MON@TORING

Tutorial

PIXALiONE

The light of Search
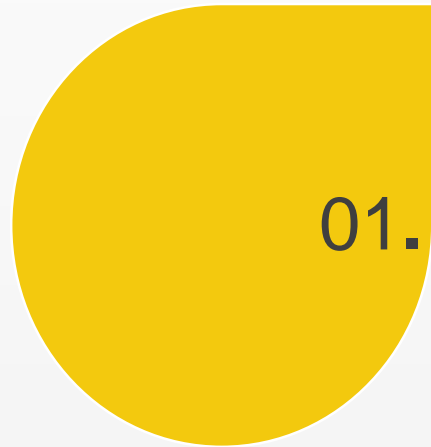
01. SEO > Overview

SEO > Overview (1/3)

01.

Progress status of the website's SEO.

To-do list : List of to-do tasks with option to close them when done. This list is automatically generated by Monetoring.

01.

SEO

- Overview
- Information
- Diagnostic ˅
- Keywords ˄
  - Opportunities
  - Rank Checker
  - Optimized Keywords
- Onsite ˅
- Offsite ˅
- Toolbox ˅
- Benchmark ˅
- Reporting
- Staging ˅

DIAGNOSTIC (?)

Warnings	Severity	Number of problems
■ Duplicate content (Beta)	9/10	5
■ Url issue(s) (Beta)	8/10	87466
■ Poor webpage(s) (Beta)	8/10	33826
■ No Title tag	8/10	961
■ Wrong header protocol	8/10	737
■ Title duplication	8/10	612

See more

INFORMATION (?)

Webpages : 89 107
404 errors : 61
301 redirects : 3
302 redirects : 3

Distribution issue : No - See more

Backlinks : 154 829
Referring domains : 2 532
Trust flow : 21/100
Toxic links : 3 688

See more

SHARE OF VISIBILTY (?)

5.34%
29.39%
14.88%
24.82%
5.73%
6.03%
13.8%

See more

Website diagnostic: Main issues sorted by order of severity.

Clicking on « see more » brings the user to the « Diagnostic » module.

Information : Main information for On-page and Off-page SEO :
- Number of scanned pages
- 301 Redirects
- 302 Redirects
- Distribution issue
- Inbound links or backlinks
- Referring domains
- Trust Flow (trust indicator)

Share of visibility: represents the website's organic visibility.

This share is calculated according to monitored and optimized keywords.
Clicking on « see more » brings the user to the « Benchmark > Overview » module.

SEO > Overview (3/3)

SEO

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BENCHMARK CHART (?)   Display Competitors

Reset zoom

Trust Flow (y-axis: 10, 20, 30, 40)

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Referring domains (x-axis: 0, 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, 1600, 1700, 1800, 1900)

See more

GAIN (?)

Keyword	Interest	Previous position	Current position	Gain
	€€€€€	OUT	1	+ 100
	€€€€€	OUT	3	+ 98
	€€€€€	OUT	5	+ 96
	€€€€€	OUT	7	+ 94
	€€€€€	OUT	7	+ 94
	€€€€€	OUT	11	+ 90
	€€€€€	OUT	12	+ 89
	€€€€€	OUT	21	+ 80
	€€€€€	OUT	24	+ 77

LOSS (?)

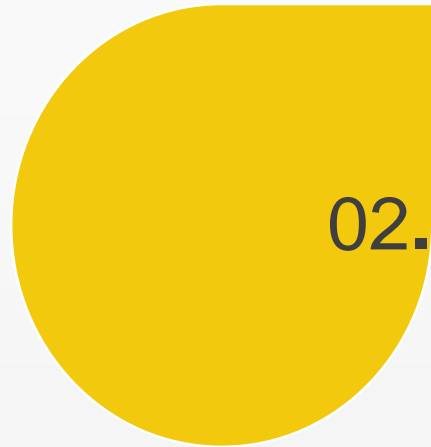| Keyword	Interest	Previous position	Current position	Loss
	€€€€€	8	74	- 66
	€€€€€	16	75	- 59
	€€€€€	41	95	- 54
	€€€€€	11	52	- 41
	€€€€€	47	88	- 41
	€€€€€	26	59	- 33
	€€€€€	66	98	- 32
	€€€€€	9	35	- 26
	€€€€€	37	61	- 24

Competitive chart:

Graphical chart which represents the competitive environment of the analyzed website.

- Ordinate : **Trust Flow** (website trust indicator)
- Abscissa : Number of **referring domains**
- Bubble size: **Indexed web pages** in Google

The objective is to have the site on the highest top right of the graph as possible (= best notoriety) with a sufficient amount of web pages.
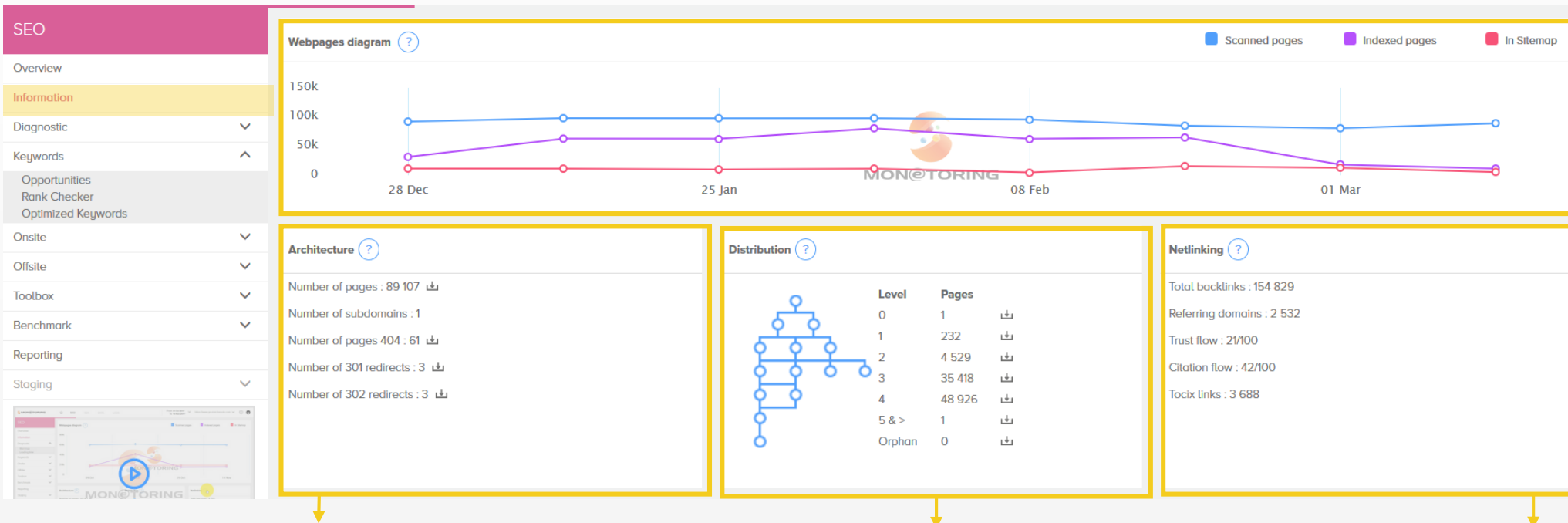
Ranking increase: TOP 10 keywords which had the most **improved** rankings

Ranking drop: TOP 10 keywords which had the most **declined** rankings

02. SEO > Information

SEO > Information (1/2)

SEO
- Overview
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- Benchmark ⌄
- Reporting
- Staging ⌄

Webpages diagram ⓘ — Scanned pages · Indexed pages · In Sitemap

150k · 100k · 50k · 0

28 Dec · 25 Jan · 08 Feb · 01 Mar

Architecture ⓘ
- Number of pages : 89 107
- Number of subdomains : 1
- Number of pages 404 : 61
- Number of 301 redirects : 3
- Number of 302 redirects : 3

Distribution ⓘ

Level	Pages
0	1
1	232
2	4 529
3	35 418
4	48 926
5 & >	1
Orphan	0

Netlinking ⓘ
- Total backlinks : 154 829
- Referring domains : 2 532
- Trust flow : 21/100
- Citation flow : 42/100
- Tocix links : 3 688

Pages graph:
Allows to follow the evolution of the number of pages:
- Scanned by the tool
- In the sitemap
- In Google Index

Architecture : Allows to overview and download:

- **Pages scanned** by the tool + possibility to download all concerned information :
  - URL
  - Noindex / nofollow
  - Referring pages
  - Tags (title, meta-description, H1 > H6, …)
  - …
- **404 errors**
- **301 redirects** (permanent)
- **302 redirects** (temporary)

Distribution : allows to see the site's crawl depth

Level 0 corresponds to the homepage, level 1: pages accessible from the homepage, etc…

Orphan pages correspond to accessible pages from the sitemap but not from traditional site navigation.

The tool allows to download pages from every levels.

Link building : allows to find out the main website indicators for Off-page SEO.

- Amount of inbound links or backlinks
- Amount of referring domains
- Trust Flow
- Citation Flow

02.

SEO

- Overview
- Information
- Diagnostic ⌄
- Keywords ⌄
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Sitemaps ⍰

Sitemap	Origin	Status	Download
https://www.betafence.com/sitemap.xml	default	301 Moved Permanently	⬇
https://www.betafence.com/en/sitemap.xml	https://www.betafence.com/sitemap.xml	OK	⬇

Show row 10 ⌄   Go to [   ]   1 - 2 of 2   <   >

Pages blocked by robots.txt ⍰

#	Page
	No data

Show row 10 ⌄   Go to [   ]   0 - 0 of 0   <   >

Robots (all content types) ⍰

Blocked page(s) by robots.txt: 0

Robots.txt	Status	Download
https://www.betafence.com/robots.txt	OK	⬇

Show row 10 ⌄   Go to [   ]   1 - 1 of 1   <   >

Sitemaps :
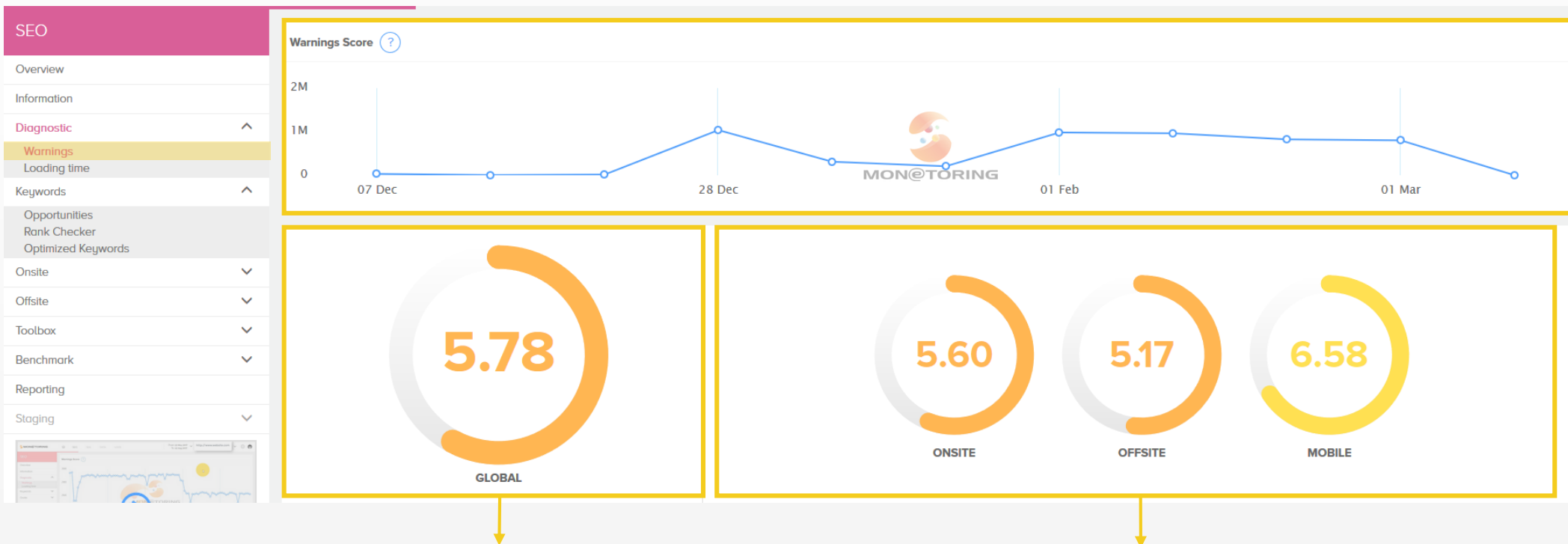List of sitemaps identified by the tool or configured by the user.

Robots : allows to download the robots.txt file

Blocked pages via robots.txt : detects blocked pages details. It's important to make sure that no strategic pages are being blocked from search engine crawlers.
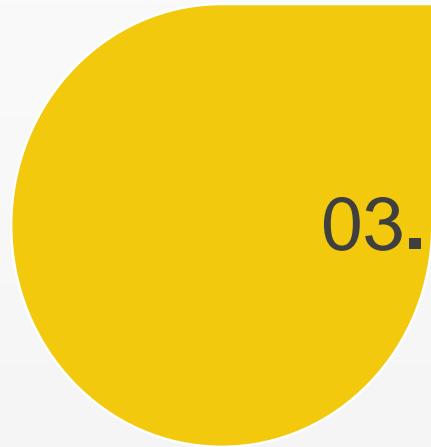
03. SEO > Diagnostic

SEO > Diagnostic > Warnings

Warning chart:
Allows to follow the evolution of the current issues and to download the list of issues identified by each scan.

Global score: Global score rated on a scale of 1 to 10.
This score is calculated within the 3 following scores.

Global score details: Technical score divided in 3 subscores :
- On-page score : derived from On-page analysis (duplication, noindex, tag issues, …)
- Off-page score : derived from Off-page analysis (reffering 404 error URLs, 404 error backlinks)
- Mobile score: derived from mobile analysis (page weight, tags issues, …)

SEO > Diagnostic > Warnings

SEO

- Overview
- Information
- Diagnostic ⌃
  - Warnings
  - Loading time
- Keywords ⌃
  - Opportunities
  - Rank Checker
  - Optimized Keywords
- Onsite ⌄
- Offsite ⌄
- Toolbox ⌄
- Benchmark ⌄
- Reporting
- Staging ⌄

Onsite Warnings ?	Severity ?	Problems	Excel file	#
■ Duplicate content (Beta)	9/10	5	⬇	🔧
■ Url issue(s) (Beta)	8/10	87466	⬇	🔧
■ Poor webpage(s) (Beta)	8/10	33826	⬇	🔧
■ No Title tag	8/10	961	⬇	🔧
■ Wrong header protocol	8/10	737	⬇	🔧
■ Title duplication	8/10	612	⬇	🔧

Pre-generating Onsite warnings files : DONE   [See more] [Download all warnings]

On-page warnings: Shows the website's technical issues (classified by level of severity).

Offsite Warnings ?	Severity ?	Problems	Excel file	#
■ Backlink(s) 404 (Beta)	7/10	349	⬇	🔧
■ Referral page(s) in 404	7/10	67	⬇	🔧

Pre-generating Offsite warnings files : DONE   [Download all warnings]

Off-page warnings: Shows all link building issues (backlinks 404, referring pages 404, …)

Mobile Warnings ?	Severity ?	Problems	Excel file	#
■ Device scalling not configured	10/10	961	⬇	🔧
■ Frame(s) found	9/10	88122	⬇	🔧
■ Video(s) in webpage(s)	9/10	6	⬇	🔧

Pre-generating Mobile warnings files : DONE   [See more] [Download all warnings]

Mobile Warnings : Shows all issues related to the mobile version.

⬇ ➔ Download the issue details (affected pages,…)

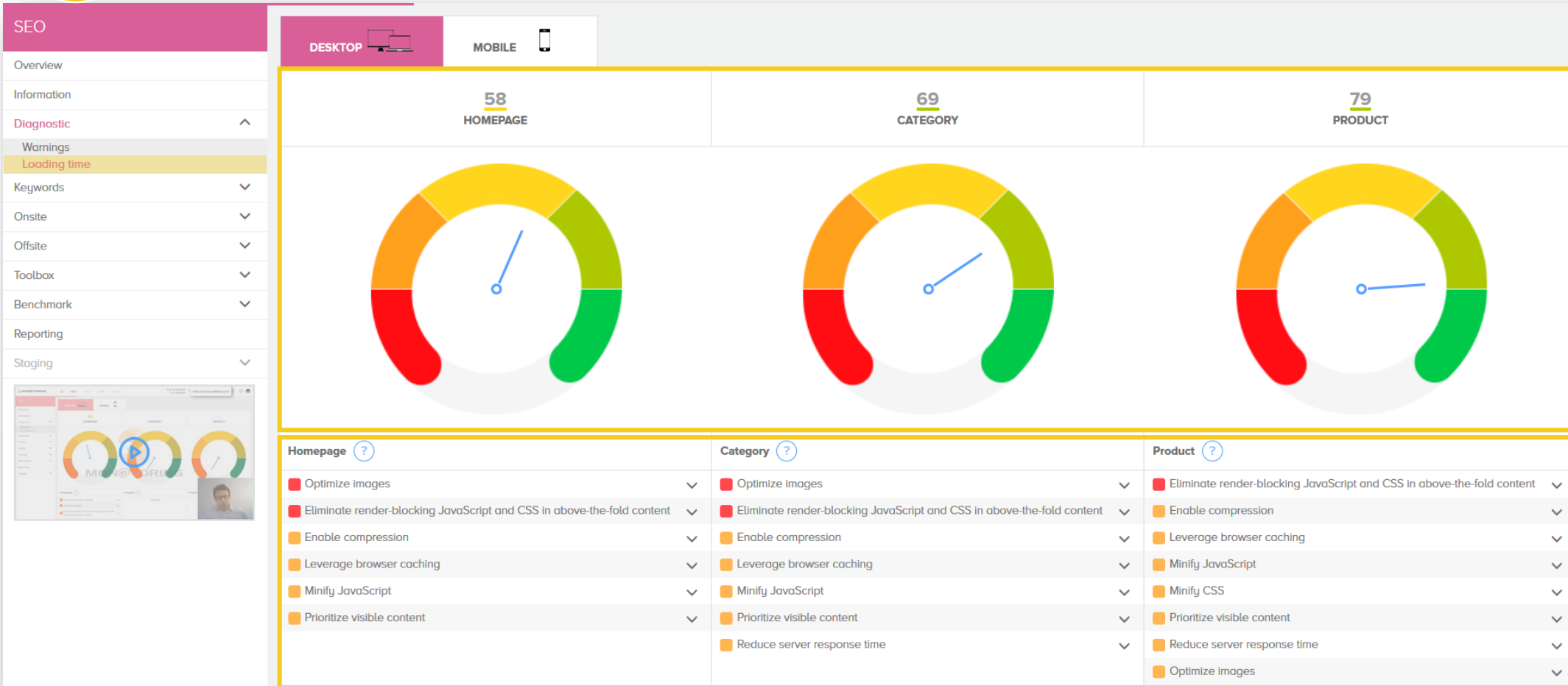🔧 ➔ Configure warnings by excluding pages (list or exclusion rules)

List of URLs (URL per line)

http://example.com/example.html

List of rules (word or directory per line)

/.*example.*/

11

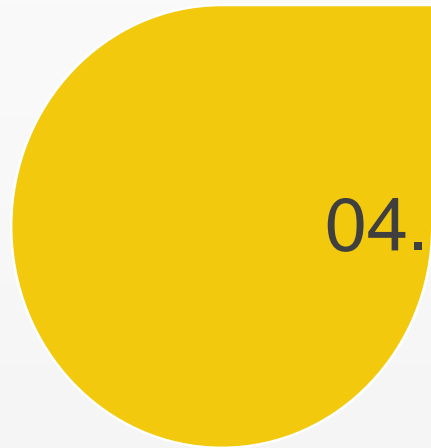# SEO > Diagnostic > Loading Time

Google PageSpeed :
Allows you to know the optimization level of these 3 pages :

- Homepage
- Category page
- Product page

Google PageSpeed Recommendations :
Shows important optimization details to apply for these pages.
These optimizations are classified by order of priority.

04. SEO > Keywords

SEO > Keywords > Opportunities *(keyword research)*

Quick-wins module
Identify Quick Wins keywords = searched keywords that are almost ranking on the first page of Google.

Identification sources:
- Analyzed website
- Competitors
- Adwords campaigns
- Google Analytics
- Personal list

1. Keyword : Identified keyword
2. Position : Website's position on the specific keyword *(100 Max; above 100 = « OUT »)*
3. Competitors : Shows 1st page results and configured competitors
4. URL : URL of the ranked page in Google
5. Where : Kind of result : organic, image, …

7. Interest : Keyword interest score from 1 to 5
8. Competition : Keyword competition score from 1 to 5
9. Difficulty : Keyword difficulty score from 1 to 5
10. PPC PERF. : Keyword performance in AdWords
11. Strategy : Recommended strategy for this keyword
12. Add to my list : Adds to tracked keywords

14

SEO > Keywords > Rank Checker *(tracked keywords)*

Add / delete and download : Allows to add and delete keywords from tool.

Option to download the list of keywords in Excel format as well.

Group of keywords : Option to create, modifiy or delete keyword categories and sub-categories.

Keyword category choice

Scanned date choice

SEO > Keywords > Optimized Keywords *(keywords follow-up)*

SEO

- Overview
- Information
- Diagnostic ⌄
- **Keywords** ⌃
  - Opportunities
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  - Optimized Keywords
- Onsite ⌃
  - Validate landing pages
  - Landing pages optimization
  - New pages optimization
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- Offsite ⌄
- Toolbox ⌄
- Benchmark ⌄
- Reporting
- Staging ⌄

OPTIMIZED KEYWORDS ?

All keywords ⌄ 30-04-2018 ⌄   Search... 🔍 Advanced search

⚠ Rank Checker in progress...

		Keyword	Position			Comp	URL	Where	Search volume	Interest	Competition	Difficulty	Strategy	Edit my list
			Prev	Curr	Change ⌃									
	1.	top femme	24	↻	↻	↻	↻	↻	5.4k	€€€€			SEO+SEA	✎
	2.	pantalon fille	25	13	↑12	☆	🔗	Org.	0.72k	€€€€			SEA+SEO	✎
	3.	robe enfant	15	7	↑8	☆	🔗	Org.	2.9k	€€€€			SEA	✎
	4.	parka	19	13	↑6	☆	🔗	Org.	27.1k	€€€€		↻	-	✎
	5.	blouson fille	9	7	↑2	☆	🔗	Org.	1k	€€€€			SEA	✎
	6.	sac fille	7	5	↑2	☆	🔗	Org.	1k	€€€€			SEA	✎
	7.	tee-shirt	28	↻	↻	↻	↻	↻	€€€€				SEO	✎
	8.	mode ado	3	↻	↻	↻	↻	↻	€€€€				SEA+SEO	✎
	9.	manteau femme	75	↻	↻	↻	↻	↻	€€€€				PLA+SEO	✎
	10.	marinière homme	84	↻	↻	↻	↻	↻	€€€€				SEA+SEO	✎
	11.	robe fille	6	↻	↻	↻	↻	↻	€€€€			↻	SEA+SEO	✎

Research : Search for keywords. Useful when hundreds or thousands of keywords are tracked.

View : allows you to change the appearance by :
- List of keywords (default)
- Bar chart (amount of keywords in the top 3, top 10, …)
- Ranking evolution chart (top 3, top 10, …)
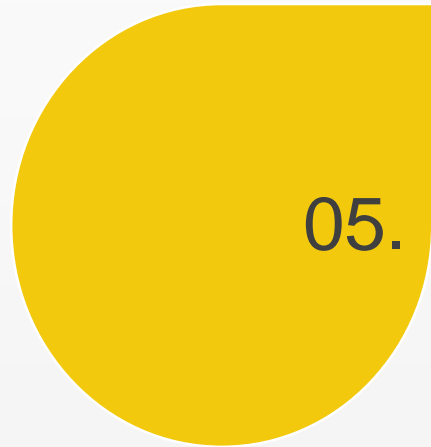
05. SEO > On-page

SEO > On-page > Validate Landing Pages

05.

Modification : You can edit the landing page proposed by Monetoring.

Validation : Allows to validate the association for selected keywords with landing pages.

Starts the optimization analysis of the following module.

Keyword : Shows all the keywords to work on (tab «optimized keywords»)

Google : Website position for this specific keyword.

Score : Score (rated out of 5) on how relevant is the chosen association between the landing page and keyword.

Landing page : Landing page recommended by Monetoring.

18

SEO > On-page > Landing Pages Optimization (1/6)

SEO
Overview
Information
Diagnostic ⌄
Keywords ⌃
Opportunities
Rank Checker
Optimized Keywords
Onsite ⌃
Validate landing pages
Landing pages optimization
New pages optimization
Inner links
Offsite ⌄
Toolbox ⌄
Benchmark ⌄
Reporting
Staging ⌄

● Keyword ○ Landing page   Search...

1 Webpage ^	2 Associated KW	3 Global Score	4 Technical Score	5 Content Score	6 Netlinking Score	7 Optimization
http://www.	manteau femme	6.01/10	9.55/10	7.62/10	1.56/10	18%
http://www.	veste homme	5.62/10	9.55/10	6.22/10	1.56/10	8%
https://www	bombers	4.81/10	8.64/10	3.1/10	2.16/10	19%
https://www.	jean femme	6.02/10	10/10	6.73/10	2.16/10	31%
https://www.	manteau	6.23/10	9.55/10	7.76/10	2.16/10	11%
https://www.	pull femme ⌄	6.15/10	9.55/10	7.69/10	2.16/10	10%
https://www.	robe femme	6.13/10	9.55/10	7.62/10	2.16/10	33%
https://www.	veste femme	6.16/10	9.55/10	7.48/10	2.16/10	11%
https://www.	veste en cuir ⌄	6.29/10	9.55/10	8.25/10	2.16/10	12%
https://www.	vêtement bébé fille	4.77/10	8.07/10	3.66/10	2.16/10	32%

1. **Webpage :** Optimized landing page.
2. **Associated KW :** Keyword (or keywords) associated with the optimized landing page.
3. **Global Score** : Global score of the Landing Page / Keyword association.
4. **Technical score :** Page's technical score.
5. **Content Score :** Page's content score.
6. **Link building Score :** Page's external link profile score.
7. **Optimization :** Evolution of the page's optimization.

05.

Optimization tab :

- **Overview**

- **Technical** : technical issues on the page

- **Content :** content-related recommendations

- **Link building :** backlinks-related recommendations

- **PageSpeed:** recommendations to reduce your page loading time

- **Heatmap (option) :** heatmap visualization of the selected page (clicks, scrolls, …)
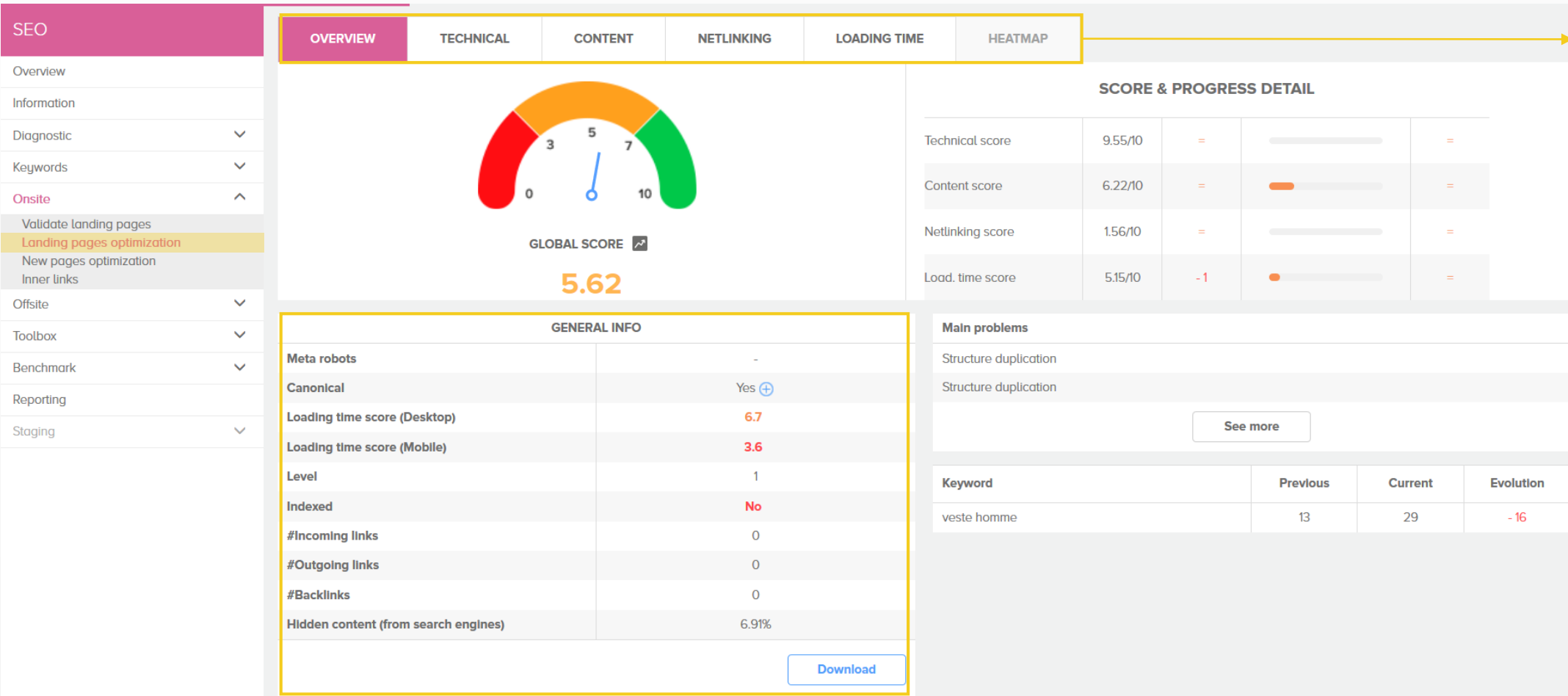
General information: on the selected page:
- **Meta robots** : noindex or not
- **Canonical** : gives the canonical URL if the tag is present.
- **PageSpeed** (Desktop and Mobile) : score out of 10
- **Level** : page depth level
- **Indexed** : Page indexed in Google or not
- **Incoming / Outgoing links:** Internal and external links of page
- **Backlinks** : external links pointing to your page
- **Hidden content :** percentage of hidden content

SEO > On-page > Landing Pages Optimization > Technical (3/6)

SEO		OVERVIEW	TECHNICAL	CONTENT	NETLINKING	LOADING TIME	HEATMAP

SEO

Overview

Information

Diagnostic ⌄

Keywords ⌄

Onsite ⌃
- Validate landing pages
- Landing pages optimization
- New pages optimization
- Inner links

Offsite ⌄

Toolbox ⌄

Benchmark ⌄

Reporting

Staging ⌄

TECHNICAL SCORE 📈

9.55

WARNINGS

Problems	Severity	Recommendation	
Structure duplication	4	Differentiate the structure of this page (same as +). You should have one Structure per page.	✕

Download

Technical score: score rated out of 10 based on technical issues of the concerned page.

Warnings : Technical issues details of the analyzed page.

SEO > On-page > Landing Pages Optimization > Content (4/6)
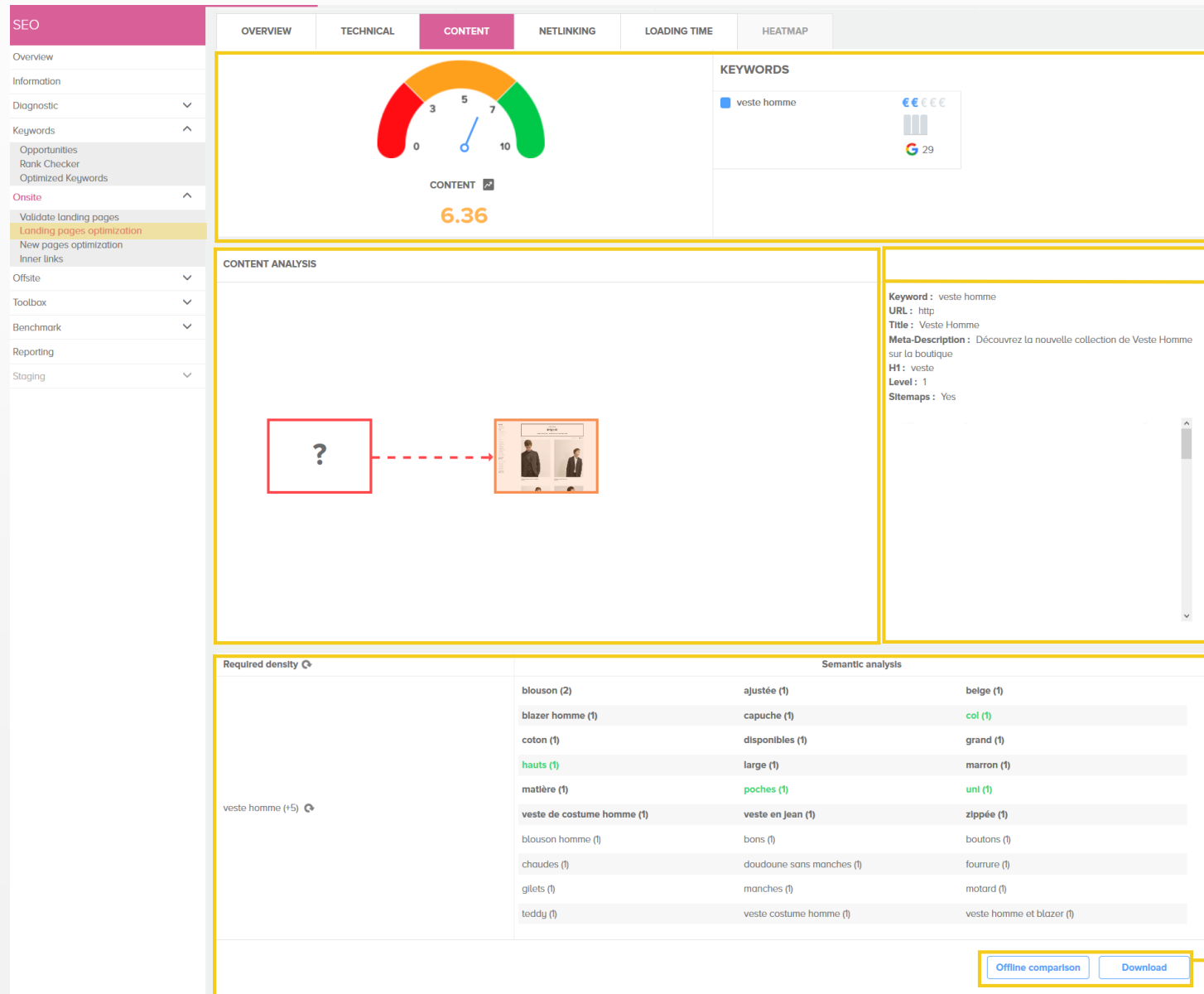
Content score: score rated out of 10 based on the current page's content and the targeted keyword.

Keywords : information on the targeted keyword :
- Interest
- Difficulty
- Google ranking position

Content analysis : Option to select desired analysis :
- Semantic analysis of the **landing page**
- **Recommended questions** that are frequently asked by users for targeted keyword(s)

Webpage information : Main information on the page:
- Associated keywords
- URL
- Tags : title, meta-description, H1
- Crawl depth level
- Included in sitemap

Semantic recommendations:
- Optimal keyword density
- Keyword gap analysis (in green; keywords added after the 1st analysis)

Offline comparison : possibility to compare with written text
Download : option to download the analysis
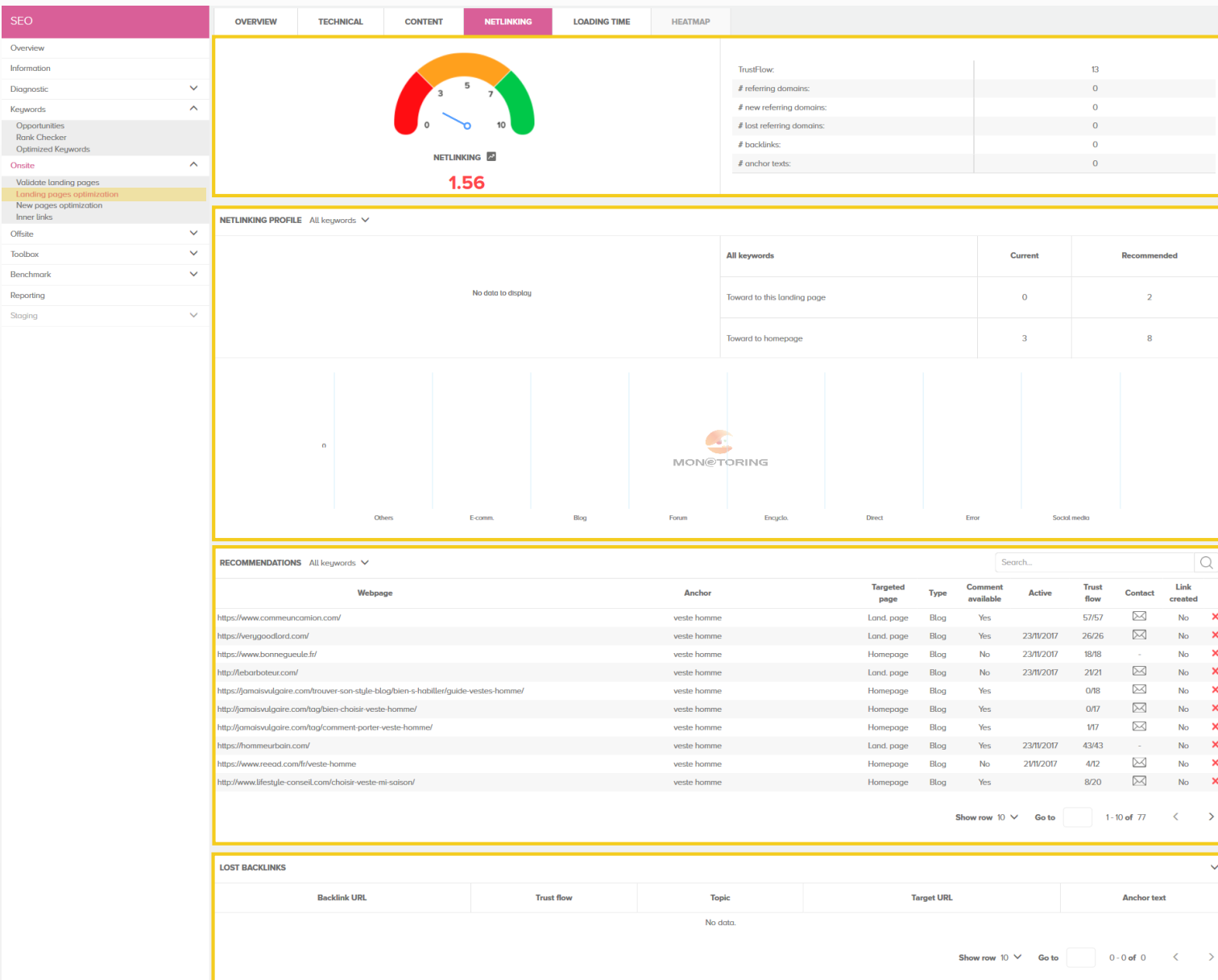
Link building score: score rated out of 10 calculated from your current backlinks pointing to the analyzed page.

Information : backlink-related information that are pointing to the page:
- Trustflow (domain authority score)
- Referring domains (existing, new, lost)
- Anchor text

Backlink profile : Gives you current and recommended backlinks (for the Landing Page and Homepage) having anchor text for the optimized keyword or a related keyword.

Recommendations : site prospections for creating backlinks (guest blogging, partnership, …). The tool provides the contact page or the email address, with Trustflow.

Lost backlinks : deleted links that used to point to the analyzed page
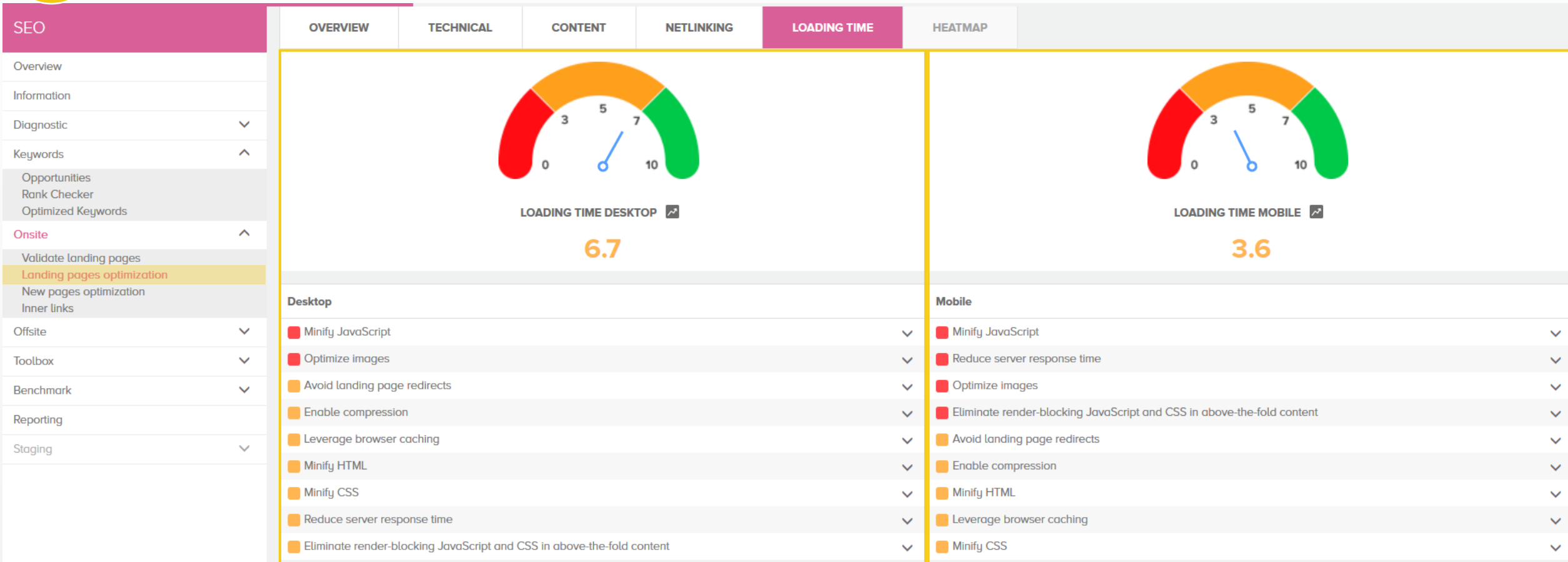
Desktop PageSpeed score : Page load time optimization score (rated out of 10) for the desktop version.

Optimization recommendations are available directly under the score.

Mobile PageSpeed score : Page load time optimization score (rated out of 10) for the mobile version.

Optimization recommendations are available directly under the score.

SEO > On-page > New Page optimization

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- Overview
- Information
- Diagnostic ⌄
- Keywords ⌃
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ANALYSIS OF A NEW PAGE ?

URL	TITLE
Enter the URL here...	Enter the TITLE here...

META-DESCRIPTION	TEXT
Enter the META-DESCRIPTION here...	Enter the TEXT here...

KEYWORD(S)

Enter the KEYWORDS here...   +

[Analyze]   [Cancel]   [Reset]

Saved searches ?

○ Url ○ Text ○ Keyword   Search... 🔍

#	Keywords	URL	Text	Date ⌄
1	jean			2018-04-13
2	top femme			2018-04-13

[Download]   [View the result]   [Delete]   Show row 10 ⌄   Go to ____   1 - 10 of 45   ‹ ›

Saved searches : saves all the conducted analysis

New page analysis: a page that has been recently published or in the process of being written can be analyzed.

- **URL :** webpage URL (optional)

- **Title** : page title (automatic extraction when URL section is filled)

- **Meta description** : page meta description (automatic extraction when URL section is filled)

- **Keywords** :
  - Extracted keywords from the page (when the URL section is filled)
  - Option to add keywords manually.

- **Text** :
  - Text extracted from the page (when the URL section is filled)
  - Option to add text manually

SEO > On-page > Internal links

Internal link optimizer : optimizes internal linking.

- **Amount of links :** Number of links per page (depending on the website's amount of pages)

- **Settings** : allows to configure internal linking recommendations:
    - Directories inclusion / exclusion
    - Inclusion / exclusion of certain terms in URL

- **Poor pages included** : Takes into account poor content pages in the analysis (not recommended)

- **Only Sitemap URLs included** : Takes into account pages that are in the XML sitemap.

Recommendations : saves all internal links from conducted analysis. Option to download all analyzes (under XLS or CSV format).

Warning : this module requires the website to be as clean as possible : tags optimized , rich content, … so that recommendations can be as precise as possible.
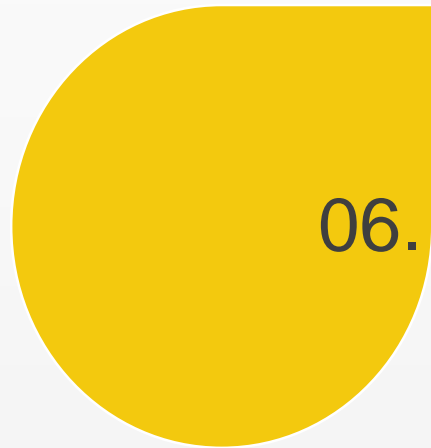
06. SEO > Off-page

SEO > Off-page > Overview

SEO

- Overview
- Information
- Diagnostic ⌄
- Keywords ⌄
- Onsite ⌃
  - Validate landing pages
  - Landing pages optimization
  - New pages optimization
  - Inner links
- Offsite ⌃
  - Overview
  - Details
  - Optimization
- Toolbox ⌄
- Benchmark ⌄
- Reporting
- Staging ⌄

Netlinking diagram (?)   ■ Referring domains   ■ Trustflow

Backlinks	Referring domain	Trust flow	Citation flow	Lost backlinks	New backlinks	Gov / Edu backlinks
154 829	2 532	21	42	11 ⬇	8 ⬇	28

Topic	Regional/Europe	Arts/Design	Business	Shopping	Society/People
Referring domains	679	237	602	110	637
Trust flow	27	24	23	23	22

Link building diagram : allows to follow the evolution of the amount of referring domains and the Trust Flow (updated on a monthly basis)

Information : find out :

- The **number of backlinks** or inbound links
- The **number of referring domains**
- The website's **Trust Flow**
- The website's **Citation Flow**
- **Lost backlinks / broken links**
- **New backlinks**
- The number of links coming from **government (.gov) or education related (.edu)**

Topic : view backlinks' main niches :

- By **amount of referring domains**
- By **trustflow score**

SEO		
Overview		
Information		
Diagnostic		⌄
Keywords		⌄
Onsite		⌄
Offsite		⌃
Overview		
Details		
Optimization		
Toolbox		⌄
Benchmark		⌄
Reporting		
Staging		⌄

REFERRING DOMAINS   BACKLINKS   ANCHOR TEXTS

Referring domains diagram (?)

Jan 18   Feb 18   Mar 18

1 Referring domains	**2** Trust flow	**3** Backlinks ⌄	**4** Topic
	9	39 536	Regional/Europe
	21	29 648	Shopping/Clothing
	6	7 636	Recreation/Travel
	0	5 625	
	12	4 827	Arts/Comics
	29	4 598	Regional/Europe
	9	4 109	Business/Consumer Goods and Services
	13	3 720	Home/Cooking
	12	3 566	Shopping/Clothing
	8	3 062	Arts/Design

Download   Show row 10 ⌄   Go to [ ]   1 - 10 of 2525   ‹   ›

Referring domains diagram :
Allows to follow the evolution of the amount of referring domains = websites pointing to the analyzed website

1. Referring domains : list of websites pointing to the analyzed website
2. Trust Flow : your referring domain authority score
3. Backlinks : amount of inbound links coming from the referring domain
4. Topic : main refferring domain's niche

SEO > Off-page > Details > Backlinks

SEO

Overview
Information
Diagnostic
Keywords
Onsite
Offsite
  Overview
  Details
  Optimization
Toolbox
Benchmark
Reporting
Staging

REFERRING DOMAINS | **BACKLINKS** | ANCHOR TEXTS

Backlinks diagram (?)

160k
150k
140k
130k

Jan 18
137 865 backlinks

Jan 18   Feb 18   Mar 18
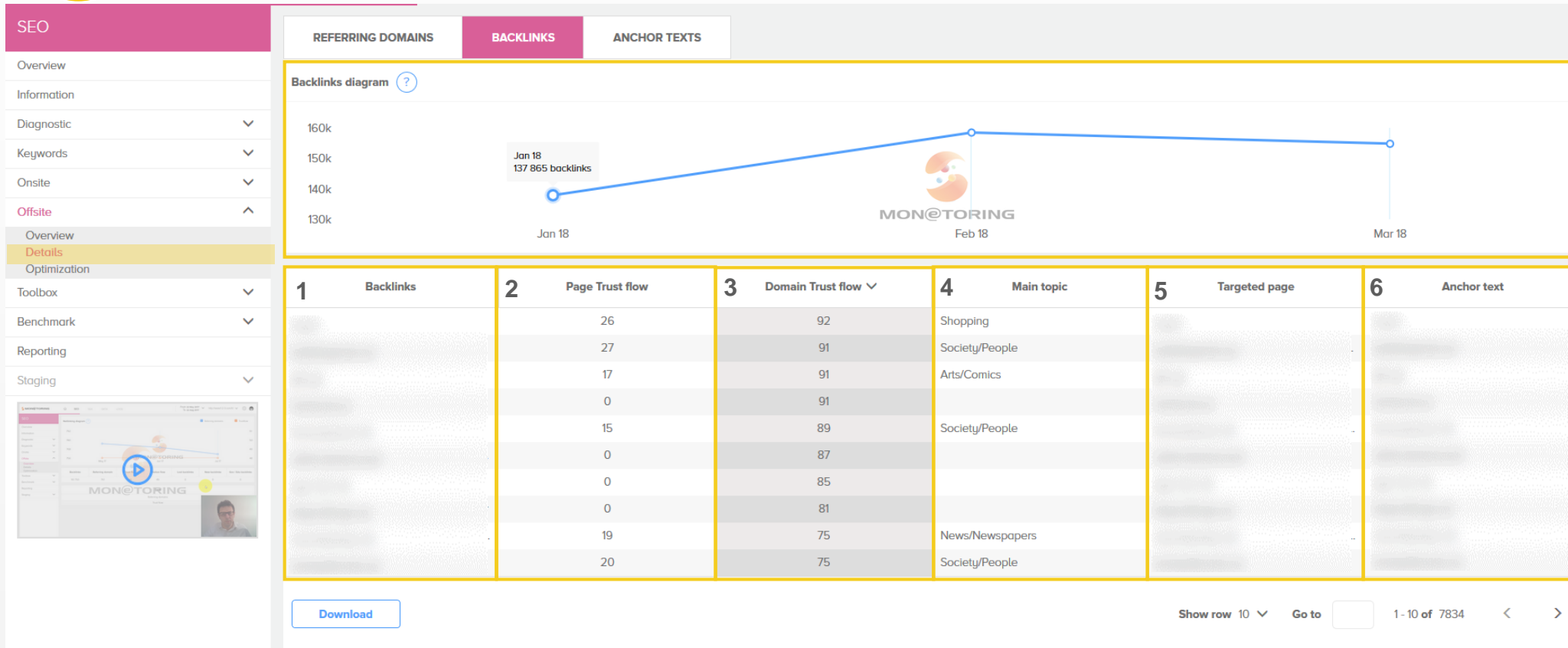
Backlinks diagram :
Allows to follow the number of backlinks = pages pointing the analyzed website

1 Backlinks	2 Page Trust flow	3 Domain Trust flow ⌄	4 Main topic	5 Targeted page	6 Anchor text
	26	92	Shopping		
	27	91	Society/People		
	17	91	Arts/Comics		
	0	91			
	15	89	Society/People		
	0	87			
	0	85			
	0	81			
	19	75	News/Newspapers		
	20	75	Society/People		

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Show row 10 ⌄   Go to [   ]   1 - 10 of 7834   < >

1. Backlinks : List of pages with links to the analyzed website pages
2. Page Trust Flow : Authority indicator of the referring page
3. Domain Trust Flow : Authority indicator of the referring domain
4. Main topic : Referring page main topic
5. Targeted page : Targeted page
6. Anchor text : Anchor text used to create the link

SEO > Off-page > Details > Anchor text

SEO

- Overview
- Information
- Diagnostic ⌄
- Keywords ⌄
- Onsite ⌄
- **Offsite** ⌃
  - Overview
  - Details
  - Optimization
- Toolbox ⌄
- Benchmark ⌄
- Reporting
- Staging ⌄

REFERRING DOMAINS	BACKLINKS	**ANCHOR TEXTS**

Anchor text cloud:
Visual representation of the anchor text distribution to build links that will point to site.

1 Anchor text	2 Percentage ⌄	3 Referring domains	4 Backlinks	5 Trust flow	6 Citation flow
	19.82%	742	31 066	26	33
	2.5%	7	3 923	9	17
	2.45%	4	3 840	13	17
	2.45%	2	3 832	9	17
	2.44%	1	3 829	9	17
	2.44%	1	3 829	9	17
	2.44%	1	3 828	9	17
	2.44%	1	3 828	9	17
	2.44%	1	3 828	9	17
	2.44%	1	3 828	9	17
	2.44%	1	3 829	9	17

1. **Anchor text :** Anchor text used for the backlink
2. **Percentage :** Percentage of this anchor text according to all the anchor text
3. **Referring domains :** Number of referring domains using this anchor text
4. **Backlinks :** Number of inbound links using this anchor text
5. **Trust Flow :** The quality of the backlinks score
6. **Citation Flow :** The quantity of the backlinks score

SEO > Off-page > Optimization > Detox (1/2)

SEO

- Overview
- Information
- Diagnostic ∨
- Keywords ∨
- Onsite ∨
- Offsite ∧
  - Overview
  - Details
  - Optimization
    - Detox
    - Link building
- Toolbox ∨
- Benchmark ∨
- Reporting
- Staging ∨

Detox diagram ?   ● Natural   ● Suspicious   ● Unnatural

4k
3k
2k
1k

Jan.   Feb.   Mar.
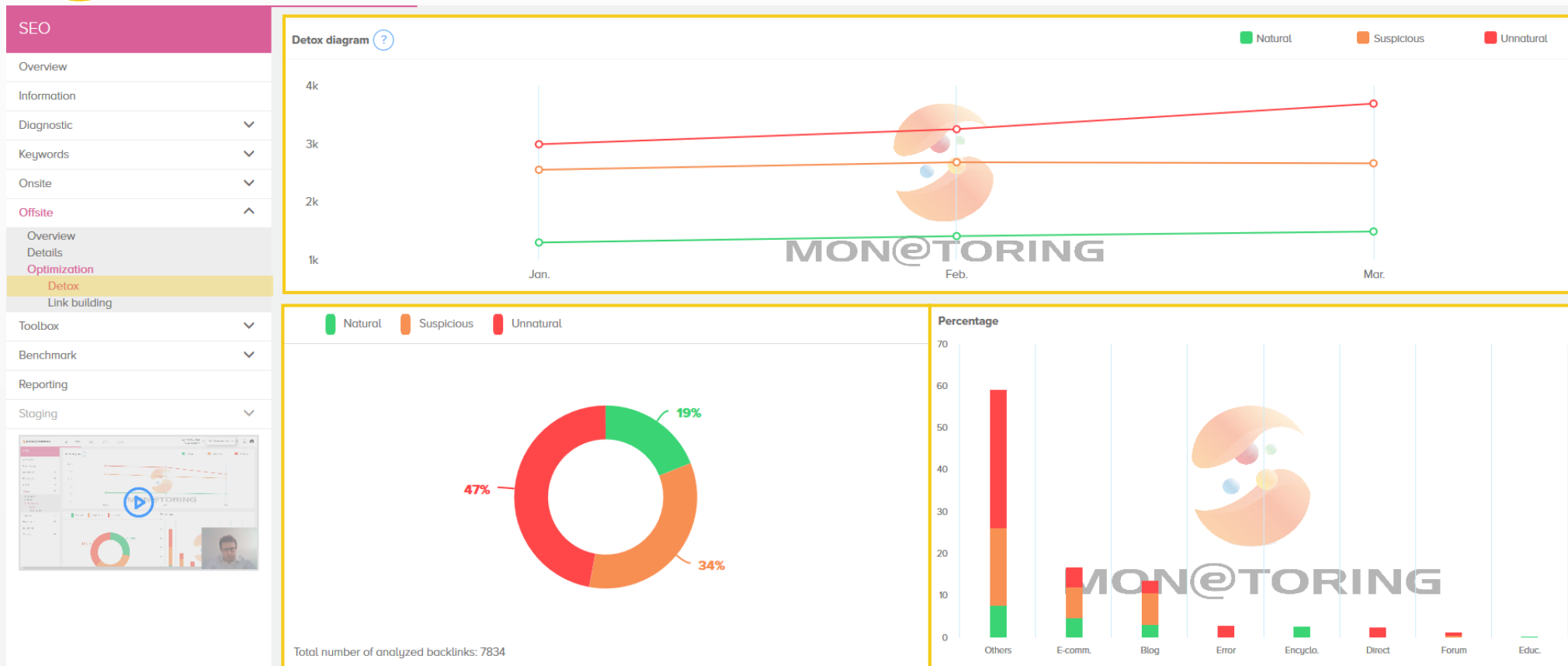
Detox line chart : See the off-site link acquisition evolution:
- Natural
- Suspicious
- Toxic

● Natural ● Suspicious ● Unnatural

19%
47%
34%

Total number of analyzed backlinks: 7834

Percentage

70
60
50
40
30
20
10
0

Others   E-comm.   Blog   Error   Encyclo.   Direct   Forum   Educ.

Detox pie chart : Percentage representation chart of natural, suspicious and unnatural links.

Webpage type : Percentage graph of natural, suspicious and toxic links by type of referring page (e-commerce website, blog, directory, forums, …)

SEO > Off-page > Optimization > Detox (2/2)
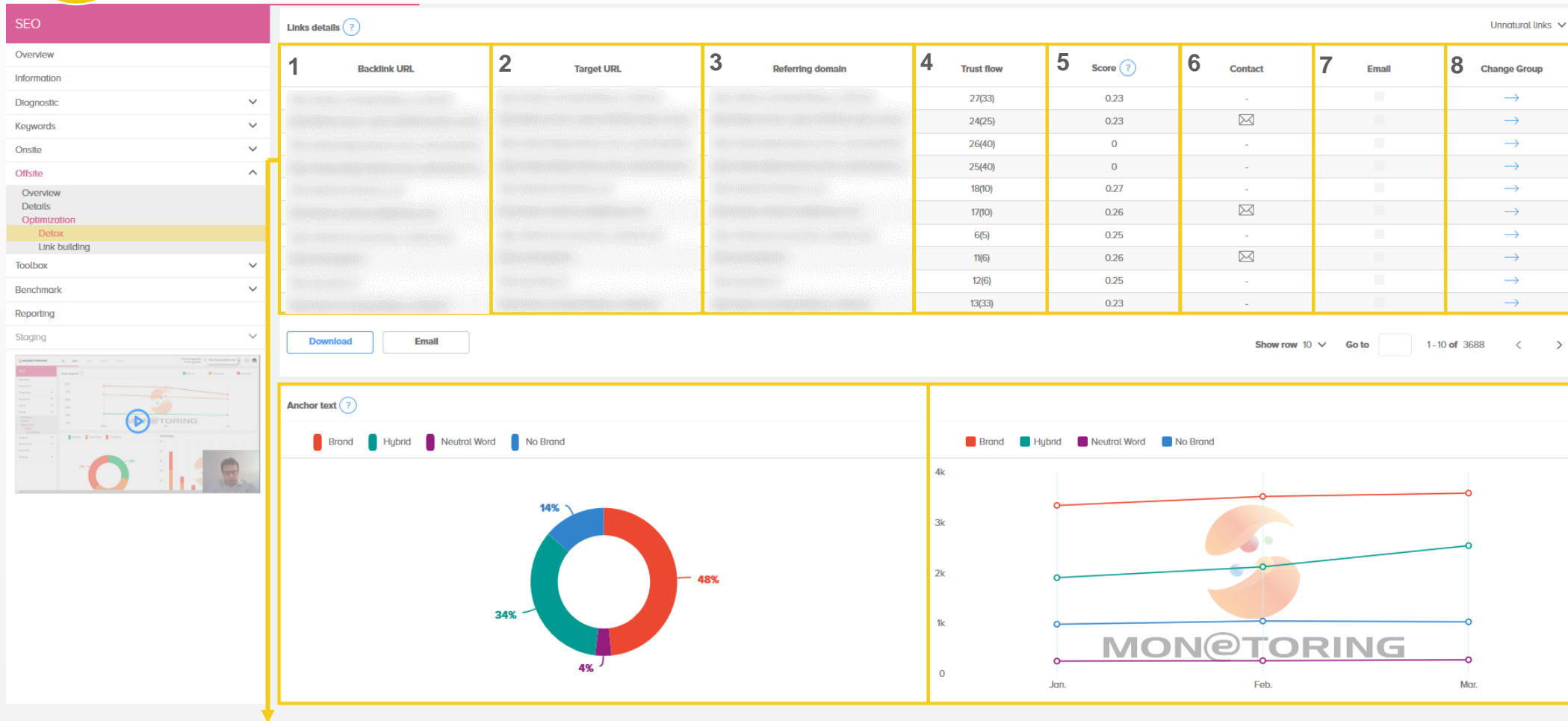
Anchor text : distribution type of the anchor text pointing to the website.

Over time pie and line chart representation of the evolution.

Links details : shows toxic link details:

1. **Backlink URL :** Page having a link pointing to the website
2. **Target URL :** Landing page
3. **Referring domain :** Referring domain
4. **Trust Flow :** Trust indicator of the page and domain's authority score (in parenthesis)

5. **Score :** Link's toxicity score
6. **Contact :** E-mail address or contact page when tool identifies on site
7. **Email :** Possibility to send automatic e-mails
8. **Change group :** Allows to change the link group => Natural link passage

Recovering : shows details on lost links. Objective : recover links that were present on authoritative websites.

1. **Backlink URL :** Page that contained a backlink to the website
2. **Trust Flow :** Authority indicator score of the website that contained the backlink
3. **Topic :** Page's niche
4. **Target URL :** Landing page
5. **Anchor text** : Anchor text used for this link

34

SEO > Off-page > Optimization > Link building > Competitors (2/3)

Competitors : shows competitors' backlinks. Objective => find authoritative websites for Digital PR campaigns or partnerships.

SEO

- Overview
- Information
- Diagnostic ∨
- Keywords ∨
- Onsite ∨
- Offsite ∧
  - Overview
  - Details
  - Optimization
    - Detox
    - Link building
- Toolbox ∨
- Benchmark ∨
- Reporting
- Staging ∨

| RECOVERING | COMPETITORS | INTOPIC |

QUICK WINS ?

Competitor(s)	Backlink URL	Anchor text	Target URL	Trust Flow ? ∨	Topic	Comment available	Contact
				38(24)	Regional/Europe	Yes	🌐
				37(43)	Arts/Design	Yes	🌐
				32(40)	Arts/Design	Yes	-
				32(34)	Arts/Design	Yes	🌐

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Show row 10 ∨ Go to [ ] 1 - 10 of 571 < >

Quick wins : list of pages where many competitors are cited

OTHERS ?

Competitor(s)	Backlink URL	Anchor text	Target URL	Trust Flow ? ∨	Topic	Comment available	Contact
				22(14)	Society/People	Yes	-
				15(14)	Computers/Internet/On the Web	Yes	-
				14(15)	Computers/Internet/On the Web	No	🌐
				14(14)	Computers/Internet/On the Web	Yes	🌐

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Show row 10 ∨ Go to [ ] 1 - 10 of 2578 < >

Other: other competitors' links

06.

In Topic : identifies link opportunities according to the targeted niche

Keywords : Add keywords to find relevant blogs / forums

Option to create keyword combinations.

Include / Exclude terms : Option to include or exlude certain search terms from the analysis.

Saved Searches : Analyzes are automatically saved here.
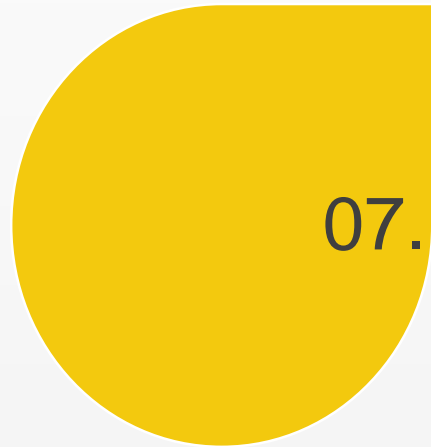
07. SEO > Benchmark

SEO > Benchmark> Overview

Share of visibility: discover the organic search visibility of website
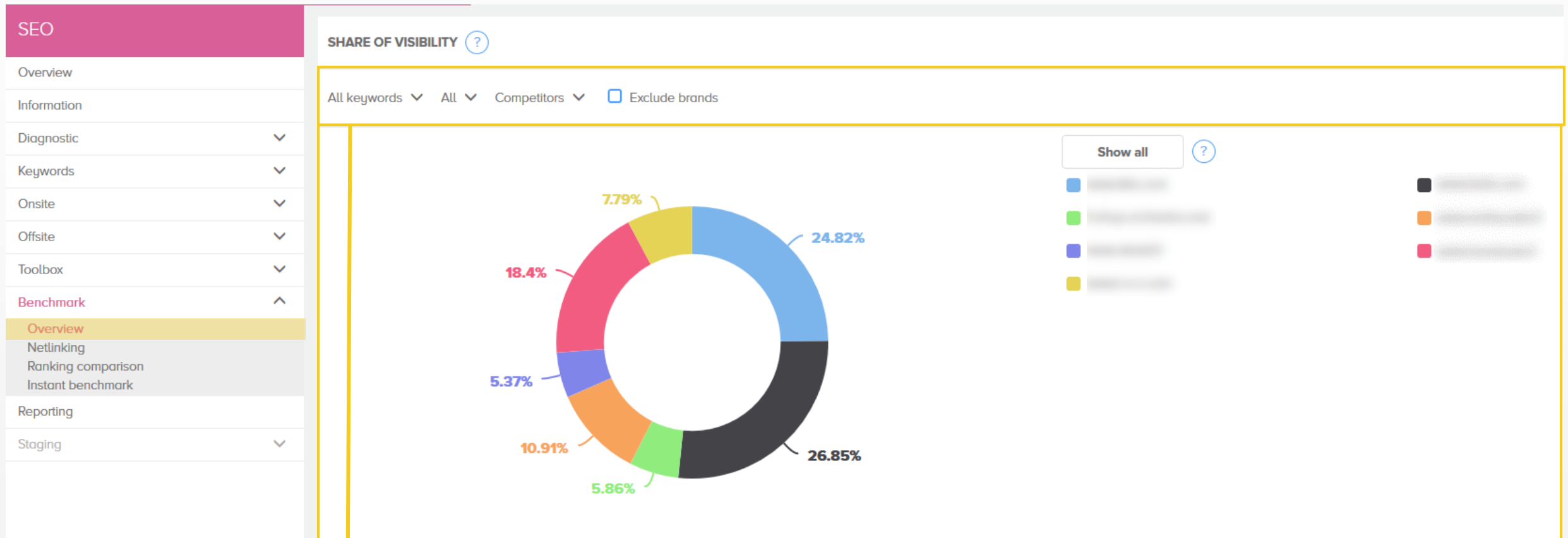
Configuration : allows to:
- Choose the analysis perimeter: all keywords or one group of keywords
- Choose type of keywords (Generic, long-tail, brand, …)
- Analyze the share of visibility compared to competitors or the share of internal visibility of different keywords' categories.
- Exclude branded keywords

Visbility share: chart representing your website visibility share compared to its competitors. Monetoring automatically excludes websites with low visibility share.

07.

SEO

Overview
Information
Diagnostic
Keywords
Onsite
Offsite
Toolbox
Benchmark
  Overview
  Netlinking
  Ranking comparison
  Instant benchmark
Reporting
Staging

BENCHMARK (?)

Competitors					
Target type	Subdomain	Subdomain	Subdomain	Subdomain	Subdomain
Trust flow	21	35	54	35	55
Citation flow	42	35	48	42	45
Referring domains	2 532	1 174	2 986	3 241	2 465
Indexed pages	11 700	2 870	2 810	8 510	5 820
Backlinks	154 829	56 361	55 063	37 830	35 033

BENCHMARK CHART (?)   ☐ Display Competitors

Competitors	Referring domains	Domain TF ∨	Indexed pages
	2 458	55	5 940
	2 975	54	2 580
	1 168	35	2 610
	3 231	35	9 820
	2 532	21	34 300

Download all   Show row 10 ∨   Go to [   ]   1 - 5 **of** 5   ‹ ›

Benchmark : Analyze the website and its competitors with the main link building indicators (+ evolution) :

- Trust Flow
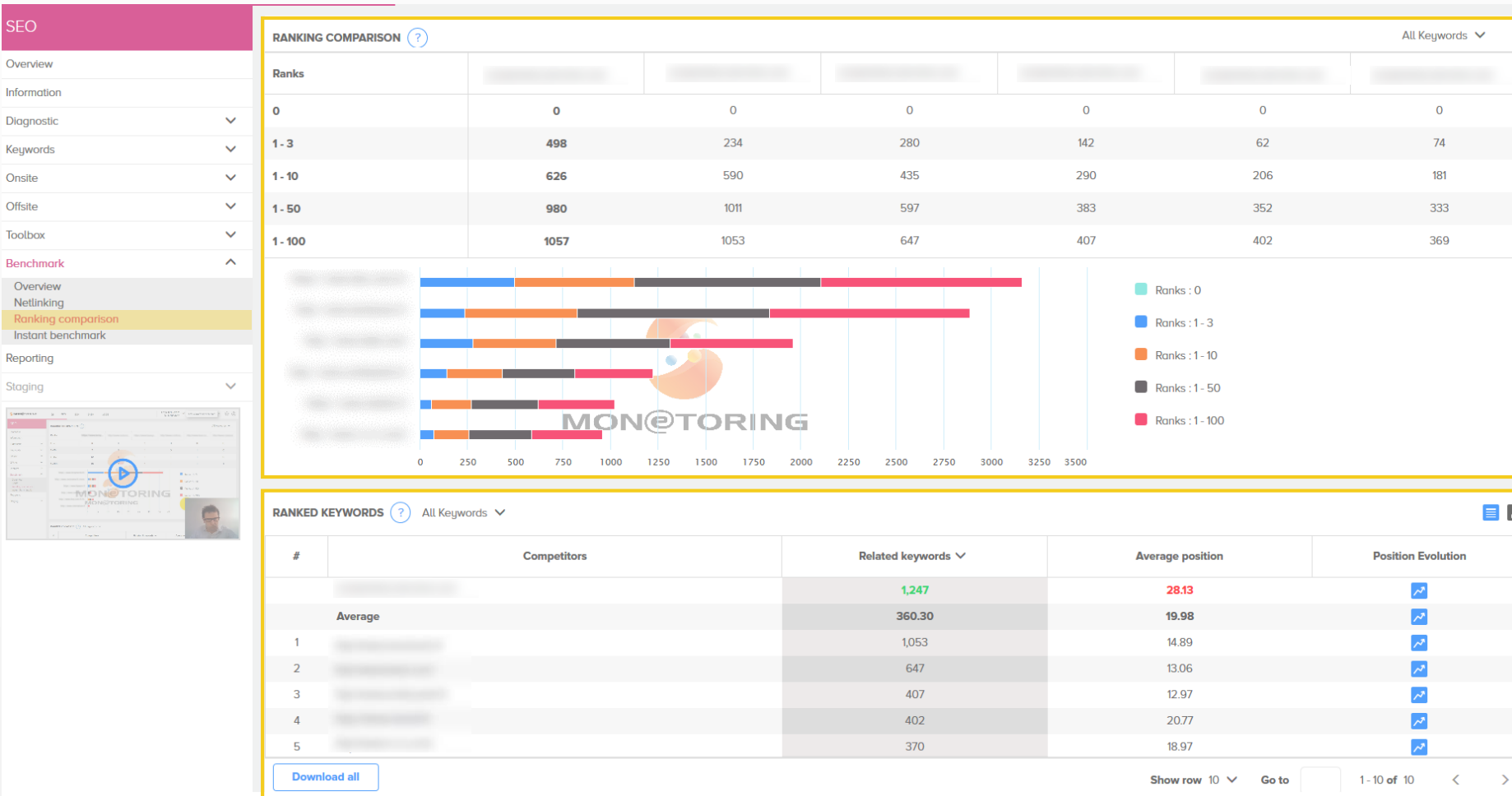- Citation Flow
- Referring Domains
- Indexed pages
- Backlinks

Benchmark chart : Representation chart of your website's ranking position and its competitors, based on the following criteria :

- Trust Flow (systematic)
- Referring domains (abscissa)
- Indexed pages (bubble size)

Competitors : List of websites (analyzed website + competitors) with some indicators in graphical chart form.

07.

RANKING COMPARISON ?   All Keywords ∨

Ranks						
0	0	0	0	0	0	0
1 - 3	498	234	280	142	62	74
1 - 10	626	590	435	290	206	181
1 - 50	980	1011	597	383	352	333
1 - 100	1057	1053	647	407	402	369

Ranks : 0
Ranks : 1 - 3
Ranks : 1 - 10
Ranks : 1 - 50
Ranks : 1 - 100

RANKED KEYWORDS ?   All Keywords ∨

#	Competitors	Related keywords ∨	Average position	Position Evolution
		1,247	28.13	
	Average	360.30	19.98	
1		1,053	14.89	
2		647	13.06	
3		407	12.97	
4		402	20.77	
5		370	18.97	

Download all   Show row 10 ∨   Go to   1 - 10 of 10   < >

Ranking comparison : Analyze the ranking position of your website and your competitors' websites with the amount of ranked keywords:

- 0
- in top 3
- in top 10
- In top 50
- In top 100

Ranked Keywords : See the amount of keywords that are relevant to your competitors keywords + the average ranking position of different sites.

In this example, 1 247 keywords are followed by the tool with an average ranking position of 28,13.

The first competitor has 1 053 keywords with the analyzed website and its average ranking position is 14,89.

SEO > Benchmark > Instant Benchmark

SEO

- Overview
- Information
- Diagnostic ⌄
- Keywords ⌄
- Onsite ⌄
- Offsite ⌄
- Toolbox ⌄
- Benchmark ⌃
  - Overview
  - Netlinking
  - Ranking comparison
  - Instant benchmark
- Reporting
- Staging ⌄

Instant benchmark (?)

www.pixalione.fr ✕ | www.pixalione.fr ✕ | www.pixalione.fr ✕ | | | 🔍

	www.pixalione.fr	www.pixalione.fr	www.pixalione.fr
Target type	Subdomain	Subdomain	Subdomain
Trust flow	23	23	23
Citation flow	24	24	24
Referring domains	623	623	623
External Backlinks	9 179	9 179	9 179
Indexed URLs	136	136	136
Referring IP addresses	90	90	90
Educational Referring Domains	0	0	0
Educational External Backlinks	0	0	0
Governmental Referring Domains	0	0	0
Governmental External Backlinks	0	0	0

Download all

Instant benchmark: website comparison with main SEO indicators :
- Trust / Citation Flow
- Referring domains / Backlinks
- URL indexed
- Number of links coming from governmental or educational websites