Monetoring

-

Case Studies

MON@TORING

TABLE OF CONTENTS

A. WEBSITE AND TECHNICAL PARTS

B. KEYWORDS OPTIMISATION

TABLE OF CONTENTS

C. CONTENT OPTIMISATION

D. NETLINKING OPTIMISATION

WEBSITE AND TECHNICAL PARTS

1. How can I check if I got some technical issues on my website? (1/2)

There is 2 ways to know the state of health of your website. The first is located on the summary of your website through the technical indicator. To go there, you need to be connected to your Monetoring account and then to go on the left menu bar in the "OVERVIEW" tab.

OVERVIEW
Click here to view the SEO scoring, of your technique, content and netlinking

TECHNICAL SCORE
The score is from 0 to 10 with (0 is the worst score). You can analyse the state of health of your website

1. How can I check if I got some technical issues on my website? (2/2)

The 2nd way is to enter in the part DIAGNOSTIC>Warnings. You can find a full and detailed report of each issue that has been detected and their severity with a global score of your website. Thanks to the graph of the top of the page you can follow the evolution of the warnings on a daily basis. Each warning is downloadable and you will get all the pages linked to the warning.
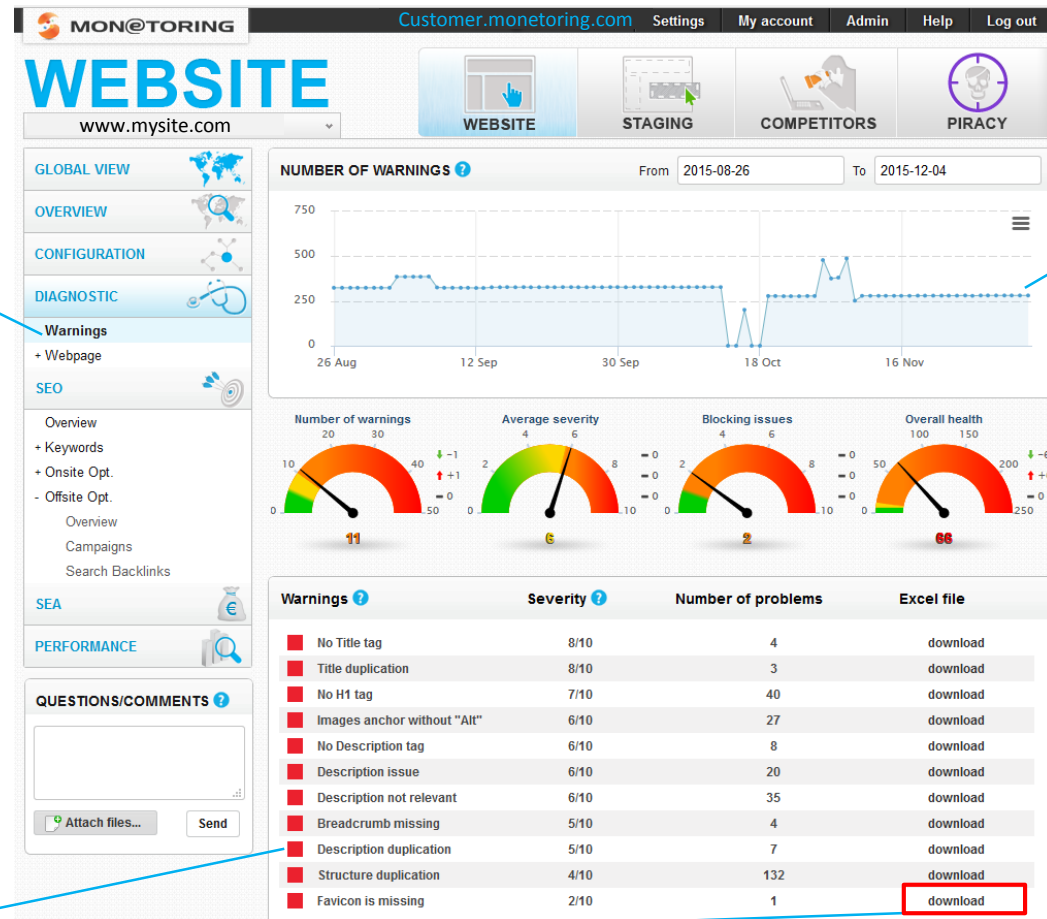

DIAGNOSTIC
Click on the tab « Warnings » in the Menu DIAGNOSTIC to identify all your technical issues

Chart
Follow the evolution of your warnings on a daily basis

SCORING
You can find the details of every warning and you can download the pages by clickin the Download button

2. I want to download all the pages of my website. How to proceed?

Monetoring, like the Google bots, scans and indexes all your pages. It is very useful to know the size of your website, check index issues, duplicate content, page set-up issues and many other uses. To download your pages, you have to go in the CONFIGURATION part in the left Menu and click on the Overview tab. Then you just need to click on the WEBPAGES button and an excel file is going to be downloaded with all your urls

CONFIGURATION
Click on the tab« Overview » of the Menu CONFIGURATION in order to download the full report

Webpages
By clicking on this button you can download all the urls of your website

3. How to identify 404 errors and some possible redirection issues?

It frequently happens to get broken links (404 errors) on the website or redirection links issues (301 and 302 http code). Monetoring is able to identify all these links located on your website. You can then correct the problems or request your Pixalione SEO consultant to help you in this process. In order to find these issues you need to go on the CONFIGURATION Part of the left Menu and click on the Overview tab. The datas are located in the central unit named ARCHITECTURE

CONFIGURATION
Click on the tab« Overview » of the Menu CONFIGURATION

Architecture
By entering in the Overview section you can find these important information and other useful datas like the Trust Flow, similar to the Page Rank

4. How to check if I get deep pages on my website?

The deeper your pages are the less they benefit from the SEO juice of the important pages of your website like the homepage and category pages. So it is important to get a flat website as much as possible and an efficient internal linking. Monetoting provides to you the full webpage structure of your website and the number of clicks necessary to achieve the page by starting from the homepage. You can also find all the orphan pages which are not connected from the other pages. This module is located also in the CONFIGURATION Menu in the Overview tab. The data can be found in the DISTRIBUTION Module

CONFIGURATION
Click on the tab« Overview » of the Menu CONFIGURATION

DISTRIBUTION
Each page of your website is monitored regarding the number of clicks necessary to achieve starting by the home-page. You can download all the pages with the "Download" button

5. How can I check that all the key features of SEO (title tag, meta-description and H1 tag) are here and well optimized on our strategic pages?

There are about 200 criteria used by Google to define the ranking of a page through is search engine. Some are more important than the others and it is especially the case for Title tag, meta-description (influencing the click to rate) and the Hn tags like the H1, which is similar to the title of the page. In order to check the relevancy of these information, you can download a file including all your pages and the key information. You can then select the strategic pages you want to focus on. The Module is located again in the CONFIGURATION Menu in the Overview part

CONFIGURATION
Click on the tab« Overview » of the Menu CONFIGURATION to access the downloading option for your files

TITLE & DESCRIPTION
By clicking on this button you can download all the urls with the key information on every pages in an excel file. Then you just need to select the accurate pages you want

As soon as a website get several hundred pages, it is important to integrate a sitemap on Google to bring additional information. Thanks to Monetoring you can check that the sitemap exists and is well located and if not you can set it up directly from our platform and update it automatically. Your Pixalione consultant is here to guide you in the process if necessary.

CONFIGURATION
Click on the tab« Indexing » of the Menu CONFIGURATION to access the sitemap Module

Sitemap
Check here if your sitemap is well integrated
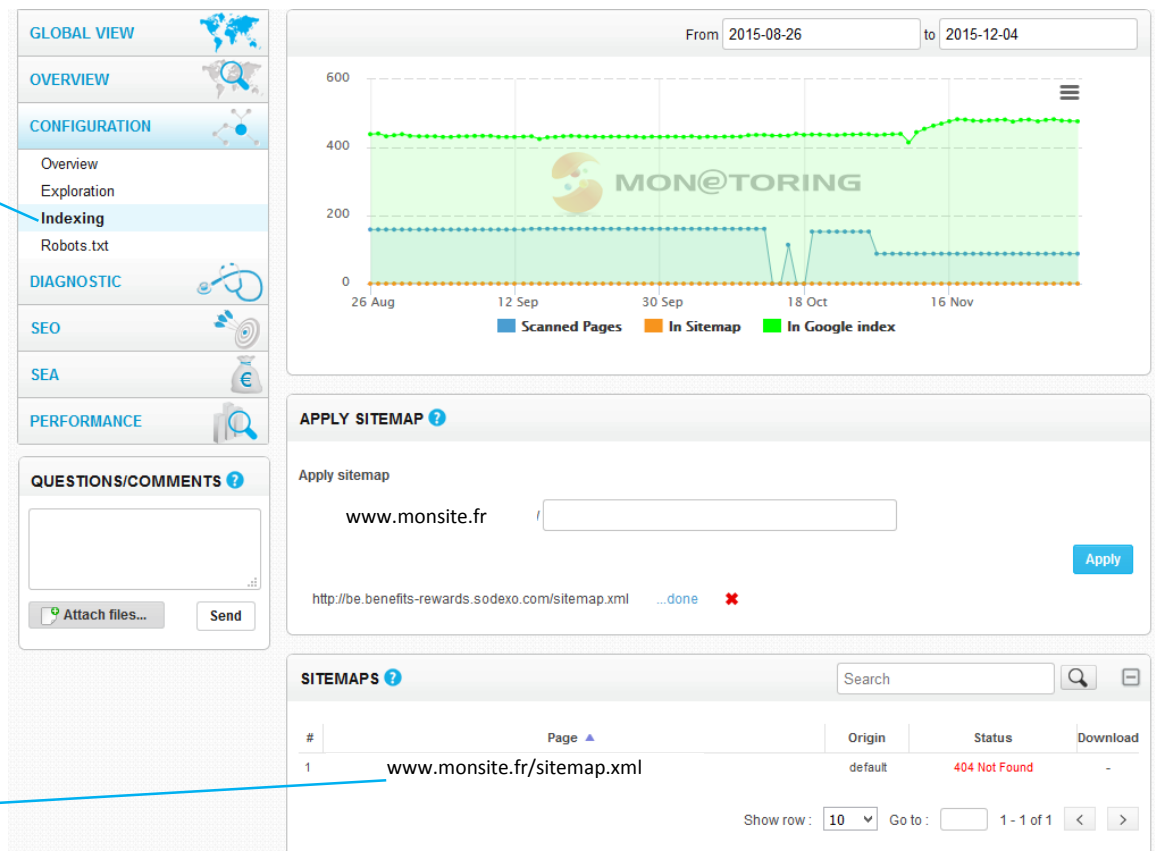
You can use Monetoring to update your website automatically thanks to this module, which is in the Indexing tab of the CONFIGURATION MENU. The filter and parameter system let you define the type of url you want to integrate or on the contrary to exclude. Your Pixalione consultant can also help you to set-up this part.

Filters
Set-up only the urls or directories you want to include in your sitemap

Sitemap
Generate automatically your sitemap thank to Monetoring

GENERATE SITEMAPS

Include directories

Exclude directories

Include terms in URLs

Exclude terms in URLs

* Please use "[ ]" as separator.

Automatic Generation of Sitemap

Analyze   Cancel

7. How to check if the robots.txt files exists and if it is well set-up ?

The robot exclusion protocole mots known on robots.txt files is a convention whose goal is to block web crawlers to access at some parts of your website. Thanks to Monetoring you can check if the robots.txt files has been added on your website and download it directly from our platform to verify that everything is ok.

CONFIGURATION
Click on the «Robots.txt» tab of the Menu CONFIGURATION to access to the Robots.txt Module

Download
Download the convention file to verify that everything has been well setting up

Keywords Optimisation

8. How to find relevant keywords for my SEO strategy? (1/4)

The keywords are one of the most important part of an optimized SEO strategy. Monetoring has developed a unique and patent approach to identify all the keywords of your universes. We are able to determine all the keywords that are located on your website but also all the keywords that are found in your main competitors websites, on Google Adwords and on Google Analytics. You can also add keywords manually. The configuration is made by your Pixalione SEO consultant with your validation especially on the selection of the competitors chosen. Monetoring will generate normally between 500 to 10 000 keywords. You can consult them by going into the Menu: SEO>Keywords>Opportunities

Keywords
Click on the SEO Menu and then on the« Opportunities » tab in the Keywords location

Download
Get all your data on a excel file by clicking on this button.

More Keywords
Add easily new keywords with this option. Several keywords can be added at the same time

8. How to find relevant keywords for my SEO strategy? (2/4)

	☒ Onsite search	☒ Competitors search		☒ SEA	☒ Analytics		☒ My list			

☐	Keyword ▲	Position	Comp	URL	Where	Interest	Competition	Difficulty	Strategy	Add to my list
☐ 1.	achat sécurisé	10	✱	🔗	Org.	€€	▮▯	+	SEO+SEA	➜
☐ 2.	achats au comptant	5	✱	🔗	Org.		▮▯	+	-	➜
☐ 3.	argent	39	✱	🔗	Org.	€€€	▮▮▯	++	SEO	➜
☐ 4.	assurance	72	✱	🔗	Org.	€€€	▮▮▯	++	SEO	
☐ 5.	assurance achat voiture	OUT	✱	-		€€	▮▯	++	-	➜
☐ 6.	assurance auto	44	✱	🔗	Org.	€€€	▮▮▯	+	SEO	
☐ 7.	assurance chômage	OUT	✱	-		€€	▮▯	++	SEA	➜
☐ 8.	assurance crédit	OUT	✱	-		€€€	▮▮▯	++	-	➜
☐ 9.	assurance décès	OUT	✱	-		€€€	▮▮▯	++	SEA+SEO	➜
☐ 10.	assurance emprunteur	OUT	✱	-		€€	▮▮▯	++	-	➜

Terminologie	Définition
Position	Your Google ranking for this keyword
Comp	The ranking of all your SEO competitor (max 40 competitors)
URL	The landing page
Where	Organic position or image
Interest	The keyword interest level regarding your business (score from 0 to 5)
Competition	The competitive intensity (score from 0 to 5)
Difficulty	The difficulty to get a good ranking on this keyword (score from 0 to 5)
Strategy	Recommended strategy to optimise your efficiency

Thanks to the Monetoring scoring, it has become very easy to select the relevant keywords. Ideally you want to pick-up keywords with a strong interest mark and a low difficulty score. We call them "Quick Wins" and these keywords will help you to increase quickly your traffic by optimizing your page on the base of these keywords. We provide also a filter system that will help you to identify them more quickly.

Filter
Click on this button to generate the filter option of Monetoring

KEYWORDS FILTER

Select Group: All Keywords

Type of keywords: All

Keywords Filter
The filter system is very useful to only select specific keywords. You should target the Quick Wins keywords in priority

Interest: -- Min 2

Competition: -- --

Difficulty: -- Max 3

Quick Wins
To find Quick Wins keywords, you have to specify a minimum interest level high (2 or 3) and a maximum Difficulty low (2 or 3)

Rank: (to)

Strategy:
☑ SEO ☑ SEA ☑ PLA
☑ SEO+SEA ☑ SEO+PLA ☑ SEA+SEO
☑ PLA+SEO ☑ -

☒ Onsite search ☒ Competitors search ☒ SEA
☒ G. Analytics ☒ My list

Apply **Cancel**

All the Opportunities Keywords don't fit with our SEO optimization strategy. The aim is to select the most relevant keywords. (Ideally the selection is made with the Pixalione Consultant). The selected keywords are the ones we are going to follow the ranking monthly and that we are going to optimize with a targeted netlinking and content strategy. To select a keyword, you have to click the blue arrow in the right part of the keyword in the Opportunities tab

Selection
Tick the keyword and click the blue arrow to pick up one. If you have ticked several keywords they are going to be all added in your selection

When you select a keyword for the first time, Monetoring ask you to associate the keyword to a group. The group should be linked to the main topic of the keyword. It is an essential step because everykeyword selected has to be linked to a group. So it is important to think cautiously before creating your groups even if you can modify the group or the keywords. The Pixalione consultant is also here to guide you in this crucial part.

NEW GROUP

When we select our first keywords, Monetoring ask us to integrate them in a group we have to define and that links with the keywords

NEW GROUP ❓   ☒

New Group :

Generic
Include terms…

Long Tail
Include terms…

Brand
Include terms…

Daily
Include terms…

Create   Cancel

After associating a group to your selected keywords, you can find them in the tab Rank Checker (SEO>Keywords>RankChecker). Your Google ranking and those from your competitors linked to that keywords is analyzed every month. The keywords that are located in the Rank Checker are the keywords that are going to be optimised for your website

Rank Checker
Click on the SEO Menu and then on the« Rank Checker » tab in the Keywords location

Create Group
In order to add new keywords in a group you have to create it first in the Rank Checker

9. How can I select the keywords and follow their ranking ? (4/4)

After creating your groups, you can analyze them by groups and not only in global. It is very useful to make relevant analysis that are more precise as well


Filtre
Sélectionner et suivez les mots-clés en fonction des groupes que vous aurez créés

10. How Can I analyze my SEO market share?

The SEO market share matches to the visibility share. In order to follow it, you have to set-up in your Rank Checker all your relevant keywords, linked them with your relevant groups and add all the relevant SEO competitors. Your SEO Pixalione consultant is here to guarantee that this setup is correctly done. The visibility share is an another Pixalione exclusivity. You can follow it by going in SEO>Overview

Overview
Click on the SEO Menu and then on the« Overview» tab
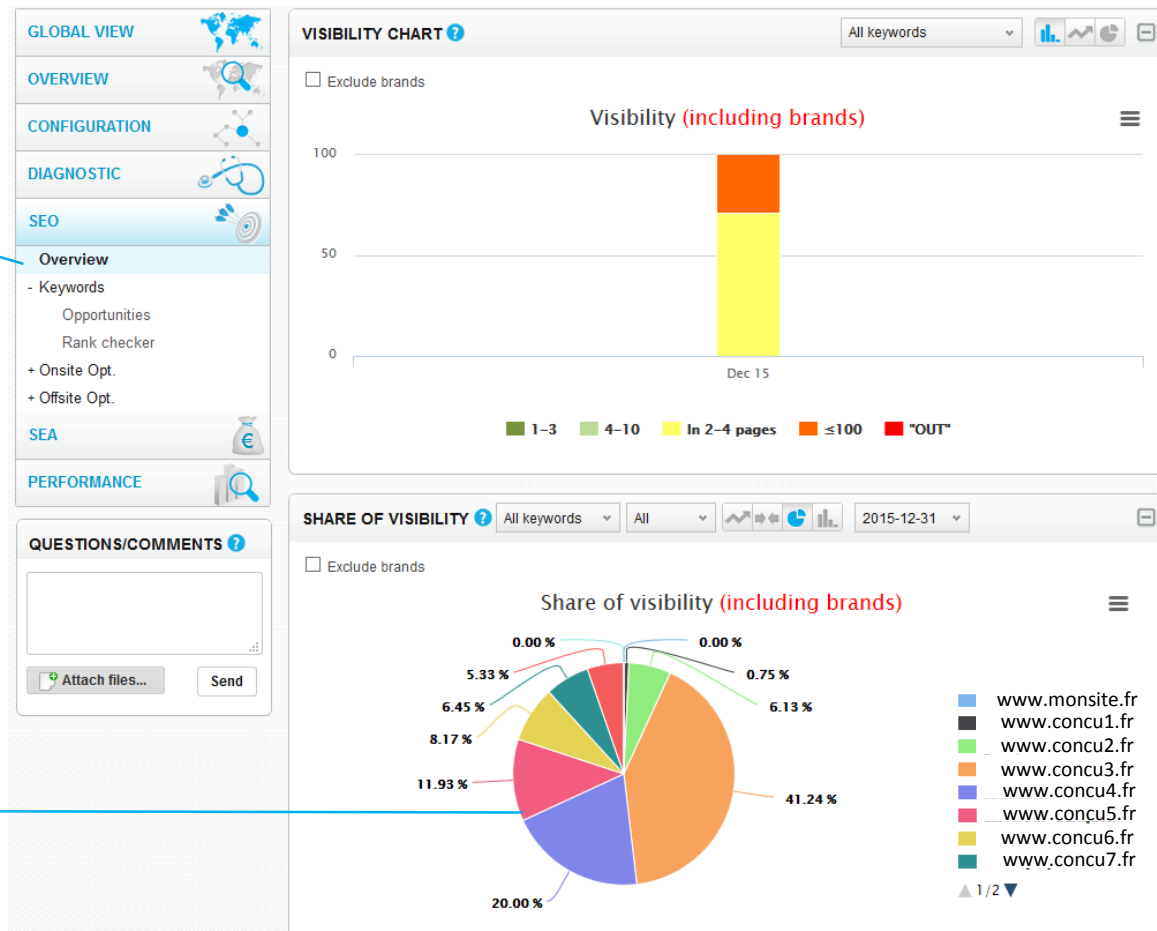
Part de visibilité
Monetoring score your SEO market share and the one of all your SEO competitors. This score can be given by groups as well

11. How to add SEO competitors? (1/2)

In Monetoring, you have got the opportunity to add 40 SEO competitors so for each keyword, you can know the exact rank of all your competitors. Normally the SEO competitors will be added by your Pixalione consultant. However you can also do it by yourself by doing in the Admin part

Step 1: Click on the Admin button

Step 2: Click on the Manage websites button
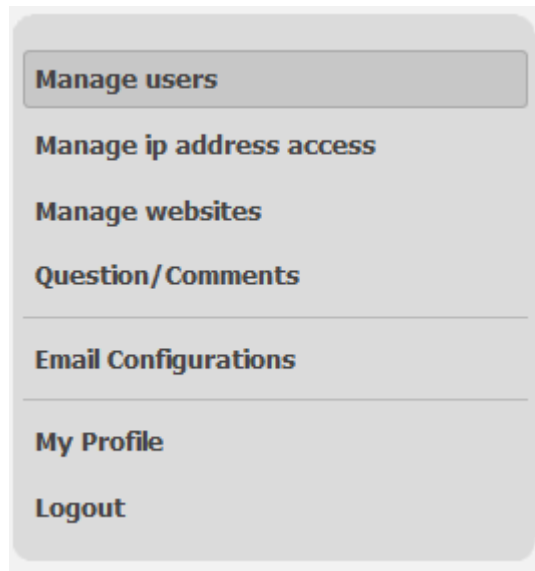
11. How to add SEO competitors? (2/2)

Search : *www.monsite.fr*   Go

ID	URL	Status	
430	www.monsite.fr	website	

Step 3: Click ont the icon to edit

SEO Competitors   List of SEO Competitors check keyword

List of URLs
www.competitor1.com www.competitor2.com www.competitor3.com www.competitor4.com

Step 4: Insert the SEO Competitors

Step 5: Submit your modification

Submit   Cancel

CONTENT OPTIMISATION

12. I want to know which page I need to associate to my keywords. How to proceed?

After defining your strategical keywords, we need to associate them to a landing page in order to comply with the Google logic when we search on his engine. Monetoring is able to find automatically the most relevant page to link with. Monetoring is also able to score it from 0 to 5 to clarify the necessity of optimization. You can also modify manually this page. It is also possible to link a page with several keywords but we advise to you to limit this number to be efficient (maximum 4 keywords)

Validate Landing Page
Click on the « Onsite Opt » Menu then go in the «Validate Landing Pages » tab

Scoring
Check the current score of your landing page with the score of Monetoring from 0 to 5

Modifify
Change manually the landing page by clicking on the blue button

Validate
Click on this area to confirm your choice. A green sign will appear to help you remind the validated pages

After validating your landing pages, you need to optimize the content of your page. Monetoring use a revolutionary approach to enhance the semantic content of your page related to the keywords you want to optimize. It uses complex and patent algorithms. To access the information, you need to click on the targeted landing page

Campaign Opt
Click on the Onsite Opt Menu then go into the «Campaign Opt » tab

Optimisation
Click on this area to make the optimisation process appear

After clicking on the landing page area, 4 modules will appear that give to us 4 means to optimize your landing page. The 1st module inform us about the potential technical issues that has been detected

www.mysite.com

Issues	Content	Structure & Tags	Links

assurance habitation

No issues in the page
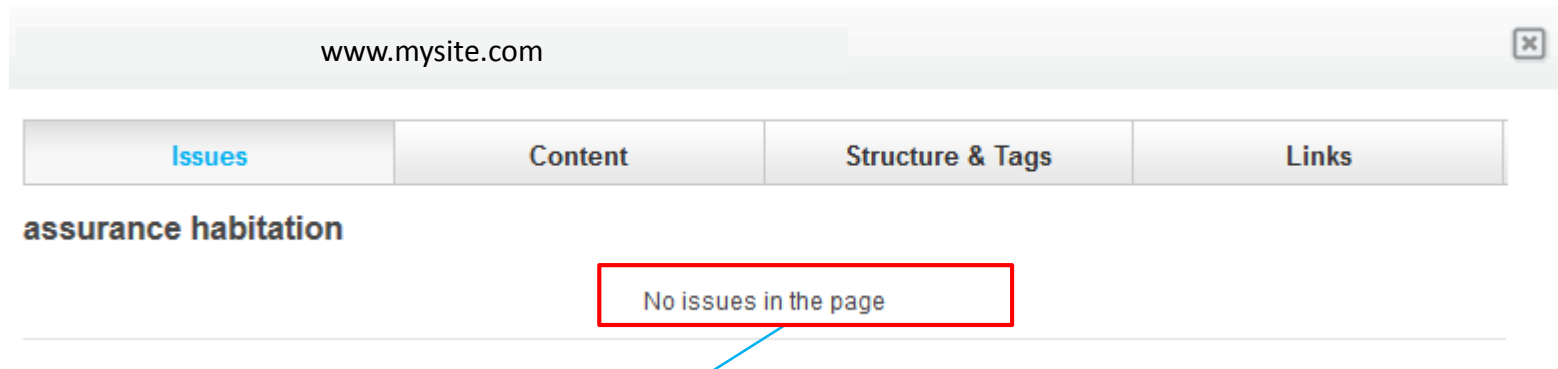
Issues
Monetoring focuses on the potential technical problems that can disturb the optimisation of the page

In the Content part, Monetoring analyze the content of your page to all the content of the top websites ranked on the keywords selected. It will then be able to provide precise recommendations on the way of improving the semantic of your page to be optimized with the best content practices.
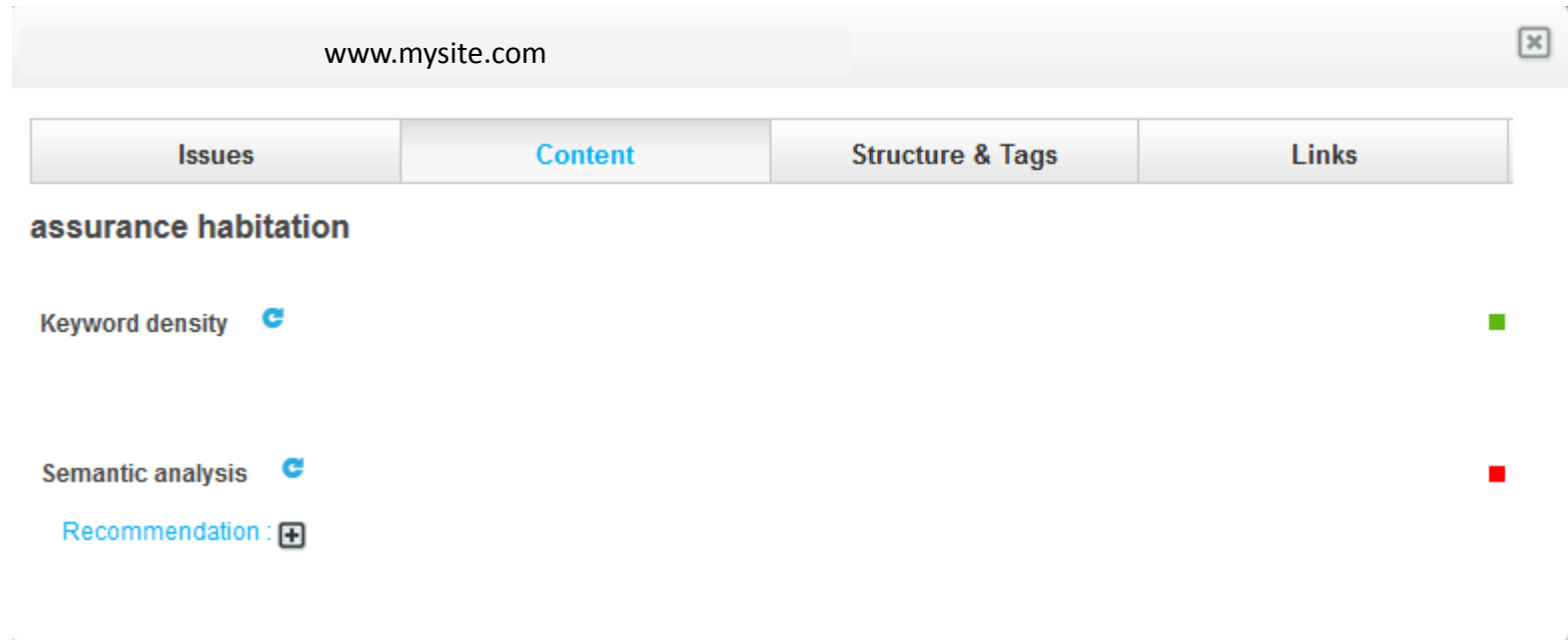
www.mysite.com

Issues	Content	Structure & Tags	Links

assurance habitation

Keyword density ↻

Semantic analysis ↻

Recommendation : ⊞

There are 3 levels to improve the optimization of your content : Must Keywords determine all the keywords that all your top competitors use in their page but not you. Important keywords means that most of your top competitors use it but not you and Other Keywords is also helpful to enhance your page with relevant keywords but less strategic than the others.

SEMANTIC ANALYSIS   rachat de credit

Must keywords

- capacités	- consommation	- crédits
- mensualité	- prêt	- rachat
- regroupement	- remboursement	- solution
- taux	- total	

Important keywords

- acceptation	- assurances	- baisse
- bancaires	- banque	- besoins
- budget	- conditions	- coût
- dossier	- durée	- emprunteur
- financement	- gestion	- immobilier
- informations	- ligne	- mois
- objet	- personnels	- possibilité
- projet	- racheter	- regrouper
- simplifier	- simulation	- situation
- unique	- établissements	

Other keywords

- charge	- consommateurs	- courtier
- différents	- emprunt	- engagement
- financière	- france	- garanties
- global	- gratuite	- locataire
- meilleures	- nombreux	- organisme
- particuliers	- personne	- seul
- supplémentaire	- surendettement	- trésorerie
- types		

Enrichissement Sémantique
There are 3 levels to improve the optimization of your content

In the Structure & Tags part, Monetoring recommend you very precisely on all the patches you can apply to improve the SEO optimization of your page like content duplication, H1 tag, Title tag, description tag…

www.mysite.com

| Issues | Content | Structure & Tags | Links |

assurance habitation

Pb of structure (several H1)

This webpage has several H1: ⊞

Recommendation : Remove one of the H1 and rethink the structure of the webpage. Do not forget to optimise the H1 of the page (Go to Configuration>Overview + download Title & Description. Then optimise a H1 using the keywords in this webpage).

Breadcrumb missing

There is no Breadcrumb in the page

Recommendation : Add a Breadcrumb in the webpage.

Description of the webpage not relevant

Description of the webpage not relevant

Recommendation : Specify and optimise the Description using the keywords in this webpage:

Duplication in the structure (H1, H2...)

Duplication of Structure: Differentiate this Structure with ⊞

Correction
Monetoring give you advise how to improve the structure and tags of your page

In the links part, Monetoring is going to find relevant internal pages in which you should add links that point to your landing page. Monetoring ig going to provide you also the anchor by determining the exact position of the link in the page

14. I want to create a new product page, how optimize its content ?

Thanks to the Analyse New Page, you can also analyze the semantic of your keywords without any content generated first. You just need to launch a request in the keywords module and a full report will be provided. This patent function is available in SEO>Onsite Opt>Analyze New Page

Semantic Enhancement
Create an optimized landing page «from scratch» with the functionnality Analyse New Page

15. I want to improve the internal linking of my website, how to proceed?

With Monetoring you can also define an optimized internal linking between the pages of your website. You just need to determine how many links you want per page and the solution will provide all the information you need to build it. It is very helpful for your pages and your website

Numbers
Define the number of links you want for each page

Internal Links
Click on the Onsite Opt Menu then go into the «Internal Links» tab

Filters
Select only specific types of urls by using the filters

NETLINKING OPTIMISATION
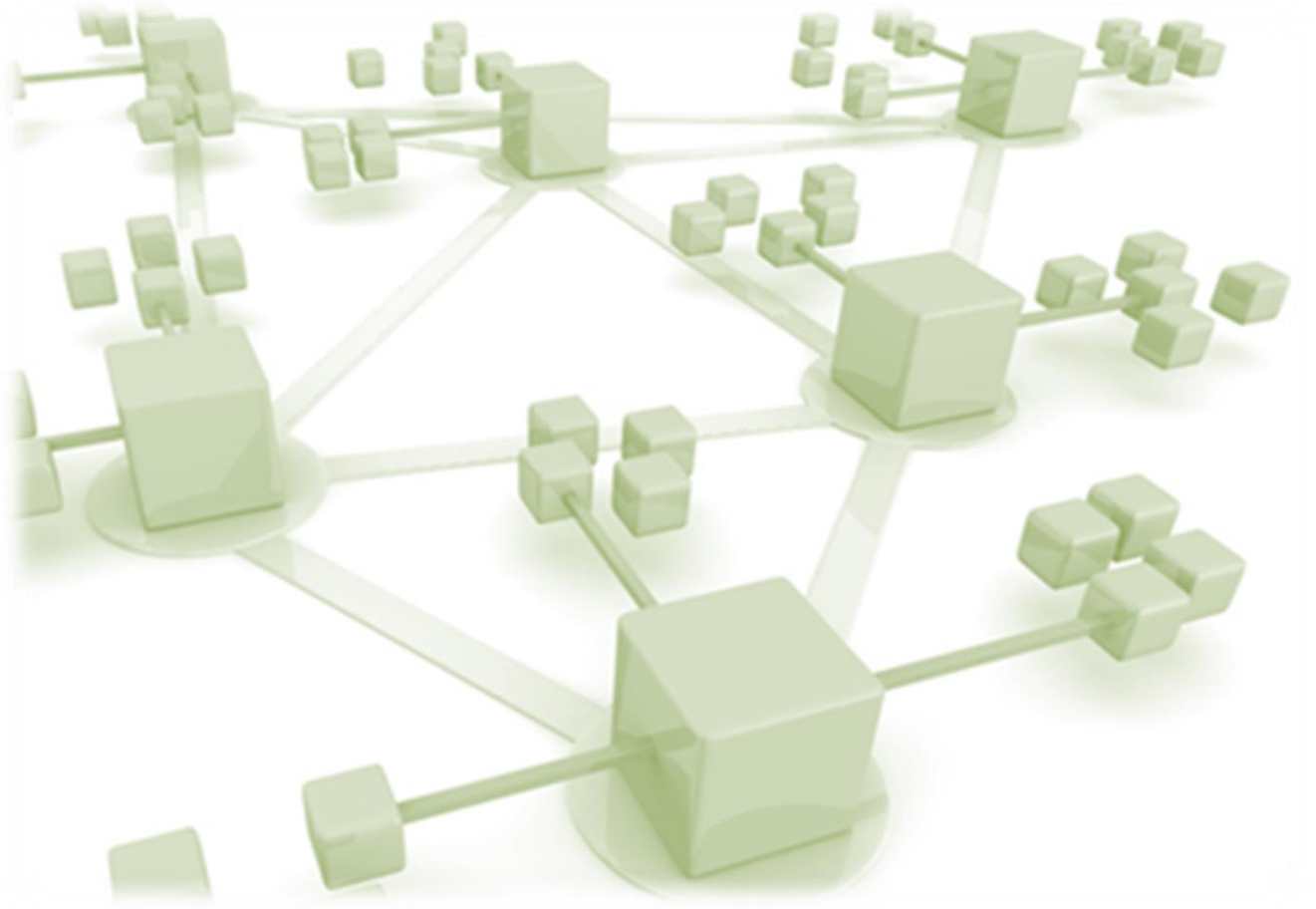
16. How can I analyze my netlinking?

In the Overview part you can know all the key information related to your netlinking. It includes the number of backlinks, the number of referring websites, the Trust Flow (similar to Page rank, the SEO Google rank that is not anymore updated publically). The Trust Flow is a score from 0 to 100

In the part Offsite Opt>Overview of Monetoring you can choose on the top right menu Benchmark mode. You can then enjoy a great competitive mapping to help you define your netlinking strategy. Your Pixalione consultant can help you to set-up this function

Benchmark
Select Benchmark to analyze your competitive benchmark

After choosing the Benchmark module you will appreciate a very detailed competitive mapping. In abscissa, the graph determine the number of referring domains of every website analyzed, in ordinate axis, the Trust flow of every website. The size of the circle is defined by the number of indexed pages. The green circle represents our website. By analyzing this mapping you will know the strategy you need to define to improve your offsite optimization
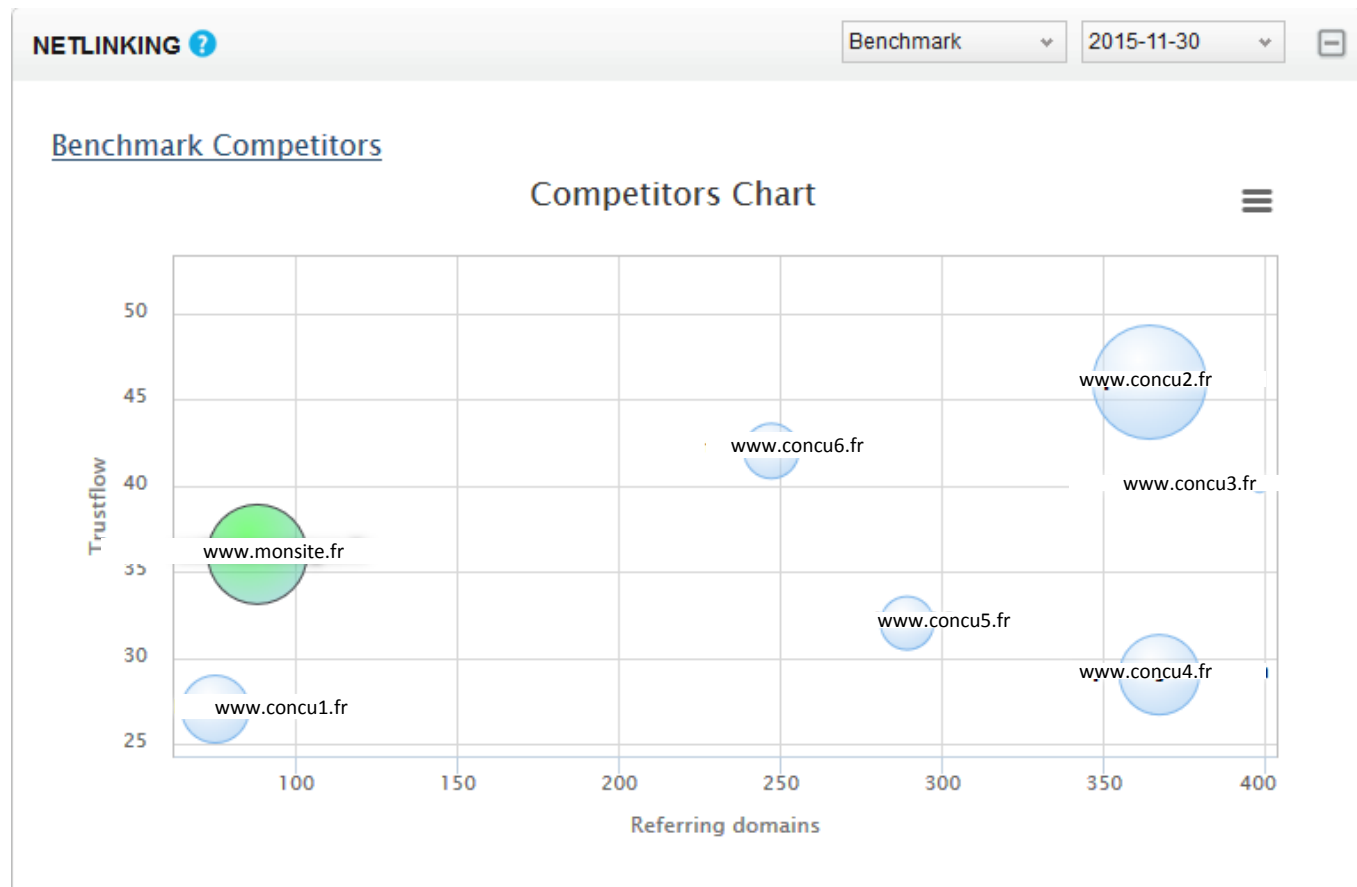
19. How can I identify my backlinks and referring domains ?

In the part Offsite Opt>Overview of Monetoring you can also in the top right Menu to select a backlinks study, referring domains study and an anchor text study. For every part you will get a detailed report that you can analyze with your Pixalione consultant to identify all the relevant website and area you can work with and as well identify the negative one in your netlinking strategy

NETLINKING ❓		Referring domains ⌄	2015-11-30 ⌄	➖
#	**Referring Domains**	**Backlinks ▼**	**Alexa Rank**	**Trust flow**
1	www.référent1.com	719	N/A	19
2	www.référent9.com	286	N/A	20
3	www.référent2.fr	270	N/A	15
4	www.référent7.com	163	34416	65
5	www.référent3.com	29	N/A	21
6	www.référent6.com	27	N/A	20
7	www.référent4.com	26	N/A	19
8	www.référent8.com	24	N/A	39
9	www.référent5.com	24	N/A	5
1(	www.référent10.com	18	N/A	22
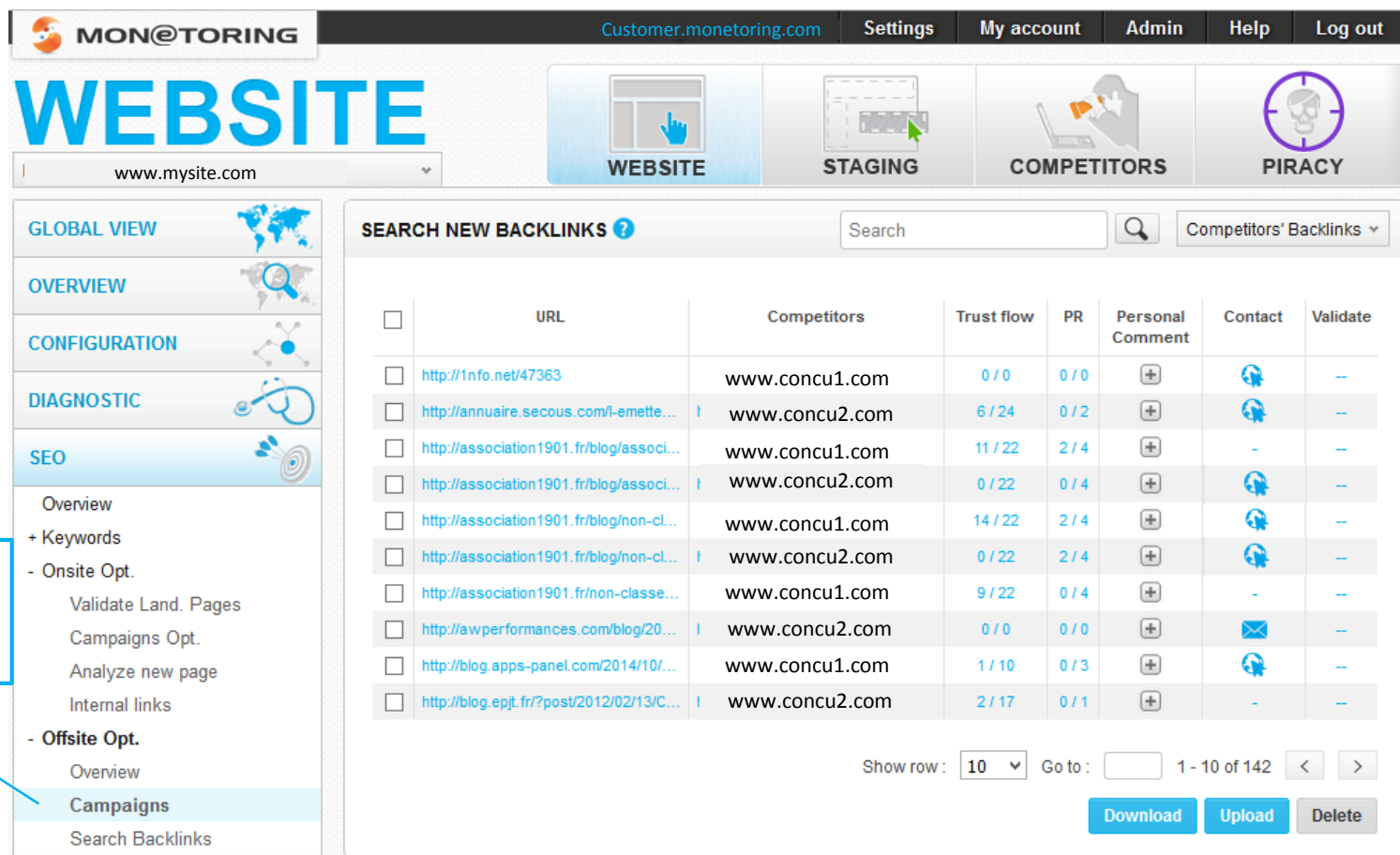
Show row : 10 ⌄ Go to : [   ] 1 - 10 of 91 < >

Examples
Sample of a list of Referring Domains that has been identified for a customer

20. How can I find new relevant backlinks?

In the Campaigns Part, you can find all the competitor backlinks. They are scored by Monetoring through the Trust Flow. It let you determine very easily all the location you would like to be in. In addition, Monetoring provides to you a way to contact directly by mail the webmaster or the way to do it if the information are available on the website. You can also download all the data as usual

Campaigns
Click on the Offsite Opt Menu and then in the «Campaigns » tab

Thanks to the Search Backlinks option of Monetoring, you benefit from an exclusive solution to find new blogs and forums that are linked to your keywords. It is very easy to use, you just need to type your keywords in the dedicated area and lauch the research. Monetoring will then scan internet to find related websites to your keywords. The Research last few minutes before getting the result

Campaigns
Click on the Offsite Opt Menu and then in the «Search Backlinks »

After the research is done, you can see a large list of blogs and forums with precise indicators on the website like the SEO rank, the social media KPI the way to contact the webmaster… You just need to select manually the one you want to keep in your strategy and the one you want to delete. The Pixalione consultant can help you to define your strategy