



SEO PowerSuite

SEO Workflow

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

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

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

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

| Contents

Create a winning SEO campaign (your SEO PowerSuite workflow explained)	3
Find the most profitable keywords (with the help of Rank Tracker)	11
Monitor search engine rankings (with the help of Rank Tracker)	20
Fix all technical issues on your site (with the help of WebSite Auditor)	32
Optimize your landing pages (with the help of WebSite Auditor)	40
Run an in-depth backlink audit (with the help of SEO SpyGlass)	48
Build quality links (with the help of SEO SpyGlass and LinkAssistant)	61

Create a winning SEO campaign

(your SEO PowerSuite workflow explained)

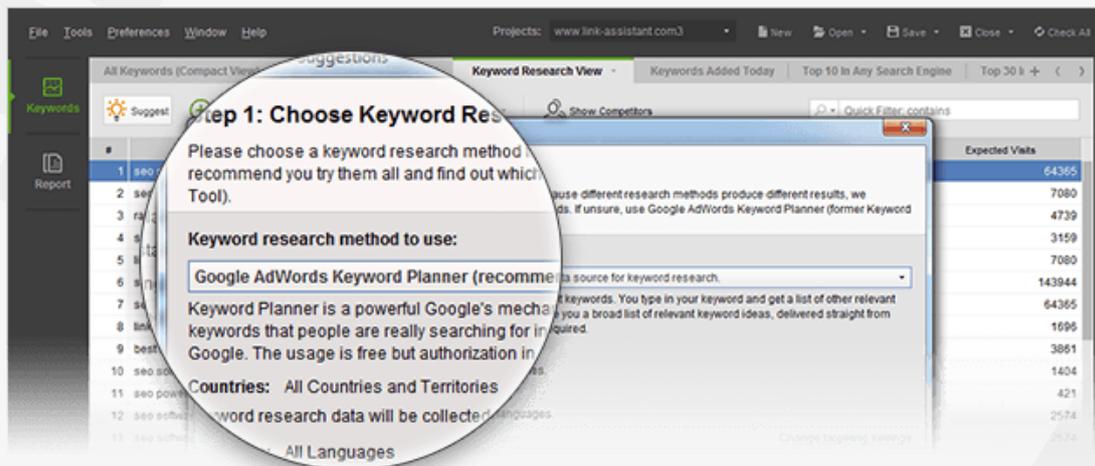
SEO PowerSuite is a comprehensive pack of 4 SEO tools, each dealing with a particular aspect of SEO. The package has all you need to get top search engine rankings and see your traffic and sales boost. Check out the step-by-step guide below to create an SEO campaign that's a smashing success — and a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



1. Find your target keywords

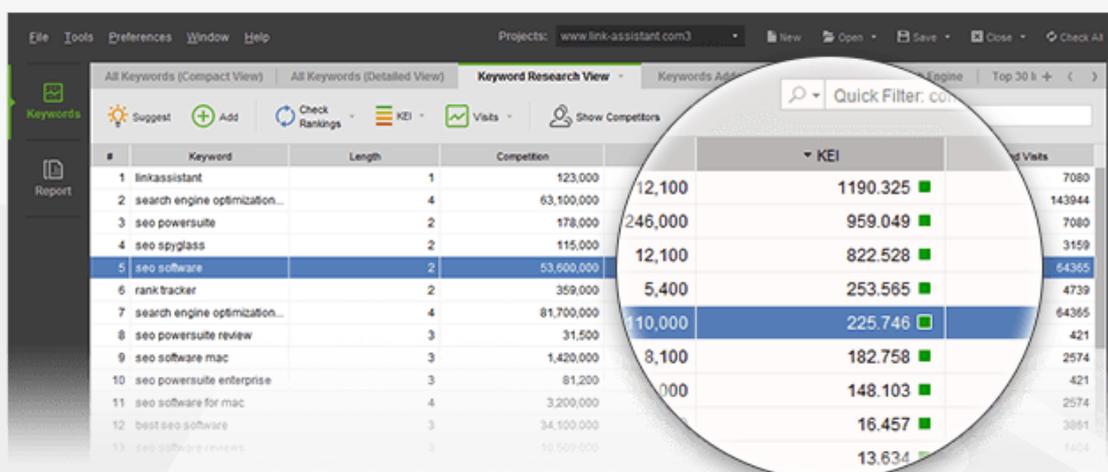
Decide on the keywords you'll be building your SEO campaign around.

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



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

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



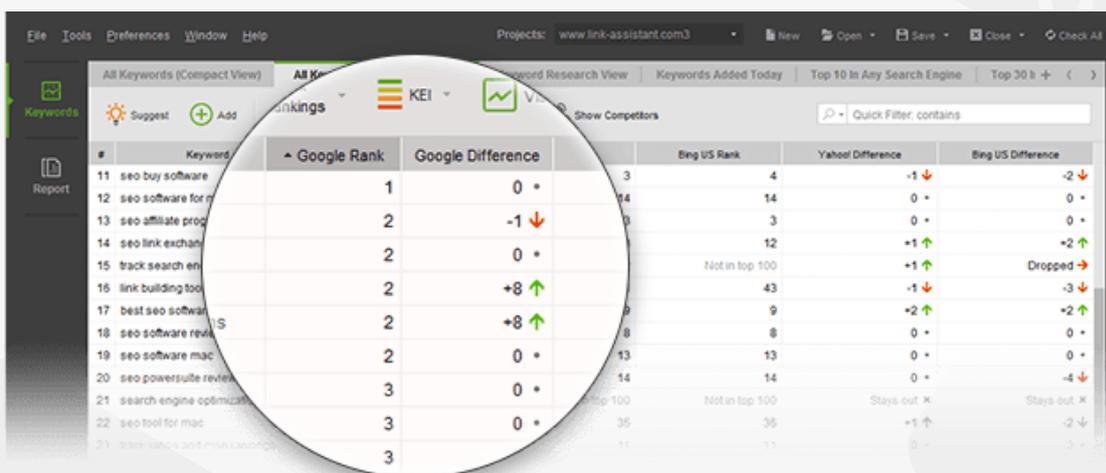
2. Check your website's rankings

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

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



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



3. Detect on-site issues and fix them

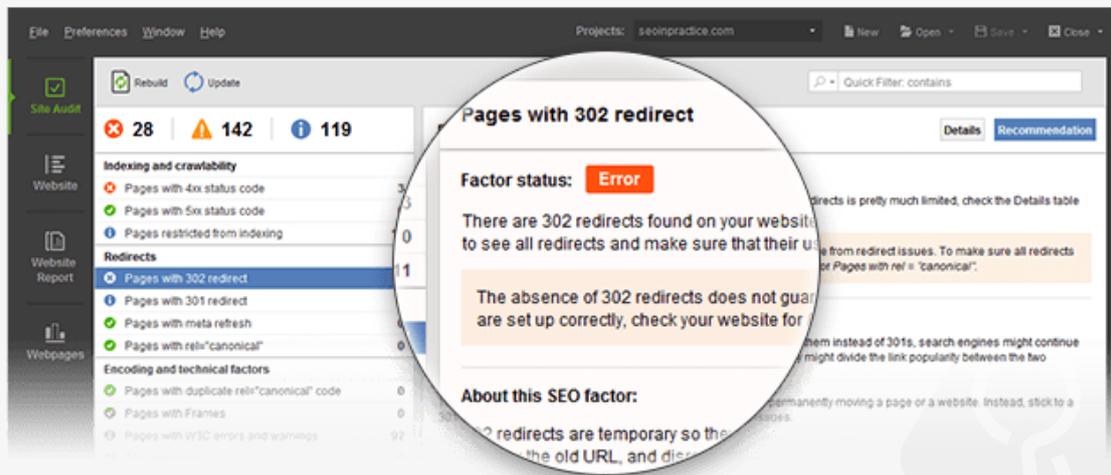
Run a site audit to reveal errors and warnings that are holding your rankings back.

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

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

problem pages and get tips.

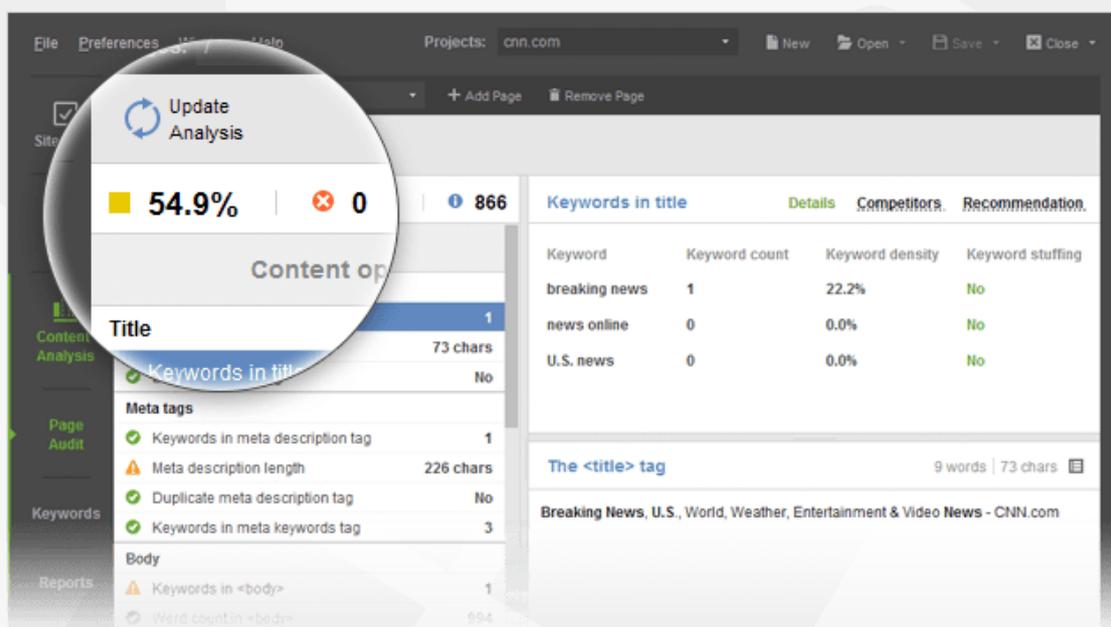
Make sure you fix errors and deal with warnings accordingly to make your website search engine friendly.



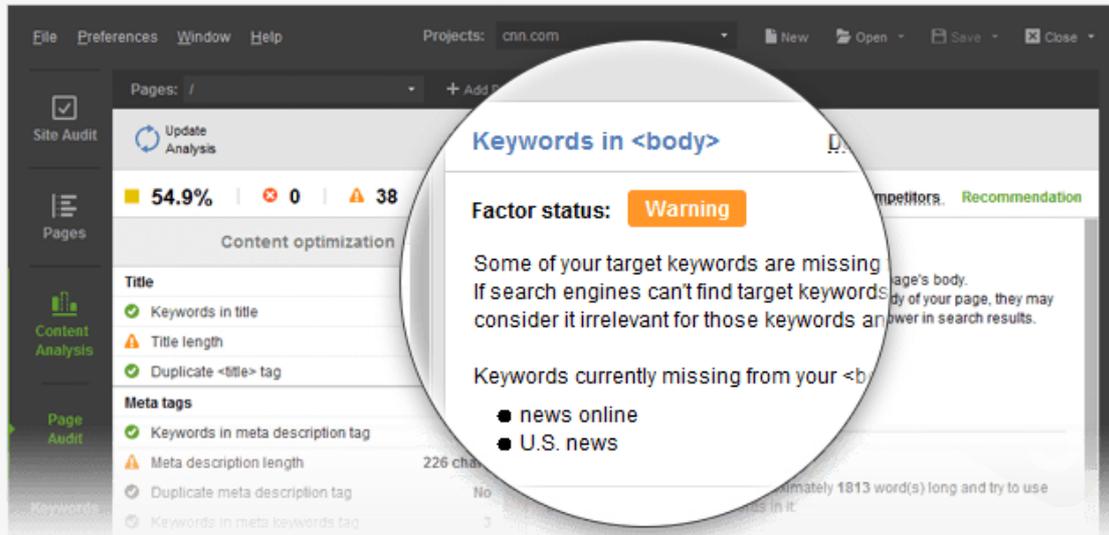
4. Optimize your landing pages

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

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



Step 2: Follow optimization instructions. Pay attention to any factors with an *Error* or *Warning* status. Switch to the *Competitors* tab for details on how your top-ranking competitors are optimizing any given page element, and the *Recommendation* tab to get specific, keyword- and page-targeted advice on how to improve your page's optimization.

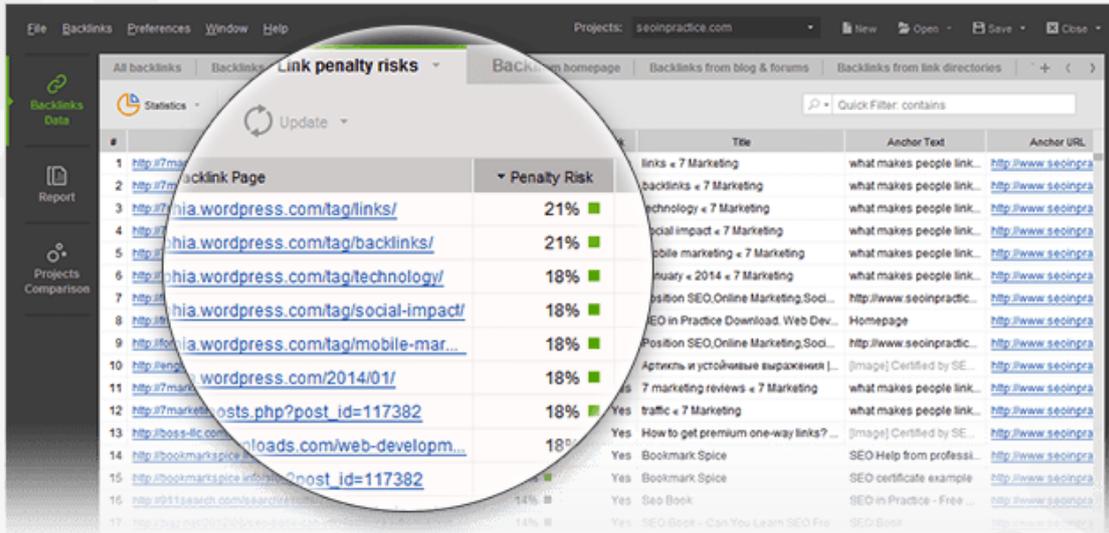


5. Eliminate harmful links

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

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

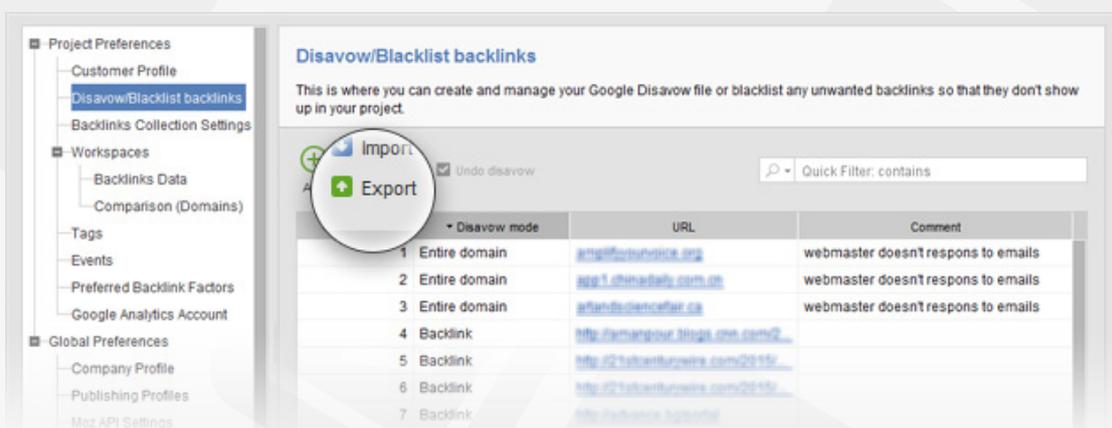
Go to the *Link Penalty Risks* tab, select your backlinks, and hit  to see if some of them may be doing your website more harm than good.



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

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

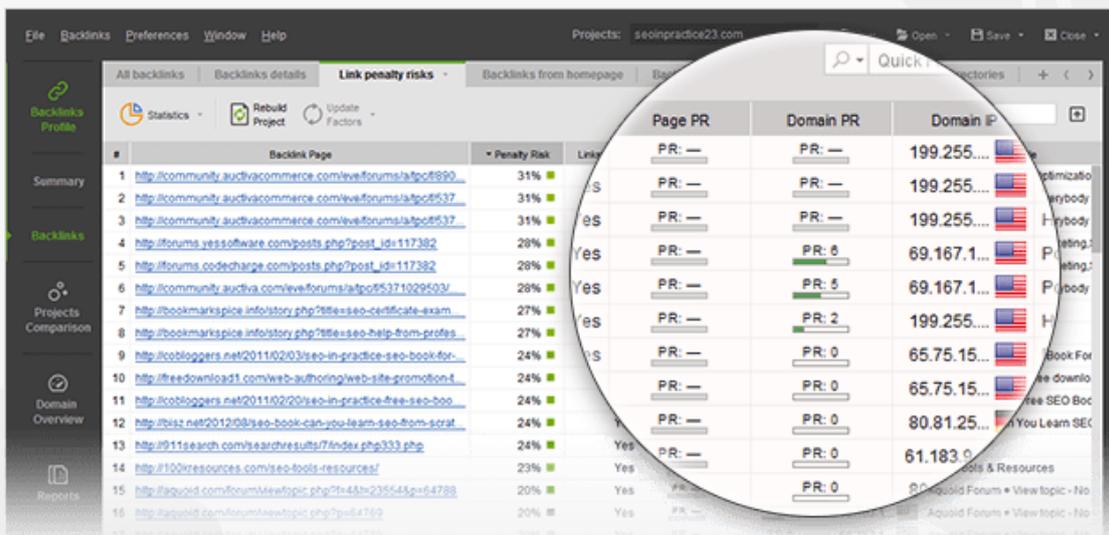
To generate a disavow file in SEO SpyGlass, select the links you want to disavow, right-click them, and hit *Disavow backlinks*. Go to *Preferences -> Disavow/Blacklist Backlinks* to review your disavow file, and hit Export to save it on your computer when it's ready.



6. Build quality links

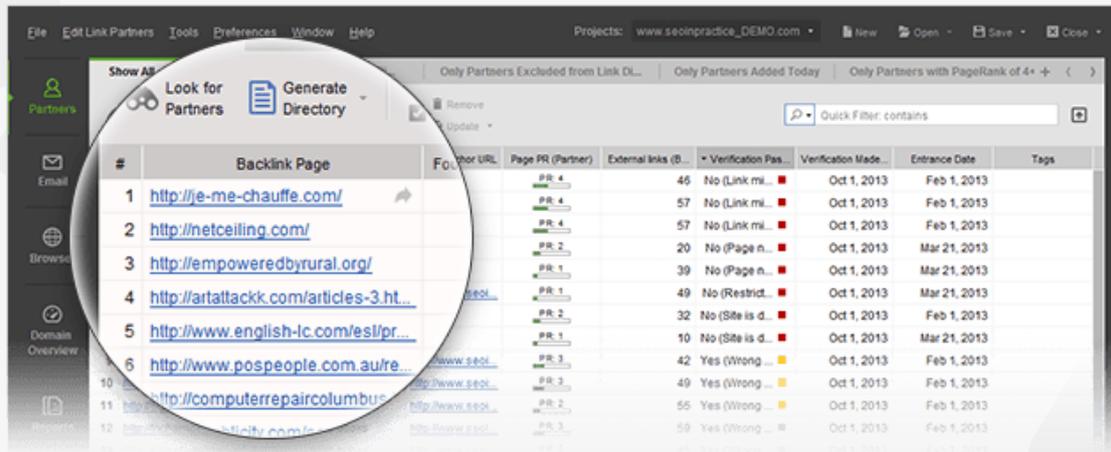
Expand your link profile with relevant, high quality backlinks.

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



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

Step 2: Find more potential link partners. To find even more link partners using advanced search methods, hit  in your LinkAssistant project.



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.

Find the most profitable keywords

(with the help of Rank Tracker)

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

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

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



Step 1: Decide on your seed keywords

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

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

 [Connect your Google AdWords account](#)

Google AdWords is a powerful keyword research tool that you can integrate with Rank Tracker. Don't have an account yet? Here's where you can [Create it](#).

 [Connect your Google Analytics account](#)

Google Analytics is a useful traffic-tracking tool that you can integrate with Rank Tracker. Don't have an account yet? Here's where you can [Create it](#).

 We guarantee that your privacy is absolutely safe. The login information remains confidential: it's saved on your computer and transferred straight to Google Analytics without any third party interfering.

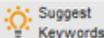
You can skip this step by clicking **Next** if you don't want your Google Analytics and AdWords account integrated.

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: Get keyword ideas

Once you've created your project, continue the research to get a comprehensive keyword list.

How-to: Use Rank Tracker's powerful research methods. Select one or several of your seed keywords from you Rank Tracker workspace. Than press  and select a research method that will be used to get suggestions.

Step 1: Choose Keyword Research Method

Please choose a keyword research method from the list below. Because different research methods produce different results, we recommend you try them all and find out which one best fits your needs. If unsure, use Google AdWords Keyword Planner (former Keyword Tool).

Keyword research method to use:

Google AdWords Keyword Planner (recommended) - the richest data source for keyword research.

Classical keyword suggestion tools

Google AdWords Keyword Planner (recommended) - the richest data source for keyword research.

Competition research - harvests keywords from meta tags of competing websites.

Yandex Wordstat - uses keyword search service from Yandex.

Related searches

Google Related Searches - gets keywords from Google's Related searches section.

Bing Related Search - keywords from Bing's Related Searches section.

Ask Related Search Suggestions - keywords from Ask's Related Searches section.

Rank Tracker will search for new keywords based on the seed keywords you've selected.

Step 2: Specify Initial Keywords

Please use the text area below to enter some "big" keywords that best describe your business or niche. Rank Tracker will use them to find synonyms and related terms. This is a great way to find out relevant keywords you've been missing.

Enter your keywords (one entry per line):

```
buy cameras online
cameras and accessories
digital cameras
online camera store
```

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 new suggestions.

- **Google Autocomplete, Yahoo! Search Assist** will give you suggestions from Google and Yahoo! search boxes.
- **Competition Research** will harvest keywords from your top-ranking competitors' meta tags.
- **SEMRush** will provide keywords from its own unique keyword database.
- **Word Mixer** will shuffle up the keywords you've entered to build many more variants of key phrases.

Tip 2: Pay attention to long-tails. If you're looking for some long-tail keywords (longer, more specific keyword phrases), you should definitely give **Google related searches** a try. This research method produces keywords that are 1 word longer than your original keyword — perfect for long-tails!

Step 3: 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 on the web. 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 for example.

How-to: Make use of Word Combinations method. In your Rank Tracker

project, copy all keywords you've got by now. Hit  Suggest again, and select Word Combinations from the list of research methods. Paste your keywords into the field on the left, and enter the relevant brand names and/or locations in the field on the right — these will be added to your keywords.

Step 2: Specify Keywords For Word Combination

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

Select the number of parts to combine:

Enter your keywords (one entry per line):

buy cameras online cameras and accessories digital cameras online camera store	Boston MA Canon Nikon
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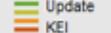
Tip: Pick what's truly relevant. Go through the list and remove the terms that you feel aren't very relevant to your product or service, and keep the rest — effective as they are, automated keyword research tools are no humans, so the results need to be double-checked.

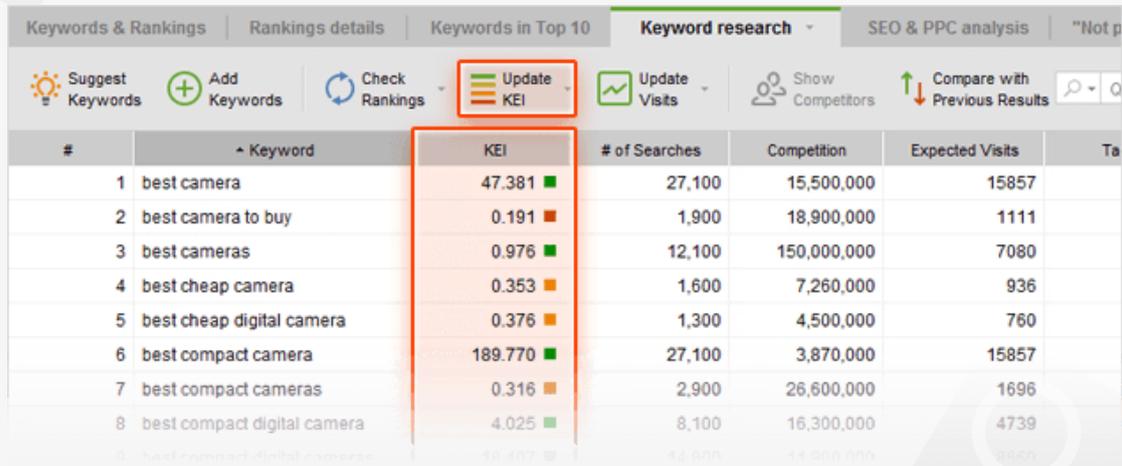
Step 4: Determine keyword efficiency

When you're starting your 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' listings.

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

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

How-to: Analyze the KEI column. Take a closer look at the KEI column to spot the most efficient terms. If KEI has not been checked for some of your keywords yet, hit  .



#	Keyword	KEI	# of Searches	Competition	Expected Visits	Ta
1	best camera	47.381	27,100	15,500,000	15857	
2	best camera to buy	0.191	1,900	18,900,000	1111	
3	best cameras	0.976	12,100	150,000,000	7080	
4	best cheap camera	0.353	1,600	7,260,000	936	
5	best cheap digital camera	0.376	1,300	4,500,000	760	
6	best compact camera	189.770	27,100	3,870,000	15857	
7	best compact cameras	0.316	2,900	26,600,000	1696	
8	best compact digital camera	4.025	8,100	16,300,000	4739	

Tip 1: Avoid the highest competition. If you are just starting out on the web with 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.

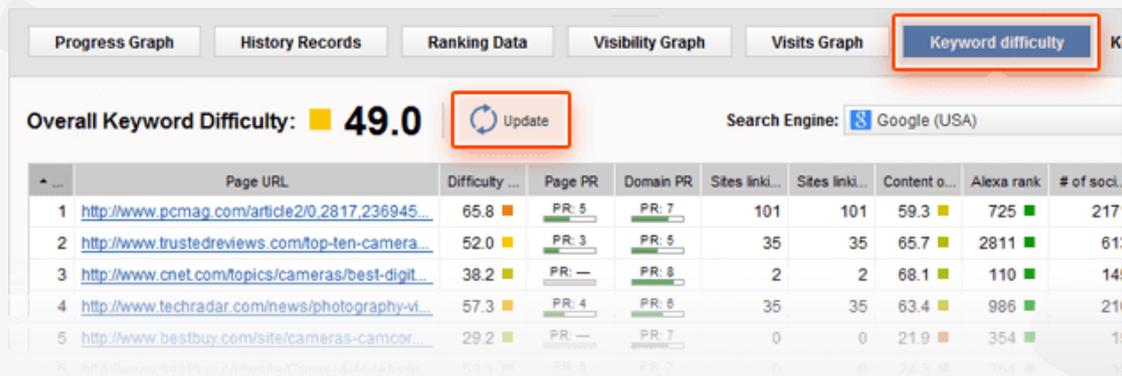
Tip 2: Select keywords with the best KEI out of the remaining ones, and get rid of the ones with the worst — these are the terms with crazy competition and not-so-many monthly searches, so optimizing for them is hardly worth the effort at this point.

Step 5: Check keyword difficulty

By now, you are probably looking at a list of terms with promising KEI values and relatively low competition. 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. Keyword Difficulty will let you estimate the work required to get your site to show up in the top results.

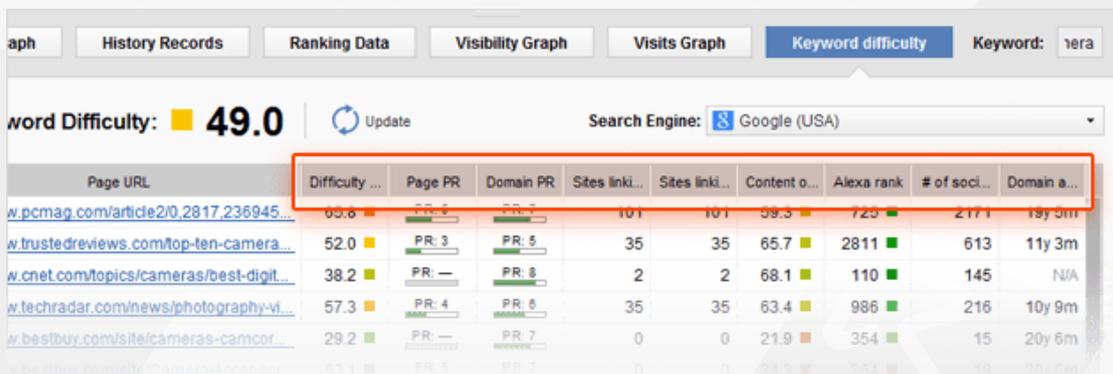
How-to: Switch to the Keyword Difficulty tab. Click on the keyword you'd like to check Difficulty for, navigate to the Keyword Difficulty tab in Rank Tracker's

lower screen, and hit  Update to calculate the value. The higher the score, the more SEO work it'll take for you to unseat your competitors.

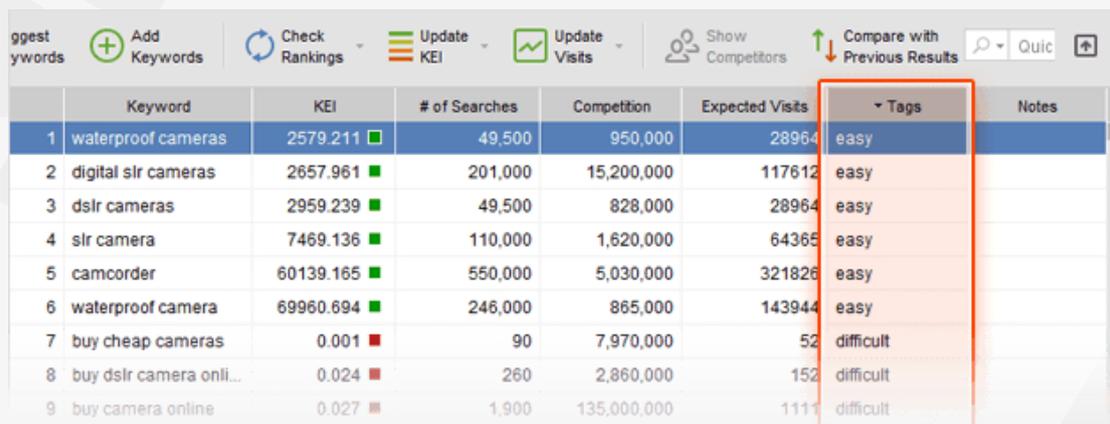


Tip 1: Shorten the list according to keyword difficulty. Consider getting rid of the terms with Keyword Difficulty over 70, especially if big solid sites are ranking in the top 10 for those.

Tip 2: 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.



Tip 3: Use tags to easily browse 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.



	Keyword	KEI	# of Searches	Competition	Expected Visits	Tags	Notes
1	waterproof cameras	2579.211	49,500	950,000	28964	easy	
2	digital slr cameras	2657.961	201,000	15,200,000	117612	easy	
3	dslr cameras	2959.239	49,500	828,000	28964	easy	
4	slr camera	7469.136	110,000	1,620,000	64365	easy	
5	camcorder	60139.165	550,000	5,030,000	321826	easy	
6	waterproof camera	69960.694	246,000	865,000	143944	easy	
7	buy cheap cameras	0.001	90	7,970,000	52	difficult	
8	buy dslr camera onli...	0.024	260	2,860,000	152	difficult	
9	buy camera online	0.027	1,900	135,000,000	1111	difficult	

Step 6: Check keywords' profit-generating potential

Not all keywords are created equal. Some 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 surely attract visitors to your site, they are unlikely to bring you the sales you're after.

The trick is, you need to concentrate on keywords that sell. A lot of the selling keywords have commercial intent formulated within the keyphrase itself: take *buy cameras* or *digital cameras deals*. Others are not so transparent — like *best digital cams* or *digital cameras reviews* — people typing such queries into search bars are looking to buy a camera, but they haven't quite decided on the product and the seller yet.

How-to: Analyze buying intention. Go through your keyword list in Rank Tracker and ask yourself about every term: Is the searcher ready to buy? If the answer's a definite "yes", then you are looking at a *Buy Now* keyword — these guys tend to convert like crazy.

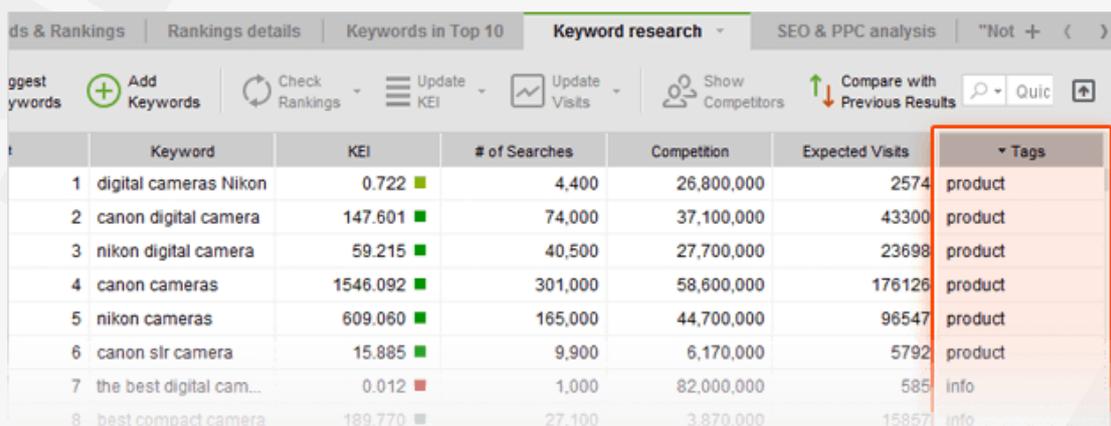
#	Keyword
1	buy a camera online
2	buy a digital camera
3	buy a dslr camera online
4	camera deals
5	camera online shopping
6	camera online shopping india
7	camera online store
8	camera price

Tip 1: Use Cost Per Click data. Take a look at the Cost Per Click column in Rank Tracker's *SEO and PPC Analysis* tab to find which of your keywords will convert better than others.

Google AdWords' Cost Per Click gives you a pretty solid idea of how well a term converts — basically, the higher the cost, the better it'll sell. It's pretty intuitive — the more an AdWords advertiser is paying per click, the more valuable that traffic must be for them. Click on the header of the CPC column to sort your keywords by their Cost Per Click — and their potential conversion rate.

#	Keyword	# of Searches	Cost Per Click	Estimated PPC cost/mo
1	buying a digital camera	260	3.01	54.78
2	where to buy camera accessories	30	2.84	5.96
3	buying a camera online	20	2.53	3.54
4	online digital camera stores	50	2.22	7.77
5	best online camera store	320	2.04	45.70
6	camera online stores	50	1.85	6.48
7	buy dslr cameras online	30	1.76	3.70
8	online digital camera store	40	1.66	4.65

Tip 2: Use tags to classify your keywords by type. This lets you easily navigate between different kinds of keywords in your project. Simply select the keywords you'd like to assign a tag to, right-click the selection, and hit *Add tags to selected records*.



	Keyword	KEI	# of Searches	Competition	Expected Visits	Tags
1	digital cameras Nikon	0.722	4,400	26,800,000	2574	product
2	canon digital camera	147.601	74,000	37,100,000	43300	product
3	nikon digital camera	59.215	40,500	27,700,000	23698	product
4	canon cameras	1546.092	301,000	58,600,000	176126	product
5	nikon cameras	609.060	165,000	44,700,000	96547	product
6	canon slr camera	15.885	9,900	6,170,000	5792	product
7	the best digital cam...	0.012	1,000	82,000,000	585	info
8	best compact camera	189.770	27,100	3,870,000	15857	info

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!

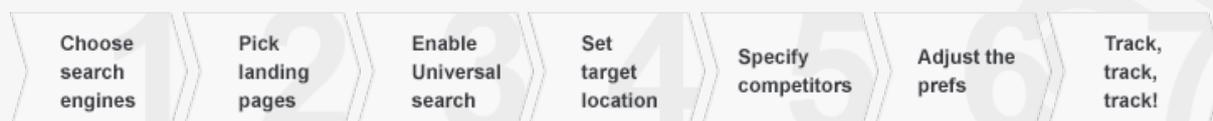
Remember, doing thorough research and seeing results will take some time, but it always (as in, always) pays off.

Monitor search engine rankings

(with the help of Rank Tracker)

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

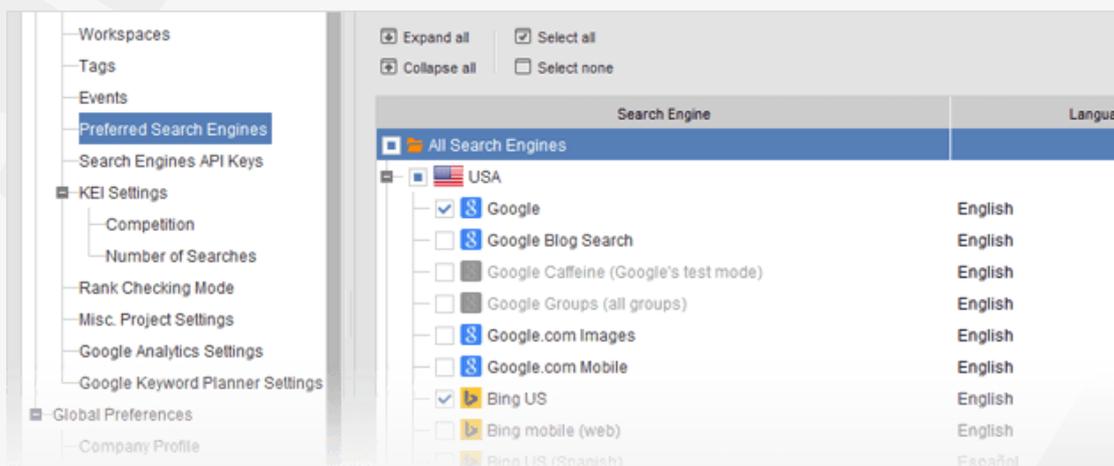
Now that you're done with your keyword research and have a nice list of promising keywords in your hands, it's time to get right down to tracking your site's rankings. Sounds simple, eh? Well, checking positions itself is no rocket science. But before you get to the actual rank tracking, there's some 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 the *Preferences -> Preferred Search Engines* and select your target search engines from the list of over 300 supported ones.

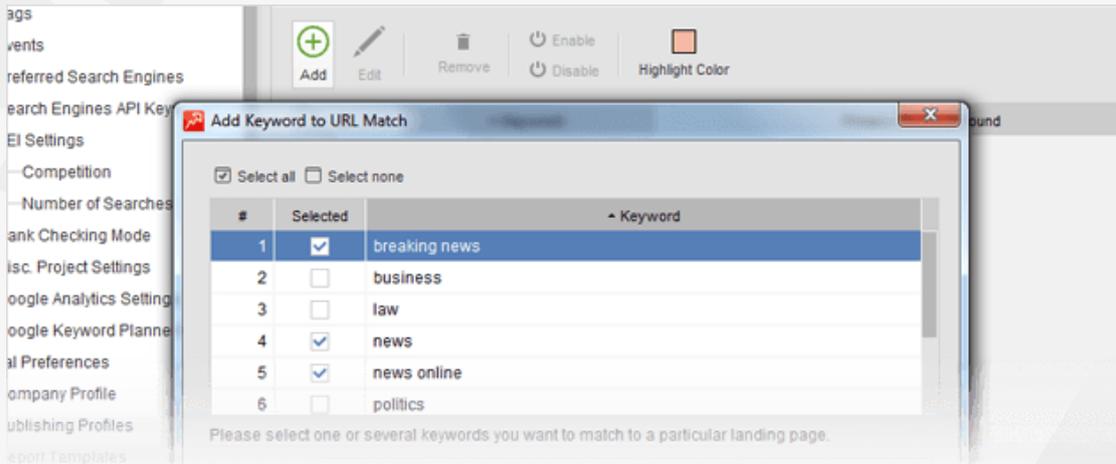


Step 2: Decide on your landing pages

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.

How-to: Match your keywords with landing pages. In Rank Tracker, go to Preferences > Match keywords to URLs. To create a keyword-to-URL match, simply press the  button, select the keywords matching the page, and click OK.



Whenever the wrong page comes up in the search results, you'll see the page's URL highlighted in your Rank Tracker workspace.

#	Keyword	Google Keyword ...	Google URL Found	Competiti...	# of Searc...	Bounce Rate	Length
13	seo books	55.6	http://www.seoinpractice.c...	3,470	390	33.3%	
14	online seo books free	N/A	http://www.seoinpractice.c...	1	No data	0%	
15	seo online e books	36.0	http://www.seoinpractice.c...	836	No data	0%	
16	best free seo books	42.2	http://www.seoinpractice.c...	4	No data	0%	
17	free seo guide	N/A	http://www.seoinpractice.c...	3,710	28	0%	
18	full free seo guide	N/A	http://www.seoinpractice.c...	110	No data	0%	
19	seo book for beginners	N/A	http://www.seoinpractice.c...	64	No data	0%	
20	best seo book for beg...	N/A	http://www.seoinpractice.c...	9	No data	0%	
21	seo guide for beginners	N/A	http://www.seoinpractice.c...	15,400	5	0%	

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.

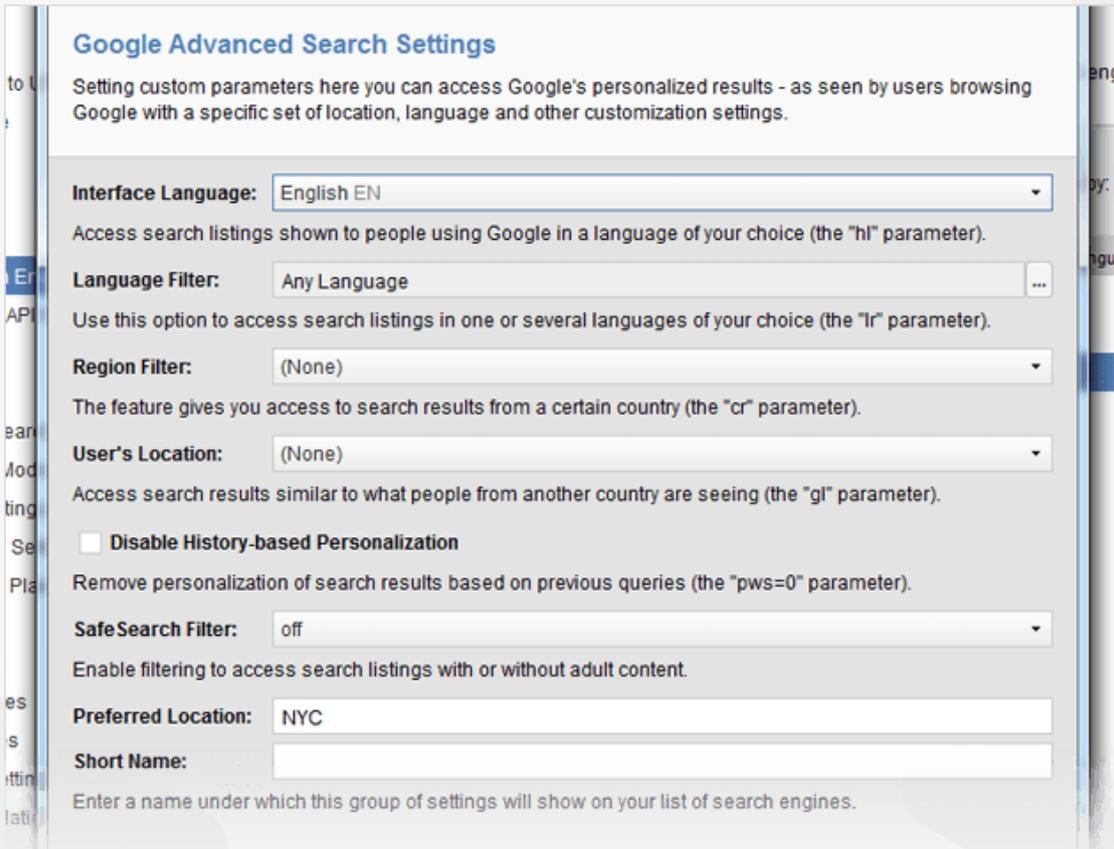
Step 3: Specify your target location

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

If your target location is different from where you actually are, or if you need to **track rankings for several specific locations**, you can set that up quickly in

Rank Tracker’s Advanced Search Settings.

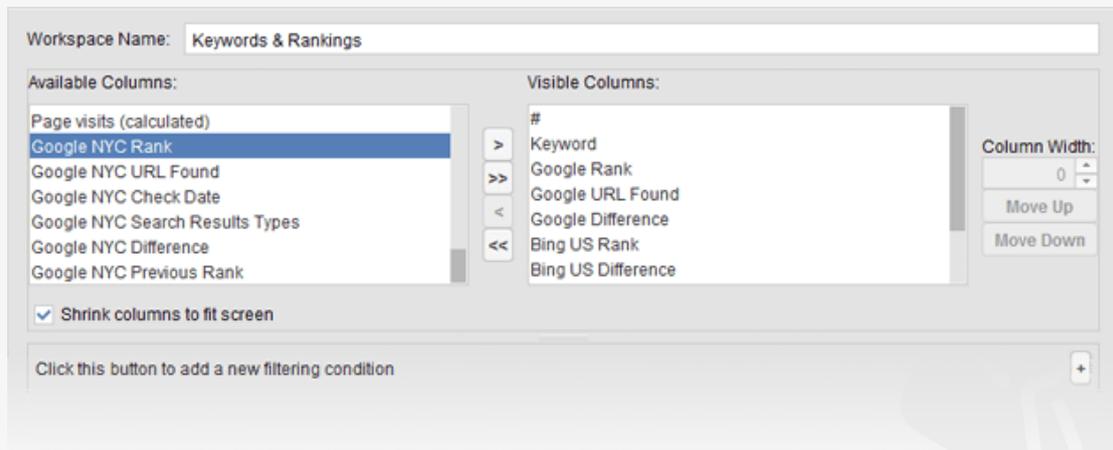
How-to: Set up the location in search engines’ settings. In *Preferences > Preferred Search Engines*, hit the  button next to one of the search engines you target. You’ll see an advanced settings window, offering you to set up a number of language and location settings. Type in your target location in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



Repeat if you’re targeting several locations.

Search Engine	Language
<ul style="list-style-type: none"> [-] All Search Engines <ul style="list-style-type: none"> [-] USA <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Google English <input checked="" type="checkbox"/> Google Advanced Search <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Google NYC English <input checked="" type="checkbox"/> Google Philadelphia English <li style="background-color: #4a7ebb; color: white;"><input checked="" type="checkbox"/> Google Washington English <input type="checkbox"/> Google Blog Search English <input type="checkbox"/> Google Caffeine (Google's test mode) English 	

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



Step 4: Set up Universal Search results' tracking

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

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

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

Projects: Firstpizza.com

Keywords in Top 10 | Keyword research | SEO & PPC analysis | "Not provided" traffic | +

Update Visits | Show Competitors | Compare with Previous Results

	# of Searches	Google Rank	Yahoo! Rank	Bing US Rank	Rank
	Not yet checked	Places 1(2)	3	3	http://www.firstpizza.com/, http://fi
	Not yet checked	4	3	3	http://www.firstpizza.com/, http://fi
	Not yet checked	Not in top 50	Not in top 50		

Web | Maps | Shopping | Images | Videos | More | Search tools

About 257,000,000 results (0.74 seconds)

Pizza In NYC - EastVillagePizza.net
www.eastvillagepizza.net/
 Get Your Delicious New York Style Pizza Now. Fast & Free Delivery!
 145 1st Avenue, New York, NY - +1 212-529-4545

Grimaldi's Woodbridge - grimaldiswoodbridge.com
www.grimaldiswoodbridge.com/ +1 203-553-9889
 Enjoy New York Style Pizza in CT Like us on Facebook!

Fat Sal's Pizza - Best pizza in New York - fatsals.com
www.fatsals.com/
 Order online at www.fatsals.com
 1603 2nd Ave, New York, NY

Best Pizza
best.piz.za.com
 4.3 ★★★★★ 43 Google reviews · Google+ page

Lombardi's Pizza
www.firstpizza.com
 4.0 ★★★★★ 893 Google reviews · Google+ page

Roberta's
www.robertaspizza.com
 4.3 ★★★★★ 254 Google reviews · Google+ page

Porto Bello Pizzeria
www.portobellopizzeria.com/
 Pizza, Pasta, Salad, & So Much More
 Order Online Now! Delivery EST 1999
 Queens, NY

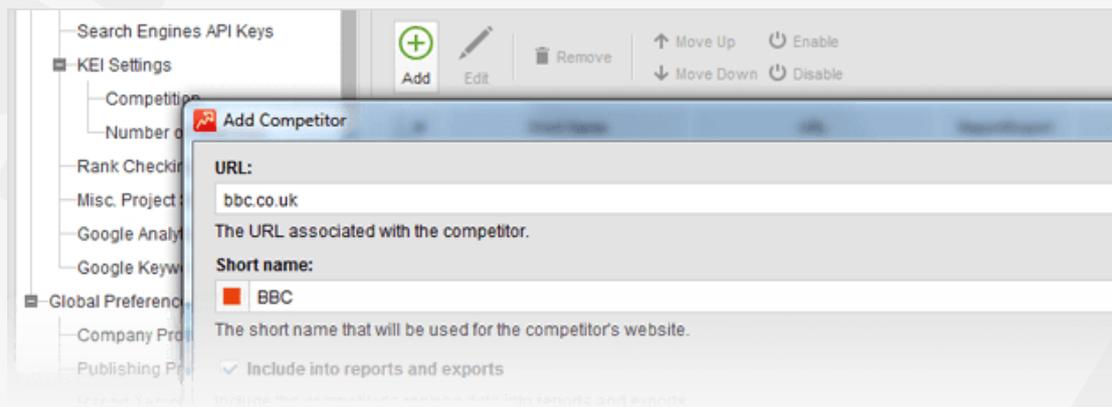
NYC Pizza
www.prontopizzanpasta.com/
 Pie \$13.95 Mon-Wed 4PM to Closing
 Salads, Pasta Order Online

Metro Pizza & Restaurant
www.metroppizasi.com/
 Order online now & save 10%
 Use coupon code: 10off
 1218 Forest Avenue, Staten Island, NY

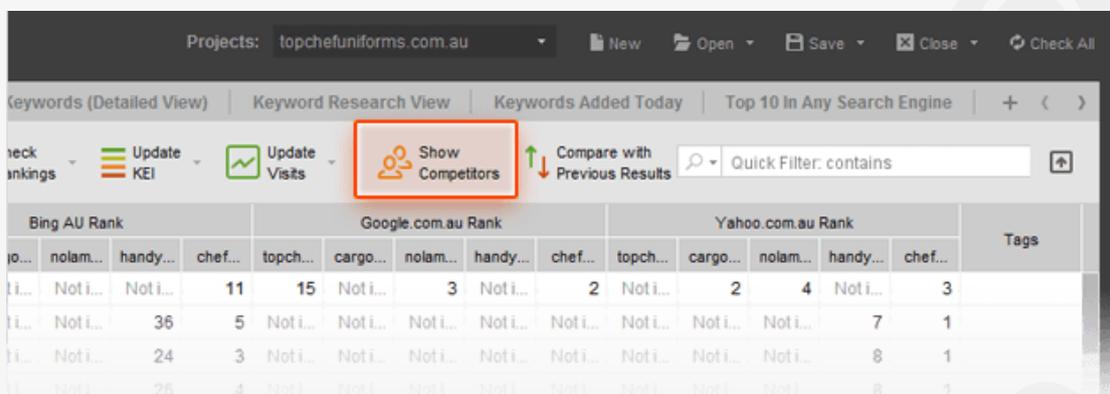
Step 5: Add competitors' sites

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

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



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



Step 6: Set up the preferences

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

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

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.

Use Universal Search results
This option lets you check rankings in Universal Search results (Videos, Images, Places, News, Shopping etc.).

Best vs Multiple Results

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

Max. Results

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.

Rank Checking Method

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.

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

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

Miscellaneous Global Settings

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

Number of simultaneous tasks

Number of tasks:

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

Captcha skipping delay

Delay in seconds:

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.

CAPTCHA Settings

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

Show CAPTCHA if queries are blocked

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

Enable CAPTCHA recognition

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

Enable CAPTCHA recognition

SEO PowerSuite Anti-CAPTCHA
 Death by Captcha

AC-35gfds56gfsah4 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 Edit Select All Select None

All proxies ▾

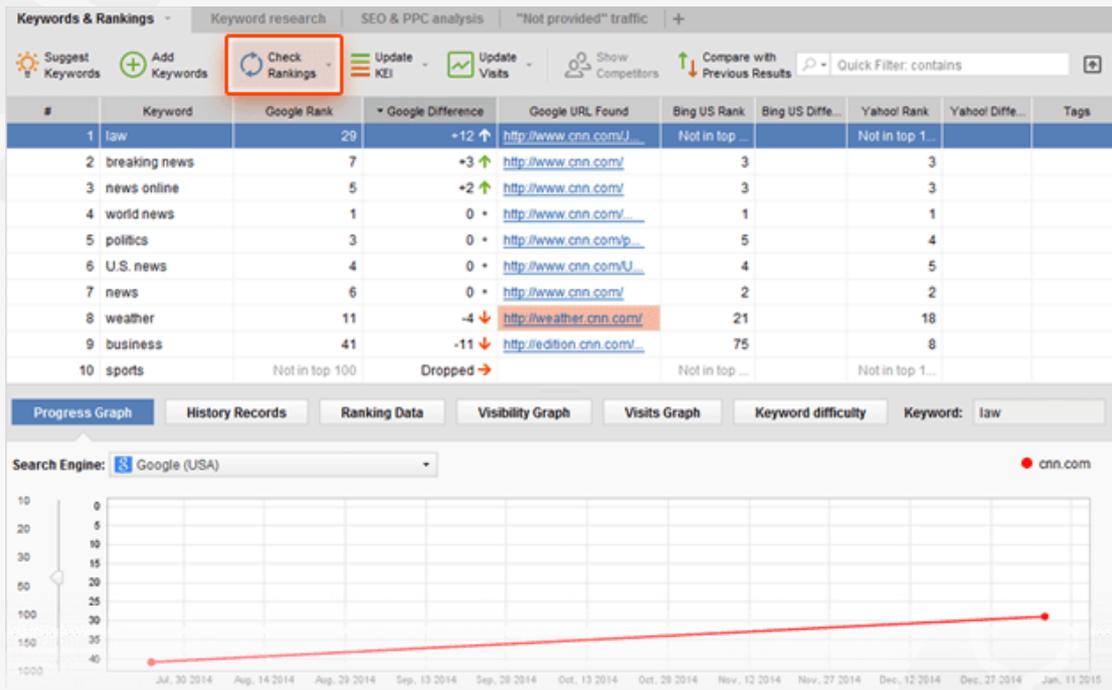
#	Selec...	Proxy	Country	Status	Protocol t...	Respon...
1	<input checked="" type="checkbox"/>	218.92.227.165:14826	China	Alive	HTTP	1000...
2	<input checked="" type="checkbox"/>	199.200.120.140:8089	USA	Alive	HTTP	1294...
3	<input checked="" type="checkbox"/>	183.223.211.158:8123	China	Alive	HTTP	1467...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

Step 7: Check the rankings

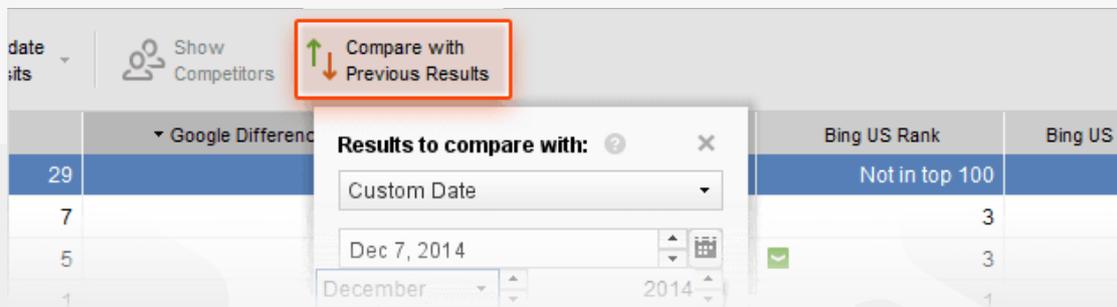
Now that you're done with the prep, you can (finally!) start what you came here for (just to remind you: that's **tracking your site's positions in search engines**).

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

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



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



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

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

Step 1: Choose Task Type

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

- Check search engine rankings**

This setting lets you schedule checks of your website(s) positions in your preferred search engines.

- Update keyword efficiency statistics**

Schedule regular updates of keyword efficiency statistics: competition, search volume, expected visits and KEI.

- Update Google Analytics data**

This option lets you schedule regular updates of your Google Analytics data: visits, bounce rates, etc.

- Publish reports**

This option enables Rank Tracker to save your reports or deliver them to clients using the publishing profiles you select.

- Export data**

This option lets Rank Tracker export data from your project using the export templates you specify.

Step 2: Choose Projects

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

Select all

Select none

Add Project

#	Selected	Project Name	Project Path
1	<input checked="" type="checkbox"/>	cnn.com	C:\Users\mmaksimava\Documents\cnn.com.stk
2	<input checked="" type="checkbox"/>	Firstpizza.com	C:\Users\mmaksimava\Documents\Firstpizza.com.stk
3	<input type="checkbox"/>	h-pylori-symptoms.com	C:\Users\mmaksimava\Documents\h-pylori-symptoms.com.stk
4	<input type="checkbox"/>	topchefuniforms.com.au	C:\Users\mmaksimava\Documents\topchefuniforms.com.au.stk
5	<input type="checkbox"/>	www.CenterForAestheticSurgery.com	C:\Users\mmaksimava\Documents\www.CenterForAestheticSurgery.com.stk
6	<input type="checkbox"/>	www.cofidis.be	C:\Users\mmaksimava\Documents\www.cofidis.be.stk
7	<input type="checkbox"/>	www.monteverdelinn.com	C:\Users\MMAKSI-1\AppData\Local\Temp\RarSDir0.798\www.monteverdel...

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: Daily

Start time: 4:06 PM Start date: Jan 6, 2015

Every 1 days

You're a rank checking Pro now!

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

Fix all technical issues on your site

(with the help of WebSite Auditor)

Do away with tech problems that are holding your rankings back

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

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



Step 1: Run a site scan

Before you get down to fixing the issues, let WebSite Auditor scan your website to collect all of its pages — to make sure the analysis you do later on is 100% complete and none of the problem spots are left unnoticed.

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.

Depending on how large the site is, you may have to hang on for a couple of minutes until all pages have been scanned.

Step 2: Check crawlability and indexing issues

It's crucial that users and search engines can easily reach all the important pages on your site. 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*.

Indexing and crawlability	
Pages with 4xx status code	2
Pages with 5xx status code	0
404 page set up correctly	Yes
robots.txt file	No
.xml sitemap	No
Pages restricted from indexing	10
Redirects	
Fixed www and non-www versions	Yes
Pages with 302 redirect	1

robots.txt file

Factor status: Warning

A robots.txt file is not available on your website. Create a valid robots.txt file with for the search engine bots.

The availability of a valid robots.txt file on your website does not guarantee that quickly and correctly indexed by search engines.

First, the file itself must be setup correctly, so that not to exclude some import from indexing by mistake. Check *Pages restricted from indexing* to see what's from search engines on your site.

Next, to ensure fast indexation of the most important pages you should also ch availability of an *xml.sitemap*.

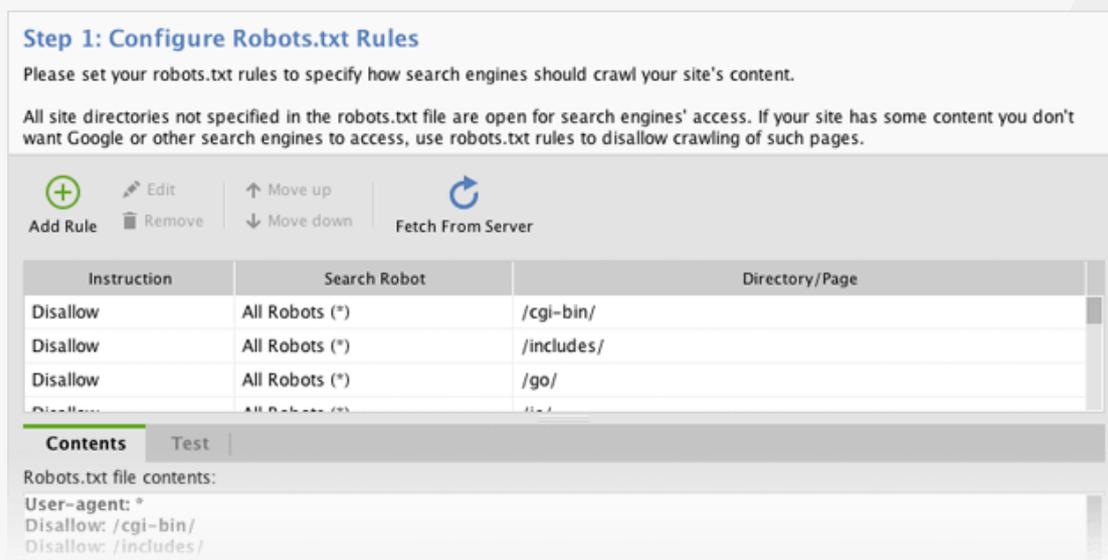
2. Make sure none of your important pages are blocked from indexing. If your content cannot be accessed by search engines, it will not appear in search results, so you need to check the list of pages that are currently blocked from indexing, and make sure no important content got blocked by occasion.

Switch to *Pages restricted from indexing* section in *Site Audit* to revise which of your pages 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

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



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 *Pages with 4xx status code*, *Pages with 5xx status code*, and *404 page* set up correctly. If any of the factors have an error or warning status, switch between *Details* and *Recommendation* to see problem pages and get how-to's on fixing them.

Pages with 4xx status code [Details](#) [Recommendation](#)

Factor status: Error

Some of your pages return 4xx status codes. But for a website to have a perfect reputation in search engines' eyes and the unshakable #1 position, all pages must be right as nails. **Go to the Details table to see which of the pages need fixing.**

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

About this SEO factor:

4xx errors often point to a **problem on a website**. For example, if you have a broken link on a page, and visitors click it, they may see a 4xx error. It's important to regularly monitor these errors and investigate their causes, because, because they may have negative impact and lower site authority in users' eyes.

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

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

Step 3: Fix redirects

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

How-to: 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.

✖ 20 ⚠ 46 ℹ 110	
Indexing and crawlability	
✖ Pages with 4xx status code	2
✔ Pages with 5xx status code	0
✔ 404 page set up correctly	Yes
⚠ robots.txt file	No
⚠ .xml sitemap	No
ℹ Pages restricted from indexing	10
Redirects	
✔ Fixed www and non-www versions	Yes
✖ Pages with 302 redirect	1
ℹ Pages with 301 redirect	3
✔ Pages with meta refresh	0
✔ Pages with rel="canonical"	0
Encoding and technical factors	
⚠ Pages with duplicate rel="canonical" code	0

Pages with 302 redirect Details Recc

Factor status: Error

There are 302 redirects found on your website. While the use of these redirects is much limited, check the Details table to see all redirects and make sure that they are justified.

The absence of 302 redirects does not guarantee that your website is free from issues. To make sure all redirects are set up correctly, check your website for *meta refresh* and for *Pages with rel = "canonical"*.

About this SEO factor:

302 redirects are temporary so they don't pass any link juice. If you use them instead of 301s, search engines might continue to index the old URL, and disregard the new duplicate, or they might divide the link popularity between the two versions, thus affecting search rankings.

That's why it is not recommended to use 302 redirects if you are permanently moving a page or a website. Instead, stick to a 301 redirect to preserve link juice and avoid duplicate content issues.

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.

Step 4: Brush up the code

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

How-to: Make sure no pages use Frames, contain W3C errors, or are too big. You'll find this data under *Encoding and technical factors* in *Site Audit*.

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

Pages with W3C errors and warnings Details. Rec

Factor status: Info

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

Search engine spiders find it easier to crawl through semantically correct markup, why site's HTML markup should be valid and free of errors. CSS which is used for the design and formatting of the website, and which makes the webpages lighter and easier to load, should be error-free too. If for example, one of the tags has been unclosed, the spiders may miss an entire chunk, thus reducing the value of the content.

About this SEO factor:

The validation is usually performed via the *W3C Markup Validation Service*. And while not obligatory and will not have direct SEO effect, bad code **may be the cause of not indexing your important content** properly.

We recommend checking your website pages for broken code to avoid issues with search engine spiders.

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

Tip: 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.

Step 5: Take care of URLs and links

It's important that your URLs are user- and search-engine-friendly so that visitors and crawlers alike can easily tell what the page is about by its URL address. Similarly, your links (both internal and external) need to be consistent and set up correctly.

How-to: Look out for unreadable URLs and dead links. Check *URLs* and *Links* in the *Site Audit* module and make sure you fix URLs that are too long, repair all broken links, and consider removing external links from pages with too many of them.

✖ 20 ⚠ 46 ℹ 110	
ℹ Pages restricted from indexing	10
Redirects	
✔ Fixed www and non-www versions	Yes
✖ Pages with 302 redirect	1
ℹ Pages with 301 redirect	3
✔ Pages with meta refresh	0
✔ Pages with rel="canonical"	0
Links	
⚠ Broken links	9
ℹ Pages with excessive number of links	13
On-page	
✖ Empty title tags	10
✖ Duplicate titles	2
⚠ Too long titles	14

Broken links Details Recd

Factor status: Warning

There are some broken outgoing links on your website. This may worsen user experience signal to search engines that your site is neglected. So go to the Details table to see your links need fixing.

This is just one of the factors relating to the quality of links on your website. To ensure your linking is totally fine, you should also check your website for *Pages with excessive number of outgoing links*.

About this SEO factor:

Broken outgoing links can be a quality signal to search engines and users. If a site has broken links it is logical to conclude that it has not been updated for some time. The site's rankings may be downgraded.

Although 1-2 broken links won't cause Google penalty, try to regularly check your website for broken links if any, and make sure their number doesn't grow. Besides, your website will look more professional if you don't show them broken links pointing to non-existing pages.

Tip: Try to only use dynamic URLs when necessary. Even though the days when search engines couldn't read and index dynamic URLs are far gone, it's still true that dynamic sites are spidered slower than static sites. Additionally, you won't always be able to use relevant keywords in dynamic URLs — and thus the page's contents won't be clear to search engines and visitors from the URL.

Step 6: Optimize 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.

✖ 20 ⚠ 46 ℹ 110		Duplicate titles Details Resc	
ℹ Pages restricted from indexing 10		#	Page
Redirects		1	/crawlability-flash.html
✔ Fixed www and non-www versions	Yes	2	/html-and-css.html
✖ Pages with 302 redirect	1		
ℹ Pages with 301 redirect	3		
✔ Pages with meta refresh	0		
✔ Pages with rel="canonical"	0		
On-page			
✖ Empty title tags	10		
✖ Duplicate titles	2		
⚠ Too long titles	14		
⚠ Empty META description	13		
✖ Duplicate meta descriptions	5		
⚠ Too long META description	8		

✔ You're done with the tech part!

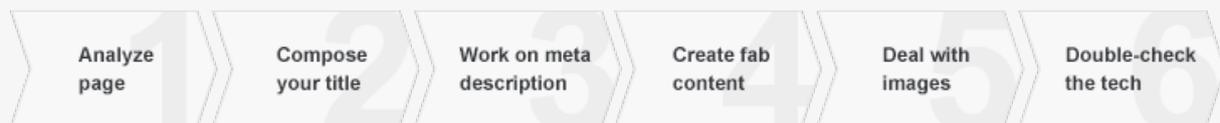
Congrats — you've fixed all technical issues that may have been holding your rankings back (and that in itself puts you ahead of so many competitors already!). It's time you moved on to the (more) creative part, namely creating and optimizing your landing pages' content.

Optimize your landing pages

(with the help of WebSite Auditor)

Optimize your HTML & create the right content for better rankings

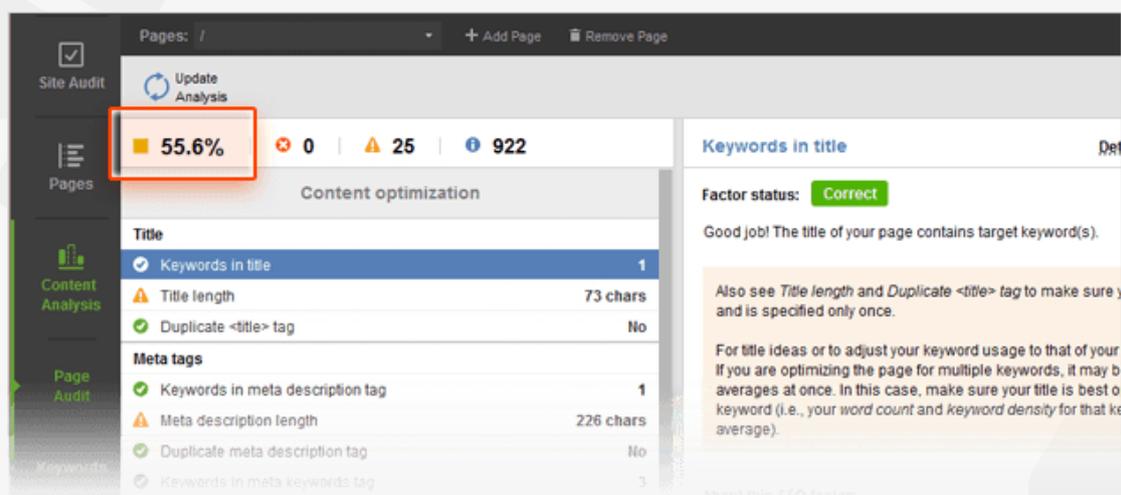
If you followed our guide on keyword research, you probably already have a nice list of target keywords on your hands, as well as the URLs of landing pages you'll be optimizing for these terms. That means you're all set to start creating some great content to make sure search engine bots understand what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



Step 1: Determine the status quo

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

How-to: Scan your landing page. In your WebSite Auditor project, go to the Content Optimization 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.



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: 1. Use a title that is concise, to the point, and includes your keywords. Go through the *Title* section of WebSite Auditor's Content Optimization dashboard, and make sure the title tag of the page you're optimizing is up to 55 characters long (so that it can fit in the snippet) and contains your target keywords.

2. Avoid keyword stuffing. If some of the keywords are used more than once in your page's title, go to *Keywords in title* and check with the *Keyword stuffing* column to see if your page is at risk of appearing spammy to users and search engines.

Keyword	Keyword count	Keyword density	Keyword stuffing
breaking news	1	22.2%	No
news online	0	0.0%	No
U.S. news	0	0.0%	No

The <title> tag: 9 words | 73 chars

Breaking News, U.S., World, Weather, Entertainment & Video News - CNN.com

3. Make sure you only have one title. The *Duplicate <title>* tag section of *Content Optimization* shows if the page has more than one title tag — several titles on the same page will almost definitely confuse search engines.

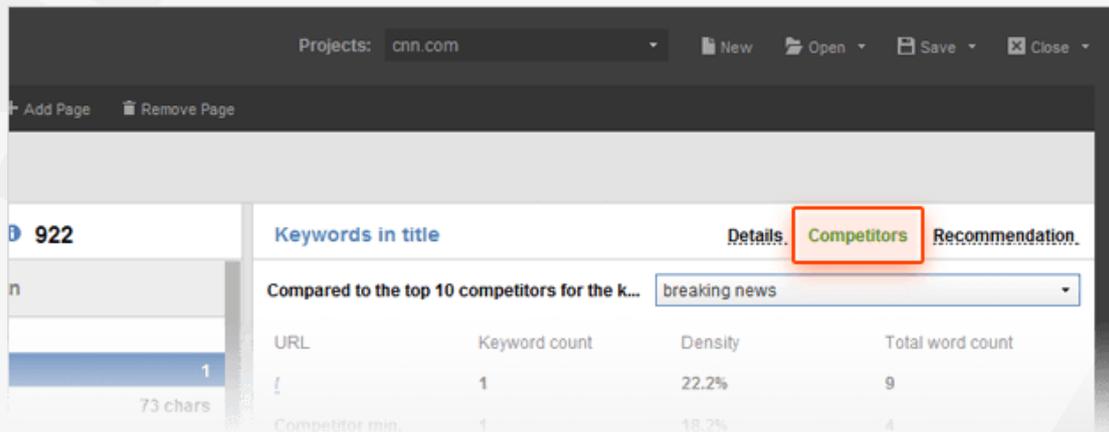
If any of the optimization factors under the *Title* section have a *Warning* or *Error* status, follow WebSite Auditor’s instructions and eliminate the issues immediately.

Factor status: Warning

The title tag on your page exceeds the recommended length (is over 55 characters long).

How to fix:
 Please, make sure your title length doesn't exceed 55 characters with spaces.
 Also visit *Keywords in title* and *Duplicate <title>* tag to make sure your title contains keywords and is specified only once for the page.
 After you have shortened the title, revisit the *Keywords in title* section once more to ensure that no keyword value was lost during editing.

Tip 1: Employ techniques that are proven to work. If you haven’t decided on the contents of your title tag yet, go to the *Competitors* tab in the *Keywords in title* section to see how your 10 top-ranking rivals optimize their titles — and maybe borrow some of their tried and tested tactics. In this tab, you’ll see stats like keyword count, keyword density, and total word count in your competitors’ titles, as well as the exact wording of their title tags. You’ll also find competitor averages for these values, as well as the min and max total word count, keyword count and density among your rivals.



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

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

Step 3: Brush up your meta description

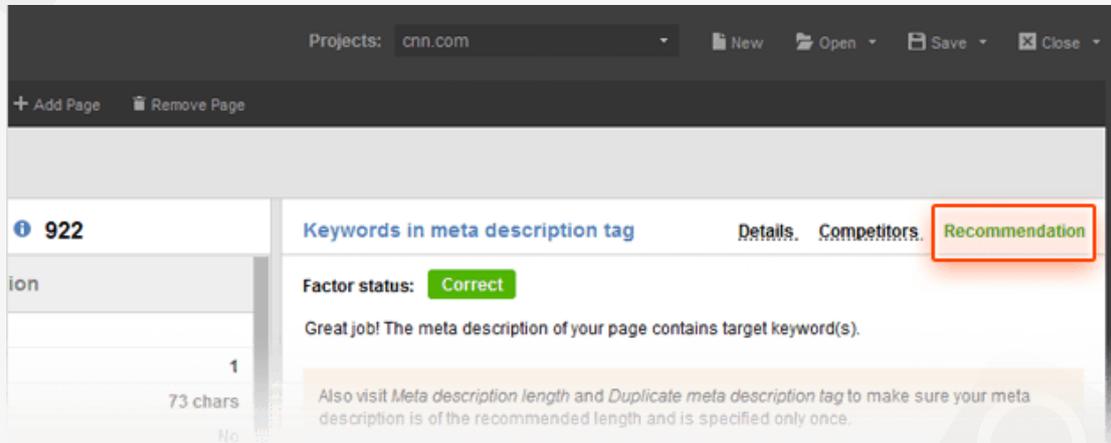
Just like the title tag, meta description is an important indication to search engines of what the page is about. Meta descriptions are often used as preview snippets for sites' listings in search results — so for pages with no meta descriptions, the snippet will include the content picked by search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

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

Under the *Meta tags* section in WebSite Auditor's *Content Optimization* dashboard, make sure your description includes your target keywords (but isn't overstuffed with them), is up to 155 characters long, and is not duplicated by another meta description tag.

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,

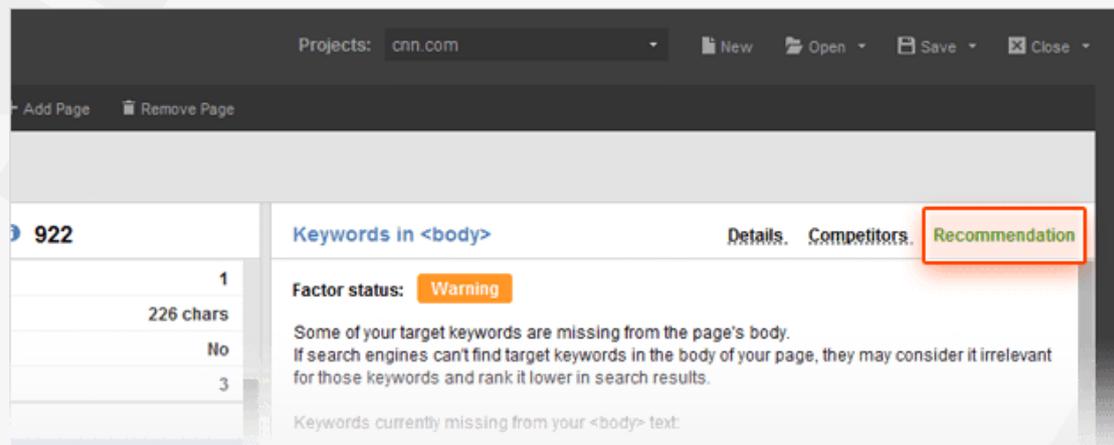
switch between the Competitors and Recommendation tabs to see how your top 10 rivals optimize their meta description tags, and get specific guidelines on writing yours.



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

We can't stress it enough: it is über 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: Use keywords in the page's body cleverly. Under the *Body* section in WebSite Auditor's *Content Optimization*, check *Keywords in Body* to see how many times your target keywords are used within the page's body tag. In *Word count in <body>*, make sure your text's size is within the recommended min and max values. Next, go to *Keywords in H1* to see if the page's most important heading tag includes your keywords. It's strongly recommended that it does — search engines use this tag to associate pages with certain topics, so make sure your H1 clearly states what the page is about. If any of these factors have an *Error* or *Warning* status, you'll get specific recommendations on keyword usage in the *Recommendation* tab, based on the content of the pages that rank in top 10 for the term.



Tip 1: Emphasize your keywords. When the context allows you to, stress your keywords by bolding, italicizing, or using them in H2-H6 tags — search engines are likely to pay more attention to these parts of your content. Keywords used in link anchors are also a good idea. Go through the respective parts of the *Body* section in *Content Optimization* to see if you could add extra emphasis for certain keywords.

Tip 2: Learn from the best. Every part of the *Body* section in the *Content Optimization* module lets you switch to *Competitors* to see exactly what each of your top 10 rivals are doing. If you feel you could use some ideas on keyword use in the content you're creating, it's a great place to start.

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.

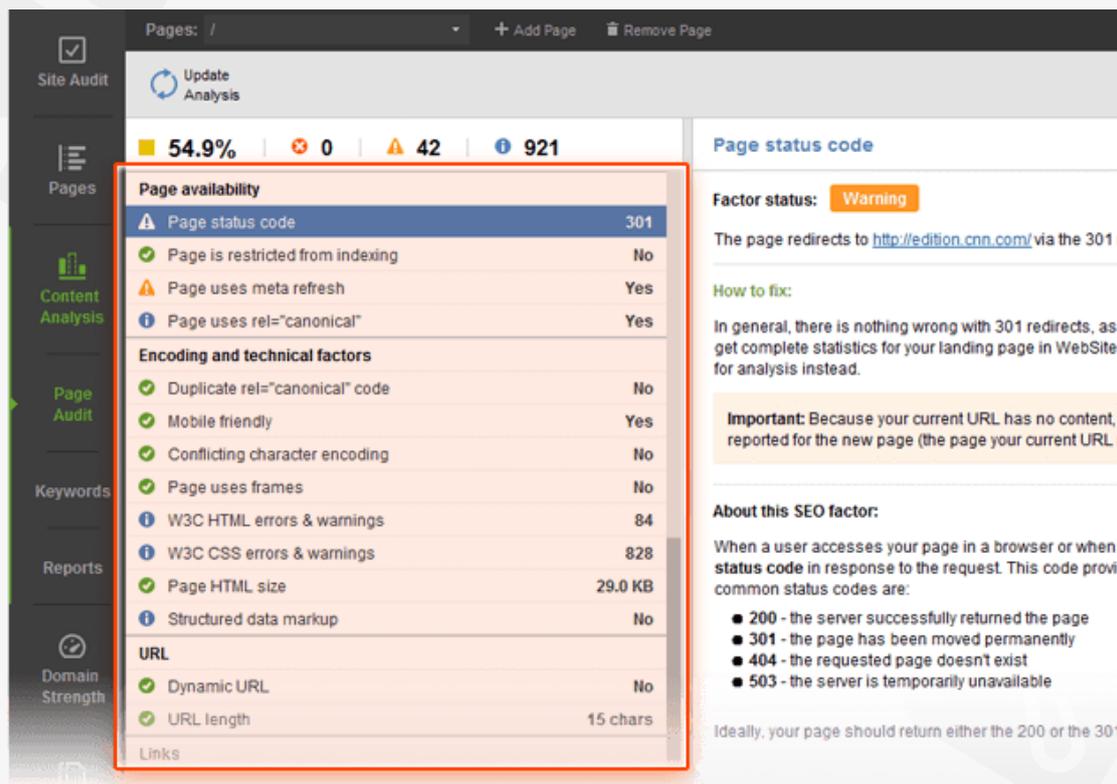
How-to: Use relevant keywords in the alternative text. Under the *Images* section, see if any of your images lack alt text (*Empty ALT texts*), and how often your keywords are used in the alternative attributes on the page (*Keywords in ALT texts*). It's recommended that all of your images have alternative text, and that relevant keywords are used within it when possible. You can also see all alt texts found on the page and the actual image each text is associated with.

■ 55.6% ✖ 0 ⚠ 25 i 922		Keywords in ALT texts Details													
<ul style="list-style-type: none"> ✔ Word count in <body> 882 ⚠ Keywords in H1 0 i Keywords in H2-H6 0 i Keywords in bold 0 i Keywords in italic 0 i Keywords in link anchors 0 		<table border="1"> <thead> <tr> <th>Keyword</th> <th>Keyword count</th> <th>Keyword density</th> </tr> </thead> <tbody> <tr> <td>breaking news</td> <td>0</td> <td>0.0%</td> </tr> <tr> <td>news online</td> <td>0</td> <td>0.0%</td> </tr> <tr> <td>U.S. news</td> <td>0</td> <td>0.0%</td> </tr> </tbody> </table>	Keyword	Keyword count	Keyword density	breaking news	0	0.0%	news online	0	0.0%	U.S. news	0	0.0%	
Keyword	Keyword count	Keyword density													
breaking news	0	0.0%													
news online	0	0.0%													
U.S. news	0	0.0%													
Images		ALT texts													
<ul style="list-style-type: none"> i Keywords in ALT texts 0 ⚠ Empty ALT texts 19 		<table border="1"> <thead> <tr> <th>#</th> <th>Image Alt Texts</th> <th>Image URL</th> </tr> </thead> <tbody> <tr> <td>7</td> <td>CNN Google+</td> <td>http://i.cdn.turne...</td> </tr> <tr> <td>8</td> <td>CNN Heroes</td> <td>http://i.cdn.turne...</td> </tr> </tbody> </table>	#	Image Alt Texts	Image URL	7	CNN Google+	http://i.cdn.turne...	8	CNN Heroes	http://i.cdn.turne...				
#	Image Alt Texts	Image URL													
7	CNN Google+	http://i.cdn.turne...													
8	CNN Heroes	http://i.cdn.turne...													
Technical factors															
Page availability															

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



You're an optimization guru!

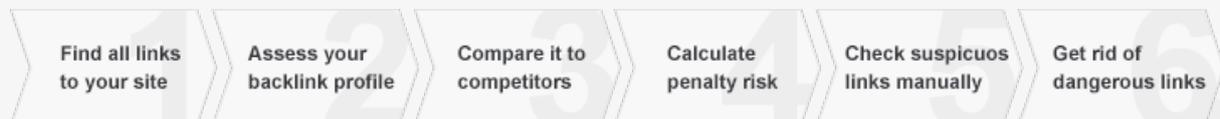
You've just completed the full process of page optimization. With all your page elements optimized for your keywords and your content all around brilliant, your landing page is probably a perfect example of on-page SEO done right. Now it's time to go off-page and audit your website's backlinks!

Run an in-depth backlink audit

(with the help of SEO SpyGlass)

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

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



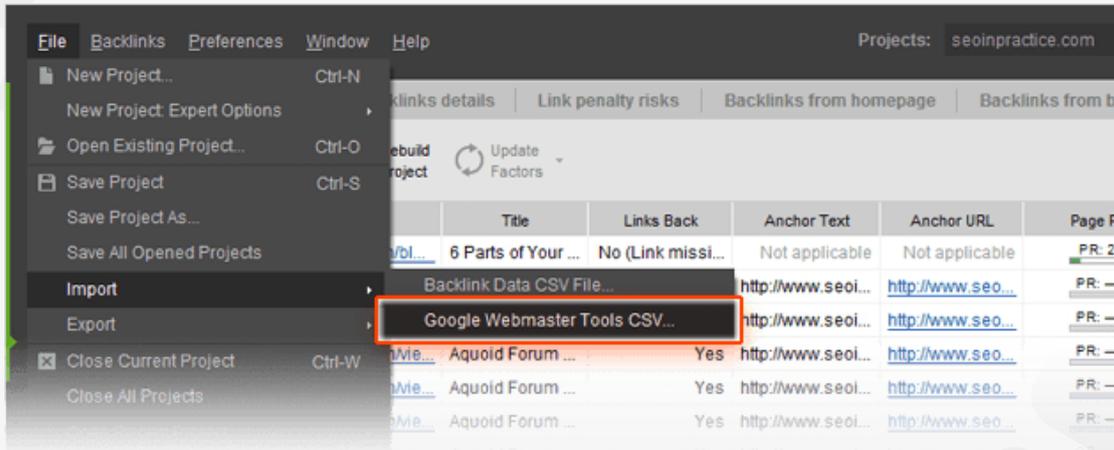
Step 1: Get the most complete list of your backlinks

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

How-to: 1. Find backlinks with SEO SpyGlass. Run SEO SpyGlass, enter your website's URL and let the software collect all your backlinks.

2. Import backlinks from Google Webmaster Tools. If you already have your own list of backlinks — from any other link research tool or from Google Webmaster tools, you can import them into the project in CSV file.

Just go to *File -> Import* menu:



Tip: Check if all the links are still in place. Sometimes link databases can't keep up with all the changes on the Web, and some backlinks that no longer exist in reality are still kept in their indexes. Thus, when you check your site's backlinks, you may have some non-existent backlinks messing up your list. These links can't affect your site rankings and would simply waste your time on useless checking and analyzing.

That's where SEO SpyGlass' real-time link checks come in handy. In the *Links Back* column, you can see whether each link is indeed found on the page (*Yes*), or if it has been removed from the page (*No*).

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

#	Backlink Page	Title	Links Back	Anchor Text	Anchor ...	Page PR	Tota
1	https://www.moptwo.com/Scott-8...	Moptwo - Scott Yeager - Wee...	Yes	Weekley ends 5-ye...	http://w...	PR: ...	3
2	http://www.onenewspage.com.au...	One News Page Australia L...	Yes	[Image]	http://w...	PR: 3	1
3	http://www.onenewspage.co.uk/te...	One News Page United King...	Yes	[Image]	http://w...	PR: 2	1
4	http://www.onenewspage.us/te.php	One News Page United Stat...	Yes	[Image]	http://w...	PR: 4	1
5	http://www.onenewspage.com/te...	One News Page Latest Ne...	Yes	[Image]	http://w...	PR: 5	1
6	http://www.xnerg.blogspot.com/2...	skippy the bush kangaroo: D...	Yes	posted five photogr...	http://w...	PR: 4	1
7	http://50snavy.org/webcam.html	50s Navy - Los Angeles Web...	Yes	http://www.golf.com/	http://w...	PR: 2	
8	http://09.com/golf/	09.com/golf, Best Golf Web ...	Yes	Golf.com	http://w...	PR: 2	
9	http://31corp.blogspot.com/2008...	DARYLE LAMBERT ON ANTI...	Yes	Golf.com	http://w...	PR: 1	

Step 2: Assess your backlink profile as a whole

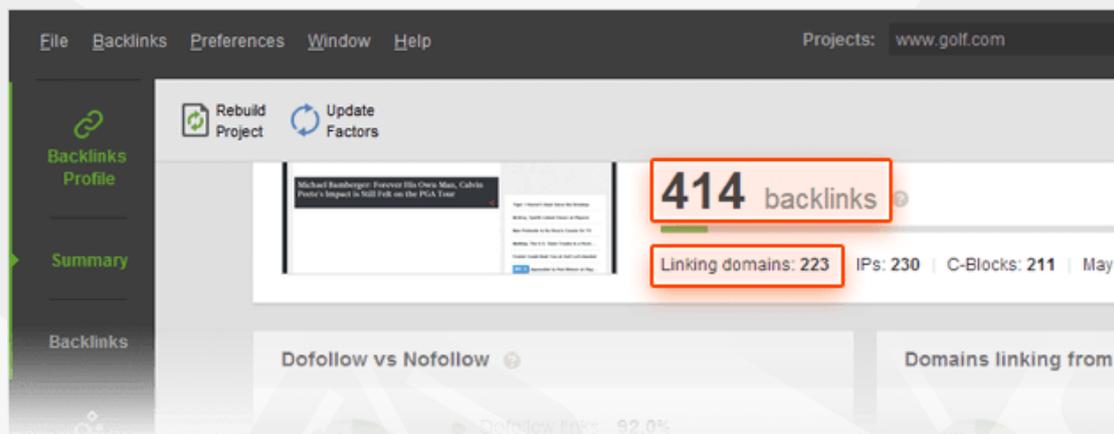
A link profile is made up of individual links — but before you look into the details of each of your links individually, you need to understand how they are performing together, and identify the core strengths and weaknesses of your link profile as a whole.

How-to: Analyze crucial domain profile stats.

Switch to 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 about them.

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.



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.



3. 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.



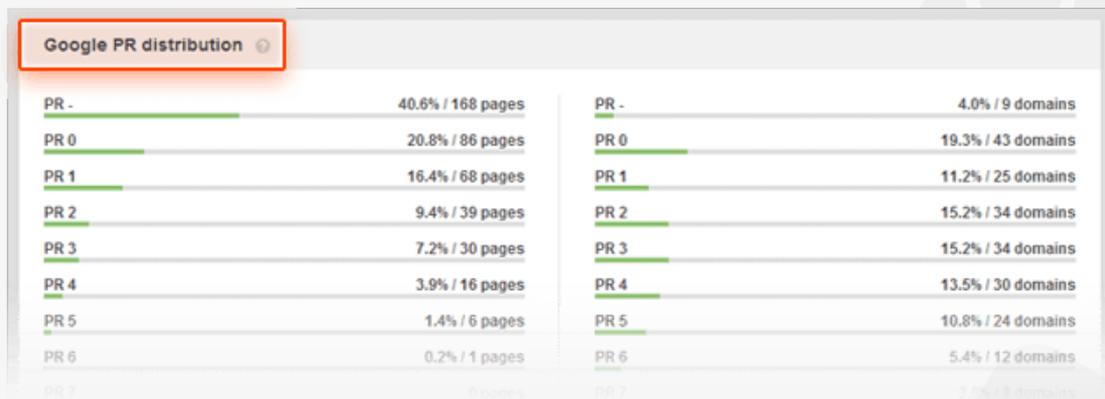
4. Check backlink countries. When it comes to backlink countries, just like with other aspects of link audit, you should keep in mind your links' diversity. Yet the rule of a thumb is that if you optimize your website for a specific geo-location, your aim is to get maximum location-relevant backlinks.

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



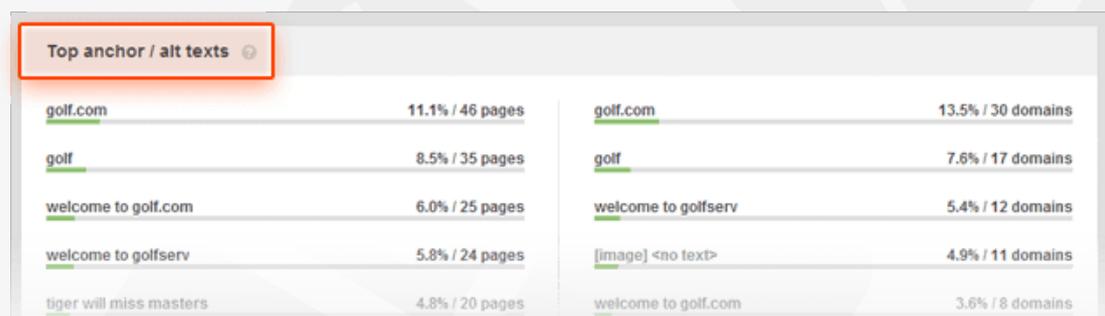
5. Check Google PR distribution. High Google PageRank is one of the indicators of domain’s quality, while low PageRank may be a signal of a spammy website.

So, if a huge portion of your links come from websites with no PR, this also may be a flag to search engines.



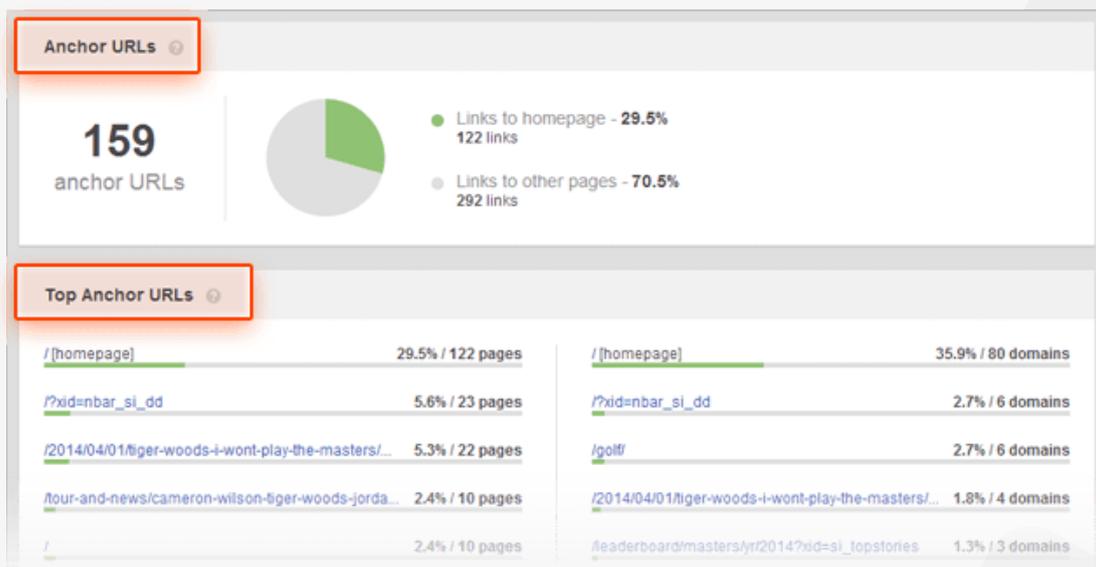
6. Check top anchor texts and keywords. Irrelevant anchor text, keyword stuffing, or too many identical anchors can get you in trouble with search engines and cause a ranking drop.

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

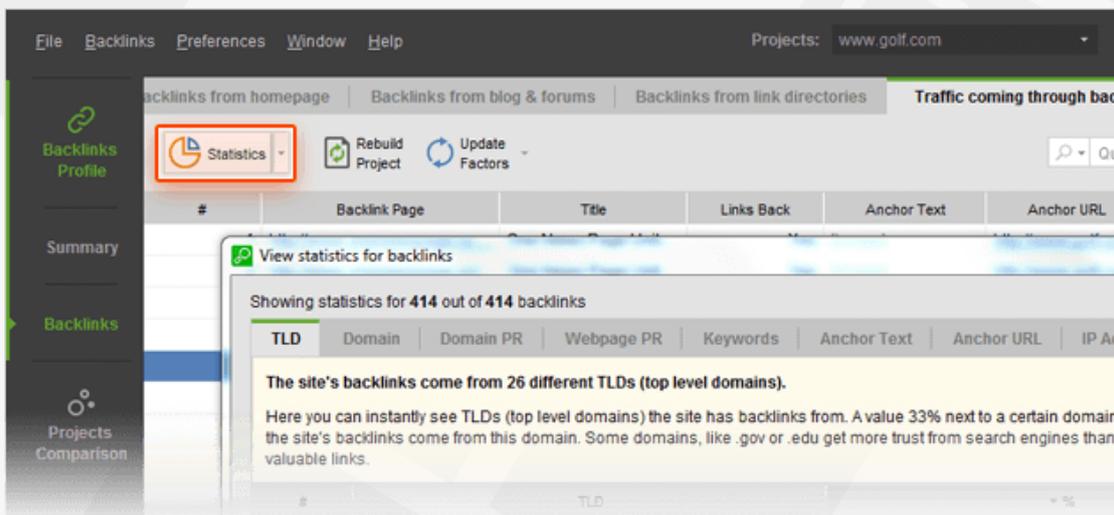


7. Check anchor URLs. Most links your site receives point to your homepage — the first level in the structure of your website. However you need to balance those links by a number of other links going to deep internal pages of the website.

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.



Tip: Get even more link profile stats in **SEO SpyGlass**. Switch to *Backlink Profile* -> *Backlinks* and click the *Statistics* button to get complete lists of TLDs, backlink countries, anchors, keywords, etc. for your whole link profile, rather than just the top ones.



Step 3: See how your links compare to competitors'

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

How-to: 1. Create projects for your competitors. Through *File -> New Project*, create projects for your 4 main competitors and save them.

2. Add competitor projects in the Projects Comparison module. Go back to your site’s project and navigate to the *Projects Comparison* module. Click *Add projects* and pick the ones you’ve just created for your competitors. Voila! Your backlinks will be compared to those of your top rivals against a bunch of crucial link factors, with a 1 to 5 overall rating assigned to each site.

Parameters	www.gpf.com	www.gpff.com	www.achillandshires.com	www.mercurius.co.uk
Total Backlinks	414	533	587	31
Total Linking Domains	223	113	57	14
IP Addresses	230	78	40	13
C-Blocks	211	67	39	13
Dofollow backlinks	381	277	464	9
Domains linking from h...	32	7	3	0
Top TLD	73% .com	68% com	54% .com	36% .uk
Top Country	84%	74%	81%	57%

Step 4: Pinpoint potentially dangerous backlinks

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

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

them safely removed.

How-to: Calculate Penalty Risk. In SEO SpyGlass' *Link Penalty Risks* workspace, carefully look through the *Penalty Risk* column to spot potentially dangerous links (if it isn't yet calculated for some of your links, click the 'i' button in the *Penalty Risk* column to see which factors need to be checked for the value to be calculated).

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

#	Backlink Page	Title	Penalty Risk	Links Back	Anch
1	http://shopforthebest.info/sports-golf.htm	Sports Golf Locate Best Price Inf...	50%	Yes	Welcome to
2	http://thebestgolfingguide.com/golf-shop.html	Golf Shop	50%	Yes	Welcome to
3	http://mysearch.com.ar/directorios/directorio_categoria.ph...	Deportes y Fitness Golf - Todo s...	47%	Yes	Welcome to
4	http://17mile.com/SWRC17sports.html	sports	47%	Yes	Golf.com
5	http://www.par40.com/author/jesse-l-boland/	Jesse Boland	44%	Yes	Wedge Sho
6	http://www.par40.com/category/game-improvement/	Game Improvement Archive	44%	Yes	Wedge Sho
7	http://www.par40.com/playing-golf-in-the-wind/	Playing Golf in the Wind, Learnin...	44%	Yes	Wedge Sho
8	http://01-02.idahosports.com/prolinks/prosportshome.html	IdahoSports.com	41%	Yes	GOLF.COM
9	http://www.geometry.net/sports/golf.html	Geometry.Net - Sports: Golf	38%	Yes	Welcome Tc
10	http://www.numerounity.com/2013_07_01_archive.html	July 2013 - NumeroUnity	38%	Yes	golf

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 backlink details. In *Backlink Profile* -> *Backlinks*, switch to the *Backlink Details* tab, and go through the available columns to double-check all the suspicious links you've found. Check if the backlink page is relevant to your topic, your geo-location, if the anchor text seems natural and if the website itself seems trustworthy.

#	Backlink Page	Title	Links B.	Anchor Text	Anchor URL	Domain IP	Page PR	Backlink status
1	http://www.womanonsports.net/	Woman on Sports	Yes	LIVE: Masters fo...	http://www.golf.com/tour-an...	74.125.1...	PR: 0	New
2	http://www.wired.com/playbook	Signature Sports Venue...	Yes	infamous par-3 ...	http://www.golf.com/golftou...	184.51.2...	PR: 3	New
3	http://autenzoo.com/	Autzen Zoo - An Oregon ...	Yes	Golf	http://www.golf.com/?xid=nb...	108.162...	PR: 2	New
4	http://falliday.com/	ATL All Day - An Atlanta ...	Yes	Golf	http://www.golf.com/?xid=nb...	104.28.1...	PR: 2	New
5	http://www.wsaz.com/sports	WSAZ West Virginia, K...	Yes	Masters fourth r...	http://www.golf.com/leaderb...	68.142.7...	PR: 0	New
6	http://www.wegoblogger31.co	Wegoblogger #31: Still ...	Yes	Golf Magazine's ...	http://courses.golf.com/top...	74.125.2...	PR: 0	New
7	http://12thmannrising.com/	12th Man Rising - A Sea...	Yes	Golf	http://www.golf.com/?xid=nb...	66.155.3...	PR: 5	New
8	http://1428elm.com/	1428 Elm - Horror movi...	Yes	Golf	http://www.golf.com/?xid=nb...	108.162...	PR: 0	New
9	http://www.onextrapixel.com/20	Healthy and Beautiful S...	Yes	Golf	http://www.golf.com/	173.255...	PR: 1	New
10	http://averagejoe.golfpro.com/	Average Joe Golf Pro : F...	Yes	Golf.Com Top 1...	http://blogs.golf.com/top100/	50.63.36.1	PR: 0	New
11	http://www.zachjohnsongolf.co	Zach Johnson Home Pa...	Yes	[Image]	http://www.golf.com/tour-an...	216.81.1...	PR: 3	New
12	http://www.zapiro.com/cartoon/	1207248 - The Meaning ...	Yes	Ernie Els once ...	http://www.golf.com/tour-an...	209.251...	PR: 1	New
13	http://9pointsrecords.com/	8 Points, 9 Seconds - A...	Yes	Golf	http://www.golf.com/?xid=nb...	104.28.1...	PR: 5	New

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

In SEO SpyGlass' *Backlink Details* tab, check with the *Page Facebook Popularity*, *Page Twitter mentions*, *Page Google+1's*, and *Page LinkedIn shares* columns to see how your backlink pages are performing socially.

Title	Links B.	Anchor Text	Anchor URL	Page Facebook...	Page Twitter me...	Page's Google +...
WSAZ - HomePa...	Yes	Tiger Woods to ...	http://hotlinks.golf.com/2014/04/01/...	6341	1	76
06880 Where W...	Yes	Golf.com	http://www.golf.com/tour-and-news...	968	0	0
zBlox	Yes	[Image] golf com	http://www.golf.com/	870	4	0
WSAZ West Virg...	Yes	Masters fourth r...	http://www.golf.com/leaderboard/m...	635	140	0
WSAZ West Virg...	Yes	Tiger Woods to ...	http://hotlinks.golf.com/2014/04/01/...	500	3	0
12th Man Rising ...	Yes	Golf	http://www.golf.com/?xid=nbar_sl_...	351	122	65
zBlox	Yes	[Image] golf com	http://www.golf.com/	279	13	1
WRDW Augusta...	Yes	Masters fourth r...	http://www.golf.com/leaderboard/m...	265	8	2
WLAD-AM	Yes	Watson's Maste...	http://www.golf.com/tour-and-news...	123	0	1
Woman on Sports	Yes	LIVE: Masters fo...	http://www.golf.com/tour-and-news...	123	260	5

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

In the *Traffic coming through backlinks* workspace, you can see how many visitors each of your backlinks has brought in the last 30 days in the *Visits to Your Site*

column. To update this factor, go to *Preferences -> Preferred Backlink Factors*, select *Visits to Your Site*, and hit *OK*. Back in the *Traffic coming through backlinks* view, select your backlinks and hit *Update factors*, selecting *Visits to Your Site* once more. Specify your Google Analytics credentials at the next step, and the tool will sync with your GA account and gather the traffic stats.

Page	Title	Links Back	Anchor Text	Anchor URL	External links	Visits to Your Site
	AusGolf - Linkswww.ausg...	Yes	Golf.com	http://www.golf.co...	Not yet checked	165
	n/news-magazin...	Yes	Golf Magazine	http://www.golf.co...	Not yet checked	144
	orts.htm	Yes	Golf.com	http://www.golf.co...	Not yet checked	126
	egory/huffington-p...	Yes	Johnson has bee...	http://www.golf.co...	Not yet checked	101
	bout/	Yes	Golf	http://www.golf.co...	Not yet checked	79
	/2011/02/	Yes	ClubTest	http://www.golf.co...	Not yet checked	74
	category/people/p...	Yes	Golf.com	http://www.golf.co...	Not yet checked	67
	htm? Let us know!	Yes	Golf.com	http://www.golf.co...	Not yet checked	58
	12th Man Rising - A Seattl...	Yes	Golf	http://www.golf.co...	Not yet checked	56
	category/sports/p...	Yes	Golf.com	http://www.golf.co...	Not yet checked	54

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

#	Backlink Page	Links Back	Anchor Text	Anchor URL	Tags
1	http://www.par40.com/category/ga...	Yes	Wedge Shots in...	http://www.golf.com/instructi...	contact to take link down
2	http://www.par40.com/author/jesse...	Yes	Wedge Shots in...	http://www.golf.com/instructi...	contact to take link down
3	http://www.numerounity.com/2013...	Yes	golf	http://www.golf.com/	contact to take link down
4	http://www.yourfirstpotbellystove.co...	Yes (Nofoll...	Read more...	http://www.golf.com/tour-an...	contact to remove Nofollow
5	http://www.youtube.com/user/GolfM...	Yes (Nofoll...	[Image] Golf.com	http://www.golf.com/	contact to remove Nofollow
6	http://www.womanonsports.net/	Yes	LIVE: Masters fo...	http://www.golf.com/tour-an...	contact to change anchor
7	http://autenzoo.com/	Yes	Golf	http://www.golf.com/?xid=nb...	contact to change anchor
8	http://www.wsaz.com/sports	Yes	Masters fourth r...	http://www.golf.com/leaderb...	contact to change anchor
9	http://www.wired.com/playbook/201...	Yes	infamous par-3 ...	http://www.golf.com/golf/fou...	contact to change anchor
10	http://dailiday.com/	Yes	Golf	http://www.golf.com/?xid=nb...	contact to change anchor

Step 6: Have harmful links taken down

Once you've identified dangerous links in your backlink profile, it's time to get rid of these reputation damagers. The most commonly used method of doing that is

by contacting the webmasters of sites that link to you, and simply asking them to take the links down.

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

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

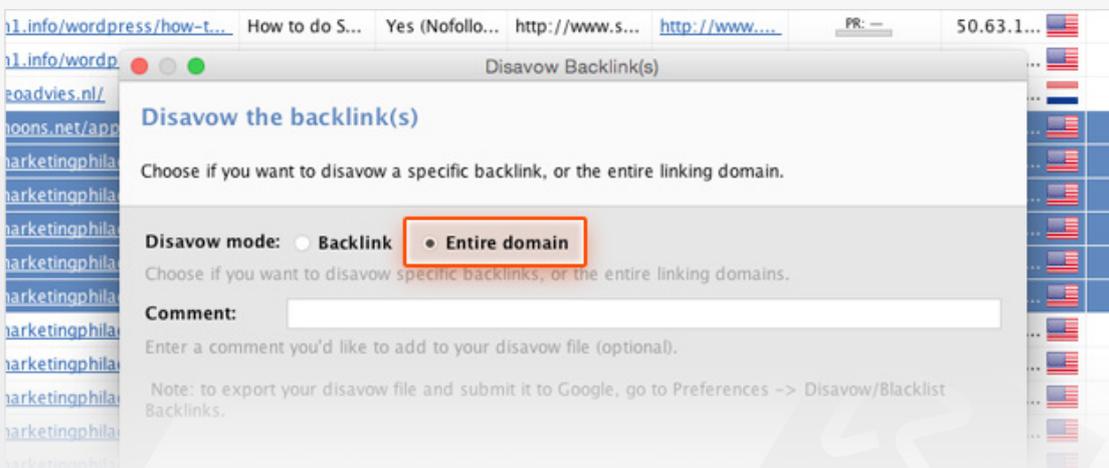
Step 7: Disavow links you're unable to remove

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

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

1	http://100kresources.com/seo-to...	SEO Tools & ...	Yes	SEO in practice	http://www....	PR: 0	17
2	http://1m1.info/wordpress/how-t...	How to do S...	Yes (Nofollo...	http://www.s...	http://www....	PR: —	50
3	http://1m1.info/wordpress/what-l...	What is the ...	Yes (Nofollo...	http://www.s...	http://www....	PR: —	50
4	http://1seoadvies.nl/	1 SEO Advie...	Yes	[Image] Certif...	http://www....	PR: 0	21
5	http://5moons.net/app.php?id...	SEO in Practi...	Yes (Nofollo...	SEO in Practice	http://www....	PR: —	63
6	http://7marketingphila...				http://www....	PR: —	19
7	http://7marketingphila...				http://www....	PR: —	19
8	http://7marketingphila...				pplicable	Not applicable	PR: —
9	http://7marketingphila...				pplicable	Not applicable	PR: 0
10	http://7marketingphila...				pplicable	Not applicable	PR: —
11	http://7marketingphila...				akes ...	http://www....	PR: —
12	http://7marketingphila...				pplicable	Not applicable	PR: —
13	http://7marketingphila...				pplicable	Not applicable	PR: —
14	http://7marketingphila...				akes ...	http://www....	PR: —

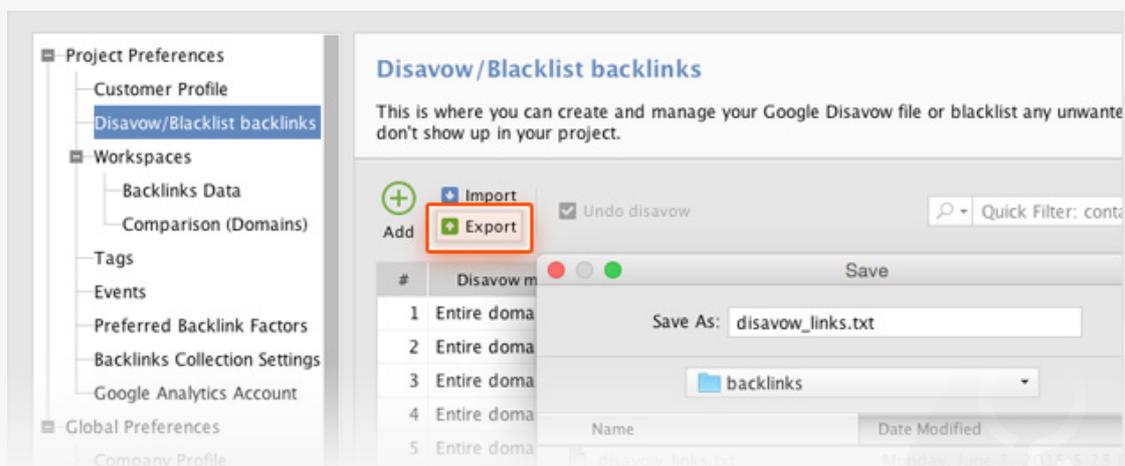
2. Decide if you're disavowing the backlink or the domain, and add comments. In the menu that pops up, choose whether you'll only be disavowing the backlink page you just added (*Backlink*), or the whole domain that links to your site (*Linking Domain*). At this step, you can also add a comment to the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



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

removed from the project completely).

Once you're happy with 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.



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

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

Your link profile is all clean and shiny!

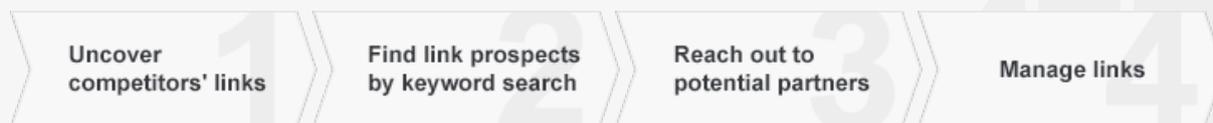
Now that you are done with backlink audit and free from spammy links, you've got a clean link profile to start working on. It's time to start building relevant, high-quality backlinks to win search engine's trust and respect.

Build quality links

(with the help of SEO SpyGlass and 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.

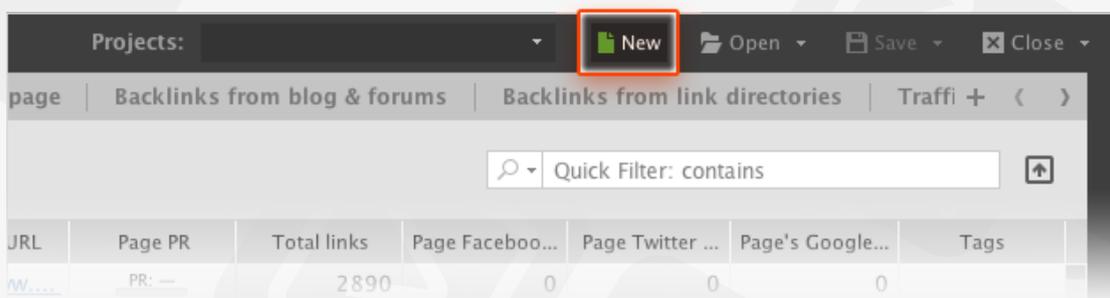


Step 1. Examine your top competitors' backlinks.

Find backlinks to your top ranking competitors, and throw together a list of high quality sites that you'd like to get links from, too.

How-to: 1. Create an SEO SpyGlass project for one of your top competitors.

Run SEO SpyGlass and hit *New* in the app's upper right corner. Enter the URL of the site of one of your best ranking competitors, and wait a moment for their backlinks to be collected.



2. Identify top link sources in the competitor's profile. In the SEO SpyGlass project you've just created for your competitor, select all backlinks the app has found and hit  to analyze the links (if thousands of links are found, make sure you update the data for bunches of up to 1,000 at a time). Once the update

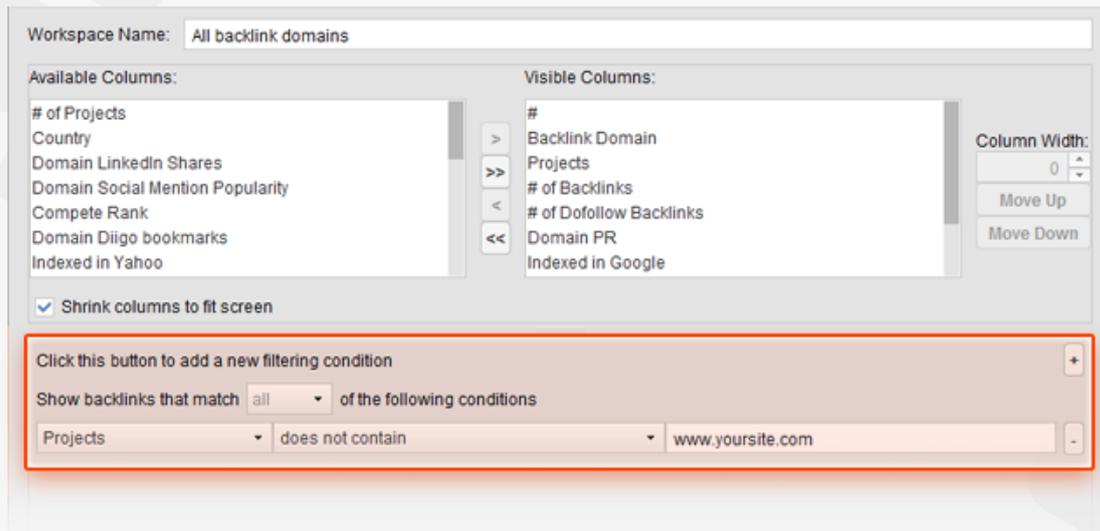
is complete, look at backlink authority factors like Page and Domain PR (or Moz's PA/DA), Domain Age, and Link Value to pick sources you'd like to make use of yourself. Remove the links you aren't interested in from the project by selecting them, right-clicking the selection, and hitting *Remove backlinks from project*.

Links Back	Anchor Text	Anchor URL	Page PR	Domain PR	Domain IP	Domain Age
No (Link missi...	Not applicable	Not applicable	PR: 2	PR: 6	23.64.2...	N/A
Yes (Nofollow ...	[Image]	http://www.s...	PR: —	PR: 6	38.127....	11y 5m
Yes (Nofollow ...	[Image]	http://www.s...	PR: —	PR: 6	38.127....	11y 5m
Yes (Nofollow ...	http://www.s...	http://www.s...	PR: —	PR: 6	108.171...	9y 10m
Yes	http://seoinp...	http://seoinp...	PR: —	PR: 1	104.28....	9y 1m
Yes (Nofollow ...	http://seoinp...	http://seoinp...	PR: —	PR: —	188.165...	9m
Yes	SEO In Practice	http://www.s...	PR: —	PR: 5	162.159...	4y 1m
Yes	SEO in practice	http://www.s...	PR: —	PR: 2	104.18....	9y 6m
Yes	http://www.s...	http://www.s...	PR: —	PR: 6	69.163....	6y 3m
Yes	http://www.s...	http://www.s...	PR: —	PR: 6	69.163....	6y 3m

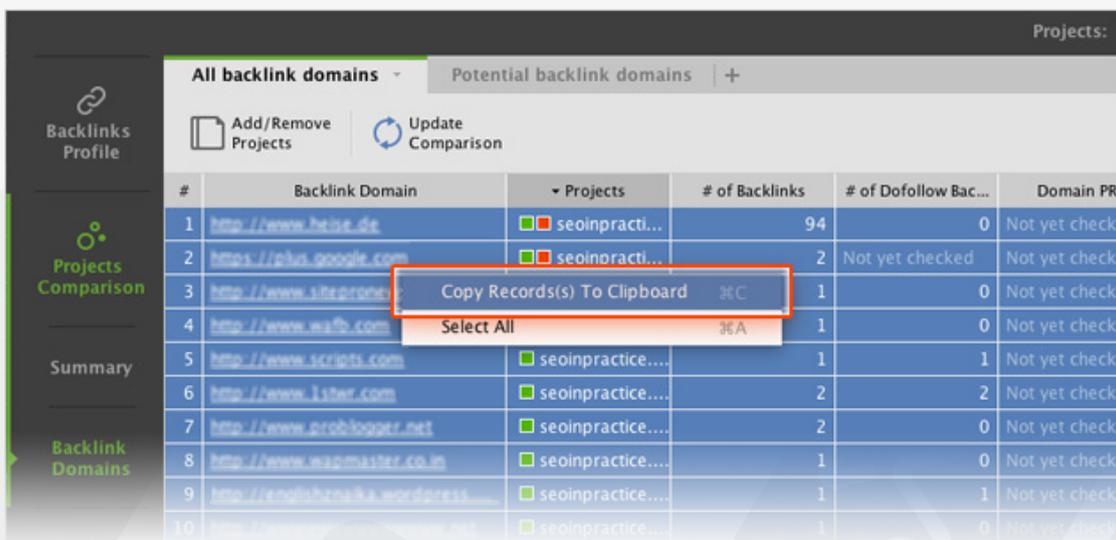
3. Repeat the process for other competitors. Go through the two steps above for up to 3 more competitors.

4. Filter out sites that already link to you. Go to the *Projects Comparison* module in SEO SpyGlass, and load the projects you've just created for your top competitors along with the project for your own site.

If your site already has a bunch of backlinks, you may want to filter those out – just in case some of your competitors' link partners already link to you. To do that, navigate to the *Backlink Domains* section of the *Projects Comparison* module, right-click the header of any column, and hit the  button to add a filter. Select *Projects, Does not contain*, and enter the URL of your website. Hit *OK* to apply the filter.



5. Export your list of top link sources. In *Projects Comparison -> Backlink Domains*, you should now see your shortlisted link partners from up to 4 of your competitors' link profiles, with those that already link to your site filtered out. Select all domains on the list, right-click the selection, and hit *Copy Records To Clipboard*. Paste the selection into a spreadsheet – you'll need to import the file into LinkAssistant later.



6. Import the list of prospects into LinkAssistant.

Run LinkAssistant and create a project for your site. Go to *File -> Import* and import the spreadsheet you compiled with top link sources from your competitors' profiles.

Step 2: Find more link opportunities

Apart from competitor research, there's a bunch of directions you could go in when it comes to finding link opportunities — here's a list of the most common techniques used by SEOs.

How-to: 1. Choose where to start. Review the commonly used partner search options below, and choose the ones that suite your niche best.

- **Mentions.**

It's likely there are numerous pages on the web that mention your product or brand, but do not link to your website. It makes sense to get in touch with the owners of these sites and ask if they would mind updating the pages' content with a link to your site.

- **Yellow pages, business associations, etc.**

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

- **Online reviews of products or services.**

Most probably, there are hundreds of blog posts online written about things related to your business. Quite often, a review of your product, company, or service is a win-win thing. 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.

■ **Guest blogging.**

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.

■ **Press release distribution.**

There are numerous press release syndication/distribution services on the web (PRWeb, PR Newswire, Market Wired, etc.) you can submit press releases to. As long as the press release contains links, this technique lets you get backlinks from other sites within a few hours. However, use this method with caution; its mass usage is against Google's guidelines.

Mind that this may not be the best way to get real press coverage – most journalists and bloggers are unlikely to pick up your story from a press release feed. If you want to get real press coverage, you might want to approach journalists directly or via a HARO request.

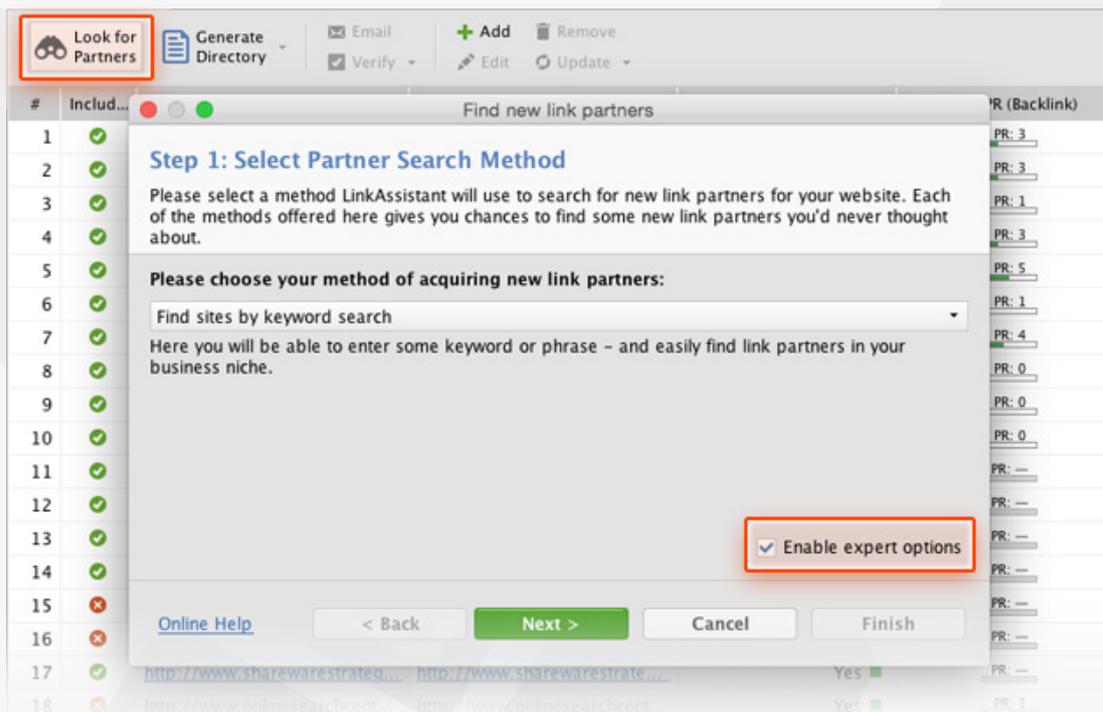
■ **Broken link building.**

Broken link building is a technique of locating broken links (links that lead to pages which no longer exist) on niche-relevant sites, and suggesting alternative URLs to link to (ones that lead to pages of your site). Typically, broken link building involves these steps:

1. Find resource pages using keywords like suggested resources, recommended websites, etc. plus keywords related to your niche, e.g. pet care recommended sites.
2. Check the HTTP response for outbound links from these pages and find links leading to pages with a 404 response code.
3. Contact the webmasters asking to replace 404 links with a relevant link to your site.

To a large extent, the success of broken link building depends on the quality of the new page you are offering in return for the broken links. Its content needs to be relevant, and the page should preferably be an improvement above the original link in terms of quality.

2. Start the search in LinkAssistant. Now that you've selected the methods of partner search you'll use and chosen the technique to start with, it's time to get down to the actual search for potential links. In the LinkAssistant project you created and imported competitors' links into, click . Select *Find sites by keyword search* as the search method, tick *Enable expert options*, and click *Next*.



3. Enter your keywords. Depending on the link building method you're using, enter the keywords to find potential partners by.

To give you an idea of what keywords to use, here is an example: say, you own *PetCare*, a store in Jacksonville that sells pet care products. See table below for keywords you might want to use.

Mentions	PetCare
Yellow pages & biz directories	Florida business directories Pet stores yellow pages Jacksonville business association
Reviews	Pet stores review Compare pet stores in Jacksonville
Guest blogging	Blog about pets
Press releases	N/A
Broken link building	Pets useful resources Pet care recommended sites Pet shops suggested links

4. Adjust the prefs for the search. After you've entered your keywords, choose the search engines to look for link prospects in and set the number of potential link partners to find (if you are not sure how many you are looking for, it's a good idea to start with around 100). Skip Step 5 - simply press *Next*. At Step 6, check the first, third, and last box and uncheck the rest — you won't need this info for now.

Step 6: Get Additional Partner Information

You can choose to acquire some extra partner info that will let you better choose high-quality link partners and arrange links with them. However the more info you collect, the longer it'll take the software to collect results.

Automatically acquire title and description.

Tells LinkAssistant to try and find out the title and description of each URL it processes.

Acquire Google PageRank value and other search engine ranking factors.

Tells LinkAssistant to show you how "popular" a potential link partner is in major search engines.

Try to acquire contact information.

Choose this option, and LinkAssistant will try to acquire emails of the prospective link partners. This might take a while, and still the emails sometimes cannot be found (ex. site owners just don't specify them). In this case, you may opt to use an option from the dropdown list below.

If contact name cannot be found, use:

If contact email cannot be found, use:

Allow duplicated link partners.

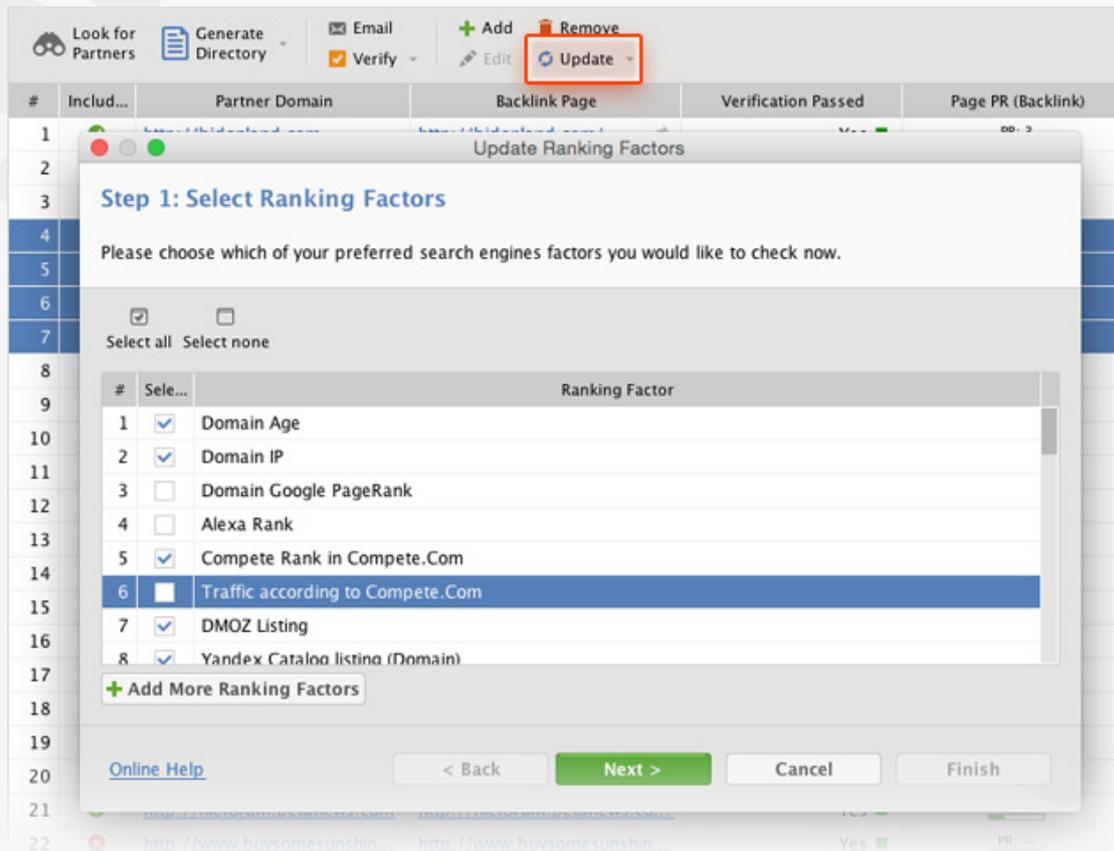
Tells LinkAssistant to add all found link partners to the project, including those already present in it.

Get complete URLs.

Otherwise LinkAssistant will collect only top-level domains.

Hold on a minute, and LinkAssistant will come up with a list of pages. At Step 8, select all URLs the software has found and click *Finish*. Your workspace should now be populated with URLs of potential link partners.

5. Check the value of potential links. Select all records in your LinkAssistant project, click , and select *Update ranking factors*. Choose factors you'd like to update to determine the quality of the potential link (like Page and Domain PageRank (or Moz's PA/DA), Link Value, and Domain age) and hit *Next*.



Examine the stats and pick pages you'd like to get links from. Delete the ones that you decided against by right-clicking them and hitting *Remove link partners*.

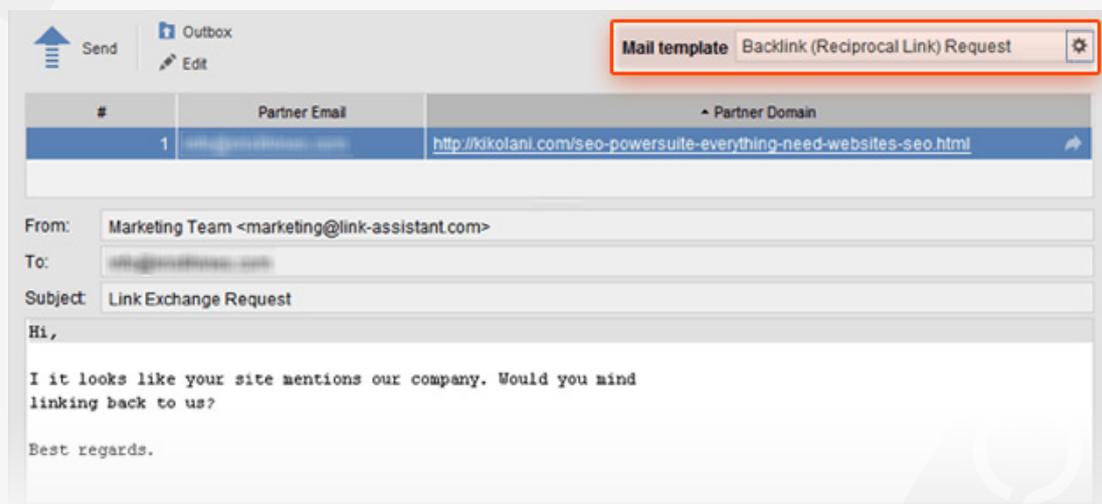
6. Repeat for other link-building techniques. Go through the process again, changing around the keywords to find partners by.

Step 3: Get in touch with link prospects

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

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

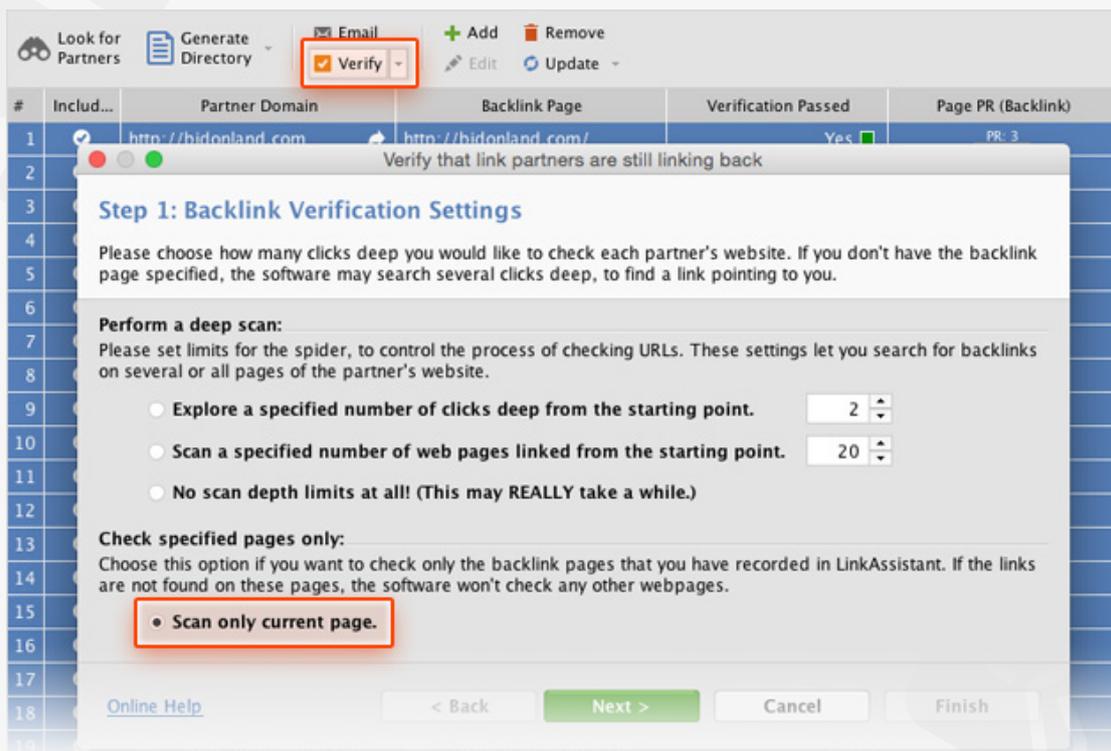
2. Email potential partners. Select the partners you'd like to contact (make sure you select partners that belong to the same partner group). Click , pick the email template you'll send out to this group, and hit the *OK* button.



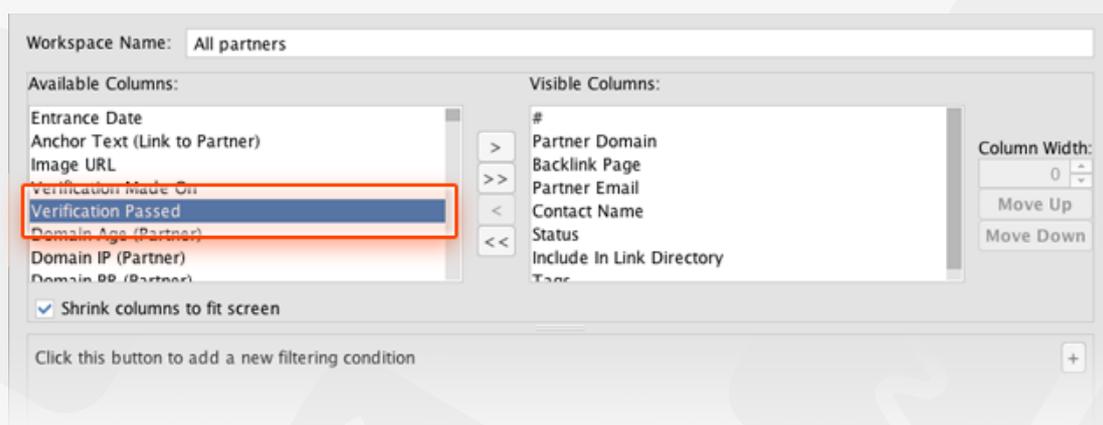
Step 4: Manage your links

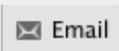
Keep an eye on the links you've built as your link profile keeps growing. Remember to regularly check that your links are in place, have the right anchor text, and don't get under a Nofollow tag.

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



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



In the *Verification Passed* column, examine the verification status of each of your partners. Look out for links that come back with a *No* status (these links are no longer found on the backlink page), get under a Nofollow tag, or have wrong anchors. When necessary, contact your link partners right from LinkAssistant (by selecting the partner in your workspace and hitting ) 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.

Enjoy top rankings!

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

Happy SEOing!

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