Welcome to WebCEO, a set of 19 cloud-based tools for SEO, Social Media Analytics and Competitive Analysis. This platform boasts state-of-the-art reporting functionality and the ability to go 100% white-label on your own domain.
We thought it would be great to provide you, our users, with some details about how WebCEO can help you improve your website’s positions across all popular search engines and Social Media.

This guide provides you with step-by-step recommendations on how to use our tools in order to improve your website positions across all popular search engines and social media platforms. Everything from on-site optimization to technical audit, backlink quality check, mobile site optimization, traffic performance analysis and social media engagement monitoring.

1. Getting Started

Website promotion consists of the following stages:

- Conducting a site audit and niche analysis
- Acting according to the recommendations of WebCEO for better site optimization
- Implementing effective link building and performance tracking

This process is cyclic.

After you optimize your site, you will need to do an analysis of what has been done and see what else you can do to improve things further. Here's how to do all this with WebCEO:

**Add your site to the projects**

At the start, WebCEO will open the wizard to help you add your project data. It includes keywords for which you want to rank, competitor domains to conduct competitive analysis, site pages to do the SEO audit and connecting with Google Analytics.
Use an SEO Checklist as your roadmap

After the site has been added, you’ll see the Project Overview which includes a configurable set of widgets with data from all the WebCEO tools. Pay attention to the DIY SEO Checklist widget where you’ll find out what needs to be done for your site in order to promote it in the best way. Use it as your SEO Checklist: mark each task you complete and move on to the next one.
2. Rank Tracking:
Check how you are performing in search engines

The top listing in Google's organic search results receives about 31.7% of the traffic (based on Backlinko report). In the My Site Rankings report, you can track how your site is ranked by search engines. Your aim is to get more traffic, so your positions need to be as high as possible.

Configure all the necessary settings for the My Site Rankings report:

1. **Select search engines** (WebCEO will ask for your location and to add your own local search engine versions to your ranking report);

2. **Configure the settings** to find the rankings of your main URL, mirrors, subdomains and social profiles as well;

3. **Add competitor domains**;

4. **Select which special (paid and vertical) results** you would like to count in reports (images, ads, shopping);

5. **Add your social profile URLs** (such as Twitter or Facebook company profiles) or other alternative URLs you want to be tracked.
Analyse your rankings

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

Check Google Updates benchmarks. Use the Journal of Events

With the Google updates dates shown on the Historical Charts and Traffic Analysis graphs, you can easily understand (and explain to your clients) if your site rankings and traffic were affected by Google updates.

You can add your own events describing your SEO actions, leave notes to yourself, communicate with your team or explain report data to your clients in addition to the Google updates that we will add for you. Click on the Add event button to do this. All your entries will be kept in the Journal of Events.
Choose the best keywords for search engine optimization

Get suggestions on related keywords

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

Organize your keywords in a keyword basket

Store the keywords in the Keyword Basket, group them with tags for convenience (such as for filtering reports in other tools). You’ll use these keywords to optimize the pages of your site selected in the Step 4.
**SEO Audit:**
Optimize the most important pages of your site and run a website SEO audit

**Select landing pages**

Go to the Landing Pages Overview section of the SEO Analysis tool and specify your keywords for each landing page.

1. Click on *Add landing page* to add the landing pages you want to monitor.

2. Once a landing page appears in the table, click on *Add keywords*. Enter a landing page's URL (or choose it from the list of pages).
3. In the Edit landing page settings window, click on Assign up to 5 keywords to assign the keywords you have in the Keyword Basket. Alternatively, click on Add keywords and choose Add manually if you want instead to type your keywords in.

Get keyword-specific SEO advice on each landing page

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

The Landing Pages Overview report shows your landing pages’ optimization scores and other important SEO factors at a glance.
Get overall SEO advice on your site

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

Create a sitemap if you haven’t done it yet

At this step it is reasonable to check if you have a sitemap for your site (the On-Site Issues Overview report will alert you if you don’t). If the sitemap is missing, create it with the Sitemap Generation tool.
Check your site for broken links, anchors and other site accessibility issues with the *Technical Audit tool*.

Sculpt your site theme by tweaking your internal link structure.

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

**TIP.** For more details on how to work with this tool, read this [post on our blog](#).
5 Link Earning:
Do some off-site optimization – build links to your site

Spy on your competitors

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

Submit your content to search engines and directories

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

Monitor social mentions to create more links

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

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

- **Watch your positions rise** in the *My Site Rankings* report.
  
  Use the *Change scan date* option to display the changes.

- **Track if the number of backlinks has grown** with the *My Backlinks* tool and if the quality of some specific important backlinks has or hasn’t changed with the *Partner Links Watch* tool.

- **Do link detox**. In order not to risk your search engine positions and to prevent a Google penalty, you can easily monitor your site backlink profile with WebCEO to quickly detect low-quality links and report them to Google. Use the *Toxic Pages* report located in the *My Backlinks* tool.

  [Read this post](#) on our blog to learn how to find toxic links with WebCEO.

- In the *Traffic Analysis* module, you can **track visitors to your site**, marketing campaigns performance and traffic from social media.

- **Learn your competitors’ best practices** with the help of the *Competitor Metrics* reports. With this tool you will:
  
  - always be informed about the pages of your site that need to be fine-tuned to outrank your competitors;
  
  - know how well your website is doing compared to your competitors;
• analyze your competitors’ traffic and estimate how many prospects they may get over a given time period.

- Monitor your social media popularity and check your competitors’ social trends with the Social Engagement tool.
Get a summary of your and your competitors’ Facebook traffic.

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

- see how quickly your Facebook network grows;
- learn from your competitors and discover what content drives engagement in your market;
- know if your readers hide your posts from their timelines.

This information is essential to prioritize your efforts, create better content, and drive real social growth.
Run reports on a schedule

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

Email reports on a schedule

Set WebCEO to automatically email reports on a schedule. To do this, go to the Consolidated PDF reports tab in PDF Reports. Configure your settings to get an all-in-one SEO report with your custom design and get it emailed to your client or yourself. Read more about branding options in section 8 below.
Be alerted when bad things happen

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

Brand your PDF reports and the appearance of your user account interface

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

View a Sample Branded Report

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

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

Configure a custom domain to run your own SEO tools on your own website (branded with your custom design). What’s the benefit? You avoid the costs of developing SEO tools yourself and use WebCEO as a turn-key, branded SEO platform to resell SEO services or provide SEO reports on your own website.

If you are interested in the 100% branding of all WebCEO service including tools and reports, read more about our White Label Solutions or contact Allen MacCannell via Skype: WebCEO Online or at allen@webceo.com.

Multiple languages

Provide your clients with professional SEO reports in their native languages. Translate yourself or use the translations your fellow WebCEO users have already made. Go to Main menu > Languages and add the language(s) you want to use in your reports and account interface.

In the Translation Tool you will see all the phrases that are used in the WebCEO tools and reports. Use filters to translate phrases that are used in reports or to translate the specific tools only.
9. SEO Lead Generation Module: Get Quality SEO leads thanks to WebCEO

Provide an express SEO Audit to impress your potential client

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

Place a button on your website and get quality leads automatically

Add a Free SEO Audit widget button on your website and get your SEO leads automatically. Every visitor of your site who clicks the button and sends a request will get an all-in-one SEO Audit report by email. You’ll get an automatic lead recorded at the SEO Lead Generation tab in SEO Leads.
Once you qualify the SEO leads, you can convert their records into active projects easily. Work on their SEO and follow-up later with professional reports to clients that show your success. Go to the Settings on the SEO Lead Generation page to configure the layout of the button widget, target countries and daily budget.
What's Next?

In general, your site performs well if the Average Ranking Position Trend rises (the trend widget is available in Rank Tracking -> My Site Rankings -> Tool Summary) and if the traffic to your site grows as a result (which you can observe in the Traffic Analysis tool).

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

Also, if you are competing against other websites in your niche, be sure to check regularly how your own rankings compare to theirs. You can enter competitor sites and view their rankings for your keywords in the Competitor Rankings reports.
For more information on what to do if you see a decrease in rankings, use our post about it and read the WebCEO blog – we often update it with new tutorials and breaking SEO news.

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

Happy SEO-ing!

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