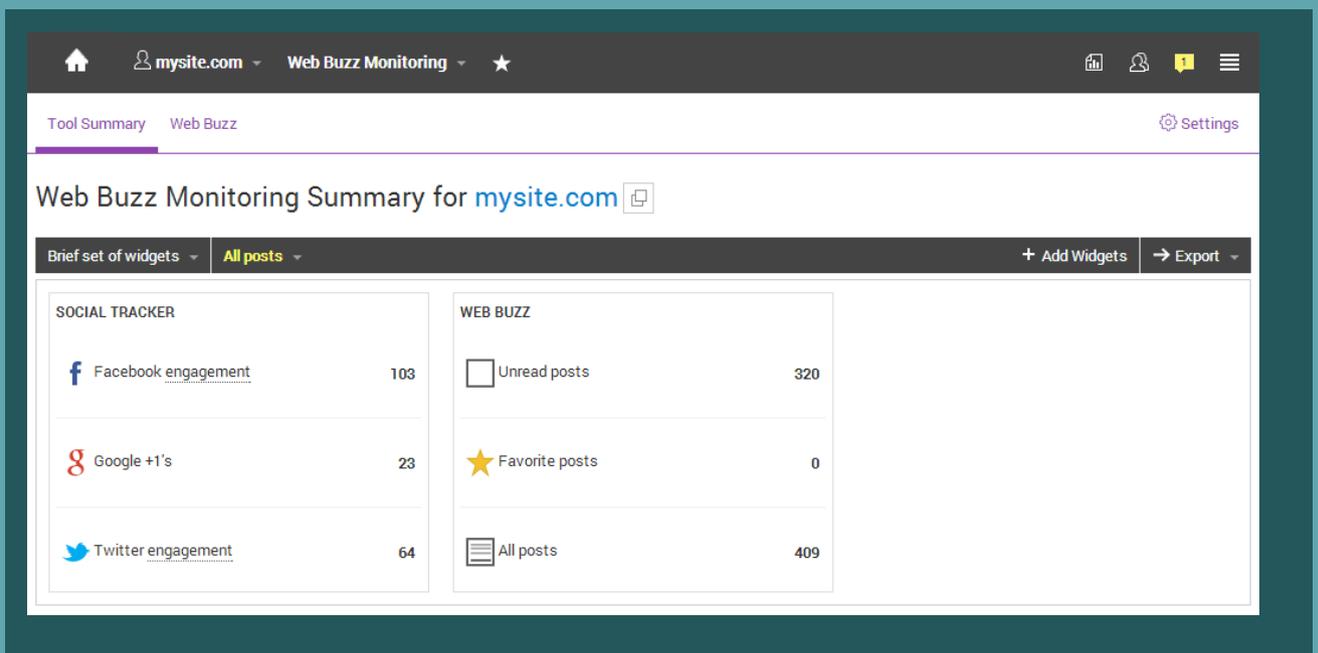
Open the *'Web Buzz'* tool and enter the keywords matching your topic to find conversations on the web where you can place a link to your site or just mention it to create brand awareness.



- ▶ analyze your competitors' traffic and estimate how many prospects they may get over a given time period.



- ▶ In the 'Web Buzz Monitoring' you will see the Social Tracker widget with your stats from social networks.



7 Reporting & Customization

1. Run the reports on a schedule

With SEO tools you can also track all of this automatically on a schedule. Set up the system to run the reports automatically. Most tools contain a 'Scan schedule' option in the Scanning menu.

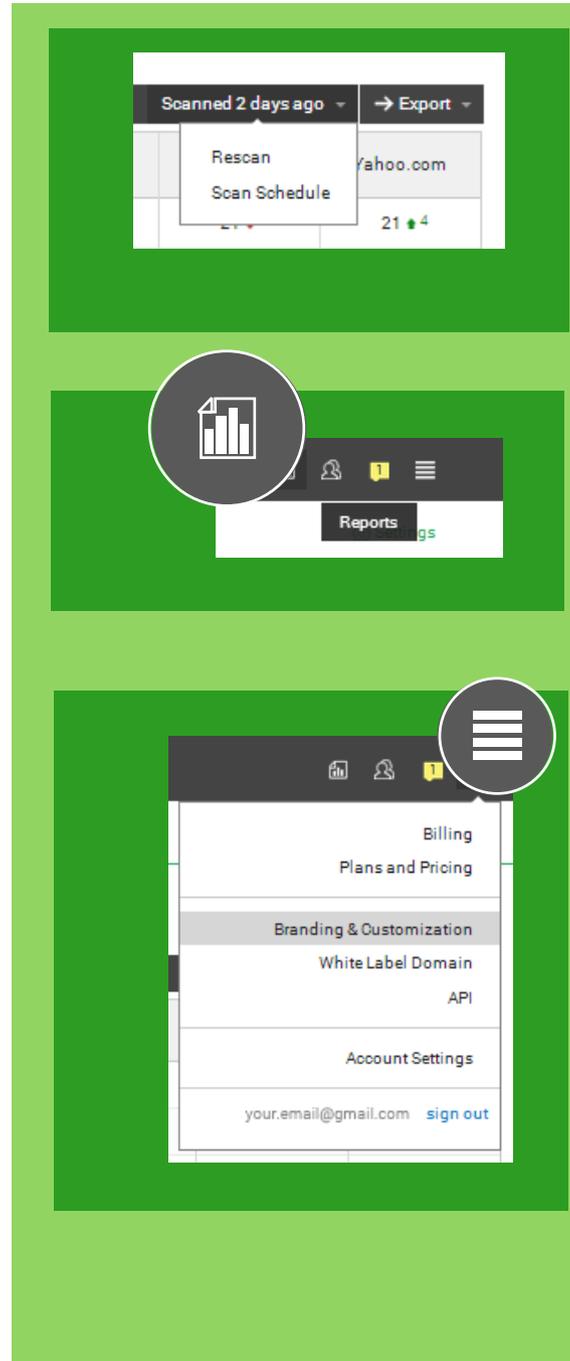
You can also set the system to send you *a complete complex report on a schedule* (use the Reports link at the top of the user interface to do this). This way you'll always know what's going on with your website.

2. Branding & Customization

To customize these reports with your logo and color scheme, open the

Branding&Customization link in the top-right corner and use the 'PDF Report Customization' tab.

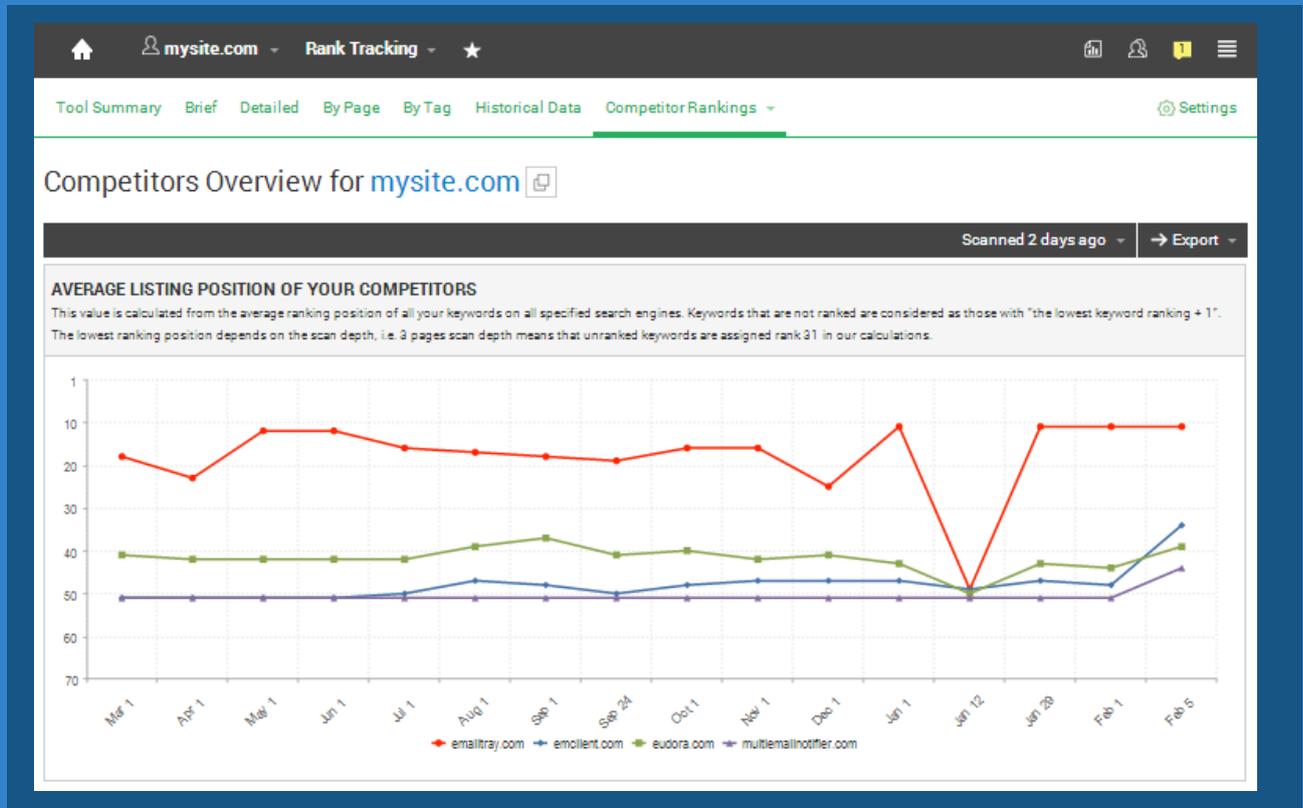
[View Sample Customized Report.](#)



8

What's Next?

In general, your site performs well if the Average Ranking Position Trend rises (the trend widget is available in the Rank Tracking tool dashboard) and if the traffic to your site grows as a result (watch the Web Analytics tool).



If the numbers do not change or even fall, you'll need to go back to Steps 3, 4, 5 to re-check the selected keywords, as well as the number and quality of backlinks and see what needs to be improved.

The SEO cycle never ends, but your great work will bring great results – that's for sure.

Happy SEO-ing!

→ Sign Up for a Free plan today