Web CEO®

Quick Start Guide

Learn how to find your niche, promote and maintain your website, and analyze your visitors with Web CEO in less than an hour.

Contents

Where Should You Begin?

12 steps to a great site with Web CEO

What is the Web CEO Integrated Approach?

Based on years of experience in developing websites, managing traffic, and coming up with the best practices in search engine optimization, we've designed the Web CEO Integrated Approach. It consists of twelve straightforward steps toward making your website stand out, draw traffic, and work for your business:

Step 0. Add your site to Web CEO projects.
As soon as you add your site as a project in Web CEO, you can apply all Web CEO's tools to it.

PART I. Web CEO helps you find your niche keywords and optimize your pages
Decide which keywords and search terms are optimal for your site, and use these wisely on your Web pages.

Step 1. Research Your Keyword Niche
Spot popular and relevant keywords that people will use to find products and services like yours.

Step 2. Get Optimization Advice
Find out what changes are needed in your pages for high rankings with the keywords you selected during keyword research.

Step 3. Edit Web Pages Easily
Apply optimization advice you got at the previous step, without having to edit the HTML code.

PART II. With Web CEO, you promote your site on the Web
Let the people out there know about your site by submitting your optimized pages to the search engines and getting links from other websites.

Step 4. Submit Pages To Search Engines And Directories
Make sure your pages are automatically submitted to major search engines and directories across the world.

Step 5. Find Link Exchange Partners
Find sites on the Web that could link back to you, manage your communication with them and monitor your inbound and outbound inks.

Step 6. Manage Paid Search Campaigns
Easily create and manage advertising acconts on search engines that support paid listing, such as Google AdWords and Yahoo! Search Marketing (former Overture)

PART III. Finally, you analyze your performance: rankings, links and visitor traffic
Measure your progress by getting reports on your rankings, inbound links, visitors, sales and conversion.

Step 7. Monitor Search Engine Rankings
Find out your rankings in search engines used by your targeted visitors to find information, products and services.

Step 8. Analyze Link Popularity
Find out how many sites – and which exactly – are linking to your site and competitors.

Step 9. Monitor Traffic With HitLens
View reports on your visitors, eCommerce revenues, and ad campaigns.

PART IV (additional). You can use Web CEO to keep your site in a good working condition
Use the supplementary tools available in Web CEO to ensure your site is trouble-free and stays up around the clock

Step 10. Control The Quality Of Your Site
Find and fix broken links and other errors on your pages.

Step 11. Upload You Site Using FTP
Upload pages, images, and other pages to your hosting server.

Step 12. Monitor Your Site Uptime
Monitor availability and uptime of your site 24 hours a day, non-stop.

What should you do now?

As you can see in the chart above, the initial step is to add your website(s) to projects. We then recommend that you slowly work through each remaining step to fully understand how powerful Web CEO is.

Step 0. Add your site to Web CEO projects using Project Manager

Please explain!

Project Manager is a single control center from which you manage all your websites. Here you add new websites, delete those you no longer run, change project settings, etc. It is extremely convenient because once you add your site, you don't need to type it in every time you perform a task – you will simply select it from the drop-down list.

How to add your website to Web CEO's projects

Go to **File** > **Project Manager**. Then:

1. Press **New site.**
2. Enter your website address, e.g. www.example.com.
3. Enter a short description for the site, e.g., *My site.*
4. Select or create a folder where you will keep this project, e.g. *Office.*
5. Press **Next.**

You are done. Now you can use all Web CEO's tools for the benefit of your website.

Note: Later you will need **Project Manager** to start tracking and analyzing your visitors and monitor the availability and uptime of your website.
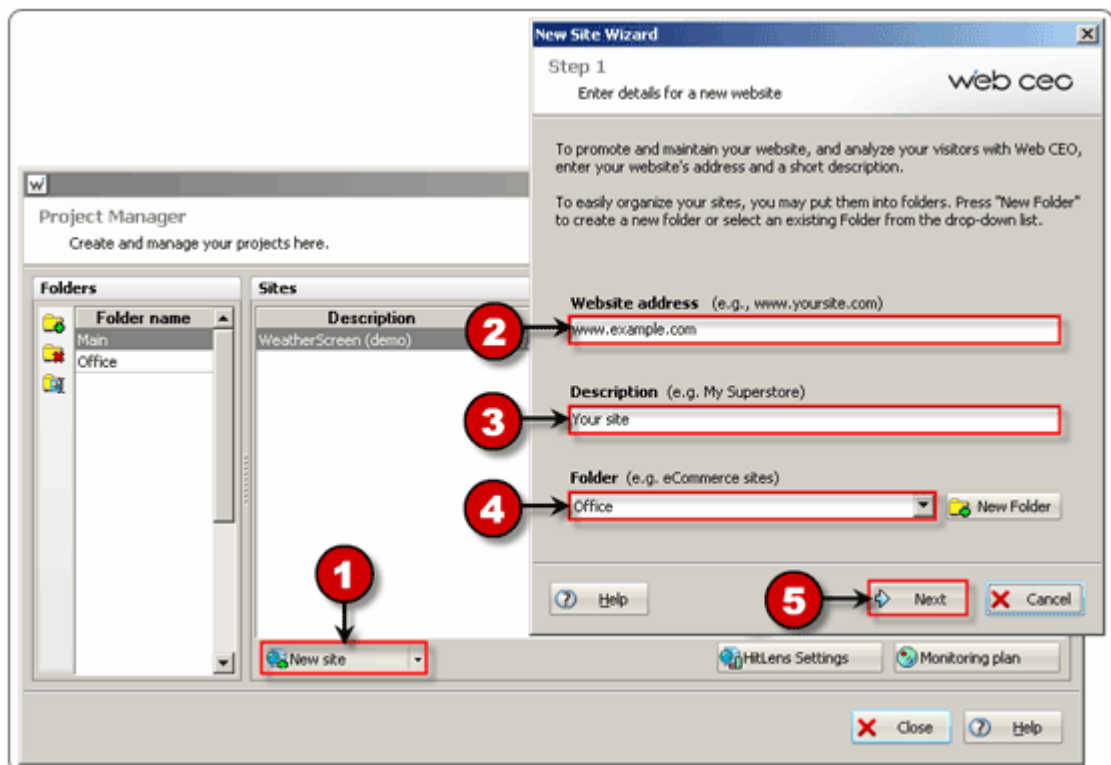
Part I

How do you find your niche and optimize your site?

Step 1. Research keywords

Why?

To find the most popular, relevant keywords and phrases your target visitors enter when they search for information, products, or services you offer.

Please explain!

Before optimizing your Web pages for high rankings, you will need to define keywords and phrases. They will, on one hand, get you the maximum of visitors, but, on the other, they must be moderately competitive.

For example, www.weatherscreen.com, which is featured as a DEMO project, distributes and sells a small software program that delivers daily and long-range weather forecasts to your PC desktop. Using Web CEO's keyword suggestion tool (Features > Keywords) their webmaster did some keyword research and found out that the most popular keyword "weather" was requested 50,961 times daily, but that there were 1,640,000,000 pages whose webmasters would also want them at the top.

Certainly a smaller website has a slim chance to outplay big players like The Weather Channel, CNN Weather or National Weather Service. This explains why at this stage the site owner only picked a few keywords out of the 1,000 that Web CEO suggested. All those keywords and phrases combine enough popularity, relevance and acceptable competition: for example "weather forecast" (daily searches – 4,002; competition according to Google – 249,000,000).

Leaping ahead to Step 2 (optimization stage), she learned how to get her pages ranked highly with selected keywords. At Step 3, she applied the advice using Web CEO's Editor, which is designed specifically for search engine optimization purposes.

How to find the right keywords

In case you are not sure what keywords and phrases fit to describe your business, you can first take advantage of the *Explore niche* tab of the Keyword Suggestion tool.

Go to **Features > Keywords** and select your website in the Project Selector. Then enter the base keyword or phrase into the search box on the left-hand pane and press **Start**.

In the left pane you will see related keywords and phrases normally used by the website owners in the META Keywords tags.

After you explore the subject niche, you can proceed to the detailed keyword analysis. Switch to the *Get suggestions* tab. Then:

1. Enter the keyword or phrase into the *Keywords* box on the left-hand pane, e.g. *weather forecast*.

2. Press **Start**.

3. In the left pane you will see phrases that contain the base keyword as well as primary analysis of their popularity and number of competitors, e.g. **weather forecast:** *daily searches – 6,090; competition – 200,000,000.*

4. Select the results that catch your attention and press a blue arrow to add selected phrases to the *Keyword basket* in the right pane.

Now you can go to the *View competitors* tab to further analyze keywords and phrases you have added to the Basket.

Note: If you believe there is no further use in deeper analysis of the keyword selection, you may immediately go to *Step 2: Getting optimization advice.*

What else can you do?

- Go to the *View competitors* tab and see what websites occupy top-10 rankings in the major search engines with your keywords.

- Go get a deeper insight into your competition on the targeted keywords, you might wish to go to *Analyze competition* tab.

- If you checked *Adult filter* before starting keyword research, you will not see keywords and phrases adult sites use. Naturally, if you run an adult website, you should ignore this option.

We recommend that you organize selected keywords into related groups and store them in different keyword baskets. You can print, save or e-mail the results of your work. It is useful when you need to share your work with your colleagues and customers or simply to change it into the form you prefer. For example, you can export data to Excel and analyze it there.

What should you do now?

After you have found the keywords and phrases which you will use to optimize your Web pages, please go to *Step 2.* It will show exactly what page changes are needed to get high search engine rankings.

Step 2. Get optimization advice

Why?

To learn what changes you should make in your pages so they appear among the top-10 listings.

Please explain!

Humans and search engines treat Web pages in different ways. Where people see design and copy, a search engine would detect the lack of quality information it needs to make your site relevant. The outcome of this could be that your website is ranked at a position where no one will find it.

The optimization tool (Features > Optimization) lets you see your Web pages through the eyes of the major search engines (which produce 95% of the world search engine traffic) and to check how relevant they are.

At the same time, Web CEO balances your site so it is neither *under-optimized* nor *over-optimized*. The former may get your site lost among hundreds of thousands of others while the latter would get your site penalized or worse – banned from the search engine.

Note that Web CEO does this *before* you submit your Web pages to search engines. Therefore, search engines will consider pages optimized for their requirements, which multiplies your chances of being highly ranked the first time.

What are the results of this step?

After analyzing your Web pages and optionally comparing them to your highly ranked competitors, Web CEO will create the following reports:

- **Optimization Advice and Analysis.** Here you get plain-English advice on improving your Web pages, plus the advanced analysis that contains detailed info on over 130 parameters on your page that affect your rankings. Also, you can compare each parameter on your page to those of other Web pages that manage to get into the top-10 rankings.

- **Density Analysis Report.** This report gives a breakdown on density of phrases used on your page. This helps you see what keywords and phrases your page is actually optimized for.

- **SE View Report.** This report displays your page the way search engines actually view it – you can see the areas 'visible' to this or that SE and understand where else you can apply optimization on your page. SE View Report also helps you prevent page cloaking (a spam technique of using 2 variants of your page - one for the users, and another one – for the search engine bots).

How to get optimization advice for your website

Go to **Features > Optimization** and select your website in the *Project Selector*. On the *Setup* tab, choose between the **Local copy** or **Web page** modes, press the **Manage list…** button and select the pages to be optimized. After the list of pages is set, enter the keywords for each page to be later used for analysis. Then:

1. Go to the *Optimization Advice and Analysis* tab, and choose a Web page you want to analyze. This can be either a Web address or a local copy on your hard drive.

2. Check the keywords/phrases you want to optimize the page for.

3. Select a search engine to get optimization advice for. It can be a definite search engine*, e.g. *Google* as well as *General Optimization*.

4. *Optionally* enter your competition's Web address or check search positions for your keywords that you want to compare your page to.

5. Press **Start.**
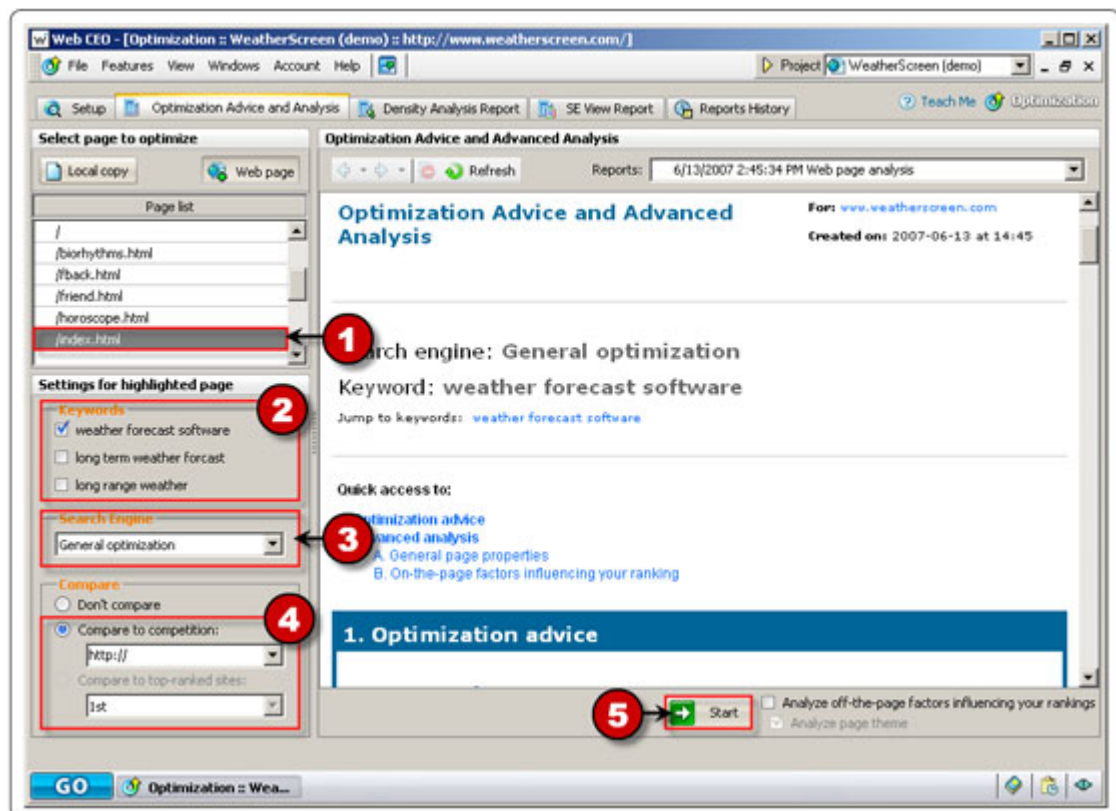
_____
* *Optimization advice for specific SEs is available in the SmallBiz and Professional editions.*

Analysis will take between 30 seconds to 45 minutes, depending on the selected choices. After the analysis stage is complete, you will see a report with optimization advice and deep analysis.

What else can you do?

- Go to the *Density Analysis Report* tab and have Web CEO analyze the density of the words and phrases frequently used on your pages. Those words might potentially be your targeted keywords.

- Take advantage of the *SE View Report* to view your pages the way the search engines see them.

What should you do now?

After you have found out the strategies of your competition and have gotten advice on your pages optimization, it is important to make the necessary changes. Web CEO has the *Editor* (**Features** > **Editor**), which allows you to make the recommended changes easily.

Step 3. Edit your pages for high search engine rankings

Why?

To apply recommendations obtained at the previous step and any other changes that, in your opinion, will improve rankings in search engines.

Please explain!

Probably you have a favorite HTML editor – Dreamweaver, FrontPage, or even Notepad. Whatever tool you use, it is undeniably great for creating Web pages from scratch, BUT it was not designed for the intricate work of optimizing your pages for search engines.

Web CEO's *Editor* is not intended to replace your favorite web design program, but it is good for the light editing that search engine optimization usually needs.

Please note that you don't have to edit the HTML code directly because all the search engine critical areas of the page can be edited in visual mode. See below for a more detailed description of the editing process.

How to edit your pages for high rankings

Go to **Features > Editor** and select your website in the *Project Selector*. Then:

1. On the *Setup* tab, switch to the **My site** mode, then press **Manage list…** and browse for a folder on the disk where you keep the local copy of your pages and press **OK**.

2. Web pages found in the specified folder will be shown in the list on the left. Select the pages, one by one, and specify the keywords for which you will optimize each page.

3. Check the pages you are going to edit.

4. Now go to the functional tabs (*Meta tags* tab, *Headings* tab, *ALTs* tab, *Links* tab, *Content* tab, *Optional Meta tags* tab, and *Find & Replace* tab) and make necessary changes according to recommendations you received at Step 2. The purpose of each tab is explained on the next page.
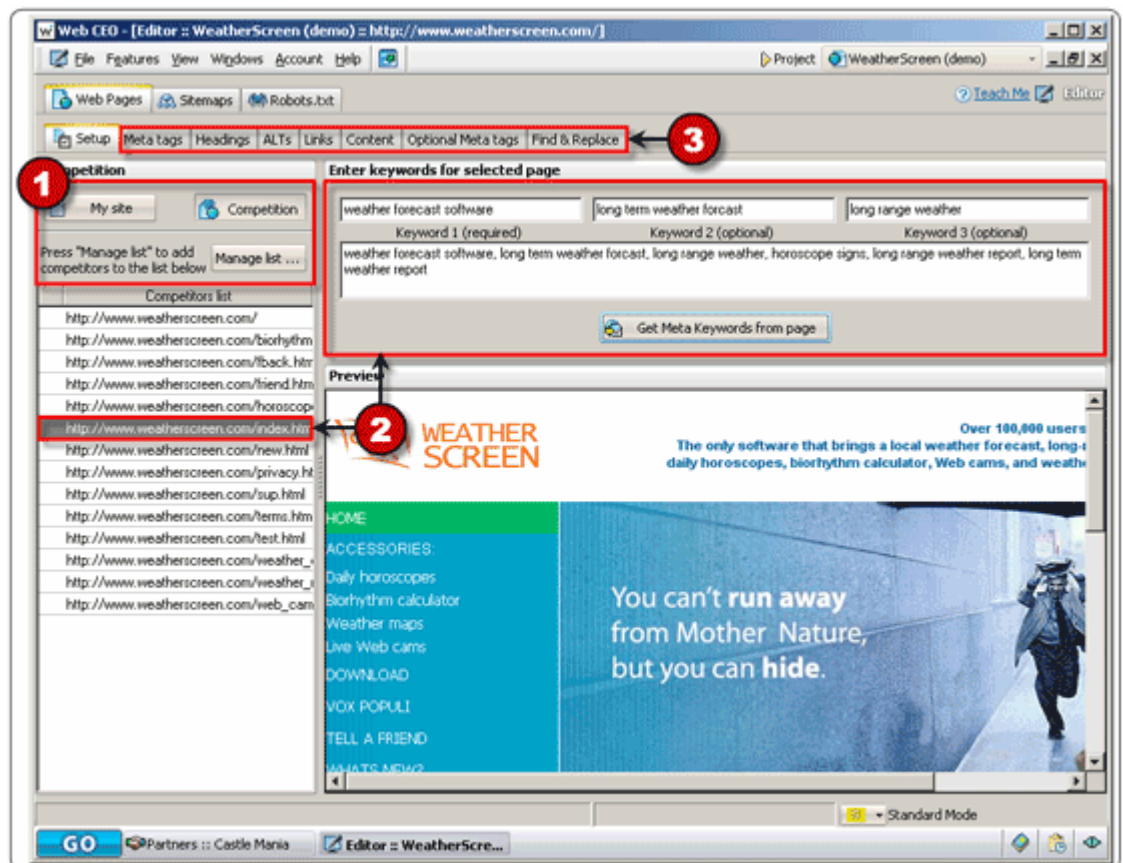
What are the Meta tags tab and other tabs for?

Using the tabs mentioned above, you can edit the most important areas of your page that search engines are concerned with.

- **Meta tags tab.** This tab contains the following tags: *Title, Description, Keywords,* and 12 other less important Meta tags. To search engines, the *Title* tag is the most important tag on the entire page. Some regional search engines attach importance to the tags *Description* and *Keywords*.

- **Headings tab.** It contains all headings tags found on your page – *<h1>, <h2>, <h3>*. These tags are also important to search engines. With *Editor,* you can easily change their content, i.e. add or remove keywords.

- **ALT tags tab.** Every significant image must be backed up by a text description known as the *ALT* tag. Because these tags are important, by using Web CEO, you can view images on a page and add or change their alternative text descriptions.

- **Links tab.** Any page will normally have a certain number of links pointing to other pages. Search engines analyze them to check if they contain your keyword. This tab shows a list of all text and image links on the selected page. You can edit the text that goes with them.

- **Content tab.** This tab gives you access to the page content in two ways – visual and code so you can edit it in the way you prefer.

- **Optional Meta tags tab.** This tab will help you handle the optional Meta tags such as *Meta Author*, *Meta Copyright*, *Meta Language*, etc.

- **Find & Replace tab.**
  This tab is a real time-saver when you have to find and replace a word or phrase on multiple pages. For example, you can replace *Copyright 2006* with *Copyright 2007* on the pages - *index.html, product.html, payment.html* and *privacy.html* all in one go instead of having to do it manually.

What else can you do?

- **Change Title, Description or Keywords tags on multiple pages at one time.**
  If you have selected several pages on the *Meta tags* tab, after changing the Title tag, Description or Keywords for one of them, you can apply changes to all the other pages.

- **Spy on your competition.**
  At any time you can switch to the Competition analysis mode. Simply click *Competition* and see how your competitors place keywords in different areas of their pages.

- **Create Robots.txt file.**
  To tell the search engine spiders what pages of your site they should or should not index, you can go to the *Robots.txt* tab and create the robots.txt file in a couple of clicks.

- **Create Sitemaps.**
  Sitemaps are an easy way for you to inform search engines about pages available for crawling on your site. Robots usually discover pages from links within the site and from other sites. Sitemaps supplement this data to allow crawlers that support sitemaps to pick up all URLs in the sitemap and learn about those URLs using the associated metadata. To accomplish this, you can go to the *Sitemaps* tab and create the sitemap file in a couple of clicks.

What should you do now?

Now that your pages are ready to be indexed by search engines, you can upload them to your server *(see Step 10)* and go to *Step 4* where you will submit them to the most important search engines around the world, all handpicked by us.

Part II

How do you promote your website?

Step 4. Submit your site to search engines and directories

Why?

To get registered with the best 200 search engines and directories on the planet that were either handpicked or requested by Web CEO's users from more than 50 countries. The market share of these search engines is 94-96% of all traffic from search engines.

Please explain!

There are two contradicting myths. Myth #1 says that submitting your URLs to every search engine known to the human race will bring in free, highly targeted traffic to your site. Myth #2 is the opposite and says that submission doesn't work at all.

Surprisingly, both statements, to some extent, are true. The major search engines do find and index your site by themselves. However, if you submit your pages following their rules, you will get your site crawled more deeply. It means more of your Web pages will be visible to the public.

Also, some minor, some regional search engines and all directories prefer that you submit your site and its pages instead of waiting for them to come to you.

How to register your URLs with search engines

Below is the sequence of actions needed. On completing them, you will have your pages submitted to search engines and directories of your choice.
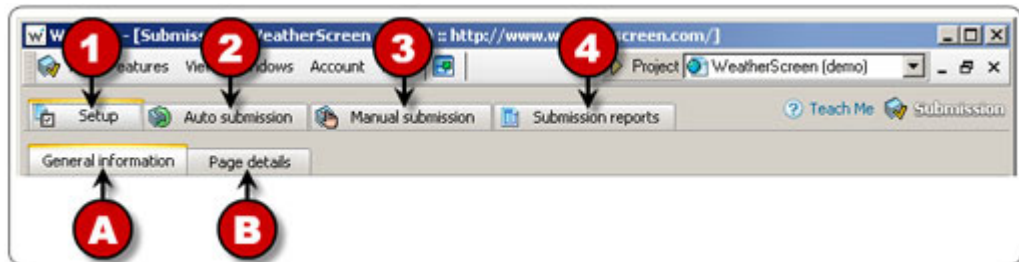
Go to **Features > Submission** and select your website in the *Project Selector*. Then:

1. Go to the *Setup* tab and enter all needed information search engines need for an acceptable submission.

   A. Enter there a webmaster or owner's details, choose the category and subcategory for your website.

   B. Enter your site's title, description, keywords, and specify the pages to be submitted (if you want to submit not only home page).
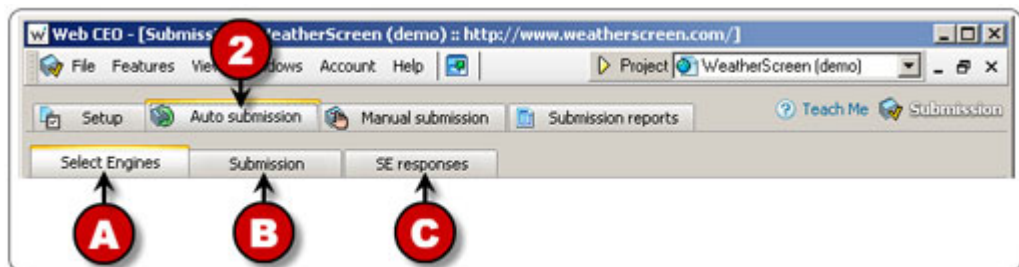
2. Go to the top-level *Auto submission* tab. There are three sub-tabs shown as **A**, **B** and **C**. Go through each of them. Don't worry it is much easier than you think!

   A. Select SEs you want to submit your pages to.

   B. On the *Submission* tab, press **Submit** and watch the submission processed in real-time. When it has finished, you can save or e-mail the report with submission results.

   C. To see what search engines return in response to your submission request, go to the *SE responses* sub-tab where you will find reports explaining why a certain submission failed and what you need to do.

3. Go to the *Manual submission* tab to get detailed recommendations on how to get registered with search engines that don't accept automated submissions. Here, you will also find guidelines needed to qualify for inclusion within the major directories such as Yahoo! and DMOZ. See more information about manual submission on the next page.

4. After you have passed the submission process you can view the summary table for all submissions: auto, manual, successful or failed. Here two modes are available: *Summary* and *Detailed*.

Why do you need to submit your site by hand?

The leading directories such as Yahoo!, DMOZ, LookSmart, GoGuides, Joe Ant, and others require that you carefully choose a category where your website should be listed. It is important to give a proper description with your listing. Many directory users navigate through topical resources and use them for industry research. Therefore, a well-written description will bring in the most qualified traffic.

Do not overload these sites with information, as all submissions (or 'applications' as directories call them) are approved by human editors for quality purposes. Naturally, it would become impossible to do if they received tons of automated submissions.

How Web CEO helps you with manual submissions

Web CEO divides hand submissions into seven main categories:

- **Directory Submissions.** Directories have strict guidelines, and Web CEO helps your site with first time approval. See an example below.

- **Manual Submissions.** If for some reason you do not want to use an automated submission tool, you can click on a link to the Add URL page in Web CEO and submit your URLs by hand and make a note in Web CEO of the date and time. Thus, your hand submissions will be displayed in the submissions report together with automated ones.

- **Paid Submissions.** Some search engines will offer you extra benefits if you are ready to pay for them. These consist of express inclusion in their databases and regular re-spidering of your content.

- **Pay-Per-Click Submissions.** Practically speaking, it is not submission but rather account registration with a search engine that will show your ad when a searcher enters your keywords in a search box.

- **Shopping Search Engines.** If you have an online shopping business than you should certainly take advantage of both free and paid online promotion on the most important shopping search engines.

- **Press Release and News Sites.** Have anything new or innovative? Inform Web surfers about it. Use online press-release services that offer both free and paid distribution to search engines, newswires and websites.

- **Article Directories.** Increase your site's visibility – submit your articles to the Article directories to gain exposure to online and offline publishers.

- **Sitemaps.** Do you have pages with high priority status? Inform search engines about them. Use sitemaps to tell SE spiders which

pages are newly updated and which pages are identified as the most important to help them better crawl your site.

Besides, Web CEO allows you creating a custom list of your favorite resources. To add a new directory or a search engine, go to the *Manual Submission* tab, press **Add new resource,** and follow the prompted steps of the wizard.

How to submit your website by hand

Here is an example of a manual submission to the well-known Yahoo! directory:

1. Select *Yahoo! (directory)* from the Directories category. To the right, you will see detailed recommendations on how to get your site listed.

2. After reading the guidelines, press **Go to Submission Page**. You will find yourself at www.yahoo.com. Carry out Web CEO's recommendations, and submit your application for inclusion into the directory.

3. Make a note of the date and time you submitted your site for consideration by editors.

4. After getting the a SE's response, press **Make Status Record** and assign the appropriate status. This submission will be included into the general submissions report.

You are done. You can repeat this sequence with slight variations for other types of non-automatic submissions – *Manual, Paid* or *Pay-Per-Click*.
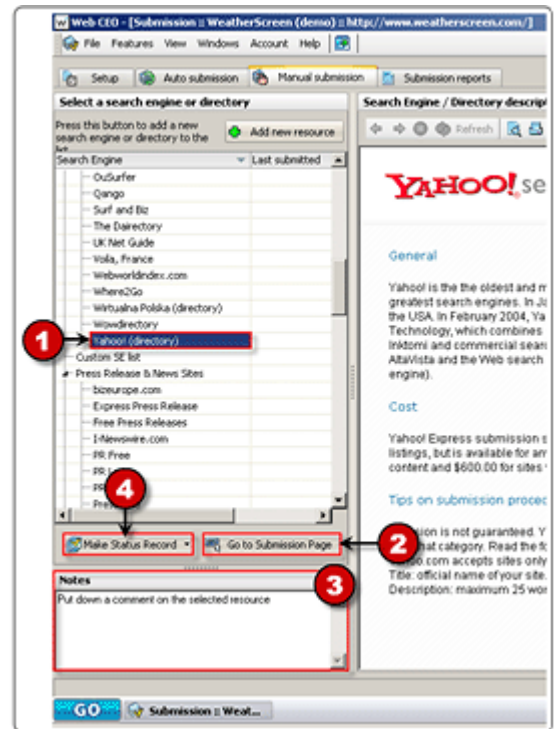
What should you do now?

After you have submitted your site, you may go to the next step and work on increasing your site visibility. The Partner Finder tool will help you search for link partners, manage correspondence with the site owners, and track your progress.

Step 5. Find link partners

Why?

To find good link partners and get high quality backward links to improve your link popularity.

Please explain!

Increasing your link popularity contributes to higher rankings, so having many links pointing to your site is good. However, not all links are considered equal.

A back link from a high-ranked resource that is related to your website theme is much more beneficial to you than a link from a non-related resource that does not rank well or, worse still, a resource that is penalized by the search engines. That's why it is very important to build your link popularity wisely.

You might wait for months to have someone link to you just because he/she has found your site interesting. However, there is a more effective way to increase your link popularity – searching for link partners with the help of Web CEO Partner Finder.

This step will help you simplify the challenging and time-consuming tasks:

- Searching for link partners and evaluating each site on a dozen of parameters such as Google PageRank, Alexa Traffic Rank, DMOZ Listing, Meta Description, link popularity, etc.

- Managing correspondence with each site owner and tracking the results of your correspondence.

- Creating partnership agreements and checking the inbound links status.

How to get good link partners

Go to **Features > Partners** and select your site in the *Project Selector*. You will then have to:

A. *Search for link partners*
B. *Manage your correspondence with the site owners*
C. *Set partnership agreements and monitor partner links*

A. Search for link partners

In case you launch the *Partner Finder* tool for the first time, you will find yourself on the *Search for partners* tab and will see the short instructions on the screen.

Press **Configure** to go to the profile settings. They will appear as in the screenshot below. (If you tried to set up a profile before reading this guide, select *Edit profile* from the *Partner Finder Profile* drop-down menu).
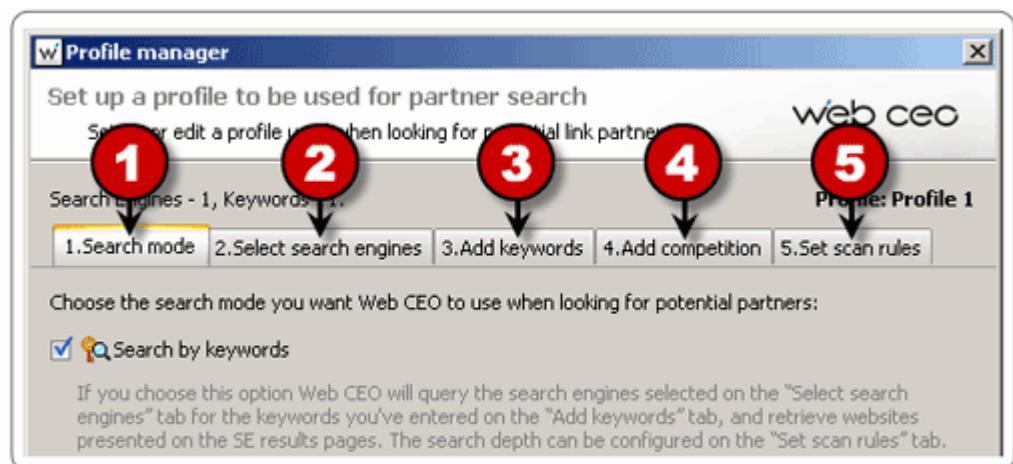

1. On the first tab select search modes you want Web CEO to use when looking for potential partners, i.e. you can search for partners using your targeted keywords, looking for sites that link to your competitors or with the help of the two above mentioned modes.

2. Go to the *Select search engines* tab and select the search engines your targeted visitors search with.

3. Go to the *Add keywords* tab and import keywords from your site Meta keywords, text file, clipboard or another project or tool (**Advanced import**). Alternatively you can press **Add keywords manually**, and enter keywords related to the topic of your website.

4. Go to the *Add competition* tab to add the URLs of your competition.

5. Optionally, you can go to the *Set scan rules* tab. This controls the technical parameters for the scanning search engines results page and filtering the websites that might be your potential partners. By default, they are set to provide best performance; however, you may want to change them, for example, to increase the depth of scanning.

Now that you have set up the partner finder profile, press **Find new partners** and wait until Web CEO scans the search engines and builds a list of potential link partners.

As soon as the report is ready, you can review the list of your potential link partners, evaluate each website and sort them by relevance:

1. Evaluate each website taking into account its weight on the search engines (SE score parameter) and its relevance to your topic (Title, Meta Description, and Meta keywords).

2. To get more details on each website (such as Google PageRank, Alexa Traffic Rank, link popularity, etc.), highlight the site and click *Site Info* at the bottom right of the screen:

3. To sort websites by relevance, check the site (or a group of sites) in the list, right-click the mouse and select one of the actions (*Move checked to 'Personal correspondence', Move checked to 'Automatic correspondence'*, or *Move checked to 'Partners'*). You can also move the unwanted sites to *Trash* in case you think they are not worth partnering with.
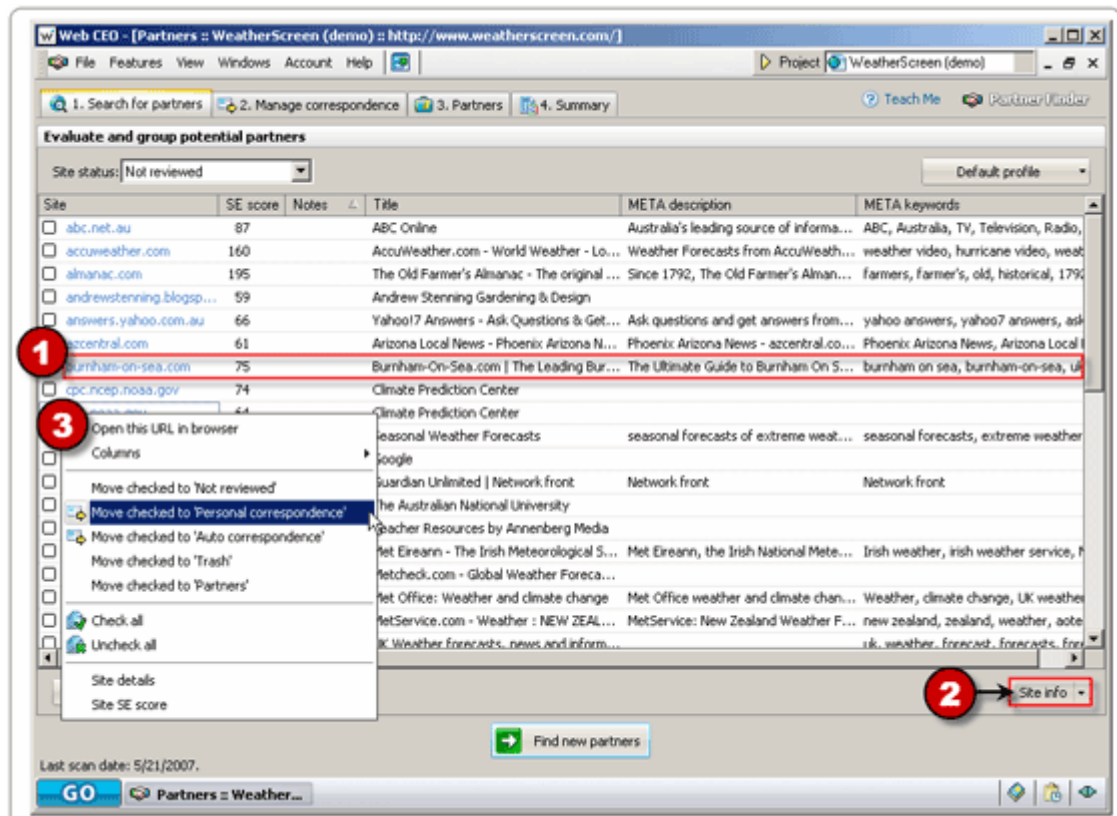
B. Manage your correspondence with the site owners

After you have reviewed and sorted the websites, you can now go to the *Manage correspondence* tab to contact the relevant resources.

Before you start sending emails, Web CEO will prompt you to enter the contact info necessary to email the site owners, create email templates, and configure settings for the automatic correspondence cycle.
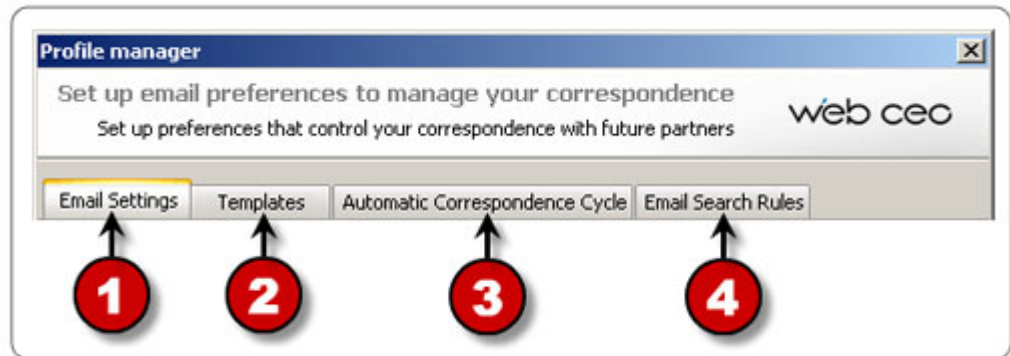
1. On the *Email Settings* tab, choose the mail account(s) to be used contacting your potential partners via automatic and personal correspondence.

2. Create email templates on the *Templates* tab. By default, Web CEO offers three pre-made standard templates that can be customized using the Variables. Besides, you can use the Variables when creating your own templates as well.

3. On the next tab, you assign email templates for each step of the automatic correspondence cycle and configure optional parameters.

4. The *Email Search Rules* tab represents settings to be used when looking for email addresses of your potential partners.

On pressing **OK**, you will find yourself on the *Personal Correspondence* sub-tab. Sending emails to your partners is easy thanks to the user-friendly interface of the Partner Finder tool:

1. Double-click a website in the list. The *Send email manually* dialog will pop up.

2. Enter the email subject and the message itself into the corresponding fields.
    You can feel free to use templates when creating an email. Just click **Insert template** at the bottom left, and select the template you need.

3. Press **Find emails** to have Web CEO search for the email addresses of the potential partner. This process might take a couple of minutes.

4. Press **Send**.
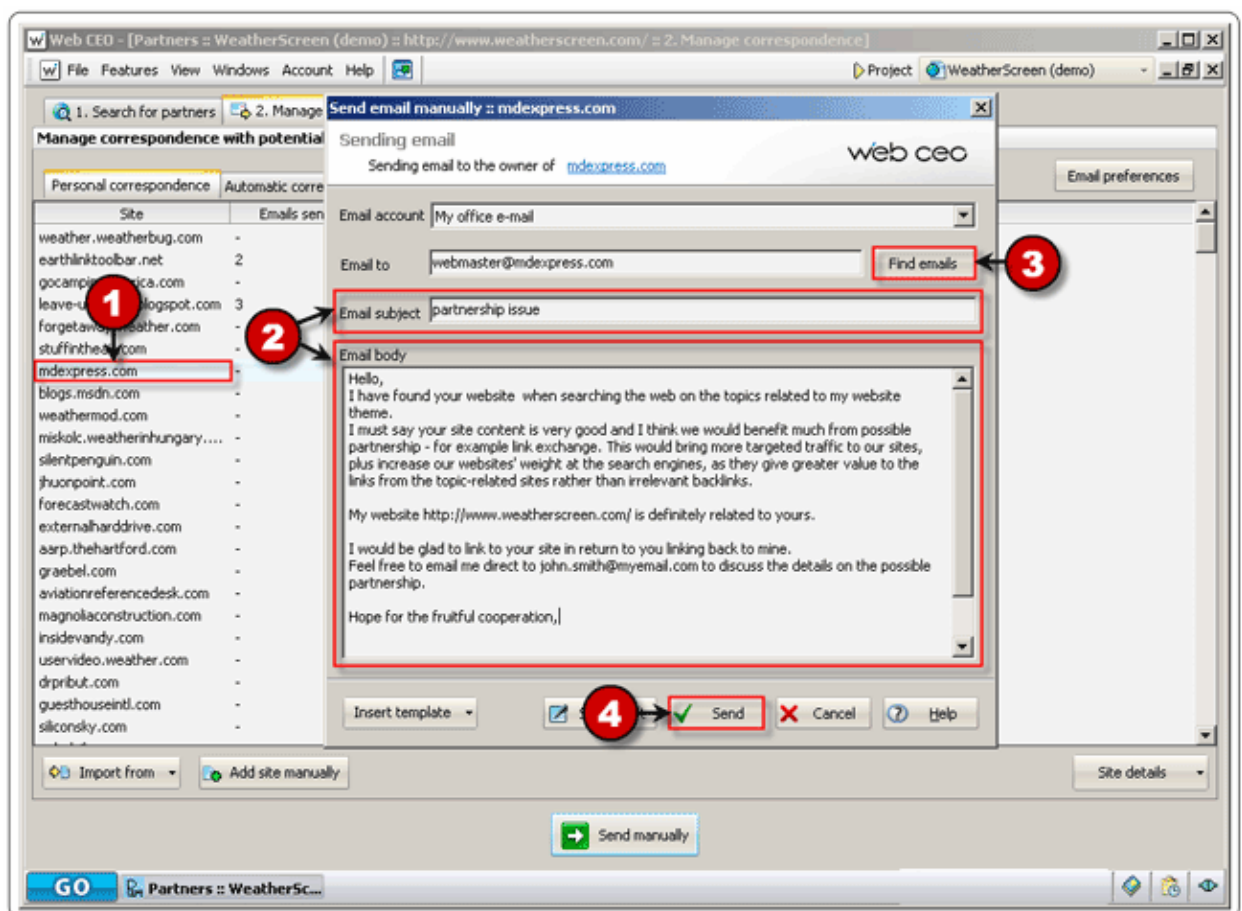
The things are handled even more simply on the *Automatic correspondence* sub-tab.

Since you have previously configured all settings needed for the automatic correspondence cycle, you now only have to press the *Send Bulk* button and wait until Web CEO sends all pending emails.

C. Set partnership agreements and monitor partner links

After you have corresponded with potential partners and they linked to your site or you have exchanged links, it is time to monitor your inbound links. And if you have, say, 100 inbound partner links, it is crucial to have an easy and quick way to check their status as it is impossible to check periodically your partners to see if your links have been removed or hidden by a black-hat technique.

Before you start tracking your partner links, Web CEO will prompt you to enter necessary info to specify the partner sites and configure partnership agreements.


1. Go to the *Manage partner domains* tab and select domains you'd like to create partnership agreements for.

2. Go to the *Manage partnership terms* tab, select a partner domain and press Add agreement. You will be able to configure various settings to check the quality of the partner links, i.e. check if referring link is still on the partner's page, check if partner cloaks links to you from spiders, check if the quality of the referring page is satisfactory.

Now that you have set up the partners' profile, press **Check agreements** and wait until Web CEO scans the partners' websites and builds a report.

As soon as the report is ready, you can review the list of your partnership agreements and their current status:
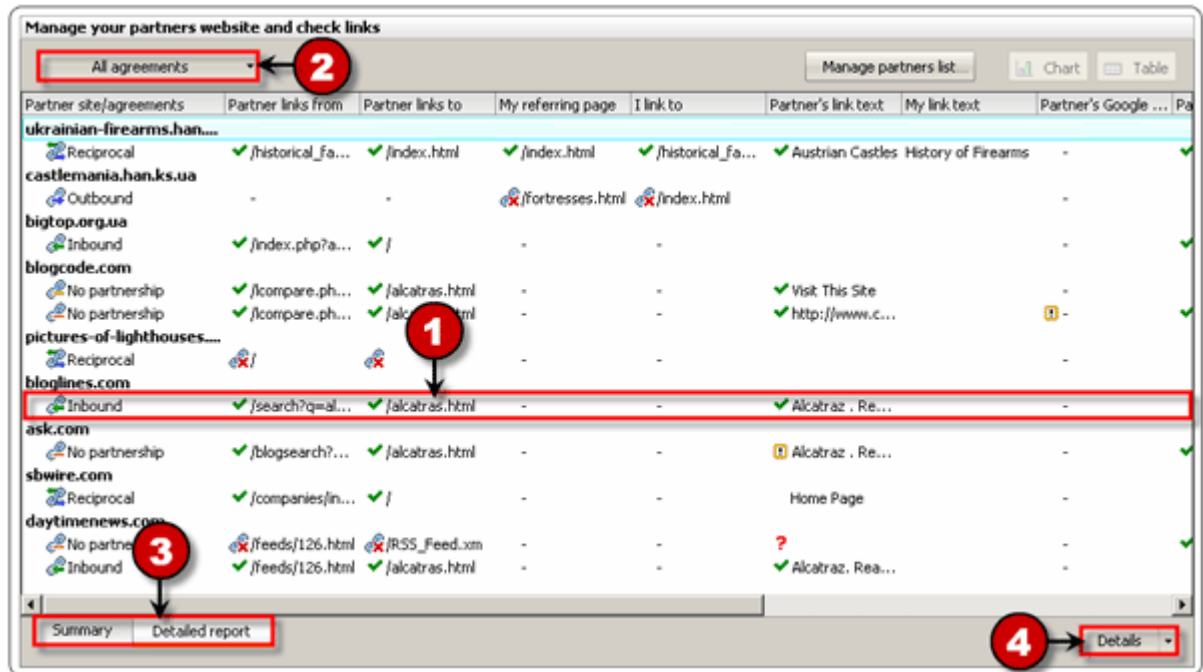
1. Results are immediately displayed on the screen as each is processed, in real-time.

2. To simplify analysis, use one of the predefined filters. For example, in the screenshot, the default *All agreements* filter is applied and shows all partner domains and all agreements assigned to them. If you have a large number of partners and agreements, you may want to select, say, the *With "Problems" status* filter from the drop-down menu to see partner agreements that do not meet the requirements specified in the settings.

3. The Partners report is presented in two forms. Select one of the two views – *Summary* or *Detailed report* to get your preferred presentation.

4. If you have already run the links check, use the **Details** button to view '*Sent e-mails history*' / '*Site details*' for partner domains.

What else can you do?

- **Track history on emails sent automatically**.
  Double-click a website in the automatic correspondence list to see the history on sent emails.

- **See results of your work with the Partner Finder tool.**
  Go to the *Summary* tab to see results of your work. This tab represents info on your correspondence with the owners/webmasters of all revised websites, lists those websites that you consider your partners and the type of partnership agreements.

What should you do now?

You must have worked hard on optimizing your pages (on-the-page factors influencing your rankings) as well as increasing your link popularity (off-the-page factors that might contribute to higher rankings).

To bring more targeted visitors to your website, you might also want to take advantage of the paid search opportunity. PPC Campaigns Manager can help you manage your PPC campaigns with ease.

Step 6. Manage Paid Search Campaigns

Why?

To register new PPC accounts with both large and small PPC search engines and manage your existing PPC campaigns in a convenient and easy manner.

Please explain!

PPC (pay-per-click) is a short advertisement, which typically appears alongside the search engine results pages and leads visitors to your site. When running a PPC campaign, you pay whenever someone clicks on your ad.

In order to get clicks from a PPC search engine, you are supposed to register a PPC account with the chosen SE, set keywords to bid for, and manage your PPC account on a regular basis.

To run ad campaigns for several sets of keywords or several websites, you might need to register several PPC accounts. Besides, you might wish to investigate partnering with several PPC providers – major ones, which bring more traffic but feature higher bids, and smaller ones, which charge much less for a single click or impression.

This might cause a mess when it comes to recalling numerous logins and passwords. However, the things become easier to handle if you use Web CEO's PPC Campaigns Manager.

How to create a new PPC account

Go to **Features > PPC Campaigns**. Then:

1. Press the **SE List Manager** button and select the PPC search engines you will work with. The selected SEs will then appear in the *Search Engines* list on the left-hand navigation pane.

2. Click on the search engine in the left pane; you will see the info page in the right-hand window.

3. After you read general info on the chosen SE and make up your mind to create a PPC account with it, select the **Go to page** option at the bottom of the page, choose **Sign Up**, and press **GO**. You will be taken to the Sign Up page of the given SE. Please follow all prompted steps to create your PPC account with this search engine.
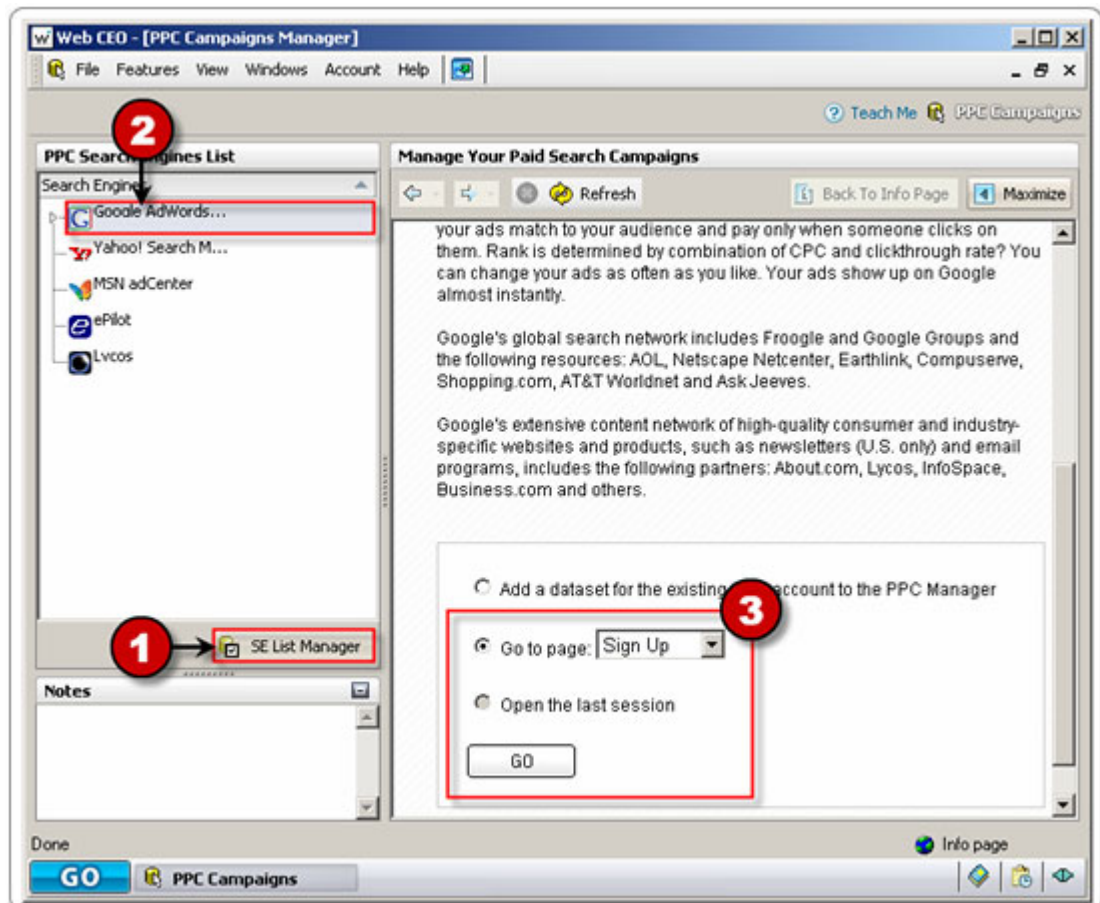
After you sign up, an automatic email with your PPC account details will be sent to your registration email.

To add the account dataset to the PPC Campaigns Manager, right-click on the search engine name in the list, select the **Add a dataset** option and press **GO**. Fill in the required fields; the newly created dataset will appear in your custom list of the PPC search engines.

What else can you do?

- **Log in to your PPC account without re-entering a login and password.**
  Click on the previously created PPC account name in the 'Search Engines' list on the left-hand navigation pane and press the **Log in** button.
  You will be directed to the login page of the chosen search engine. Your login and password will be automatically filled in into the login section.

- **Change the dataset details.**
  To change any details of the account dataset (account name, login or password), right-click the account name in the list and select *Edit account dataset*.
  Note that the changes will be applied only to the account details stored in the PPC Campaigns Manager!

What should you do now?

Once you have settled down your promotion activities, it's time to see your traffic grow and measure your achievements in terms of acquired rankings, inbound links, visitors, and conversion rates.

Part III
Analyze your performance

Step 7. Check your rankings in search engines

Why?

To find out the current positions of your site with keywords in search engine results pages so that you can see the effect of your optimizations and check your site's progress over time.

Please explain!

Obviously, you have spent much time researching keywords, applying optimization advice, submitting your website, and taking other measures the previous steps required, so are your efforts effective?

Checking your rankings is the first and fastest way to answer this question. You can either do it by hand or use Web CEO. The latter will save you great amounts of time that would otherwise be wasted on hand querying and position tracking with Excel or other tools.

Pretending to be human, Web CEO examines search engine results pages and builds a real-time report giving the exact positions of your website with targeted keywords. It includes several search engine results pages, which show where your site was found.

All in all, you will get the same results as if you tracked your rankings manually, but they are far more understandable. Web CEO has many preset views, which allow you to quickly see specific reports, e.g. pages that are in the top-10 or top-20.

How to check your positions in search engines

Go to **Features > Ranking** and choose your website in the *Project Selector*. To find out your rankings you need to do two things:

A. Set up a ranking profile
B. Learn how to use the ranking report

A. Setting up a ranking profile

When you run the ranking checker for the first time, simply read the brief instructions on the screen and press **Start** to be taken to the profile setup. (If you tried to set it up before, select *Edit profile* from the drop-down menu *Ranking profile*). See a detailed explanation under the screenshot below.


1. Go to the *Select search engines* tab and check the search engines your targeted visitors search with. For guidance, use the additional information available about each search engine – *Country, Language* and *Popularity*.

2. Go to the *Add keywords* tab and import keywords from your site Meta keywords, text file, clipboard or another project or tool (**Advanced import**). Alternatively you can press **Add keywords manually**, and enter the keywords you want to use to check your rankings.

3. Also, you can go to the *Set scan rules* tab. This controls the technical parameters for the scanning search engines results page. By default, they are set to provide best performance; however, you may want to change them, for example, to increase the depth of scanning.

Now that you have set up the ranking profile, press **OK**, and you will be taken to the program's main screen where Web CEO will show your rankings in an extensive report with expanded position analysis.

B. How to use the ranking report

Looking at the screenshot below, you can see that Web CEO outputs result in a very simple form, but first, let's learn how this tool works:
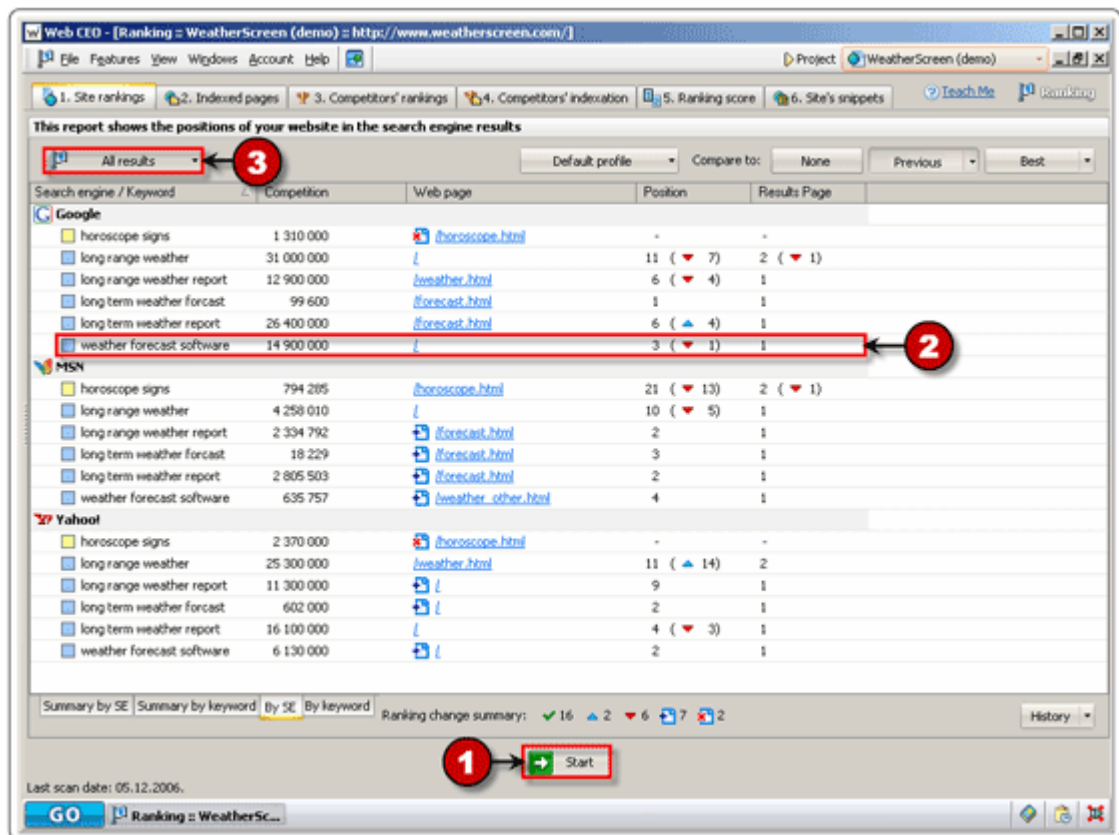
1. Press **Start**. Instantly, Web CEO starts requesting the search engines you selected (*Google, MSN* and *Yahoo!* in the screenshot) for the keywords you entered during the profile setup ("*long-range weather forecast*", *"horoscope signs"*, etc.).

2. Results are immediately displayed on the screen as each is processed, in real-time. For example:

   On June 14, 2007 index.html was ranked 1 on Google for the keyword "weather forecast software". It has not moved since the previous check. You can disable this option or compare the current result with the best one or previous scan by selecting the options *None*, *Previous* or *Best*.

3. To simplify analysis, use one of the 12 predefined filters or create new ones based on your criteria. For example, in the screenshot, the *In top-10* filter is applied; therefore, it only shows keywords that are in the top 10 search results for your keywords. To see the full report, select the *All Results* filter from the drop-down menu.

Will you have problems with search engines because of automated queries?

Admittedly, search engines dislike automated queries to their databases. But, in reality, webmasters can't live without it. Otherwise, they would have to manually check rankings and spend far too much time than is practical.

Web CEO includes technology to stop your IP from being included in the blacklist, and it offers the best protection in the industry. Because it professionally emulates a browser and, at the same, time pretends to be human, search engines treat your queries as ordinary, non-automated ones!

All related settings can be found in **File > Settings > SE Requests**.

What else can you do?

- **Check rankings of your competitors and compare the results to yours.**
  Go to the *Competitors' Rankings* tab and configure the ranking profile. You will be able to add URLs of your competitors to the profile settings in order to get a comparative report on your rankings vs. those of your competitors.

- **Learn what pages of your site have been indexed by the major search engines**.
  Go to the *Indexed Pages* tab, check the search engines you target, and press **Start**. You will get a list of all your pages indexed by the chosen SEs.
  On the *Competitors Indexation* tab, you can check how many pages of your competition have been indexed by the selected SEs.

- **Check your ranking score**.
  To track your site's performance on a multitude of search engines, you can take advantage of the Ranking Score Report. You will be able to track changes in both your ranking score, as well as those of your competitors, over time.

- **View snippets displayed on the SE result pages**.
  Each search result usually includes one or more short selections of the text that match user's query with search terms in boldface type. This report shows what snippets Web surfers see when they enter one of your search keywords in the search field.

What should you do now?

After you have checked your rankings on the major search engines it is time to analyze your site visibility on the Web. The Link Popularity tool will tell you how many pages link to your site and who exactly links to your pages according to the most popular search engines.

Step 8. Analyze your link popularity

Why?

To discover how many links to your site are found by search engines and exactly who links to your site, learn about your competitors' link popularity, and analyze keyword theme of your links' text.

Please explain!

When someone enters your keyword in a search box and presses the **Search** button, the search engine starts checking how closely your site relates to the query. Now, link popularity comes into play.

Modern search engines (especially Google and Yahoo!) not only analyze the content of your pages, but also look closely at who is linking to your pages and how. The point is that they treat each link to your site as a recommendation. When they have to decide how highly to rank your page in their listings, they use this information as an important part of their algorithms.

This explains why so many poorly optimized Web pages are ranked more highly than your well-optimized ones. Their webmasters took care to ensure that other websites link to them using their keywords. For example, *Weather.com* is certain to be in the top-10 with the keyword *weather* since tens of thousands of webmasters put a link to it using this keyword.

This step will provide the following information:

- A detailed report on the number of Web pages that link to your site and its pages.

- The number of sites linked to your competition so you can estimate how difficult it would be to outplay them.

- Which Web pages link to your competition.

- What words and phrases are used as anchor text when other sites link to your one.

- What sites link to most of your competitors and/or to your site.

How to discover your link popularity

Go to **Features > Links** and select your site in the *Project Selector*. You will then have to:

A. *Set up a link popularity profile*
B. *Get report on your link popularity*

A. Set up a link popularity profile

When you launch this tool for the first time, please read the short instructions on the screen and press **Start** to go to the profile settings. They will appear as in the screenshot below. (If you tried to set up a profile before reading this guide, select *Edit profile* from the *Links profile* drop-down menu).

1. On the *Select search engines* tab check the search engines where you want to check link popularity, e.g. *Google*, *MSN* and *HotBot*.

2. Go to the *Add pages* tab and import keywords from your site, text file, clipboard or another project or tool (**Advanced import**). Alternatively you can press **Add pages manually**, and enter the Web pages to be analyzed.

You are done. Press **OK** to return to the main screen with the link popularity report. On the next page, you will learn how to use it.

B. Get report on your link popularity

As you can see by looking at the screenshot below, Web CEO displays results of its work in a very simple way. Now you will learn how to get this information for your site:

1. Press **Start**. Web CEO will start getting the link popularity of your pages from search engines you selected. All data will be shown in the report in real time as the program processes it.

2. During or after the checking process, you can analyze the results. For example:

    Link popularity of www.weatherscreen.com/index.html in Yahoo! is 2,534. It means Yahoo! has found 1000 new links since the last check. The link popularity in Google has fallen.

3. For a more thorough analysis, double-click a Web page or select a report from *History*.

What else can you do?

- **Check your competitors' link popularity.**
  To evaluate the link popularity of your competitors' websites, go to the *Competition* tab, check the SEs, and add your competitors' URLs to the list. Feel free to enter your site URL as well so that you can compare your performance to that of your competitors.

- **Learn what websites link to yours.**
  To find out which pages link to you, go to the *Linking pages* tab.

- **Pinpoint the keyword theme of your links.**
  To get a deep analysis of your links text, take advantage of the *Link text analysis* report.

- **Get an overview of the sites that link to you and your competition.**
  Run the *Linking sites overview* report to get a list of all sites that link either to you, to one of your competitors, or to several of them.

What should you do now?

You have discovered your link popularity and found out how you stand out against competitors and top-ranked sites. The next step of your site promotion strategy is monitoring your visitor traffic with HitLens. You will use it to understand your visitors and analyze eCommerce revenues and Ad campaigns. Read how to start tracking your visitors in the next section.

Step 9. Analyze your visitors, revenue, ad campaigns, and more

Why?

To learn as much as you can about your visitors and the revenues your site makes and find out which ad campaigns work best for you.*

Please explain!

All successful websites have at least one thing in common – their webmasters and owners use Web analytics to increase the percentage of visitors who do something GOOD for business.

Analyzing visitors, revenue sources, and advertising efficiency combined with constant improvement of your site inevitably boosts revenues. HitLens, Web CEO's traffic analysis tool, helps you:

- **Understand your visitors.** It's easy! Because you will be armed with over 80 reports organized into 8 categories.

- **Evaluate the commercial efficiency of your site.** Reports in the *eCommerce** category give you a full and detailed account of your revenues. They tell you how good your site is at converting the accidental browser into an impulse buyer!

- **Find out if you are wasting money.** Reports in the *Campaigns** category measure the effectiveness of your advertising and uncover sources of traffic that you should explore and perhaps invest in, e.g., AdWords or a 300x250 banner on www.example.com, etc.
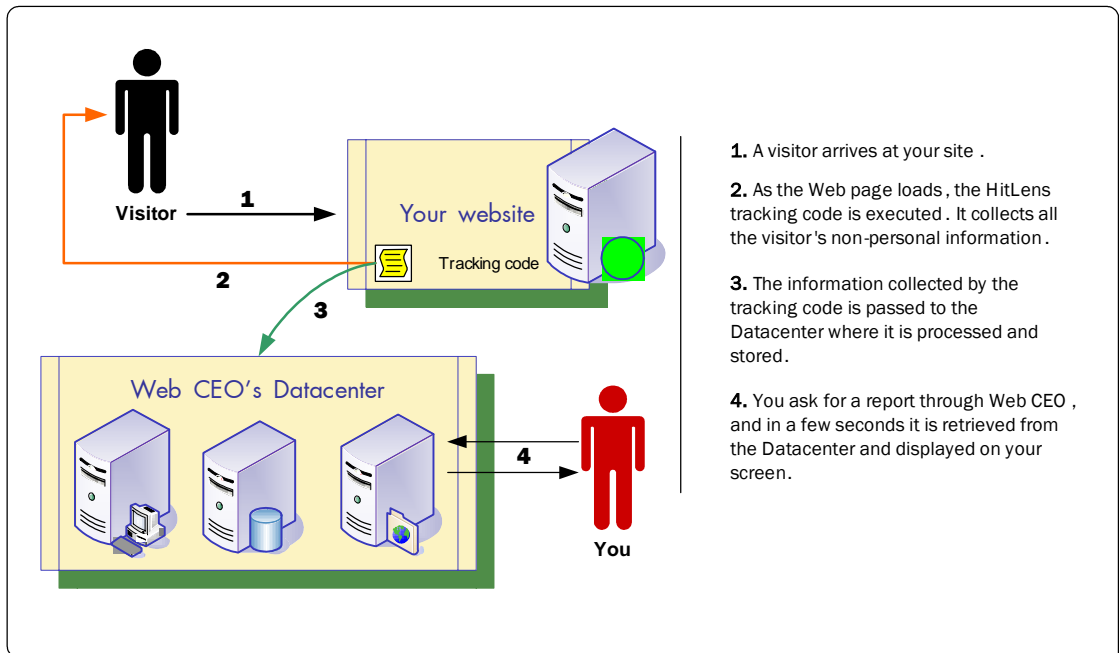
_____

* Ecommerce reports are available in the eCommerce Reporting Plan of HitLens service.

How it works

Whenever someone comes to your site, a Web server records his activity as he is surfing your site. Later, this information can be extracted from the so-called log files and analyzed. This approach has many flaws such as delays in reporting and low accuracy.

HitLens does things differently; it tracks visitors and transactions in real time. It does not distort the statistics. A snippet of its tracking code is embedded in your pages. This records all information available on the visitor. This is immediately passed to our Datacenters where it is finally converted into analytical reports that you can view with Web CEO.

Visitor

1

Your website

Tracking code

2

3

Web CEO's Datacenter

4

You

1. A visitor arrives at your site .

2. As the Web page loads , the HitLens tracking code is executed . It collects all the visitor 's non-personal information .

3. The information collected by the tracking code is passed to the Datacenter where it is processed and stored .

4. You ask for a report through Web CEO , and in a few seconds it is retrieved from the Datacenter and displayed on your screen.

How to do visitor tracking for your website

Run *Project Manager (**File > Project Manager**)*, select your site and press **HitLens Activation**. Web CEO will launch **HitLens Configuration Wizard**. Then take these 3 easy steps:
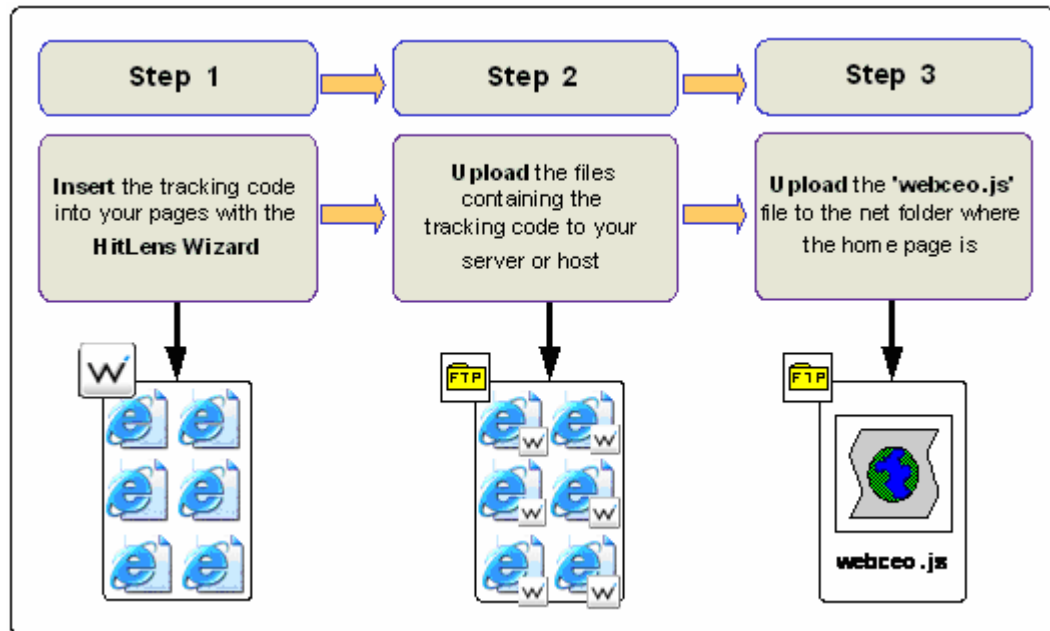
If you need detailed instructions, please visit http://www.webceo.com/support/hitlens.htm where this procedure is explained in detail.

How to view analytical visitor reports

Go to **Features > HitLens**. At the top of the screen, you will see a *Categories* panel with 10 different categories of reports. The default category is *Favorites*. On the left, you will see reports the selected category contains.

To learn what reports and categories to use, take a look at the list below. Note that it only lists the most commonly used reports out of 120 currently available.

A. Analyze your visitors

Web CEO helps you get to know your visitors. See the reports below to find out how they browse your site, what they like, and what makes them leave without wanting to come back!

Category: Traffic
- *Brief Traffic Analysis*
- *Traffic Summary*
- *Unique Visitors*
- *Page Views*
- *Repeated Visits*
- *Total Downloads*
- *Downloads by Period*
- *Downloads by File*

Category: Visitors
- *Unique Visitors*
- *New Visitors*
- *Visitors' Details*
- *Frequent Visitors*
- *Motivated Visits*
- *New Visitors' Second Visits*
- *Visit Frequency*

Category: Navigation
- *Navigation Paths*
- *Entry Pages*
- *Exit Pages*
- *Single Pages*
- *Site Stickiness*

Category: Referrers
- *All Referrers*
- *Referring sites and pages*
- *Search engines*
- *Search keywords*

When you have the full picture, you can adjust your site to match your visitors' needs. They will be more interactive with your site.

B. Analyze eCommerce revenues

Like any business, the better you understand your customers, the more sales and leads you will create.

The information you get in the *eCommerce* category of reports helps you put emphasis on what is most important. The reports show how well each traffic source performs in terms of revenue, registrations, subscriptions, etc. You get full details on each transaction and see an audit of how a visitor becomes a buyer:

eCommerce summary
- *Revenue*
- *Transactions*
- *Average Order Size*
- *Revenue per Visit*

Activity overview
- *Activity by Search Engines*
- *Activity by Search Keywords*
- *Activity by Referring Sites*
- *Activity by Countries*

C. Analyze ad campaigns

If you have a marketing budget to promote your site and you use any type of online media (paid search, banners, text links, etc.), you should track and analyze your ad campaigns.

The *Campaigns* category reports enable you to find out which resources are worth investing in and which are not. You will get a full and detailed account of the campaigns that you are running. They include visits and actions for each campaign generated, e.g. *Google AdWords ($2000 budget) produced 5,832 visits, 126 orders totaling $9254 in revenues, plus 537 newsletter subscribers* and 417 catalog requests:

- *Activity by campaign*
- *Cost of visit by campaign*
- *Cost of action by campaign*
- *ROI*

Part IV

How do you maintain your website?

Step 10. Upload your website using FTP

Why?

To quickly and easily upload your Web pages, images, and other files to your server or host.

Please explain!

When you actively improve your site, it undergoes many changes: you fix broken links, add new pages, and refresh content. You just want to simply upload your changes with the minimum of hassle.

Web CEO has a simple and easy-to-follow tool to deliver files from your PC to the server (and vice versa) over FTP (File Transfer Protocol). It enables you to copy, remove, and rename folders on the server as you do on your own PC.

How to upload your Web pages and files

Go to **Features > Uploader**. Then:

A. Set up connection settings
B. Upload your files

A. Set up connection settings

Select your website from the *Project* drop-down menu and press **Options**. Then:

1. Specify connection settings:

    A. Enter a host name to connect to. Normally, it is your site's address, but if you are not sure, you should contact your admin or hosting company.

    B. Enter the *Username*

    C. Finally, enter the *Password.*

2. If needed, alter the advanced settings, but please note that they are set to a default of maximum compatibility with most servers.

3. Press **OK** to save the settings and return to the main screen where you will be able to upload your files.
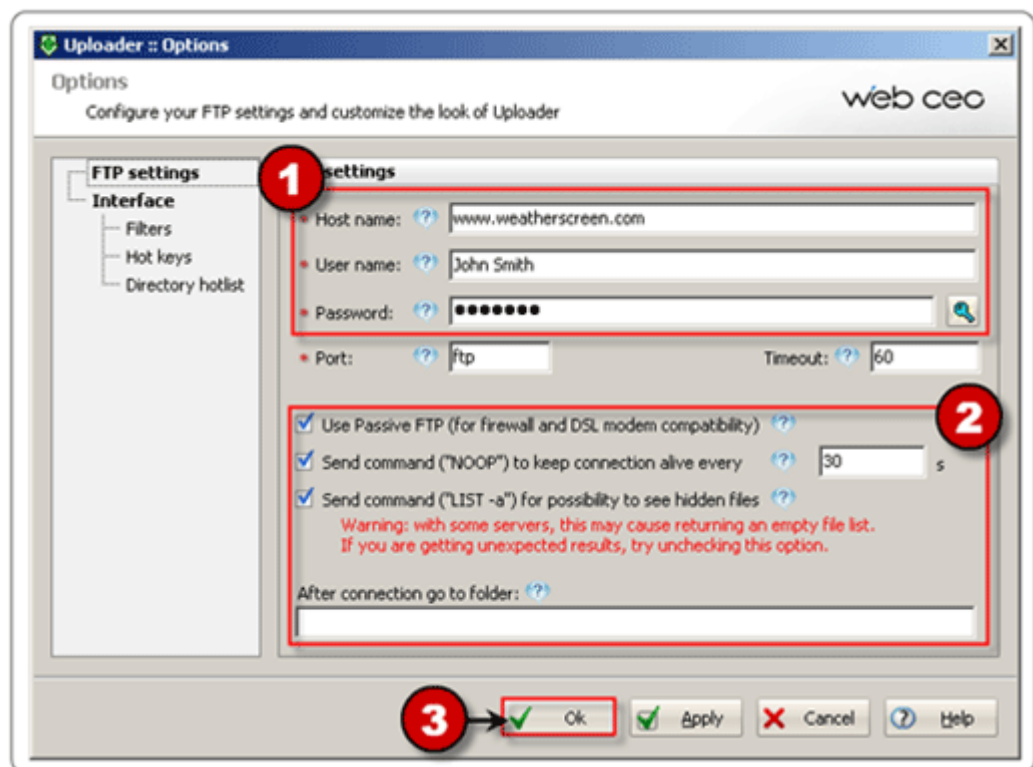
B. Upload your files

After you have set up FTP connection, press **Connect.** Web CEO will connect to your server, and you will see the net folders and files on the right:

1. Select the folder where you keep the local copy of the website that you want to upload, e.g. C:\www.weatherscreen.com. Its contents will be shown as a list in the left pane.

2. Select the Web pages and files to be uploaded. Hold **Ctrl** when selecting, to choose individual files.

3. Press the blue arrow button to start copying files from your PC to the server.
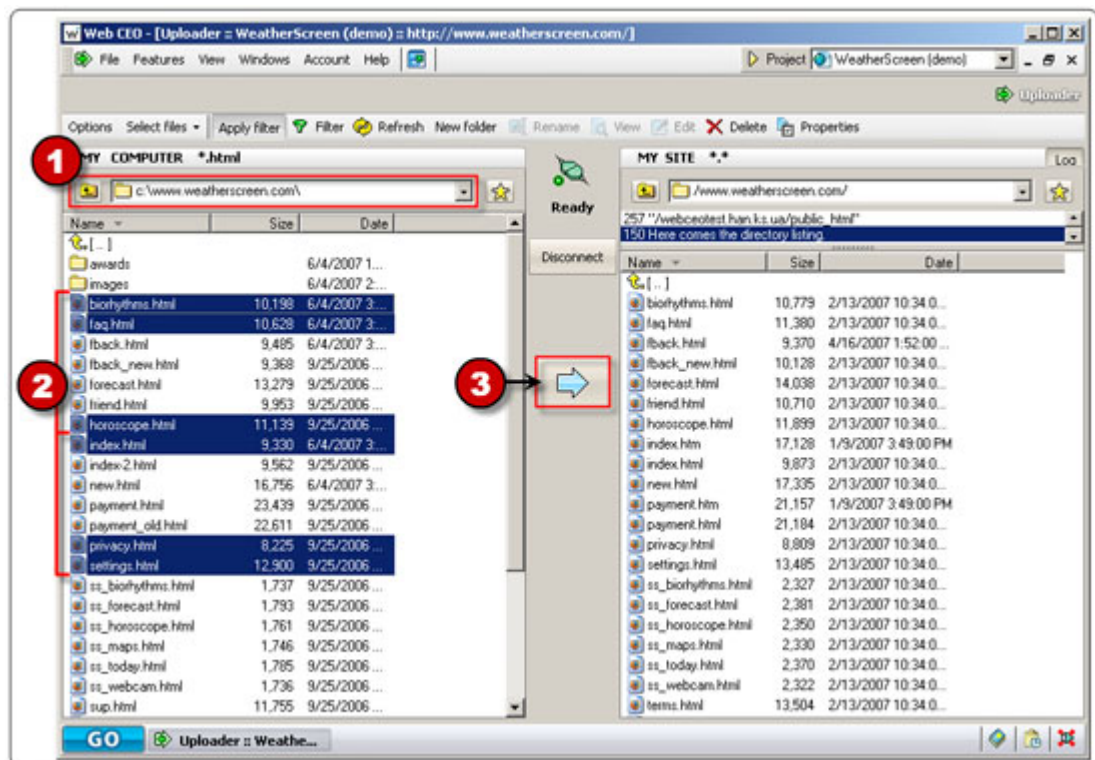
If you want to download files from a server to your PC, switch to the right pane, select the files and press the blue arrow button, which will change its direction to the left.

What should you do now?

The site cannot have annoying errors like broken links, slow pages, etc. It must be usable, accessible, and available for your visitors twenty-four hours a day. The following two steps explain how to achieve these essential goals with Web CEO.

Step 11. Control the quality of your site

Why?

To find all the errors and problems on your website pages and fix them.

Please explain!

It is not enough to get visitors to come to your site. You must also make sure they don't leave it straight away because of annoyances such as:

- Broken links
- Missing images
- Untitled pages
- Slow pages

These faults are bad for your reputation. Studies have shown that nearly a third of people will not return because of usability issues. Naturally, you must find and fix these revenue burning problems, and Web CEO is very adept at it.

FACT: Web CEO detects serious errors on 89% of sites and minor errors on 99% of sites.

How to pinpoint problems on your website

Go to **Features > Auditor** and select your website in the *Project Selector.*

1. By default, Web CEO scans your site on the Web. However, you can have the local copy of your site examined. Check the *Local scanning* option and specify a path to the home page on your hard drive.

2. Press **Start** and wait while Auditor examines each page of your site.

3. When the check is over, you will see a list of Web pages with small signs next to each problem page. If you see a red cross, a potential problem has been found on the page, and if you see an exclamation mark, the page is in trouble because a serious error has been detected.

4. If you select a Web page in the left pane, on the right, you will see the (**a**) *Properties* and (**b**) *Errors and Warnings* found on that page. At a glance, you will know what is wrong with that page and what you should do.
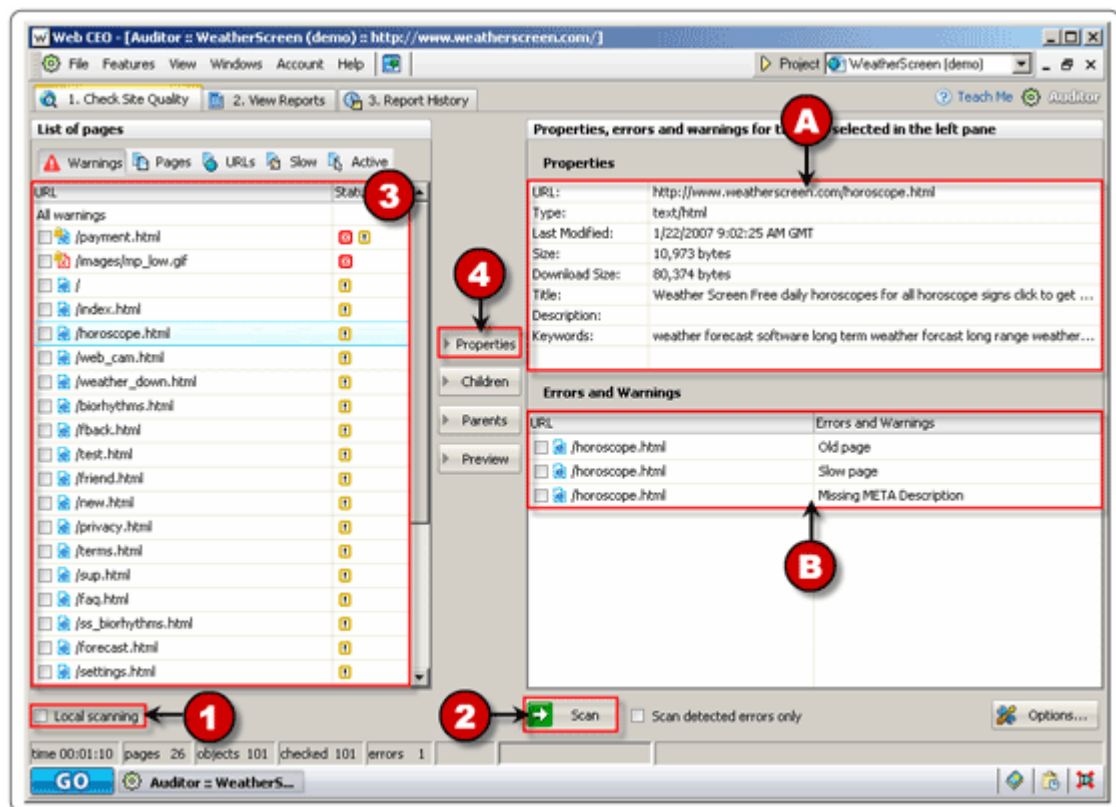
Note: If you are a webmaster, you can immediately fix errors found and upload your site to the Web with the *FTP Upload Tool* (*Features > Uploader*). See *Step 10. Upload your website using FTP*.

View the report on site usability and accessibility

If you switch to the *Site* tab from the *Report* tab, you will see the list of reports **Auditor** created after checking your site. You will need these reports if you are not the webmaster for the site tested.

For example, if you analyze a site's usability and quality for a customer, you can share the reports Web CEO generates with the site owner and webmaster (see *Site quality overview for CEO* and *Site quality overview for Webmaster* respectively):

1. **Reports for Customer.** Here, you will find reports designed for sharing with your customers.

2. **Summary.** General information on your site: types of files, parameters of scanning, etc.

3. **Errors.** Critical reports that highlight problem spots on your site. These damage your reputation and decrease visitors' satisfaction. For example, see the *Problem pages* report, which lists all Web pages having at least one problem (the worst of them are broken internal and external links and anchors).

4. **Usability.** Many factors have an impact on a site's usability. The top causes being *Deep* and *Slow pages*.

5. **Maintenance.** The reports in this category will bring your workload down. You can easily find out which pages are missing Titles and Meta tags as well as which of them were refreshed recently or are out-of-date.
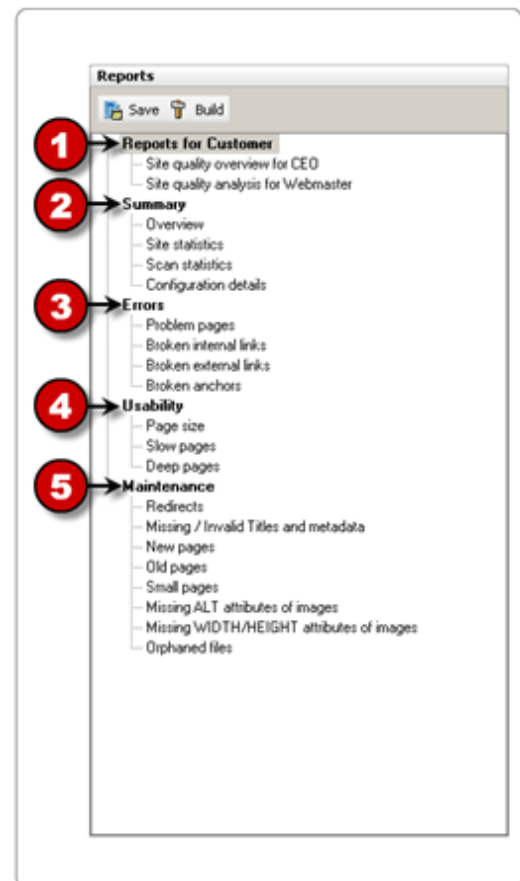
Tuning up Auditor

You can set **Auditor** to fully serve your site's needs. To do that, press the **Options** button in the bottom-right corner and change the settings so they suit your requirements. Note that these settings will be valid for the current project only.

To change the global settings for **Auditor** to be applied to all sites, go to *File > Settings > Auditor.*

What should you do now?

After you have locally fixed the errors found, you will need to upload Web pages to your server.
As soon as the code is fixed and the Web pages are updated, you can check if the site is always available to your users. Web CEO's monitoring service will help you accomplish this task.

Step 12. Monitor your site uptime

Why?

To get alerts by e-mail, pager or cell phone whenever your site is down or doesn't function properly.*

Please explain!

Can you say with certainty that your site is available to visitors right now? Will it be functioning properly in fifteen minutes or tomorrow at 3:07 AM? Will it be hit by a new virus or a hacker attack? The monitoring service built into Web CEO will make sure that things continue to work as well as they can.

A special robot visits your website every 5-120 minutes (depending on the service plan you choose) from different parts of the world and checks if your site is up and its services (E-mail, FTP, HTTPS) are functioning. The moment it detects a problem, you, and the other people in charge of your website, will get warnings by e-mail, pager, or cell phone with the problem description and status.

At any time, you can see real-time reports on the performance of your server: *Connect time, Host ping, Download time, DNS resolve time, Download speed, Time-outs, Time on error* and *Uptime.*

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* Available in the SmallBiz and Professional editions.

How to monitor your website

To get started with site monitoring, you need to do the following:

A. *Choose a monitoring plan*
B. *Set up the monitoring parameters*
C. *Create alert notifications*
D. *View real-time reports*

A. Choose a monitoring plan

Run *Project Manager (**File > Project Manager**)* and select a site to be monitored, and press **Monitoring plan**. You will then see the following screen:
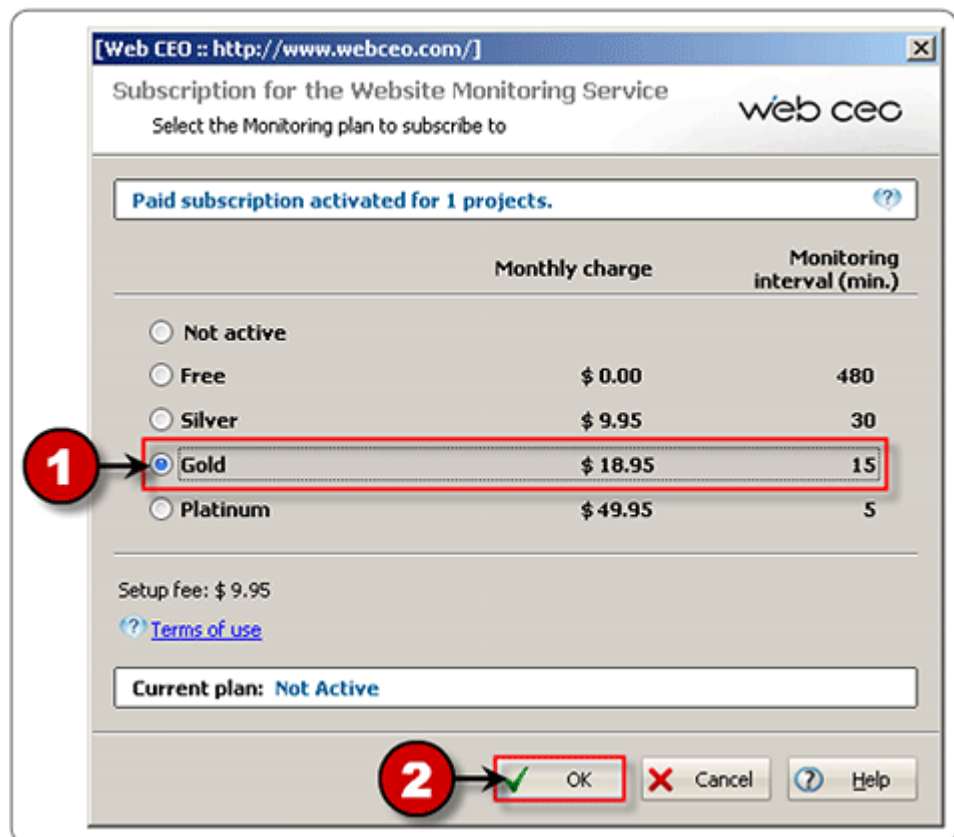
1. Select the monitoring plan of your choice: *Free, Silver, Gold* or *Platinum.*
    The main difference between the monitoring plans lies in the monitoring interval (5 min, 15 min, 30 min, or 480 min). Also, premium features such as advanced and intercontinental monitoring are only available in the paid subscription plans.
2. Press **OK** and confirm changes.

B. Set up parameters of monitoring

Go to **Features** > **Monitoring** and select your website in the *Project Selector.* Then:

1. Press **Highlight services available for monitoring**. Web CEO will test your server or host to detect which parameters can be watched by the Datacenter. Available options are highlighted as shown in the screenshot below.

2. In the *Basic monitoring* section, you can check the **HTTP** option and the **Host ping** option. This tells you if visitors can connect to your server or hosting company and see your Web pages.

3. You probably want to check some of the advanced options:

    A. The incoming mail server availability (POP3).
    B. The outgoing mail server availability (SMTP).
    C. The content monitoring option warns you when text (a word or phrase) is missing on your site.
    D. The additional ports monitoring option enables watching services such as SSH, HTTPS, or specific port numbers.

4. After you have set up the monitoring parameters, press **Apply** and go on to create the alert announcements that all those responsible for your website will get when an error occurs.

C. Create alert notifications

1. Press **New** and enter *Name* and *E-mail to be contacted,* check the situations to be alerted of, and enter the text of warning.

2. To change an existing contact, select it and press **Edit**, and make necessary changes, e.g. change *text of the message* sent when your site is down or the *e-mail* address of the recipient.

D. View real-time reports

After you have created the alert announcements, go to the *Status* and *Reports* tabs to view real-time reports of your site's performance and availability to visitors.

The *Status* tab offers you a text-based report that outlines how a certain service performed over time. The *Reports* tab delivers mixed, both text and graphical reports, giving you an idea how your site performs over time

A final note from the Web CEO team

Dear Reader,

We hope that you have now learned most of what Web CEO can do.

It has taken us years of research and hard work to produce such a powerful program. If you have slogged through this guide from cover to cover, we hope you agree, and if you have not tried it yet – what are you waiting for?

;-)

Kind Regards,
The Web CEO Team