seobility
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Hi there!

In this guide, you'll learn **how to get started with Seobility!**

This includes **how to:**

- Perform your first **onpage audit**

- Analyze your **backlink profile** and build **new links**

- Start tracking your **Google rankings.**

Ready to start?
Let's go ! 🚀

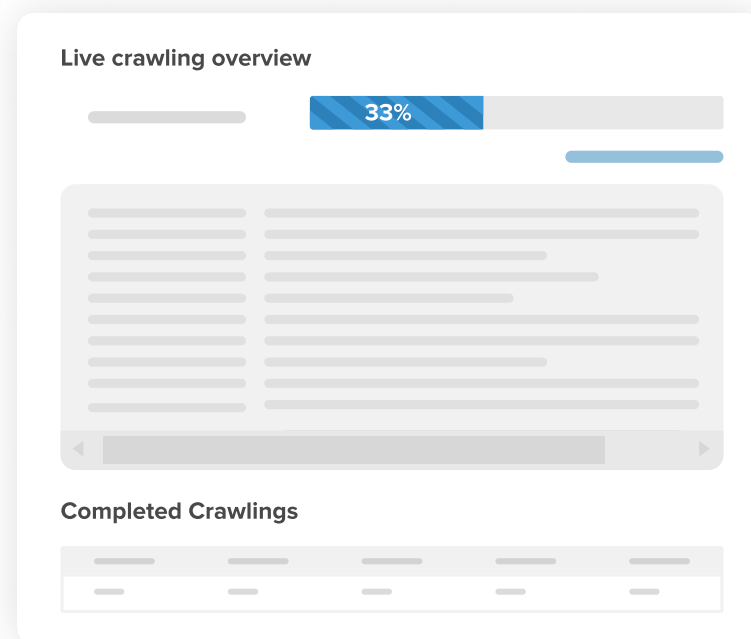seobility

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Create your first project

After verifying your email, **the first thing to do is add your website as a project.**

By doing this, you allow Seobility to:

- crawl your website like a [search engine crawler](#) would

- gather all the data you need to analyze and optimize your website

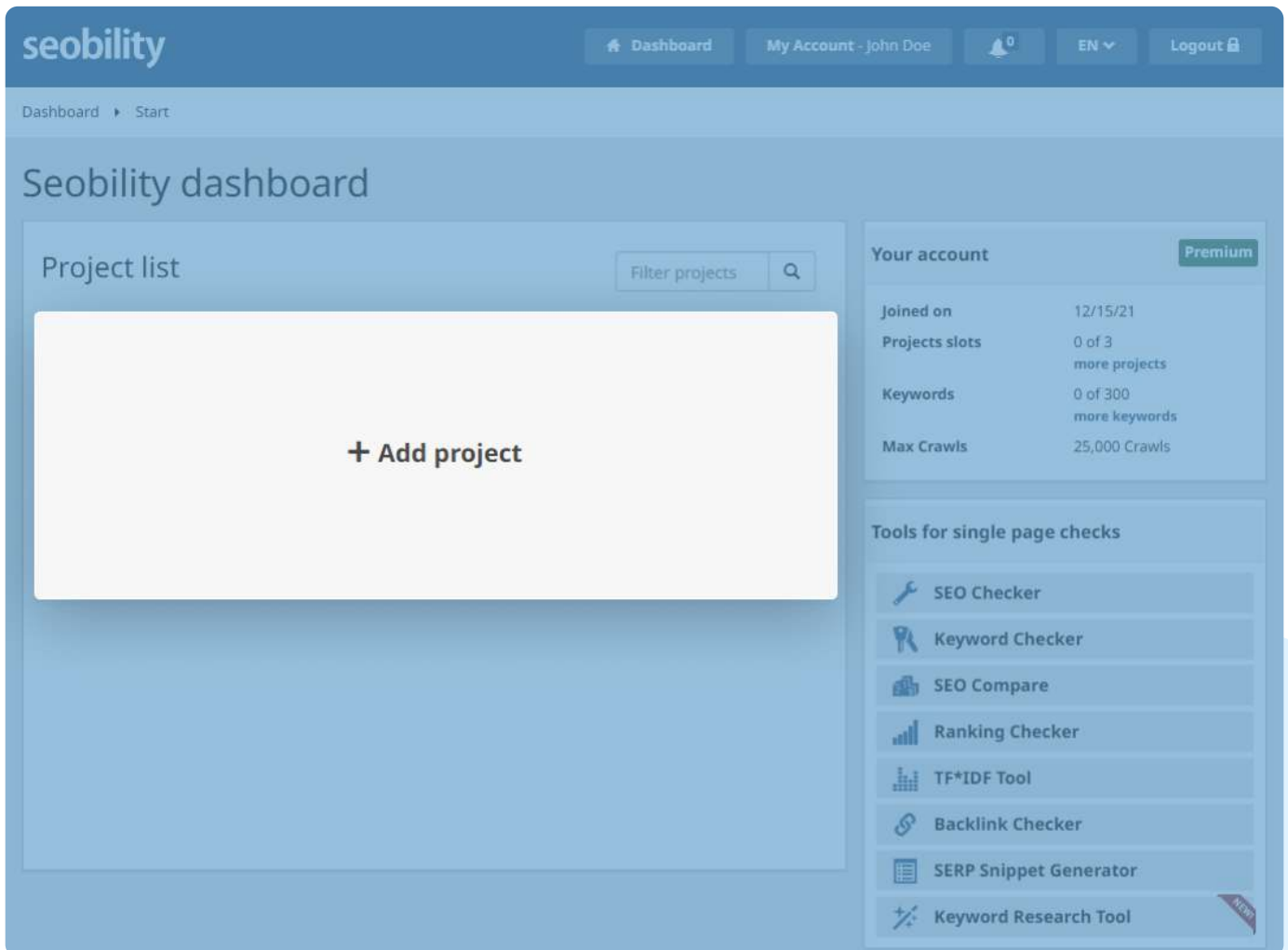- track the rankings and backlinks for every domain that you add as a project

Live crawling overview

33%

Completed Crawlings

Let's add a project step by step.

Step 1

Add a project

Go to your Seobility dashboard ↗ and click on "+ **Add project**". A project can be your entire website, your domain or just a subdirectory you would like to crawl:
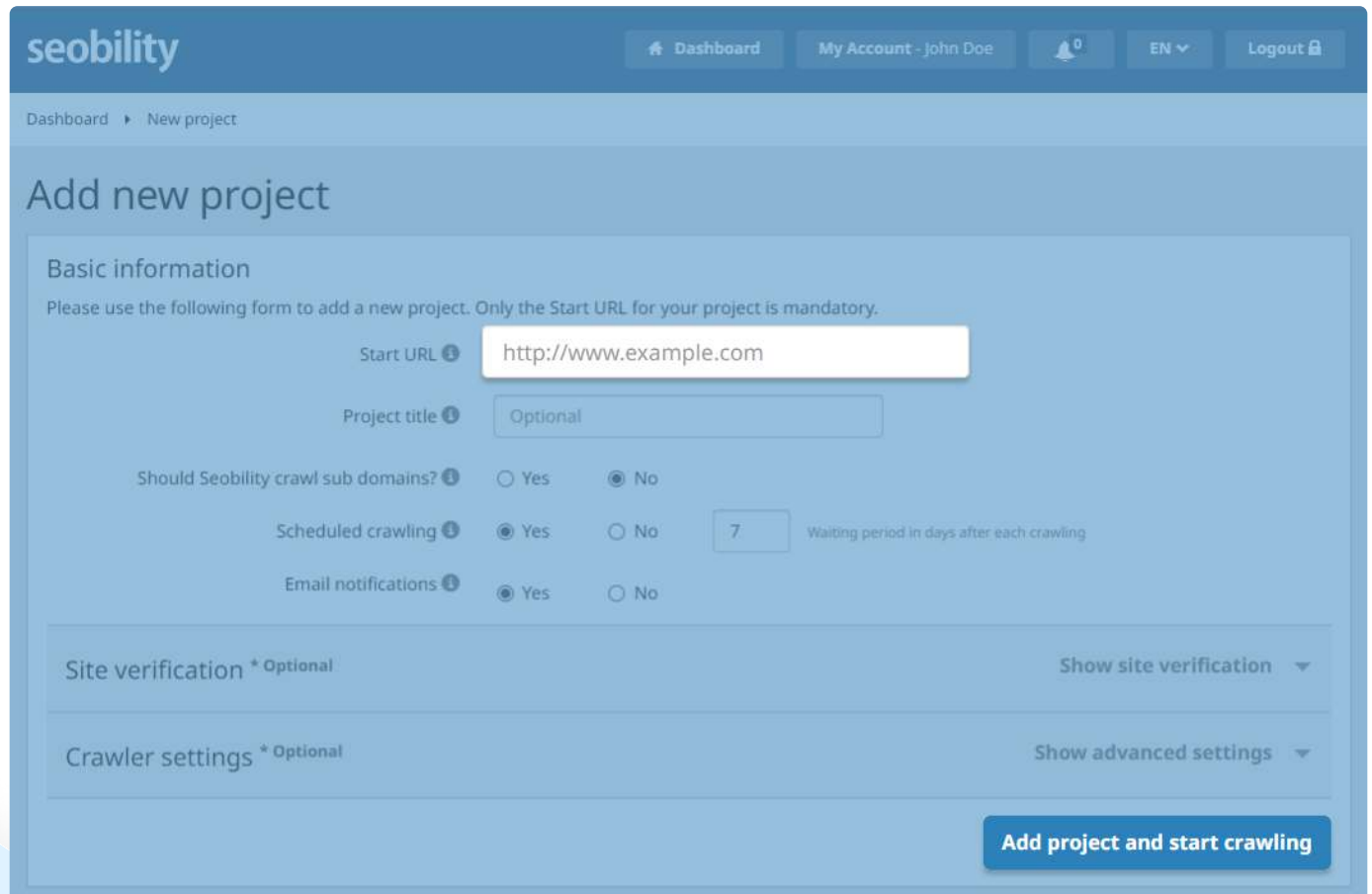
Step 2

Add your website and configure your project

On the next screen, type your website's URL into the first field:

You can also name your project and configure advanced settings such as "Site verification" (recommended for large websites) and "Crawler settings" before you initiate the crawl.

But don´t worry – you can keep the default settings for now and change the configuration later or for future crawls.

Hit the "**Add project and start crawling**" button next.

Step 3

Your website is being crawled

Et voilá! **You've created your first project.** Seobility crawls your website and fetches all the required data automatically.

This process can take some time depending on how large your website is. In the meantime, let's return to your Seobility dashboard ↗.

From now on, **this is where you'll find this project and all your future projects.**

Each project you add is represented by a summary, so you can easily check your website's status and progress at a glance, including:

- your Onpage score
- your Backlinks
- your Rankings

Next, click on your project's name to access all the analyses and data for your website. **This information is divided into four sections:**

Now **let's start digging into these sections** to learn how they work.

First stop: your project's Overview.

Overview

The main settings for your project

Here you can **check the key data for your project and configure all its settings.**
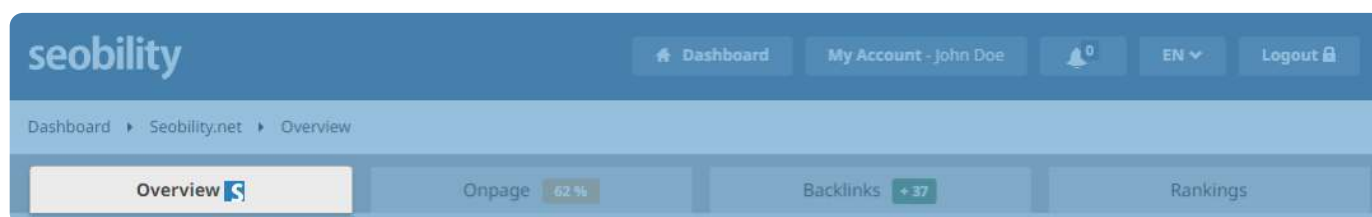
The most important options are:
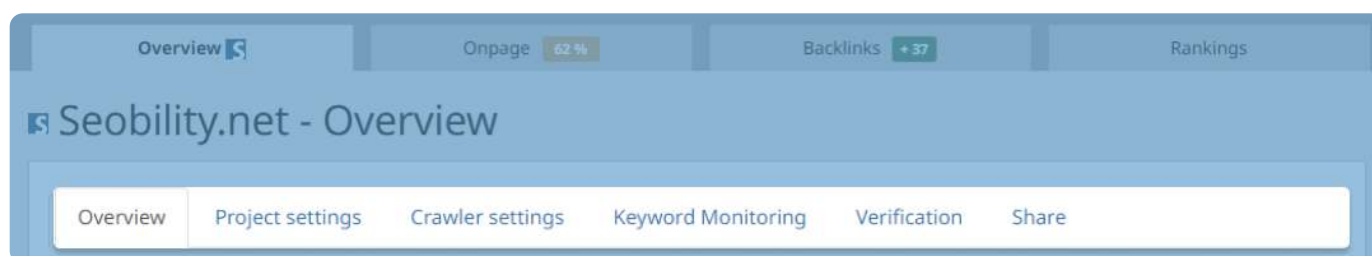
- **Overview:** Here you can start a new crawl after improving your website so you can see how the changes you made impact your onpage score. You can also download reports or delete your project in this section.

- **Project settings:** Set up scheduled crawls of your website, enable or disable email notifications, and more.

- **Crawler settings:** Add a custom robots.txt ↗ , enable JavaScript ↗ crawling, or change other crawler settings such as the number of crawled pages.

- **Share:** Use this option to share your project (with your colleagues, for example).

Onpage

Audit your website

Seobility's Onpage tool audits your entire website and helps you:

- **identify onpage SEO issues** that might prevent you from ranking higher on Google

- **fix those problems by providing recommendations** and optimization tips
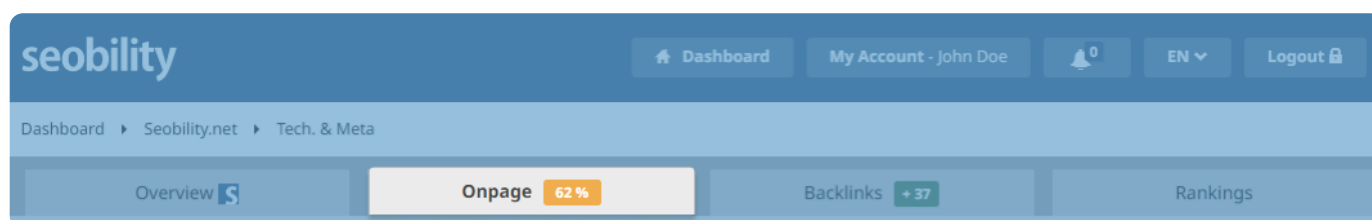
The audit includes more than 50 analyses based on three key SEO areas:

1. The **technical foundation and meta elements** of your website

2. Your website's **structure**

3. Your website's **content**
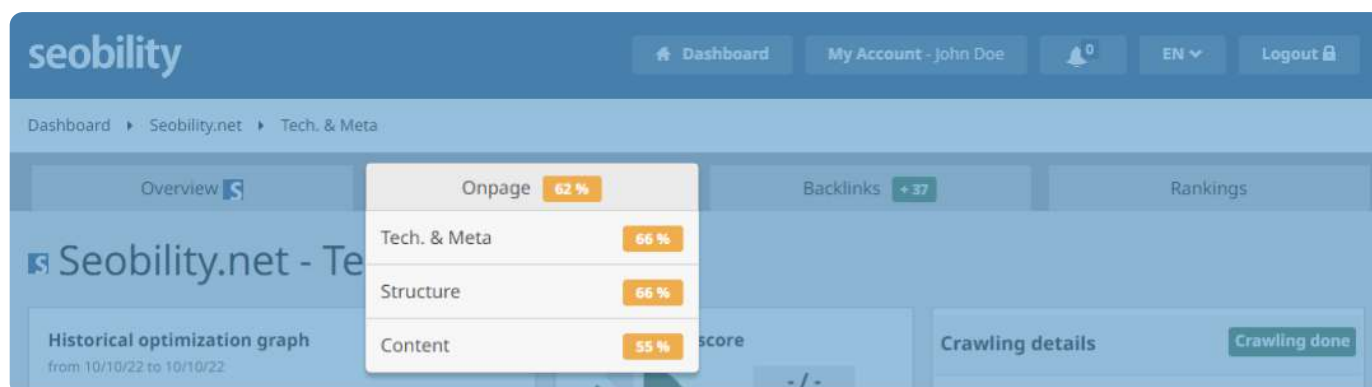
Let's start with the "Tech & Meta" audit.

1. Tech and Meta

Find errors that affect your website's health

The Tech & Meta audit tells you…

- which parts of your website are crawlable and indexable ⬈ for search engines
- if there are issues with your website's meta information
- if your website is too slow
- if there are any other technical issues affecting your website's health.

Fixing these issues will allow search engines to access, understand, and index your content correctly. Here's what your Tech & Meta audit dashboard looks like:

All three Onpage dashboards (Tech & Meta, Structure, and Content) look and work the same way. At the top, you'll find some general statistics about your site.

Next, you'll see a list of the most important errors you need to fix.

Below the list, you'll find all analyses related to the tech & meta, structure, and content of your site.

To improve your website, we recommend that you **start first with the list of important errors and crawling details.**

Important errors and crawling details

106 pages have titles that are in need of improvement	Show results
2 pages have a duplicate meta description	Show results
10 pages have duplicate page titles	Show results
767 pages have problems with H1 headings	Show results
Problems with headings were found on **129** pages	Show results
	Show more

That would immediately take you to the report containing the specific problems for your site. In this case, some meta titles ↗ are too long, as you can see in the column "Problems".

Problematic page titles

Entries per page: 50 ⌄   Export CSV ⬇   PDF Report 📄

#	URL		Problems	Page titles	☑
1.	https://www.seobility.net/en/blog/december-core-update-analysis/	↗	Too long	December Core Update Analysis: Sorry Google, You Have a Spam Problem 678 / 580 Pixels	☐
2.	https://www.seobility.net/en/blog/cost-of-seo/	↗	Too long	What's the cost of SEO? – Free Tool: How Much To Rank - Seobility Blog 655 / 580 Pixels	☐
3.	https://www.seobility.net/en/blog/core-web-vitals/	↗	Too long	Core Web Vitals: Everything You Need To Know About Google's Newest Ranking Factor - Seobility Blog 928 / 580 Pixels	☐

Go through these problems one by one and start optimizing your pages. For instance, if some titles are too long or too short, you can use the SERP Snippet Generator ↗ to measure their lengths and improve them as needed.

Every time you fix a problem, you can check it off by using the check box on the right:

This way, the next time you crawl your website, the resolved errors won't be shown and your onpage score may be higher.

If you don't know how to fix an issue, check out the Optimization Tips box at the top of the page for more info.

In addition, you can also filter and download the lists of important errors in most cases

Each analysis of the Tech & Meta audit dashboard works exactly like the example we just saw. You can start with the list of important errors or with any of the analyses below.

Crawling statistics

Check	Amount	Change
Pages crawled	1,961	- 12
Pages checked	1,132	- 9
Uncheckable pages	263	- 3
Pages detected	1,976	- 28
Pages with search engine rankings	91	+ 4
Pages blocked by robots.txt	92	0
Uncheckable data types	126	0
Found external Links	1,081	+ 10
Nofollow pages	19	0
Pages with technical problems	3	0

URL details

Check	Amount	Change
URL parameters	8	0
Session ID in URL	1	0
Too many subdirectories	35	- 2
URL too long	36	0
Questionable URLs	0	0

File sources (Image, CSS, JS)

Check	Amount	Change
Crawled file sources	1,006	+ 7
Non-retrievable file sources	2	+ 2
File sources excluded by robots.txt	1	0
Non HTTPS content on HTTPS pages	39	+ 2
Issues with file sources	507	+ 173
Too many files within a page	0	0

Meta tags and page attributes

Check	Amount	Change
Pages with problematic page titles	162	- 2
Problems with meta descriptions	90	- 3
Duplicate page titles	39	- 1
Duplicate meta descriptions	59	- 1

HTTP-Status Overview

HTTP status code	Amount

Let's review now your website's Structure.

2. Structure

Check if your site is well structured for search engines and users

A well-structured website not only improves your visitors' experience. It also allows Google and other search engine crawlers to find all relevant content on your site and understand which pages are the most important.

The Structure dashboard helps you **uncover issues with** internal ⬀ and external links ⬀ **and improve your website's structure.**

It looks and works just like the Tech and Meta dashboard.

You can start optimizing your website with the list of important errors and also dig into all the other reports.

3. Content

Evaluate the quality and relevance of your content

High-quality and unique content↗ is essential to ranking high on Google. The Content dashboard helps you **detect low-quality or** duplicate content ↗ **that might lower your rankings.**

The Content dashboard also works the same way as the Tech and Meta dashboard.

4. Page Details Feature

Besides auditing your entire website, you can also **analyze any of your pages on their own by using the Page Details feature.**

You'll find this tool in all Onpage dashboards located just below the optimization score. To start using it, just paste any of your URLs into the search bar and hit enter:

Now you can dig into the technical details and onpage SEO issues that are affecting the specific URL. You can also check its backlinks and rankings to get a full picture of its SEO performance.

This can be helpful if **you have an important page or important content that you want to optimize.** For example, this feature could help you improve the ranking of one particular blog post.
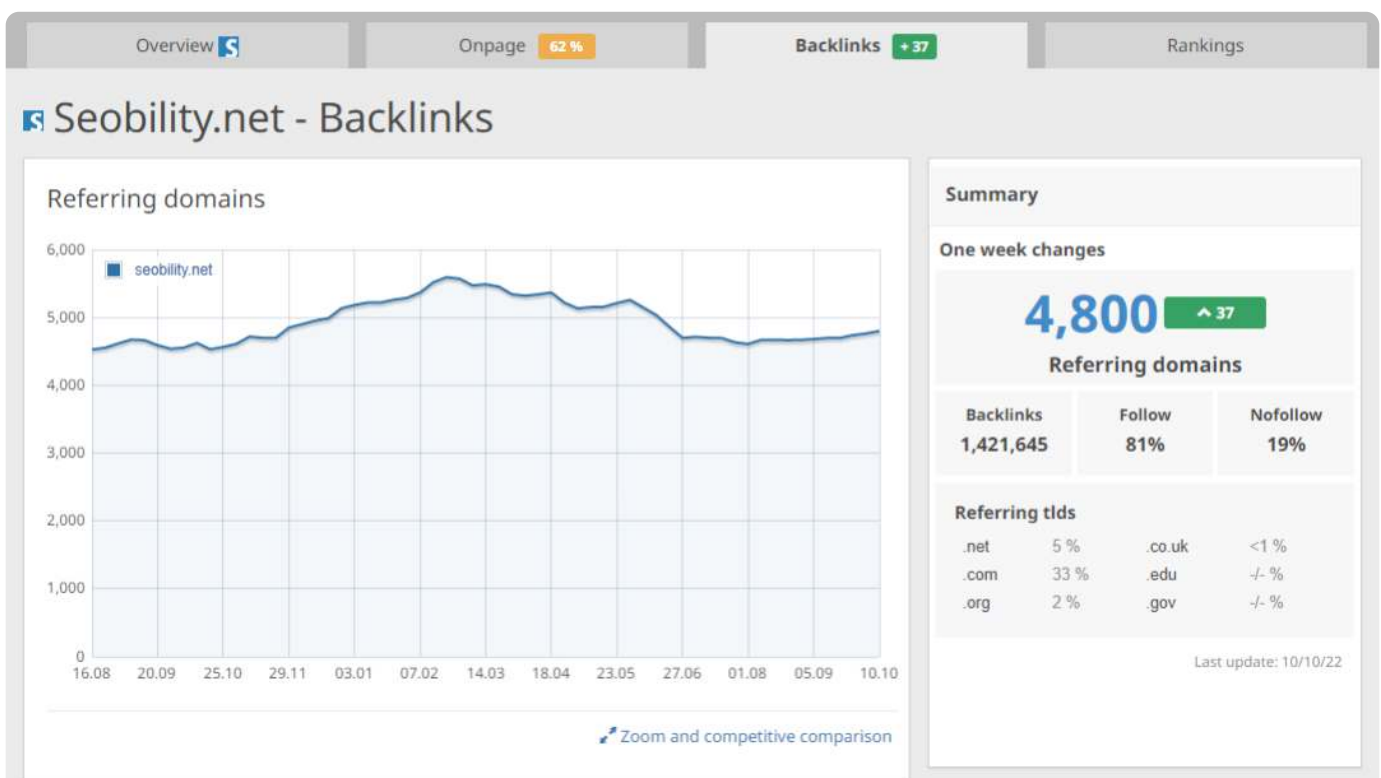
Backlinks

Analyze your website's backlink profile

Besides high-quality and useful content, backlinks ↗ are one of the most important ranking factors. Especially in competitive niches, the websites that rank at the top of search results are usually the ones with many high-quality backlinks. In addition, backlinks can also be an important means for driving traffic to your website ↗.
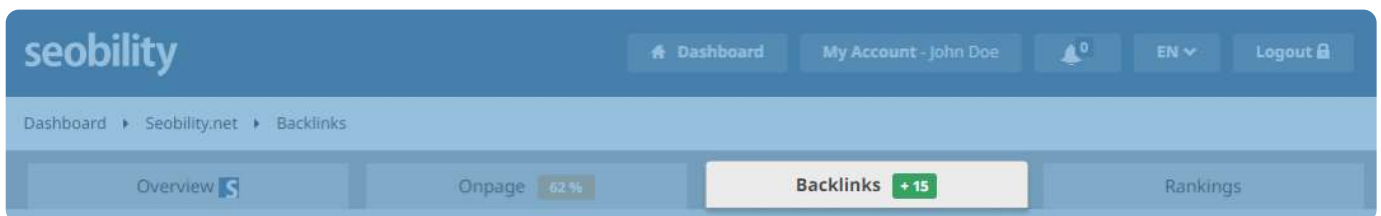
The Backlinks dashboard lets you **explore all backlinks pointing to your website, including how the number of backlinks has changed** over time.

You'll also see the most **important statistics about your inbound link profile** such as the ratio between follow ↗ and nofollow ↗ links.

But the heart of the Backlinks dashboard is found in the tabs below.

Here you can take an in-depth look at:

- all pages that link to your site (Backlinks)

- new and lost links

- the most frequently used anchor texts ⬀ to link to your website

- your broken backlinks ⬀

- link types (text or image, follow or nofollow)

- link value (link rating) of each backlink

- and more

But that's not all! If you scroll to the bottom of the page, you'll find **two features that can help you get more backlinks.**

⬇ **Let's check them out one at a time.**

Competitors (Backlinks)

This handy feature lets you spy on your competitors' backlinks. This can give you **an idea of how many backlinks you might need to stay competitive**. It also allows you to analyze your competitors' link-building activities and discover new link opportunities for your own site.

In order to check your rivals' backlinks, you just need to add their URLs as competitors:

Link Building Tools

If you don't want to examine your competitors' backlink profiles one by one, the Link Building Tools feature can save you a lot of time. It automatically calculates **potential backlink opportunities for your website** based on your site's data, your competitors, and popular websites in your niche.

Here's how to start using it:

1. Add at least one competitor. The more competitors you add, the better.

2. Add a few keywords to your "Rankings" to get even better results.

3. Click on "Calculate opportunities".

The program will then start fetching information. **This process may take some time, but you'll be notified by email** when the results are ready.

Once your link-building opportunities have been calculated, you can easily check the output:

Here's what you can do with these tools:

- Find pages that link to **more than one competitor**. If a website links to several of your competitors on a certain page, you could contact the webmaster and ask them to link to you as well.

- Check the **link opportunities from top-ranked pages** on product listing sites, forums, or blogs for your keywords. These sites aren't competitors, so they could offer a great opportunity to get more backlinks.

- Find **pages with content sponsored by your competitors** or guest posts. You could try to submit your own guest posts or sponsor your own content on these sites.

- Take advantage of **broken backlinks that point to your competitors' sites**. Reach out to the referring sites and offer them better (unbroken) links to similar content on your website.

Rankings

Monitor your SEO success

With Seobility's Ranking Monitoring feature, you can **track your website's positions on Google**. This way you can keep track of any ranking changes, monitor how your content performs, and check if your SEO efforts are having an effect.
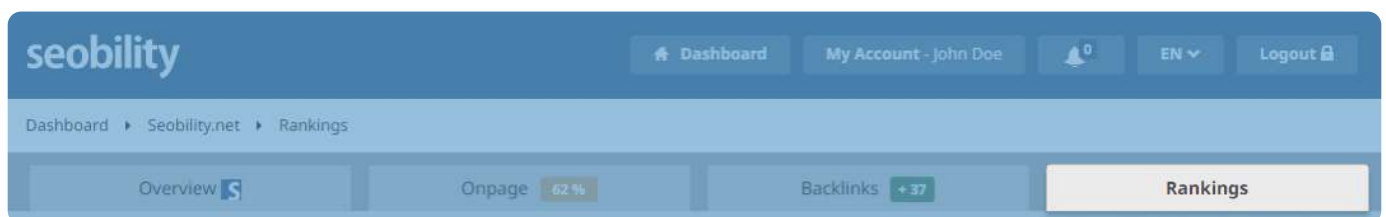
It will take just **two steps to start using the tool:**

1. Go to your Rankings dashboard and choose the country where you want to track your rankings:

If you have a Premium subscription, you can also select a city. With this setting, the tool can simulate the search query of a user in the specified location. This is recommended if you have a local business and want to track your website's rankings on a city level, for example.

> **Pro Tip**: If you have a list of keywords, you can upload it by using the "CSV Import" option.

2. On the next screen, enter your keywords ↗ into the text box (one keyword per line). You will also find several search term suggestions on the right that you might want to add.
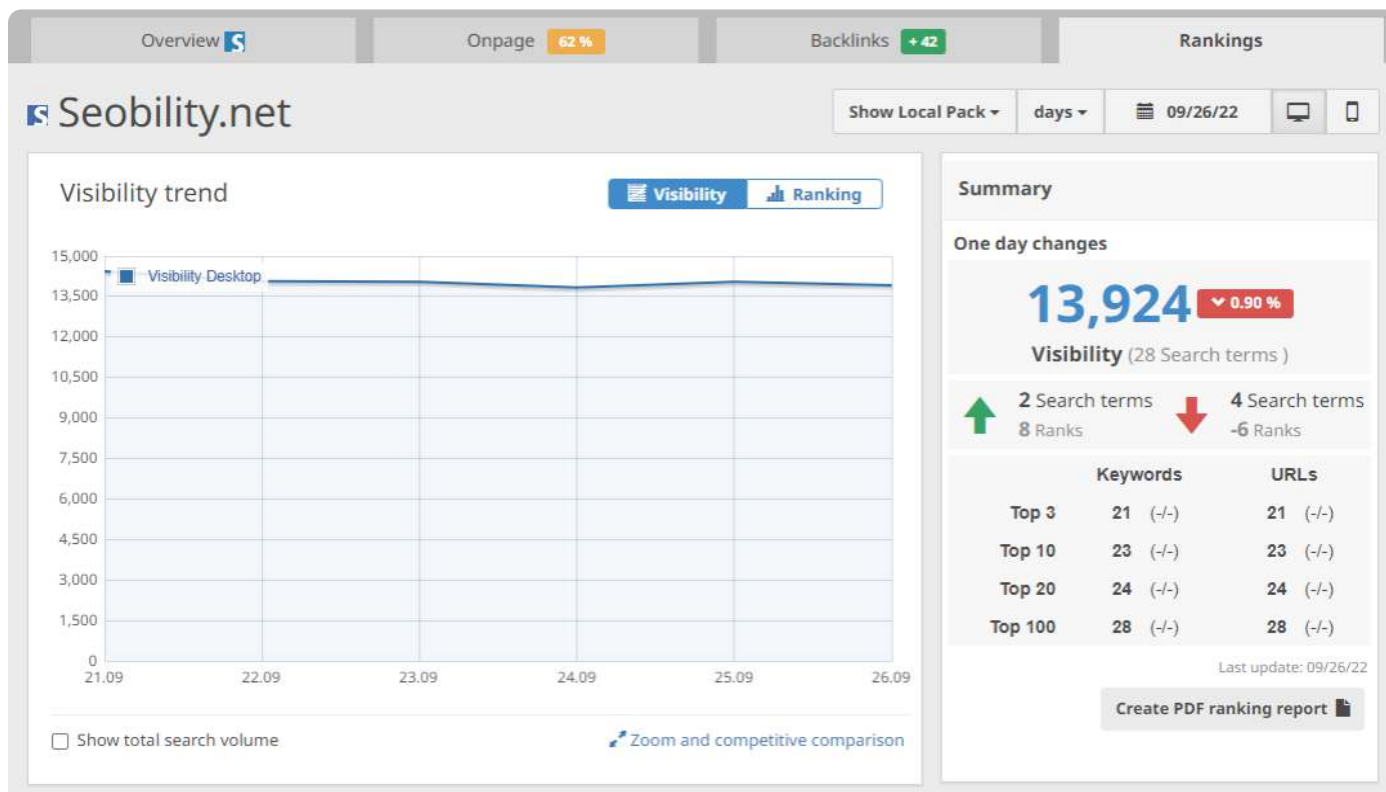

> **Don't know which keywords to monitor?** Don't worry! **Use the Keyword Research Tool ↗** to find the keywords you already rank for and discover new ones!

Finally, click "**Save selected search terms**" to go to your Ranking dashboard.

Ranking Dashboard

This is where you'll find all the information about your website's rankings at a glance.

> 💬 **Note:** Since you've just added your keywords, the tool will start tracking your rankings from this point on. There's no trend information for past weeks or months yet.
> But don´t worry – you'll be able to see any changes the next day.

In the visibility trend graph, you can see how your rankings changed over time. The visibility metric is calculated based on your website's positions and the search volume of each keyword. This metric is an estimate of how many visitors your website attracts per month.

Moving down, you'll find your monitored keywords along with your site's current ranking for each keyword and any position changes compared to the previous time frame. You'll also see keyword metrics such as Google Ads CPC ↗ and the option to add tags in order to group and filter your keywords.

Clicking on one of the monitored keywords will open "Keyword monitoring details". This page provides more granular information about each keyword.

You can switch between the different tabs to get information about...

1. The top 100 pages Google ranks for a keyword. This can give you an idea of what kind of content Google considers relevant for a search term.

2. URLs from your website that rank for this keyword.

3. URLs from your website that could rank for this keyword but first need to be optimized.

4. Your competitors' rankings for this keyword. (If you've already added Competitors in the Backlinks dashboard, you can see their rankings here).

Now let's return to the Rankings dashboard and **take a look at two additional features** located at the bottom.

Competitors (Rankings)

Here you can **compare your visibility for your specific keyword set with that of your competitors.**

If you've already added Competitors in the Backlinks dashboard, you'll see the same websites here as well.
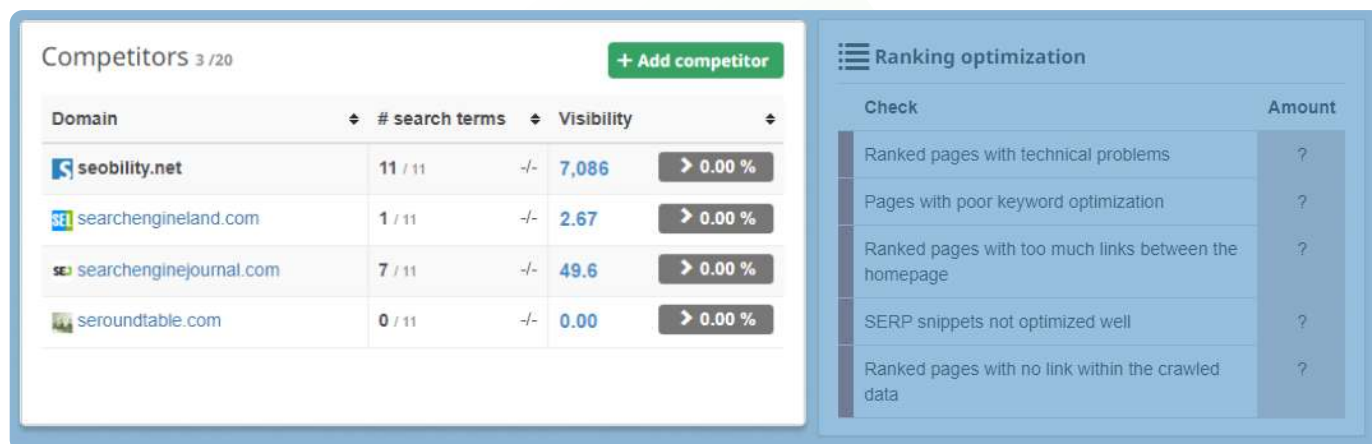
By clicking on one of your competitors, you can also compare your rankings for each keyword you monitor.

Ranking Optimization

This feature gives you tips on how to **improve pages that already rank for the keywords you monitor.**

It lets you find any pages that still have room for optimization or that are affected by technical issues (such as server errors) that could pose a serious threat to your rankings.

Clicking on "Ranked pages with poorly optimized meta tags", for example, will show you a list of ranking pages with poorly optimized titles or meta descriptions.

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Free Tools

Besides the main software, Seobility includes several free tools that provide additional features or help you analyze individual pages in detail.

You can find them in your Seobility dashboard⧉:

- [SEO Checker](#)⬈: Analyze any web page to find technical errors and onpage SEO issues that might be holding it back from top search engine rankings.

- [Keyword Checker](#)⬈: Check how well a certain page is optimized for a keyword and get recommendations on how to improve its ranking.

- [SEO Compare](#)⬈: Compare the keyword optimization of a competitor's page with your page and learn what your competitor is doing differently.

- [Ranking Checker](#)⬈: Check where your website ranks in Google's results for any keyword.

- [TF*IDF Tool](#)⬈: Find out which important terms your top-ranked competitors are using in their content and use them to optimize your own pages.

- [Backlink Checker](#)⬈: Check the backlinks of any domain or URL and find new link-building opportunities.

- [SERP Snippet Generator](#)⬈: Optimize your page titles and meta descriptions to improve your search snippet.

- [Keyword Research Tool](#)⬈: Discover new keywords to find content ideas and ranking opportunities for your website.

Contact

Do you have any questions?

Don´t hesitate to call us at +49 911 - 23 75 62 61 (Mo-Fr CET from 9 am to 5 pm)
or email support@seobility.net.

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Learn more about our plans and pricing ⤤.

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✉ support@seobility.net