

LinkExperts Shadowmoon Wireframes v2.1

Disclaimer: The main purpose of these wireframes is to provide a visual approximation of the main screens for the purposes of eliciting user and developer feedback. This is not a functional specification document nor does it represent final screen designs, typography, color, or full interaction specifications.

Irwin Chen
Redub LLC
Thu Jul 17 2008

CONFIDENTIAL

Login to SEO Platform

Email Address

Password

[Forgot Password?](#)

CONFIDENTIAL

Trouble accessing your account?

Forgot your password? Enter your login email below. We will send you an email with a link to reset your password.

Email Address

Send me an email

Reset your password

First, enter the verification code in the email we sent to you.
Then, provide a correct answer to your security question.

Verification Code

Security Question

What is your first pet's name? ▼

Answer

Enter new password

Must be at least 6 characters

Re-enter new password

Submit

Domain Setup Wizard

Domain Info

Keyword/URL Pairs

Competititors

Analytics

Domain Info

Account*

[Select an account] ▼

Domain URL*

Brand Name*

Sitemap*?

URL

Verify

Next

CONFIDENTIAL

Domain Setup Wizard

Domain Info

Keyword/URL Pairs

Competititors

Analytics

Keyword/URL Pairs

You are limited to NNN Keyword/URL pairs.

Upload Keyword/URL pairs [Download Excel Template](#)

Upload from Excel

Browse

Upload

or Manually Add Pairs

Keyword	Landing Page URL	Categories <small>Separate with commas</small>
guitar hero	http://acme.com/electronics	Tier1,

NOTES

1. Verification of success?
- "10,000 records uploaded."
Show columns from the upload.

Domain Setup Wizard

Domain Info	Keyword/URL Pairs	Competitors	Analytics
-------------	-------------------	-------------	-----------

Competitors

This is where the help text would go. It should be brief but informative and explain what the competing domains are for.

Enter competing domains

Competitor URL

http://

http://

http://

http://

http://

Next

CONFIDENTIAL

Domain Setup Wizard

Domain Info

Keyword/URL Pairs

Competititors

Analytics

Analytics

This is where the help text would go. It should be brief but informative and explain why we are asking for their Google Analytics login info.

Provider

Google Webmaster Console ▼

Login

Password

Verify

Multiple Analytics accounts will be possible later

Finish

CONFIDENTIAL

Thanks.

Check your email for confirmation that your data checked out.

You submitted the following data:

Domain: **Acme.com**

Keyword/URL Pairs: **12**

Competitors: **www.bestbuy.com, www.walmart.com**

Sitemap URL: **http://www.acme.com/sitemap.xml** (verified)

Analytics: **Google Analytics** (verified)

[Add another domain](#)

[View all your domains](#)

We're still working on it.

We'll send you an email to [email@address] when we're done.

Add another domain

CONFIDENTIAL

Jump to a Domain ▾

Welcome, Pat.

Message text goes here

Loading...

Compare

Mar 1, 2008 ▾

to

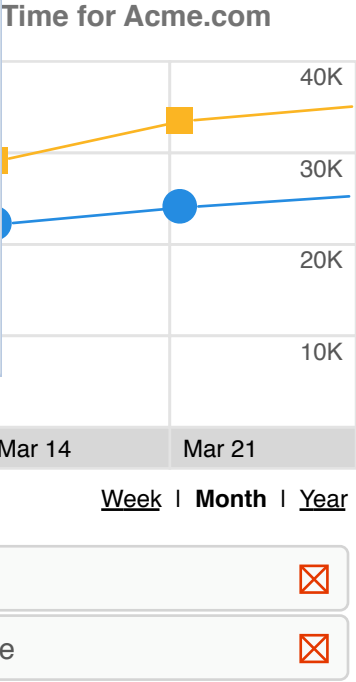
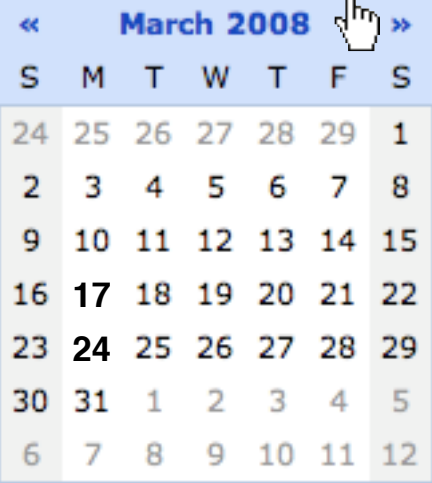
Most Recent Scan ▾

March 1 - March 31, 2008

All Domains

Filter Domains

Domain	Overall Score ▾	% of Keywords in Google Top 10	Backlinks ▾ ▸	Visits	# Google Indexed Pages	+
Acme.com	72 ▲ ₊₃	100% ▲ _{+3%}	243,632 ▲ _{+1%}	438,624 ▲ _{+2%}	500 (66%)	
Acme.co.uk	65 ▲ ₊₂	56% ▲ _{+1%}	30,254 ▼ _{-3%}	96,846 ▲ _{+5%}	362 (57%)	
Acmewidgets.com	55 ▼ ₋₃	64% ▼ _{-2%}	No Data	475,935 ▼ _{-1%}	361 (56%)	
Acmeinformation.com	48 —	72% ▼ _{-1%}	164,734 ▼ _{-4%}	253,673 ▲ _{+2%}	256 (53%)	
AcmeElectronics.com	47 ▲ ₊₁	78% —	137,364 ▼ _{-3%}	352,623 ▼ _{-2%}	201 (50%)	



Competitor Domains

[Manage Competitor Domains](#)

Domain	Overall Score ▾	% of Keywords in Google Top 10	Backlinks	Visits	# Google Indexed Pages	+
Competitor1.com	72 ▲ ₊₃	100% ▲ _{+3%}	243,632 ▲ _{+1%}	438,624 ▲ _{+2%}	500 (66%)	
Competitor2Acme.co.uk	65 ▲ ₊₂	56% ▲ _{+1%}	No Data	96,846 ▲ _{+5%}	362 (57%)	
Competitor3Acme.com	55 ▼ ₋₃	64% ▼ _{-2%}	125,852 ▲ _{+2%}	475,935 ▼ _{-1%}	361 (56%)	
Competitor4Acme.com	48 —	72% ▼ _{-1%}	No Data	253,673 ▲ _{+2%}	256 (53%)	
Competitor5Acme.com	47 ▲ ₊₁	78% —	No Data	352,623 ▼ _{-2%}	201 (50%)	

Recently Viewed Pages

[Electronics Group](#)

[Domain Dashboard: Guitar hero](#)

Most Popular Pages

[Acme Domain Dashboard](#)

[Recommendations](#)

Products

[LinkExchange](#)

[SEOPProduct](#)

My Account

[Edit Account](#)

[Manage Users](#)

Product Details

[About Conductor](#)

[About LinkExperts](#)

- NOTES
- Possible columns in default order (* required)
1. Domain *

2. Overall Score

3. % of keywords in Google Top 10

4. Backlinks

5. Monthly Uniques

6. Traffic

7. Conversion %

8. # of Google Indexed Pages

9. Total Traffic

10. Traffic Upside

11. Estimated Monthly Search Queries

User may add and reorder and arrangement must be remembered per user.

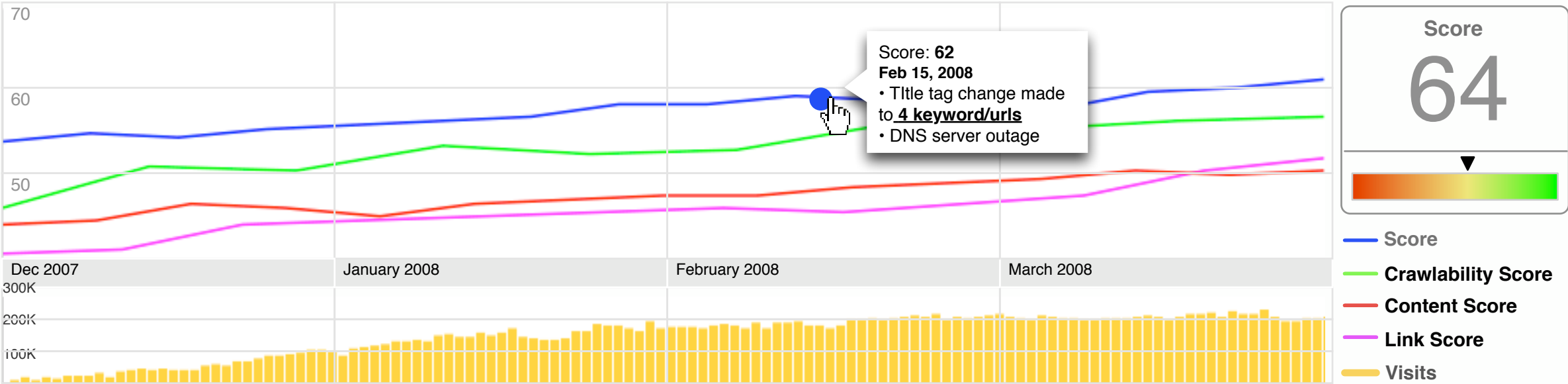
Last updated: Mar 8, 2008

Loading...






Compare Dec 2, 2008 to Mar 31, 2008

Edit DomainCustomize Dashboard

Overall Score: Acme.com



Top Tier 1 Keywords (49)

Composite Score	Median Google Rank	Median Yahoo Rank	Median MSN Rank	Visits	
45 ▼⁻³	5 ▲⁺³	5 ▲⁺³	6 ▼⁻³	 240,324	
	Score	Google Rank	Yahoo Rank	MSN Rank	Visits
<u>flat panel displays</u>	45 ▼⁻³	5 ▲⁺³	7 ▲⁺³	3 ▲⁺³	 21,523
<u>ear buds</u>	56 ▲⁺³	7 ▲⁺⁴	9 —	17 ▼⁻¹	 15,205
<u>ipod</u>	45 ▲⁺³	24 ▲⁺²	17 ▼⁻¹	9 ▼⁻¹	 11,023
<u>mp3 player</u>	45 ▼⁻³	28 ▼⁻²	24 ▲⁺²	16 ▲⁺¹	 10,942

View All

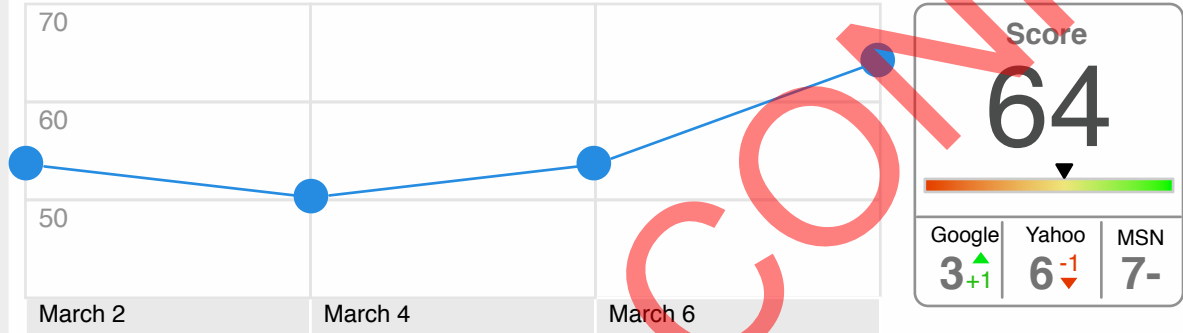
Internally Competing Pages

Keyword	Rank of Targeted Page	Rank(s) of Internally Competing Pages
head phones	16	5 (see url)
ear buds	45	17 (see url)
ipod	62	16 (see url), 24 (see url)
mp3 player	45	43 (see url)

View All

"guitar hero"

[select keyword]



View All

Competitor Domains

Domain	Domain Stats	% of Keywords in Google Top 10	Backlinks
Competitor1.com	Age: 3 years, 5 months Backlinks: 254,293 Last indexed: 3/3/08 Avg. Pageload: .04ms	100%	243,632
Competitor2Acme.com		56%	30,254
Competitor3Acme.com		64%	125,852
Competitor4Acme.com		72%	164,734
Competitor5Acme.com		78%	137,364

View All

Low Hanging Keywords

	Score	Google Rank	Yahoo Rank	Dist. from Competition	Visits
flat panel displays	45	5	7	3	21,523
ear buds	56	7	9	17	15,205
ipod	45	24	17	9	11,023
mp3 player	45	28	24	16	10,942

View All

Gainers & Losers

Gainers	Score	Google Rank	Yahoo Rank	MSN Rank	Visits
1. flat panel displays	45	5	7	3	21,523
2 ear buds	56	7	9	17	15,205
3. ipod	45	24	17	9	11,023
Losers	Score	Google Rank	Yahoo Rank	MSN Rank	Visits
1. flat panel displays	45	6	9	3	21,523
2 ear buds	56	9	9	17	15,205
3. ipod	45	24	17	9	11,023

View All

Domain Recommendations

Recommendations	
Shorten Title tags	Technical
Increase Keyword Density	Content
Optimize H1 tag	Content
Add keyword to URL	Links
Increase inbound links with optimized anchor text	Links

View All

Domain Stats

Age: 10 years, 3 months, 21 days	Cached Pages: 264
Domain Expiration Date: 1 year, 3 months	PageRank: 8
Backlinks: 264,725	Alexa Rank: 3,294
Last date domain was indexed: March 3, 2008	Complete Rank: 1,364
Avg. Pageload Time: .02ms	Subdomains: 5
# Pages in Google Main Index: 3	

View All

Brand Name Landscape

Summary of domains ranking in Google for "Acme"	% in Top 100
Acme.com	60
Thingamabob.com	8
Whizbang.com	5
Wldgets.com	4
Thingamajig.com	3
Toyota.com	2

View All

« [Back](#)

Domain Info

Add Keyword/URL Pairs

Competitors

Analytics

Domain Info

Account*

Acme Worldwide ▼

Domain Name

Acme.com

Brand Name

Acme

Sitemap ?

http://www.acme.com/sitemap.xml

URL

Re-verify

Save

[« Back](#)

Domain Info

Add Keyword/URL Pairs

Competitors

Analytics

Keyword/URL Pairs

You are limited to NNN Keyword/URL pairs.

Need to add more Keyword/URL Pairs?[Contact your Account Representative](#)

Upload Keyword/URL pairs

[Download Excel Template](#)

Upload from Excel

Browse

Upload

or Manually Add Pairs

Keyword

Landing Page URL

Categories Separate with commas

Save

« [Back](#)

Domain Info

Add Keyword/URL Pairs

Competitors

Analytics

Competitors

Competitor Domains

http://www.bestbuy.com

http://www.circuitcity.com

http://www.target.com

http://www.circuitcity.com

http://www.target.com

CONFIDENTIAL

« [Back](#)

Domain Info

Add Keyword/URL Pairs

Competitors

Analytics

Analytics

Provider

Google Analytics ▼

Login

pat.butter@gmail.com

Password

Verified.

CONFIDENTIAL

Save

Customize Dashboard

View Dashboard

To re-order modules, drag-and-drop the modules below.

To add or remove, drag into or out of the Unused Modules box on the right.

To configure an individual module, click the Configure button next to the module you want to edit.

To add a new Keyword Module, first select a keyword from the dropdown to the right, then drag it to the Dashboard.

Domain Dashboard

Overall Score

Tier 1 Keywords

Configure

Gainers & Losers

Configure

Internally Competing Pages

Configure

Domain Recommendations

Configure

"guitar hero"

Configure

Domain Stats

Configure

Competitor Domains

Configure

Brand Name Landscape

Configure

New Keyword Module

[Select a keyword] ▼

Unused Modules

Tier 2 Keywords

Configure

Tier 3 Keywords

Configure

"mother's day"

Configure

"father's day"

Configure

"valentine's day"

Configure

"wii fit"

Configure

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[Domain Dashboard: Guitar hero](#)

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[Acme Domain Dashboard](#)

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Product Details

[Keyword/URL Pairs](#)

[Categories](#)

[Recommendations](#)

[Changelog](#)

[Reports](#)



Customize Dashboard

[View Dashboard](#)

To re-order modules, drag-and-drop the modules below.

To add or remove, drag into or out of the Unused Modules.

To configure an individual module, click the Configure link.

To add a new Keyword Module, first select a keyword.

Domain Dashboard

Overall Score

[Tier 1 Keywords](#)[Configure](#)[Internally Competing Pages](#)[Configure](#)["guitar hero"](#)[Configure](#)[Competitor Domains](#)[Configure](#)

Gainers & Losers

Select the columns you want to see. Drag and drop to re-order.

☒ Gainers☒ Score☒ Google Rank☒ Yahoo Rank☒ MSN Rank☒ Visits☒ Losers☒ Score☒ Google Rank☒ Yahoo Rank☒ MSN Rank☒ Visits

Save

Cancel

New Keyword Module

[a keyword] ▼

Modules

[Keywords](#)[Configure](#)[Keywords](#)[Configure](#)[er's day"](#)[Configure](#)[r's day"](#)[Configure](#)[valentine's day"](#)[Configure](#)["wii fit"](#)[Configure](#)

Recently Viewed Pages

[Electronics Group](#)[Domain Dashboard: Guitar hero](#)

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Product Details

[Keyword/URL Pairs](#)[Categories](#)[Recommendations](#)[Changelog](#)[Reports](#)

Search Results

- Keywords (35)
- Domains (5)
- Categories (32)
- Recommendations (3)
- Users (3)
- Other

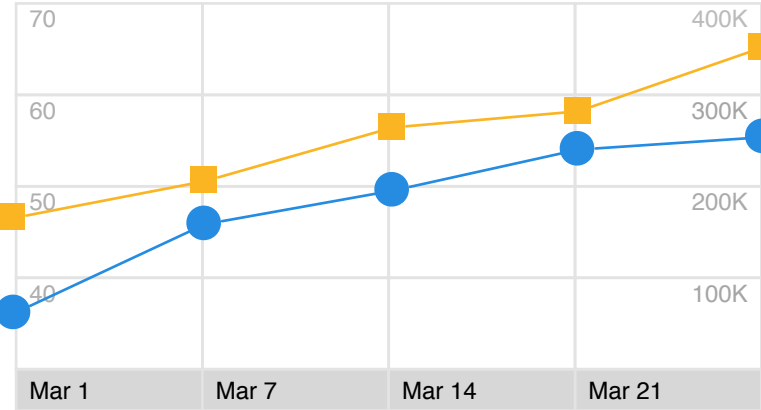
Showing 1-10 of over 100 results for : **electronics** [Show more results](#)

- Keyword: [DVD electronics](#)
- Keyword: [tvs electronics](#)
- Keyword: [games electronics](#)
- Keyword: [video electronics](#)
- Keyword: [players electronics](#)
- Keyword: [mp3 electronics](#)
- Keyword: [electronics](#)

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Rename Categories		Delete Categories		Filter <input type="text" value="Start typing"/>			
Category Name ▲	Score	Median Google Rank	Median Yahoo Rank	Median MSN Rank	Visits	Conversion%	+
Tier 1 (49)	54 ▲ +3	4 ▲ +3	5 ▲ +3	2 ▲ +3	240,324	.012	
Tier 2 (35)	73 ▲ +3	25 ▼ -3	6 ▼ -3	15 ▲ +3	423,642	.003	
Tier 3 (36)	73 ▲ +3	21 ▲ +3	16 ▲ +3	38 ▼ -3	89,025	.002	
Apparel (23)	45 ▼ -3	6 ▲ +3	5 ▼ -3	7 -	182,523	.015	
Baby (25)	45 ▼ -3	6 ▲ +3	7 ▲ +3	6 ▼ -3	253,642	.185	
Books (46)	53 ▼ -3	12 ▲ +3	9 ▲ +3	7 ▼ -3	72,324	.006	
Electronics (65)	73 ▲ +3	25 ▼ -3	6 ▼ -3	36 ▲ +3	89,025	.017	
Garden & Patio (23)	46 ▲ +3	4 ▼ -3	23 ▲ +3	38 ▼ -3	164,642	.025	
Gifts & Flowers (35)	37 ▼ -3	21 ▲ +3	12 ▼ -3	21 ▲ +3	93,642	.146	
Home (35)	64 ▲ +3	57 ▼ -3	16 ▲ +3	23 ▲ +3	79,025	.005	
Movies (24)	34 ▼ -3	7 ▼ -3	9 ▼ -3	12 ▼ -3	215,025	.024	
Music (35)	54 ▲ +3	9 ▼ -3	5 ▼ -3	15 ▲ +3	122,523	.101	
Pets (13)	67 ▼ -3	12 ▲ +3	8 ▲ +3	64 ▼ -3	153,642	.057	
Sports (25)	43 ▼ -3	34 ▲ +3	2 ▲ +3	23 ▲ +3	99,324	.036	
Toys (52)	75 ▲ +3	22 ▼ -3	12 ▲ +3	25 ▲ +3	153,642	.021	
Video Games (76)	65 ▲ +3	10 ▲ +3	24 ▼ -3	6 ▼ -3	93,642	.156	⬆

Historical Score v. Visits for Tier 1



- Tier 1 Score ☐
- Tier 1 Visits ☐

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[Domain Dashboard: Guitar hero](#)

Most Popular Pages

[Acme Domain Dashboard](#)
[Recommendations](#)

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[Edit Account](#)
[Manage Users](#)

Product Details

[Keyword/URL Pairs](#)
[Categories](#)
[Recommendations](#)
[Changelog](#)
[Reports](#)

Conductor[LinkExchange](#)[SEOPProduct](#)[SEOPProduct2](#)[more](#) ▼

Hi, Pat!

[Edit Account](#)[Manage Users](#)[Logout](#)**Acme.com** ▼[Dashboard](#)**[Keyword/URL Pairs](#)**[Recommendations](#)[Change Log](#)[Reports](#)**Categories**[Keywords](#)**Compare**

Mar 1, 2008 ▼

to

Most Recent Scan ▼

[Rename Categories](#)[Delete Categories](#)

Filter

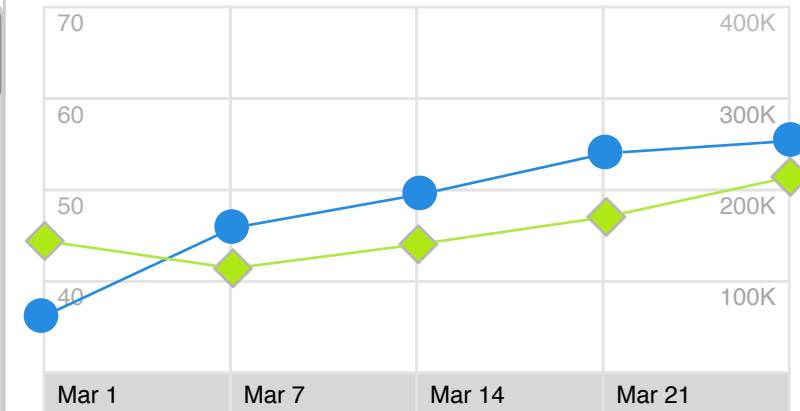
Start typing

[Add to Dashboard](#)

Category Name ▲	Score	Median Google Rank	Median Yahoo Rank	Median MSN Rank	Visits	Conversion%	+
<u>Tier 1</u> (49)	54 ▲ ₊₃	4 ▲ ₊₃	5 ▲ ₊₃	2 ▲ ₊₃	240,324	.012	
<u>Tier 2</u> (35)	73 ▲ ₊₃	25 📉	6 📉	15 ▲ ₊₃	423,642	.003	
<u>Tier 3</u> (36)	73 ▲ ₊₃	21 ▲ ₊₃	16 ▲ ₊₃	38 📉	89,025	.002	
<u>Apparel</u> (23)	44 ▲ ₊₃	9 ▲ ₊₃	7 ▲ ₊₃	5 ▲ ₊₃	182,523	.015	
<u>Baby</u> (25)	45 📉	6 ▲ ₊₃	7 ▲ ₊₃	6 📉	253,642	.185	
<u>Books</u> (46)		12 ▲ ₊₃	9 ▲ ₊₃	7 📉	72,324	.006	
<u>Electronics</u> (65)		25 📉	6 📉	36 ▲ ₊₃	89,025	.017	
<u>Garden & Patio</u> (16)		4 📉	23 ▲ ₊₃	38 📉	164,642	.025	
<u>Gifts & Flowers</u> (35)	37 📉	21 ▲ ₊₃	12 📉	21 ▲ ₊₃	93,642	.146	
<u>Home</u> (35)	64 ▲ ₊₃	57 📉	16 ▲ ₊₃	23 ▲ ₊₃	79,025	.005	
<u>Movies</u> (24)	34 📉	7 📉	9 📉	12 📉	215,025	.024	
<u>Music</u> (35)	54 ▲ ₊₃	9 📉	5 📉	15 ▲ ₊₃	122,523	.101	
<u>Pets</u> (13)	67 📉	12 ▲ ₊₃	8 ▲ ₊₃	64 📉	153,642	.057	
<u>Sports</u> (25)	43 📉	34 ▲ ₊₃	2 ▲ ₊₃	23 ▲ ₊₃	99,324	.036	
<u>Toys</u> (52)	75 ▲ ₊₃	22 📉	12 ▲ ₊₃	25 ▲ ₊₃	153,642	.021	
<u>Video Games</u> (76)	65 ▲ ₊₃	10 ▲ ₊₃	24 📉	6 📉	93,642	.156	

Top 3 Keywords

1. guitar hero
2. nintendo ds
3. mp3 players

Historical Scores for Tier 1 and Apparel Categories

● Tier 1 Score



◆ Apparel Score



Rename Categories

Delete Categories

Filter

Start typing

Category Name ▲	Score	Median Google Rank	Median Yahoo Rank	Median MSN Rank	Visits	Conversion%	+
Tier 1 (49)	54 ▲+3	4 ▲+3	5 ▲+3	2 ▲+3	240,324	.012	
Tier 2 (35)	73 ▲+3	25 ▼-3					
Tier 3 (36)	73 ▲+3	21 ▲+3					
Apparel (23)	45 ▼-3	6 ▲+3					
Baby (25)	45 ▼-3	6 ▲+3					
Books (46)	53 ▼-3	12 ▲+3					
Electronics (65)	73 ▲+3	25 ▼-3					
Garden & Patio (23)	46 ▲+3	4 ▼-3					
Gifts & Flowers (35)	37 ▼-3	21 ▲+3					
Home (35)	64 ▲+3	57 ▼-3	16 ▲+3	23 ▲+3	79,025	.005	
Movies (24)	34 ▼-3	7 ▼-3	9 ▼-3	12 ▼-3	215,025	.024	
Music (35)	54 ▲+3	9 ▼-3	5 ▼-3	15 ▲+3	122,523	.101	
Pets (13)	67 ▼-3	12 ▲+3	8 ▲+3	64 ▼-3	153,642	.057	
Sports (25)	43 ▼-3	34 ▲+3	2 ▲+3	23 ▲+3	99,324	.036	
Toys (52)	75 ▲+3	22 ▼-3	12 ▲+3	25 ▲+3	153,642	.021	
Video Games (76)	65 ▲+3	10 ▲+3	24 ▼-3	6 ▼-3	93,642	.156	

Rename Categories

This is where you can rename categories that you have used before. Renaming categories will change **every keyword/URL pair** that is marked with the old category to the new category.

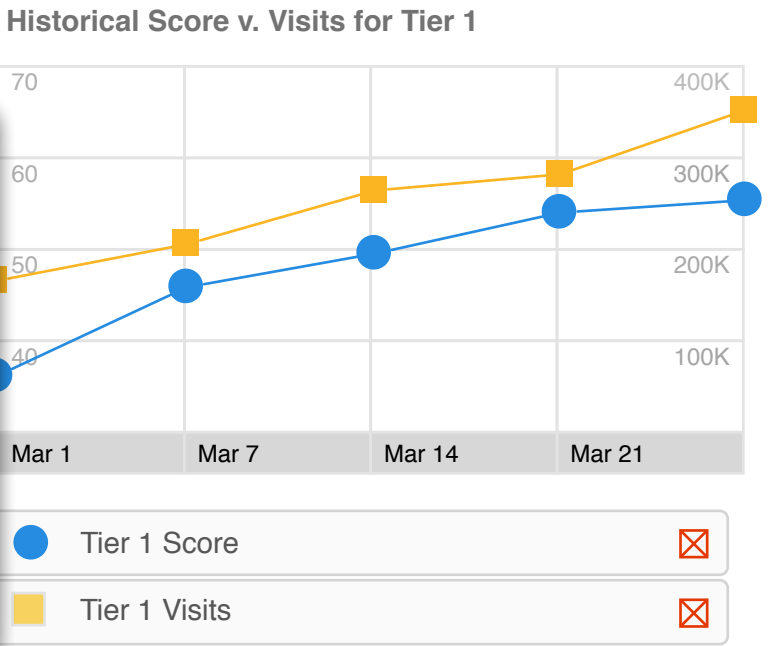
Old Category

-- choose a Category to rename -- ▾

One or more new Categories

Replace

Cancel



Acme.com ▼

[Dashboard](#)[Keyword/URL Pairs](#)[Recommendations](#)[Change Log](#)[Reports](#)[Categories](#)[Keywords](#)

Compare

Mar 1, 2008 ▼

to

Most Recent Scan ▼

[Rename Categories](#)[Delete Categories](#)

Filter

Start typing

Category Name ▲	Score	Median Google Rank	Median Yahoo Rank	Median MSN Rank	Visits	Conversion%	+
Tier 1 (49)	54 ⁺³	4 ⁺³	5 ⁺³	2 ⁺³	240,324	.012	
Tier 2 (35)	73 ⁺³	25 ⁻³					
Tier 3 (36)	73 ⁺³	21 ⁺³					
Apparel (23)	45 ⁻³	6 ⁺³					
Baby (25)	45 ⁻³	6 ⁺³					
Books (46)	53 ⁻³	12 ⁺³					
Electronics (65)	73 ⁺³	25 ⁻³					
Garden & Patio (23)	46 ⁺³	4 ⁻³					
Gifts & Flowers (35)	37 ⁻³	21 ⁺³					
Home (35)	64 ⁺³	57 ⁻³	16 ⁺³	23 ⁺³	79,025	.005	
Movies (24)	34 ⁻³	7 ⁻³	9 ⁻³	12 ⁻³	215,025	.024	
Music (35)	54 ⁺³	9 ⁻³	5 ⁻³	15 ⁺³	122,523	.101	
Pets (13)	67 ⁻³	12 ⁺³	8 ⁺³	64 ⁻³	153,642	.057	
Sports (25)	43 ⁻³	34 ⁺³	2 ⁺³	23 ⁺³	99,324	.036	
Toys (52)	75 ⁺³	22 ⁻³	12 ⁺³	25 ⁺³	153,642	.021	
Video Games (76)	65 ⁺³	10 ⁺³	24 ⁻³	6 ⁻³	93,642	.156	

Delete Categories

Deleting a tag will remove that Category from any keyword/URL pair that uses it. It will not delete the keyword/URL pair.

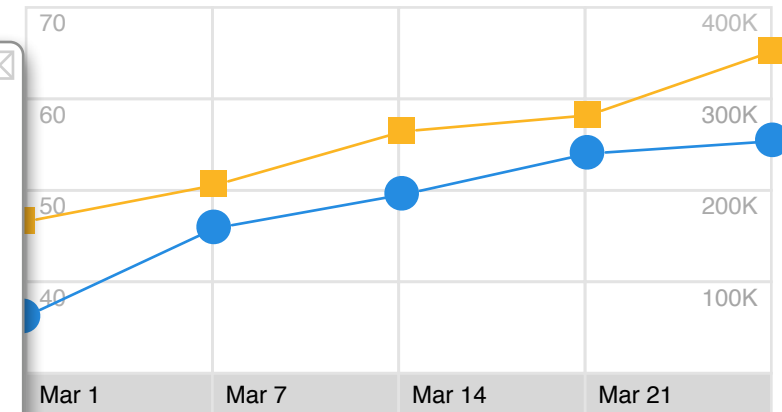
Category to delete

-- choose a Category to delete -- ▼

Delete

Cancel

Historical Score v. Visits for Tier 1



● Tier 1 Score



■ Tier 1 Visits



Electronics keywords (65)

Change Category Electronics ▼

Filter Keywords

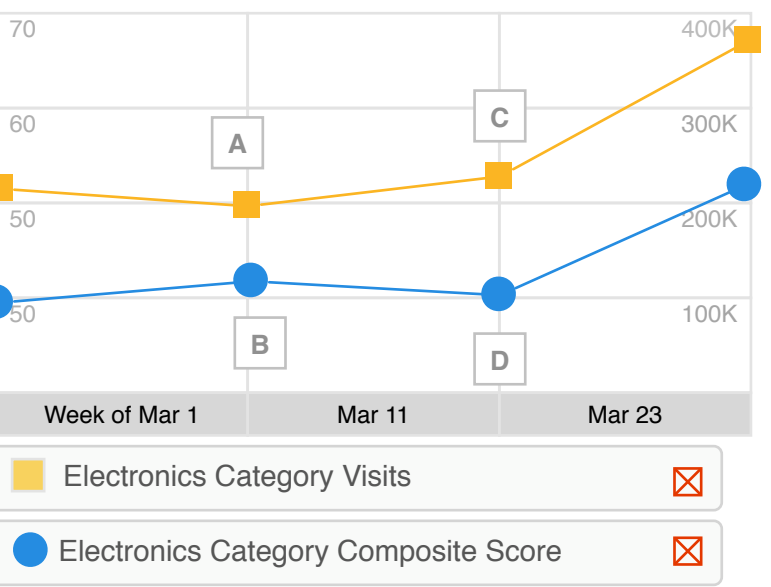
☐ in Electronics only

Category Name	Score	Median Google Rank	Median Yahoo Rank	Median MSN Rank	Visits	Conversion %
Electronics	72 ▲ ⁺³	9 ▲ ⁺³	6 ▼ ⁻³	6 ▼ ⁻³	423,642	.125

Keywords in Electronics

Keyword	Score ▼	Score Diff. to Google #1	Google Rank	Yahoo Rank	MSN Rank	Other Categories
sony laptops	72 ▲ ⁺³	8 ▲ ⁺³	9 ▲ ⁺³	6 ▼ ⁻³	3 ▼ ⁻³	computers, Tier 1 click to edit
toshiba notebooks	71 ▲ ⁺³	6 ▼ ⁻³	23 ▲ ⁺³	9 ▲ ⁺³	23 ▼ ⁻³	computers, laptops
sony camcorders	69 ▼ ⁻³	8 ▲ ⁺³	8 ▼ ⁻³	6 ▼ ⁻³	16 ▲ ⁺³	camcorders
notebook computers	67 ▲ ⁺³	8 ▲ ⁺³	3 ▼ ⁻³	62 ▲ ⁺³	7 ▼ ⁻³	laptops, Tier2
samsung digital camera	65 ▼ ⁻³	8 ▲ ⁺³	24 ▼ ⁻³	21 ▼ ⁻³	14 ▲ ⁺³	cameras, Tier 3
camcorder accessories	63 ▲ ⁺³	6 ▼ ⁻³	18 ▲ ⁺³	14 ▼ ⁻³	26 ▲ ⁺³	accessories
flat panel tvs	62 ▲ ⁺³	6 ▼ ⁻³	12 ▲ ⁺³	6 ▲ ⁺³	2 ▼ ⁻³	home, tvs
led displays	61 ▼ ⁻³	8 ▲ ⁺³	32 ▼ ⁻³	8 ▼ ⁻³	8 ▼ ⁻³	monitors, Tier 2
gps navigation	58 ▼ ⁻³	6 ▼ ⁻³	14 ▲ ⁺³	4 ▼ ⁻³	11 ▲ ⁺³	auto
xbox 360 console	57 ▲ ⁺³	8 ▲ ⁺³	19 ▼ ⁻³	14 ▲ ⁺³	10 ▼ ⁻³	toys, video games, Tier 1
guitar hero	55 ▼ ⁻³	6 ▼ ⁻³	9 ▼ ⁻³	24 ▼ ⁻³	8 ▲ ⁺³	toys, video games, xbox
dvd players	54 ▲ ⁺³	6 ▼ ⁻³	3 ▲ ⁺³	10 ▼ ⁻³	6 ▼ ⁻³	home, toys, Tier 3

Historical Score v. Visits for Electronics Category



Changes Recommendations

A

Keyword added to Title tag

B

Keyword added to Title tag

C

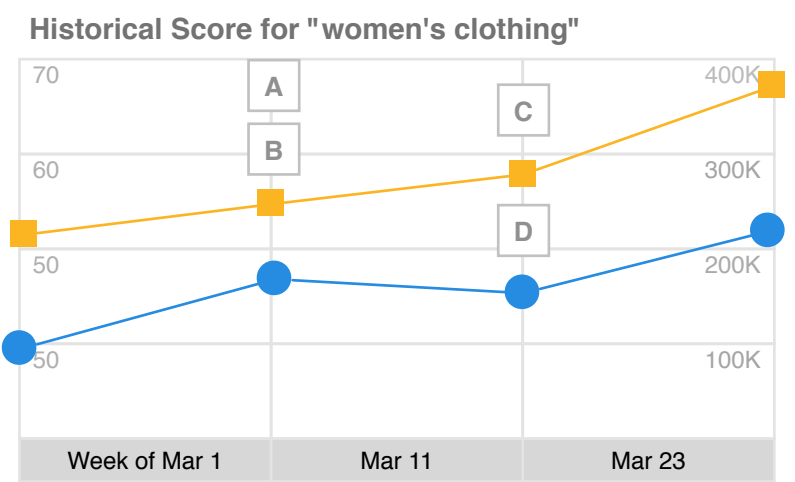
Keyword added to Title tag

D

Keyword added to Title tag

Keyword	Score ▼	Score Diff. to Google #1	Google Rank	Yahoo Rank	MSN Rank	Categories	Visits
women's clothing	54 ⁺³	4 ⁺³	5 ⁺³	2 ⁺³	2 ⁺³	apparel, Tier 1	240,324
baby clothing	72 ⁺³	3 ⁻³	6 ⁻³	6 ⁻³	9 ⁺³	baby, apparel	423,642
sony camcorders	71 ⁻³	8 ⁺³	9 ⁺³	6 ⁻³	9 ⁺³	electronics	89,025
notebook computers	69 ⁻³	6 ⁻³	6 ⁻³	9 ⁺³	6 ⁻³	electronics, Tier 2	182,523
foam mattresses	68 ⁻³	4 ⁻³	9 ⁺³	6 ⁻³	6 ⁻³	home, Tier 3	253,642
washing machines	66 ⁺³	10 ⁻³	9 ⁺³	9 ⁺³	9 ⁺³	home	72,324
sewing machines	65 ⁻³	9 ⁺³	6 ⁻³	6 ⁻³	9 ⁺³	home, electronics	89,025
flat panel tvs	63 ⁻³	6 ⁻³	6 ⁻³	6 ⁻³	6 ⁻³	electronics, Tier 2	164,642
gps navigation	61 ⁺³	9 ⁺³	9 ⁺³	9 ⁺³	6 ⁻³	electronics	93,642
xbox 360 console	59 ⁺³	12 ⁻³	6 ⁻³	6 ⁻³	6 ⁻³	toys, video games, electronics, Tier 1	79,025
guitar hero	56 ⁻³	5 ⁻³	6 ⁻³	9 ⁺³	9 ⁺³	toys, video games, electronics	215,025
basketball mini hoops	55 ⁻³	6 ⁺³	6 ⁻³	9 ⁺³	6 ⁻³	sports, toys, Tier 3	122,523
air purifiers	53 ⁺³	3 ⁺³	9 ⁺³	6 ⁻³	6 ⁻³	home, Tier 2	153,642
action figures	52 ⁻³	9 ⁻³	6 ⁻³	6 ⁻³	9 ⁺³	toys, music, Tier 1	99,324
dog beds	36 ⁺³	7 ⁺³	9 ⁺³	9 ⁺³	6 ⁻³	pets	153,642
elliptical trainer	21 ⁻³	4 ⁻³	9 ⁺³	6 ⁻³	6 ⁻³	sports	93,642

Add to Dashboard



- "women's clothing" Score
- "women's clothing" Visits

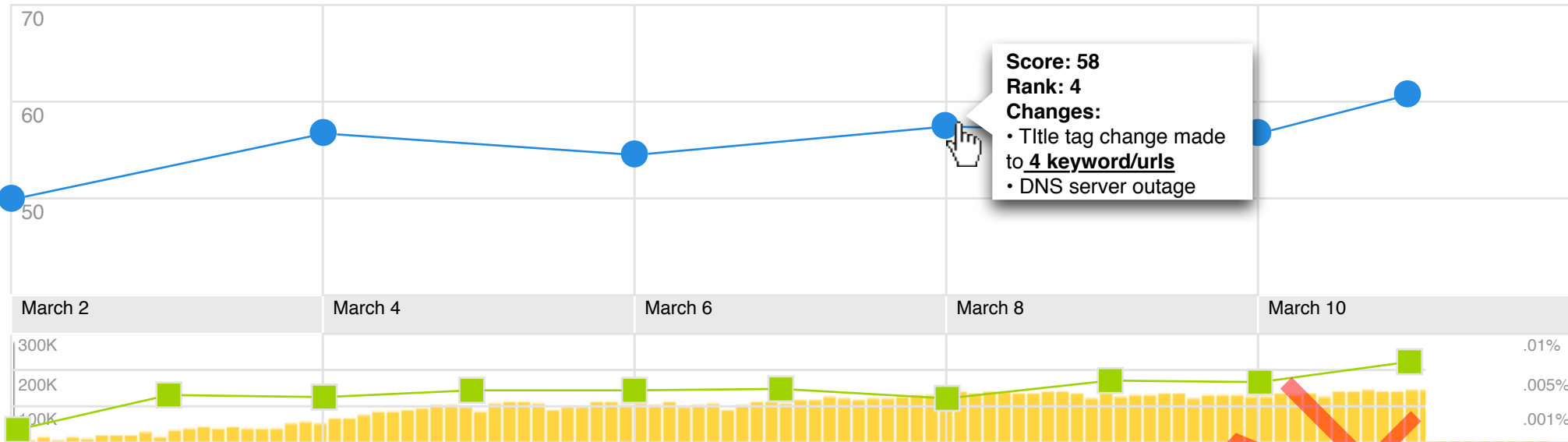
Changes Recommendations

- A Keyword added to Title tag
- B Keyword added to Title tag
- C Keyword density increased to 9%
- D Keyword added to Title tag

<< Back Categories: Audio, Electronics, headphones

"flat panel tvs" → http://electronics.hsn.com/audio-head-phones_c-ec0002_xc.aspx...

Add to Dashboard



Score

64

Google 3+1

Yahoo 6-2

MSN 7+4

Score

Visits

Technical Score

Content Score

Links Score

Conversion

Audit Report

Score: 64 out of 100

Manage Categories

Crawlability Score

65

URL contains keyword

Position: Beginning | Middle | End

Length: Acceptable | Too Long

Title tag contains keyword

First word in title: No | Yes

Length: Acceptable | Too Long

Density: 35%

Meta tag and Meta keyword contains keyword

Position: Beginning | Middle | End

Density: 35%

META description contains keyword: No | Yes

Proximity of Page from Home Page: 1 | 2 | 3 | >3 clicks

Use of Dynamic Parameters in URL: No | Yes

Use of session IDs in URL: No | Yes

Use of Javascript in Navigation: No | Yes

Cached in Search Engine in last 7 days: No | Yes

12. Add keyword to title tag

+ Add to Action Items

Audit items are sorted by descending score, ie, higher priority first.

Associated Categories

toys, video games, electronics

Recommendations

Action Items

1. Shorten Title Tags

+ Add to Action Items

2. Improve Keyword Density

+ Add to Action Items

3. Optimize outbound links

+ Add to Action Items

4. Standardize internal links

+ Add to Action Items

5. Standardize internal links

+ Add to Action Items

See All 50

for "flat panel tvs" for Mar 2 -Mar 8, 2008

Close Rankers

Competitors

Rank	Domain	Estimated Visits	Change
1.	TopDawg.com	30,527	-3
4.	Wldgets.com	14,135	-2
5.	lowes.com	12,265	+5
6.	supervalu.com	9,262	-1
7.	Acme.com	3,742	+4
11.	whizbank.com	2,312	-2
21.	wikipedia.com	1,742	+3
42.	Toyota.com	527	-6

See All

Recently Viewed Pages

Electronics Group

Domain Dashboard: Guitar hero

Most Popular Pages

Acme Domain Dashboard

Recommendations

Products

LinkExchange

SEOProduct

My Account

Edit Account

Manage Users

Product Details

Keyword/URL Pairs

Categories

Recommendations

Reports

Internally Competing Pages









- [Domain Stats](#)
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- [Competitor Analysis](#)
- [Gainers and Losers](#)
- [Low Hanging Keywords](#)

- [Custom Reports](#)
- ["flat panel tvs"](#)
- [Electronics](#)













Internally Competing Pages

- Google
- Yahoo

Current Keyword/URL

Competing Keyword	Rank	URL	+
headphones	4	...awaweg/asdf/rgsfd.asp	
ear buds	16  +1	...awaweg/asdf/rgsfd.asp	
ipods	16  +1	...awaweg/asdf/rgsfd.asp	
baby clothes	16  +1	...awaweg/asdf/rgsfd.asp	
coffee maker	16  +1	...awaweg/asdf/rgsfd.asp	
cd player	16  +1	...awaweg/asdf/rgsfd.asp	
dvd player	16  +1	...awaweg/asdf/rgsfd.asp	
toys	16  +1	...awaweg/asdf/rgsfd.asp	
videogames	16  +1	...awaweg/asdf/rgsfd.asp	

Internally Competing Keyword/URLs

Competing Page URL	Rank	Backlinks	Conversions	+
...awaweg/asdf/rgsfd.asp	16  +1	864,073,204  +3	864,073,204  +3	
...awaweg/asdf/rgsfd.asp	45  +3	450,164,159  +3	450,164,159  +3	
...awaweg/asdf/rgsfd.asp	62  +1	227,620,095  -3	227,620,095  -3	
...awaweg/asdf/rgsfd.asp	45  -3	318,290,477  +3	318,290,477  +3	

   Added to Dashboard

Recently Viewed Pages

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- [Domain Dashboard: Guitar hero](#)

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- [Recommendations](#)

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My Account

- [Edit Account](#)
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Product Details

- [Keyword/URL Pairs](#)
- [Categories](#)
- [Recommendations](#)

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[Low Hanging Keywords](#)

Custom Reports

["flat panel tvs"](#)

[Electronics](#)

Domain Stats

Stat	Value
Age	2 years, 11 months, 5 days
Domain Expiration Date	September 11, 2011
Backlinks	267,251,436 ▲ +426
Last date domain was indexed	May 15, 2008
Avg. Pageload Time	0.058 ▲ +.003
# Pages in Google Main Index	608,096,513 ▼ -3
Cached Pages	552,804,614 ▲ +39
PageRank	8 ▼ -1
Alexa Rank	219,498,058 ▼ -1
Compete Rank	152,487,098 ▲ +6
Subdomains	747,789,752 ▲ +39
% in Google Top 100	46% ▼ -1
Avg. Score Diff. to Google #1	8 ▲ +6
Estimated Total Visits	819,011,306 ▲ +6

MK: "the columns should divide the selected date range into tenths (i.e. so you see a historical trend) and we should also include the same graphing capabilities here"

IC: Problem with this: this behavior is different from the way tables work elsewhere. Also, I don't believe we can guarantee we will have data to divide the range into tenths. Can we do it as shown?

Compare

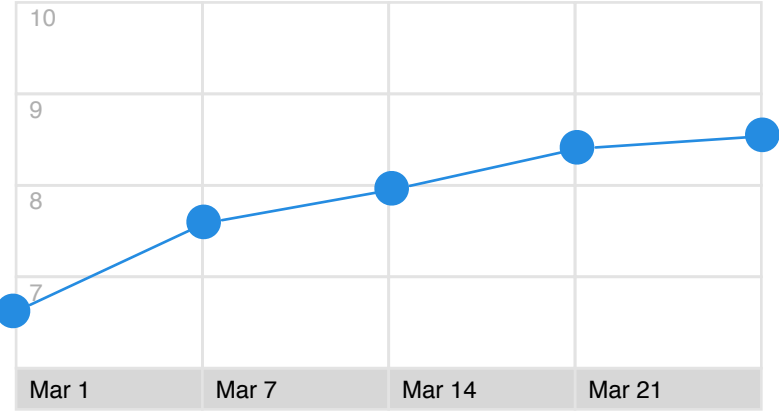
Mar 1, 2008 ▾


to

Most Recent Scan ▾

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Average PageRank for Acme.com



● Avg. PageRank for Acme.com 

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- [Domain Dashboard: Guitar hero](#)

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Brand Name Landscape













Compare

Mar 1, 2008 ▼

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Brand Name	% in Top 100	Rank
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Acme.com	9%	3
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6
Widgets.com	9%	3  +6

Reports

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["flat panel tvs"](#)

[Electronics](#)

Competitor Analysis

Domain	Domain Stats	% of Keywords in Google Top 10	Backlinks	
Competitor1.com	Age: 3 years, 5 months Backlinks: 254,293 Last indexed: 3/3/08 Avg. Pageload: .04ms	100% ▲+3%	243,632 ▲+1%	
Competitor2Acme.co.uk		56% ▲+1%	30,254 ▼-3%	
Competitor3Acme.com	55 ▼-3	64% ▼-2%	125,852 ▲+2%	
Competitor4Acme.com	48 —	72% ▼-1%	164,734 ▼-4%	
Competitor5Acme.com	47 ▲+1	78% —	137,364 ▼-3%	

Click takes to same looking domain stats page

Compare

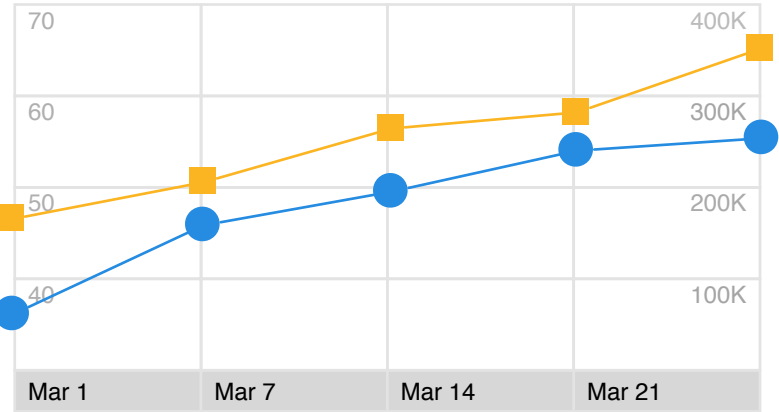
Mar 1, 2008 ▼

 to

Most Recent Scan ▼

Added to Dashboard

Acme.com Score v. Competitor1.com



- Acme.com Score

✕
- Tier 1 Visits

✕

Conductor[LinkExchange](#)[SEOProduct](#)[SEOProduct2](#)[more ▼](#)

Hi, Pat!

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[Internally Competing Pages](#)[Domain Stats](#)[Brand Name Landscape](#)[Competitor Analysis](#)**Gainers and Losers**[Low Hanging Keywords](#)[Custom Reports](#)["flat panel tvs"](#)[Electronics](#)

Gainers and Losers

Keyword	Score ▼	Score Diff. to Google #1	Google Rank	Yahoo Rank	MSN Rank	Categories	Visits	+
women's clothing	54	4	5	2	2	apparel, Tier 1	240,324	
baby clothing	72	3	6	6	9	baby, apparel	423,642	
sony camcorders	71	8	9	6	9	electronics	89,025	
notebook computers	69	6	6	9	6	electronics, Tier 2	182,523	
foam mattresses	68	4	9	6	6	home, Tier 3	253,642	
washing machines	66	10	9	9	9	home	72,324	
sewing machines	65	9	6	6	9	home, electronics	89,025	
flat panel tvs	63	6	6	6	6	electronics, Tier 2	164,642	
gps navigation	61	9	9	9	6	electronics	93,642	
xbox 360 console	59	12	6	6	6	toys, video games, electronics, Tier 1	79,025	
guitar hero	56	5	6	9	9	toys, video games, electronics	215,025	
basketball mini hoops	55	6	6	9	6	sports, toys, Tier 3	122,523	
air purifiers	53	3	9	6	6	home, Tier 2	153,642	
action figures	52	9	6	6	9	toys, music, Tier 1	99,324	
dog beds	36	7	9	9	6	pets	153,642	⬆

Conductor

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[SEOProduct2](#)

[more](#) ▼

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[Gainers and Losers](#)

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["flat panel tvs"](#)

[Electronics](#)

Low Hanging Keywords

Priority	Keyword	Score	Distance from Rank Above ▼	Google Rank	Yahoo Rank	Est. Monthly Search Vol.	Distance to #1		+
1	women's clothing	54	4	5	2	240,324		View recommendation	
2	baby clothing	72	3	6	6	423,642	3	View recommendation	
3	sony camcorders	71	8	9	6	89,025	8	View recommendation	
4	notebook computers	69	6	6	9	182,523	6	View recommendation	
5	foam mattresses	68	4	9	6	253,642	4	View recommendation	
6	washing machines	66	10	9	9	72,324	10	View recommendation	
7	sewing machines	65	9	6	6	89,025	9	View recommendation	
8	flat panel tvs	63	6	6	6	164,642	6	View recommendation	
9	gps navigation	61	9	9	9	93,642	9	View recommendation	
10	xbox 360 console	59	12	6	6	79,025	12	View recommendation	
11	guitar hero	56	5	6	9	215,025	5	View recommendation	
12	basketball mini hoops	55	6	6	9	122,523	6	View recommendation	
13	air purifiers	53	3	9	6	153,642	3	View recommendation	
14	action figures	52	9	6	6	99,324	9	View recommendation	
15	dog beds	36	7	9	9	153,642	7	View recommendation	⬆

Recommendations

Action Items

Compare

Mar 1, 2008 ▼

to

Most Recent Scan ▼

Added to Dashboard

Sort

by Keyword ▼

	Priority	Keyword/URL	Score	Google Rank	Yahoo Rank	MSN Rank	Visits	Total Monthly Search Queries	Conversions	Categories	Added	+
▶	Critical	9 Volt Battery	67	18	12	11	275,246	5,734	5	electronics	5/2/08	
▶	Critical	AA	67	18	12	11	275,246	5,734	5	electronics	5/2/08	
▶	Critical	AAA	67	18	12	11	275,246	5,734	5	electronics	5/2/08	
▶	Critical	AAAA	67	18	12	11	275,246	5,734	5	electronics	5/2/08	
▶	Critical	battery charger	67	18	12	11	275,246	5,734	5	electronics	5/2/08	
▶	Critical	cell phone charger	67	18	12	11	275,246	5,734	5	electronics	5/2/08	
▼	Critical	digital camera	67	18	12	11	275,246	5,734	5	electronics	5/2/08	

1. Shorten title tag ?

Actions: ☒ Add to Action Items ☐ Ignore this ☐ Ignore similar

2. Improve Keyword Density

3. Optimize outbound links

4. Standardize internal links

Recommendations

Compare

Mar 1, 2008 ▼

to

Most Recent Scan ▼

Added to Dashboard

- Recommendations
- Action Items

Sort by

By Keyword ▼

Action Items

Changed items will be added to the changelog automatically when detected during the next scan.

<input type="checkbox"/>	Item	Priority	Date	Actions
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email
<input type="checkbox"/>	▶ Shorten Title Tags	Critical	June 6, 2008	Remove Export Email

IC: This may need to be re-thought when we have a working system.

Change Log

Acme.com »

Tier 1 ▼

»

All keywords ▼

Change	Change Type	Added By	Made By	Recommended	Completed	Notes	+
Keyword included in H1 tag	Code	Seth	Mike	3/4/08	3/6/08	A	
Keyword density increased from 2% to 9%	Content	Seth	Mike	3/4/08	3/6/08	A	
Frequency of keyword in the first 100 words increased from 1 to 4	Code	Seth	Mike	3/4/08	3/6/08	A	
Title tag shortened below 65 characters	Code	Seth	Detected	3/4/08	3/6/08	B	
URL changed to include keyword	Code	Seth	Mike	3/4/08	3/6/08		
Landing page moved from 4 layers away from the homepage to 2 layers	Sitemap	Seth	Mike	3/4/08	3/6/08	B	
Internal links changed to utilize keyword in the anchor text	Code	Seth	Mike	3/4/08	3/6/08		
Improper 303 re-direct corrected	System	Seth	Detected	3/4/08	3/6/08		
Page added to sitemap	Sitemap	Seth	Mike	3/4/08	3/6/08		
Quality of inbound links improved	External	Not Action Item	Mike	3/4/08	3/6/08		
Page no longer generates a 404 error	System	Not Action Item	Mike	3/4/08	3/6/08		
H2 tags corrected to include keyword	Code	Seth	Mike	3/4/08	3/6/08		
H2 tags corrected to include keyword	Code	Seth	Mike	3/4/08	3/6/08		

Compare

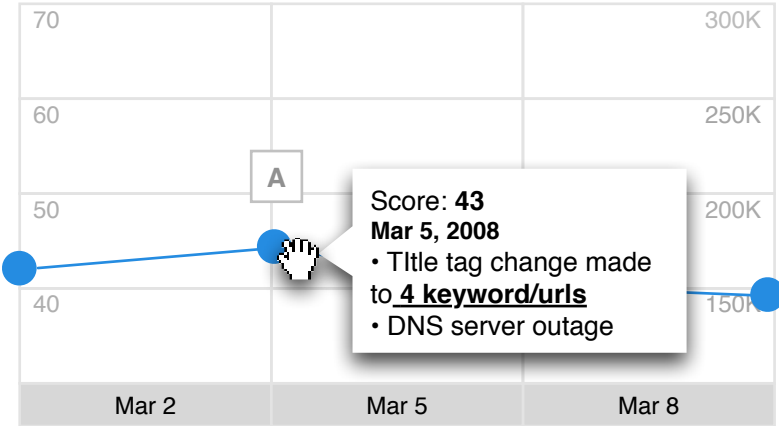
Mar 1, 2008 ▼

to

Most Recent Scan ▼

   Added to Dashboard

Overall Score + Changes



● Overall Score

Verify Your Email

Enter the verification code in the email we sent to you.

Verification Code

Submit

Didn't get the code?

Re-send the verification code:

Email Address

Re-type Email Address

Re-send

Your email has been verified!

[Continue](#)

CONFIDENTIAL

Jump to a Domain

Loading...

Welcome, Pat.

Message text goes here

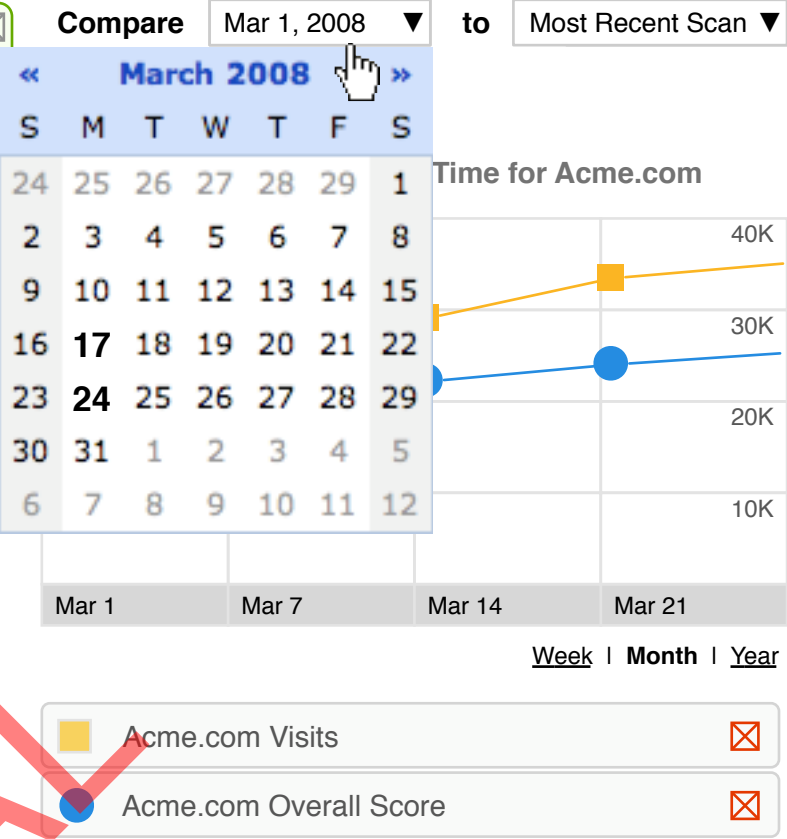
March 1 - March 31, 2008

Domains for Account Proctor and Gamble

Domain	Overall Score	% of Keywords in Google Top 10	Backlinks	Visits	# Google Indexed Pages
Acme.com	72	100%	243,632	438,624	500 (66%)
Acme.co.uk	65	56%	30,254	96,846	362 (57%)
Acmewidgets.com	55	64%	No Data	475,935	361 (56%)
Acmeinformation.com	48	72%	164,734	253,673	256 (53%)
AcmeElectronics.com	47	78%	137,364	352,623	201 (50%)

Competitor Domains Manage Competitor Domains

Domain	Overall Score	% of Keywords in Google Top 10	Backlinks	Visits	# Google Indexed Pages
Competitor1.com	72	100%	243,632	438,624	500 (66%)
Competitor2Acme.co.uk	65	56%	No Data	96,846	362 (57%)
Competitor3Acme.com	55	64%	125,852	475,935	361 (56%)
Competitor4Acme.com	48	72%	No Data	253,673	256 (53%)
Competitor5Acme.com	47	78%	No Data	352,623	201 (50%)



Recently Viewed Pages

Electronics Group
Domain Dashboard: Guitar hero

Most Popular Pages

Acme Domain Dashboard
Recommendations

Products

LinkExchange
SEOProduct

My Account

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Manage Users

Product Details

About Conductor
About LinkExperts

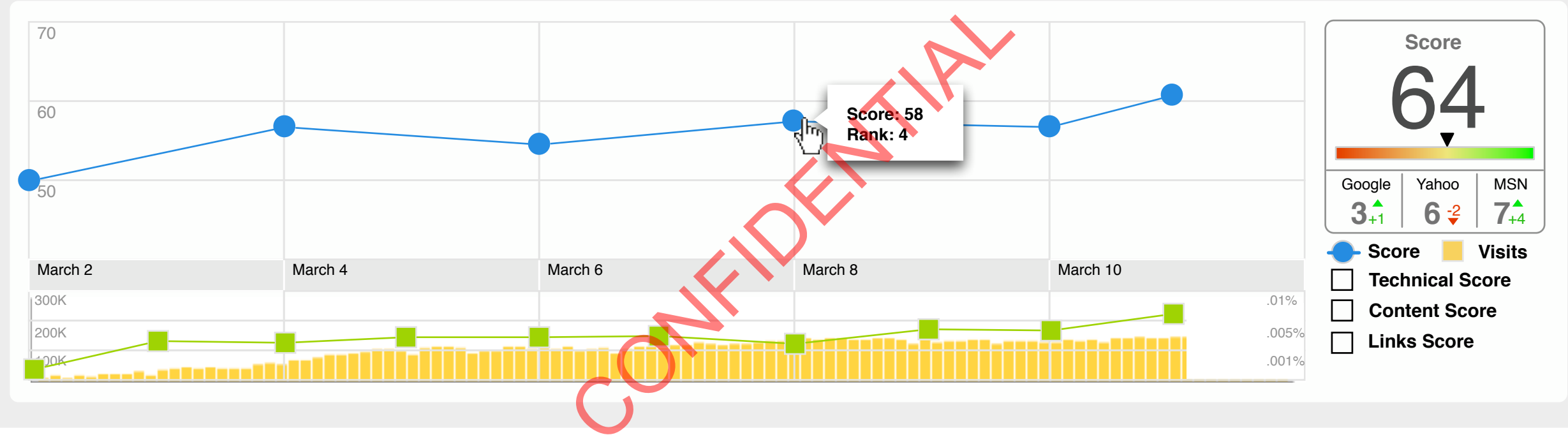
- NOTES
- Possible columns in default order (* required)
1. Domain *
 2. Overall Score
 3. % of keywords in Google Top 10
 4. Backlinks
 5. Monthly Uniques
 6. Traffic
 7. Conversion %
 8. # of Google Indexed Pages
 9. Total Traffic
 10. Traffic Upside
 11. Estimated Monthly Search Queries

User may add and reorder and arrangement must be remembered per user.

« Back to Competitor Analysis

"flat panel tvs" → http://www.bestbuy.com/audio-head-phones_c-ec0002_xc.aspx...

✉ 📄 📌 Add to Dashboard



Score

64

Google 3 +1 | Yahoo 6 -2 | MSN 7 +4

- Score
- Visits
- ☐ Technical Score
- ☐ Content Score
- ☐ Links Score

« [Back](#)

Domain Info

Add Keyword/URL Pairs

Competititors

Analytics

Keyword/URL Pairs

You are limited to NNN Keyword/URL pairs.

Upgrade this Account to

keywords

Submit

Upload Keyword/URL pairs

[Download Excel Template](#)

Upload from Excel

Browse

Upload

or Manually Add Pairs

Keyword	Landing Page URL	Categories <small>Separate with commas</small>
<input type="text" value="guitar hero"/>	<input type="text" value="http://acme.com/electronics"/>	<input type="text" value="Tier1,"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Save

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Changes will require re-scanning.

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