



# Visibility

Help Documentation

## **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](#) .

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### **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](#) .

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