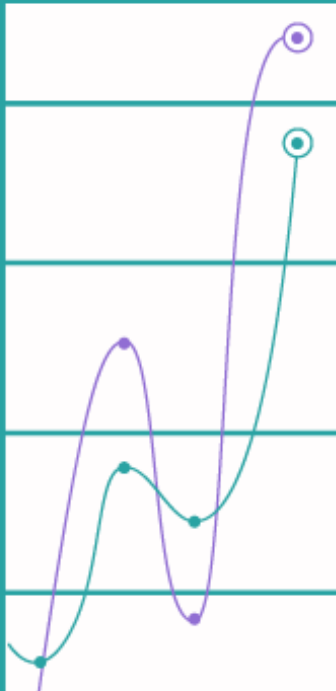




Move your site to the top!



A Quick Start Guide On How To Promote Your Site Using WebCEO

Welcome to WebCEO, a set of 15 cloud-based tools for SEO, Social Media Analytics and Competitive Analysis. This platform boasts state-of-the-art reporting functionality and the ability to go 100% white-label on your own domain.

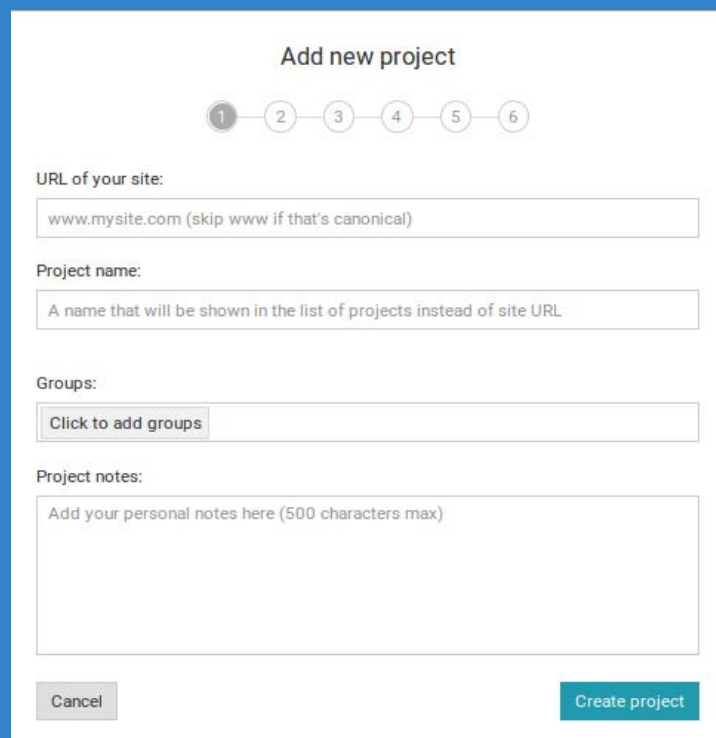
We thought it would be great to provide you, our users, with some details about how WebCEO can help you improve your website's positions across all popular search engines and Social Media.

Website promotion consists of the following stages: conduct a site audit and niche analysis, act according to the recommendations of WebCEO for better site optimization, implement effective link building and performance tracking. The process is cyclic, so after you finish the optimization, you need to do an analysis of what's been done and see what you can do to improve things further. Here's how to do this with WebCEO.

1 Getting Started

1. Add your site to the projects

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



Add new project

1 2 3 4 5 6

URL of your site:

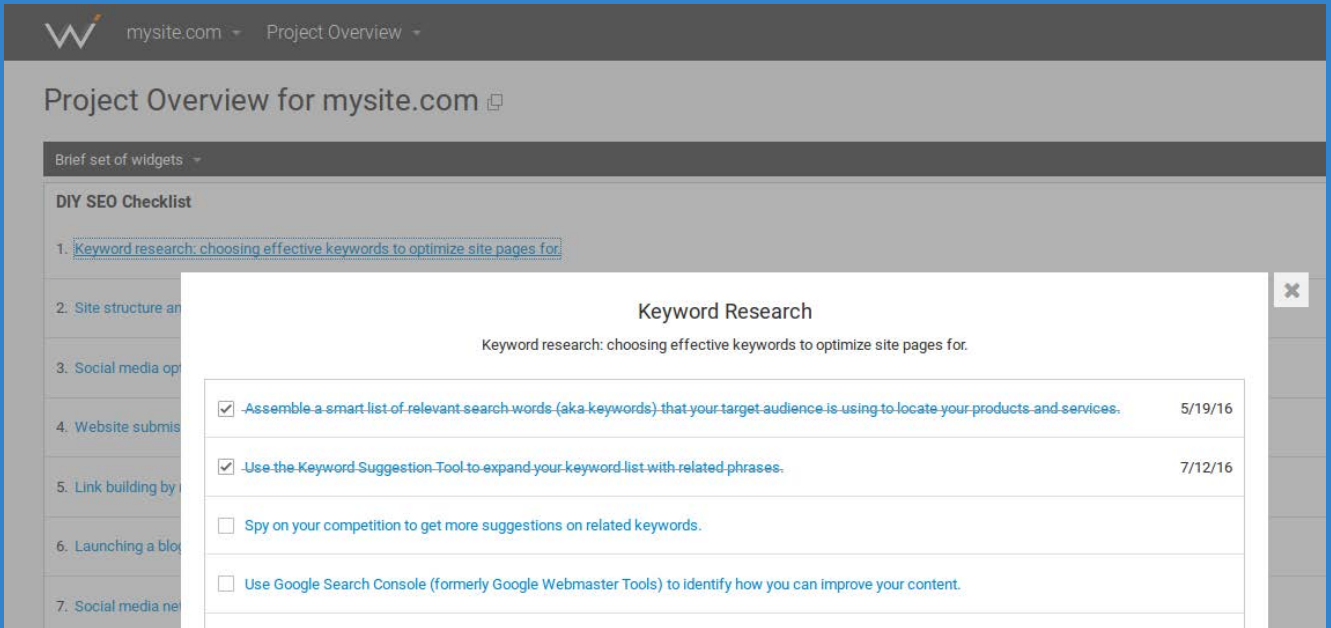
Project name:

Groups:

Project notes:

2. Use an SEO Checklist as your roadmap

After the site has been added, you'll see the *Project Overview* dashboard which includes a configurable set of widgets with data from all the WebCEO tools. Pay attention to the '*DIY SEO Checklist*' widget where you'll find out what needs to be done for your site in order to promote it the best way. Use it as an SEO checklist – mark each task as it has been done and move to the next one.



The screenshot shows the 'Project Overview for mysite.com' dashboard. A sidebar on the left lists various widgets, with 'DIY SEO Checklist' selected. A modal window titled 'Keyword Research' is open, displaying a list of tasks with checkboxes and completion dates.

Keyword Research	
Keyword research: choosing effective keywords to optimize site pages for.	
☒ Assemble a smart list of relevant search words (aka keywords) that your target audience is using to locate your products and services.	5/19/16
☒ Use the Keyword Suggestion Tool to expand your keyword list with related phrases.	7/12/16
☐ Spy on your competition to get more suggestions on related keywords.	
☐ Use Google Search Console (formerly Google Webmaster Tools) to identify how you can improve your content.	

Check how you are performing in search engines

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

1. Configure all the necessary settings for the Rank Tracker:

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

Wmysite.comRank Tracking

ReportsEN

Tool SummaryBriefDetailedBy PageBy TagHistorical DataCompetitor RankingsSettings

Rank Tracking Summary formysite.com

Brief set of widgets

Average ranking position

Google.com (USA) - Los

Mobile - Bing.com (USA)

Top 5 keywords by rank

Keyword	Google
6	↑ 3
18	↓ 7
27	↑ 1
27	↓ 2

Settings

Keywords (8)

Search engines (4/50)

Mirrors & Subdomains

Alternative URLs

Competitors (3/20)

Paid & vertical results

Columns

Type-in or select keywords below to check your rankings for:

☐ ☆ Search keywords

All tags

☒ notifier

☒ simple email client

☐ ms outlook plugins

☐ ms outlook

☐ download mail notifier

☐ free email client

☒ best email client

☐ outlook plugin

☒ download email client

☐ free mail server

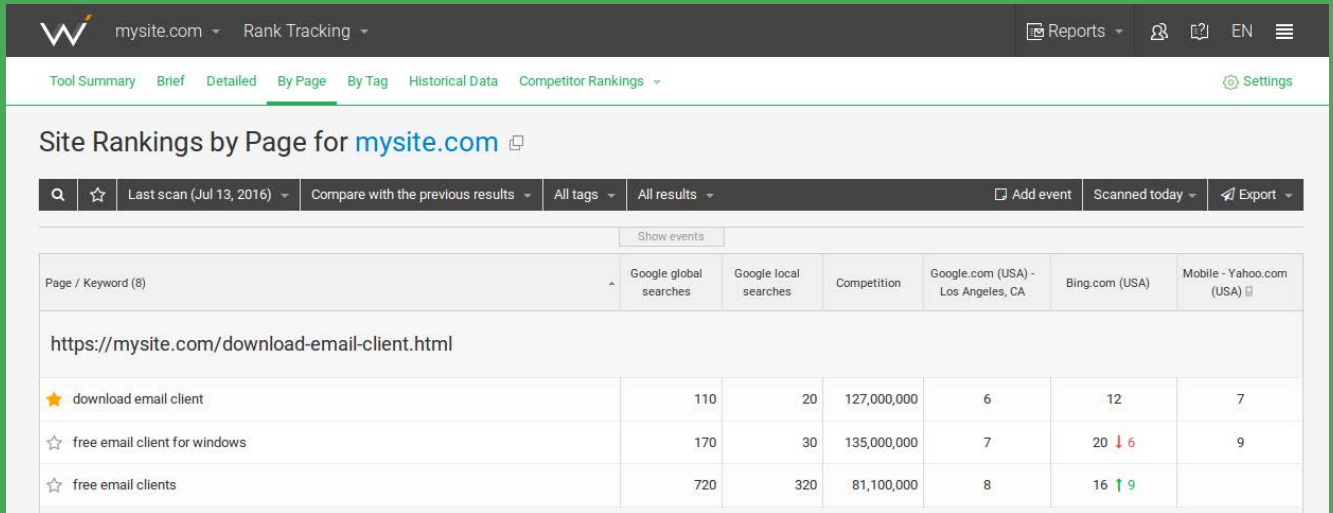
☐ free email software

☒ email sorting

☒ free email clients

2. Analyze your rankings

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

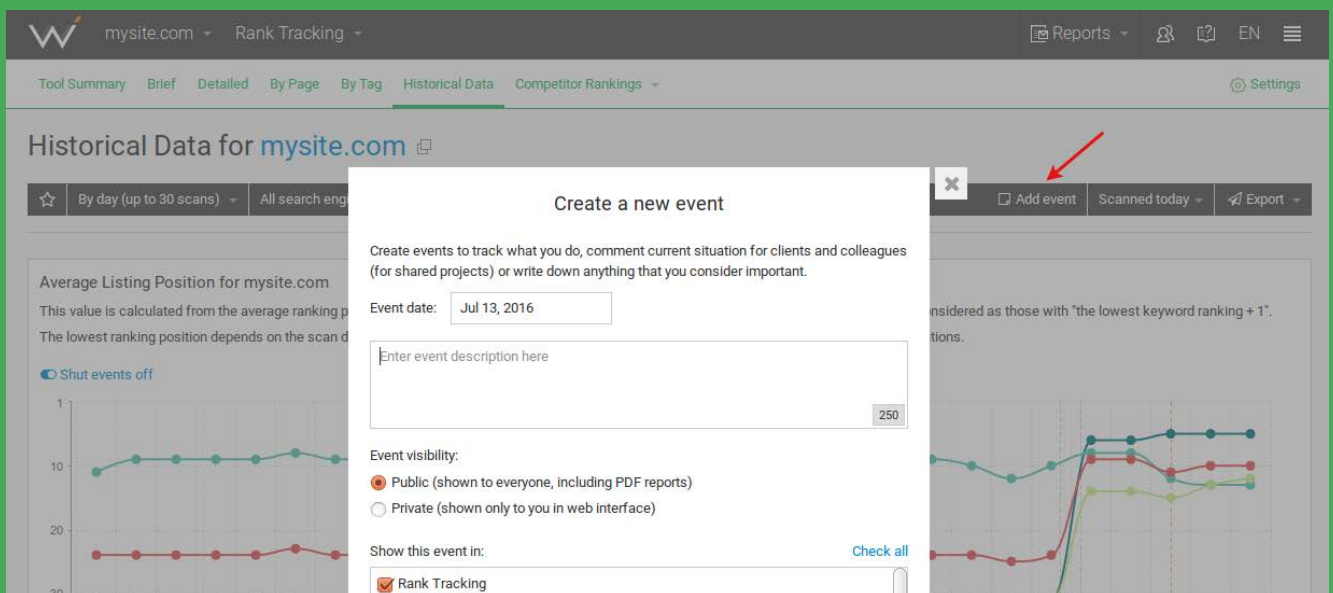


Page / Keyword (8)	Google global searches	Google local searches	Competition	Google.com (USA) - Los Angeles, CA	Bing.com (USA)	Mobile - Yahoo.com (USA)
https://mysite.com/download-email-client.html						
★ download email client	110	20	127,000,000	6	12	7
☆ free email client for windows	170	30	135,000,000	7	20 ↓ 6	9
☆ free email clients	720	320	81,100,000	8	16 ↑ 9	

3. Check Google Updates benchmarks. Use the Journal of Events.

With the Google updates dates shown on the *Rank Tracking* and the *Web Analytics* graphs, you can easily understand (and explain to your clients), if your site rankings (and thus traffic) were affected by **Google updates**.

You can **add your own events** describing your SEO actions, leave notes to yourself, communicate with your team or explain report data to your clients in addition to the Google updates that we will add for you. Click on an 'Add Event' link in any WebCEO tool to do this. All your entries will be kept in the Journal of Events on a regular basis.



Create a new event

Create events to track what you do, comment current situation for clients and colleagues (for shared projects) or write down anything that you consider important.

Event date: Jul 13, 2016

Enter event description here

Event visibility:

- ☒ Public (shown to everyone, including PDF reports)
- ☐ Private (shown only to you in web interface)

Show this event in:

- ☒ Rank Tracking

3

Keyword Research. Choose the best keywords for search engine optimization

1. Get suggestions on related keywords

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

2. Organize your keywords in a keyword basket

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

Keyword List (34)	KEI	Google global searches	Google local searches	Bid competition	Search Trends	Tags
best email software	2.99	720	210			software x
contact management software	0.01	4,400	2,900			software x
e-mail software	2.14	1,000	40			software x
email server software	0.84	720	320			software x
free email clients	6.59	720	320			free x
free email server software	1.84	110	40			free x
free email software	2.76	880	210			free x
free mail server	9.84	3,600	390			free x
outlook express download	19.21	9,900	1,900			outlook x
outlook express email	8.05	4,400	1,900			outlook x

4

SEO Audit. Optimize the most important pages of your site and run a website SEO audit

1. Select landing pages

Go to the *SEO Analysis tool's* Settings and specify your keywords for each landing page.

Landing Page SEO for mysite.com

Settings

- Scan settings
- Exclusions
- On-Site SEO factors
- Landing pages (6/100)**
- Landing page SEO factors
- Columns

The list of analyzed landing pages you want to optimize and keywords assigned to them:

Search landing pages

- Home page** (2 keywords)
Title: EmailTray, an email client and email notifier for Windows and Android
- download-email-client.html** (3 keywords)
Title: Download Free Email Client for Windows
- email-notifier.html** (0 keywords)
Assign up to 5 keywords with which to analyze how well your landing page is optimized. We recommend that you choose long-tail keywords with high search numbers that will bring targeted visitors. [Add keywords](#)
- features.html** (0 keywords)
- outlook-plugin-email-client-software.html** (0 keywords)
- best-email-client.html** (3 keywords)
Title: Best email client - EmailTray

[Add landing page](#) You can also import landing pages from a CSV file in the Landing Pages Overview report.

[Cancel](#) [Save](#)

2. Get keyword-specific SEO advice on each landing page

Use the '*Landing Page SEO*' report to get trustworthy SEO advice on how to optimize your site pages.

The '*Landing Pages Overview*' report shows your landing pages' optimization scores and other important SEO factors at a glance.

Landing Pages Overview for mysite.com

Q

+ Add landing page

□ Add event

Scanned 2 days ago

↗ Export

↓ 65%

Site optimization

3

Pages with Critical Issues

84

Avg. Page Speed Score

40 ↓ 33

Avg. Mobile Page Speed Score

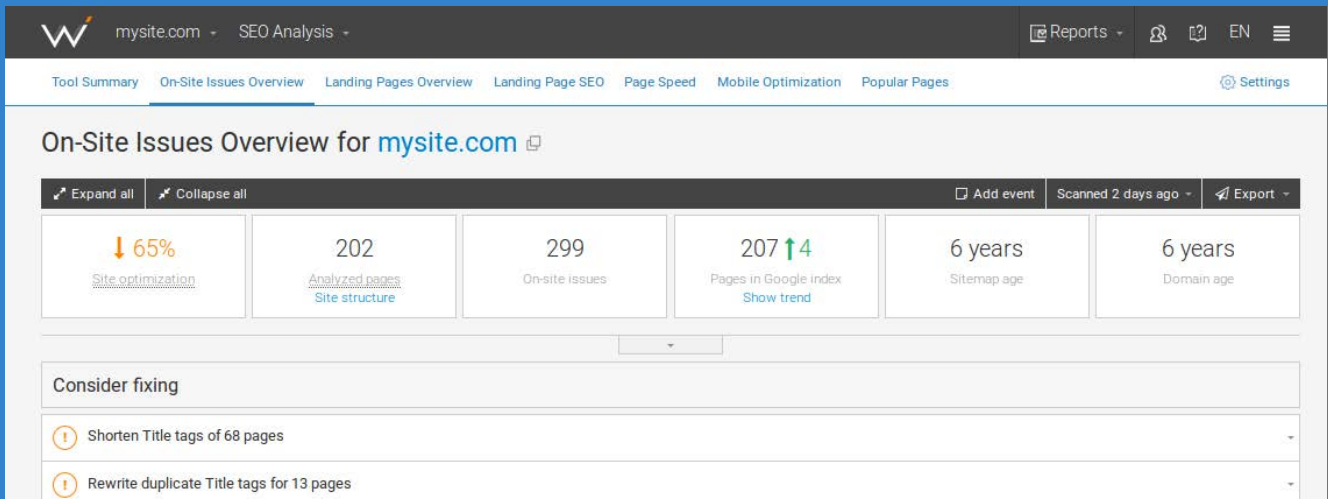
3,933

Visits to Landing Pages

Page (7)	Page Optimization	Critical SEO Issues	Page Speed Score	Google mobile friendliness	Mobile Page Speed Score	Broken Links	Backlinks	Social Citations	Visits (last 30 days)
▶ best-email-client.html Title: Best email client - EmailTray	82%	1	85	!	-	-	1 ↓ 1	1 ↓ 6	44
▶ Home page Title: EmailTray, an email client and email notifier for Windows and Android	70%	1	81	!	67	-	855 ↓ 64	8	1,614

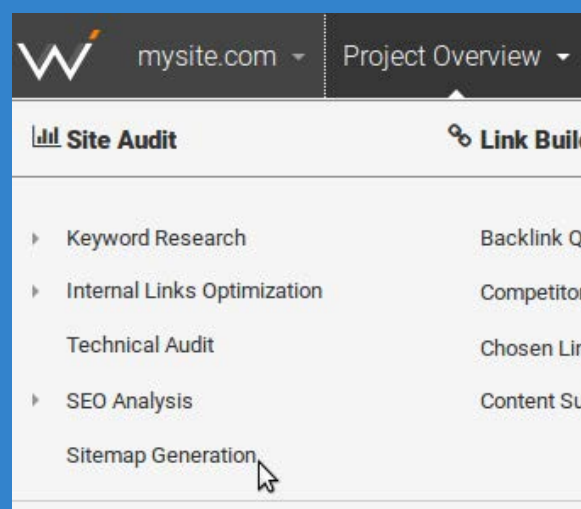
3. Get overall SEO advice on your site

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

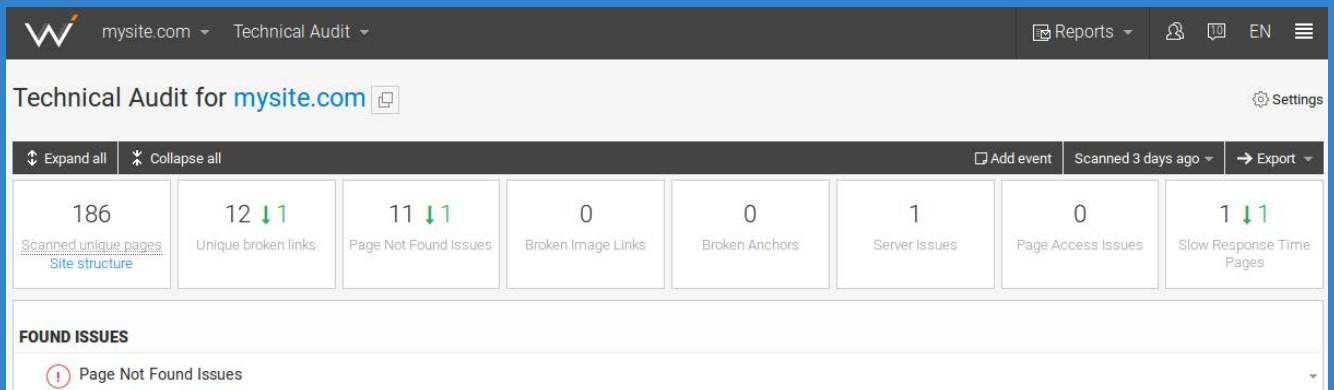


4. Create a sitemap if you haven't done it yet

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

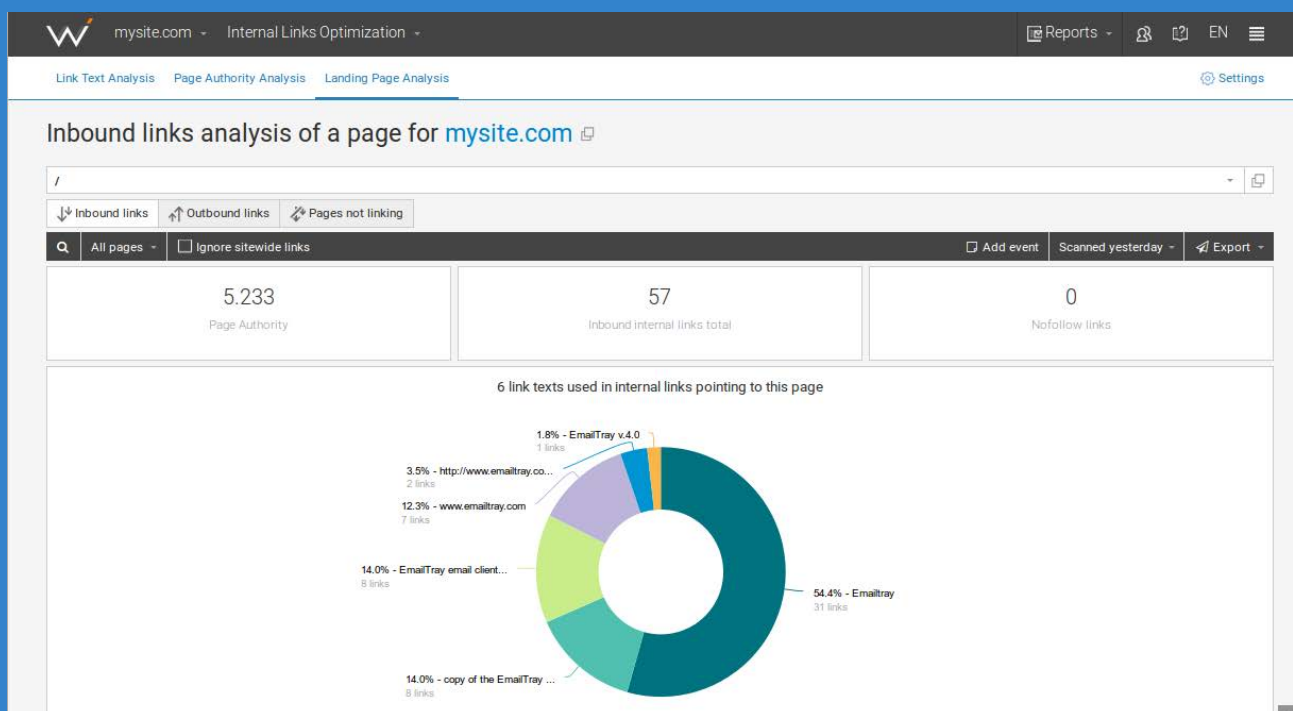


5. Check your site for broken links, anchors and other site accessibility issues with the *Technical Audit tool*



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

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



TIP

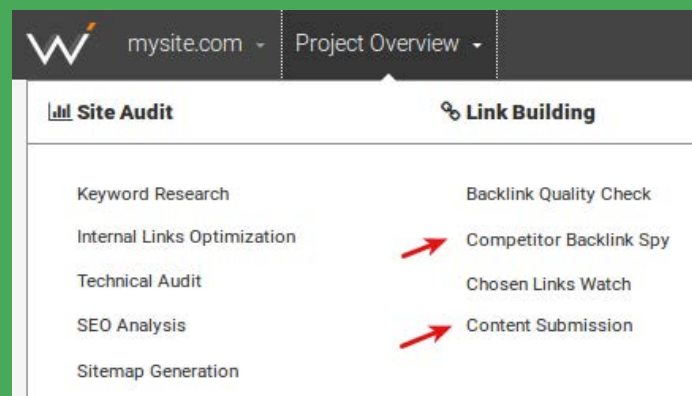
For more details on how to work with this tool, read [this post in our blog](#).

5

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

1. Spy on your competitors

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

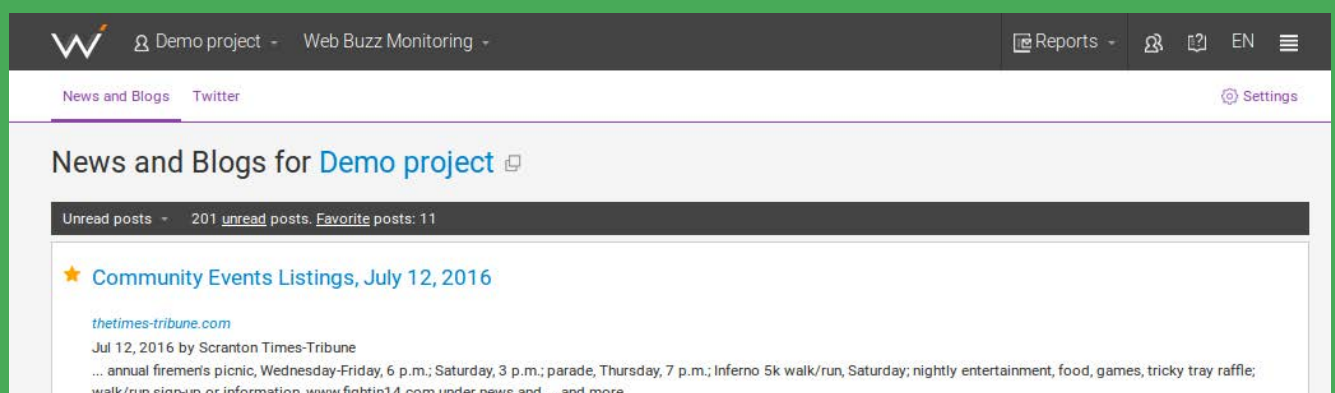


2. Submit your content to search engines and directories

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

3. Monitor social mentions to create more links

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

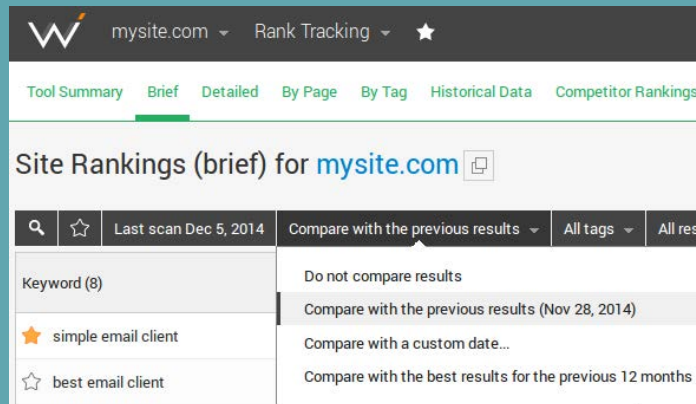


6

Performance Analysis. Track your optimization results

After you've done most of the SEO for your site, it's time to sum up results.

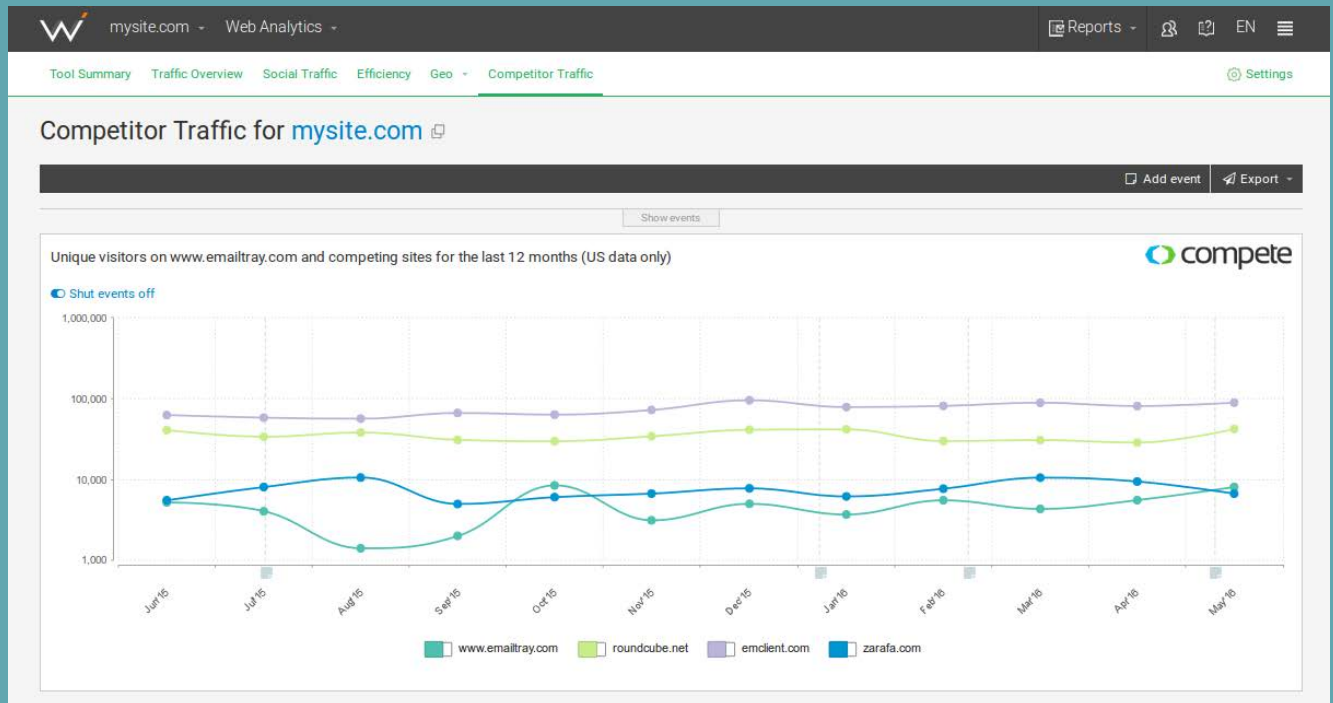
- ▶ **Watch your positions rise with the *Rank Tracking* tool.**
Use the '*Compare with the previous results*' filter to understand the difference.



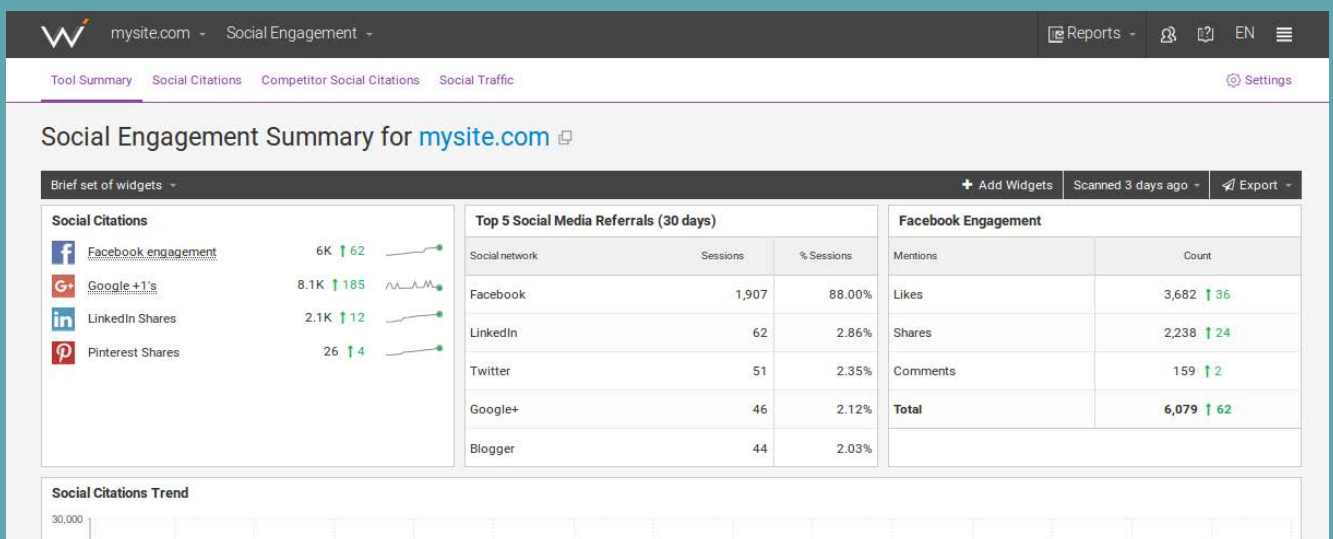
- ▶ **Track if the number of backlinks has grown with the '*Backlink Quality Check*'** and if the quality of some specific important backlinks has or hasn't changed with the *Chosen Link Watch* tool.

Do link detox. In order not to risk your search engine positions and to prevent a Google penalty, you can easily monitor your site backlink profile with WebCEO and, therefore, quickly detect low-quality links and report them to Google. Use the '*Toxic Links*' report located in the *Backlink Quality Check* tool.
Read this [post](#) in our blog to learn how to fix toxic links with WebCEO.
- ▶ **In the '*Web Analytics*' module you will track visitors to your site,** marketing campaigns performance and other important metrics.
- ▶ **Learn your competitors' best practices** with the help of the '*Competitor Metrics*' reports. With this tool you will:
 - ▶ always be informed about the pages of your site that need to be fine-tuned to outrank your competitors,
 - ▶ know how well your website is doing compared to your competitors,

- analyze your competitors' traffic trends.



- Monitor your social media popularity and check your competitors' social trends with the *Social Engagement tool*.

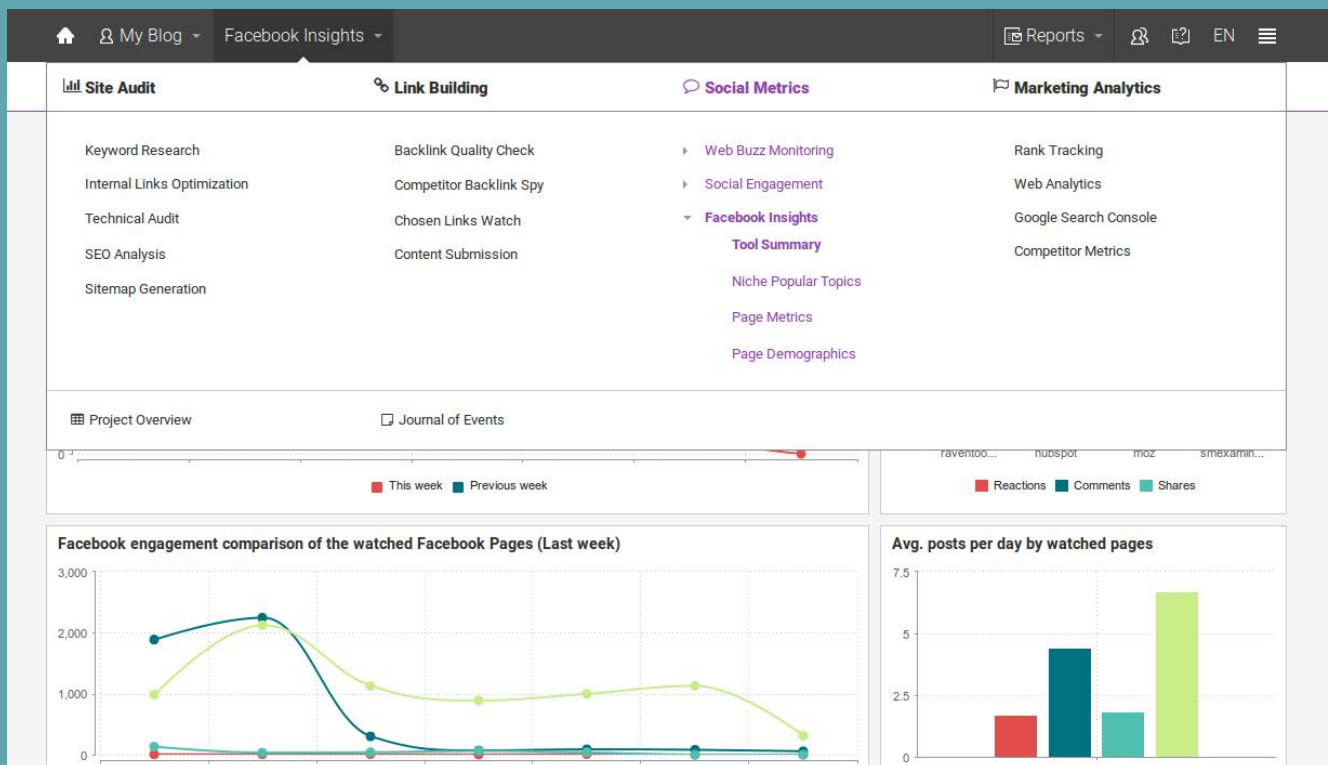


► **Get a summary of your and your competitors' Facebook traffic.**

Connect your Facebook Pages to your WebCEO account in the *Facebook Insights tool*. This tool will help you to:

- See how quickly **your Facebook network grows**,
- **Learn from your competitors** and discover what content drives engagement in your market,
- Know if your readers **hide your posts** from their timelines.

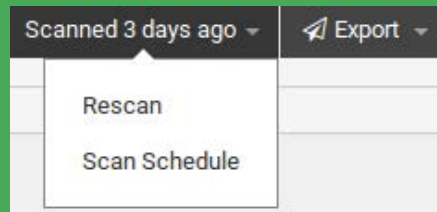
This information is essential to prioritize your efforts, create better content, and drive real social growth.



7 Report Scheduling & Emailing

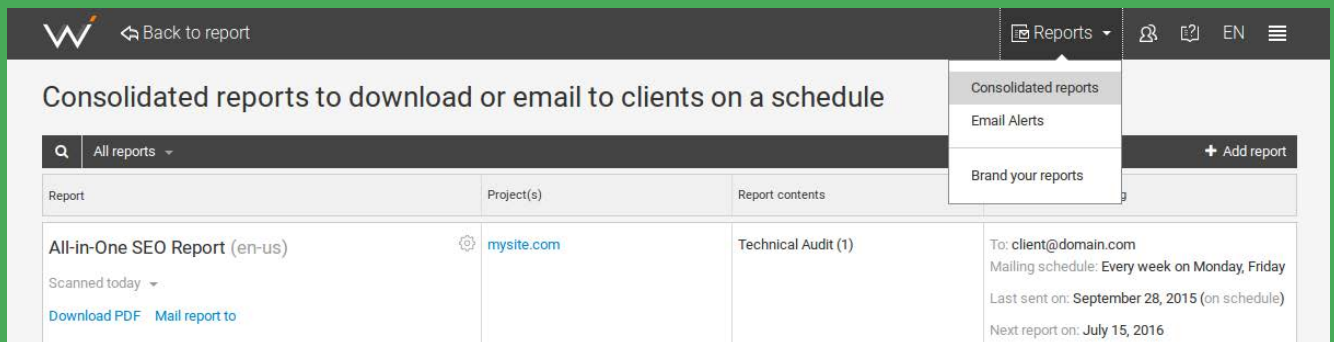
1. Run reports on a schedule

Save your time by setting up WebCEO to run your reports automatically. Manage your scan schedule from a website 'Project Dashboard'. Also, most of our tools contain a 'Scan schedule' option in the Scanning menu.



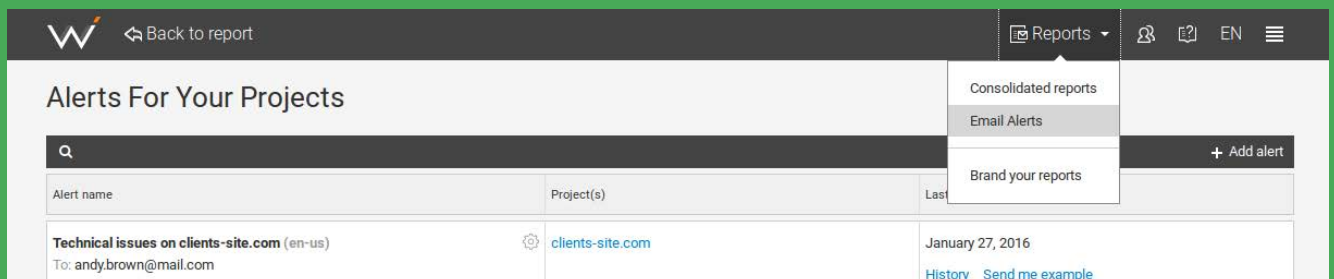
2. Email reports on a schedule

Set WebCEO to **automatically email reports on a schedule** (use the '*Consolidated reports*' link at the top of the user interface to do this). Configure your settings to get an all-in-one SEO report with your custom design and get it emailed to your client or yourself. Read more about branding options in section 8 below.



3. Be alerted when bad things happen

Select critical issues you want to be informed about (negative changes like a sudden rankings drop, an important link disappearance, etc.) and get an email sent to a person in charge.



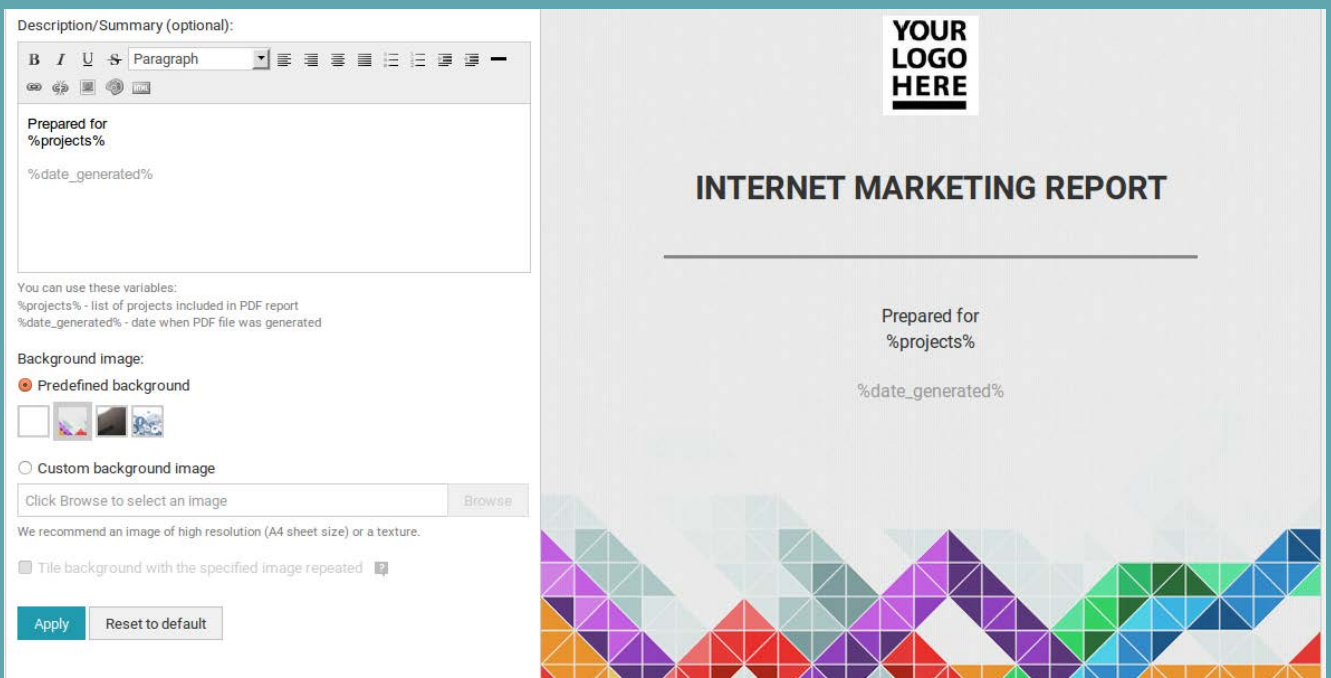
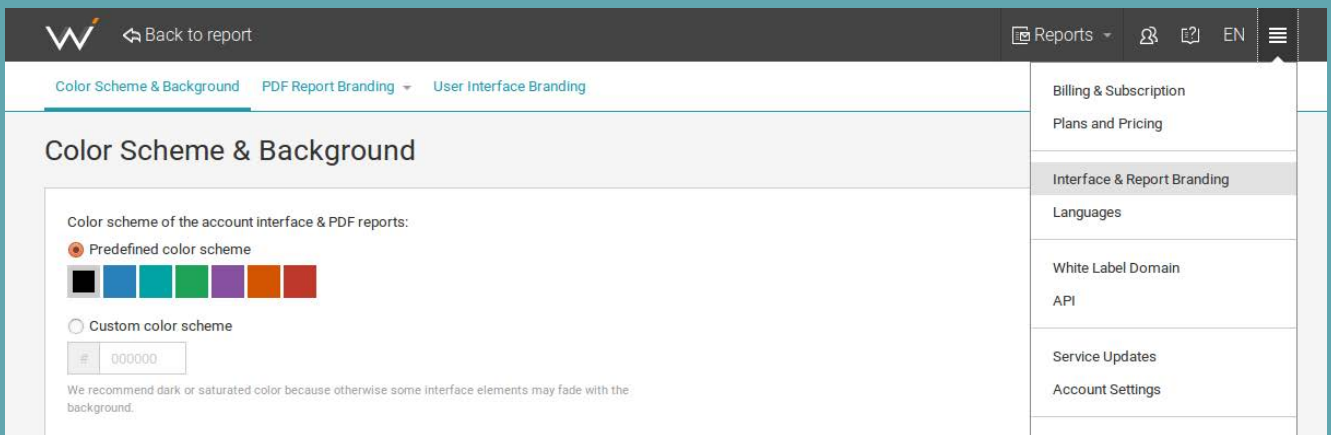
8 Interface & Report Customization

1. Brand your PDF reports and the look of your user account interface

To customize your account interface **color scheme and background image**, go to the 'Color Scheme & Background' tab. To customize your **PDF reports** (logo, header, footer, color scheme, cover page), go to the 'PDF Report Branding' tab.

[View a Sample Branded Report](#)

To customize your **user interface details** (home page button, background image, browser favicon etc.), go to the 'User Interface Branding' tab). This option is especially **important if you work in a team** and/or give access to your account to clients.



Select 'User Manager' in the top right corner to add a user group. Users of paid service plans can allow any other WebCEO users (including the free ones) to work on their sites. You can share projects with them and provide them with various levels of permission (limits on keywords, scan frequency, ability to create new projects).

2. White-Label SEO Tools

Configure a custom domain to run your own SEO tools on your own website (branded with your custom design).

What's the benefit? You avoid the costs of developing SEO tools yourself and use WebCEO as a turn-key, branded SEO platform to resell SEO services or provide SEO reports on your own website.

If you are interested in the **100% branding** of all Web CEO service including tools and reports, read more about our [White Label Solutions](#) or contact Allen MacCannell via Skype: WebCEOOnline or at allen@webceo.com.



3. Multiple Languages

Provide your clients with professional SEO reports **in their native languages**.

Translate yourself or use the translations your fellow WebCEO users have already made. Go to *My account > Languages* and add the languages you want to use for your reports or for the Web CEO interface.

You can translate specific tools and reports within WebCEO with the *Translation mode* enabled (it becomes available once you have added at least one language). Open the report of your choice and use the pencil icons next to each word or phrase.

9

SEO Lead Generation Module. Get Quality SEO leads thanks to WebCEO

1. Provide an express SEO Audit to impress your potential client

Add a **potential client's website** in our 'SEO Leads' tab (center of your main dashboard) and provide your site's visitors with an express SEO Audit report in PDF format (you can also generate and email this while speaking with your prospects on the phone).

Lead (2)	Home page Google PR	Site performance	Bid competition	Lead details	Created on
☐ www.emailtray.com View report Add to projects	4	51%		alex@emailtray.com	7/20/15, 11:56 AM

2. Place a button on your website and get quality leads automatically

Add a **'Free SEO Audit' widget button** on your website and get your SEO leads automatically. Every visitor of your site who clicks the button and sends a request, will get an all-in-one SEO Audit report by email. You'll get an automatic lead recorded at the 'SEO Lead Generation' tab.

Once you qualify the SEO leads, you can convert their records into active projects easily. Work on their SEO and follow-up later with professional reports to clients that show your success. Go to the Settings on the SEO Lead Generation page to configure the layout of the button widget, target countries and daily budget.

SEO Leads settings

- Button widget settings
- Report contents
- Report configuration
- Email settings
- Targeting
- Limits (\$20.00)
- Notifications

Configure the layout of the button widget that will be placed on your site page(s):

Text on button:

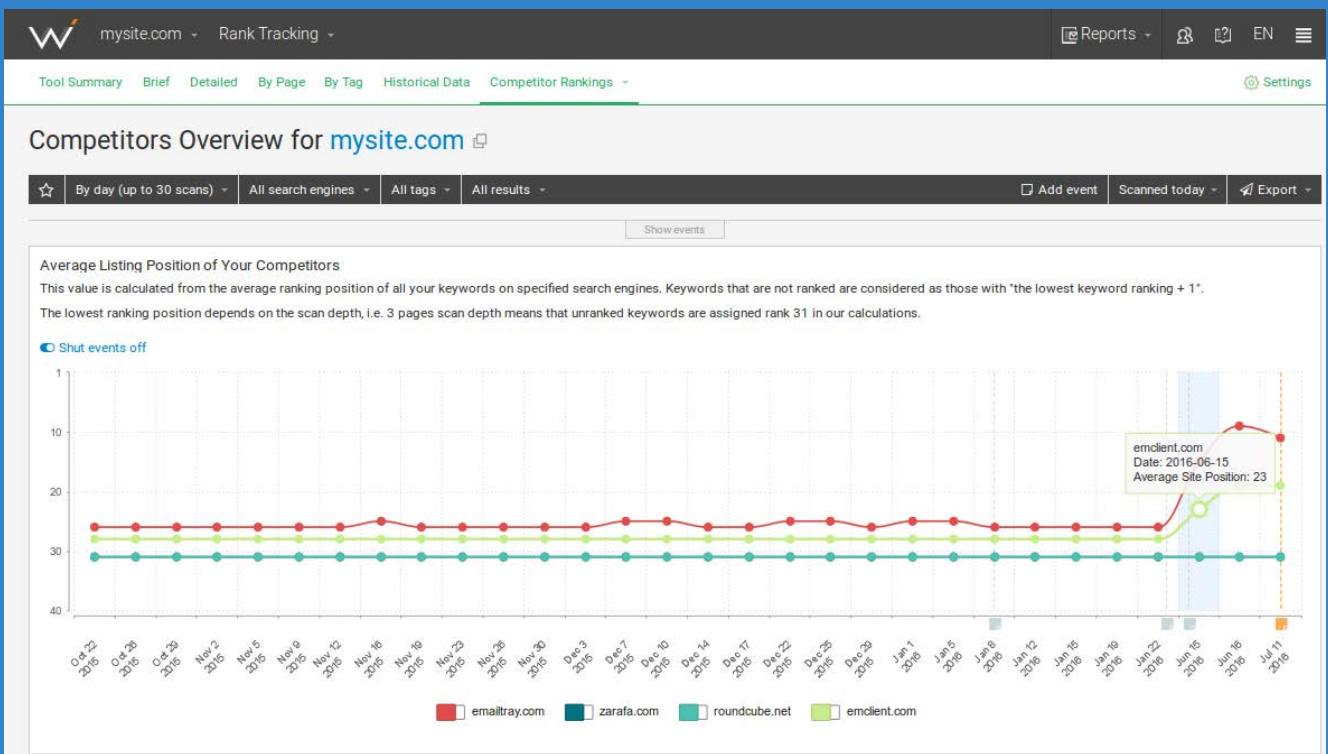
Send a free SEO audit report for my site

Background color: BF3232 Font color: FFFFFFFF

Button position:

10 What's Next?

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



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

For more information on what to do if you see a decrease in rankings, use [our post about it](#) and read the [WebCEO blog](#) – we often update it with new tutorials and breaking SEO news.

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

Happy SEOing!

www.webceo.com

**Increase Your Visibility on Search Engines & Social Media,
thanks to WebCEO!**

[→ Sign Up for a Free plan today](#)

Follow us for fresh SEO tips

