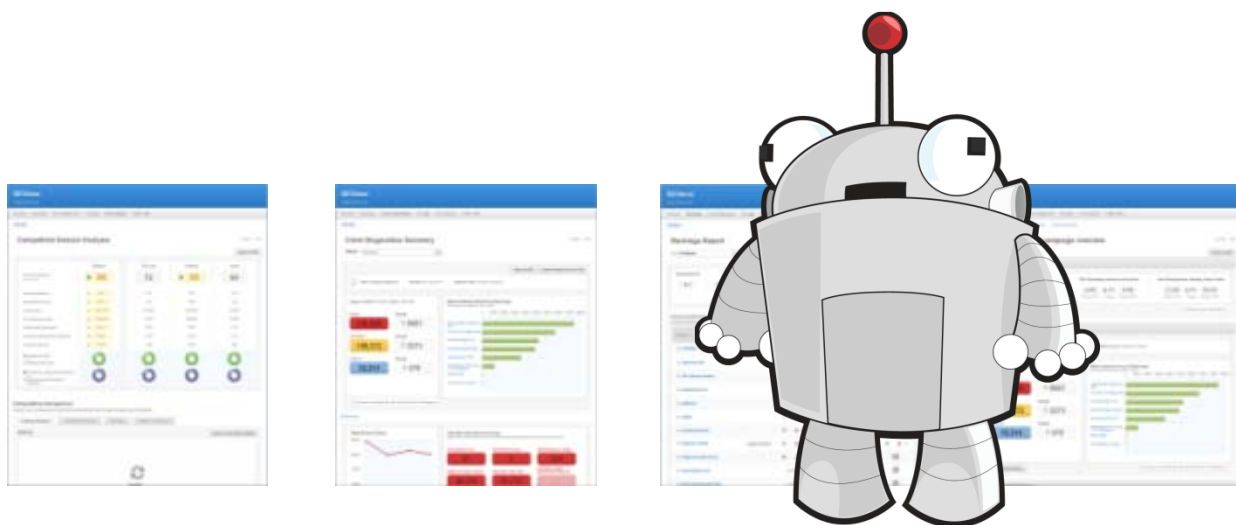




# PRO User Guide

## Web App Campaigns



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# Welcome

This is it! SEOmoz PRO campaigns are the heart of SEOmoz software platform. Our SEO tools help you track, optimize, discover opportunities, gain competitive research and monitor your overall SEO progress.

By starting a PRO Campaign, you'll be able to:

- [Discover Site Errors](#) for Better Crawling and Indexing
- Monitor [Keyword Rankings](#)
- [Track Your Competition](#)
- Optimize Keyword Targeting with [On-page Reports](#)
- Gain [Competitive Intelligence](#)
- Measure Your Progress with [Key Performance Indicators](#) (KPIs)
- ... and more

The tools are located in one place using a single dashboard, saving you time and making your essential SEO tasks easier.



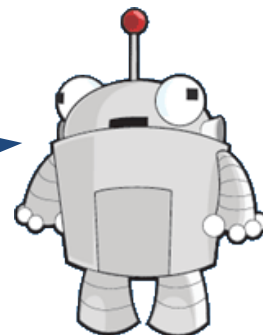
## What is a campaign?

An SEO campaign is a set of data, analysis and action sets focused on advancing your SEO. Each SEOmoz PRO campaign you set up is aimed at a single website or subdomain.

If your PRO membership allows for 5 campaigns, you can track and monitor up to five websites.

# Campaign Set Up

Let's get rolling!



Ready for day one of your SEOmoz PRO Web App Campaign? We're so excited for you! This guide will lead you through the campaign set up process.

## Start a New Campaign

Create your first campaign by clicking the **Start a New Campaign** button found on your PRO Dashboard or Campaign tab.

The screenshot shows the 'Campaign Manager' interface. At the top, it says 'Campaign Slots Used: 0 of 5'. Below this are three tabs: 'Active Campaigns (0 of 5)', 'Draft Campaigns (0)', and 'Archived Campaigns (0)'. On the left is a robot character wearing a red shirt that says 'BETA TESTER'. The main content area has three sections: 'Where Do I Start?' with a 'New Campaign' button, 'What's Included' with a 'Start a New Campaign' button, and 'New Insights Each Week'. A red box highlights the 'Active, Draft & Archived Campaigns' tabs. Another red box highlights the 'Magic Start Button' (the 'Start a New Campaign' button). A red arrow points from the 'Start a New Campaign' button to the 'Active Campaigns' tab. At the bottom, it says 'You have 5 of 5 open campaign slots available.' and 'Keywords Used : 0 of 250 Crawl Limit : 10000'.

**Active Campaigns** – These are campaigns that SEOmoz crawls, ranks and reports to you on a weekly basis. Active campaigns count against your campaign limit.

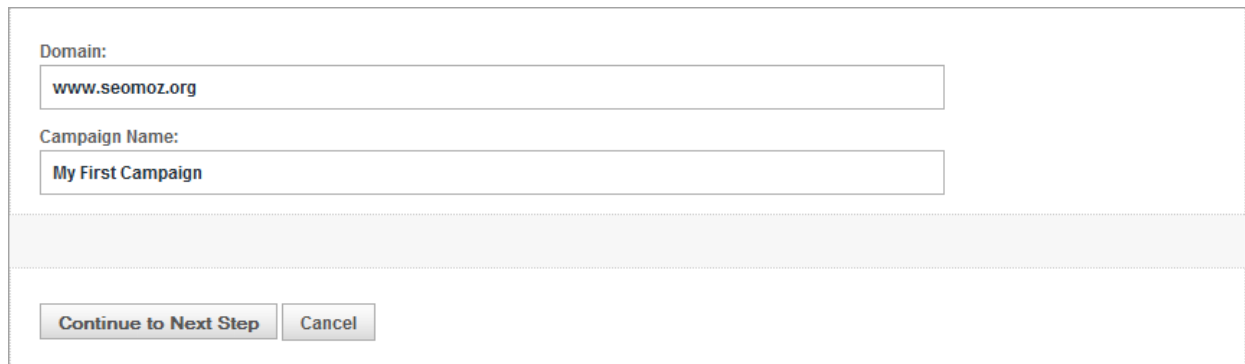
**Draft Campaigns** – These are campaigns which you haven't completed the set up process for. Draft campaigns **do not** count against your campaign limit.

**Archived Campaigns** – If you archive a campaign, this means that SEOmoz no longer collects new data, but we hold onto all of the past data for the domain. You cannot view data for archived campaigns. If you restart an archived campaign there will be a gap in data. Archived campaigns **do not** count towards your campaign limit.

# 1. Enter Domain & Campaign Name

**Your Domain:** Choose the domain on which you host your primary content. For example, if your website is `www.example.com`, don't use "example.com" but the full subdomain "www.example.com."

The PRO Web App crawls, grades and checks rankings only for pages found on that exact subdomain. We have plans in the works to expand this functionality so you'll be able to include an entire root domain, e.g. "\*.example.com."



A screenshot of a web form titled "Enter Domain & Campaign Name". It contains two input fields: "Domain:" with the value "www.seomoz.org" and "Campaign Name:" with the value "My First Campaign". Below the fields are two buttons: "Continue to Next Step" and "Cancel".

**Campaign Name:** Choose something intuitive to the URL so that you can easily recognize which campaign you are working in and which you want to switch into as you navigate the Web App. You can change the campaign name in the settings tab.

# 2. Choose your Search Engines

Select up to **three search engines** to track your keyword performance. (You'll add keywords soon.) You must select at least one search engine to continue. SEOmoz has included over 200 search engines from around the world to choose from and we're always adding more!



A screenshot of a web form titled "Choose your Search Engines". It contains three sections for selecting search engines and their locations. The first section is "Primary Search Engine" with "Google" selected for the engine and "United States" for the location. The second section is "Additional Search Engine (optional)" with "Bing" selected for the engine and "United States - English" for the location. The third section is "Additional Search Engine (optional)" with "Yahoo" selected for the engine and "United States" for the location. To the right of the form is a red-bordered box with the text "Choose Between 1-3 Search Engines". Three red arrows point from this box to the three search engine selection sections.

### 3. Select Competitors

Select up to 3 competitors that you wish to track. We will compare your rankings, SEO strength and authority against these domains. Select at least one competitor to continue to the next step.

**Select Your Competitors to Track**  
Select the 3 competitors that you wish to track on a high level. You will be able to compare your SEO strength and authority against these domains.

Domain  
www.example.com

Name  
Competition

**Choose at Least One Competitor to Track**

To choose your competitors, look at the goals for your site, and see where it underperforms. Find sites that perform well in those areas and beat you in rankings. What competitors out-rank you for your important keywords?

### 4. Enter Keywords

Almost finished! Enter anywhere from 1 to 5 keywords to get your campaign started. You can change these or add more later. Visit the **Manage Keyword** section for more.

**Start by entering up to 5 keywords** (You will be able to edit, import, research, and add more keywords once your campaign is created.)

Keyword  
seo

Keyword  
learn seo

Keyword  
inbound marketing

Keyword  
is rogerbot alive

Keyword  
yellow rand fishkin shoes

**Choose 1-5 Keywords**

**You Can Edit, Delete or Add More Keywords Later**

**Let's Go!**

Back

Create My Campaign



## Congratulations – Campaign Created!

Sit back and enjoy a Frappuccino. It may take 3 to 7 days for the initial crawl to complete. Don't worry – this is normal. Not only do we crawl your site, but we have a lot of data to crunch for you!



Depending on the size and speed of your site, it may take between 3 and 7 days for your crawl to complete.



While waiting for your initial crawl, don't fret! There are several things you can still do to improve your campaign and expand your SEO knowledge.

- 1. Add Keywords** – You didn't think we were going to stop at 5 keywords, did you? Add up to your account keyword limit by visiting **Overview** and then clicking **Manage Keywords**.
- 2. Connect Google Analytics** – Now is a great time to integrate Google Analytics with your campaign data. See total organic search visits, number of URLs receiving entrances via search and more. In your campaign, visit **Overview** then click **Settings** to connect your GA account.
- 3. Ask a Question** – Visit the [PRO Q&A Forum](#) to ask your burning SEO questions.
- 4. Read the SEOmoz Blog** – You'll find some pretty good [SEO knowledge](#) in there. We promise.
- 5. Explore More Tools** – Now is a great time to check out the [mozBar](#), [Open Site Explorer](#) and the [Keyword Difficulty Tool](#).
- 5. Go ahead, have another Frappuccino.**

# To www, or not to www?

That's the question Hamlet asked when setting up a campaign for his new website, princeofdenmark.com. Whether you set up your own PRO campaign using a "www" or non-"www" subdomain is an important consideration. This determines both how SEOmoz **crawls your website** and **ranks your keywords**.

## Why this is Important

PRO campaigns are based on subdomains, meaning our robots only crawl the subdomain you enter during the campaign setup process. From a technical point of view, adding the "www" to a website name makes it an entirely different subdomain, and is treated accordingly. This means that [www.example.com](http://www.example.com) is different from a search engine point of view than example.com, even though they might have the same content!

For a more thorough explanation, read <http://www.seomoz.org/learn-seo/domain>.

## Tips to Decide Which Subdomain to Enter

If in doubt about adding the "www" to your domain, here are some important questions to consider:

### 1. Does you domain redirect?

If you enter [www.example.com](http://www.example.com) into your web browser, does it automatically drop the www and redirect to [example.com](http://example.com)? Or vice versa? If so, our crawlers won't retrieve any data for [www.example.com](http://www.example.com), and no pages will be crawled. In this case, set your subdomain as the final address your domain resolves to.

We've configured the SEOmoz Web App to automatically detect subdomain redirects. A friendly warning pops up encouraging you to choose the correct subdomain.

We have detected that the domain **apple.com** redirects to **www.apple.com**. We suggest using **www.apple.com** for accurate results.

Cancel

No...Use Original

Yes...Use Suggested

## 2. What ranks in the search engines?

Perform a Google search for your top keyword. How does Google display the URL of your site - with a “www” or without? Like SEOmoz, Google treats subdomains independently. So if [www.example.com](http://www.example.com) ranks #1 for the keyword “example”, the subdomain [example.com](http://example.com) might only rank 23. (crazy, but true!)

To get the best keyword ranking results from your PRO campaign, choose the subdomain that Google displays for your website in its search results.

## 3. Should I use canonicalization or redirects?

If the Web App detects both a www and non-www subdomain, you might see this message:

We have detected that the domain [shepardportfolio.com](http://shepardportfolio.com) and [www.shepardportfolio.com](http://www.shepardportfolio.com) both respond to web requests, but neither redirects to the other. We suggest first making one a redirect, and then entering the other here.

Cancel

Continue With This Domain

Continue With [www.shepardportfolio.com](http://www.shepardportfolio.com)

Help – what should I do?

Great question! Having your content rest on two subdomains without redirects or canonicalization can impact your rankings. SEOmoz is filled with information about these two topics. Here’s a couple pages to get you started.

Canonicalization: <http://www.seomoz.org/learn-seo/canonicalization>

Redirects: <http://www.seomoz.org/learn-seo/redirection>

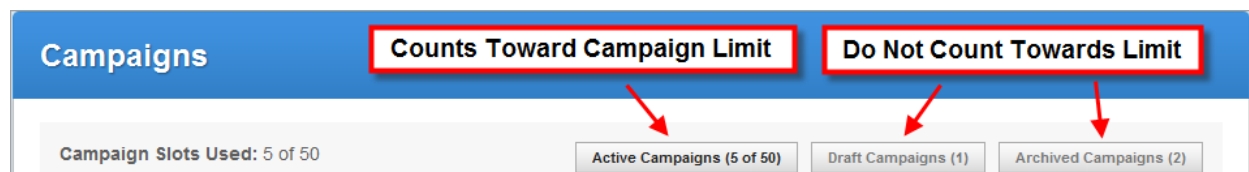
# Campaign Set Up FAQs, Caveats & Gotchas

## Q. How do I decide which competitors I should track?

A. We suggest looking at the goals for your site, and see where it is under performing. Then go find sites that are performing well in those areas and beating you out in the organic rankings. Those sites are the ones that should guide your competitor list.

## Q. Do archived campaigns count towards my campaign limit?

A. Not at all! If you archive a campaign, this means we no longer crawl or rank your site, but we save your historical data if you want to reactivate the campaign later. You cannot view archived campaigns and they do not count against your campaign limit.



## Q. Does the Web App track the subdomains of my campaign's domain?

A. Unfortunately we do not currently track subdomains as a part of the domain you enter. Instead, you must create another campaign slot for any subdomains you wish to track.

## Q. Do you crawl my competitor's website?

A. No. We only crawl the domain you set up as your primary domain. We do track ranking and link data for your competitors which we then display in your campaign reports.

## Q. Can I change the domain later?

A. You cannot change the domain of a campaign once it is created. If you need to track content, rankings, etc. on a new subdomain or domain, you must create a new campaign. Don't panic – archiving and adding campaigns is easy.

## Q. Can I change the name of my campaign later?

A. You can! At anytime navigate to the **Campaigns** tab and click **Settings**. After you switch the name of your campaign to whatever you fancy, then hit **Save Changes**.

## Q. Can I duplicate a campaign and transfer my data?

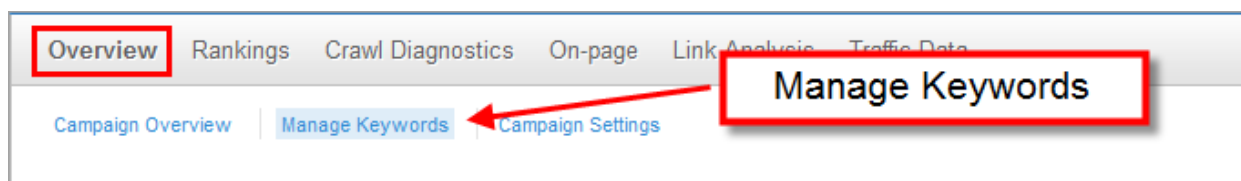
A. Unfortunately, at this time you cannot automatically duplicate or “clone” a campaign, nor can you transfer data from one campaign to another.

# Manage Keywords



Organize your keywords like a Zen-robot master!

This guide demonstrates how to add, delete and label your campaign keywords. To get started, navigate to the **Manage Keywords** tab within your **Campaign Overview**.



## Add New Keywords

Within the **Add Keywords To Your Campaign** text field, enter new keywords you wish to track. You can enter keywords separately by comma, by tab, or on new lines.

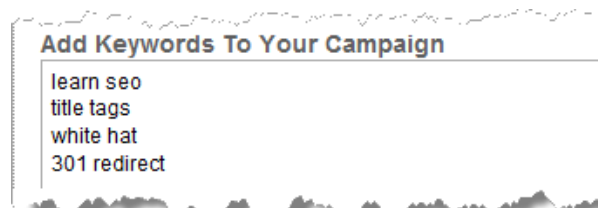
### 1. Comma Separated



### 2. Tab Separated

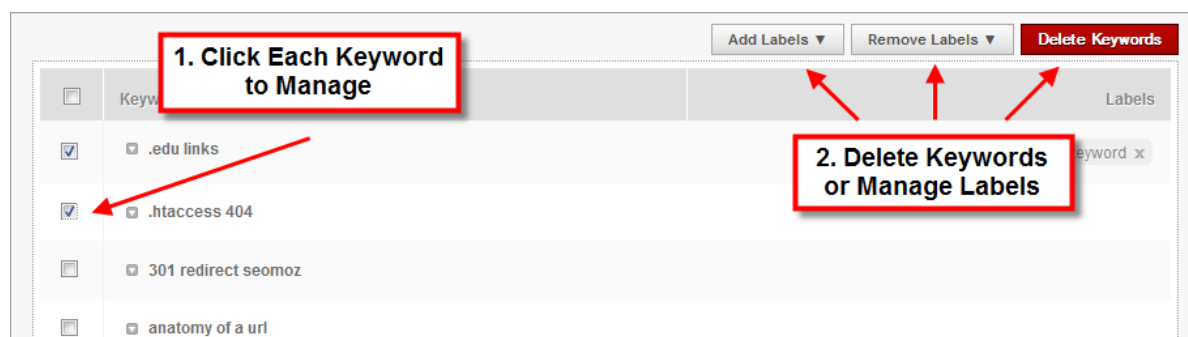


### 3. Line Separated



# Delete Keywords

Removing unwanted keywords is a snap. Just click the box next to each keyword and hit the red **Delete Keyword** button.



# Keyword Labels

A **keyword label** allows you to tag keywords for categorization, which makes grouping your keywords much easier. Under this tab you can easily label new keywords and delete past labels on current keywords.

**Example** – Add labels to your branded keywords for easy filtering and reporting.



To create a new label, simply select one or more keywords, select the Add Labels drop down menu and enter your label in the text field. After you hit the “**Add Labels**” button, your label is created and will now appear automatically in the drop down menu.

To remove a label, click the small “x” that appears in the label itself. Select multiple keywords to add or remove keywords in bulk. You can also select multiple labels to add or remove them at the same time.

target keyword x

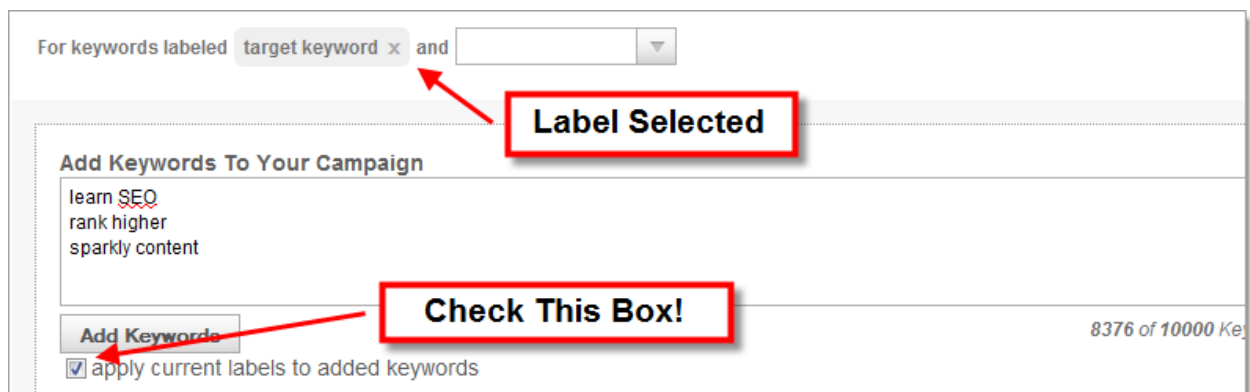
# Add Keywords & Labels Together

Importing keywords and adding labels is a two step process. If you want to save some time there's an easier way to do this. To speed up the process, try this technique to add labels as you import them.

1. Create the label and apply it to at least one keyword. This "puts it in the system" so you can apply it to lots keywords when you bulk add them.
2. Select the label you created from the drop down at the top of page.



3. Add keywords as normal. Make sure to check the box labeled “**apply current labels to added keywords.**”

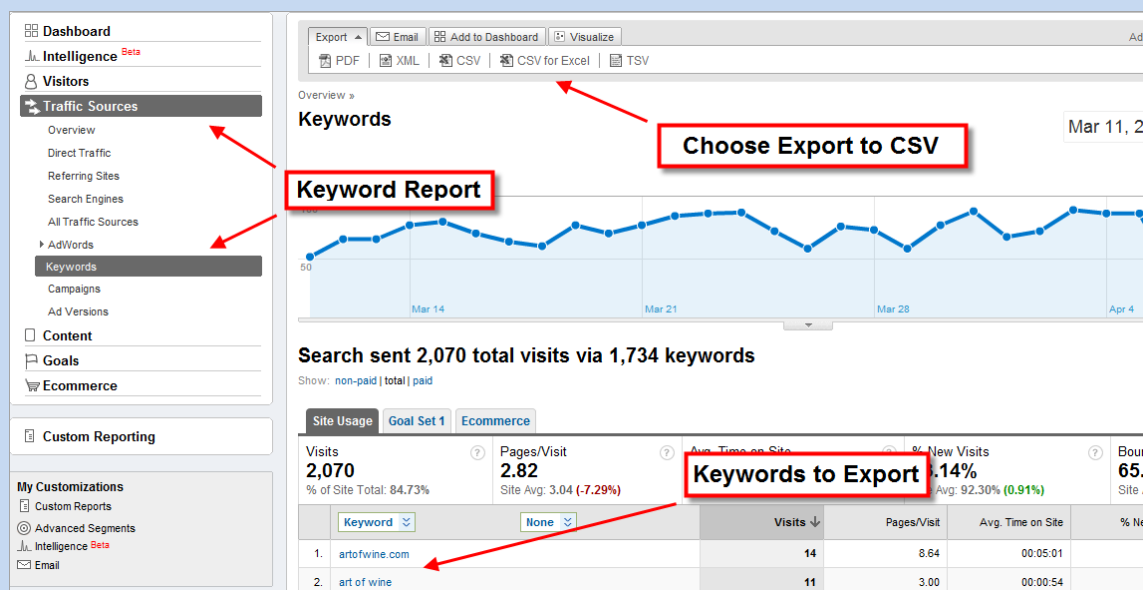


Now, any keywords added will include that label. You can even perform this operation with combinations of multiple labels. We do it all **auto-magically!**

## PRO Tip: Adding Keywords from Google Analytics

Looking for keyword ideas to add to your campaign? An easy source of keywords that already earn you traffic can be found using Google Analytics. In fact, combining these keywords from GA with the rank tracking abilities of the SEOmoz PRO Web App is a great way to find hidden opportunities!

To get started, log in to your [Google Analytics](#) account and select the **Keywords** report. Next, select 50, 100 or however many keywords you'd like to export. From the **Export** button at the top select CSV or CSV for Excel.



Open your CSV in a spreadsheet program like Excel or Open Office. Select your keywords from the first column and copy and paste them into the keyword text field in your campaign.

46	Keyword	Visits	Pages/Vis	Avg. Time	% New Vi	Bounce R
47	artofwine	14	8.642857	301.1429	0.642857	0.142857
48	art of win	11				0.6364
49	insulated	9				0.5556
50	cache:6qg	7				0
51	wine tube	7				0.8571
52	air pump	6	2.833333	108.1667	0.833333	0.666667
53	artofwine	6	7.5	566.5	0.5	0
54	wine bott	6	1.833333	4	1	0.833333
55	wine bott	6	1	0	1	1
56	appetizer	5	1	0	0.8	1

Presto! You're campaign is now populated with all of your top traffic-earning keywords.



# Manage Keywords FAQs, Caveats & Gotchas

## Q. Is my keyword limit per campaign or per account?

A. Per Account. So if your membership level allows 5 campaigns and 250 keywords, then you can use an average of 50 keywords per campaign. Alternatively, you could use all 250 keywords in one campaign and 0 in the others (for example, if you only have one campaign.)

## Q. Where can I view how many keywords slots I have left open?

A. View the number of keywords *available* by visiting the **Manage Keywords** page.

The screenshot shows the 'Manage Keywords' interface. At the top, there's a dropdown menu for 'For keywords labeled'. Below it, a red box labeled 'Number of Keywords Remaining' has an arrow pointing to a status bar at the bottom right that reads '8376 of 10000 Keywords Available'. The main area contains a text input field for adding keywords and an 'Add Keywords' button.

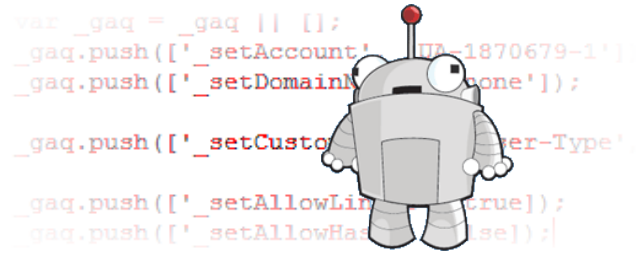
Alternatively, view the number of keywords *remaining* by visiting your **PRO Dashboard** or **Campaigns** tab.

The screenshot shows the PRO Dashboard. A red box labeled 'Total Keywords Used' has an arrow pointing to 'Keywords Used : 1624 of 10000'. Another red box labeled 'Just this Campaign' has an arrow pointing to 'Keywords Tracked : 511'. The dashboard also shows 'Pages Crawled : 106300' and a message: 'You have 45 of 50 open campaign slots available. Getting close to your campaign limit? Upgrade your account to add more.'

## Q. What if I need more keyword slots? Can I buy more?

A. If you need more keywords, we suggest you [upgrade your account](#). Unfortunately, you cannot buy extra keyword slots a la cart.

# Connect Google Analytics



One of the most powerful features of the Web App is the integration of Google Analytics with your campaign data. With a quick glance you can check:

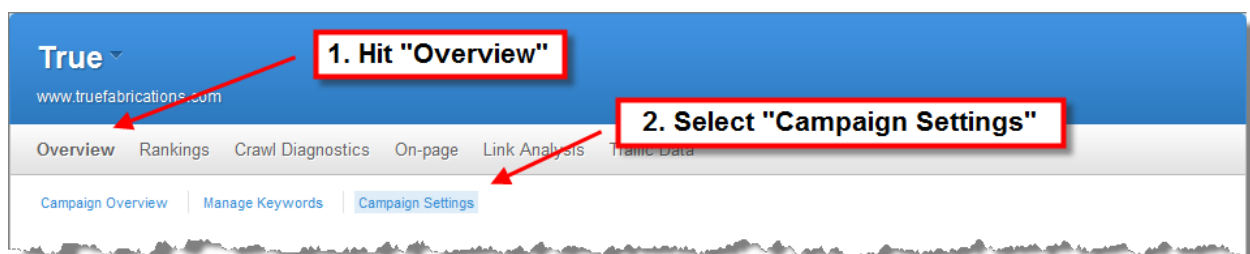
- Total Organic Search Visits
- Number of URLs Receiving Entrances via Search
- Number of Non-Paid Keywords Sending Search Visits
- Visits per Each of Your Tracked Keywords

First you must connect your Google Analytics account. Make sure you have a valid GA account and that you are an administrator of the profile you wish to connect. Then follow these simple steps.

If you need a Google Analytics account, visit <http://www.google.com/analytics/>

## 1. Getting Started

From **Overview**, select **Campaign Settings**.

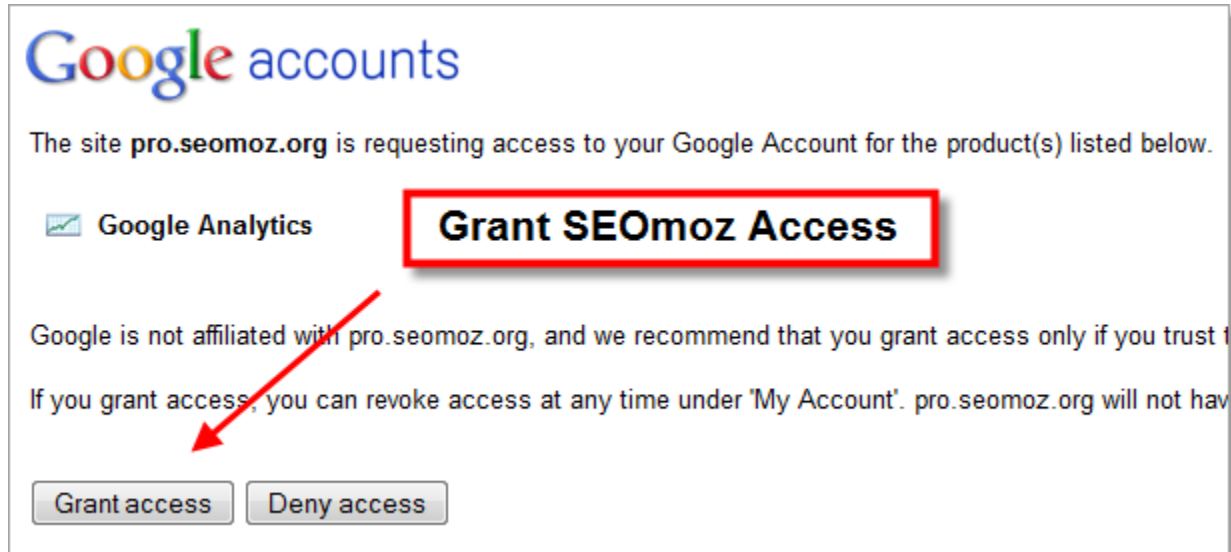


About halfway down the page hit **Connect Account**.



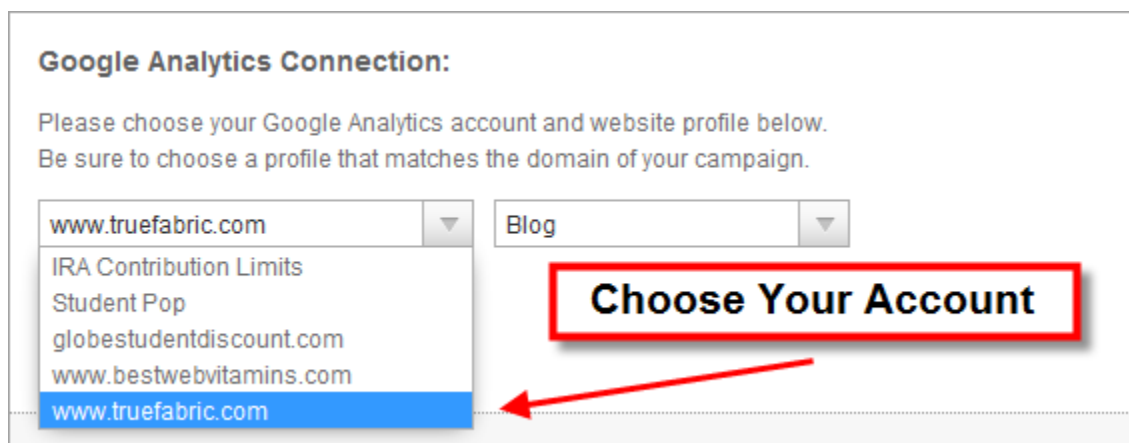
## 2. Talk with Google

Google may ask you to log in or verify the Google account that you are requesting access to. Be sure to click **Grant access** to give SEOmoz permission to pull data from your Google Analytics profile.



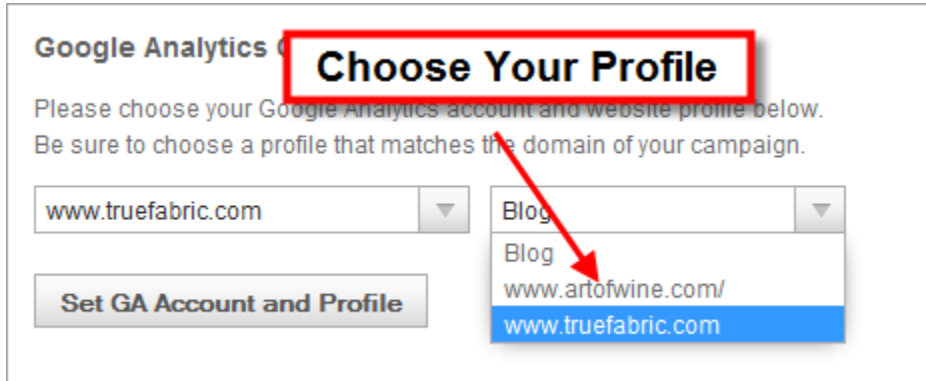
## 3. Choose Your GA Account & Profile

From the drop-down menus choose both the account and profile name for the Google Analytics profile you wish to connect.



### Choose the Correct Google Analytics Profile

Profiles are listed by name, not number. If you have several profiles with similar names, it's easy to get confused! We recommend you assign unique and easy to remember names to all of your profiles within GA.



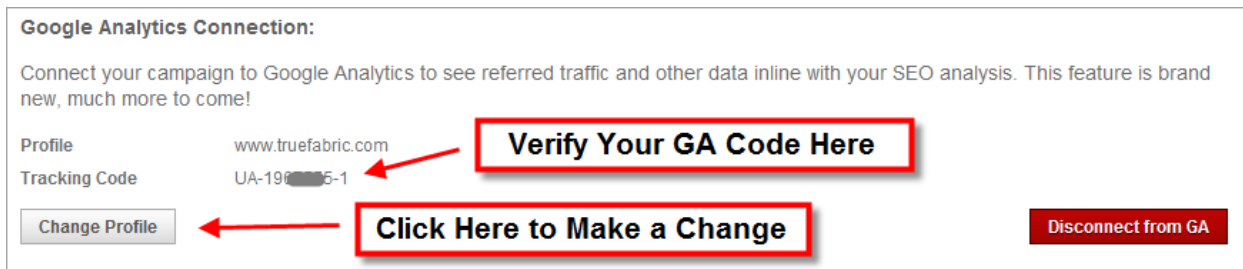
The screenshot shows the 'Choose Your Profile' interface in Google Analytics. At the top, the title 'Choose Your Profile' is highlighted with a red box. Below it, instructions state: 'Please choose your Google Analytics account and website profile below. Be sure to choose a profile that matches the domain of your campaign.' There are two dropdown menus. The first menu shows 'www.truefabric.com'. The second menu is open, showing a list of profiles: 'Blog', 'Blog', 'www.artofwine.com/', and 'www.truefabric.com'. A red arrow points from the 'Choose Your Profile' title to the second dropdown menu. A 'Set GA Account and Profile' button is located at the bottom left.

## 4. Verify Your Account

Congratulations! Your profile is now connected.

On the setup screen you should see the name of the Google Analytics profile and also the GA tracking code. This tracking code should match the data found in Google Analytics account. It's also the tracking number found in your Analytics tracking code embedded in your website's html.

If you connect the wrong account or need to change the profile, click **Change Profile** to start the process over again.

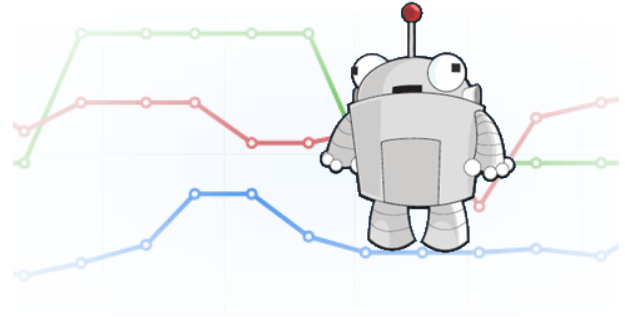


The screenshot shows the 'Google Analytics Connection' verification screen. It includes the text: 'Connect your campaign to Google Analytics to see referred traffic and other data inline with your SEO analysis. This feature is brand new, much more to come!'. Below this, there are two rows of information: 'Profile' with the value 'www.truefabric.com' and 'Tracking Code' with the value 'UA-196115-1'. A red box with the text 'Verify Your GA Code Here' has a red arrow pointing to the tracking code. Another red box with the text 'Click Here to Make a Change' has a red arrow pointing to a 'Change Profile' button. A 'Disconnect from GA' button is located at the bottom right.

### Troubleshooting

Sometimes you can't connect a Google Analytics account if our servers time out while communicating with Google. If this happens, it's best to try again later.

# Rankings Report



Ready for ranking nirvana?

This guide demonstrates the Rankings Tab of the SEOmoz PRO Web App. If you don't have an SEOmoz PRO account, you can sign up for one here:

<http://www.seomoz.org/plans>

## Create Your Action Plan

Most ranking reports just give you a number. Why stop there? The SEOmoz PRO Web App allows you to not only track the rankings and traffic from the keywords you wish to monitor, but also discover opportunities and insights to actually *improve* your rankings.



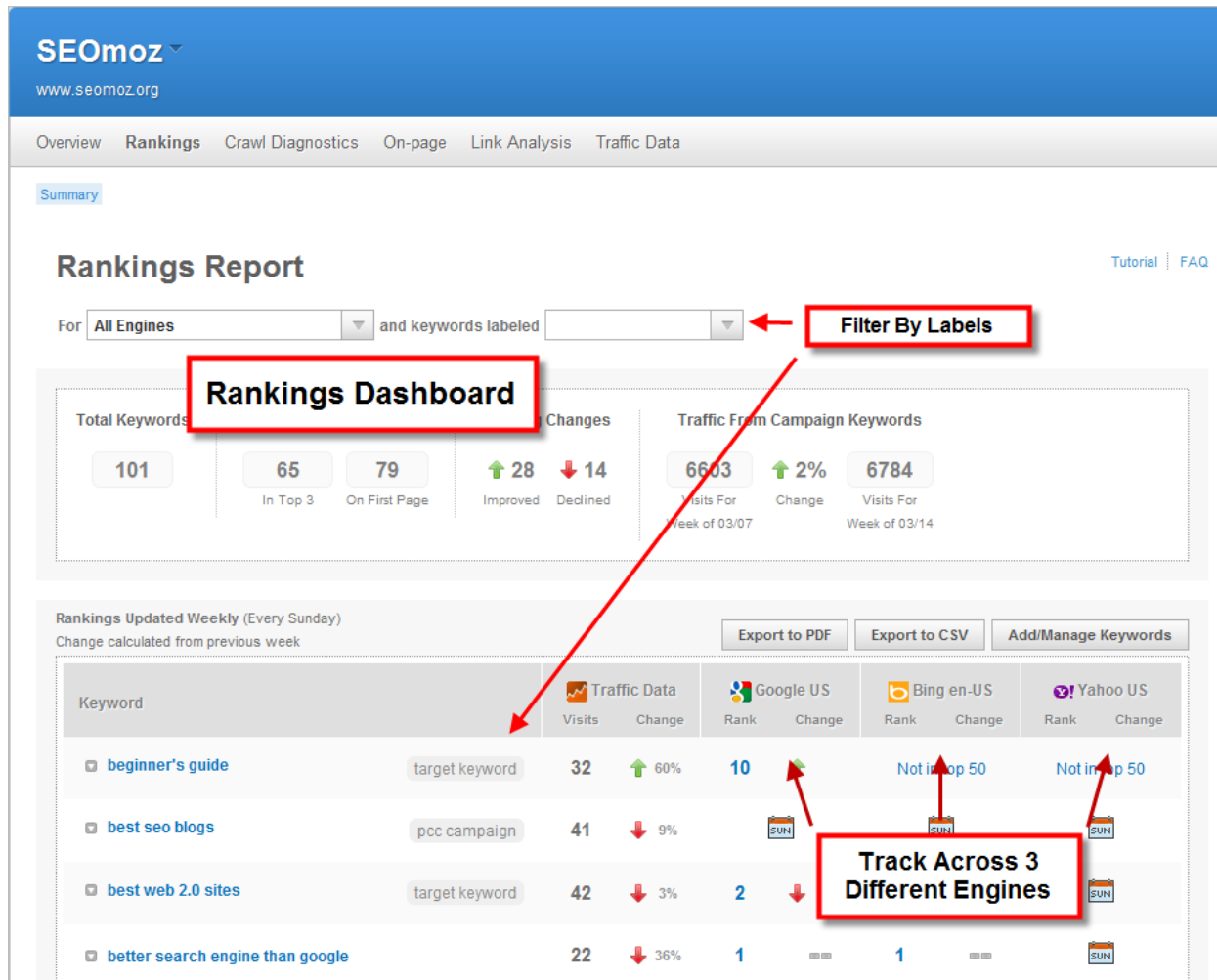
**1. Track** - Monitor your keyword performance across three different search engines. Compare your performance against competitors in your niche. See at a glance how much traffic those keywords have generated. [Filter your data](#) by labels, rank, search engine and more.

**2. Discover** - Dive into competitive analysis to understand the SERPS. Compare yourself to the competition by exploring Domain Authority, link metrics, anchor text and title tags for [insight into your ranking position](#). Discover the Keyword Difficulty Score for each of your keywords.

**3. Improve** - Use this knowledge to help improve your rankings. [Explore page issues](#) our crawlers have found to boost your performance. Uncover [keyword opportunities](#) for ranking improvements.

# Rankings Overview

The Rankings Report overview gives you a bird's-eye view of your top ranking indicators.



**At a Glance** - The Rankings Report dashboard shows you many of your most important keyword metrics including:

- Number of keywords ranking **in the top 3** for your primary search engine
- How many tracked keywords appear **on the first page of the SERPS**
- Number of rankings **improved or declined** since the previous week
- A summary of the **traffic generated** from your campaign keywords

# Organize your Results

## View by Search Engine

Select your search engine from the drop down box for engine-specific data. The engine-specific Rankings Report compares your top three competitors across your chosen rankings.

The screenshot shows the 'Rankings Report' interface. At the top, there's a dropdown menu for 'For' with 'Google United States' selected. A red box labeled 'Select Search Engine' points to this dropdown. Below the dropdown, a list of search engines is shown: 'All Engines', 'Bing United States - English', 'Yahoo United States', and 'Google United States' (highlighted). To the right, a red box labeled 'Engine Specific Rankings & Traffic' points to the 'Traffic From Campaign Keywords' section, which shows '2953' visits for the week of 03/07 and '2925' visits for the week of 03/14, with a 1% decrease. Below this, a table titled 'Competitive Comparison' (highlighted with a red box) shows rankings for 'You', 'SEO.com', 'seobook', and 'raven' across two keywords: 'beginner's guide' and 'best seo blogs'. The table includes columns for Rank and Change.

Key	You		SEO.com		seobook		raven	
	Rank	Change	Rank	Change	Rank	Change	Rank	Change
<input checked="" type="checkbox"/> beginner's guide	10	↑	Not in top 50		Not in top 50		Not in top 50	
<input checked="" type="checkbox"/> best seo blogs	1	↑	Not in top 50		12	↑	Not in top 50	

## Sort by Labels

Keyword label allows you to tag keywords for categorization. You can set these keyword labels by clicking [Overview > Manage Keywords](#) in the top navigation.

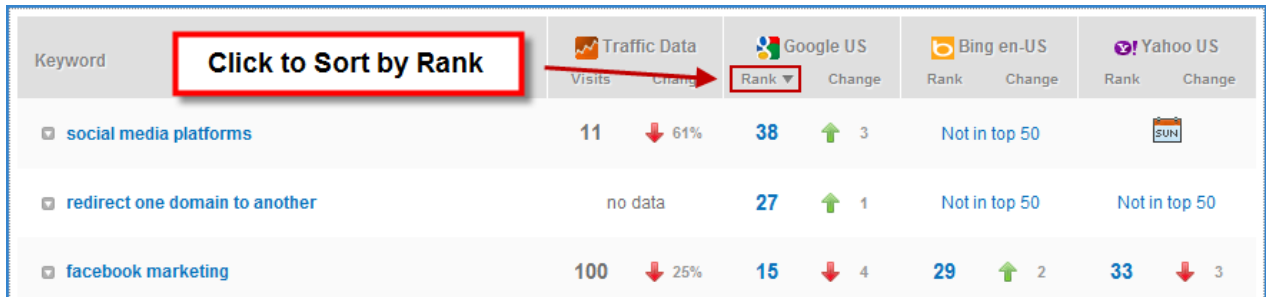
The screenshot shows the 'Rankings Report' interface with 'All Engines' selected in the 'For' dropdown. The 'and keywords labeled' section shows 'pcc campaign' with a red 'x' icon. A red box labeled 'Select Labels to View Data by Keyword Group' points to this section. Below, the 'Total Keywords' section shows '2' keywords. The 'Rankings' section shows '2' keywords in the top 3 and '2' keywords on the first page. The 'Ranking Changes' section shows '1' improved and '1' declined. The 'Traffic From Campaign Keywords' section shows '75' visits for the week of 03/07 and '69' visits for the week of 03/14, with an 8% decrease.

**Example** – Add labels to your branded keywords for easy filtering and reporting.

## Sort by Rank

Choose sort by rank to sort your keyword rankings in either ascending or descending order.

1. Hit **Rank** once to sort in descending order
2. Hit **Rank** again to reverse the order.



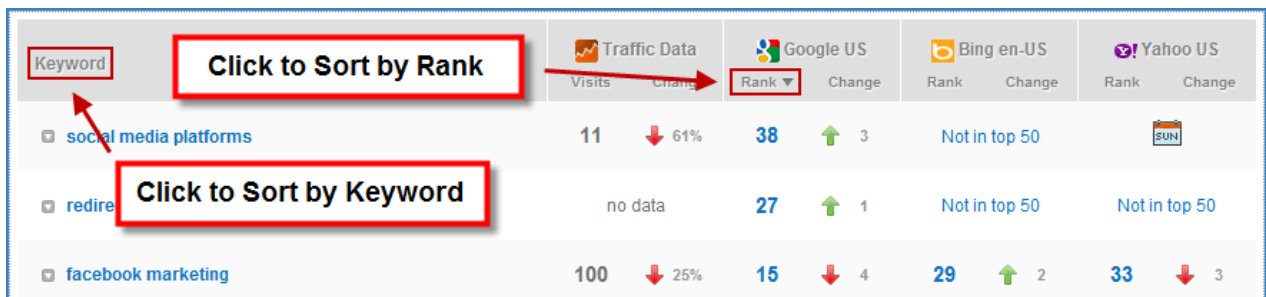
Keyword	Traffic Data	Google US	Bing en-US	Yahoo US
	Visits	Rank	Rank	Rank
social media platforms	11 ↓ 61%	38 ↑ 3	Not in top 50	SUN
redirect one domain to another	no data	27 ↑ 1	Not in top 50	Not in top 50
facebook marketing	100 ↓ 25%	15 ↓ 4	29 ↑ 2	33 ↓ 3

**Unranked keywords** (not in top 50) are always displayed last in “sort” view.

## Sort by Weekly Change

**Change** shows you how many positions your keyword has moved in rankings since the previous week.

1. Hit **Change** once to sort in descending order
2. Hit **Change** again to reverse the order.



Keyword	Traffic Data	Google US	Bing en-US	Yahoo US
	Visits	Rank	Rank	Rank
social media platforms	11 ↓ 61%	38 ↑ 3	Not in top 50	SUN
redire	no data	27 ↑ 1	Not in top 50	Not in top 50
facebook marketing	100 ↓ 25%	15 ↓ 4	29 ↑ 2	33 ↓ 3

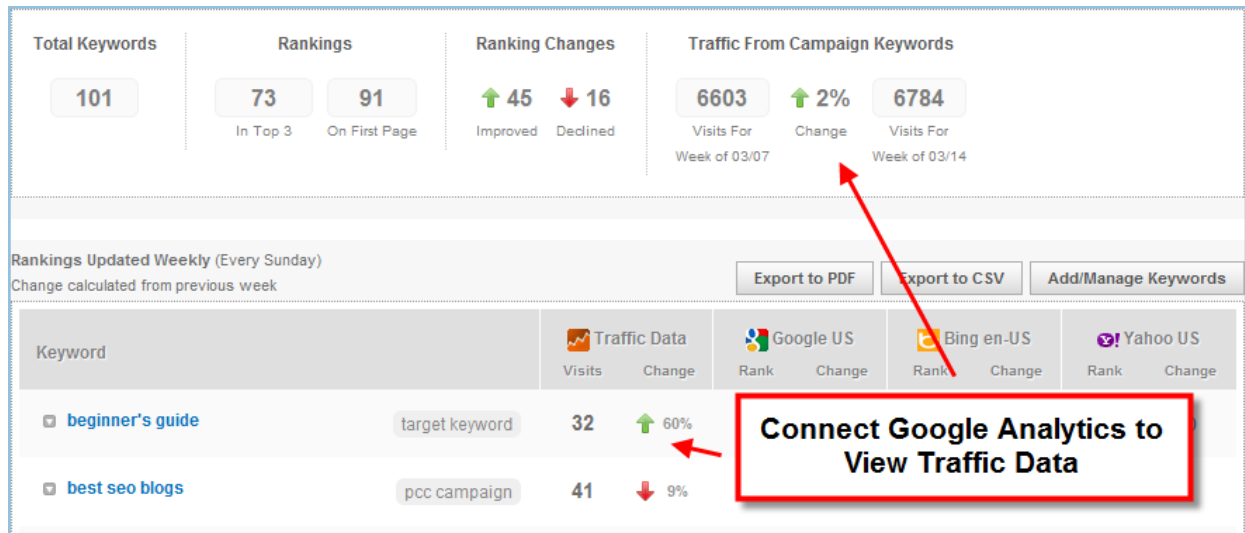
## Sort by Keyword

By default, the Rankings Report displays your rankings in alphabetical order. Hit **Keyword** to reverse this order.



# Traffic Column






The traffic column shows you how many visits your keyword has generated for your website. You can view traffic added across all your search engines, or drill down to see just the traffic from a specific search engine.



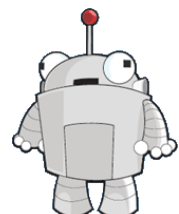
**Important!** – You must connect a Google Analytics account to see data in the traffic column. Visit **Overview > Campaign Settings** to connect a GA account.

## PRO Tips: 2 Ways to Use Traffic Data in the Rankings Report

- 1. Are you targeting the right keywords?** Are your rankings improving but your traffic isn't? Do your #1 ranked keywords generate 0 visits? If so, you might reconsider the phrases you are targeting. Check out the [Keyword Difficulty Tool](#) to test different keywords.
- 2. Discover Low Hanging Fruit.** Look for keywords with traffic that rank on pages 2 or 3. Giving them a small boost in optimization can often have a sizable impact. Find great places to focus your keyword efforts.

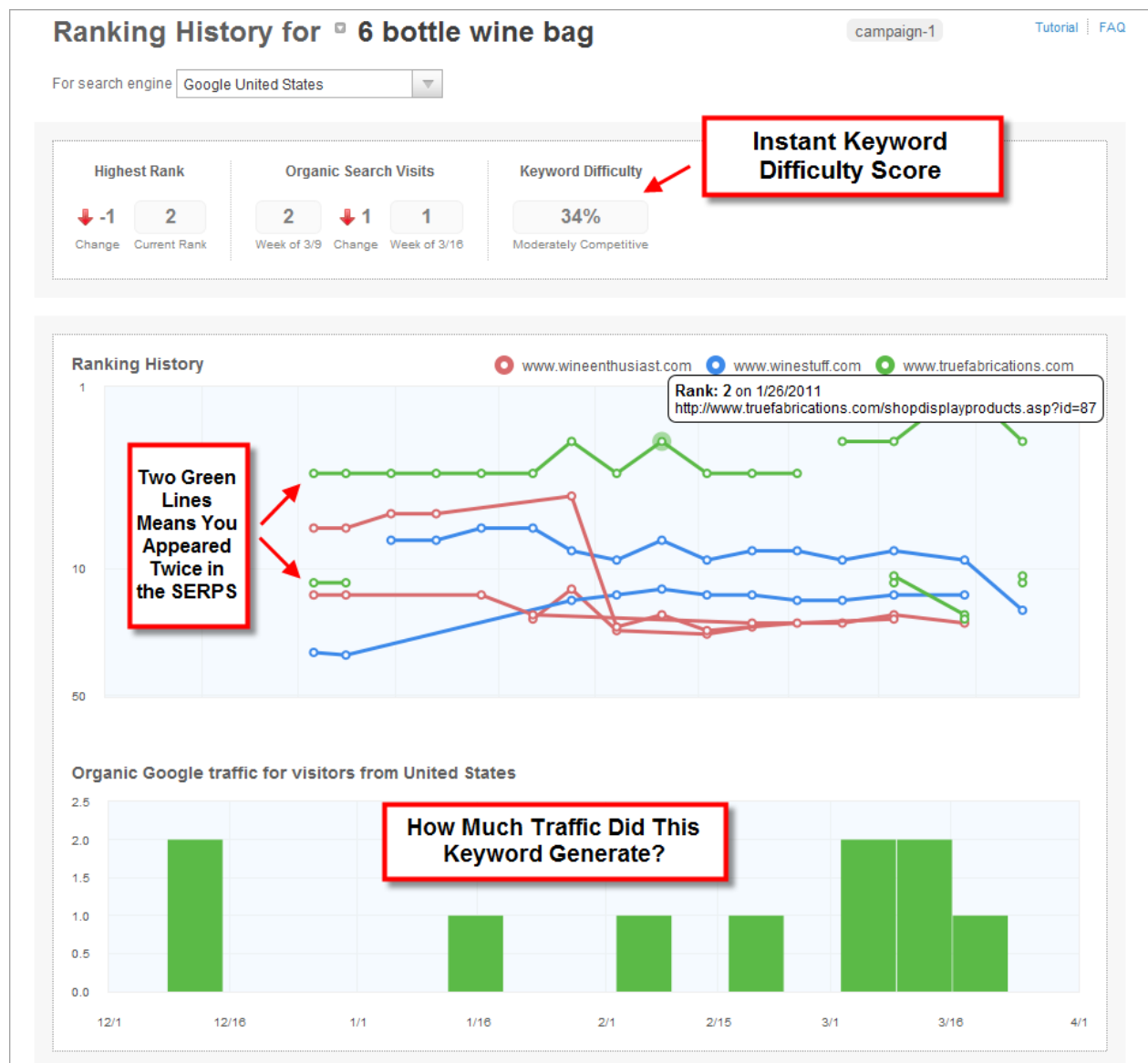
Keyword		 Traffic Data	 Google US		
		Visits	Change	Rank	Change
 <a href="#">social media marketing</a>	low fruit	213	 25%	5	 2

213 Visits? What if we improved to #1?



# Ranking History Report

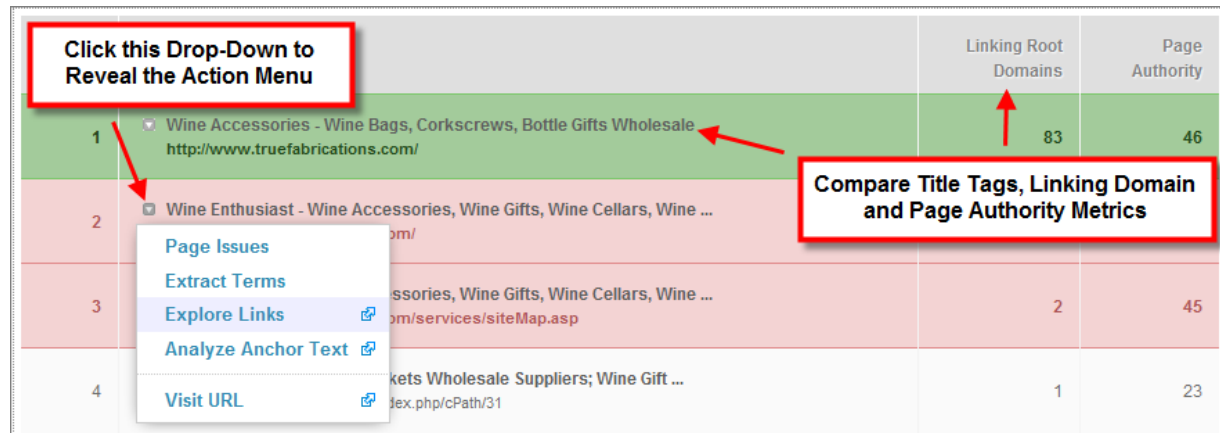
Has your SEO campaign improved or declined your rankings? Use the Ranking History report to visualize your keyword performance over time and gain key insight into your competition.



Hover over each “dot” in the rankings chart to uncover more details including rank, date, and the URL found in the search results.

# Competitive Analysis

To discover the full power of the Ranking History report, use the data to explore **why** you and your competitors rank where you rank, and gain insight into **how you can improve**.



The screenshot shows a table with four columns: Rank, Title Tag, Linking Root Domains, and Page Authority. The first row is highlighted in green, and the second row is highlighted in red. A red box with an arrow points to the drop-down menu next to the first row's title tag. Another red box with an arrow points to the 'Linking Root Domains' and 'Page Authority' columns. A third red box with an arrow points to the 'Explore Links' option in the drop-down menu.

		Linking Root Domains	Page Authority
1	Wine Accessories - Wine Bags, Corkscrews, Bottle Gifts Wholesale http://www.truefabrications.com/	83	46
2	Wine Enthusiast - Wine Accessories, Wine Gifts, Wine Cellars, Wine ...		
3	Wine Accessories, Wine Gifts, Wine Cellars, Wine ... om/services/siteMap.asp	2	45
4	Wine Accessories Wholesale Suppliers; Wine Gift ... dex.php/cPath/31	1	23

The Ranking History results shows you key metrics about the top 50 results ranking for your keyword. At a glance you can see:

- **The Title Tag** of the ranking page
- **Exact URL** of the search result
- Number of **root domains that link** to the page
- **Page Authority**

Use this information for insight into why your competition ranks higher and what you can do to improve. Do you need more links? Higher Page Authority? Does your title tag need tweaking? Try running an [On-Page Report](#) for each URL to look for improvement opportunities.

## Room to Improve!

Click the drop-down next to each page title for even more analysis and opportunities.

**Page Issues** – If the page was crawled as part of your campaign, see all page issues that need attention like **duplicate page content** or **too many on-page links**.

**Explore Links** – Visit Open Site Explorer to discover all the pages linking to this URL.

**Analyze Anchor Text** – Using Open Site Explorer, display anchor text analysis for links pointing to this page.

# Export Your Data to CSV or PDF

The Rankings Report contains two options for exporting your data – PDF and CSV.

The screenshot shows the SEOmoz Rankings Report interface. At the top, there are buttons for "Export to PDF", "Export to CSV", and "Add/Manage Keywords". Red arrows point from these buttons to two example outputs:

**1. Attractive PDF**

The PDF output is a "Rankings Report for www.truefabrications.com". It shows a total of 521 keywords, with 256 in the top 3, 397 on the first page, 215 improvements, and 198 declines. Below this, a table shows rankings for "2 bottle wine bags" across different engines and time periods.

**2. Data Driven CSV**

The CSV output is a Microsoft Excel spreadsheet titled "rankings-1 (Read-Only)". It contains a table with columns for Keyword, Labels, Date, Google US, Google US Date, Bing en-US, and Bing en-US Date. The data includes keywords like "2 bottle wine bags" and "2 bottle wine tote wht" with their respective rankings and dates.

We've placed these export options throughout your campaign for most reports. Use them to share with clients, your development team, or for easy reference.

The CSV (Comma-Separated Values) files contain the raw data of your campaign. You'll want to open these in a spreadsheet program like Microsoft Excel. A free alternative to Excel is Open Office, [available here](#).

**Please note:** Most, but not all data in your campaign is exportable. At this time, we're working on making more available to you!

# Ranking FAQs, Caveats & Gotchas

## Q. How often are ranking reports run?

A. Once per week. The actual day is determined by the day you first set up your campaign. This day is listed on the overview, and cannot be changed.

## Q. Why does SEOmoz only track keyword results in the top 50?

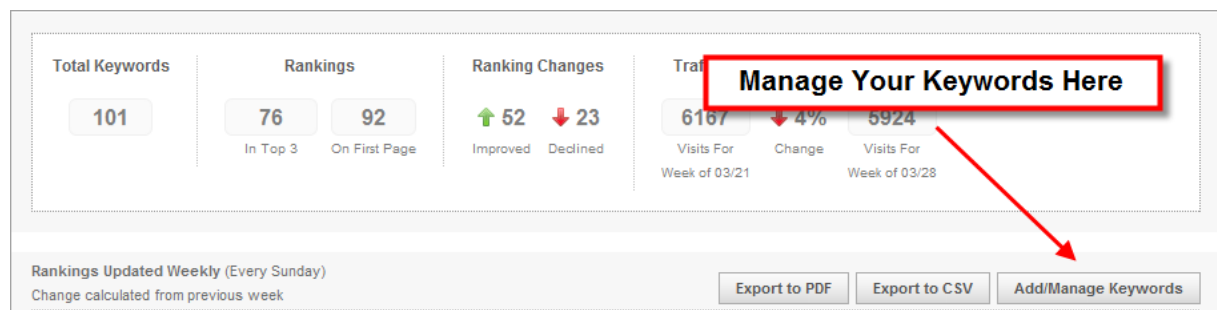
A. Ranking results beyond the top 50 tend to fluctuate to such a large degree that they make any actionable insight almost useless. Also, traffic gained beyond the first couple pages of search results is usually negligible.

## Q. How do I change my keywords? How about my competitors?

A. Hey - that's two questions. Don't worry. You manage your keywords by hitting **Overview > Manage Keywords** in the top navigation. Want to change your competitors? Hit **Overview > Campaign Settings**.

## Q. Can I add more keywords to track? Where would I do that?

A. You can! If you haven't hit your membership level maximum for keywords tracked you can add more under the "Manage Keywords" tab. If you have hit your limit then it's time to upgrade! You can do so under your Account Settings tab.



## Q. What does the little day of the week icon mean?

A. When you add new keywords we do our best to go and collect as many rankings as possible - but sometimes it is not possible to get all of them right away. In these circumstances, you will often see a little calendar with a day of the week. It indicates that we will attempt to collect rankings that night. So, if the calendar says "Tues" it means we will try to fetch that ranking late Tuesday night (oh and since some people are not in Seattle like us, we are defining night by Pacific Time!)

## Q. Why do the rankings in SEOmoz not match what I see in Google?

A. Great question! Although there is never one "right" ranking for any keyword,

SEOMoz tries to represent the ranking results that “most” users will see. If you see wildly different results from your search engine compared to your Ranking Report, it could be because of the following reasons:

- **Personalization** – Most search engines will personalize your results based on your search history. Make sure you are **logged out** when performing a search. For Google, try adding **&pws=0** to the end of your query string.

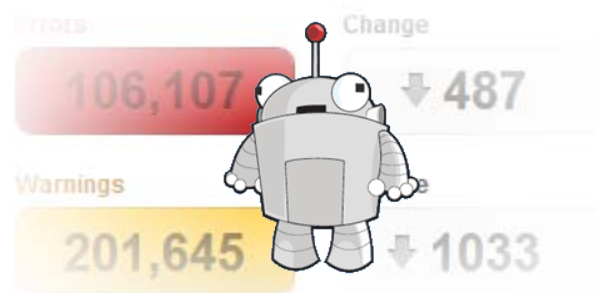
For example, if you searched for “SEO” the URL in Google would look like `google.com/search?q=SEO`. To turn off personalization, append `&pws=0` to the end, so it would look like `google.com/search?q=SEO&pws=0`.



- **Geographic Bias** – Search engines also customize results based on location. This means users in one city often see very different results than users in another location.
- **Latency** – Rankings can change between the time we retrieve them and the day when they are viewed.
- **“www” vs. non-“www” Subdomains** – The Web App is subdomain specific, meaning it only tracks rankings for the specific subdomain you track. So if you enter “example.com” as your subdomain, but “www.subdomain.com” is what ranks in the search results, this ranking won’t appear in your rankings report. This also might indicate a problem with [canonicalization](#) or [duplicate content](#).

If you set your campaign up on the wrong subdomain, the only way to correct it is to start a new campaign. You can either archive or delete your old campaign, or choose to keep it running if you have enough campaign slots available.

# Crawl Diagnostics



Find and fix the errors on your website for better optimization.

This guide demonstrates the Crawl Diagnostics tab of the SEOmoz PRO Web App. If you don't have an SEOmoz PRO account, you can sign up for one here:

<http://www.seomoz.org/plans>

## Know your Errors, Warnings and Notices

Each week, the SEOmoz web crawler (Rogerbot – that's him up there) crawls your website in search of SEO related issues. Our data shows that addressing these errors, warnings and notices generally results in better rankings, increased performance in the SERPS, and more visitors to your website.

**Errors** - Pages with crawl errors are difficult for search engines to crawl, index and rank. We recommend you address these important issues first.

4XX (Client Error)

6

5XX (Server Error)

0

**Warnings** - Pages with crawl warnings are often penalized by search engines. While these pages may still appear in search results, these issues might prevent them from performing up to their potential.

302 (Temporary Redirect)

19

Meta Refresh

0

**Notices** - Notices are interesting facts about your pages we found while crawling. A notice is not an issue you necessarily need to fix, but they are worth paying attention to because these often represent potential problem areas.

301 (Permanent Redirect)

745

Meta-robots Nofollow

0

# Using Your Crawl Diagnostics Report

Each issue report allows you to dig into the data for further analysis.

Page Title URL	Find Other Pages With the Same Issue	Other URLs	Page Authority	Linking Root Domains
SEOMoz   Linkscape &mdash; Unparalleled Link Intelligence&trade; http://www.seomoz.org/Linkscape		2	51	5
http://www.seomoz.org/blog/5-developer-snafus-that-kill-your-traffic		30	46	1
http://www.seomoz.org/blog/David%20Lawrence		30		1
SEOMoz   Marketing Tactics & Strategies http://www.seomoz.org/blog/author/104603?show=5&page=2	Click to See All the Issues for This Page	1	1	0
SEO Blog   SEOMoz Blog Featuring Search Engine Marketing Tactics & Strategies http://www.seomoz.org/blog/author/104603?show=5&page=3		1	1	0

## 1. See All the Issues for any Page

Within any Issues Report, click on the page title for a full list of issues our crawlers found on that URL.

## 2. Find Other URL's Referenced by an Issue

For certain issues, like Duplicate Page Content and Duplicate Titles, finding the other pages referenced by the issue can help to solve the problem. Click the blue number in the "Other URLs" column to produce a sample list of other pages referenced by the same issue.

Issue: Duplicate Page Content					Tutorial	FAQ
Sample URLs with this Duplicate Page Content						
URLs	Internal Links	External Links	Page Authority	Linking Root Domains		
http://www.seomoz.org/blog/David%20Lawrence	1	0	46	1		
http://www.seomoz.org/blog/dictionary.reference.com/browse/friend			47	1		
http://www.seomoz.org/blog/distilled.co.uk/blog			1	0		

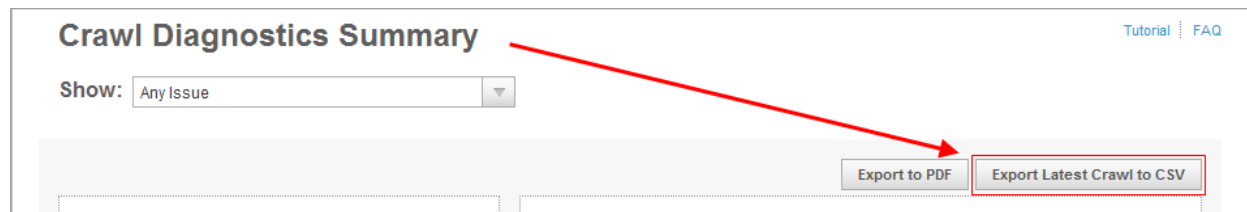


### 3. Find Your Most Important Issues

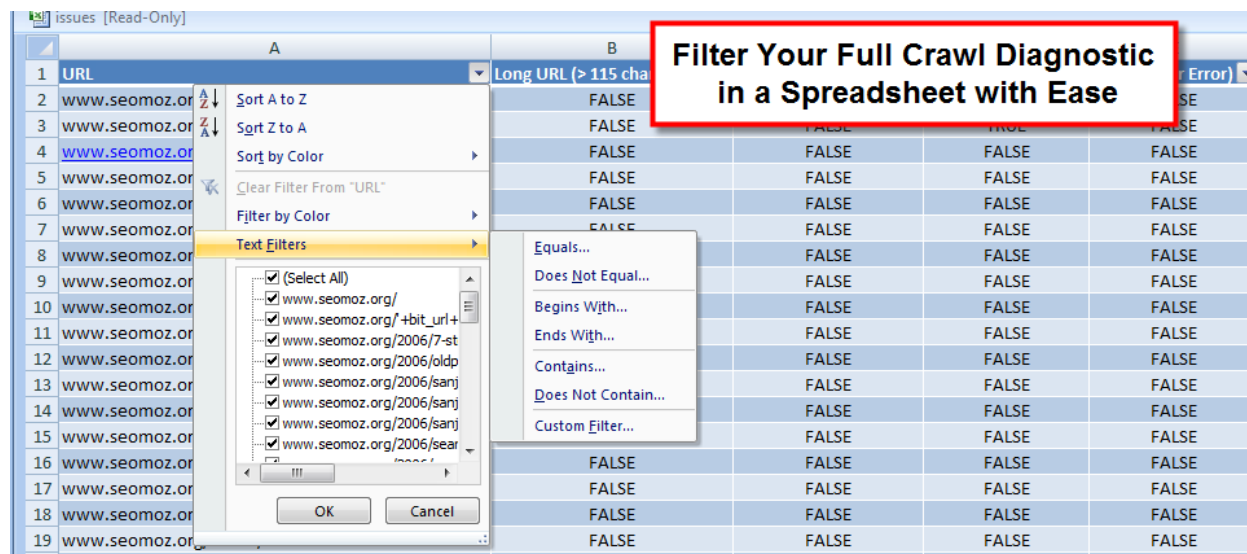
Every Issues Report displays not only the URL the issue was found on, but the Page Authority and number of linking root domains to that URL as well. Sort the table by “Page Authority” or “Linking Root Domains” to find the most important URLs to focus your attention on.

### 4. Export Your Full Crawl – Not Just the Issues

The SEOmoz PRO Web App organizes your crawl into issues, but if you are a data junkie (like us) you want to see the full crawl diagnostics! Hit the “Export Latest Crawl to CSV” to download the complete record of your crawl.



Open the CSV in a spreadsheet program like Excel or Open Office. You will see every bit of data we’ve collected while crawling your site. [Sort](#) and [filter](#) this data to your heart’s content. You can also share this spreadsheet with your development team to help address issues.



## PRO Tip: Finding where a page/link was found?

When addressing certain issues, like fixing 404's, it's helpful to know where Roger found the original link to the page. Although the Web App doesn't tell you this directly, there's an easy way to discover this information.

You'll need to download your Full Crawl Diagnostics (see #4 above). In the first column, perform a search for the URL of the page you are looking for. When you find the correct row, look in the last column labeled **referrer**. This tells you the referral URL of the page where our crawlers first found the target URL. You can then visit this URL to find the source of your 404s.

Look in the "referrer" Column							
AH	AI	AJ	AK	AL	AM	AN	AO
me_craw	blocking_	blocking_	blocking_	blocking_	referrer		
1.3E+09	0	0	0	0	www.seomoz.org/users/profile/		
1.3E+09	0	0	0	0	www.seomoz.org/refer-an-engin		
1.3E+09	0	0	0	0	www.seomoz.org/blog/predictic		

# Crawl Diagnostics FAQs, Caveats & Gotchas

## Q. I just fixed a ton of issues. Can I get a new crawl?

SEOMoz crawls your site once per week. The start date is based on the date you first set up your campaign. Unfortunately, there is no way to change this date or force an earlier crawl. However, you can use the [SEOMoz Custom Crawl](#) tool to crawl up to 3000 pages of your website. We'll email you the resulting CSV file within 24 hours.

## Q. Why didn't you crawl all my pages? Looks like you missed a bunch!

If you suspect you didn't get a full crawl, or Rogerbot missed some of your pages, there could be several reasons why this happens.

- We only crawl a maximum of **200 links per page**. If several pages of your site all have the same 200 links on each page, we may not discover all the pages on your site. Try optimizing your navigation to reduce the number of links.
- Does your navigation rely on JavaScript? Can visitors navigate your site with JavaScript disabled? **SEOMoz doesn't crawl JavaScript**, so make sure your links work in all browsing environments.
- Does your site consist of multiple subdomains? Crawls are restricted to the subdomain you set your campaign up on, unless you specify a "Root Domain" crawl in the setup process.

There are other reasons you For more troubleshooting help, consult [this handy article](#) on the Help Desk.

## Q. How do I fix these issues?

The Web App is great for helping you find errors on your website, but in many cases it can't tell you exactly how to fix them. Every website employs different technology and programming languages, so it's impossible for us to cover all the bases. That said, a good working knowledge of html is usually a good start.

The internet, and SEOMoz in particular, contains a wealth of information about these issues. Good places to start include our [Learn SEO](#) page, the [Beginner's Guide to SEO](#), the [PRO Q&A](#) and plain old fashioned web searching.

**Q. I use the rel="canonical" tag correctly. Why did I get a notice?**

A. If the canonical tag points to a different URL, engines will not count this page as the reference resource and thus, it won't have an opportunity to rank. We include the notice so you can make sure you're targeting the right page.

**Q. Is there any way to ignore or exclude certain errors or issues?**

A. Currently there isn't a way to do this, but we plan to add this in a future version of the application.

**Q. Why do I have to allow the user agent rogerbot in order to get crawl data?**

A. Our crawler obeys robots.txt, and in order for us to crawl your site you need to make sure your robot policy allows the user agent rogerbot. We consider it an error if our robot is not allowed, since you are unable to get any of our crawl data or diagnostics.

**Q. Do you crawl my competitors' sites too?**

A. No - you have no need to be worried. We only crawl your site to look for errors. The competitors are used to track and compare rankings, etc. Only the domain specified as the campaign domain will be crawled.

# Crawl Diagnostics Issues Glossary

106,107

## Errors

**4XX (Client Error)** - 4xx status codes are shown when the client requests a page that cannot be accessed. This is usually the result of a bad or broken link.

**5XX (Server Error)** - 5xx errors are shown when a valid request was made by the client, but the server failed to complete the request. This can indicate a problem with the server and should be addressed.

**Duplicate Page Content** - Content that is identical (or nearly identical) to content on other pages of your site forces your pages to unnecessarily compete with each other for rankings.

**Duplicate Page Title** - You should use unique titles for your different pages to ensure that they describe each page uniquely and don't compete with each other for keyword relevance.

**SEOMoz crawler blocked by robots.txt** - Your site is currently blocking the SEOMoz crawler, rogerbot. While this is not an SEO issue, this does prevent our crawl diagnostics tool from crawling your site. To ensure that we can crawl your site and expose SEO issues, please update your robots.txt file to allow rogerbot. If you have any questions about this, please contact [help@seomoz.org](mailto:help@seomoz.org). [Learn more about robots.txt](#).

**Title Missing or Empty** - You should make sure all of your pages have title tags. Search engines consider the title element to be the most important place to identify keywords and associate the page with a topic.

201,645

## Warnings

**302 (Temporary Redirect)** - Using a 302 redirect will cause search engine crawlers to treat the redirect as temporary and not pass any link juice (ranking power). We highly recommend that you replace 302 redirects with 301 redirects.

**Long URL (> 115 characters)** - A good URL is descriptive and concise. Although not a high priority, we recommend a URL that is shorter than 75 characters.

**Meta Refresh** - Meta refreshes are a type of redirect that is executed at the page level rather than the server level. They are usually slower and not a recommended SEO technique. In general, we recommend using a 301 redirect instead.

**Missing Meta Description Tag** - Meta description tags, while not important to search engine rankings, are extremely important in gaining user click-through from search engine result pages (SERPs). These short paragraphs are the webmaster's opportunity to advertise content to searchers and let them know exactly what the given page has with regard to what they're looking for. The meta description should employ the keywords intelligently, but also create a compelling description that a searcher will want to click. The description should optimally be between 150-160 characters.

**Overly-Dynamic URL** - Although search engines can crawl dynamic URLs, search engine representatives have warned against using over 2 parameters in any given URL.

**Search Engine Blocked by robots.txt** - This page cannot be crawled by search engines due to the robots.txt protocol. If you're seeking to remove this page from search results, we recommend that you use meta robots (with noindex, follow values) instead of robots.txt. This will ensure that the page does not appear in the results but allows link juice to flow through the page's links and count towards the relevance/popularity of other pages on your site. [Learn more about robots.txt.](#)

**Title Element Too Long (> 70 Characters)** - The visible portion of the title tag in the search results extends to 66 characters, after which it is truncated by the engines. We recommend that you keep your title to this length to ensure that customers see your full title in the search results.

**Title Element Too Short** - A really short title element may not sufficiently describe the page to the user and likely does not include relevant keywords for the search engines.

**Too Many On-Page Links** - You should avoid having too many (roughly defined as more than 100) hyperlinks on any given page. When search engine spiders crawl the Internet they are limited by technology resources and are only able to crawl a certain number of links per webpage. In addition, search engine algorithms divide the value of some popularity metrics by the amount of links on a given page. This means that each of the pages being linked to from a given page are also affected by the number of links on the linking page. For these reasons, we recommend you include less than 100 links per page to ensure that they are all crawled, though if your pages have a high page authority, search engines will usually follow more links.

15,792

## Notices

**301 (Permanent Redirect)** - The 301 redirect, as it is commonly called by SEOs, should be used any time one URL needs to be redirected to another.

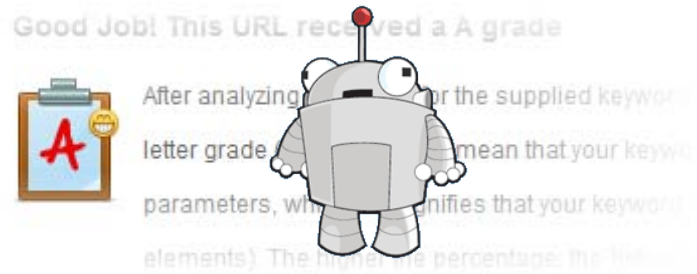
**Blocked by meta-robots** - This page is being kept out of the search engine indexes by meta-robots.

**Blocked by X-robots** - When the X-Robots tag for a page includes 'nofollow', no link juice is passed on through the links on that page.

**Meta-robots Nofollow** - When the meta robots tag for a page includes 'nofollow', no link juice is passed on through the links on that page.

**Rel Canonical** - Using rel=canonical suggests to search engines which URL should be seen as canonical.

# On-page Reports



Optimize keyword targeting at the page level.

## How to Use these Reports

The On-page reports tell you the level of optimization and keyword targeting an individual page has achieved. We base our grades on ranking models and correlation research we've done to see what appears in pages that rank well in search engines. We also include recommendations to help you improve your grade.

### What do the grades mean? (non-Montessori method)



**Excellent!** You've optimized your page extremely well for the target keyword.

Additional work at this point is optional and may not add much more value. Growing link popularity, focusing on conversion rate optimization and improving the content quality of the page may prove more valuable than specific keyword targeting tactics.



**Nice job.** The keyword you're targeting is relatively well optimized on this page.

You may get some small amount of value or rankings by improving to an A grade by following the instructions we provide.



**So-so.** You're not doing a miserable job of optimizing for the keyword, but there's

certainly more that could be done, and it may have a substantive impact on your rankings. Following the optimization advice provided is likely worthwhile.



**Uh-Oh.** This isn't a good sign. On the plus side, employing the recommendations in the on-page optimization report will likely help boost your rankings substantively (unless this is an extremely competitive term/phrase to target, in which case, you should still optimize, but may need to employ link factors as well).



**Yikes!** Perhaps you haven't yet attempted to optimize for the keyword in question on this page, which is fine. Just follow the directions and you'll be on your way to higher rankings in no time!



# On-Page Summary

The screenshot shows the 'On-page Optimization' dashboard. At the top, there are filters for 'All Reports', 'Any Grade', and 'Google United States'. A red box labeled 'Customize Your Report with Filters' points to these filters. Below the filters, there are four grade-based report cards: Grade A (18 reports), Grade B (2 reports), Grade D (2 reports), and Grade F (11 reports). A red box labeled 'Export Filtered Reports to PDF' points to the 'Export to PDF' button. A red box labeled 'Action Menu Checks Ranking Report and Keyword Difficulty' points to the 'Ranking Report' option in the dropdown menu for the keyword 'better than google'. A red box labeled 'Keywords with Low Grades that Already Rank = Great Opportunities' points to the row for the keyword 'target keyword' in the table, which has a Grade of D and a Rank of 2.

**On-page Optimization** [Tutorial](#) [FAQ](#)

For  that have  for

Filtering on Labels

**On Page Optimization Reports for Google US**  
Reports were run for 23 of your pages on Sunday 3/27/11.

**Grade A**  
18 reports

**Grade B**  
2 reports

**Grade D**  
2 reports

**Grade F**  
11 reports

**Total On-Page Reports: 34**  
Reports updated every Sunday

**Export to PDF** **Export to CSV** **Add/Manage Keywords**

**Keyword**  
URL

☒ better than google

[Ranking Report](#)  
[Analyze Difficulty](#)  
[Manage Keywords](#)

**Keywords with Low Grades that Already Rank = Great Opportunities**

Keyword	Grade Current	Change	Google US Rank	Change
pcc campaign	A	==	2	↑ 1
target keyword	D	==	2	==
/blog/canonical-url-tag-the-most-important-	A	==	3	↑ 1

## How We Generate Reports

The On-page summary automatically generates reports for any of your campaign keywords that rank in the top 50 of your primary search engine. The URL that it grades is the same URL that appears in the search results.

For instance, if you have 75 keywords ranking in the Top 50, you should have 75 On-Page Reports. This generation happens automatically within 24 hours of when your rankings are updated.

**PRO Tip:** Look for keywords with low grades that already rank. A small improvement in On-page optimization here may produce significant results.

# Generate Custom Reports

You can use the On-page tool to run custom reports for any keyword/url combination you desire. This feature helps when you want to test a different landing page or when your target keyword doesn't rank in the top 50.

For example, your "Contact Us" page ranks #5 for the keyword phrase "[Yellow Shoes](#)" and the Web App grades it a **B**. What if you really want to target your homepage for this keyword phrase? Here's how:

1. Hit **Report Card** at the top of the On-page summary.
2. Choose your Keyword you want to grade. The keyword must already be included in your campaign. Select **Manage Keywords** if you need to add keywords.
3. Enter the URL of the page you would like to grade.
4. Hit Grade **My On-Page Optimization** to generate your report.

The screenshot shows the SEOMoz On-Page Report Card interface. At the top, the SEOMoz logo and navigation tabs (Overview, Rankings, Crawl Diagnostics, On-page, Link Analysis, Traffic Data) are visible. The 'On-page' tab is selected, and the 'Report Card' sub-tab is active. The main heading is 'On-Page Report Card'. Below this, there are input fields for 'Keyword' (set to 'domain authority') and 'URL' (set to 'www.seomoz.org/'). A button labeled 'Grade My On-page Optimization' is positioned below the URL field. To the right of the input fields, a red box with an arrow pointing to the 'Keyword' field contains the text: 'For Custom Reports, Choose Your Keyword & Enter the URL Here'. Below the input fields, a red box with an arrow pointing to the 'Grade My On-page Optimization' button contains the text: '...and To Run this New Report Weekly, Click Here'. The report results section shows 'Last run on 04/01/2011'. On the left, a message states 'Oh my. This URL received a F grade' with a red box containing 'Your Overall Grade. Uh-oh.' and an arrow pointing to a large 'F' grade icon. On the right, a 'Factor Overview' table lists various factors and their scores. A red box with an arrow pointing to the 'Critical Factors' row contains the text: 'Work On Critical Factors First'.

Factor Overview	
Critical Factors	2 / 4
High Importance Factors	4 / 7
Moderate Importance Factors	6 / 9
Low Importance Factors	8 / 11
Optional Factors	5 / 5

After your report generates, hit **Run This Report Weekly** to automatically grade this page every week.

# Raise Your Grade

We've organized your On-page report card to show the most important factors first. Addressing these critical factors will have the largest impact on your keyword targeting.

As you explore each factor, follow the recommendation to improve your On-page grade.

Broad Keyword Usage in Page Title

Page title

Explanation

**Follow the Recommendation to Raise Your Grade**

SEOmoz's correlation research has also shown that rankings are heavily influenced by keyword usage in the title tag.

Recommendation

Employ the keyword in the page title, preferably as the first words in the element.

Easy fix

**An Easy Fix? No Problem!**

## Beyond On-Page Optimization

On-page factors make up only part of the ranking equation. In addition, you can work on growing link popularity, focusing on conversion rate optimization or improving the content quality of the page to improve your keyword targeting tactics. Some metrics to explore beyond on-page factors include:

- [Keyword Difficulty](#) – See how hard it is to rank for your keyword phrase
- **Explore Links** – Use Open Site Explorer to explore the link metrics of the URL
- **Analyze Anchor Text** – See what phrases others use to link to your page

**On-Page Report Card**

Keyword: san diego internet marketing by flank marketing

URL: www.seomoz.org/marketplace/companies/view/2628

Extract Terms

Explore Links

Analyze Anchor Text

Visit URL

**Don't Forget These Action Items**

# On-Page FAQs, Caveats & Gotchas

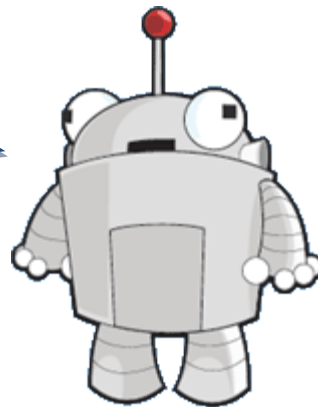
**Q. How does SEOmoz know what On-page factors are important?**

A. Our suggestions and grades are based both on our human contributed [Search Engine Ranking Factors](#) and machine learning correlation research we've done. It's heavy stuff!

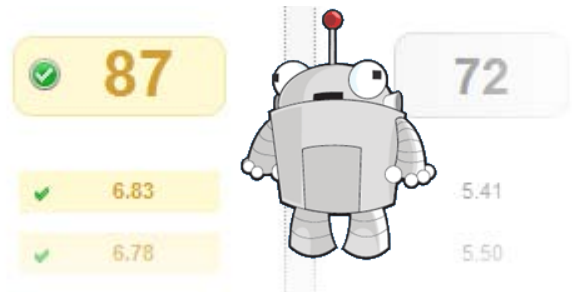
**Q. How many weekly On-page reports can I run?**

A. Up to the keyword limit allowed by your account. If your PRO membership includes 250 tracked keywords, that's how many On-page reports you can run weekly.

More On-Page  
questions? Write me  
at [help@seomoz.org](mailto:help@seomoz.org)!



# Link Analysis



Explore links and gain competitive intelligence.

This guide demonstrates the Link Analysis tab of the SEOmoz PRO Web App. If you don't have an SEOmoz PRO account, you can sign up for one here:

<http://www.seomoz.org/plans>

## Your Link Analysis Report

The Link Analysis section provides a side-by-side comparison of your site and those of your competitors. This data allows you to explore backlinks, anchor text, top pages and key metrics such as Page and Domain Authority.

### What Can You Do with this Information?

Link data is valuable for a variety of applications, but a few of the most popular uses include:

- Research the links that point to your site to identify content that discusses you or your organization
- Identify your top content
- Investigating the link data of a competitor to determine where they're earning links so you can reverse engineer their marketing efforts
- Discovering errors or omissions in the links that point to your site for correction and improvement
- Comparing link metrics between multiple sites to determine the level of competition within the SERPS
- Analyze anchor text

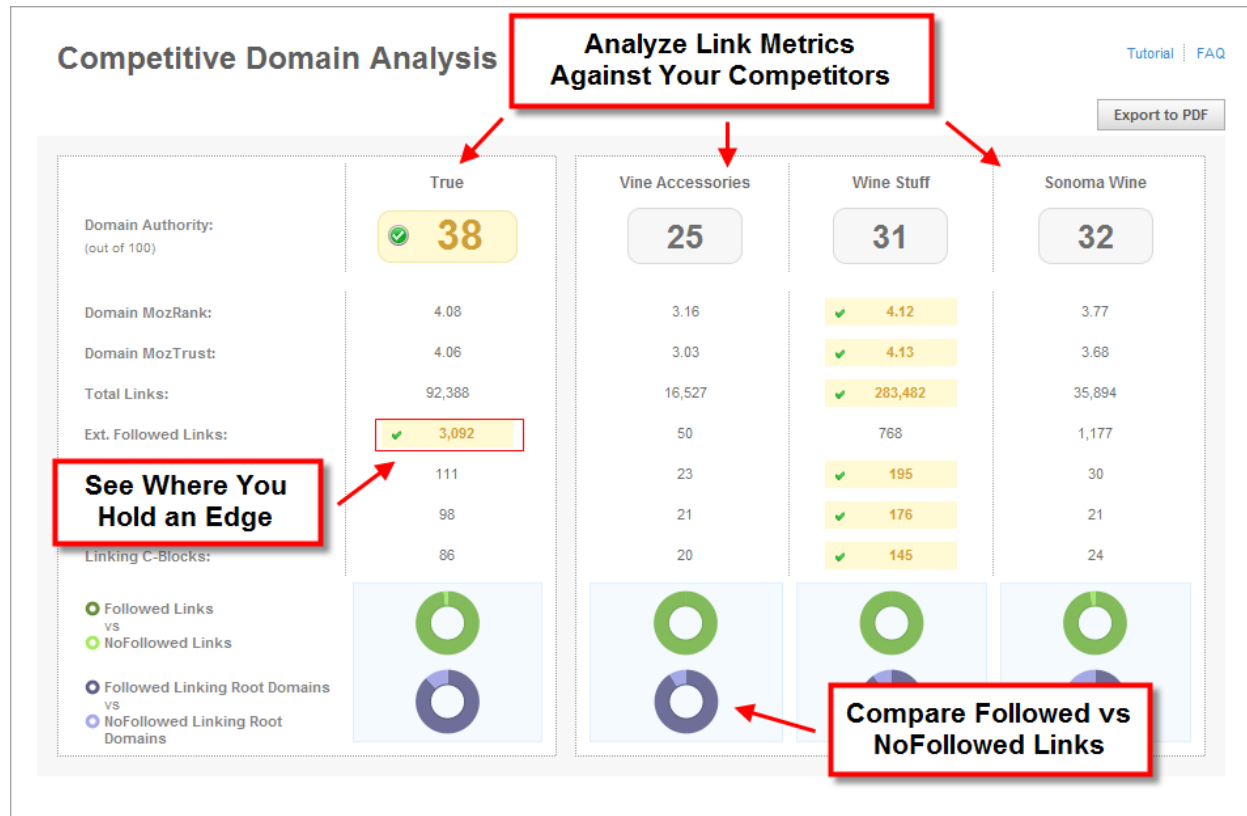
✓ 87

✓ 6.83  
✓ 6.78  
✓ 3,894,773  
✓ 1,055,198  
✓ 23,904  
✓ 20,478  
✓ 10,859

You can read about how link data can be applied to marketing campaigns, research and more [here](#).

# Competitive Domain Analysis

Overview of your domain's top metrics compared against your competition.



## Understanding these Metrics

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**Domain Authority** - Domain Authority is our best prediction about how content on one site would perform in search engine rankings vs. another. It combines all of the link metrics (number of links, linking root domains, mozRank, mozTrust, etc.) we have into a single, predictive score. Domain Authority is calculated on a 100-point, logarithmic scale. Thus, it's much more difficult to grow your score from 70 to 80 than it would be to grow from 20 to 30.

**Domain MozRank** - mozRank is SEOmoz's global link popularity score. It compares the relative link value (ranking power) between URLs on the internet. It is similar in premise to Google's original PageRank metric but is updated more frequently

and offers greater precision. It is calculated on a logarithmic scale between 1 and 10. The average mozRank on what most people think of as the normal web is about 3.00. Learn more: <http://www.seomoz.org/learn-seo/mozrank>

**Domain MozTrust** - mozTrust is SEOMoz's global link trust score. It is similar to mozRank but rather than taking measuring link value, it measures link trust. We determine this by calculating its link distance between the given page and a seeded trust source on the Internet. These trusted sources include the University websites, governmental departments, as well as non-profit and scientific organizations. Learn more: <http://www.seomoz.org/learn-seo/moztrust>

**Total Links** - All links including internal, external, followed and nofollowed to any page on the given root domain. Two or more links from the same URL to a single page are treated as one link.

**External Followed Links** - All followed links from external root domains to any page on the given domain. Learn more: <http://www.seomoz.org/learn-seo/external-link>

**Linking Root Domains** - Number of unique root domains (e.g. \*.example.com) containing at least one linking page to this domain.

**Followed Linking Root Domains** - The number of domains with at least one followed link to any page on the root domain.

**Linking C-Blocks** - C-Blocks are groups of domains with an administrative relationship between them. Linking domains residing on the same C-Block often indicates websites that have the same owner.

# Competitive Comparison

## Followed Backlinks

See the top 5 pages linking to your domain, complete with anchor text and Authority metrics. Export up to 10,000 backlinks or visit [Open Site Explorer](#) to see more.

**Export up to 10,000 Backlinks**

**Export to CSV (Up to 10,000)**

Linking Page Title / URL	Anchor Text / Target URL	Domain Authority	Page Authority
1. Marketing Blogs - Power 150 - Advertising Age adage.com/power150/	SEOMoz Blog www.seomoz.org/blog	88	82
2. SEO Blog	Ten Steps To Advanced Keyword Research www.seomoz.org/blog/10-steps-to-advanced-keyword-research	87	82
3. Groklaw - Digging for Truth www.groklaw.net/	Future Search Talk with Google, summary-of-the-futuresearch-talk-with-google-blekko/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+seomoz+%28SEOMoz+Daily+Blog%29	75	79
4. Need more Monkeys (and less spam invasions) www.needmoremonkeys.com/	SEOMoz www.seomoz.org/blog.php	75	79
5. Need more Monkeys (and less spam invasions) www.needmoremonkeys.com/	SEOMoz www.seomoz.org/rewritten/blog.php	75	79

**Explore Links**  
**Analyze Anchor Text**

**Explore Data for Every Link**

**Links Filtered by Authority**

**Get Even More Data in OSE**

**See more in Open Site Explorer**

## Linking Root Domains

See the top 5 pages linking to your domain, complete with anchor text and Authority metrics. Export up to 10,000 backlinks or visit Open Site Explorer to see more.

**Export to CSV (Up to 10,000)**

Linking Root Domain	Domain Authority	Linking Root Domains
1. *.adobe.com/	100	3,422,050
2. *.nytimes.com/	100	514,687

**Explore Top Linking Domains**



## Top Pages

See the 5 most linked to pages on your domain and explore your competitors' most popular content.

Followed Backlinks

Linking Root Domains

Top Pages

Anchor Text Phrases

SEOMoz

Most Linked to Pages

Export to CSV (Up to 10,000)

Page Title / URL	HTTP Status	Linking Root Domains	Page Authority
<div>1.  SEO Software, Simplified.   SEOMoz</div> <div>www.seomoz.org/</div>	200	6,862	89
<div>2.  SEO Blog   SEOMoz Blog Featuring Search Engine Marketing Tactics &amp; Strategies</div> <div>www.seomoz.org/blog</div>	200	3,318	85

### PRO Tip: Using the Top Pages Report

- Find URLs with lots of high quality links that aren't properly redirected to your site (HTTP Status 404, 302, etc.)
- Identify link strategies that work best for your site or your competitors. By knowing which pages earn links, you can figure out which methods of link acquisition work best.
- Identify pages with lots of link juice and are likely to A) rank well if you optimize them better for specific keywords and B) pass their link juice to other pages that need rankings on your site.

## Anchor Text Phrases

View the top anchor text linking to any domain. Visit Open Site Explorer for more.

Followed Backlinks	Linking Root Domains	Top Pages	Anchor Text Phrases
SEOMoz			Export to CSV (Up to 10,000)
Anchor Text		Linking Root Domains Containing this Anchor Text	Links Containing this Anchor Text
1. seomoz		4,921	130,606
2. seomoz.org		1,522	13,686
3. rand fishkin		687	8,595

# Link Analysis FAQs, Caveats & Gotchas

## Q. Do the metrics show data for my subdomain or root domain?

At this time the metrics in the Competitive Domain Analysis, including mozRank, mozTrust, and linking data, apply to your root domain and the root domain of your competitors. You can [learn more about domains here](#).

## Q. How often is the link analysis data updated?

Your link analysis data is pulled directly from the SEOmoz Linkscape index which updates every 3-4 weeks. For a schedule of upcoming updates, please visit <http://apiwiki.seomoz.org/w/page/25141119/Linkscape-Schedule>

We use the Linkscape index to populate the information in the Web App for your campaigns, but there is a small delay as this data populates into the over 20,000 campaigns that SEOmoz tracks. To guarantee the absolute freshest data, [visit Open Site Explorer](#). PRO members can run unlimited daily reports and see information for up to 10,000 links per domain.

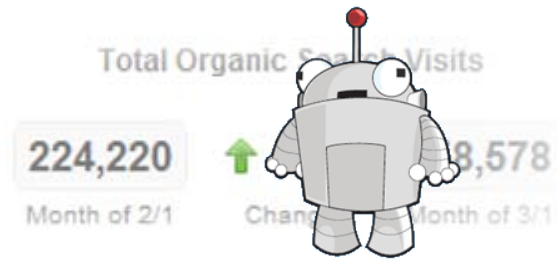
## Q. What is Open Site Explorer?

[Open Site Explorer](#) is a link exploration tool that provides webmasters the ability to see up to 10,000 links to any site or page on the web via SEOmoz's Linkscape index.

The screenshot displays the Open Site Explorer interface. At the top, there's a search bar with 'http://www.seomoz.org/' entered and a 'Get Link Data' button. Below this, four key metrics are shown: Page Authority (89/100), Domain Authority (88/100), Linking Root Domains (6,926), and Total Links (189,666). The interface includes tabs for 'Linking Pages', 'Top Pages', 'Linking Domains', 'Anchor Text Distribution', and 'Full List of Link Metrics'. The 'Linking Pages' tab is active, showing a table of links. The table has columns for 'Linking Page Title URL', 'Anchor Text', 'Page Authority', and 'Domain Authority'. The first row shows a link from 'SEO Software. Simplified. | SEOmoz' with no anchor text, a page authority of 89, and a domain authority of 88.

Linking Page Title URL	Anchor Text	Page Authority	Domain Authority
1 SEO Software. Simplified.   SEOmoz www.seomoz.org/	[No Anchor Text]	89	88

# Traffic Data



See KPIs with organic traffic analytics!

This guide demonstrates the Traffic Data Report of the SEOmoz PRO Web App. If you don't have an SEOmoz PRO account, you can sign up for one here:

<http://www.seomoz.org/plans>

## Organic Traffic Data Report

Your Traffic Data Report imports data from Google Analytics to display three actionable SEO metrics. You can view data about the total organic search traffic visiting your website, the number of URLs receiving entrances via search and the total number of organic keywords sending search visits.

**Important!** – You must connect a Google Analytics account to see data in the traffic column. If you haven't yet connected a GA account connected to your campaign, it's not too late!

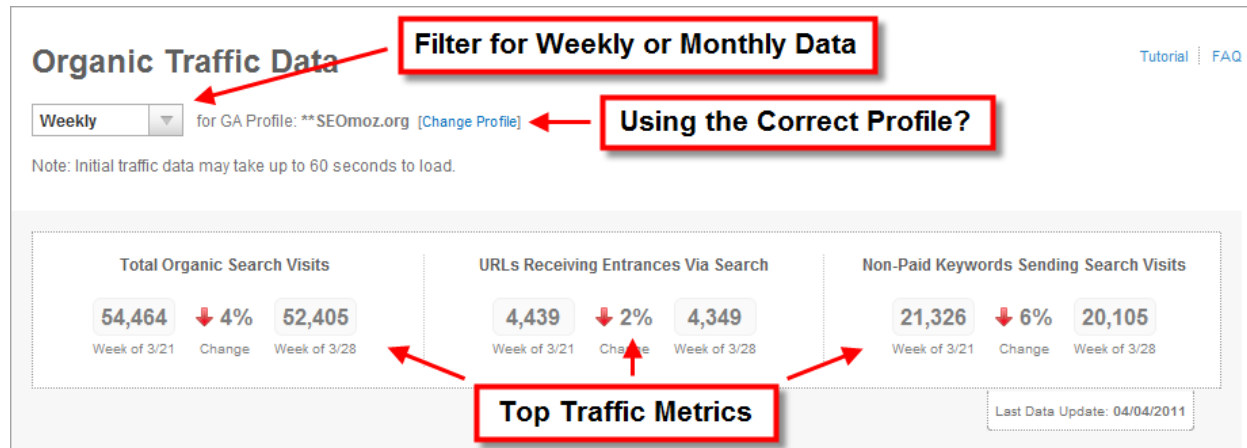
The screenshot shows the 'Organic Traffic Data' report interface. At the top, it says 'See sweet graphs of your traffic data!'. Below this, a paragraph explains the feature: 'We're glad you're ready to try out our new Traffic Data feature. Here you'll be able to analyze the number of keywords referring organic traffic, pages receiving referred traffic, and total keywords receiving traffic.' Another paragraph states: 'But, first you need to connect to your Google Analytics account. You can do that by clicking the button below:'. A button labeled 'Connect to my GA account' is shown. A red arrow points from a red-bordered box containing the text 'Click Here to Connect Your GA Account' to the 'Connect to my GA account' button. In the background, a line graph is visible with a yellow line and a grid.

Make sure you have a valid GA account and that you are an administrator of the profile you wish to connect. Follow the on-screen instructions or visit the Connect Analytics Guide for more information.

If you need a Google Analytics account, visit <http://www.google.com/analytics/>

# Organic Traffic Data Overview

The Traffic Data overview allows you to filter your analytics data by either weekly or monthly data sets.



**Patience is a virtue!** Initial traffic data may take up to 60 seconds to load. (We pull this data direct from Google, so we need to be polite.)

## Total Organic Search Visits

This graph displays non-paid visits from search engines, including Google, Yahoo, Bing, etc. It does not include traffic that was paid for, such as pay per click advertising.



Use this metric to spot trends in traffic and evaluate the overall success of your SEO efforts. In general, up is good (unlike our poor graph above.)

## URLs Receiving Entrances Via Search

This graph represents the number of pages receiving at least one visit from search engines. This indicates how many pages rank well enough to be found by search engine users.



## Non-Paid Keywords Sending Search Visits

This graph represents the number of keywords sending at least one organic (non-paid) visit from search engines. This tells you the number of individual keyword phrases that are ranking somewhere in the SERPS and sending visits to your website.



### Using these Metrics

Use this data to correlate your SEO efforts with actual traffic data, and also to gauge changes to the way search engines index and rank your site.

For example, if you add a ton of new content, but the number of URL's receiving entrances doesn't increase, then you know something might be wrong. Or if you haven't done anything to your site, and the numbers are going down, perhaps this indicates an indexation or crawling problem.

# Troubleshooting

With the **SEOMoz help team!**

We hope everything goes well with your campaign, but sometimes things hit a glitch. Here are a few common scenarios that may help you if things go south.



## One Page Crawls (oh my!)

Rogerbot is one smart ‘bot, but there are a number of things that can prevent him from crawling your site. So if your campaign is missing an obvious amount of crawled pages, look for the following traps.

### 1. **www vs non-www Subdomains**

The Web App is sub-domain based, meaning the crawl is restricted to the exact subdomain entered in the setup process. So if your campaign is set for `www.example.com`, then rogerbot will only crawl pages that start with the full “www”. Normally this isn’t a problem, but if your URLs redirects to `example.com` (without the `www`) then rogerbot will run into problems.

It’s important to enter the right subdomain in the setup process. For a complete explanation, please [read about www vs. non-www subdomains](#).

### 2. **Https**

Does your website use mostly https? Unfortunately, at this time our crawlers can only handle http. Total bummer, right? When SEOMoz first built its crawler technology, this solution made sense. Shortly after, Google changed the way it indexed https pages, and now it’s an openly accepted protocol. Down the road, SEOMoz is working on new crawler technology to handle https pages. Look for it someday soon!

### 3. **Javascript Links and Funny Redirects**

We love JavaScript. It makes our web pages sing! But JavaScript and SEO? Eh... not so much.

There's a lot of debate in the SEO world about the value of linking and redirecting with JavaScript. Although Google is known to follow some JavaScript, it's unknown how they handle passing link juice or domain authority with these types of links.

SEOMoz crawlers do not follow JavaScript links or certain types of scripted redirects. For this reason, it's important to have actual html links on your homepage and in other prominent navigation areas of your website.

#### **4. Restricted by Robots.txt**

Are you keeping rogerbot away with a big "NO ROBOTS ALLOWED" sign in your robots.txt file? If so, it's possible you're also blocking Google and other major search engines. The Web App is great for diagnosing problems with your site - especially when you find out you're accidentally blocking spiders from crawling! Do the right thing and study up on robots.txt files [here](#) and [here](#).

#### **5. Errors in Robots.txt**

A robots.txt file isn't required to crawl your site (although we recommend one.) But if you choose to have a robots.txt file, make sure it's free from errors! If we detect that you have a robots.txt file, but we can't properly read it, we may not crawl your site.

A couple of good tools for checking your robots.txt file are the [Robots.txt Checker by Motoricerca](#) and the [Robots.txt Checker by Frobee.com](#).

#### **6. No Follow - Don't Follow Me!**

In the Golden Days of SEO (2009?) the nofollow tag was popular for PageRank sculpting. Today it's an effective tool for signaling search engines not to pass juice to untrusted links from your website.

How does rogerbot handle nofollow links? He doesn't follow them. If your site is heavy with nofollow links, you may not receive the full crawl you were looking for.

#### **7. Restricted IPs & Other Mysteries of the Universe**

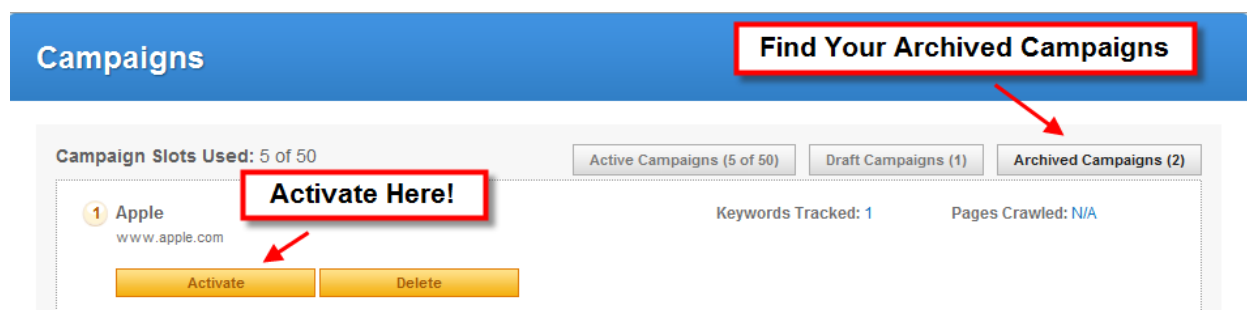
Occasionally, web servers and ISPs will restrict certain IP addresses from accessing your website. This is rare, but it can prevent SEOMoz from crawling your site and will result in a 500 server error. We crawl from the cloud and therefore use a variety of IPs, but make sure your server isn't blocking EC2, Amazon's cloud service.

## Help - My Campaigns are Gone

That's not good! Was your account recently suspended, perhaps because of a billing issue? Whenever your account is suspended, your campaigns are archived. The good news is that reviving archived accounts is pretty darn simple.

Go to your PRO Dashboard: <http://www.seomoz.org/users/pro>

Look at your **Campaign Manager** section. The tab on the far right is **Archived Campaigns**. Click on that tab and hit **Activate** to "unarchive" your campaigns.



## No Traffic Data

If you don't see any traffic metrics in your Traffic Data or Rankings reports, you may need to connect your Google Analytics account and verify you have connected the correct profile. Read the chapter on connecting Google Analytics or check out this [handy guide](#) for more.

## Link Analysis not Updating

Your link Competitive Domain Analysis report updates every 3-4 weeks. Your campaign pulls this data direct from the SEOMoz Linkscape index. For a schedule of upcoming updates, please visit <http://apiwiki.seomoz.org/w/page/25141119/Linkscope-Schedule>

We always use the latest Linkscape index to populate your campaigns, but there is a small delay we import these metrics into your account. To guarantee the absolute freshest data, [visit Open Site Explorer](#). PRO members can run unlimited daily reports and see information for up to 10,000 links per domain.



# Where to Go For More Answers

## For General SEO Help

If you haven't done so already, we highly recommend you read the [Beginner's Guide to SEO](#) for great introductory tips on Search Engine Optimization.

## Got a question?

Search the [PRO Q&A](#) to see if your question has been asked and answered. Ask your own question and field responses from the SEOmoz community.

## For Technical Help with SEOmoz PRO Tools

Check out our member-powered [SEOmoz Help Forums](#) for additional tool articles, questions about using PRO, feature requests and more.

## Got a Great Idea for a New Feature?

We base our product development on customer feedback, so we love to hear your ideas. Visit out our [Feature Request Forum](#). Other members vote on your ideas and we use these tallies to decide what to add next!

## Need to Contact Us?

We <3 our customers! Write us at [help@seomoz.org](mailto:help@seomoz.org). We'll get back to you lickedy-split.