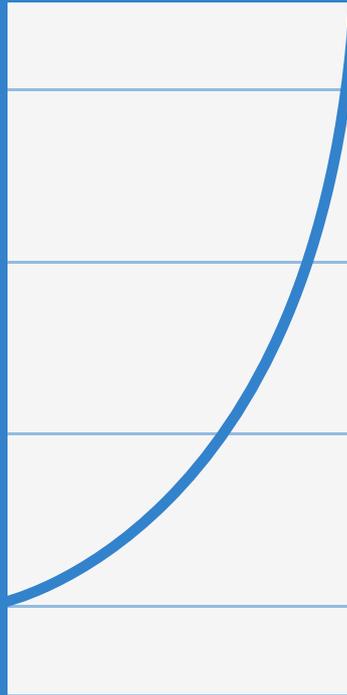




Move your site to the top!



A Quick Start Guide

on How to Promote Your Site Using WebCEO

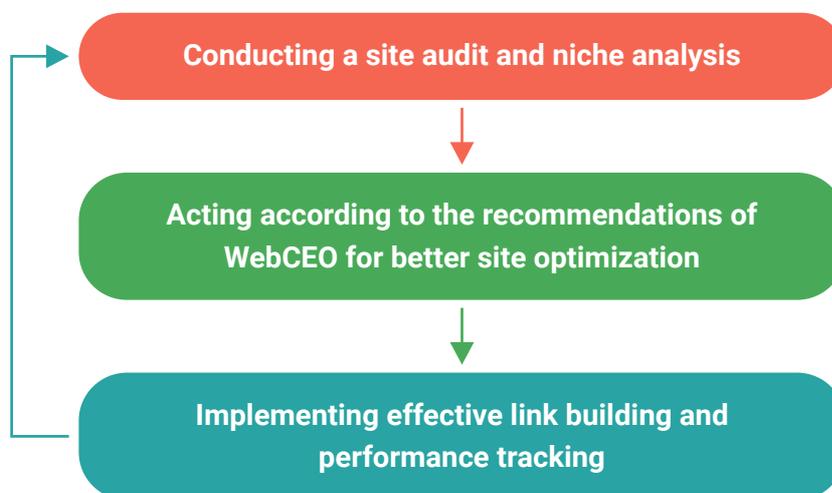
Welcome to WebCEO, a set of 19 cloud-based tools for SEO, Social Media Analytics and Competitive Analysis. This platform boasts state-of-the-art reporting functionality and the ability to go 100% white-label on your own domain.

We thought it would be great to provide you, our users, with some details about how WebCEO can help you improve your website's positions across all popular search engines and Social Media.

This guide provides you with step-by-step recommendations on how to use our tools in order to improve your website positions across all popular search engines and social media platforms. Everything from on-site optimization to technical audit, backlink quality check, mobile site optimization, traffic performance analysis and social media engagement monitoring.

1 Getting Started

Website promotion consists of the following stages:



This process is cyclic.

After you optimize your site, you will need to do an analysis of what has been done and see what else you can do to improve things further. Here's how to do all this with WebCEO:

Add your site to the projects

At the start, WebCEO will open the wizard to help you add your project data. It includes keywords for which you want to rank, competitor domains to conduct competitive analysis, site pages to do the SEO audit and connecting with Google Analytics.

1/6

What site are we going to analyze?

Type-in or paste a website's URL:

[Notes & other options](#)

After the project is created you will be able to:

- ✓ check keyword rankings on more than 370 global and local search engines.
- ✓ check your site for broken links and anchors, slow pages and server issues, missing images and inaccessible pages.
- ✓ get a full list of all incoming links to your website.
- ✓ download or email impressive SEO reports that reflect the website's health.

Use an SEO Checklist as your roadmap

After the site has been added, you'll see the *Project Overview* which includes a configurable set of widgets with data from all the WebCEO tools. Pay attention to the *DIY SEO Checklist* widget where you'll find out what needs to be done for your site in order to promote it in the best way. Use it as your SEO Checklist: mark each task you complete and move on to the next one.

The screenshot shows the WebCEO Project Dashboard for a 'Demo Project'. The 'DIY SEO Checklist' widget is highlighted, and a modal window titled 'Keyword Research' is open over it. The modal lists several tasks for keyword research, with checkboxes to mark them as complete. The tasks are:

- Assemble a smart list of relevant search words (aka keywords) that your target audience is using to locate your products and services.
- Use the Keyword Suggestion Tool to expand your keyword list with related phrases.
- Spy on your competition to get more suggestions on related keywords.
- Use Google Search Console (formerly Google Webmaster Tools) to identify how you can improve your content. 3/23/20
- Localize your keywords to target a local audience. 3/23/20

The background dashboard shows a list of tasks with progress bars:

- 1. Keyword research: choosing effective keywords to optimize site pages for. 30% done (2 of 7)
- 2. Site structure and... one (0 of 37)
- 3. Social media opti... 0% done (0 of 5)
- 4. Website submissi... 0% done (0 of 12)
- 5. Link building by m... 0% done (0 of 38)
- 6. Launching a blog... 0% done (0 of 48)
- 7. Social media netw... 0% done (0 of 28)
- 8. Running paid adv... 0% done (0 of 18)

2 Rank Tracking:

Check how you are performing in search engines

The top listing in Google's organic search results receives about 31.7% of the traffic (based on [Backlinko report](#)). In the *My Site Rankings report*, you can track how your site is ranked by search engines. Your aim is to get more traffic, so your positions need to be as high as possible.

Configure all the necessary settings for the My Site Rankings report:

1. **Select search engines** (WebCEO will ask for your location and to add your own local search engine versions to your ranking report);
2. **Configure the settings** to find the rankings of your main URL, mirrors, subdomains and social profiles as well;
3. **Add competitor domains;**
4. **Select which special (paid and vertical) results** you would like to count in reports (images, ads, shopping);
5. **Add your social profile URLs** (such as Twitter or Facebook company profiles) or other alternative URLs you want to be tracked.

The screenshot shows the WebCEO interface with the 'My Site Rankings' report open. The 'Settings' dialog is displayed, allowing users to configure search engines and keywords. The 'Settings' button in the top right corner of the dialog is highlighted with an orange box and an arrow. The background shows the 'My Site Rankings' report with a distribution table.

Rank	Position	Score
1	53	Top 10
1	77	Top 20
1	87	Top 30

found for 32 keywords in 4 SEs.
rankings (last scan)

Analyze your rankings

See the *By Page* ranking report to find the individual site pages that were ranked. If your positions are low, you should decide which of your pages need to be ranked higher and optimize them.

Check Google Updates benchmarks. Use the Journal of Events

With the Google updates dates shown on the *Historical Charts* and *Traffic Analysis* graphs, you can easily understand (and explain to your clients) if your site rankings and traffic were affected by **Google updates**.

You can **add your own events** describing your SEO actions, leave notes to yourself, communicate with your team or explain report data to your clients in addition to the Google updates that we will add for you. Click on the *Add event* button to do this. All your entries will be kept in the Journal of Events.

3 Keyword Research:

Choose the best keywords for search engine optimization

Get suggestions on related keywords

To do the best SEO for your site, you will need to know the optimal keywords for your site topic so the search engines could associate your site with them. How can you choose the best keywords? Go to the Keyword Research's second tool called *Get Suggestions*, enter your site theme, say, 'seafood restaurant' and **get keyword suggestions**. Analyze the list and choose the keywords that match your topic most and that have a high search rate and desirably less competition so you will be able to occupy some niche.

Organize your keywords in a keyword basket

Store the keywords in the *Keyword Basket*, group them with tags for convenience (such as for filtering reports in other tools). You'll use these keywords to optimize the pages of your site selected in the Step 4.

The screenshot displays the 'Keyword Research' interface in the Web CEO dashboard. The left sidebar contains navigation options like 'All Projects', 'Tools', 'Project Dashboard', 'Rank Tracking', 'Keyword Research', 'Site Health', 'Backlink Profile', 'Traffic Analysis', 'Google My Business', 'Social Analytics', 'Competitor Metrics', 'Journal of Events', 'Project settings', 'PDF Reports', 'SEO Leads', 'Tasks', and 'Alerts'. The main content area shows a table of keywords with columns for Keyword List, KEI, Google searches, Average Cost Per Click, Bid competition, Search Trends, Organic visits, Impressions, and CI. The table lists 47 keywords, with the top few being 'all email accounts', 'email notification programs', 'download mail notifier', 'email notification program', 'smart email client', 'email sorting software', 'best email client for windows', and 'best email client'.

Keyword List (47)	KEI	Google searches	Average Cost Per Click	Bid competition	Search Trends	Organic visits	Impressions	CI
★ all email accounts	4.28	260	\$0.63			-	-	
☆ email notification programs	< 0.01	10	\$0.00			-	18	
★ download mail notifier	< 0.01	10	\$0.00			-	29	
☆ email notification program	< 0.01	10	\$0.00			-	27	
☆ smart email client	2.52	20	\$2.21			-	-	
★ email sorting software	1.95	70	\$7.30			-	117	
☆ best email client for windows	10.42	1,900	\$2.11			-	132	
★ best email client	15.13	6,600	\$2.39			-	582	

4 SEO Audit:

Optimize the most important pages of your site and run a website SEO audit

Select landing pages

Go to the *Landing Pages Overview* section of the *SEO Analysis* tool and specify your keywords for each landing page.

1. Click on *Add landing page* to add the landing pages you want to monitor.

The screenshot shows the 'SEO Analysis' tool interface. The top navigation bar includes 'Project: Demo Project' and 'EN'. The main content area is titled 'SEO Analysis' and has a search bar for 'Search landing pages'. Below the search bar is a summary dashboard with five metrics: Site optimization (43%), Pages with Critical Issues (3), Avg. Page Speed Score (97), Avg. Mobile Page Speed Score (83), and Visits to Landing Pages (452). Below the dashboard is a table of landing pages. The first row is highlighted, and the 'Page Optimization' column for this row has a red box around the text 'add keywords'.

Page (51)	Page Optimization	Critical SEO Issues	Page Speed Score	Google mobile friendliness	Mobile Page Speed Score	Broken Links	Backlinks	Social Citations	Avg. Position on Google	Vis
<input type="checkbox"/> ★ / / Title: EmailTray, an email client and email notifier for Windows and Android	add keywords	-	99	!	92 ↓ 3	-	1,779 ↑ 47	55 ↑ 25	29.9 ↑ 5	

2. Once a landing page appears in the table, click on *Add keywords*. Enter a landing page's URL (or choose it from the list of pages).

The screenshot shows the 'Edit landing page settings' dialog box. The dialog box has a title 'Edit landing page settings' and several input fields: 'Page URL:' with a value of '/', 'Page name:' with a value of 'Home', and 'Add tags:' with a '+ Add tags' button. Below these fields is a section for 'List of keywords (check up to 5):' with a red box around the text 'Assign up to 5 keywords' and a description: 'with which to analyze how well your landing page is optimized. We recommend that you choose long-tail keywords with high search numbers that will bring targeted visitors.' At the bottom of the dialog box are buttons for 'DELETE', 'ADD KEYWORDS', 'CANCEL', and 'SAVE'.

3. In the *Edit landing page settings* window, click on *Assign up to 5 keywords* to assign the keywords you have in the Keyword Basket. Alternatively, click on *Add keywords* and choose *Add manually* if you want instead to type your keywords in.

Manage keywords of the page 'Home'

Location: [Google global searches](#)

Keyword List (4)	KEI	Google searches	Bid competition	Search Trends
<input type="checkbox"/> best seo tools	6.18	5,400	<div style="width: 50%;"></div>	
<input type="checkbox"/> online seo tools	8.88	2,400	<div style="width: 30%;"></div>	
<input type="checkbox"/> seo tools for agencies	4.95	720	<div style="width: 40%;"></div>	
<input type="checkbox"/> white label tools	2.06	50	<div style="width: 20%;"></div>	

Show checked only (0)

Get keyword-specific SEO advice on each landing page

Use the *Landing Page SEO* report to get trustworthy SEO advice on how to optimize your site pages.

The *Landing Pages Overview* report shows your landing pages' optimization scores and other important SEO factors at a glance.

web cec Project: Demo Project

SEO Analysis

Scanned yesterday [Recalculate Page Optimization only](#) | [Rescan entire site](#) | [Scan Schedule](#)

[Tool Summary](#) | [On-Site Issues Overview](#) | [Landing Pages Overview](#) | [Landing Page SEO](#) | [Page Speed](#) | [Mobile Optimization](#) | [Popular Pages](#)

43% Site optimization	3 Pages with Critical Issues	97 Avg. Page Speed Score	83 ¹ Avg. Mobile Page Speed Score	452 Visits to Landing Pages
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Page (51)	Page Optimization	Critical SEO Issues	Page Speed Score	Google mobile friendliness	Mobile Page Speed Score	Broken Links	Backlinks	Social Citations	Avg. Position on Google	Vis
★ /	add keywords	-	99	!	92 ³	-	1,779 ⁴⁷	55 ²⁵	29.9 ⁵	
★ /blog/	add keywords	-	95	!	60 ²	2	-	-	15.6 ^{16.2}	

Get overall SEO advice on your site

Run the *On-Site Issues Overview* analysis and find out what you need to do to improve site usability and make your site more 'visible' to search engines.

web cec Project: Demo Project

SEO Analysis

Scanned yesterday

Tool Summary **On-Site Issues Overview** Landing Pages Overview Landing Page SEO Page Speed Mobile Optimization Popular Pages

EXPAND ALL COLLAPSE ALL

43%	186	393	197 ⁸	9 years	10 years
Site optimization	Analyzed pages Site structure	On-site issues	Pages in Google index Show trend	Sitemap age	Domain age

Consider fixing

- Shorten Title tags of 35 pages
- Add more text in the Title tags for 24 pages

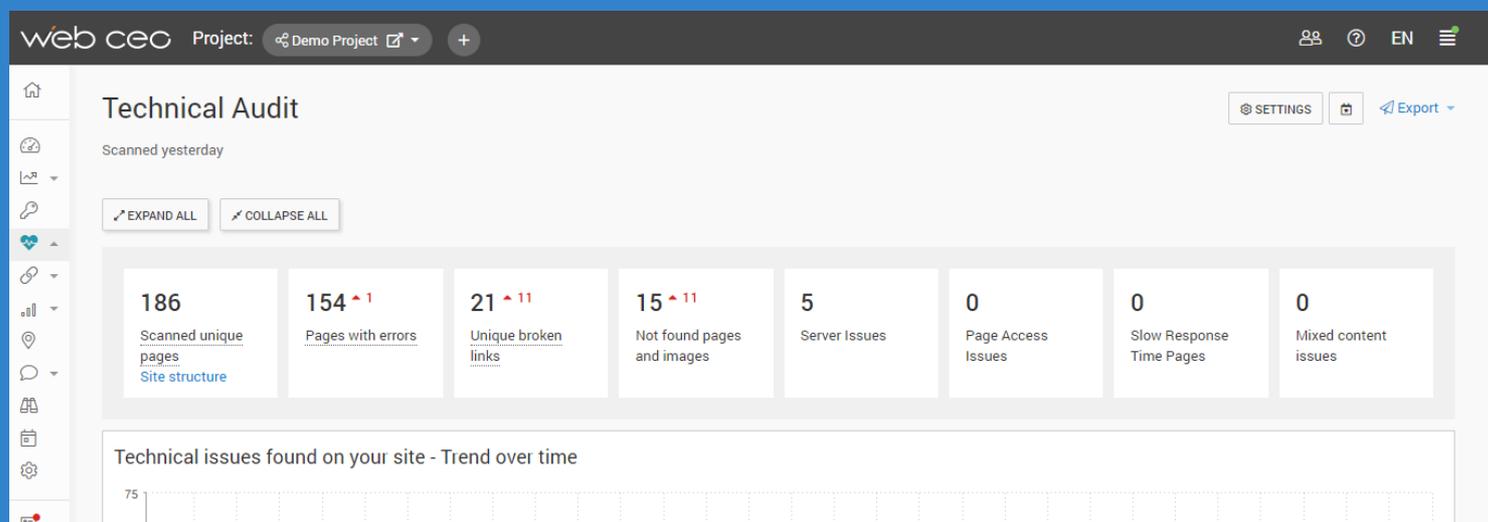
Create a sitemap if you haven't done it yet

At this step it is reasonable to **check if you have a sitemap** for your site (the *On-Site Issues Overview* report will alert you if you don't). If the sitemap is missing, create it with the *Sitemap Generation* tool.

web cec Project:

- All Projects
- TOOLS
- Project Dashboard
- Rank Tracking
- Keyword Research
- Site Health**
 - Technical Audit
 - SEO Analysis
 - Internal Links
 - Sitemap Generation**

Check your site for broken links, anchors and other site accessibility issues with the *Technical Audit* tool



web cec Project: Demo Project

Technical Audit

Scanned yesterday

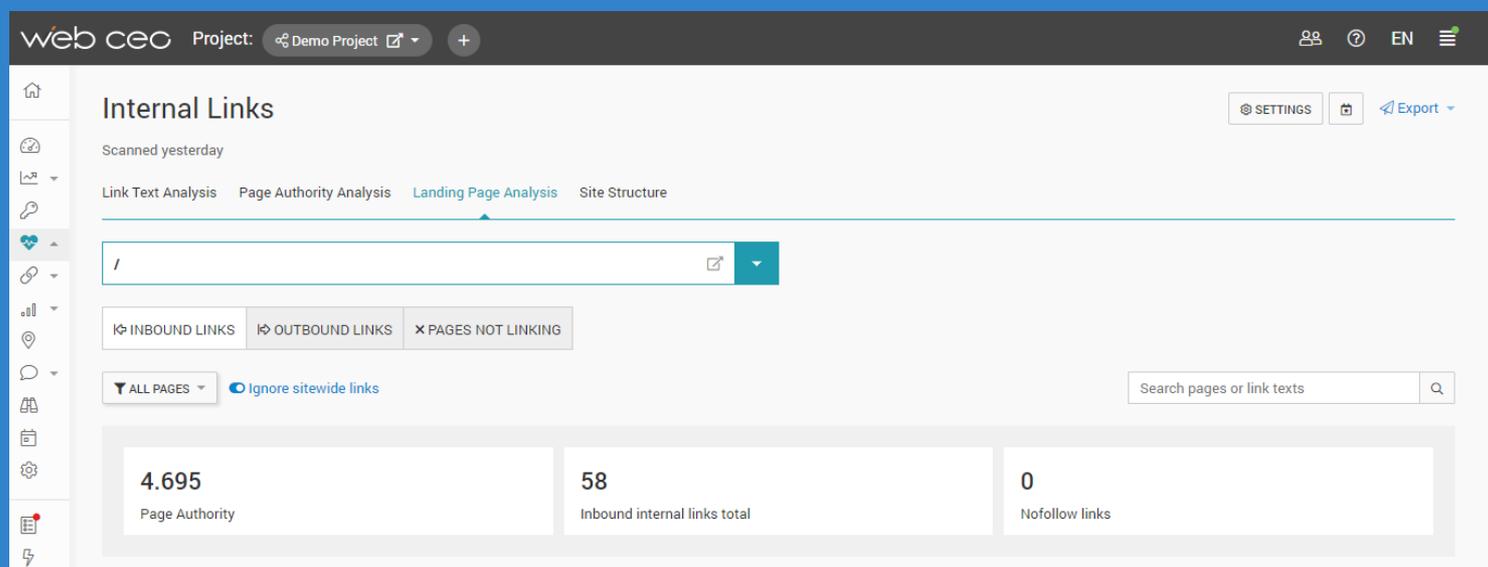
EXPAND ALL COLLAPSE ALL

186 Scanned unique pages Site structure	154 ⁻¹ Pages with errors	21 ⁻¹¹ Unique broken links	15 ⁻¹¹ Not found pages and images	5 Server Issues	0 Page Access Issues	0 Slow Response Time Pages	0 Mixed content issues
---	--	--	---	--------------------	-------------------------	-------------------------------	---------------------------

Technical issues found on your site - Trend over time

Sculpt your site theme by tweaking your internal link structure

On-site optimization also encompasses the clarification of your website theme with the help of an organized internal linking structure. **Optimize your website link structure** with the *Internal Links* tool. **Adjust the number of internal links** to your most authoritative pages to get them ranked higher by search engines.



web cec Project: Demo Project

Internal Links

Scanned yesterday

Link Text Analysis Page Authority Analysis Landing Page Analysis Site Structure

/

INBOUND LINKS OUTBOUND LINKS PAGES NOT LINKING

ALL PAGES Ignore sitewide links

Search pages or link texts

4.695 Page Authority	58 Inbound internal links total	0 Nofollow links
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TIP. For more details on how to work with this tool, read this [post on our blog](#)

5 Link Earning:

Do some off-site optimization – build links to your site

Spy on your competitors

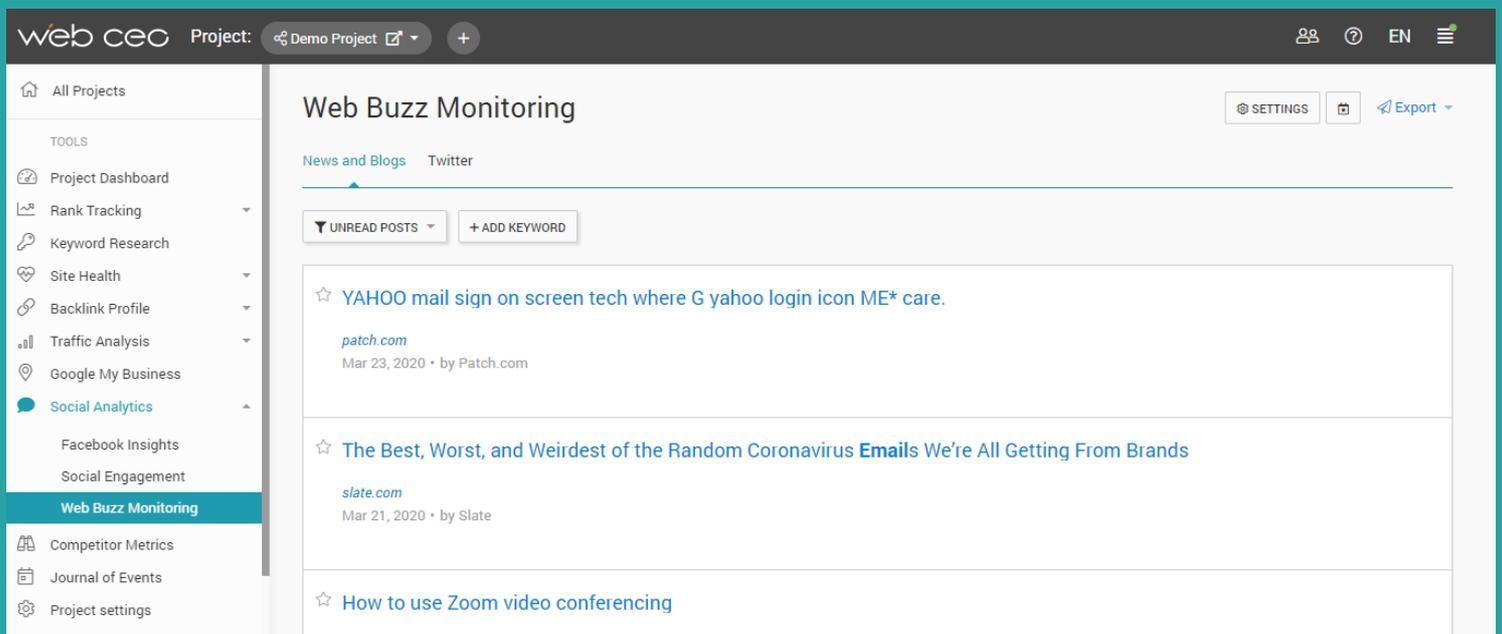
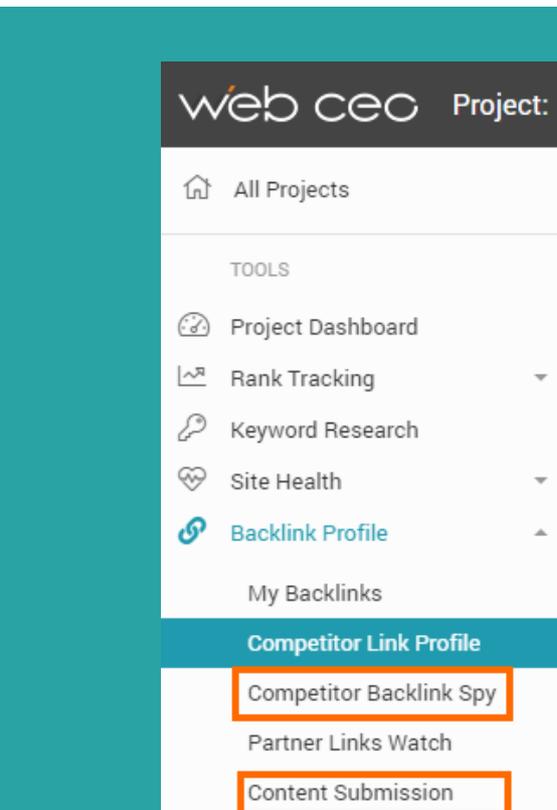
Open the *Competitor Backlink Spy* tool. Run it to see who links to your competitors and doesn't link to your site yet. Use the list to find where you can possibly get a link to your site too.

Submit your content to search engines and directories

Open the *Content Submission* tool and add your **site to local and global search engines** that are popular among your target audience. Pay special attention to popular local directories like Manta if you have a local business.

Monitor social mentions to create more links

Open the *Web Buzz Monitoring* tool and **enter the keywords** matching your topic to find conversations on the web where you can place a link to your site or just mention it to create brand awareness.



6 Performance Analysis: Track your optimization results

After you've done most of the SEO for your site, it's time to sum up the results.

■ **Watch your positions rise** in the *My Site Rankings* report.

Use the *Change scan date* option to display the changes.

■ **Track if the number of backlinks has grown** with the *My Backlinks* tool and if the quality of some specific important backlinks has or hasn't changed with the *Partner Links Watch* tool.

Keyword (32)	Google global searches	Google local searches	
		United States	United Kingdom
☆ social media branding	2,900	1,000	260
☆ all email accounts in one program	10	10	10
☆ email tray	140	20	10

■ **Do link detox.** In order not to risk your search engine positions and to prevent a Google penalty, you can easily monitor your site backlink profile with WebCEO to quickly detect low-quality links and report them to Google. Use the *Toxic Pages* report located in the *My Backlinks* tool.

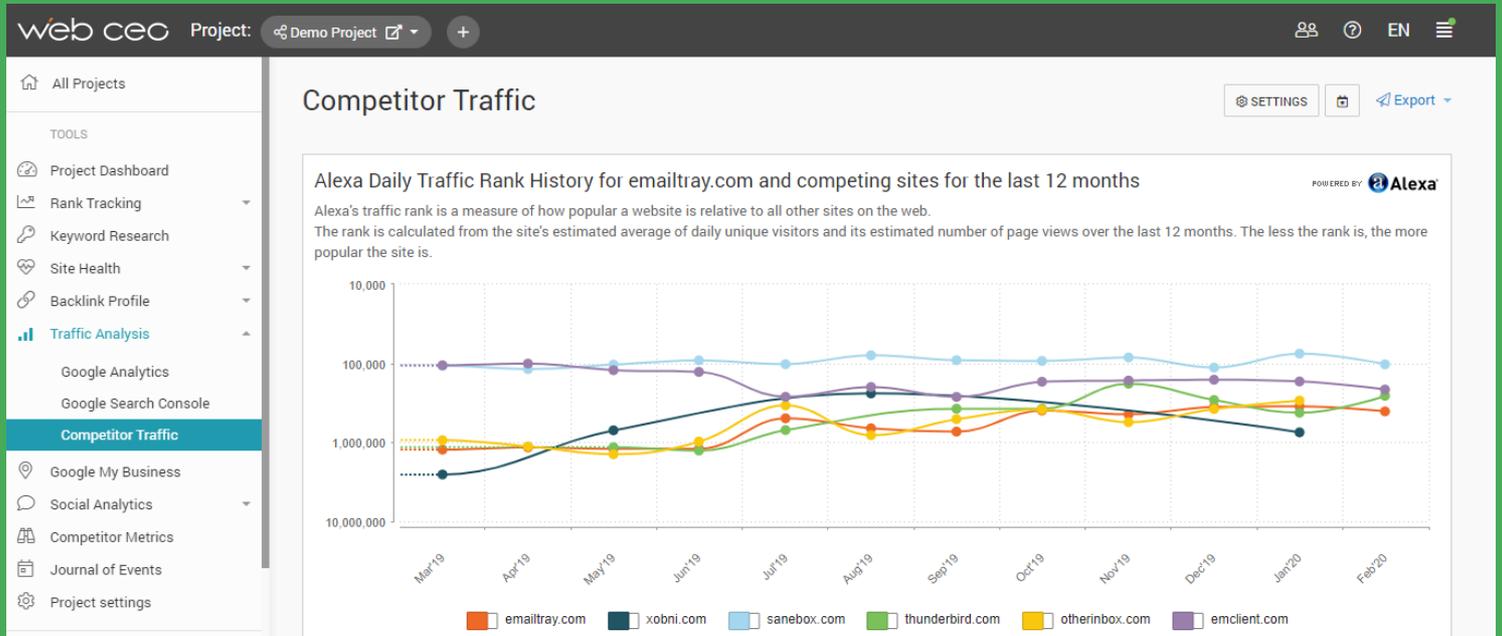
[Read this post](#) on our blog to learn how to find toxic links with WebCEO.

■ In the *Traffic Analysis* module, you can **track visitors to your site**, marketing campaigns performance and traffic from social media.

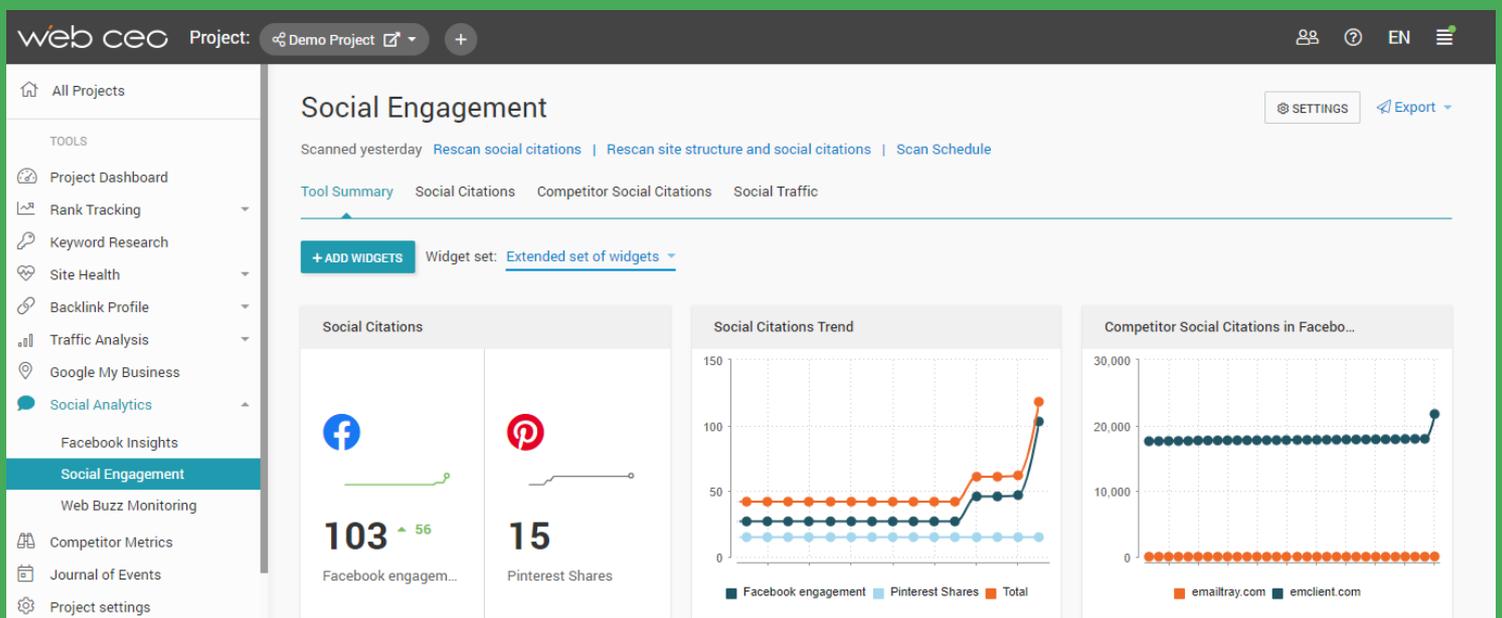
■ **Learn your competitors' best practices** with the help of the *Competitor Metrics* reports. With this tool you will:

- always be informed about the pages of your site that need to be fine-tuned to outrank your competitors;
- know how well your website is doing compared to your competitors;

- analyze your competitors' traffic and estimate how many prospects they may get over a given time period.



■ **Monitor your social media popularity** and check your **competitors' social trends** with the *Social Engagement* tool.

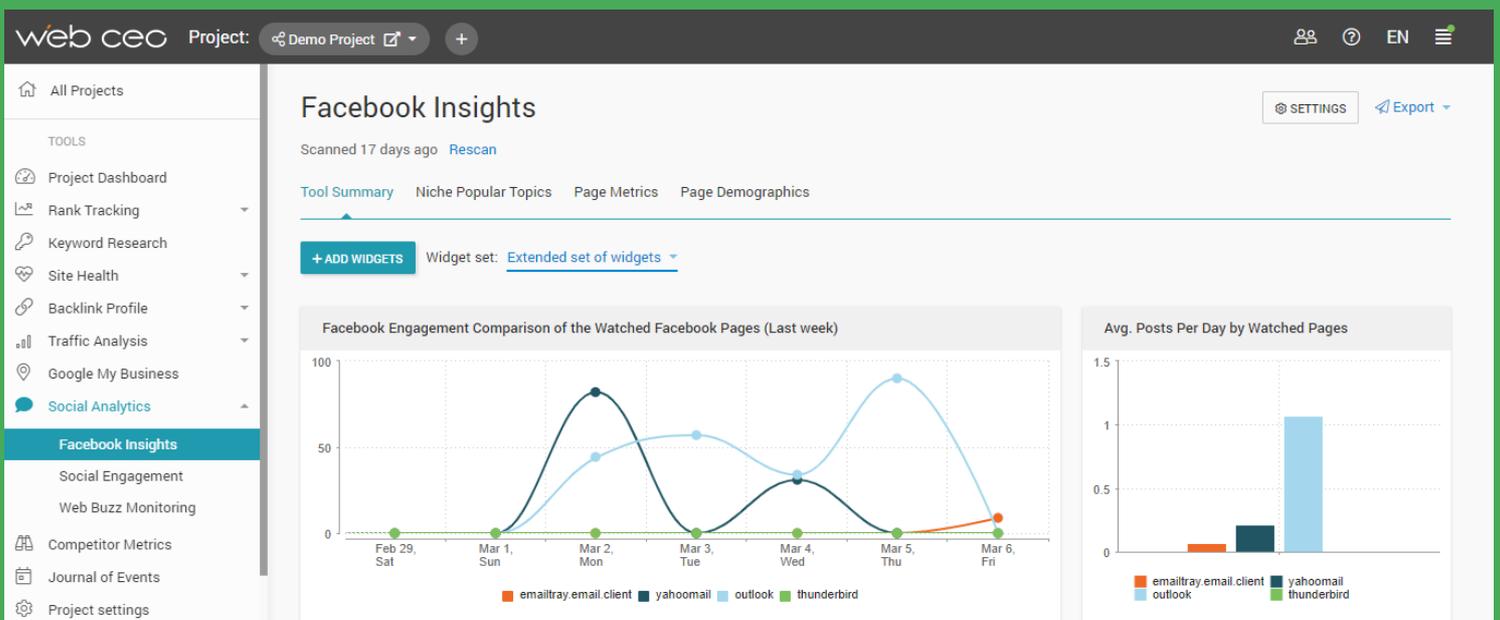


■ Get a summary of your and your competitors' Facebook traffic.

Connect your Facebook pages to your WebCEO account in the *Facebook Insights* tool. This tool will help you to:

- see how quickly your **Facebook network grows**;
- **learn from your competitors** and discover what content drives engagement in your market;
- know if your readers **hide your posts** from their timelines.

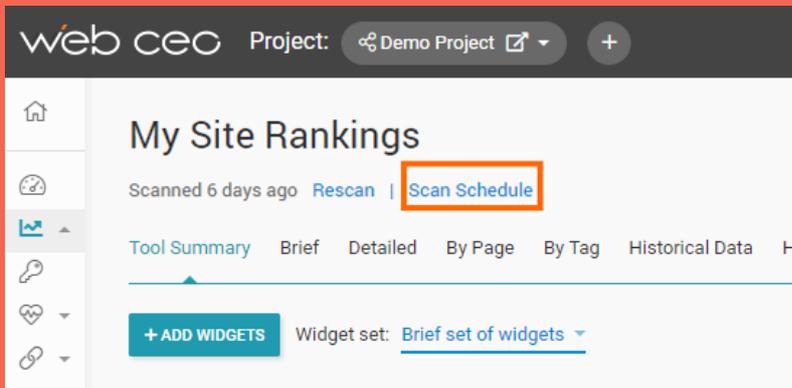
This information is essential to prioritize your efforts, create better content, and drive real social growth.



7 Report Scheduling & Emailing

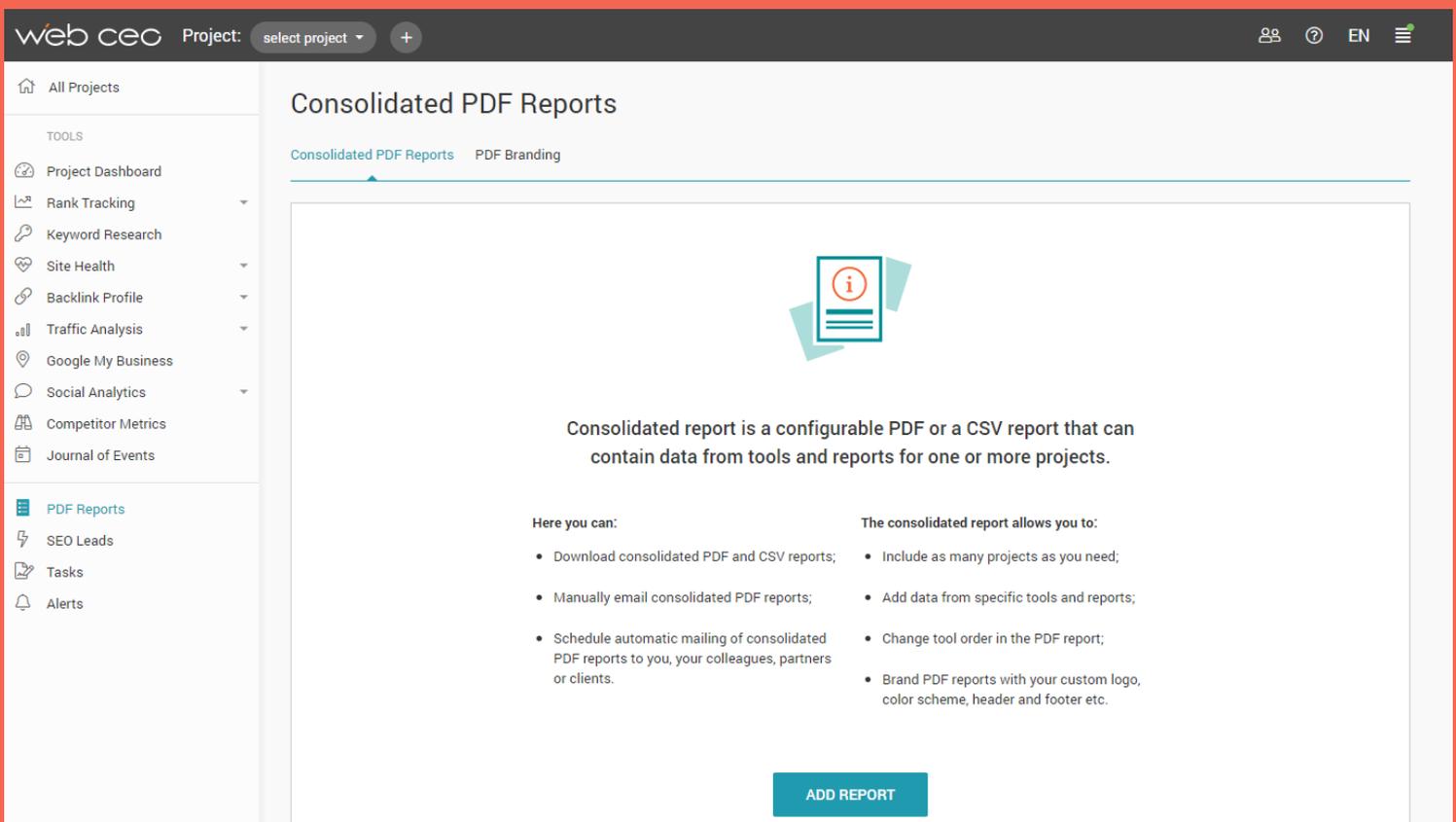
Run reports on a schedule

Save your time by setting up WebCEO to run your reports automatically. Manage your scan schedule from your website's *Project Dashboard*. Also, most of our tools have a *Scan schedule* option.



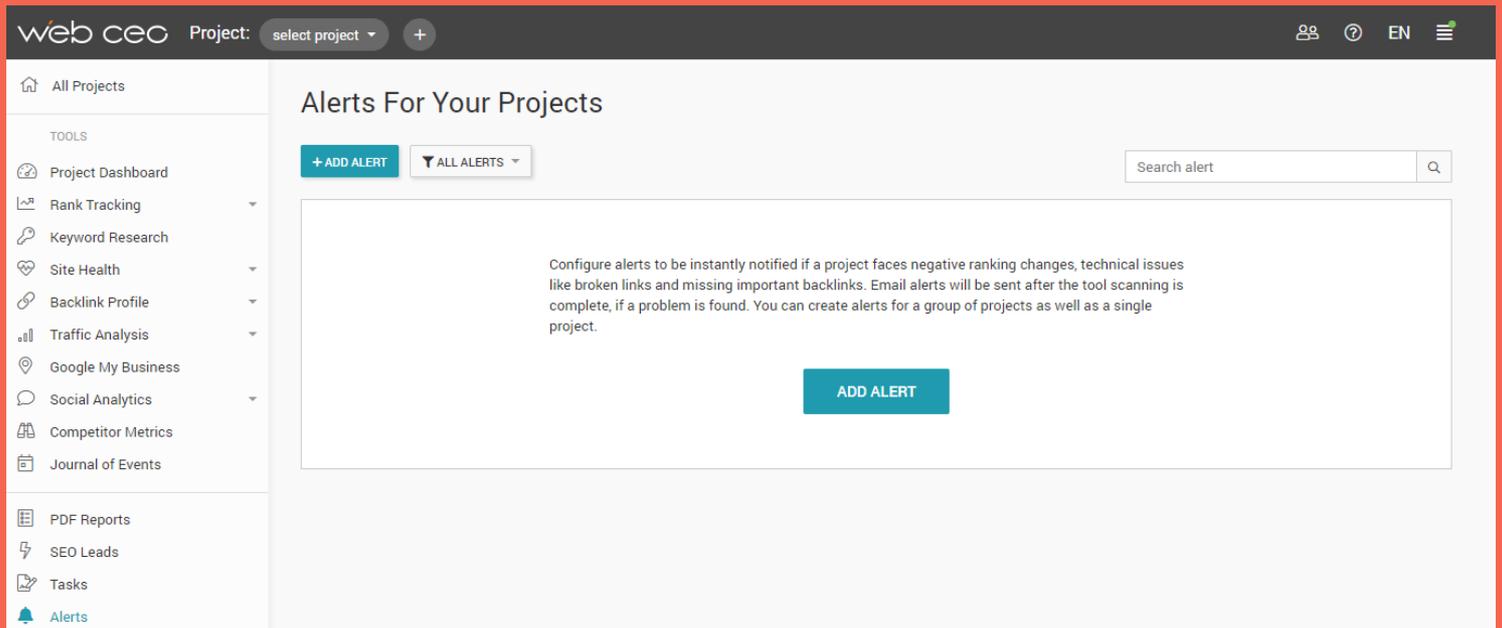
Email reports on a schedule

Set WebCEO to **automatically email reports on a schedule**. To do this, go to the *Consolidated PDF reports* tab in *PDF Reports*. Configure your settings to get an all-in-one SEO report with your custom design and get it emailed to your client or yourself. Read more about branding options in section 8 below.



Be alerted when bad things happen

Select critical issues you want to be informed about (negative changes like a sudden rankings drop, an important link disappearance, etc.) and get an email sent to a person in charge.



The screenshot shows the 'Alerts For Your Projects' page in the Web CEO dashboard. The interface includes a dark header with the 'web CEO' logo, a 'Project: select project' dropdown, and user profile, help, and language (EN) icons. A left sidebar lists various tools: Project Dashboard, Rank Tracking, Keyword Research, Site Health, Backlink Profile, Traffic Analysis, Google My Business, Social Analytics, Competitor Metrics, Journal of Events, PDF Reports, SEO Leads, Tasks, and Alerts. The main content area is titled 'Alerts For Your Projects' and features a '+ ADD ALERT' button, an 'ALL ALERTS' dropdown, and a search bar. A central text box explains that alerts are configured for negative ranking changes and technical issues, with an 'ADD ALERT' button below it.

8 Interface & Report Customization

Brand your PDF reports and the appearance of your user account interface

To customize your account interface **color scheme and background image**, go to the *Color Scheme* tab. To customize your reports (logo, header, footer, color scheme, cover page), go to the *PDF Branding* tab.

[View a Sample Branded Report](#)

To customize your **user interface details** (home page button, company logo in the upper left corner, browser favicon etc.), go to the *User Interface Branding* tab. This option is especially **important if you work in a team** and/or give access to your account to clients.

Click on the *Users* icon in the top right corner and select *User Manager* to add a user group. Users of paid service plans can allow any other WebCEO users (including the free trial ones) to work on their sites. You can share projects with them and provide them with various levels of permission (limits on keywords, scan frequency, ability to create new projects).

The screenshot displays the WebCEO user interface. At the top, the 'web ceo' logo is on the left, followed by a 'Project:' dropdown menu set to 'select project' and a '+' icon. On the right, there are icons for user profile, help, language (EN), and a menu. A sidebar on the left lists various tools and reports, including 'All Projects', 'Project Dashboard', 'Rank Tracking', 'Keyword Research', 'Site Health', 'Backlink Profile', 'Traffic Analysis', 'Google My Business', 'Social Analytics', 'Competitor Metrics', 'Journal of Events', 'PDF Reports', 'SEO Leads', 'Tasks', and 'Alerts'. The main content area is titled 'Color Scheme' and has three tabs: 'Color Scheme', 'PDF Branding', and 'User Interface Branding'. The 'Color Scheme' tab is active. It shows options for 'Color scheme of the account interface & PDF reports:', with 'Predefined color scheme' selected and a row of color swatches (black, blue, teal, green, purple, orange, red). Below this, there is an option for 'Custom color scheme' with a color picker showing '# 444444'. A note recommends dark or saturated colors. There is a 'BROWSE' button for selecting a background image and a dropdown menu for 'Background image position on the 'Sign In', 'Sign Up' and 'Reset Password' pages:' set to 'Fill (stretching picture without distortion)'. An 'APPLY' button is at the bottom. On the right, a vertical menu contains: 'Switch to old interface', 'Billing & Subscription Plans and Pricing', 'Interface & Report Branding' (highlighted with an orange box), 'Languages', 'White Label Domain API', 'Service Updates', 'Account Settings', and 'Sign out (user@site.com)'.

Description/Summary (optional):

B *I* U ~~S~~ Paragraph

Prepared for
%projects%

%date_generated%

You can use these variables:

%projects% - list of projects included in PDF report
%date_generated% - date when PDF file was generated

Background Image:

Predefined background

Custom background image

Browse

We recommend an image of high resolution (A4 sheet size) or a texture.

Tile background with the specified image repeated 🔍

Apply
Reset to default

[YOUR LOGO]

INTERNET MARKETING REPORT

Prepared for
%projects%

%date_generated%

White-Label SEO Tools

Configure a custom domain to run your own SEO tools on your own website (branded with your custom design). What's the benefit? You avoid the costs of developing SEO tools yourself and use WebCEO as a turn-key, branded SEO platform to resell SEO services or provide SEO reports on your own website.

If you are interested in the **100% branding** of all WebCEO service including tools and reports, read more about our [White Label Solutions](#) or contact Allen MacCannell via Skype: WebCEO Online or at allen@webceo.com.

Multiple languages

Provide your clients with professional SEO reports **in their native languages**. Translate yourself or use the translations your fellow WebCEO users have already made. Go to Main menu > Languages and add the language(s) you want to use in your reports and account interface.

In the *Translation Tool* you will see all the phrases that are used in the WebCEO tools and reports. Use filters to translate phrases that are used in reports or to translate the specific tools only.

web CEO Project: select project + EN

Translation Tool for Interface & Reports

Languages Translation Tool

Dutch (nl) 86.8 % (10981 of 12658)

FILTERS Search phrases

Source phrases:	Translation:
✓ # of Backlinks change	Source phrase: # of Backlinks change
✓ # of Top 10 positions	# Backlinks gewijzigd
✓ # of Top 10 positions (starred kwds)	
✓ # of Top 10 positions (starred kwds) change	
✓ # of Top 10 positions change	

INSERT SOURCE APPLY
Press CTRL + Enter to apply

- Switch to old interface
- Billing & Subscription
- Plans and Pricing
- Interface & Report Branding
- Languages**
- White Label Domain
- API
- Service Updates
- Account Settings
- Sign out (user@site.com)

9 SEO Lead Generation Module: Get Quality SEO leads thanks to WebCEO

Provide an express SEO Audit to impress your potential client

Add a potential client's website in our *SEO Leads* tab and provide your site's visitors with an express SEO Audit report in PDF format (which you can also generate and email while speaking with your prospects on the phone).

The screenshot displays the WebCEO interface for the 'SEO Leads' module. The top navigation bar includes the 'web ceo' logo, a 'Project:' dropdown menu, and user settings. The left sidebar lists various tools like 'Project Dashboard', 'Rank Tracking', and 'SEO Leads'. The main content area is titled 'SEO leads added manually' and shows a summary of lead statistics:

Leads, total	Converted leads	Sent emails	Rejected leads	Negotiations	Unprocessed leads
1	0	1	0	0	0

Below the summary is a table of lead details. The table has columns for 'Lead (1)', 'Status', 'Moz Domain Authority', 'Site performance', 'Bid competition', 'Lead details', 'Created on', and 'Created by'. The data row shows a lead for 'mysite.com' with a status of 'Email sent', a Moz Domain Authority of 68, and a site performance of 61%.

Lead (1)	Status	Moz Domain Authority	Site performance	Bid competition	Lead details	Created on	Created by
mysite.com View report Add to projects	Email sent	68	61%	-	user@site.com Grzegorz Skype ID: grzegorz.brzeczy szczykiewicz	Jul 18, 2019, 11:00 AM	You

Place a button on your website and get quality leads automatically

Add a Free SEO Audit widget button on your website and get your SEO leads automatically. Every visitor of your site who clicks the button and sends a request will get an all-in-one SEO Audit report by email. You'll get an automatic lead recorded at the *SEO Lead Generation* tab in *SEO Leads*.

Once you qualify the SEO leads, you can convert their records into active projects easily. Work on their SEO and follow-up later with professional reports to clients that show your success. Go to the Settings on the *SEO Lead Generation* page to configure the layout of the button widget, target countries and daily budget.

SEO Leads settings

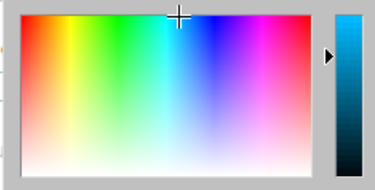
- Button widget settings**
- Report contents
- Report configuration
- Email settings
- Targeting
- Limits (\$20.00)
- Notifications
- Report wizard settings
- Conversion tracking
- PDF report branding

Configure the layout of the button widget that will be placed on your site page(s):

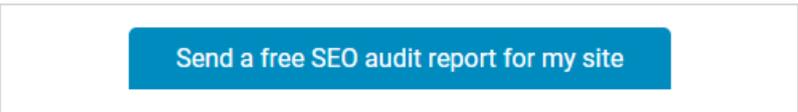
Text on button:

Background color: Font color:

Click on a preferred color



Button widget preview:



[Know more about button widget customization](#)

HTML code of the button widget:

```
<script type="text/javascript" src="https://online.webceo.com/leadgen/395069/quick_report.js" async="true"></script>
```

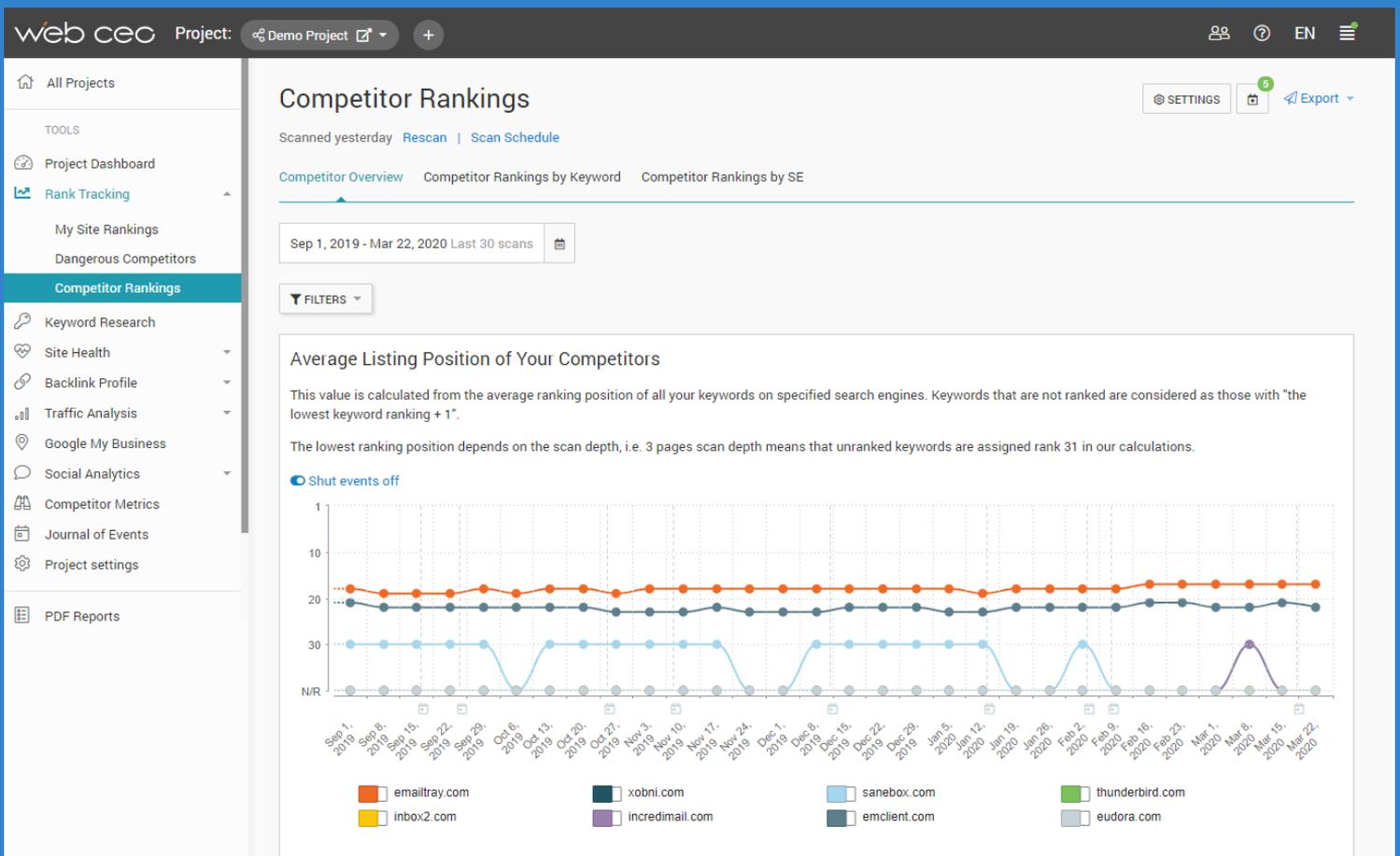
Copy the HTML code and paste it on a preferred page of your site (in its source code).

10 What's Next?

In general, your site performs well if the Average Ranking Position Trend rises (the trend widget is available in *Rank Tracking* -> *My Site Rankings* -> *Tool Summary*) and if the traffic to your site grows as a result (which you can observe in the Traffic Analysis tool).

If the numbers do not change or even fall, you'll need to go back to Steps 3, 4, 5 to re-check the selected keywords, as well as the number and quality of backlinks and see what needs to be improved.

Also, if you are competing against other websites in your niche, be sure to check regularly how your own rankings compare to theirs. You can enter competitor sites and view their rankings for your keywords in the Competitor Rankings reports.



For more information on what to do if you see a decrease in rankings, use [our post about it](#) and read the [WebCEO blog](#) – we often update it with new tutorials and breaking SEO news.

The SEO cycle never ends, but your great work will bring great results – that's for sure.

Happy SEO-ing!

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