



SEO

Help Documentation

SEO

SEO Campaigns Overview

A 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.

There is no limit to the number of campaigns that can be created, and each campaign will have the following report items available:

- Search Engine Positions
- Position Comparison
- Position by Keyword
- Position Trend
- Visibility Comparison
- Visibility by Competitor
- Visibility Trend
- PageRank Comparison
- PageRank Trend

Note: Although users can access and view each report item, only site administrators can create or edit SEO campaigns.

Creating SEO Campaigns

To create a list of campaigns for the site, click the SEO icon . Then click SEO Campaigns in the navigation pane. A list of SEO campaigns will load in the content pane.

To create a new campaign, click New in the content pane toolbar. To edit a SEO campaign, select the desired collection and click Edit in the content pane toolbar. The campaign settings will load and the following tabs will be available: Options

Use this tab to specify the following options:

- Campaign Name - The name used to identify the SEO collection.
 - Site Name - The name used to identify your website.
 - Site URL - The URL to your 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 content pane toolbar and click Add Keyword . The following options will be available:

- Keyword - The keyword to be added to the campaign.
- Search Volume - The monthly search volume for the keyword. Note: SmarterStats cannot determine a value for the keyword. This information must be user-generated or can be left as 0.
- 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 content pane toolbar and click Add Competitor . 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`

Keyword Suggestions

This feature is only available to site administrators.

The keyword suggestion tool can help site administrators choose additional keywords for their websites. To access this tool, click the SEO icon . Then click Keyword Suggestions in the navigation pane. The following options will be available in the content pane toolbar:

- Get Suggestions - Click this button to get a list of search phrases (keywords) that are similar or related to the keywords you provide.
- Add Keywords - Click this button to add the selected keyword(s) to a SEO campaign.
- Email - Click this button to email the list of suggested keywords to the desired recipient(s).
- Export - Click this button to export the list of suggested keywords in CSV or TAB format.

For more information, refer to the KB article [How To - Use the Keyword Suggestion Tool to Improve SEO Efforts](#) .

Competitor Suggestions

This feature is only available to site administrators.

The competitor suggestion tool can help site administrators identify websites that may be competing for visitors and/or marketshare. To access this tool, click the SEO icon . Then click Competitor Suggestions in the navigation pane. The following options will be available in the content pane toolbar:

- Get Suggestions - Click this button to get a list of websites that may have content related to the keywords you provide.
- Add Competitors - Click this button to add the selected competitor(s) to a SEO campaign.
- Email - Click this button to email the list of suggested keywords to the desired recipient(s).
- Export - Click this button to export the list of suggested keywords in CSV or TAB format.

For more information, refer to the KB article [How To - Use the Competitor Suggestion Tool to Improve SEO Efforts](#) .

SEO Processing

This feature is only available to site administrators.

Site administrators can use this page to check the retrieval status of the site's SEO statistics. By default, SmarterStats updates the SEO statistics daily. This process starts at midnight and can last several hours, depending on the number of SEO campaigns, keywords, search engines, etc. that SmarterStats is retrieving statistics for. If needed, site administrators can force SmarterStats to update statistics at any time from the SEO Settings page.

Positions

Search Engine Position

This report displays the highest ranking page of the selected website for each keyword in the top search engines. Note: To see these metrics for a competing website, choose the desired site from the report options pane.

SEO analysts can use this report to quickly evaluate a site's position in each search engine for all keywords tracked in the collection.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Position Comparison

This report displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. Note: To see these metrics for a different search engine, choose the desired search engine from the report options pane.

SEO analysts can use this report to compare their website's position for a specific keyword to that of a competitor's.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Position by Keyword

This report displays the highest ranking page of the selected website for each keyword in the top search engines. Note: To see these metrics for a competing website, choose the desired site from the report options pane.

SEO analysts can use this report to evaluate the position of a specific keyword across all search engines.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Position Trend

This report 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 pane.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Visibility

Visibility Comparison

This report 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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Visibility by Competitor

This report 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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Visibility Trend

This report displays the link popularity and search engine saturation of your website and a competing website in each search engine. Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

In general, SEO analysts should aim to have high numbers for popularity and saturation.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

[Google PageRank](#)

PageRank Comparison

This report displays the PageRank of your website and your competitors' websites.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

PageRank Trend

This report displays the PageRank of your site and a competing site during the selected date range.

Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .