A Quick Start Guide
on How to Promote Your Site Using WebCEO

Welcome to WebCEO, a set of 17 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.
Website promotion consists of the following stages: conduct a site audit and niche analysis, act according to the recommendations of WebCEO for better site optimization, implement effective link building and performance tracking. The process is cyclic, so after you finish the optimization, you need to do an analysis of what’s been done and see what you can do to improve things further. Here’s how to do this with WebCEO.

Getting Started

Add your site to the projects

At the start, WebCEO will open the wizard to help you add project data. You’ll add keywords to check rankings, competitor domains to conduct competitive analysis, site pages to do the SEO audit and connect 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 the best way. Use it as an SEO Checklist – mark each task as it has been done and move to the next one.
2. Rank Tracking:
Check how you are performing in search engines

The top listings in Google’s organic search results receive about 31% of the traffic (based on Advanced Web Ranking report). In the Rank Tracking tool you can track how your site is ranked by search engines. Your aim is to get more traffic, so your positions should be as high as possible.

Configure all the necessary settings for the Rank Tracking tool:

1. **Select search engines** (WebCEO will automatically determine your location and add your own local search engine versions to your ranking report, but you may change them if your audience is located elsewhere);

2. **Set up Rank Tracking** 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** (Twitter or Facebook company profiles) or other alternative URLs you want to be tracked.
Analyze 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 Rank Tracking and the Web Analytics graphs, you can easily understand (and explain to your clients), if your site rankings (and thus 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 an Add event link in any WebCEO tool to do this. All your entries will be kept in the Journal of Events on a regular basis.
Choose the best keywords for search engine optimization

Get suggestions on related keywords

To best do SEO for your site, you will need to know the optimal keywords for your site topic so the search engines can associate your site with them. How will you choose the best keywords? Go to the Keyword Tool's first report 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.
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.
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) and 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 Optimization 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 in our blog
Link Earning:
Do some off-site optimization – build links to your site

Spy on your competitors

Open the Competitor Backlink Spy tool and run it to see who links to your competitors and doesn't yet link to your site. 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 results.

- **Watch your positions rise with the Rank Tracking tool**
  Use the Compare with the previous results filter to understand the difference.

- **Track if the number of backlinks has grown**
  with the Backlink Quality Check tool and if the quality of some specific important backlinks has or hasn’t changed with the Chosen Link 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 Backlink Quality Check tool.
  
  Read this post in our blog to learn how to find toxic links with WebCEO.

- In the Web Analytics 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;
- Monitor your social media popularity and check your competitors’ social trends with the Social Engagement tool.

- Analyze your competitors’ traffic and estimate how many prospects they may get over a given time period.
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 a website Project Overview. Also, most of our tools contain a Scan schedule option in the Scanning menu.

Email reports on a schedule

Set WebCEO to automatically email reports on a schedule (use the Consolidated reports link at the top of the user interface to do this). 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.
8. Interface & Report Customization

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

To customize your account interface color scheme and background image, go to the Color Scheme & Background tab. To customize your PDF reports (logo, header, footer, color scheme, cover page), go to the PDF Report 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.
Select User Manager in the top right corner to add a user group. Users of paid service plans can allow any other WebCEO users (including the free 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: webceoonline 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.
**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 (second tab in your main Dashboard) and provide your site’s visitors with an express SEO Audit report in PDF format (you can also generate and email this 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.

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.
In general, your site performs well if the Average Ranking Position Trend rises (the trend widget is available in the Rank Tracking > Tool Summary) and if the traffic to your site grows as a result (watch the Web Analytics 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.

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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