

seobility

Quick Start Guide



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 ! 



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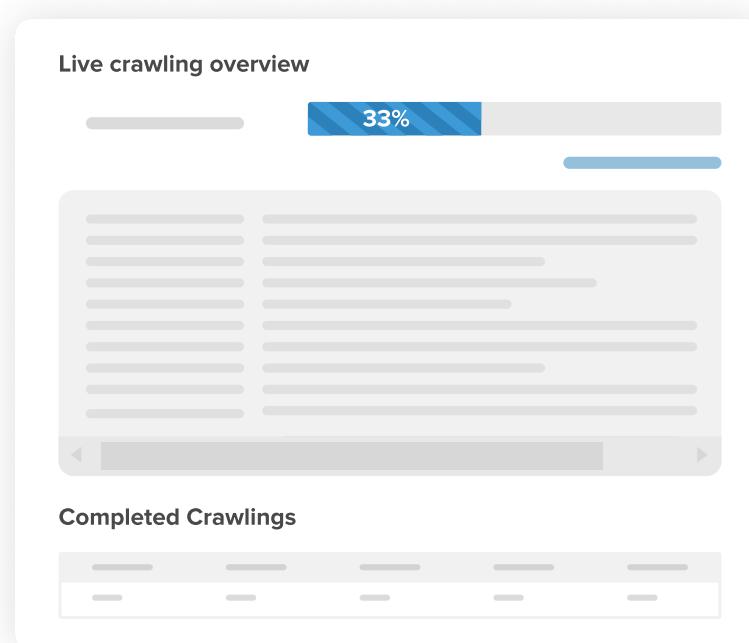


Create your first project

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



Let's add a project step by step.



Add a project

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:

The screenshot shows the Seobility dashboard interface. At the top, there's a navigation bar with links for Dashboard, My Account - John Doe, a notification bell (0), EN (language dropdown), and Logout. Below the navigation is a breadcrumb trail: Dashboard > Start. The main title is "Seobility dashboard". On the left, there's a "Project list" section with a large white area and a prominent "+ Add project" button. To the right of this is a "Your account" summary table. Further down is a section titled "Tools for single page checks" listing various SEO tools with their icons.

Your account	
Joined on	12/15/21
Projects slots	0 of 3 more projects
Keywords	0 of 300 more keywords
Max Crawls	25,000 Crawls

Tools for single page checks	
	SEO Checker
	Keyword Checker
	SEO Compare
	Ranking Checker
	TF*IDF Tool
	Backlink Checker
	SERP Snippet Generator
	Keyword Research Tool



Add a project

Step 2

Add your website and configure your project

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

The screenshot shows the 'Add new project' page on the Seobility dashboard. At the top, there is a navigation bar with links for 'Dashboard', 'My Account - John Doe', a notification bell icon (0 notifications), 'EN', and 'Logout'. Below the navigation, the page title 'Add new project' is displayed. A sub-header 'Basic information' is followed by instructions: 'Please use the following form to add a new project. Only the Start URL for your project is mandatory.' The 'Start URL' field contains 'http://www.example.com'. The 'Project title' field is labeled 'Optional'. Under 'Should Seobility crawl sub domains?', the 'No' radio button is selected. For 'Scheduled crawling', the 'Yes' radio button is selected, and a 'Waiting period in days after each crawling' input field shows the value '7'. Under 'Email notifications', the 'Yes' radio button is selected. Below these settings are two sections: 'Site verification * Optional' and 'Crawler settings * Optional', each with a 'Show site verification' and 'Show advanced settings' dropdown. At the bottom right is a large blue button labeled 'Add project and start crawling'.

Dashboard → New project

Add new project

Basic information

Please use the following form to add a new project. Only the Start URL for your project is mandatory.

Start URL ⓘ

Project title ⓘ

Should Seobility crawl sub domains? ⓘ Yes No

Scheduled crawling ⓘ Yes No Waiting period in days after each crawling

Email notifications ⓘ Yes No

Site verification * Optional Show site verification

Crawler settings * Optional Show advanced settings

Add project and start crawling

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.



Add a project

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.

seobility

Dashboard My Account - John Doe 1 EN Logout

Overview Onpage Backlinks +15 Rankings

Seobility.net - Overview

Project Overview

URL	https://www.seobility.net/
Project name	Seobility.net
State	Crawling in progress..
Website verified	No
Created on	09/13/22 01:50 pm
Scheduled crawling	Yes

Project Options

- Start new crawling
- Delete project
- Create PDF report
- Stop crawling

Project Checklist

Charset encoding	utf-8
Average links per page	224
www. redirect	OK
Redirect for https://	OK
Avg. response time	0.17
Average amount JS files	7
Average amount CSS files	8
Only for adults	No
Language	de, de-de
Transfer encoding	Yes
Software version	-/-

Live crawling overview

Crawling progress 33% Show Live results →

```
2022-09-13 13:52:26 - [File] https://www.seobility.net/wp-content/uploads/2021/12/wix-blog
2022-09-13 13:52:26 - [File] https://www.seobility.net/wp-content/uploads/2022/01/steuerur
2022-09-13 13:52:25 - https://www.seobility.net/de/wiki/Googlebot
2022-09-13 13:52:25 - https://www.seobility.net/de/wiki/Google_Analytics
2022-09-13 13:52:25 - https://www.seobility.net/de/wiki/Google_Alerts
2022-09-13 13:52:25 - [File] https://www.seobility.net/wp-content/uploads/2021/08/noindex-
2022-09-13 13:52:25 - [File] https://www.seobility.net/wp-content/uploads/2022/01/steuerur
2022-09-13 13:52:25 - [File] https://www.seobility.net/wp-content/uploads/2021/12/wix-canc
2022-09-13 13:52:25 - [File] https://www.seobility.net/wp-content/uploads/2022/01/steuerur
2022-09-13 13:52:24 - https://www.seobility.net/de/wiki/Google_AdSense
```

Completed Crawlings

#	Start	End	Downloaded pages	Checked pages	State	⚙️
1	09/13/22 01:50 pm	-/-	240	214	⚙️	

These checks refer the whole website and not a single page.

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.**

Seobility dashboard

Project list [+ Add project](#) Filter projects

Seobility.net

Onpage	Backlinks	Ranking
62%	4.80k	0.00
-	▲ 37	> 0%

Last crawl: 10/10/22 12:29 pm
Crawling in progress:
Crawled pages: 1,966
Monitored search terms: [Add keywords 0](#)

+ Add project

Your account

Joined on	12/15/21
Projects slots	1 of 3 more projects
Keywords	0 of 300 more keywords
Max Crawls	25,000 Crawls

Tools for single page checks

- SEO Checker
- Keyword Checker
- SEO Compare
- Ranking Checker
- TF*IDF Tool
- Backlink Checker
- SERP Snippet Generator
- Keyword Research Tool



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:

seobility

Dashboard My Account - John Doe EN Logout

Dashboard ▶ Seobility.net ▶ Overview

[Overview](#) [Onpage 62 %](#) [Backlinks + 15](#) [Rankings](#)

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 screenshot shows the Seobility.net dashboard with a blue header. The 'Overview' tab is highlighted with a yellow background and a magnifying glass icon. Other tabs include 'Onpage' (62%), 'Backlinks' (+37), and 'Rankings'. The top right features a 'Dashboard' button, 'My Account - John Doe', a notification bell with 0 notifications, language selection ('EN'), and a 'Logout' button.

The most important options are:

The screenshot shows the 'Seobility.net - Overview' page. The top navigation bar includes 'Overview' (selected), 'Onpage' (62%), 'Backlinks' (+37), and 'Rankings'. Below this, a secondary navigation bar has tabs for 'Overview' (selected), 'Project settings', 'Crawler settings', 'Keyword Monitoring', 'Verification', and 'Share'.

- **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 screenshot shows the Seobility.net dashboard with the following interface elements:

- Header:** "seobility" logo, "Dashboard", "My Account - John Doe", notification bell (0), "EN", and "Logout".
- Breadcrumbs:** "Dashboard" > "Seobility.net" > "Tech. & Meta".
- Top navigation:** "Overview" (selected), "Onpage 62%", "Backlinks +37", and "Rankings".
- Content area:** A summary card for "Seobility.net - Tech. & Meta" with a progress bar at 62%.
- Footer:** "Historical optimization graph" (from 10/10/22 to 10/10/22), "Crawling details" (status: "Crawling done"), and a "Crawling done" button.

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**

The screenshot shows the Seobility.net dashboard with the following interface elements:

- Header:** "seobility" logo, "Dashboard", "My Account - John Doe", notification bell (0), "EN", and "Logout".
- Breadcrumbs:** "Dashboard" > "Seobility.net" > "Tech. & Meta".
- Top navigation:** "Overview" (selected), "Onpage 62%", "Backlinks +37", and "Rankings".
- Content area:** A summary card for "Seobility.net - Tech. & Meta" with a progress bar at 62% and a detailed breakdown:
 - Tech. & Meta: 66%
 - Structure: 66%
 - Content: 55%
- Footer:** "Historical optimization graph" (from 10/10/22 to 10/10/22), "Crawling details" (status: "Crawling done"), and a "Crawling done" button.



**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:

The dashboard is divided into several sections:

- Overview:** Shows an **Onpage** score of **62%**.
- Seobility.net - Tech. & Meta:** The main title.
- Historical optimization graph:** A line chart from 10/10/22 to 10/10/22, showing a constant value of 100.
- Optimization score:** A pie chart showing **66%** completion. It includes two status boxes: **- / - Since last crawling** and **- / - Since first crawling**.
- Crawling details:** Status **Crawling done**. Details include:
 - Created on:** 10/10/22 12:20 pm
 - Finished on:** 10/10/22 12:35 pm
 - Avg. response time:** 0.17 s
 - Crawling duration:** 14 min. 53 sec.
 - Crawlings count:** 1
- Check a specific URL:** Input field and **Search URL** button.
- Important errors and crawling details:**
 - 1 page/s could not be checked due to technical problems [Show results](#)
 - 10 pages have duplicate page titles [Show results](#)
 - 2 pages have a duplicate meta description [Show results](#)
 - 767 pages have problems with H1 headings [Show results](#)
 - Problems with headings were found on 129 pages [Show results](#)
 - [Show more](#)
- Crawling statistics:**

Check	Amount	Change
Pages crawled	1,966	-/-
Pages checked	1,136	-/-
Uncheckable pages	264	-/-
Pages detected	1,981	-/-
Pages with search engine rankings	0	-/-
Pages blocked by robots.txt	15	-/-
- URL details:**

Check	Amount	Change
URL parameters	0	-/-
Session ID in URL	0	-/-
Too many subdirectories	5	-/-
URL too long	0	-/-
Questionable URLs	0	-/-



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	<input type="checkbox"/>			
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	<input type="checkbox"/>			
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	<input type="checkbox"/>			

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:

Problematic page titles				Entries per page: 50	Export CSV	PDF Report
#	URL	Problems	Page titles			
1.	https://www.seobility.net/en/blog/google-featured-snippet-update/	<input checked="" type="checkbox"/> Too long <input checked="" type="checkbox"/> Word repetition	Google Featured Snippet Update & New Seobility Feature - Seobility Blog 659 / 580 Pixels	<input checked="" type="checkbox"/>		
2.	https://www.seobility.net/en/wiki/Main_Page	<input checked="" type="checkbox"/> Word repetition	SEO and Online Marketing Wiki - Seobility Wiki 422 / 580 Pixels	<input checked="" type="checkbox"/>		

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

Seobility.net - Problematic page titles

Optimization Tips

A web page's title is one of the major elements for on-page search engine optimization. In search engines like Google, the keywords in the page title are of vital importance for page ranking. Additionally, the title appears as the most prominent element in the search results, so it should ...[read more](#)



Optimization score

86 problems

Filter problems

- Empty (0) Missing (0) Too short (2) Only one word (0)
- Too long (72) Meaningless word (0) Domain within the title (0)
- Word repetition (13)

Filter ▾ **Show all**

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

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

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

HTTP-Status Overview	
HTTP status code	Amount
200 OK	1,976
301 Moved Permanently	1
302 Found	1
404 Not Found	1,081
500 Internal Server Error	1

 **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](#).

The screenshot shows the Seobility.net Structure dashboard. At the top, there's a navigation bar with 'Dashboard', 'My Account - John Doe', a notifications icon (0), 'EN', and 'Logout'. Below the header, the URL 'Seobility.net' is shown, along with 'Dashboard > Seobility.net > Structure'. The main content area has tabs for 'Overview' (selected), 'Onpage' (62%), 'Backlinks' (+37), and 'Rankings'. A large section titled 'Seobility.net - Structure' contains three boxes: 'Historical optimization graph' (a line chart from 10/10/22 to 10/10/22 showing a constant value of 100), 'Optimization score' (a pie chart showing 66% yellow, 33% grey, and 1% black, with text 'Since last crawling' and 'Since first crawling'), and 'Crawling details' (status 'Crawling done', created on 10/10/22 at 12:20 pm, finished on 10/10/22 at 12:35 pm, avg. response time 0.17 s, crawling duration 14 min. 53 sec., crawlings count 1). Below these are sections for 'Check a specific URL' and 'Search URL'. A 'Important errors and crawling details' section lists: '3 Canonical links are erroneous, check it immediately.' (Show results), '42 pages compete with each other because of identical anchor texts.' (Show results), '77 external links have problems' (Show results), and '357 pages can only be reached with 3 or more clicks starting from the home page.' (Show results).

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](#).

The screenshot shows the Seobility.net Content dashboard. At the top, there's a navigation bar with 'Dashboard', 'My Account - John Doe', a notification bell with 0 notifications, 'EN', and 'Logout'. Below the navigation, the breadcrumb path is 'Dashboard > Seobility.net > Content'. The main header is 'Seobility.net - Content'. There are four tabs: 'Overview' (selected), 'Onpage' (62%), 'Backlinks' (+37), and 'Rankings'. The 'Overview' section contains a 'Historical optimization graph' from 10/10/22 to 10/10/22, which is mostly flat at 100%. It also features an 'Optimization score' of 55% with a pie chart, and a 'Crawling details' table showing the crawl was completed on 10/10/22 at 12:20 pm. The 'Important errors and crawling details' section lists several items with 'Show results' links: 36 pages competing for keywords, 296 pages missing H1 tags, pages with 'nofollow' robots meta tags, pages with no checkable text content, and pages missing H1 tags. A 'Show more' link is at the bottom of this section.

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:

Historical optimization graph
from 10/10/22 to 10/10/22

Optimization score
55%
Since last crawling: - / -
Since first crawling: - / -

Crawling details

Created on	10/10/22 12:20 pm
Finished on	10/10/22 12:35 pm
Avg. response time	0.17 s
Crawling duration	14 min, 53 sec.
Crawlings count	1

Check a specific URL

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.

Detailed check of a specific page		Page status
URL	https://www.seobility.net/en/website-audit/	Status code 200 <input type="button" value="Follow"/> <input type="button" value="Index"/>
Status code	200	
Visited on	10/10/22 12:20 pm	
Robots details	index, follow	
Title	Website Audit Tool for a Comprehensive Technical SEO Audit	
Description	Analyze your complete website to find technical SEO errors and other on-page issues. For websites with up to 1,000 subpages, it's free!	
Site type	HTML	

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.

Referring domains

Summary

One week changes

4,800 + 37

Referring domains

Backlinks	Follow	Nofollow
1,421,645	81%	19%

Referring tlds

.net	5 %	.co.uk	<1 %
.com	33 %	.edu	-/- %
.org	2 %	.gov	-/- %

Last update: 10/10/22



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

Backlinks

Export CSV PDF Report Search link

Nofollow Follow All

Backlinks New links Lost links Anchors Broken links

Referring domains/pages	Link rating	Link anchor and target
cyber-forensics.net https://cyber-forensics.net/bitcoin-fund-recovery/bitcoin-tracing/	65	fund recovery specialists https://www.seobility.net/en/keywordmonitor/detail?id=547601...le=2453&keywordid=5812281&uselocalpack=1
templatemo.com https://templatemo.com/links	51	seo check https://www.seobility.net/en/seochek/

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:

The left screenshot shows a 'Competitors' section with a count of 0/20. A green button '+ Add competitor' is at the top right. Below it, a message says 'No competitors found.' with a blue 'Add competitors' button.

The right screenshot shows a 'Link building tools' section. At the top right is a blue button 'Calculate opportunities'. Below it is a table with four rows:

Check	Amount
More than one competitor linked on one page	?
Link opportunities from top ranked pages	?
Pages with sponsored content from competitors	?

Below the table is a note: 'Link building opportunities will be calculated individually. For the best results, please add sufficient search terms and 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:

The screenshot shows two main sections. On the left, under 'Competitors 0/20', it says 'No competitors found.' with a 'Add competitor' button. On the right, under 'Link building tools', there's a table with four rows: 'More than one competitor linked on one page' (Amount: 70), 'Link opportunities from top ranked pages' (Amount: 660), 'Pages with sponsored content from competitors' (Amount: 0), and 'Broken backlinks to competitor sites' (Amount: 286, marked as 'Beta'). A note at the bottom says: 'Link building opportunities will be calculated individually. For the best results, please add sufficient search terms and competitors.'

Check	Amount
More than one competitor linked on one page	70
Link opportunities from top ranked pages	660
Pages with sponsored content from competitors	0
Broken backlinks to competitor sites	286 <small>Beta</small>

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.

The screenshot shows the Seobility dashboard with a blue header. The header includes the Seobility logo, a Dashboard button, a My Account section for 'John Doe', a notification bell with 0 notifications, an EN dropdown, and a Logout button. Below the header, a breadcrumb navigation shows 'Dashboard > Seobility.net > Rankings'. The main menu has four tabs: 'Overview' (selected), 'Onpage' (with a 62% completion bar), 'Backlinks' (with 37 items), and 'Rankings' (selected).

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:

The screenshot shows the 'Step 1: Choose country and city for monitoring' page. It has two tabs: 'Keyword Assistant' (selected) and 'CSV Import'. A sub-instruction says 'Please choose a country and search engine, for which you like to monitor rankings. You can also set a city or location to simulate a location based search query.' There are fields for 'Country' (with a placeholder 'Optional for local businesses or local searches -') and 'City' (with a placeholder 'e.g. New York'). A 'Disable city based monitoring' checkbox is also present. Below these is a 'Map overview:' section showing a map of North America with Canada, the United States, and Mexico. It includes zoom controls (+, -, x, y) and a 'Google' logo. At the bottom, it says 'Keyboard shortcuts | Map data ©2022 | Terms of Use'. A note at the bottom of the page says 'In the next step you are able to choose the search terms you like to monitor.' and a 'Continue to choose search terms' button.



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.

The screenshot shows the 'Add new search terms' page. At the top, there are four tabs: Overview (with a blue square icon), Onpage (with a grey square icon and 62% completion), Backlinks (with a grey square icon and +37), and Rankings (selected tab). Below the tabs, the page title is 'Seobility.net - Add new search terms'. A sub-section title 'Add search terms for monitoring' is followed by a note: 'Add search terms you like to monitor. In the following table you can also change the search engine and location setting for each search term.' A section titled 'Provide your own search terms' contains a text input field with placeholder text 'Please provide one search term per line. Limit: 300 keywords per submit.' and three entries: 'Keyword 1', 'Keyword 2', and 'Keyword 3'. To the right, a 'Search term suggestions' table lists ten suggestions with 'Choose' and 'X' buttons: 'seo checks', 'reverse image searchers', 'deepweb', 'seo checker', 'seo checkers', 'root directory', 'trend in google', 'page seo checkup', 'amazon seller central', and 'rest api'. Below this is a 'Selected search terms' table with columns: Search term, Country, City, Search volume, CPC, Competition, and an 'X' button. A note at the bottom left says '300 possible search terms available.' and 'Do you need more keywords? Order additional keywords.' A large blue 'Add search terms' button is centered below the input field. At the bottom right of the table area is a blue 'Save selected search terms' button.



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.

The screenshot shows the Seobility.net Ranking Dashboard for the domain "Seobility.net". At the top, there are tabs for "Overview" (with a blue icon), "Onpage" (highlighted in orange with "62%"), "Backlinks" (+42), and "Rankings". Below the tabs, the site name "Seobility.net" is displayed with a magnifying glass icon. To the right are filters for "Show Local Pack", "days" (set to 09/26/22), and device selection. The main area is divided into two sections: "Visibility trend" on the left and "Summary" on the right.

Visibility trend: A line graph titled "Visibility Desktop" showing search volume over time from 21.09 to 26.09. The y-axis ranges from 0 to 15,000. The line shows a slight upward trend from approximately 13,500 to 13,700.

Summary: This section displays "One day changes" with a total of 13,924 changes, a 0.90% decrease in visibility, and 2 search terms up and 4 search terms down. It also lists keyword and URL metrics for Top 3, Top 10, Top 20, and Top 100, all showing no change (-/-). A note at the bottom says "Last update: 09/26/22" and a button for "Create PDF ranking report" is shown.



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.

The screenshot shows a table of monitored search terms. At the top, there are buttons for "Monitored search terms" (18Keywords), "+ Add term", and "Suggestions". To the right are "Filter" (set to "No filter") and "Search" buttons. The table has columns for "Search term", "Filter", "Pos.", "Change", "URL", "S.V.", "CPC", and "Tags". Each row shows a search term, its current position (Pos.), change from the previous week, the URL, search volume (S.V.), CPC, and tags (e.g., Tag 1, Tag 2, Tag 3).

Search term	Filter	Pos.	Change	URL	S.V.	CPC	Tags
seo checker	US	1	-/-	...seobility.net/en/seocheck/	4,400	\$3.88	Tag 1 Tag 2
seo checkers	US	1	-/-	...seobility.net/en/seocheck/	4,400	\$3.88	Tag 3
seo check site	US	2	-/-	...seobility.net/en/seocheck/	590	\$4.85	

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

Keyword: seo checker

Show Local Pack ▾
days ▾
09/26/22

Ranking changes for "seo checker"
from 09/21/22 till 09/26/22

Zoom and competitive comparison

Keyword monitoring details
Last update: 09/26/22

Keyword	seo checker
Position	1 0
Search volume	4,400
CPC	\$3.88
Added on	09/21/22
Visitors/Month	1,375 / 1,375
Competition	
Monitoring settings	Search engine: Google.com Device: DESKTOP Location: -/-
Actions	Refresh Rankings TF-IDF Check Delete

Top rankings
URLs with rankings
Potential URLs
Competitors

Overview top rankings: seo checker

Export CSV
PDF Report

Ranking	Domain	Change	URL	Visitors/Month
1	seobility.net	0	https://www.seobility.net/en/seocheck/	1,375
2	seositecheckup.com	+	https://seositecheckup.com/	618
3	smallseotools.com	+	https://smallseotools.com/website-seo-score-checker/	433
4	neilpatel.com	0	https://neilpatel.com/seo-analyzer/	307
5	semrush.com	0	https://www.semrush.com/on-page-seo-checker/	242
6	websiteseochecker.com	+	https://websiteseochecker.com/	146
7	sitechecker.pro	+	https://sitechecker.pro/	109
8	rankmath.com	+	https://rankmath.com/tools/seo-analyzer/	85
9	seotesteronline.com	+	https://www.seotesteronline.com/	68

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



The screenshot shows the 'Top rankings' tab selected. The main heading is 'Overview top rankings: seo checker'. Below it, there's a table with columns: Ranking, Domain, Change, URL, and Visitors/Month. One row is visible for 'seobility.net' at rank 1.

Ranking	Domain	Change	URL	Visitors/Month
1	seobility.net	-/-	https://www.seobility.net/en/seocheck/	1,375

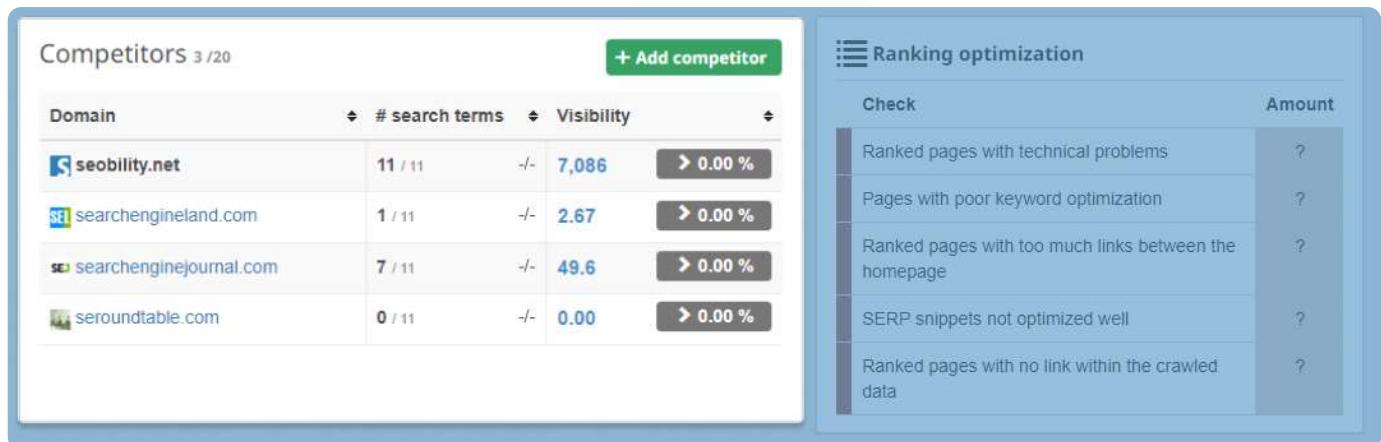
1. The top 100 pages Google ranks for a keyword. This can give you an idea of what kind of content Google considers relevant for a search term.
2. URLs from your website that rank for this keyword.
3. URLs from your website that could rank for this keyword but first need to be optimized.
4. Your competitors' 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.



The left panel shows a table titled 'Competitors 3 / 20' with columns: Domain, # search terms, Visibility, and a 'Check' button. It lists four domains: seobility.net, searchengineland.com, searchenginejournal.com, and seroundtable.com. The right panel shows a 'Ranking optimization' section with a table of checks and their amounts.

Domain	# search terms	Visibility	Check
seobility.net	11 / 11	-/-	7,086 ➤ 0.00 %
searchengineland.com	1 / 11	-/-	2.67 ➤ 0.00 %
searchenginejournal.com	7 / 11	-/-	49.6 ➤ 0.00 %
seroundtable.com	0 / 11	-/-	0.00 ➤ 0.00 %

Check	Amount
Ranked pages with technical problems	?
Pages with poor keyword optimization	?
Ranked pages with too much links between the homepage	?
SERP snippets not optimized well	?
Ranked pages with no link within the crawled data	?

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.

Competitors 3/20			
Domain	# search terms	Visibility	+ Add competitor
seobility.net	11 / 11	7,086	► 0.00 %
searchengineland.com	1 / 11	2.67	► 0.00 %
searchenginejournal.com	7 / 11	49.6	► 0.00 %
seroundtable.com	0 / 11	0.00	► 0.00 %

Ranking optimization	
Check	Amount
Ranked pages with technical problems	0
Pages with poor keyword optimization	0
Ranked pages with too much links between the homepage	0
SERP snippets not optimized well	104
Ranked pages with no link within the crawled data	38
Ranked pages with poorly optimized text	64
Ranked pages with poorly optimized meta tags	32
Ranked pages with poorly optimized headings	129
Ranked pages with missing media optimization	148
Search terms not used in link anchors	11

Optimization opportunities are based on the last crawl. Update the analysis by starting a [new crawl](#).

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.

Ranked pages with poorly optimized meta tags			Entries per page:	50	Export CSV	PDF Report
#	Search term	Hints	Title, meta description and ranked URL			
1.	google freshness	Keyword only at the end of the page's title	Everything you need to know about the last Google update: Google Freshness	<i>Freshness is a Google update, introduced in 2011, which gives more importance to updated and quality content...</i>		
2.	accelerated mobile pages (amp)	Keyword only at the end of the page's title , Keyword is missing in the first 120 characters of the meta description	Have you ever heard about the Accelerated Mobile Pages (AMP)?	<i>AMP is an open source project that has the purpose to improve the performance of websites on mobile devices.</i>		

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](#):

The screenshot shows the Seobility dashboard interface. At the top, there's a navigation bar with links for Dashboard, My Account - John Doe, Notifications (0), Language (EN), and Logout. Below the navigation is a breadcrumb trail: Dashboard > Start. The main area is titled "Seobility dashboard". On the left, there's a "Project list" section with a button to "+ Add project". It displays a table for the project "Seobility.net" with metrics: Onpage (62%), Backlinks (4.74k), and Ranking (17.0k). Below this table are statistics for the last crawl: Last crawl: 09/20/22 03:25 pm, Crawl duration: 19 min. 54 sec., Crawled pages: 1,963, and Monitored search terms: 34. To the right of the project list is a "Your account" section for a Premium user, showing joining date (12/15/21), project slots (1 of 3, more projects), keywords (34 of 300, more keywords), and max crawls (25,000 Crawls). At the bottom of the dashboard is a "+ Add project" button. On the right side of the dashboard, there's a sidebar titled "Tools for single page checks" which lists several free tools: SEO Checker, Keyword Checker, SEO Compare, Ranking Checker, TF*IDF Tool, Backlink Checker, SERP Snippet Generator, and Keyword Research Tool. A small "NEW" badge is visible next to the Keyword Research Tool.

- [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.

Plans and Pricing

Learn more about our [plans and pricing](#).

Haven't found what you're looking for? We're happy to make an offer tailored to your requirements.

Basic	Premium	Agency
€0 ⁰⁰	€49 ⁹⁰ billed monthly, no cancellation period	€179 ⁹⁰ billed monthly, no cancellation period
limited functionality, completely free <ul style="list-style-type: none">✓ 1 projects / domains included✓ 1,000 subpages per project✓ 10 keywords included✓ 3 competitors per project✓ Backlink analysis	<ul style="list-style-type: none">✓ 3 projects / domains included✓ 25,000 subpages per project✓ 300 keywords included✓ 20 competitors per project✓ Sub-accounts for co-workers	<ul style="list-style-type: none">✓ 15 projects / domains included✓ 100,000 subpages per project✓ 1,500 keywords included✓ 30 competitors per project✓ Sub-accounts for co-workers
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If you need extra support, we are here for you

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