



# SEO

Help Documentation

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## SEO Overview

Improving a website's search engine visibility and competing with other websites for a top position isn't easy. However, SmarterStats users can use the SEO tools to evaluate their site's search engine performance and compare their ranking against their competitors. To access the SEO tools, click the SEO icon .

To start a new SEO Campaign, you will want to click the New button. For more information, see SEO Campaigns .

NOTE: SEO checks are performed in 2 minute intervals to protect the checks from being blocked by various search engines. This should be taken into account when setting up SEO campaigns for various sites, keywords, competitors and more.

## SEO Overview Report

The SEO overview provides general details about your SEO statistics, including the date they were last processed, the search engines being evaluated and the number of keywords and competitors in each campaign.

## SEO Campaigns

An SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors. Note: Although SmarterStats Professional and SmarterStats Enterprise do not have limitations on the number of campaigns, your system administrator may set limits on the number of campaigns that can be created.

Each campaign will have the following report items available:

- Campaign Details - Displays general information about the SEO campaign, including the site URL, keywords and competitors.
- PageRank - Displays the PageRank of your website and your competitors' website.
- PageRank Trend - Displays the PageRank of your site and a competing site during the selected date range.
- Position - Displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. SEO analysts can use this report to compare

their website's position for a specific keyword to that of a competitor's. Note: To see these metrics for a different search engine, choose the desired search engine from the report options header.

- **Position by Search Engine** - Displays the highest ranking page of the selected website for each keyword in the top search engines. SEO analysts can use this report to quickly evaluate a site's position in each search engine for all keywords tracked in the campaign. Note: To see these metrics for a competing website, choose the desired site from the report options header.
- **Position by Keyword** - Displays the highest ranking page of the selected website for each keyword in the top search engines. SEO analysts can use this report to evaluate the position of a specific keyword across all search engines. Note: To see these metrics for a competing website, choose the desired site from the report options header.
- **Position Trend** - Displays the position of your site and a competing site for each keyword in the collection in the selected search engine during the selected date range. Note: To see these metrics for a different search engine and/or competing website, choose the desired search engine and/or site from the report options header.
- **Visibility** - Displays the link popularity and search engine saturation of your website and your competitors' websites in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.
- **Visibility by Competitor** - Displays the link popularity and search engine saturation of your website and your competitors' websites by search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.
- **Visibility Trend** - Displays the link popularity and search engine saturation of your website and a competing website in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation. Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

Note: Although users can access and view each report item, only site administrators can create or edit SEO campaigns. In addition, any of these report items can be added to a custom report. For a definition of the terms listed in these report items, please refer to the Glossary .

## Creating SEO Campaigns

An SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda, and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors.

To create an SEO campaign, click the SEO icon and then click New in the navigation pane toolbar. The campaign settings will load in a new window and the following tabs will be available:

NOTE: SEO processing requests occur with a 2 minute interval to avoid potential issues with domains and/or IP addresses being blocked by various search engines. This can delay the speed with which data and report items are returned.

## Options

Use this tab to specify the following options:

- Campaign Name - The name used to identify the SEO collection.
- Site Name - The friendly name used to identify the website the SEO campaign is associated with.
- Site URL - The URL to the website. Type the URL following the format `www.example.com`.

## Keywords

Use this tab to add keywords to the campaign. To add a new keyword, click the Add menu in the toolbar and click Add Keyword . For more information, see Getting Keyword/Competitor Suggestions . The following options will be available:

- Keyword - The keyword to be added to the campaign.
- Enabled - Select this checkbox to enable SEO processing on the keyword. Note: Disabled keywords will remain a part of the campaign, but SEO processing will not be performed on them and they will not appear in applicable reports.

## Competing Sites

Use this tab to add competing sites to the campaign. To add a new competitor, click the Add menu in the toolbar and click Competitor . For more information, see Getting Keyword/Competitor Suggestions . The following options will be available:

- Name - The name used to identify the competitor's website.
- Site - The URL to the competing website. Type the URL following the format `www.example.com`

## Getting Keyword and Competitor Suggestions

SmarterStats' built-in suggestion tools can help SEO analysts refine their SEO campaigns by identifying alternative keywords to monitor and/or identify additional websites that may be competing for traffic.

## Using the Keyword Suggestion Tool

The keyword suggestion tool is available when creating or editing a campaign. Note: To edit an existing campaign, expand the desired campaign folder and click Campaign Details . Then click Edit in the content pane toolbar. The campaign settings will load in a new window. For information on creating a campaign, see Creating SEO Campaigns .

To access the keyword suggestion tool, click the Keyword tab in the campaign settings window and then click Get Suggestions in the toolbar. The following options will be available:

- Suggestion Method - The method SmarterStats will use to create a list of suggested keywords.
- Site URL - The URL of the site for which you want keyword suggestions. Note: If you are editing an existing campaign, this field may be pre-filled.

### **Adding Keyword Suggestions to a Campaign**

If the keyword suggestion tool has suggestions that you want to add to your SEO campaign, select the desired keyword(s) from the suggestion list and click Finish . The selected keyword(s) will be added as enabled keywords for the campaign. If there are no keywords that you want to add to the campaign, simply click Cancel .

## Using the Competitor Suggestion Tool

The competitor suggestion tool is available when creating or editing a campaign. Note: To edit an existing campaign, expand the desired campaign folder and click Campaign Details . Then click Edit in the content pane toolbar. The campaign settings will load in a new window. For information on creating a campaign, see Creating SEO Campaigns .

To access the competitor suggestion tool, click the Competing Sites tab in the campaign settings window and then click Get Suggestions in the toolbar. The following options will be available:

- Suggestion Method - The method SmarterStats will use to create a list of suggested competitors.
- Site URL - The URL of the site for which you want competitor suggestions. Note: If you are editing an existing campaign, this field may be pre-filled.

### **Adding Competitor Suggestions to a Campaign**

If the competitor suggestion tool has suggestions that you want to add to your SEO campaign, select the desired site(s) from the suggestion list and click Finish . The selected site(s) will be added as enabled competitors for the campaign. If there are no competitors that you want to add to the campaign, simply click Cancel .