

Monetoring

-

Case Studies



MON@TORING

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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

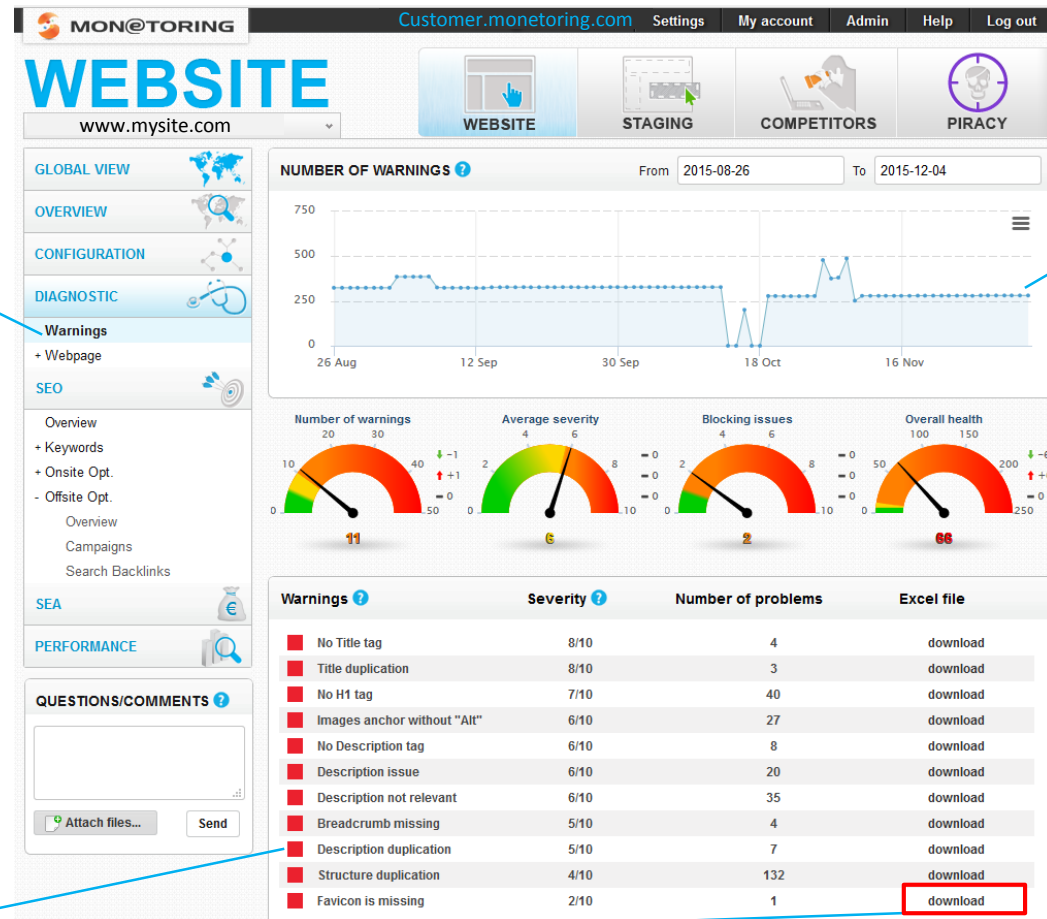
Click on the tab « Warnings » in the Menu DIAGNOSTIC to identify all your technical issues

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

MON@TORING Customer.monetoring.com References Settings My account Admin Help Log out

WEBSITE

www.mysite.com

GLOBAL VIEW **OVERVIEW** **CONFIGURATION** **DIAGNOSTIC** **SEO** **SEA** **PERFORMANCE**

WEBPAGES **TITLE & DESCRIPTION** **STRUCTURE** **ISSUES**

Download URLs Download URLs Download URLs Download URLs

ARCHITECTURE ?

Number of total pages : 691
Number of subdomains : 1
Number of pages 404 : 5
Number of pages 301 : 10
Number of pages 302 : 275
Trustflow : 24
Number of links in the menu : 46363
Number of outgoing links : 8934

DISTRIBUTION ?

Level	#Pages	#Links
0	1	41
1	86	40
2	279	33
3	165	8
4	49	8
5	43	8
6 & >	68	40
Orphan	0	0

Download

WEBSITE KEYWORDS ?

One Keyword	occur	Two Keywords	occur	Three Keywords	occur

Download

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

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WEBSITE www.mysite.com

WEBSITE **STAGING** **COMPETITORS** **PIRACY**

GLOBAL VIEW **OVERVIEW** **CONFIGURATION** **DIAGNOSTIC** **SEO**

Overview
Exploration
Indexing
Robots.txt

WEBPAGES Download URLs

TITLE & DESCRIPTION Download URLs

STRUCTURE Download URLs

ISSUES Download URLs

ARCHITECTURE

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	4	49	8
	5	43	8
	6 & >	68	40
	Orphan	0	0

Download

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. Monetotring 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

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WEBSITE

www.monsite.fr

WEBSITE **STAGING** **COMPETITORS** **PIRACY**

GLOBAL VIEW **OVERVIEW** **CONFIGURATION**

Overview
Exploration
Indexing
Robots.txt

DIAGNOSTIC

SEO
Overview
+ Keywords
+ Onsite Opt.
- Offsite Opt.

WEBPAGES Download URLs

TITLE & DESCRIPTION Download URLs

STRUCTURE Download URLs

ISSUES Download URLs

ARCHITECTURE

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	2	279	33
	3	165	8
	4	49	8
	5	43	8
	6 & >	68	40
	Orphan	0	0

Download

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 its 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

MON@TORING Customer.monetoring.com References Settings My account Admin Help Log out

WEBSITE

www.monsite.fr

GLOBAL VIEW **OVERVIEW** **CONFIGURATION**

Overview
Exploration
Indexing
Robots.txt

DIAGNOSTIC

SEO
Overview
+ Keywords
+ Onsite Opt.
- Offsite Opt.

WEBPAGES
Download URLs

TITLE & DESCRIPTION
Download URLs

STRUCTURE
Download URLs

ISSUES
Download URLs

ARCHITECTURE

Number of total pages : 691
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Level	#Pages	#Links
0	1	41
1	86	40
2	279	33
3	165	8
4	49	8
5	43	8
6 & >	68	40
Orphan	0	0

Download

6. How can I check that my sitemap is well linked to my website? (1/2)

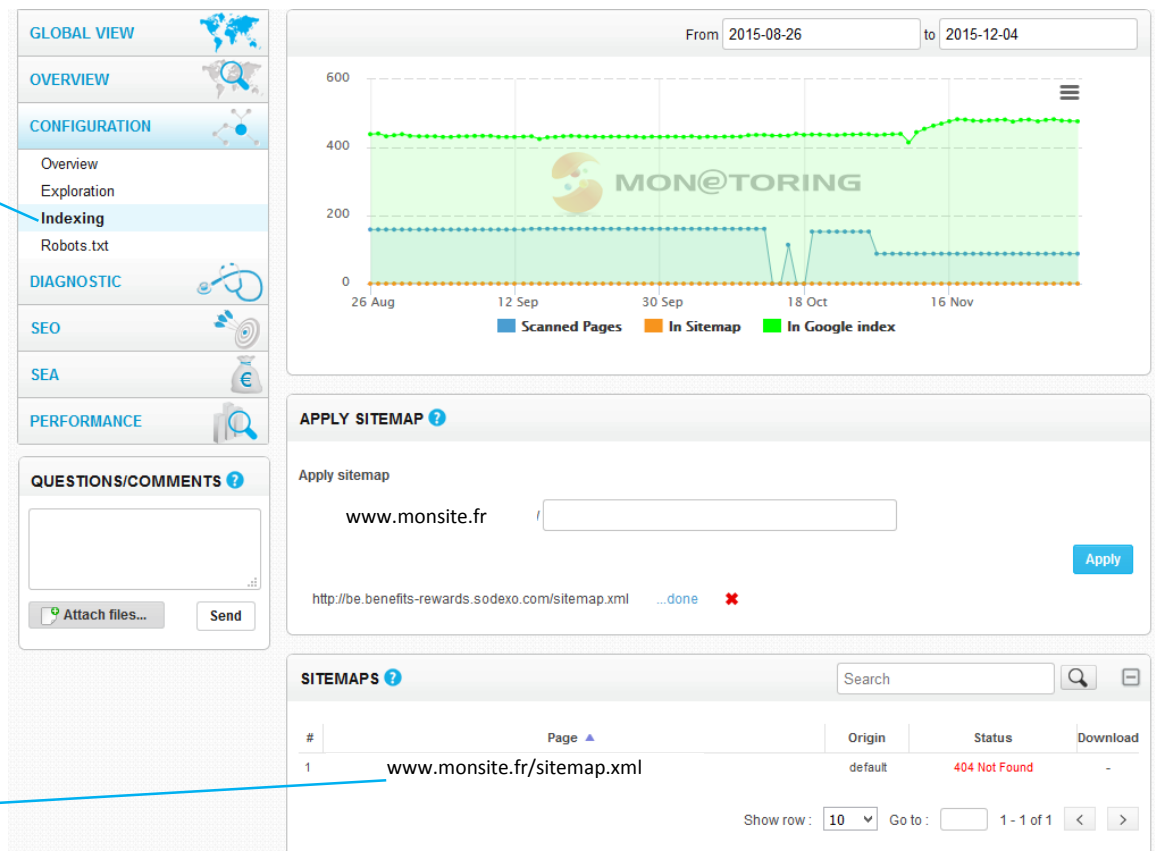
As soon as a website get several hundred pages, it is important to integrate a sitemap on Google to bring additional information. Thanks to Monetoring you can check that the sitemap exists and is well located and if not you can set it up directly from our platform and update it automatically. Your Pixalione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



6. How can I check that my sitemap is well linked to my website? (2/2)

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.

GENERATE SITEMAPS ?

Include directories

Exclude directories

Include terms in URLs

Exclude terms in URLs

* Please use "[,]" as separator.

[Automatic Generation of Sitemap](#)

Analyze

Cancel

Filters

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

Sitemap

Generate automatically your sitemap thank to Monetoring

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

The screenshot shows the MONITORING website interface. The top navigation bar includes the MONITORING logo, a user profile link (Customer.monetoring.com), and links for Settings, My account, Admin, Help, and Log out. The main header features the word 'WEBSITE' in large blue letters, followed by a dropdown menu showing 'www.mysite.com'. Below this, there are four main tabs: WEBSITE, STAGING, COMPETITORS, and PIRACY. The left sidebar contains a menu with the following items: GLOBAL VIEW, OVERVIEW, CONFIGURATION (highlighted), DIAGNOSTIC, and SEO. Under the CONFIGURATION menu, there are sub-items: Overview, Exploration, Indexing, and Robots.txt (highlighted). The main content area is titled 'ROBOTS' and shows 'Robots.txt Blocked All Page : 0'. Below this, there is a section titled 'ROBOTS (ALL CONTENT TYPES)' with a search bar. A table lists the robots.txt files found on the website:

#	Page	Status	Download
1	www.monsite.fr/robots.txt	OK	

At the bottom of the table, there is a pagination control showing 'Show row : 10', 'Go to :', and '1 - 1 of 1'.

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

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WEBSITE

www.mysite.com

SEARCH KEYWORDS All keywords All dates Search


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

	Keyword	Position	Comp	URL	Where	Interest	Competition	Difficulty	Strategy	Add to my list
<input type="checkbox"/>	1. achat sécurisé	10	*	Org.	€€			+	SEO+SEA	→
<input type="checkbox"/>	2. achats au comptant	5	*	Org.				+	-	→
<input type="checkbox"/>	3. argent	39	*	Org.	€€€			++	SEO	→
<input type="checkbox"/>	4. assurance	72	*	Org.	€€€			++	SEO	→
<input type="checkbox"/>	5. assurance achat voiture	OUT	*	-	€€			++	-	→
<input type="checkbox"/>	6. assurance auto	44	*	Org.	€€€			+	SEO	→
<input type="checkbox"/>	7. assurance chômage	OUT	*	-	€€			++	SEA	→
<input type="checkbox"/>	8. assurance crédit	OUT	*	-	€€€			++	-	→
<input type="checkbox"/>	9. assurance décès	OUT	*	-	€€€			++	SEA+SEO	→
<input type="checkbox"/>	10. assurance emprunteur	OUT	*	-	€€			++	-	→
<input type="checkbox"/>	11. assurance emprunteur carte	1	*	Org.	€€			-	-	→
<input type="checkbox"/>	12. assurance emprunteur crédit	87	*	Org.				++	-	→
<input type="checkbox"/>	13. assurance emprunteur prêt	38	*	Org.				++	-	→
<input type="checkbox"/>	14. assurance habitation	40	*	Org.	€€€			+	SEO	→
<input type="checkbox"/>	15. assurance moto	OUT	*	-	€€€			++	SEA+SEO	→
<input type="checkbox"/>	16. assurance personne	47	*	Org.	€€€			++	SEO+SEA	→
<input type="checkbox"/>	17. assurance perte d'emploi	OUT	*	-	€€€			++	SEA+SEO	→
<input type="checkbox"/>	18. assurance prêt	OUT	*	-	€€€			++	SEO	→
<input type="checkbox"/>	19. assurance sécurité	3	*	Org.	€€			+	SEO	→
<input type="checkbox"/>	20. assurance vie	41	*	Org.	€€€			++	SEO	→

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)

<input checked="" type="checkbox"/> Onsite search <input checked="" type="checkbox"/> Competitors search <input checked="" type="checkbox"/> SEA <input checked="" type="checkbox"/> Analytics <input checked="" type="checkbox"/> My list 										
<input type="checkbox"/>	Keyword ▲	Position	Comp	URL	Where	Interest	Competition	Difficulty	Strategy	Add to my list
<input type="checkbox"/>	1. achat sécurisé	10	★	🌐	Org.	€€	<div><div></div></div>	+	SEO+SEA	➔
<input type="checkbox"/>	2. achats au comptant	5	★	🌐	Org.		<div><div></div></div>	+	-	➔
<input type="checkbox"/>	3. argent	39	★	🌐	Org.	€€€	<div><div></div></div>	++	SEO	➔
<input type="checkbox"/>	4. assurance	72	★	🌐	Org.	€€€	<div><div></div></div>	++	SEO	
<input type="checkbox"/>	5. assurance achat voiture	OUT	★	-		€€	<div><div></div></div>	++	-	➔
<input type="checkbox"/>	6. assurance auto	44	★	🌐	Org.	€€€	<div><div></div></div>	+	SEO	
<input type="checkbox"/>	7. assurance chômage	OUT	★	-		€€	<div><div></div></div>	++	SEA	➔
<input type="checkbox"/>	8. assurance crédit	OUT	★	-		€€€	<div><div></div></div>	++	-	➔
<input type="checkbox"/>	9. assurance décès	OUT	★	-		€€€	<div><div></div></div>	++	SEA+SEO	➔
<input type="checkbox"/>	10. assurance emprunteur	OUT	★	-		€€	<div><div></div></div>	++	-	➔

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

8. How to find relevant keywords for my SEO strategy? (3/4)

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.

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

<input type="checkbox"/>	Keyword ▲	Position	Comp	URL	Where	Interest	Competition	Difficulty	Strategy	Add to my list
<input type="checkbox"/>	1. achat sécurisé	10	★	🔗	Org.	€€	<div><div></div></div>	+	SEO+SEA	➔
<input type="checkbox"/>	2. achats au comptant	5	★	🔗	Org.		<div><div></div></div>	+	-	➔
<input type="checkbox"/>	3. argent	39	★	🔗	Org.	€€€	<div><div></div></div>	++	SEO	➔
<input type="checkbox"/>	4. assurance	72	★	🔗	Org.	€€€	<div><div></div></div>	++	SEO	
<input type="checkbox"/>	5. assurance achat voiture	OUT	★	-		€€	<div><div></div></div>	++	-	➔
<input type="checkbox"/>	6. assurance auto	44	★	🔗	Org.	€€€	<div><div></div></div>	+	SEO	
<input type="checkbox"/>	7. assurance chômage	OUT	★	-		€€	<div><div></div></div>	++	SEA	➔
<input type="checkbox"/>	8. assurance crédit	OUT	★	-		€€€	<div><div></div></div>	++	-	➔
<input type="checkbox"/>	9. assurance décès	OUT	★	-		€€€	<div><div></div></div>	++	SEA+SEO	➔
<input type="checkbox"/>	10. assurance emprunteur	OUT	★	-		€€	<div><div></div></div>	++	-	➔

Filter

Click on this button to generate the filter option of Monetoring

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

Keywords Filter

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

KEYWORDS FILTER ✕

Select Group: All Keywords ▾

Type of keywords: All ▾

Interest: -- ▾ Min ▾ 2

Competition: -- ▾ -- ▾

Difficulty: -- ▾ Max ▾ 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

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)

9. How can I select the keywords and follow their ranking ? (1/4)

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

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

<input type="checkbox"/>	Keyword ▲	Position	Comp	URL	Where	Interest	Competition	Difficulty	Strategy	Add to my list
<input type="checkbox"/>	1. achat sécurisé	10	★	🔗	Org.	€€	<div><div></div></div>	+	SEO+SEA	➔
<input type="checkbox"/>	2. achats au comptant	5	★	🔗	Org.		<div><div></div></div>	+	-	➔
<input type="checkbox"/>	3. argent	39	★	🔗	Org.	€€€	<div><div></div></div>	++	SEO	➔
<input type="checkbox"/>	4. assurance	72	★	🔗	Org.	€€€	<div><div></div></div>	++	SEO	➔
<input type="checkbox"/>	5. assurance achat voiture	OUT	★	-		€€	<div><div></div></div>	++	-	➔
<input type="checkbox"/>	6. assurance auto	44	★	🔗	Org.	€€€	<div><div></div></div>	+	SEO	➔
<input type="checkbox"/>	7. assurance chômage	OUT	★	-		€€	<div><div></div></div>	++	SEA	➔
<input type="checkbox"/>	8. assurance crédit	OUT	★	-		€€€	<div><div></div></div>	++	-	➔
<input type="checkbox"/>	9. assurance décès	OUT	★	-		€€€	<div><div></div></div>	++	SEA+SEO	➔
<input type="checkbox"/>	10. assurance emprunteur	OUT	★	-		€€	<div><div></div></div>	++	-	➔

Selection

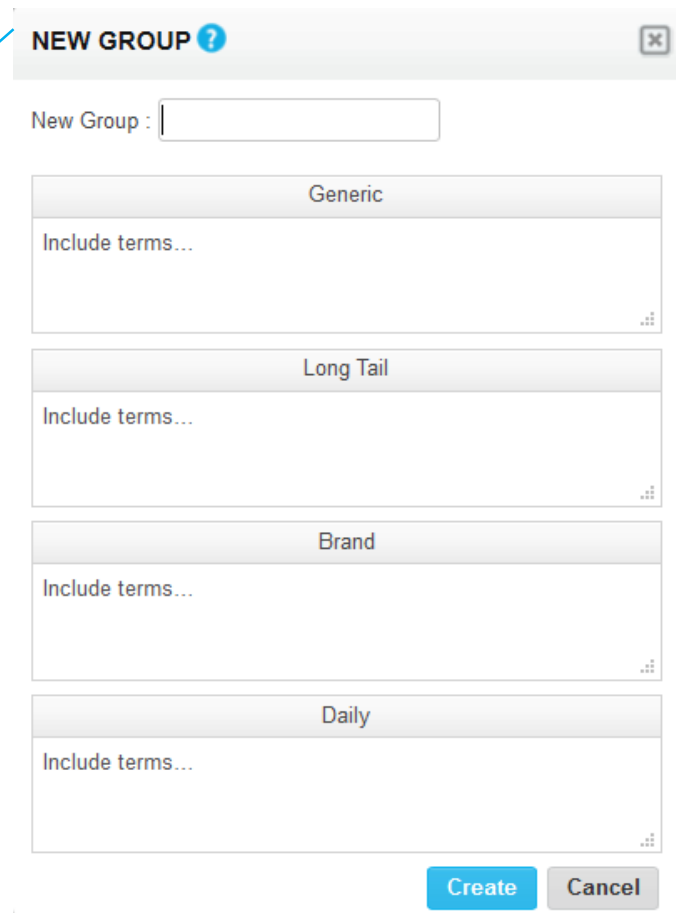
Tick the keyword and click the blue arrow to pick up one. If you have ticked several keywords they are going to be all added in your selection

9. How can I select the keywords and follow their ranking ? (2/4)

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 every keyword 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

9. How can I select the keywords and follow their ranking ? (3/4)

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

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WEBSITE www.monsite.fr

GLOBAL VIEW **OVERVIEW** **CONFIGURATION** **DIAGNOSTIC** **SEO** **PERFORMANCE**

Overview
- Keywords
Opportunities
Rank checker
+ Onsite Opt.
+ Offsite Opt.

SEA

All keywords 2015-12-31 Search

All Generic Long Tail Brand Daily

	Keyword	Position			Comp	URL	Where	Interest	Competition	Difficulty	Strategy	Edit my list
		Prev	Curr	Change								
<input type="checkbox"/>	1. assurance	-	72		★	Org.	€€€		++	SEO	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	2. assurance auto	-	44		★	Org.	€€€		+	SEO	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	3. assurance habitation	-	40		★	Org.	€€€		+	SEO	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	4. crédit auto	-	25		★	Org.	€€€		+	SEO	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	5. crédit moto	-	27		★	Org.	€€€		+	SEO	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	6. crédit renouvelable	-	12		★	Org.	€€€		+	SEO	<input checked="" type="checkbox"/>	
<input type="checkbox"/>	7. prêt auto	-	19		★	Org.	€€€		+	SEO	<input checked="" type="checkbox"/>	

Show row : 10 Go to : 1 - 7 of 7

Delete Group Edit Group **Create Group**

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

GLOBAL VIEW

OVERVIEW

CONFIGURATION

DIAGNOSTIC

SEO

SEA

PERFORMANCE

All keywords

All keywords

Assurances

Prêt & Crédit

Services

2015-12-31

Search

Generic

Long Tail

Brand

Daily

		Position		Comp	URL	Where	Interest	Competition	Difficulty	Strategy	Edit my list
		Prev	Curr	Change							
<input type="checkbox"/>	1. assurance	-	72		Org.	€€€			++	SEO	
<input type="checkbox"/>	2. assurance auto	-	44		Org.	€€€			+	SEO	
<input type="checkbox"/>	3. assurance habitation	-	40		Org.	€€€			+	SEO	
<input type="checkbox"/>	4. crédit auto	-	25		Org.	€€€			+	SEO	
<input type="checkbox"/>	5. crédit moto	-	27		Org.	€€€			+	SEO	
<input type="checkbox"/>	6. crédit renouvelable	-	12		Org.	€€€			+	SEO	
<input type="checkbox"/>	7. prêt auto	-	19		Org.	€€€			+	SEO	

Show row :

10

Go to :

1 - 7 of 7

Delete Group

Edit Group

Create Group

Filtre

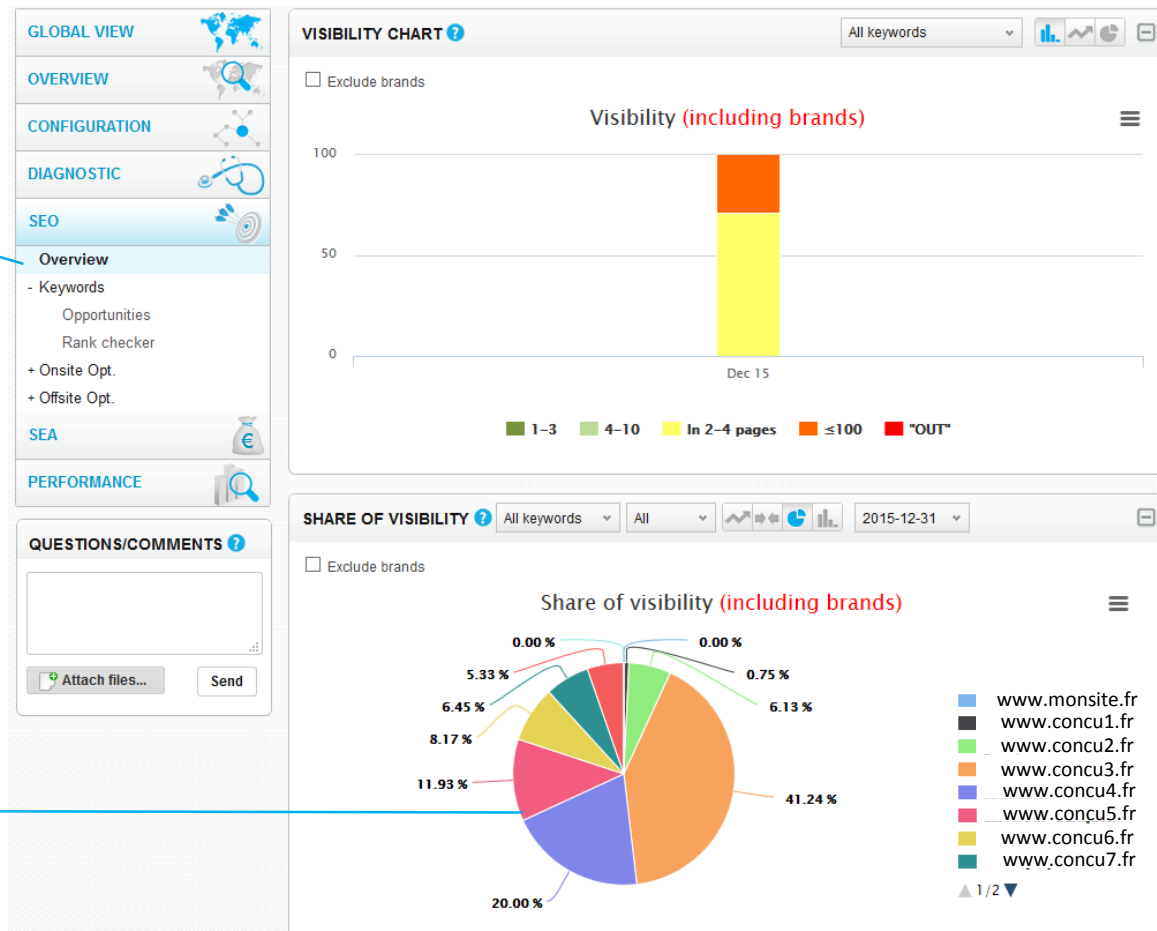
Sélectionner et suivez les mots-clés en fonction des groupes que vous aurez créés

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

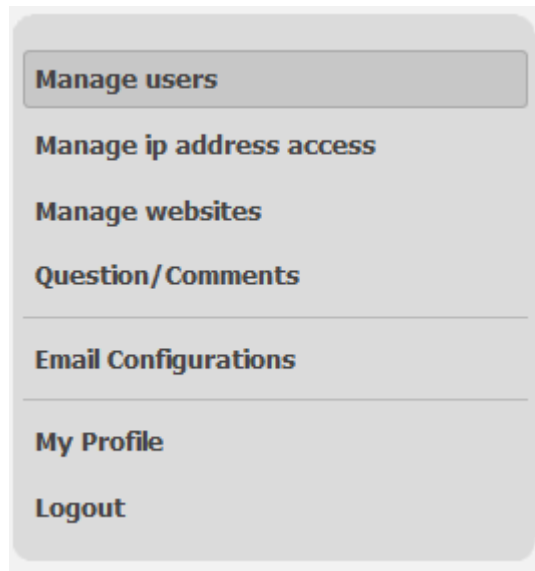
11. How to add SEO competitors? (1/2)

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

Step 3: Click ont the icon to edit

ID	URL		Status	
430	www.monsite.fr		website	 

Step 4: Insert the SEO Competitors

SEO Competitors

List of SEO Competitors check keyword

List of URLs

www.competitor1.com
www.competitor2.com
www.competitor3.com
www.competitor4.com

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)

MON@TORING Customer.monetoring.com References Settings My account Admin Help Log out

WEBSITE www.monsite.fr

VALIDATE LAND. PAGES All keywords Keyword Landing page Search

#	Keyword	Google	Score	Landing page	Valid.
1	assurance	72	2.39	https://www.banque-accord.fr/site/b/assurances/auto.html	✓ --
2	assurance auto	44	3.25	https://www.banque-accord.fr/site/b/assurances/auto.html	✓ --
3	assurance habitation	40	3.14	https://www.banque-accord.fr/site/b/assurances/habitation.html	✓ --
4	crédit auto	25	3.1	https://www.banque-accord.fr/site/b/credits/pre-personnel-auto-moto...	✓ --
5	crédit moto	27	2.57	https://www.banque-accord.fr/site/b/credits/pre-personnel-auto-moto...	✓ --
6	crédit renouvelable	12	3.16	https://www.banque-accord.fr/site/b/credits/credit-renouvelable-acco...	✓ --
7	prêt auto	19	3.31	https://www.banque-accord.fr/site/b/credits/pre-personnel-auto-moto...	✓ --

Show row : 10 Go to : 1 - 7 of 7 < >

GLOBAL VIEW Overview + Keywords - Onsite Opt. **Validate Land. Pages** Campaigns Opt. Analyze new page Internal links + Offsite Opt.

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

Modify

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

13. I have just associated my keywords to my page, how can I optimize it ? (1/6)

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

The screenshot displays the Website Optimizer interface. The top navigation bar includes 'WEBSITE', 'STAGING', 'COMPETITORS', and 'PIRACY'. The left sidebar contains a menu with 'GLOBAL VIEW', 'OVERVIEW', 'CONFIGURATION', 'DIAGNOSTIC', and 'SEO'. The 'SEO' section is expanded, showing 'Overview', '+ Keywords', '- Onsite Opt.', 'Validate Land. Pages', 'Campaigns Opt.', 'Analyze new page', 'Internal links', and '+ Offsite Opt.'. The 'Campaigns Opt.' item is highlighted. The main content area is titled 'ONSITE CAMPAIGNS' and features a table with columns: '#', 'down.', 'Landing page', 'Keyword', 'Analysis', 'Google', and 'Valid.'. The table lists four campaigns, with the fourth campaign (www.monsite.fr/url4) highlighted by a red box. A blue line connects this box to a callout box labeled 'Optimisation'. The bottom right of the interface shows a 'Show row' dropdown set to 10, a 'Go to' field, and a 'Download' button.

#	down.	Landing page	Keyword	Analysis	Google	Valid.
1		www.monsite.fr/url1	assurance	In prog.	72	--
			assurance auto	In prog.	44	--
2		www.monsite.fr/url2	assurance habitation	In prog.	40	--
3		www.monsite.fr/url3	crédit renouvelable	In prog.	12	--
			crédit auto	In prog.	25	--
4		www.monsite.fr/url4	crédit moto	In prog.	27	--
			prêt auto	In prog.	19	--

Campaign Opt

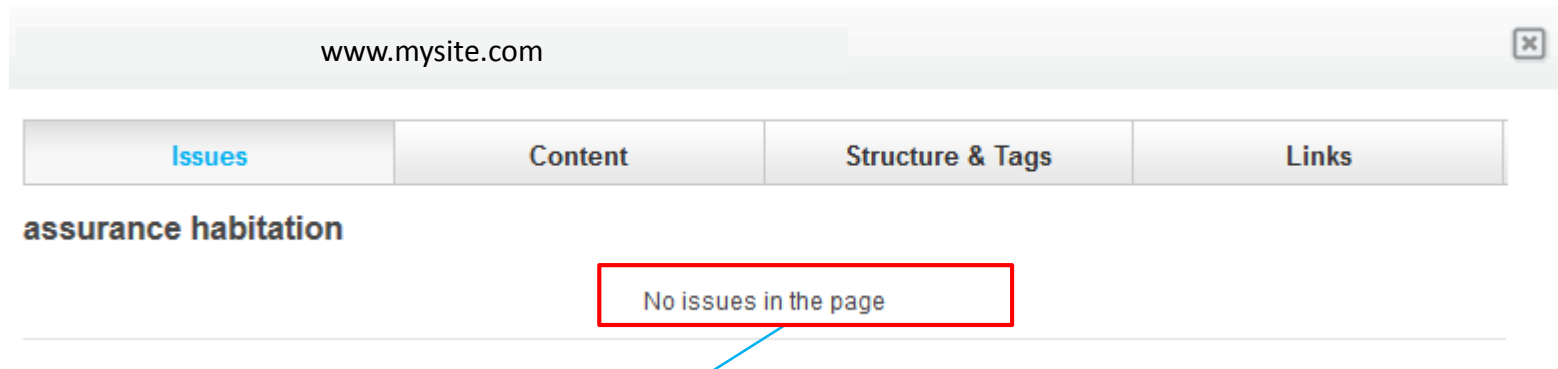
Click on the Onsite Opt Menu then go into the «Campaign Opt» tab

Optimisation

Click on this area to make the optimisation process appear

13. I have just associated my keywords to my page, how can I optimize it ? (2/6)

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

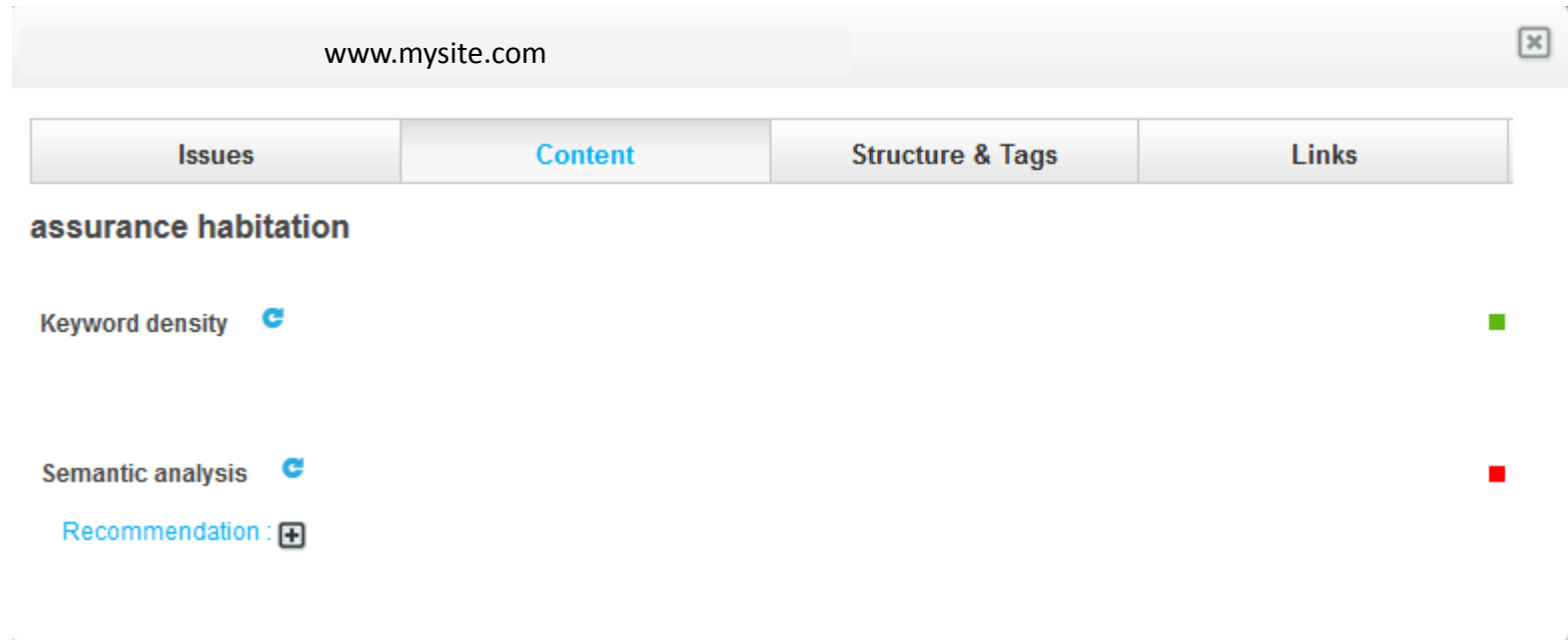


Issues

Monitoring focuses on the potential technical problems that can disturb the optimisation of the page

13. I have just associated my keywords to my page, how can I optimize it ? (3/6)

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.



13. I have just associated my keywords to my page, how can I optimize it ? (4/6)

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.

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

SEMANTIC ANALYSIS

rachat de credit

Must keywords

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

Important keywords

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

Other keywords

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

13. I have just associated my keywords to my page, how can I optimize it ? (5/6)

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...

Correction

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

The screenshot shows the Monetoring website analysis tool interface. At the top, there's a browser-like address bar with 'www.mysite.com'. Below it, a navigation bar has four tabs: 'Issues', 'Content', 'Structure & Tags' (which is selected and highlighted in blue), and 'Links'. The main content area is titled 'assurance habitation'. It lists several structural issues, each with a red square icon on the right and a corresponding recommendation. The issues are: 'Pb of structure (several H1)', 'Breadcrumb missing', 'Description of the webpage not relevant', and 'Duplication in the structure (H1, H2...)'. Each issue has a brief description and a 'Recommendation' link. A blue callout box on the left, labeled 'Correction', points to the first three issues with lines, indicating that Monetoring provides advice on how to improve the structure and tags of the page.

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

13. I have just associated my keywords to my page, how can I optimize it ? (6/6)

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 is going to provide you also the anchor by determining the exact position of the link in the page

The screenshot shows a web browser window with the address bar displaying www.mysite.com. Below the address bar is a navigation bar with four tabs: 'Issues', 'Content', 'Structure & Tags', and 'Links'. The 'Links' tab is selected and highlighted in blue. Below the navigation bar, the page title is 'carte cadeau utilisable'. The main content area shows a 'Finding anchor' section with the URL ...ce-cos/carte-pass-cadeau and a blue circular icon. Below this is a 'Recommendation' section with the text 'Add keywords and link toward the landing page' and a minus sign icon. There are three bullet points in the recommendation list, each with a suggested anchor text and a target URL (www.monsite.fr/landingpage):

- In the webpage www.monsite.fr/landingpage in the phrase "La nouvelle carte cadeau de xxx Faites plaisir à vos salariés avec la carte Pass Cadeau utilisable en ligne est en magasin." use "carte cadeau " to link toward the landing page.
- Please add the keyword "carte cadeau utilisable" in the webpage www.monsite.fr/landingpage and use this keyword to link toward the landing page.
- Please add the keyword "carte cadeau utilisable" in the webpage www.monsite.fr/landingpage use this keyword to link toward the landing 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>Analyse New Page

ANALYSIS OF A NEW PAGE ?

URL :

Enter the URL here...

Meta-description :

Enter the meta-description here...

Keywords :

véhicules à louer

Title :

Enter the title here...

Text :

Enter the text here...

Analyze

SEMANTIC ANALYSIS

véhicules à louer

Must keywords

- agence

- location

- voiture

- besoin

- service

- véhicules

- france

- villes

Important keywords

- bénéficiez

- disponible

- grande

- luxe

- prix

- sites

- carte

- découvrir

- lignes

- meilleur

- profitez

- tarif

- choix

- gamme

- louer

- monde

- réservée

Other keywords

- assistance

- tourisme

- loueurs

- utilitaire

- réduction

- état

Semantic Enhancement

Create an optimized landing page «from scratch» with the fonctionnality 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

MONETORING Customer.monetoring.com Settings My account Admin Help Log out

WEBSITE

www.mysite.com

GLOBAL VIEW

- OVERVIEW
- CONFIGURATION
- DIAGNOSTIC
- SEO
 - Overview
 - + Keywords
 - Onsite Opt.
 - Validate Land. Pages
 - Campaigns Opt.
 - Analyze new page
 - Internal links**
 - + Offsite Opt.
 - SEA

ANALYZE INTERNAL LINKS ?

Number of internal links per page

Include directories

Exclude directories

Include terms in URLs

Exclude terms in URLs

☒ Poor pages included in the analysis
* Please use "[]" as separator.

Analyze Cancel

Numbers

Define the number of links you want for each page

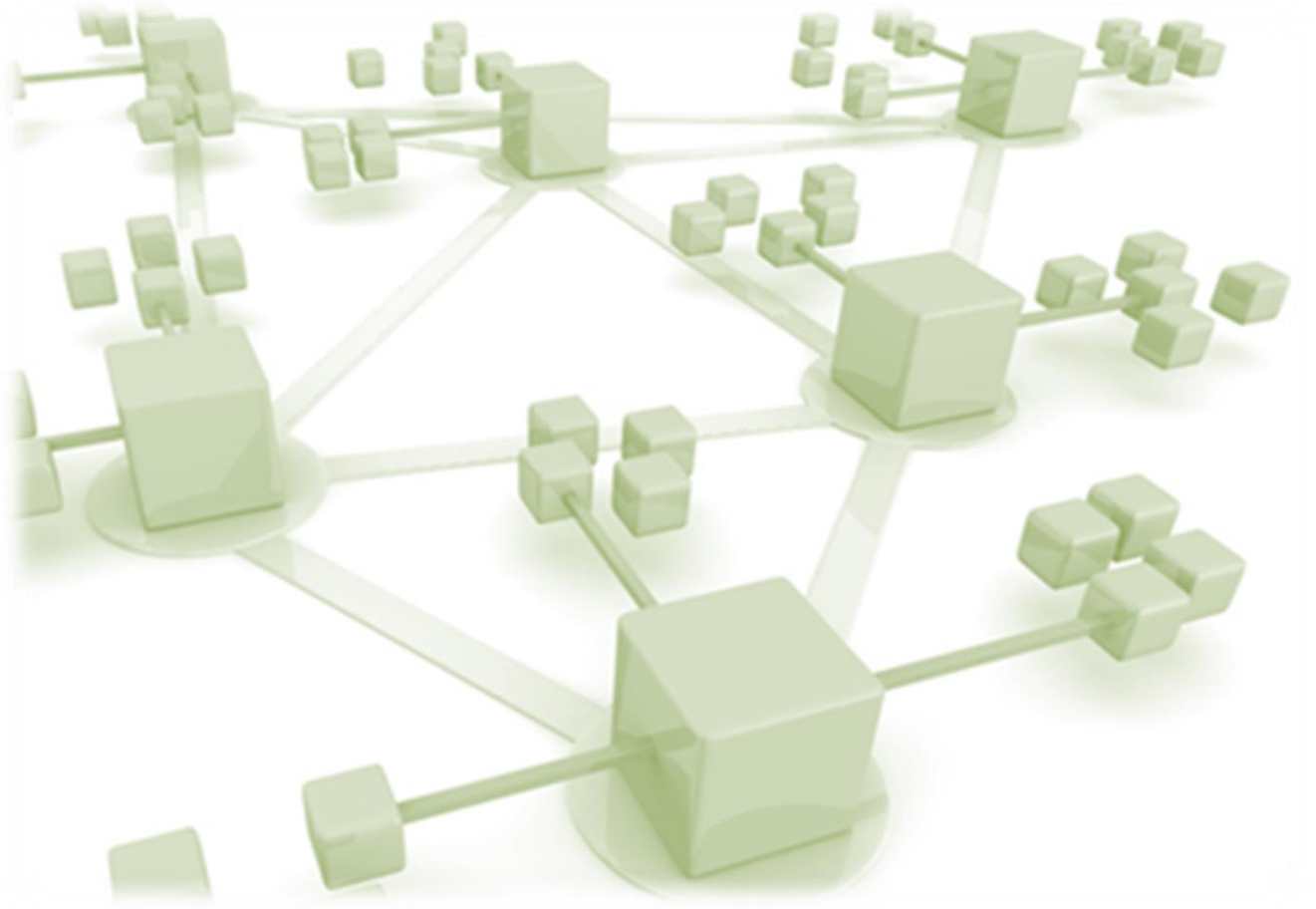
Internal Links

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

The screenshot displays the MONITORING website dashboard. The top navigation bar includes the MONITORING logo, the URL Customer.monetoring.com, and links for Settings, My account, Admin, Help, and Log out. The main header features the word WEBSITE in large blue letters, followed by a dropdown menu showing www.mysite.com. Below the header, there are four main sections: WEBSITE, STAGING, COMPETITORS, and PIRACY. The left sidebar contains a menu with the following items: GLOBAL VIEW, OVERVIEW (highlighted), CONFIGURATION, DIAGNOSTIC, and SEO. The main content area is titled NETLINKING and shows a summary of key metrics: External Backlinks (1809), Referring Domains (91), Referring IPs (70), and Trust Flow (37%). It also displays Redirection (-), Alexa Rank (1030046), New Referring Domains (3), and Lost Referring Domains (1). A section for Referring domains history is visible at the bottom.

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

MONITORING Customer.monetoring.com Settings My account Admin Help Log out

WEBSITE www.mysite.com

WEBSITE **STAGING** **COMPETITORS** **PIRACY**

GLOBAL VIEW **OVERVIEW** **CONFIGURATION** **DIAGNOSTIC** **SEO**

NETLINKING ? Summary 2015-11-30

External Backlinks	Referring Domains	Referring IPs	Trust Flow : 37%
1809	91	70	Redirection : - Alexa Rank : 1030046


New Referring Domains : 3
Lost Referring Domains : 1


Referring domains history


17. How can I know my competitive position? (1/2)


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

GLOBAL VIEW 


OVERVIEW 

CONFIGURATION 

DIAGNOSTIC 

SEO 

- Overview
- + Keywords
- Onsite Opt.
 - Validate Land. Pages
 - Campaigns Opt.
 - Analyze new page

NETLINKING 

Summary

Summary


Benchmark

Referring domains


Backlinks

Anchor Text

2015-11-30

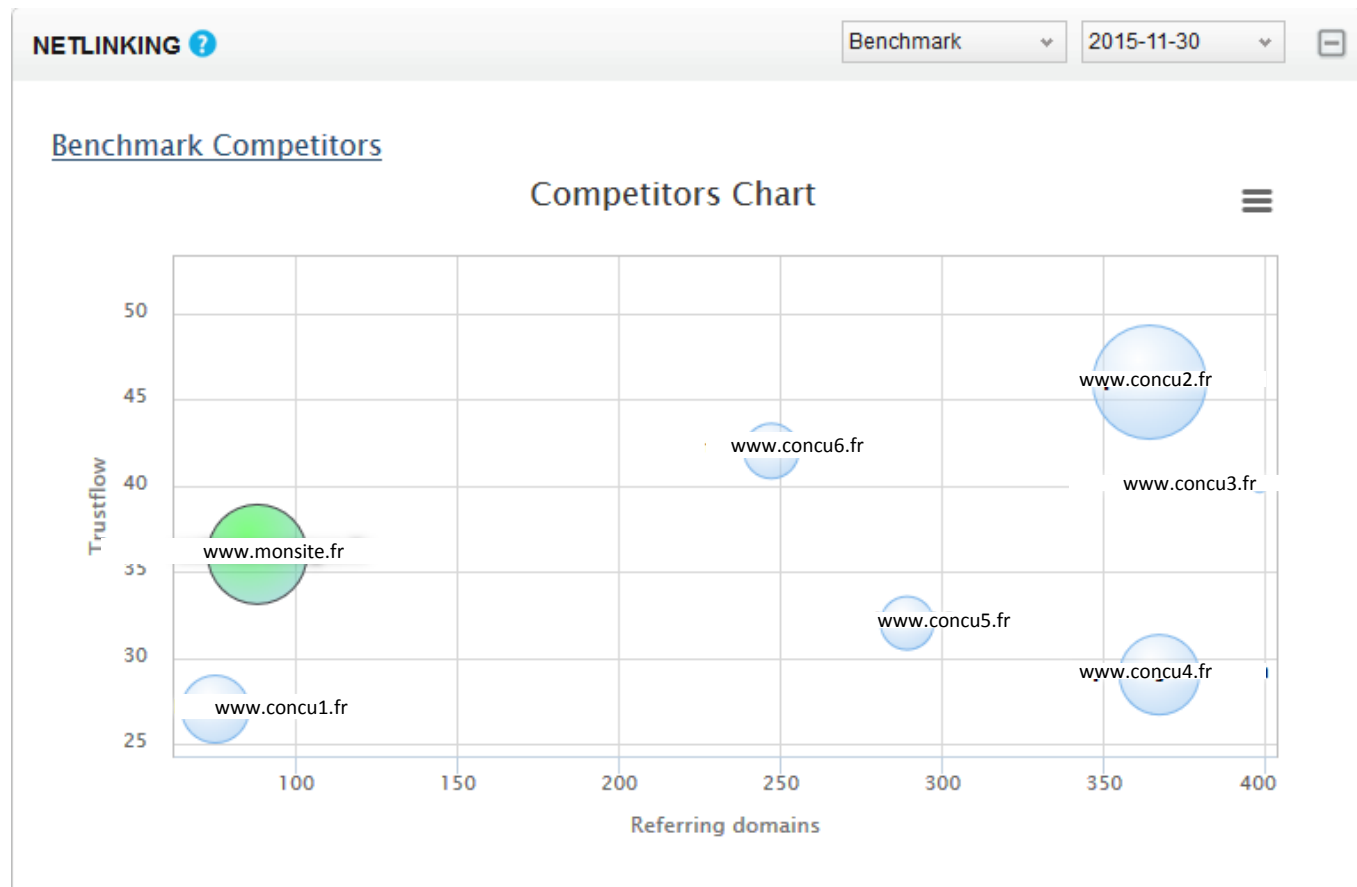


External Backlinks	Referring Domains	Referring IPs	Trust Flow	Redirection	Alexa Rank	New Referrals	Lost Referring Domains
1809	91	70					1

Referring domains history 

17. How can I know my competitive position? (2/2)

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
10	www.référent10.com	18	N/A	22

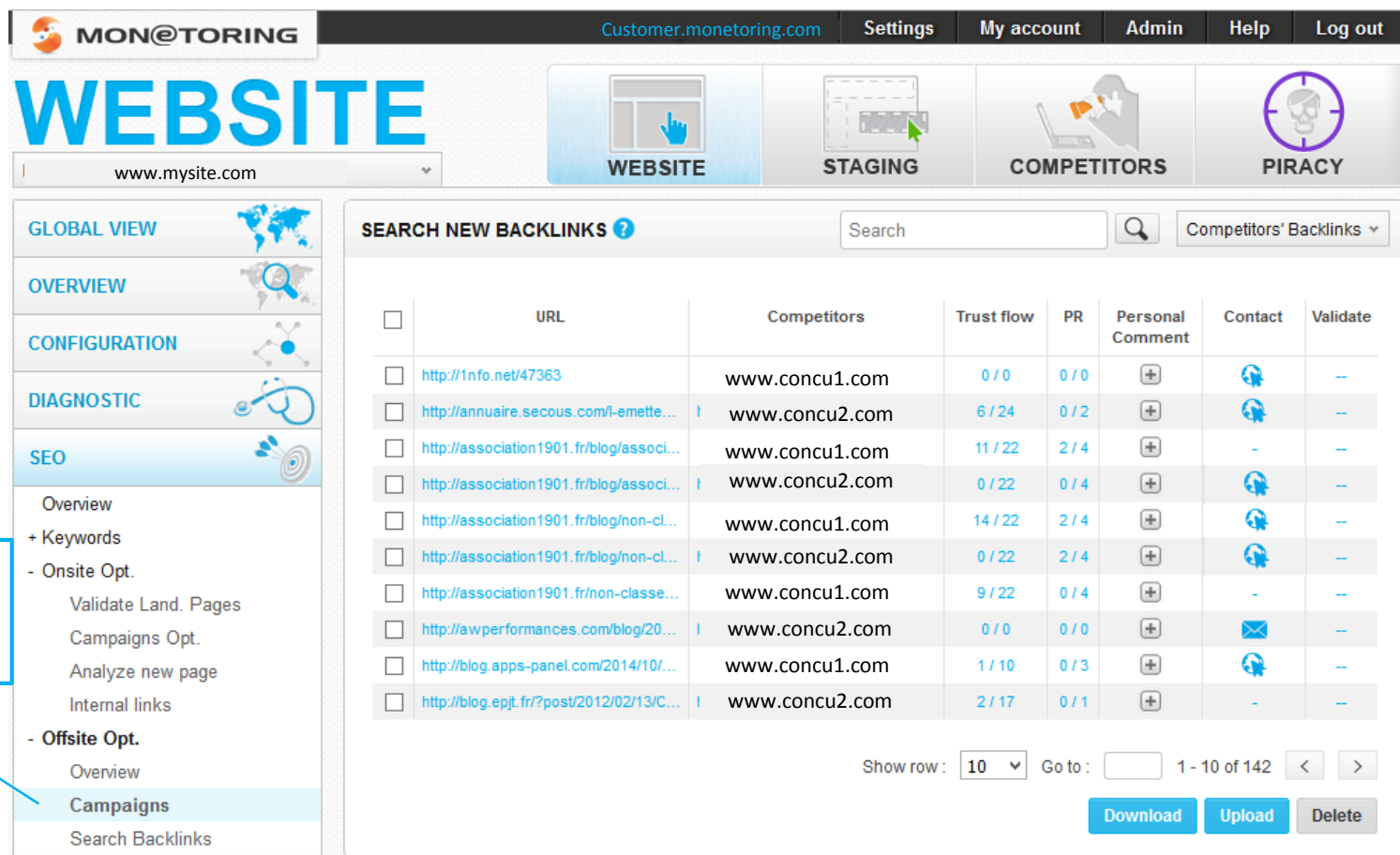
Show row : 10 ▼ Go to : 1 - 10 of 91 < >

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



The screenshot shows the MON@TORING web interface. The top navigation bar includes links for Customer.monetoring.com, Settings, My account, Admin, Help, and Log out. The main header features the 'WEBSITE' logo and a search bar. Below the header, there are four tabs: WEBSITE, STAGING, COMPETITORS, and PIRACY. The 'COMPETITORS' tab is selected, displaying a table of backlinks. The table has columns for URL, Competitors, Trust flow, PR, Personal Comment, Contact, and Validate. A callout box on the left points to the 'Campaigns' option in the left sidebar menu.

MON@TORING Customer.monetoring.com Settings My account Admin Help Log out

WEBSITE www.mysite.com

GLOBAL VIEW OVERVIEW CONFIGURATION DIAGNOSTIC **SEO**

Overview
+ Keywords
- Onsite Opt.
Validate Land. Pages
Campaigns Opt.
Analyze new page
Internal links
- Offsite Opt.
Overview
Campaigns
Search Backlinks

SEARCH NEW BACKLINKS ? Search Competitors' Backlinks ▾

<input type="checkbox"/>	URL	Competitors	Trust flow	PR	Personal Comment	Contact	Validate
<input type="checkbox"/>	http://1nfo.net/47363	www.concu1.com	0 / 0	0 / 0	+	🔗	--
<input type="checkbox"/>	http://annuaire.secous.com/l-emette...	www.concu2.com	6 / 24	0 / 2	+	🔗	--
<input type="checkbox"/>	http://association1901.fr/blog/associ...	www.concu1.com	11 / 22	2 / 4	+	-	--
<input type="checkbox"/>	http://association1901.fr/blog/associ...	www.concu2.com	0 / 22	0 / 4	+	🔗	--
<input type="checkbox"/>	http://association1901.fr/blog/non-cl...	www.concu1.com	14 / 22	2 / 4	+	🔗	--
<input type="checkbox"/>	http://association1901.fr/blog/non-cl...	www.concu2.com	0 / 22	2 / 4	+	🔗	--
<input type="checkbox"/>	http://association1901.fr/non-classe...	www.concu1.com	9 / 22	0 / 4	+	-	--
<input type="checkbox"/>	http://awperformances.com/blog/20...	www.concu2.com	0 / 0	0 / 0	+	✉	--
<input type="checkbox"/>	http://blog.apps-panel.com/2014/10/...	www.concu1.com	1 / 10	0 / 3	+	🔗	--
<input type="checkbox"/>	http://blog.epjt.fr/?post/2012/02/13/C...	www.concu2.com	2 / 17	0 / 1	+	-	--

Show row : 10 ▾ Go to : 1 - 10 of 142 < >

Download Upload Delete

21. How to find new websites related to my strategical keywords ? (1/2)

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 launch the research. Monetoring will then scan internet to find related websites to your keywords. The Research last few minutes before getting the result

The screenshot displays the Monetoring website interface. At the top, there's a navigation bar with icons for WEBSITE, STAGING, COMPETITORS, and PIRACY. Below this is a sidebar menu with options like GLOBAL VIEW, OVERVIEW, CONFIGURATION, DIAGNOSTIC, and SEO. The main content area is titled 'SEARCH BACKLINKS' and contains three input fields for keywords, a 'Type of support' section with checkboxes for Blogs and Forums, and two large text areas for 'Include terms' and 'Exclude terms'. A red box highlights the first keyword input field, which contains the text 'carte pass cadeau'. A blue callout box on the left points to the 'Search Backlinks' option in the sidebar menu, with the text: 'Campaigns Click on the Offsite Opt Menu and then in the «Search Backlinks »'.

WEBSITE
www.mysite.com

SEARCH BACKLINKS ?

keyword 1
carte pass cadeau

keyword 2
Enter keyword here...

keyword 3
Enter keyword here...

Type of support
☒ Blogs
☒ Forums

Include terms
Include terms...

Exclude terms
Exclude terms...

Search Cancel

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

21. How to find new websites related to my strategical keywords ? (2/2)

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

Blogs		Forums					
<input type="checkbox"/>	URL ▲	Followers	Pure blog or Website blog	Active	Contact	Page Rank of Domain	Remove from the list
<input type="checkbox"/>	http://blackhawknetwork.canalblog.com/archives/2011/09/09/21990393.html	-	Pure Blog	19/11/2009		0	
<input type="checkbox"/>	http://blackhawknetwork.canalblog.com/tag/carte%20cadeau%20iTunes	-	Pure Blog	16/11/2011		0	
<input type="checkbox"/>	http://blog.businesstoolbox.fr/cadeau-daffaires-vous-offrez-quoi-a-vos-clients/	592 19 10 12	Pure Blog	17/06/2013		2	
<input type="checkbox"/>	http://blog.fidme.com/faq/	15.1k 2.85k 283	Pure Blog	-		0	
<input type="checkbox"/>	http://blog.operaprint.com/les-cartes-plastiques-pour-quoi/	497 1.18k 154	Pure Blog	17/06/2014		1	
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<input type="checkbox"/>	http://business.lesechos.fr/directions-marketing/marketing/innovation-produit/0203942195731-sodexo-dematerialise-ses-cheques-cadeaux-105413.php	12.9k 24.8k 3.93k	Blog	02/10/2015	-	6	
<input type="checkbox"/>	http://caissierenefutur.over-blog.com/article-13281180.html	231 422	Pure Blog	01/08/2007		4	
<input type="checkbox"/>	http://floge2.over-blog.com/article-entertainment-81158713.html	-	Pure Blog	09/08/2011		1	
<input type="checkbox"/>	http://forum.aufeminin.com/forum/societe3/_t20474_societe3-Attention-danger-carte-pass-carrefour.html	6 1	Blog	09/11/1939	-	6	

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