



WEBDNA.IO

probably all you need to know to use

WebDNA

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1. What WebDNA is, how it works and when you can use it

Protect your SEO

In short - WebDNA is an immediate help in lifting the ban on your website but also a long-term solution for monitoring current situation of your backlinks to prevent the negative consequences.

It uses a self-learning algorithm called Sybilla. She collects information about any external links you request and compares them with industry benchmarks to assess their quality. At the same time, the most experienced SEO specialists - you and me - teach her which backlinks are positive and which are toxic. Sybilla analyzes the parameters of the links she evaluates and improves her accuracy with every new piece of data she receives.

What she gives you in return is always a precise recommendation regarding which inbound links to disavow and how to adjust your website to the current policy of a search engine.

WebDNA can help you with:

- lifting a ban for low quality backlinks
- reacting immediately to any harmful actions of competitors
- keeping an eye on the backlinks you have acquired
- protecting against time-consuming and expensive bans from search engines
- ensuring better visibility for your business in the internet
- understanding better your competition by analysing how they use backlinks

If you think WebDNA may be of use for you, let's proceed!

2. Setting your first analysis

Go to <https://webdna.io/dashboard/website/add>

Enter your website URL

Dashboard > Add website to analyse

Step 1

Step 2

Step 3

Add website to analyse

Select backlinks source

Wait to see the results

Enter your domain, like example.com

Analyse

Enter your domain address, for example <https://webdna.io> - you can include https or ignore it, there's no difference.

Select backlinks source to be analysed for your website. You can choose between three options:

Dashboard > Select backlinks source for example.net

Step 1

Step 2

Step 3

Add website to analyse

Select backlinks source


Wait to see the results


Select backlinks source for example.net


Automatic

Upload file

Paste text

Get sample links

Upload backlinks file

Paste from clipboard

automatic - analyse the backlinks which the app will automatically search for. It will provide you with a sample (up to 650) list of backlinks for the website. Then hit **Analyse**

[Dashboard](#) > [Select backlinks source for example.net](#)

Step 1

Step 2

Step 3


Add website to analyse

Select backlinks source

Wait to see the results


Select backlinks source for example.net

Automatic




Get sample links

Upload file



Upload backlinks file

Paste text

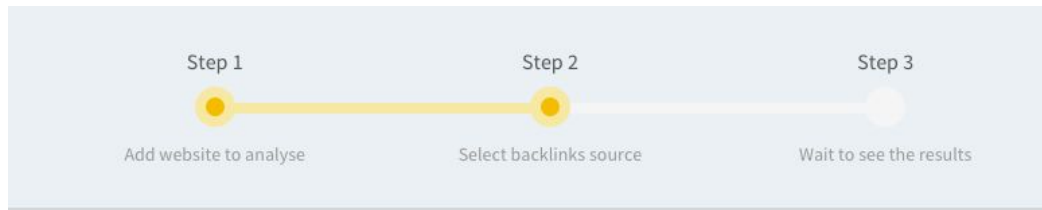


Paste from clipboard

You're just one click away from receiving an instant analysis of up to 650 backlinks from different sources. For free!

Analyse

upload file - analyse the file you've downloaded from Google Webmasters Tools (if you need help, you can read how to do it here: <http://blog.webdna.io/how-to-get-your-sites-inbound-links-file-from-google/>). Just upload it to the app. Then hit **Analyse**



Select backlinks source for example.net

Automatic



Get sample links

Upload file



Upload backlinks file

Paste text



Paste from clipboard

You can download inbound links file for your site using Google Webmasters Tools ([read our guide](#)).

0.9 MB

GWT_file_typ...

Analyse

paste - analyse the links you've copied from a TXT, XLS or CSV file. Just paste them in the box. Then hit **Upload**

Select backlinks source for example.net

Automatic



Get sample links

Upload file



Upload backlinks file

Paste text



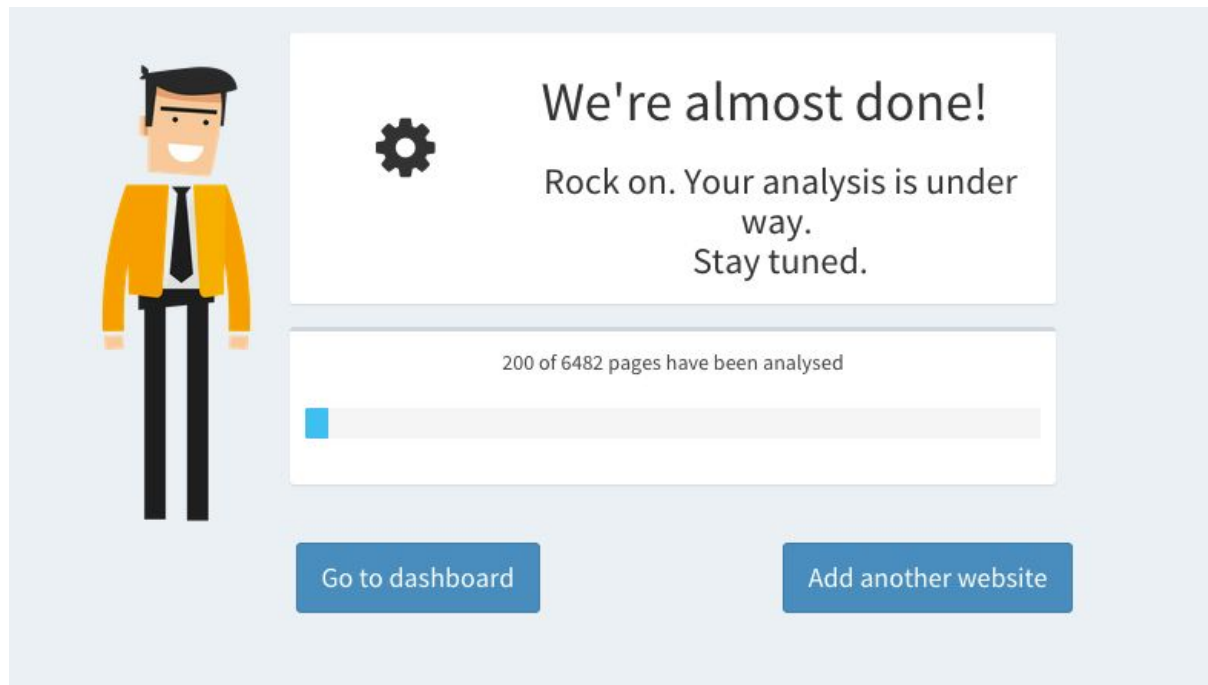
Paste from clipboard

Select and copy links from a TXT, XLS or CSV file and paste them below.

```
http://www.theverge.com/2015/1/5/1494989/bmw-i3-self-parking-anti-collision-ces-2015
http://www.digitaltrends.com
http://www.digitaltrends.com/mobile/zte-star-2-voice-control-news/
http://www.dtplus.in/
http://www.dtplus.in/2014/12/micromax-yu-exclusive-specs-price-india-pictures.html
http://www.pandodaily.com
http://pando.com/2015/01/05/black-lives-matter-but-brunch-is-just-fucking-eggs/
http://www.coindesk.com/bitstamp-claims-roughly-19000-btc-lost-hot-wallet-hack/
http://www.businessinsider.com/the-best-legal-blogs-2012-9?op=1
http://thevarguy.com
http://thevarguy.com/information-technology-channel-leadership-news/010515/patrick-
zammit-named-global-president-avnet-technolog
https://www.linkedin.com/today/
https://www.linkedin.com/pulse/three-times-marissa-mayer-refused-fire-thousands-
yahoo-carlson?trk=tod-posts-post1-ptlt
https://medium.com/@tomwatson/hillary-clintons-greatest-credential-af4513497d51
https://medium.com/12-business-days-of-salesforce/12-business-days-of-salesforce-day-
2-44767f45f4a0
http://www.quora.com/How-do-typical-ecommerce-teams-in-retail-companies-look-like
http://www.signature9.com/style-99
http://www.cision.com/us/2014/05/top-50-u-s-mom-bloggers/
```

Upload

WebDNA will process and analyse the backlinks and the progress bar will show you how far through you are.




In the meantime you can **Go to dashboard** (Dashboard shows all the websites you're analysing or have analysed before together with their status - <https://webdna.io/dashboard/>) or **Add another website** (exactly the way you've done your first one).


When the analysis is complete, WebDNA will send you a notification by email. If there are many backlinks, the analysis will take longer.


Understanding the analysis


In the dashboard next to your website there is a “view results” button when the analysis is complete. There are four colour boxes at the top which show you the total number of backlinks found (blue), the number of positive (green), suspicious (orange) and negative (red) links.

Toxic link report for example.com Dashboard > example.com

 BACKLINKS FOUND
2977



 POSITIVE URLS
405

 SUSPICIOUS URLS
7

 NEGATIVE URLS
1
0 malware urls

☒ show all ☐ positive ☐ suspicious ☐ negative export Mark as reviewed

Clear filters All domains Filters

URL	Alert type	Link status	Details
access.aol.com/aegis/before/jquery-ui/demos...	Suspicious	1	
ameblo.jp/madokanoohaya/entry-11086444611.h...	Positive	1 / 1 nofollow	

You can sort the results by their type

You can sort the results by the following filters: found (yes/no), follow (yes/no), classified (yes/no), reviewed (yes/no), HTTP status code (301/404/500), malware. Tick as many conditions as you need, browse through your results and then just press “Clear filters” if you wish to come back to a complete list.

☒ show all ☐ positive ☐ suspicious ☐ negative

All domains Filters

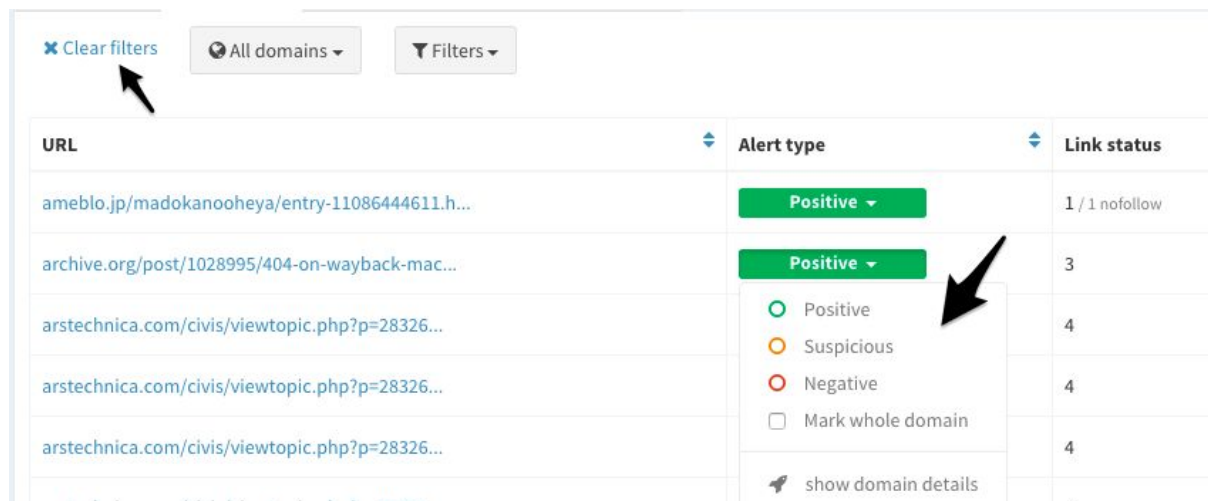
Found	Follow	Classified	Reviewed
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> no

HTTP status code	malware
<input type="checkbox"/>	<input type="checkbox"/>

Apply

Alert type
Positive
Suspicious
Positive
Positive

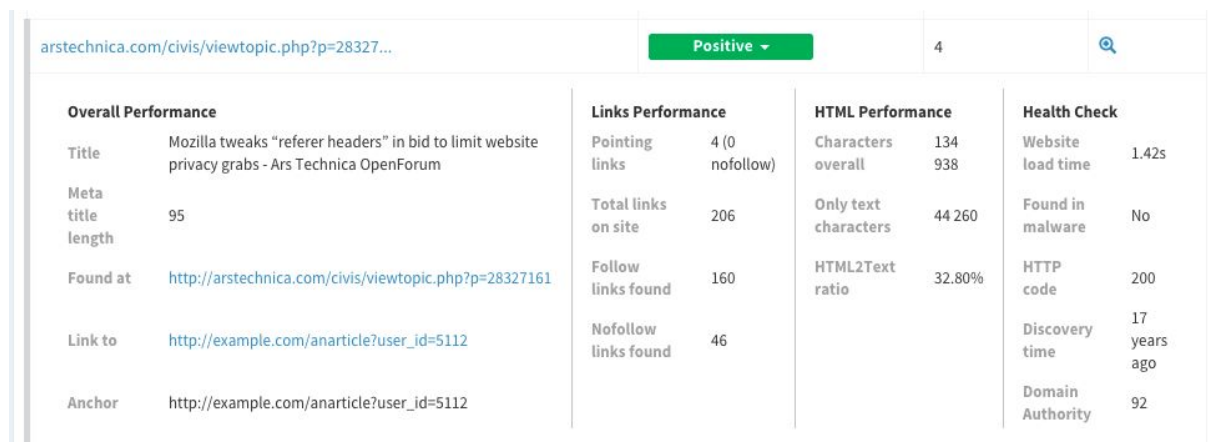
You can change the category of any website if you think our analysis was not accurate by choosing the right one in the “Alert type”



The screenshot shows a table with columns: URL, Alert type, and Link status. The 'Alert type' dropdown menu is open, showing options: Positive (selected), Suspicious, Negative, Mark whole domain, and show domain details. An arrow points to the 'Alert type' dropdown, and another arrow points to the 'Positive' option in the menu.

URL	Alert type	Link status
ameblo.jp/madokanoohaya/entry-11086444611.h...	Positive	1 / 1 nofollow
archive.org/post/1028995/404-on-wayback-mac...	Positive	3
arstechnica.com/civis/viewtopic.php?p=28326...	Positive	4
arstechnica.com/civis/viewtopic.php?p=28326...	Positive	4
arstechnica.com/civis/viewtopic.php?p=28326...	Positive	4

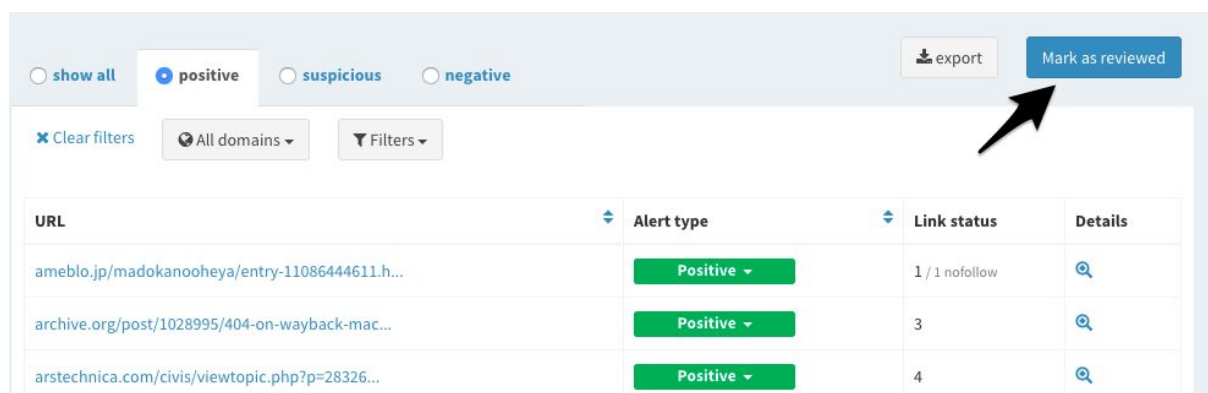
You can learn more about the website by checking its “Details”



The screenshot shows the 'Details' page for the URL 'arstechnica.com/civis/viewtopic.php?p=28327...'. It displays various performance metrics categorized into Overall Performance, Links Performance, HTML Performance, and Health Check.

Overall Performance		Links Performance		HTML Performance		Health Check	
Title	Mozilla tweaks “referrer headers” in bid to limit website privacy grabs - Ars Technica OpenForum	Pointing links	4 (0 nofollow)	Characters overall	134 938	Website load time	1.42s
Meta title length	95	Total links on site	206	Only text characters	44 260	Found in malware	No
Found at	http://arstechnica.com/civis/viewtopic.php?p=28327161	Follow links found	160	HTML2Text ratio	32.80%	HTTP code	200
Link to	http://example.com/anarticle?user_id=5112	Nofollow links found	46			Discovery time	17 years ago
Anchor	http://example.com/anarticle?user_id=5112					Domain Authority	92

If there are too many links to process all at once, you can “Mark as reviewed” to save your progress. Just press it to mark all the URLs on this particular page as reviewed and when you’re coming back to do the rest, filter your results by “reviewed - no”.



The screenshot shows the top of the website analysis interface. The 'Mark as reviewed' button is highlighted with an arrow. Below the button, there is a table with columns: URL, Alert type, Link status, and Details. The 'Alert type' dropdown menu is open, showing options: Positive (selected), Suspicious, Negative, Mark whole domain, and show domain details.

URL	Alert type	Link status	Details
ameblo.jp/madokanoohaya/entry-11086444611.h...	Positive	1 / 1 nofollow	
archive.org/post/1028995/404-on-wayback-mac...	Positive	3	
arstechnica.com/civis/viewtopic.php?p=28326...	Positive	4	

Once you are sure you've marked all the required websites as negative you can press "Remove toxic links" to download a disavow file. It's a text file with the URLs flagged as negative. You can upload the list to Google Webmasters Tools ([instructions](#) on how to do it). Then Google ignore the listed backlinks while positioning your website. Do not hesitate to do it - it always helps to remove some spam pages pointing to your site. You can always upload a new disavow file when the situation changes.

CONTROL YOUR DIGITAL FOOTPRINT

Dashboard

example.com

Repeat analysis

Remove toxic links

URL report

Toxic link report for example.com

BACKLINKS FOU...
2977

POSITIVE URLS
405

☐ show all ☒ positive ☐ suspicious ☐ negative

[Clear filters](#) [All domains](#) [Filters](#)

Download disavow for example.com

Dashboard

example.com analysis

1
POSSIBLE TOXIC
LINKS

98.06 %
ARE GOOD

1.69 %
ARE SUSPICIOUS

0.24 %
MAY HARM YOUR
WEBSITE POSITION

You can download and submit Disavow File to Google

[see instructions](#)

Download disavow file

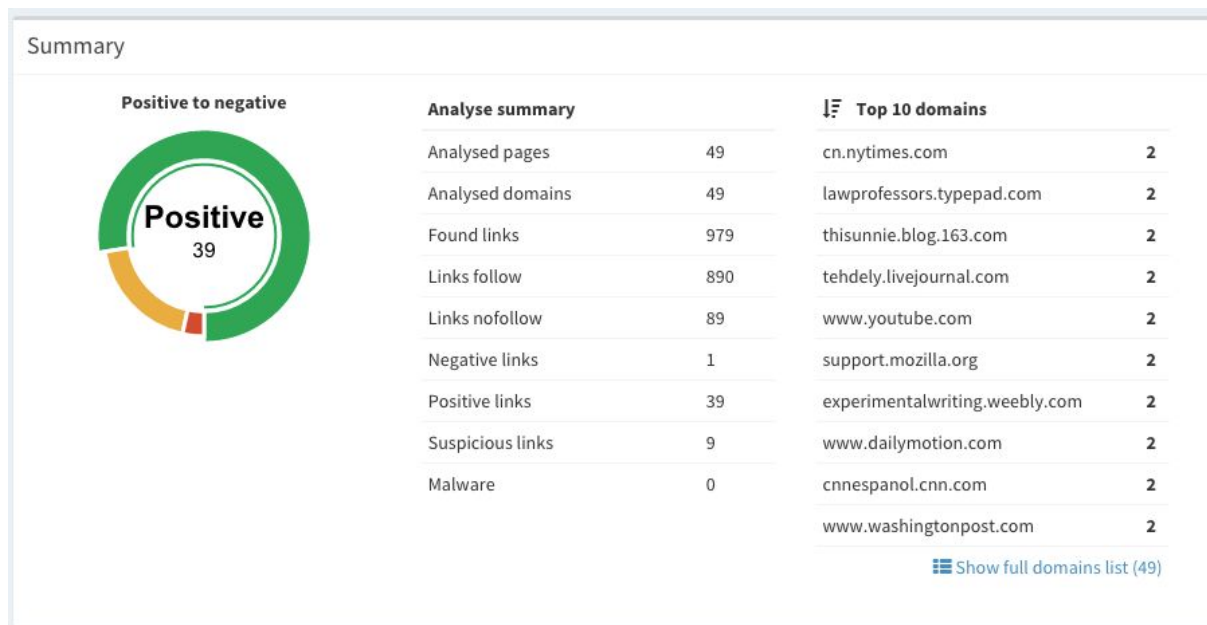
Download XLS with data

Browse toxic links

Perks of Agency View

Additionally to a standard version, Agency View gives you:

- a quick summary of the most important data for each analysis when you open the report. You will see the ratio of positive to negative backlinks, numbers of total analysed pages, links found, malware etc. and a top 10 domains list - all that to let you get a basic idea at one glance!



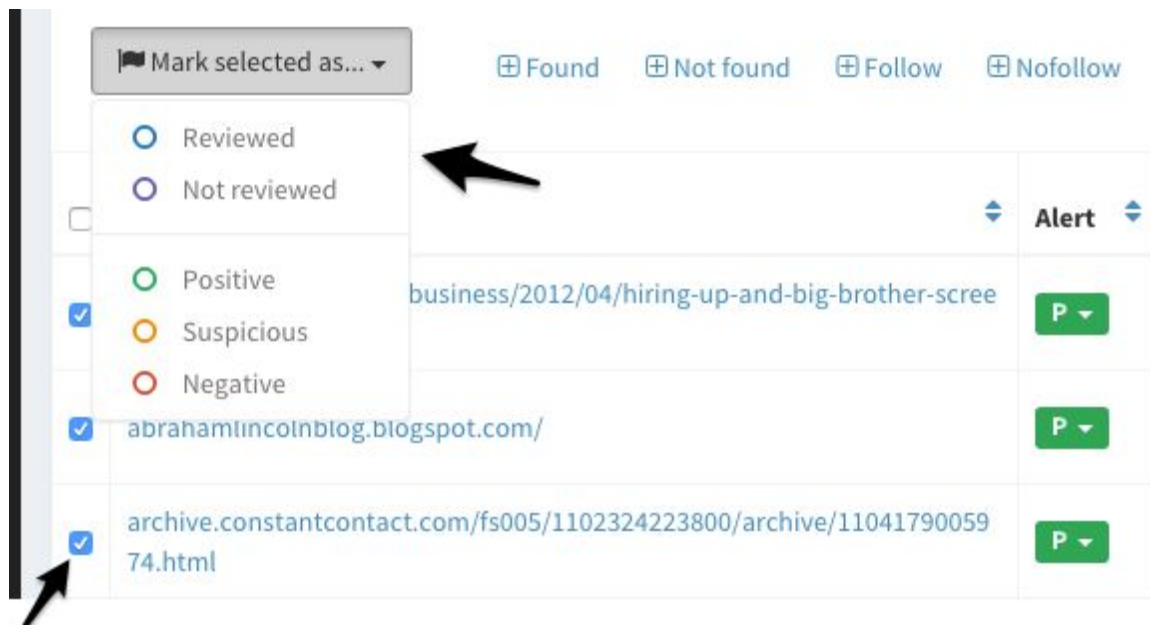
- a more detailed analysis of each URL. You will now see a complete URL address, especially important if many websites come from the same domain. We've also added some information about how many links altogether are present on this website and how many of them link back to you. There's also domain age, domain authority and anchor. And of course, you can sort your lists by any of those new parameters!

URL	Alert	Pointing links	Total links	Anchor	Domain authority	Domain age
abcnews.go.com/blogs/business/2012/04/hiring-up-and-big-brother-s-creening-resumes/	P	1	185	eBay,	100	1999-01-25
abrahamlincolnblog.blogspot.com/	P	1	318	eBay for Lincoln Collectibles	93	2008-05-25
archive.constantcontact.com/fs005/1102324223800/archive/1104179005974.html	P	1	64	eBay	99	

- a changed filtering option. We've moved everything to the front so just press any of the options (found, follow, malware, or the "three dots" for more filters) to get a view matching your criteria. And if you want to get only those results you have not yet reviewed, switch the "not reviewed" button on the right side.



- a checkbox. Now you can check as many links as you wish to assess the whole group as negative/positive/suspicious or to mark as reviewed. You can also tick the checkbox on the top to mark all the URLs on a given page.



If you think you can benefit from our Agency View, contact us at hello@webdna.io and ask for a free monthly trial. We will be also happy to answer any additional questions you may have about the new content to help you get the most out of WebDNA!

Contact us

If...

- we've not managed to answer your question about how to use WebDNA
- you require special assistance with using WebDNA
- you're interested in a free trial of Agency View
- you've found a bug you wish to report
- you have great ideas you wish to share
- you want to talk to someone passionate about SEO

contact us at HELLO@WEBDNA.IO

Hungry for more? Read our blog

Keep an eye on our blog for product updates, useful guides and helpful tips -
<http://blog.webdna.io>

To see why it pays off to monitor your backlinks, read more on
<http://blog.webdna.io/monitor-your-backlinks/>

For ideas on how to use WebDNA to research your competition, visit
<http://blog.webdna.io/research-competition-backlinks/>

Creating an account

To use WebDNA you need to create an account. You only need your email address (or Facebook/Google account - if so, skip point **a** and go directly to point **b**).

Visit <https://webdna.io/register/>

Register using:

a) email address

Type in your name - we'll use it when addressing you in emails

Type in your email address - it will be your login

Choose a password you'll remember (but don't worry if you forget, there's an option to restore it - <https://webdna.io/resetting/request>)

Tick "I accept terms of use" - by doing so you only agree for cookies and acknowledge that we're still a beta version (read the whole thing here: <https://webdna.io/disclaimer>)

Hit "register"

Go to your mail box to verify your email address and to activate your account. The email should be sent within seconds from registering so if it's not there, check SPAM or let us know at hello@webdna.io

b) Facebook / Google

Don't fill in any details, just scroll to the bottom and below the registration form you'll see appropriate buttons to use your other accounts to register.

Choose the one you wish to use - it will direct you outside of webdna.io. Follow the instructions of Facebook or Google to join the accounts.

Feel secure, we will never post anything on your behalf!

Changing your email address, password or setting your preferences on notifications

Log in to WebDNA.

Press an arrow next to your name and choose the appropriate option:

to change your name, surname or email address "Edit profile"

to turn on/off email notifications about when the analysis is ready "Notifications setting"

to change your password

to sign out