

# EPiSERVER **SEO**

Release 1.0



## User's Guide

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# EPiSERVER

User's Guide for EPiServer SEO

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## Introduction

### What is EPiServer SEO?

Historically SEO has too often been an afterthought – something done as damage repair after the site has been launched or after content has been published. EPiServer SEO provides an easy and convenient way to let Web teams and Web developers incorporate SEO best practices into every relevant aspect of a site. The pay-off is improved rankings in search engines and increased traffic and ROI for your Web site.

EPiServer SEO, fully integrated with EPiServer CMS at both site and page level, empowers your Web team in the long-term as well as in making SEO an integrated and simplified part of the daily activities of your team – as they publish/add new content, as they quality assure or evaluate existing Web site, as they train and coach colleagues and, last but not least, as they develop or revise Web sites or templates. EPiServer SEO includes easy to understand and use SEO and findability analysis tools, prioritized work lists, SEO best practice guidance, goal setting, bench marking and SEO performance reporting.

This User's Guide describes how to work with the EPiServer SEO functions in an integrated EPiServer CMS environment. For instructions on EPiServer CMS standard functionality please refer to the EPiServer CMS user documentation.

**NOTE** You need to install and configure the EPiServer SEO module in order to carry out the steps described in this guide. Please refer to the installation and configuration documentation for EPiServer SEO, which is available on [world.episerver.com](http://world.episerver.com).

### EPiServer SEO Empowers Web Content Providers

EPiServer SEO provides an easy way for the author to deal with SEO issues when content is created – with a minimum of effort and a minimum time spent. When you are in "Edit mode", easy to understand editor advices are one click away, empowering you to make adjustments before publishing an article or to make SEO oriented adjustments in existing content.

### EPiServer SEO Empowers Web Managers and Web Marketers

Searching the Web is the starting point for more than 50% of all purchases made online and also the starting point for searches for non-commercial information.

EPiServer SEO lets Web Managers and Web Marketers "see their site as Google sees it" and facilitate making, implementing and following-up of those decisions required for establishing and maintaining high search engine rankings.

### EPiServer SEO Empowers Web Site Developers

- EPiServer Partners can use EPiServer SEO to advise their clients on how to increase the ROI of the clients' Web site through ongoing SEO.
- EPiServer SEO can be used to evaluate the old site before redesign/reconstruction.
- EPiServer SEO can be used for technical as well as content optimization/validation during the development process.
- EPiServer SEO can be used when training client staff during and after Web site launch.
- Developers can use the technical advices to ensure the new site is technically optimized for search engines.

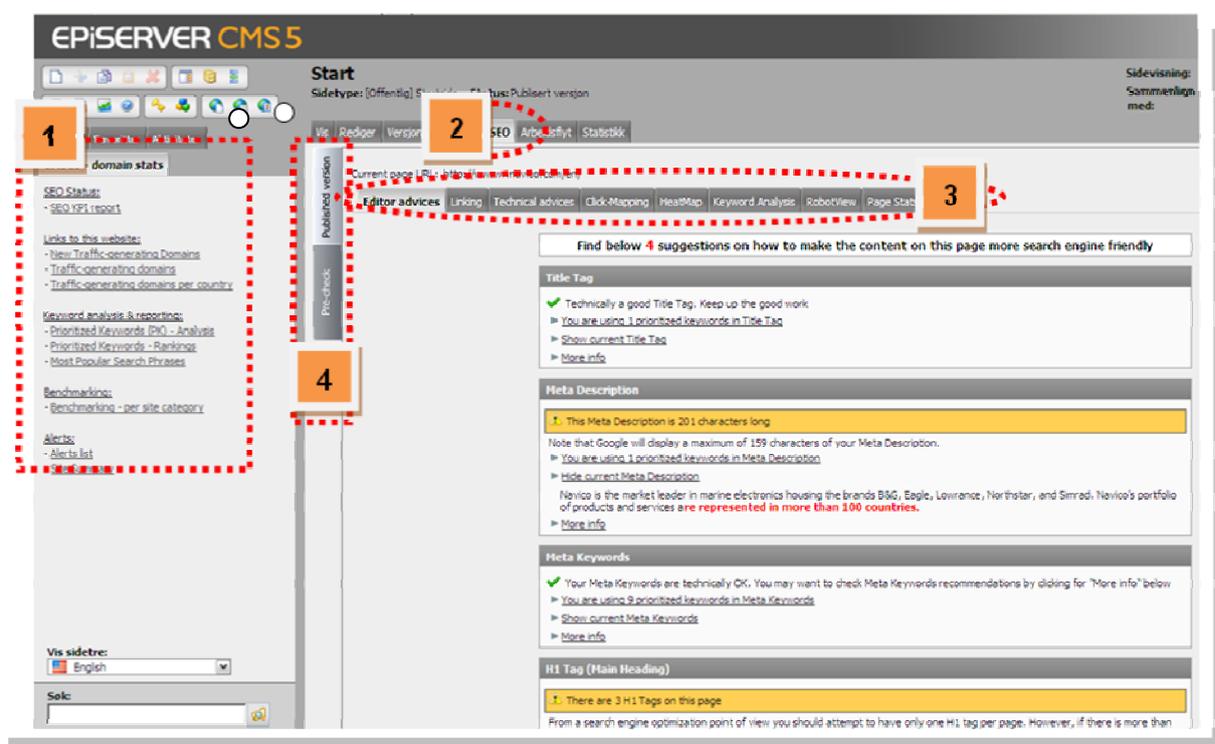
## Overview

When you are logged into EPiServer CMS, EPiServer SEO is always just one click away.

EPiServer SEO lets you check how well the specific article you are working on has been optimized for visitors and search engines even before you publish. See where visitors have clicked on the articles that you have published! Also get non-technical, easily understandable recommendations regarding how you can improve title tags, headings, internal linking and other content related areas to improve rankings in search engines as well as user experience.

Web Developers can benefit from the EPiServer SEO search engine robot simulator and get access to specific, easily implemented recommendations on how to increase the SEO friendliness of the specific Web page and site from a technical viewpoint.

## The User Interface



**1. EPiServer SEO – domain stats.** The left side navigation structure provides SEO related reports covering the entire Web site.

**2. EPiServer SEO tab** – reveals a new set of tabs giving you access to SEO tools and reports for this specific Web page.

**3. Tabs** – include:

- Editor advice
- Linking
- Technical advice (only available for Web masters and Web developers)
- ClickMapping
- HeatMap
- Keyword analysis
- RobotView

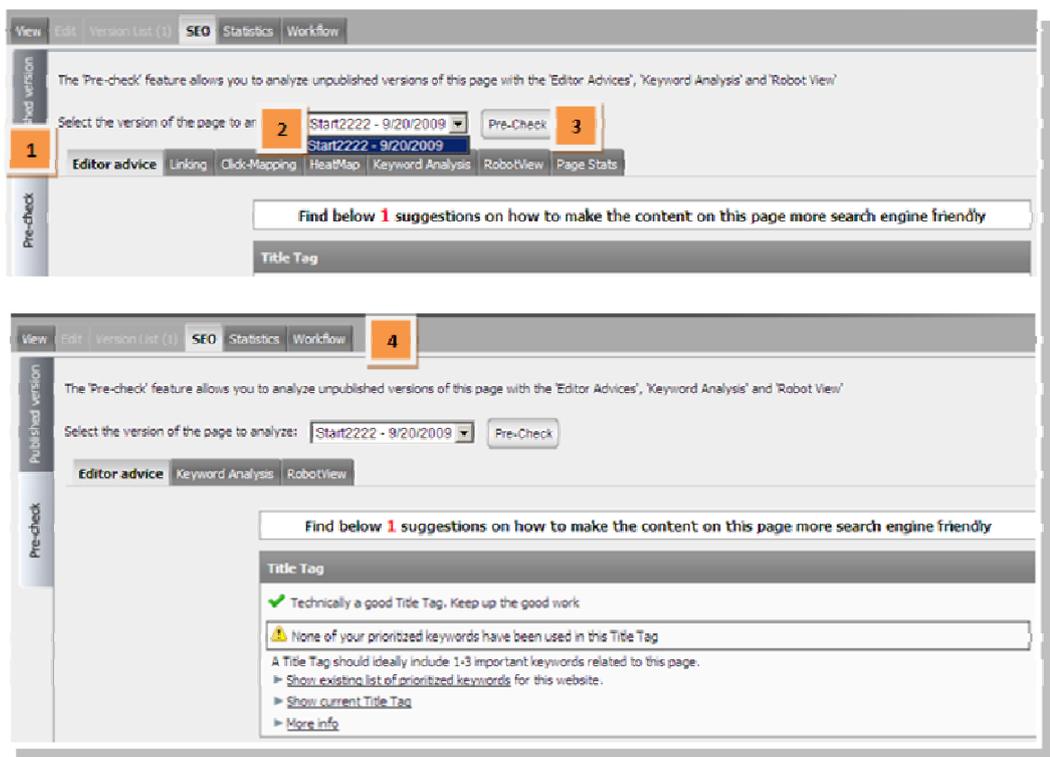
- Page stats

#### 4. Pre-check – check the search engine friendliness of a page before publishing.

The EPiServer SEO feature lets you analyze your content from a SEO perspective prior to publishing – to ensure your content meets the best practices guidelines of the major search engines.

##### Procedure:

1. Click the pre-check tab to retrieve a list of unpublished versions of the URL.
2. Select an unpublished page.
3. Click on the “Pre-check” tab.
4. For Pre-check purposes only 3 tabs are available (Editor advice, Keyword analysis and RobotView).

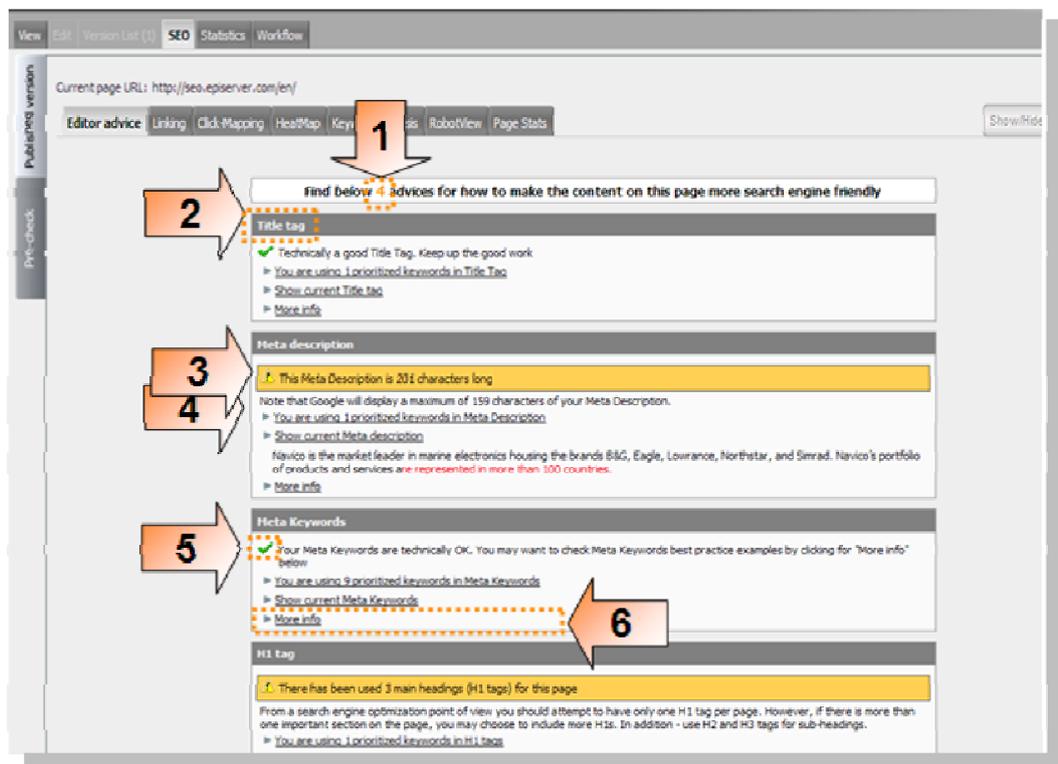


# Tabs in Edit Mode

## Editor Advice Tab

Search engines love good content but needs assistance to read your texts and understand what is the focus of the specific text. In other words; you need to tag each Web page in a manner that helps the search engine understand what is the theme(s) and which are the important keywords of each text. The reward is high rankings on those themes and keywords.

Title tag, Meta description, Headings (H1, H2 tags), lead text, image texts and hyperlinks are key areas in establishing high search engine visibility. The **Editor Advice** give you non-technical, easy to understand feedback on the areas you have done well and specific recommendations on how to improve.



1. Total number of advice on current page.
2. Advice area. Example: Title tag.
3. Advice. Example: "Title tag is too long".
4. Advice explanation. Example: "Google will only display .... characters".
5. Positive feedback. Example: "Keep up the good work".
6. More info. Best practice information.

## Editor Advice Meta Description

The screenshot shows the 'Meta description' editor interface. At the top, a yellow bar indicates 'This Meta Description is 201 characters long'. Below this, a note states 'Note that Google will display a maximum of 159 characters of your Meta Description'. A warning icon indicates 'None of your prioritized keywords have been used in this Meta Description'. The current meta description text is: 'This site contains Blogs related to EPiServer. It is also the homepage of EPiServer Research Team'. Below the text are links for 'Show existing list of prioritized keywords for this website' and 'Hide current Meta Description'. A 'More info' link is also present. The interface includes sections for 'Introduction' and 'Best Practices' with a list of guidelines. At the bottom, a 'List of prioritized keywords' window is open, showing a grid of terms such as 'autoplots', 'chart plotters', 'fish finders', 'karpilotar', 'marine electronics', 'marine radars', 'navico.com', 'northstar', 'sonars', 'www.navico.com', 'bilg', 'edge', 'fishfinders', 'lowrance', 'marine industry segments', 'marine electronics', 'navigation equipment', 'simrad', 'sounders', 'broadband radar', 'echo sounders', 'gas', 'lowrance electronics', 'marine instruments', 'navico', 'navman', 'simrad yachting', and 'vhf radios'. Numbered callouts (1-5) point to these specific elements: 1 points to the character count bar, 2 to the Google character limit note, 3 to the 'Show existing list of prioritized keywords' link, 4 to the 'None of your prioritized keywords have been used' warning and the 'List of prioritized keywords' window, and 5 to the 'More info' link.

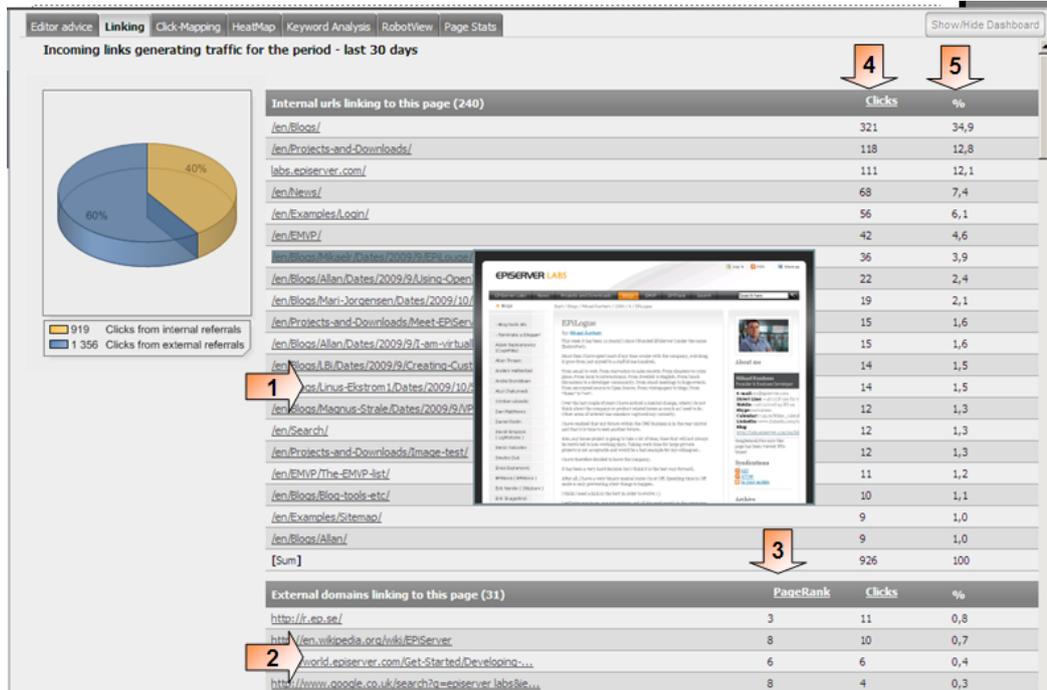
1. **Advice.** "Meta description is 201 characters long".
2. **Advice\_explanation.** "Note that Google will display a maximum of 159 characters of your Meta description".
3. **Show current Meta description.** Displays Meta description and marks in red the section beyond 159 characters.
4. **Keyword usage.** Number of occasions prioritized keywords have been used in the Meta description. Click in order to see which Prioritized keywords and Meta keywords have been defined. Keywords used in this Meta description are marked red.
5. **More info.** A click on "More info" displays background info on importance of Meta description for SEO as well as best practice examples.

## Linking Tab

This report shows which internal links and external domains have generated visits to this specific URL during the specified period. Internal and external inbound links are important for gaining high rankings in search engines.

**External links:** The search engines regard an external link to your Web site as a "vote" for your Web site. Based on a set of ranking criteria specific for each search engine, the inbound link from an external domain will help your Web site (and specifically the URL on your Web site that the link is pointing to) gain better rankings in the search engines.

**Internal links:** The most linked-to pages/documents on your site are considered by search engines as more important/trusted. Therefore, if you consider one specific page as having the best content for a specific, prioritized keyword, you should strive to ensure that when that keyword occurs elsewhere on the Web site, hyperlinks are established to the target page. Search engines will then tend to give that page best rankings for the specific keyword.



- Internal links:** Links from other URLs on this Web site. Sorted by clicks generated during specified period.
- External domains:** Links from external domains. Sorted by PageRank or clicks generated during specified period.
- PageRank:** PageRank is named after Google founder Larry Page and ranks a Web page's link popularity on a scale from 0-10. Google explains PageRank as follows: "PageRank reflects our view of the importance of Web pages. Pages that we believe are important pages receive a higher PageRank and are more likely to appear at the top of the search results. PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value."
- Clicks:** Visits generated by each link or domain during specified period.
- %:** Percentage of all visits generated during specified period from internal or external links. Note that "Search engines" and "Direct visits" are not included in "Total".

## Technical Advice Tab

**NOTE** Available only for Web managers/Web developers

The previous tabs (Editor Advice and Linking) help your Web team manage two important elements of SEO; Content Quality and Link Popularity. Technical quality is the third major element. Whereas Editor Advice are easily understandable for a non-

technical person, Technical Advice are meant for developers' eyes only. When assigning EPiServer SEO access rights, the Technical Advice tab should be assigned solely to Web Masters and persons that can access the Web site's source code.

EPiServer SEO includes a robot simulator that crawl your Web site as would a search engine robot do. The scan produces important technically related advice that help Web developers improve the search engine friendliness of the specific page. Advices are listed in prioritized order. The list includes references to the code where the recommended adjustments are located. Each page also receives a Digital Visibility Score on a scale from 0-100. A high Digital Visibility Score implies that the page complies well with widely accepted technical search engine ranking criteria. If a site or page scores well on Digital Visibility (and ranking criteria related to Content and "Link popularity" are also met) the site or page should rank well in major search engines. The EPiServer SEO robot is regularly updated when search engines have done changes to their ranking criteria.

You should consider the technical improvement points as recommendations, not as errors. The technical robot does a very strict validation and there could be good business reasons behind your choices in spite that they generate an Advice. Likewise, other technical choices may have been made that compensate for or contradicts technical advice provided by EPiServer SEO.

The screenshot displays the EPiServer SEO interface with several key sections and numbered callouts:

- Callout 1:** Points to the **Technical stats** section, which includes:
 

Digital visibility:	50
Size:	6 Kb
Word count:	108
PageRank:	4
- Callout 2:** Points to the **Advices summary** table, which is categorized into:
  - 4. Important advices:** 301 Item too big (1 occurrence)
  - 3. Moderately important advices:** 108 Invalid character (8), 214 Missing quotes (1), 504 Too many keywords (1), 701 Undefined CLASS used (1), 702 Undefined ID used (2)
  - 2. Limited importance advices:** 404 Long link (2)
- Callout 3:** Points to the detailed **Advices** table:
 

Priority	Code	Line	Sum	Message
4	301	0	241966	Total download size is 241966 bytes ( threshold = 150000 )
3	108	6	( 0x80 )	The character ( 0x80 ) is not a valid ASCII character
3	108	94	( 0x84 )	The character ( 0x84 ) is not a valid ASCII character
3	108	6	( 0x99 )	The character ( 0x99 ) is not a valid ASCII character
3	108	94	( 0xA2 )	The character ( 0xA2 ) is not a valid ASCII character
- Callout 4:** Points to the **Scan now** button and the **Last scan date: 20/09/2009** text.
- Callout 5:** Points to the **Last scan date: 20/09/2009** text.

1. Technical KPIs. Incl. Digital Visibility Score\* and PageRank\*\*.
2. Summary of Technical Advice for the specific page. In prioritized order - 5 is "most important". Includes number of occurrences per Advice Type.
3. Work list for adjusting advices. List includes Priority, Advice type, Location in code, Description.
4. Click to get an ad hoc technical scan by email (pdf) for the current page. Latest scan date is listed. Advice list is based on weekly technical scans.
5. Last scan date – information about when previous scan took place. Scans are run on a weekly basis.

\* "Digital visibility" is the automated score (on a scale from 0 – 100) assigned by the EPiServer SEO robot simulator when last scanning this Web site. Digital visibility is a measure of how well the Web site meets the technical requirements of search engines.

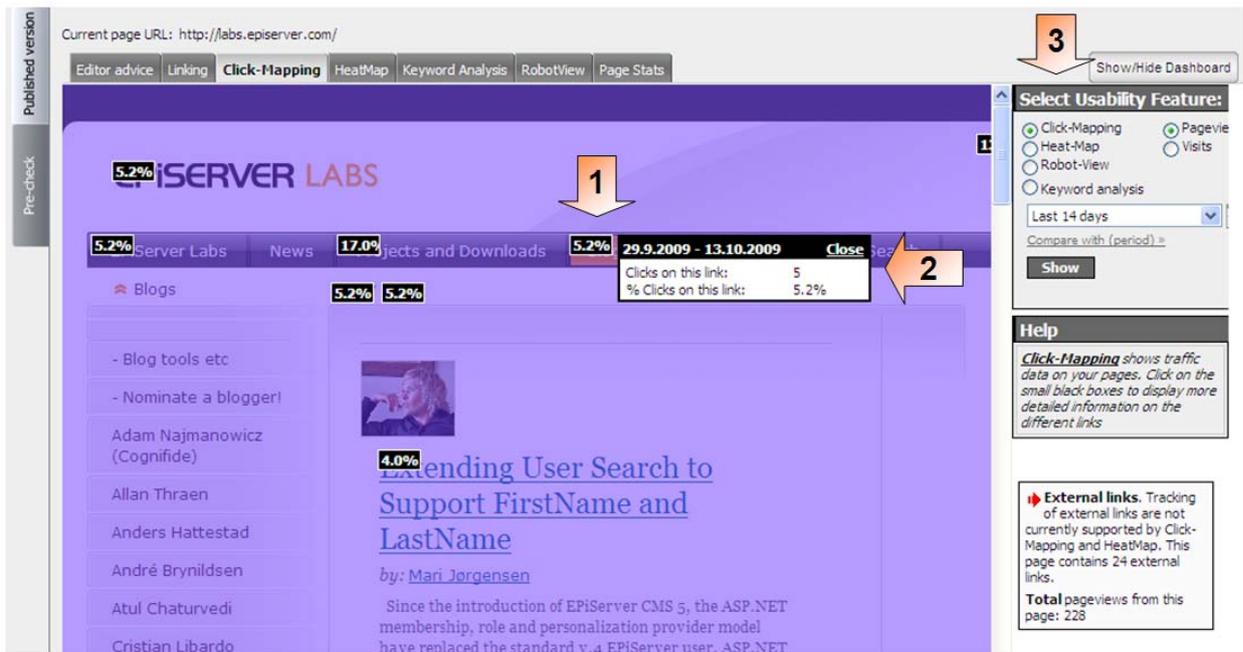
\*\* PageRank is named after Google founder Larry Page and ranks a Web page's link popularity on a scale from 0-10. Google explains PageRank as follows: "PageRank reflects our view of the importance of Web pages. Pages that we believe are important pages receive a higher PageRank and are more likely to appear at the top of the search results. PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value."

## ClickMapping Tab

### Identify usability and information architecture issues

It has never been easier to understand how visitors interact with your Web site. ClickMapping is a great tool for enhancing and refining content and improving usability. An excellent tool for your team for evaluating whether initial design and navigation intentions have been met and for deciding where improvements can be made.

The EPiServer SEO ClickMapping program "photographs" the actual page and inserts an overlay showing what share of visitors clicked on the various links. "Share of clicks" data are displayed in an infobox on top of each link. A zoom-in feature lets you click on an info box to see click details for that specific link. ClickMapping is useful to identify needs for change, make adjustments and monitor and analyze how traffic to your target pages have been affected by the changes.



1. Info box per link. In this case, 4% of the visitors to this URL navigated from the current page.
2. Clicking on an info box will display additional information; incl.:
  - a. Current period. Number of clicks.
  - b. Percentage of total visits on this page.
3. Dashboard – ClickMapping and HeatMap

The **Dashboard** is located in the upper right corner of the screen. It becomes visible when you click on either the **Click-Mapping**, **HeatMap** or **Keyword analysis** tabs. The dashboard includes the following features:

1. Select time period. Either predefined periods available through a drop-down menu or specified period using the calendar feature.

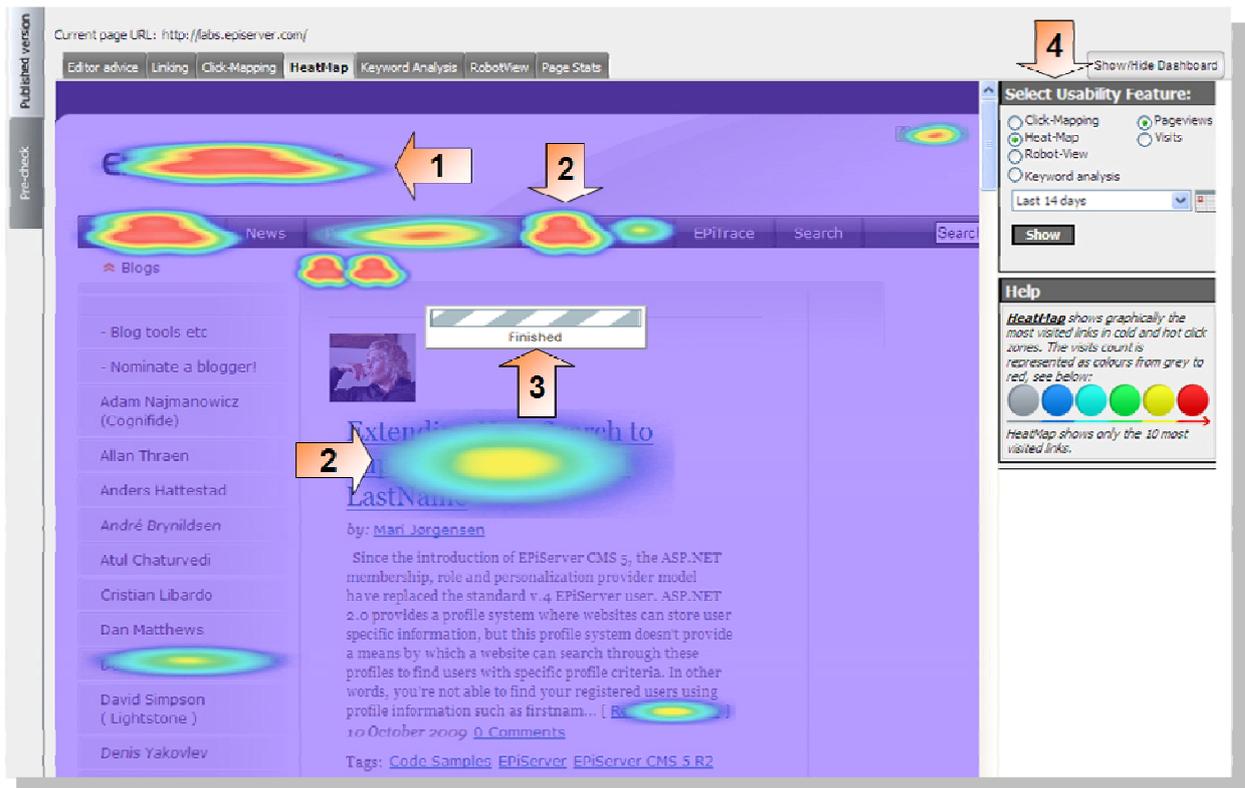
2. Pageviews/Visits. Select "Pageviews" or "Visits" as basis for ClickMapping and HeatMap. Pageviews is default value.
3. Show. After selections have been made, a click on "Show" will generate the desired report.
4. "Compare with....". This feature lets you compare time periods. When the "Compare period" feature has been selected, two boxes are displayed. Only applicable for ClickMapping.
5. Help/Description. Feature description.

## HeatMap Tab

### Insight at a glance

The human brain interprets and remembers colors and visualizations more rapidly and easily than numbers! HeatMap uses colors to show at a glance the relative importance of the 10 most popular links for a specified period.

As a Web team member you have probably wanted to know more about how visitors navigate on your Web site. Beyond usual statistics, HeatMap provides a precise illustration of users' navigation on your Web site. HeatMap lets you find areas in need of change, layouts that do not work as intended and links that are not being understood as you would like. Make adjustments and study how these changes influence click patterns and to what extent they pull more traffic to your target pages.



- I. HeatMap defined. A "heat map" is a graphical representation of data where the values are represented as colors. The EPiServer SEO HeatMap produces an overlay on a HTML page that displays the areas of the Web page most frequently clicked on by visitors.

2. Size and colour explained. Long hyperlinks are displayed as larger "clouds" than shorter links. Colors are used to display "hot" and "cold" click zones. The most popular links get stronger colors (more popular – more red).
3. When you mouse-over a cloud/link, the original URL is displayed, with the actual count of clicks/visits.
4. Dashboard – ClickMapping and HeatMap.

The **Dashboard** is located in the upper right corner of the screen. It becomes visible when you click on either the **Click-Mapping** or **HeatMap** tabs. The dashboard includes the following features:

1. Select time period. Either predefined periods available through a drop-down menu or specified period using the calendar feature.
2. Pageviews/Visits. Select "Pageviews" or "Visits" as basis for ClickMapping and HeatMap. Pageviews is default value.
3. Show. After selections have been made, a click on "Show" will generate the desired report.
4. Help/Description. Feature description.

To avoid a "Christmas tree" impression where reports get overloaded and therefore difficult to read, only the 10 most popular links on the specific page are displayed.

## ClickMapping/HeatMap Limitations

EPiServer SEO includes a set of usability related reports that help your team identify and analyze where visitors have clicked on a Web page. In ClickMapping actual click volumes for a specified period are inserted in info boxes on top of each link. HeatMap is a more visual version of ClickMapping, using colors to display the 10 most clicked links on the actual page during the specified period (based on a "more red - more popular" principle).



### Limitations

Click volumes are only available for internal links – where the EPiServer SEO tracking script can monitor that the actual visitor moved from one Web page (URL) to another Web page on the same domain. On some Web sites 100% of internal links can be identified and the exact click volumes can be displayed in the text boxes above the links.

If there are several links on a Web page (URL) that all point to the same destination page, the ClickMapping program cannot identify how many clicked on each of those links. Since only total clicks from the click generating page (URL) to the destination page are available, total clicks are therefore distributed evenly between the links. In other words, if there are 3 links from your Front page to a specific page (URL) on your Web site and a total of 12% of those who visited your front page clicked on any of these 3 links, then ClickMapping would display  $(12\%:3=)$  4% on each of those 3 links. With the exception of one single click, IF you have 1 click and 2 same links, then the percentage will be 0,5% BUT we still display 1 click (instead of 0) in the stats box displayed.

On other Web sites – due to the technologies that have been used – the exact location of some of the links cannot be identified. Click volume will be displayed as 0 clicks, since it is not possible for the ClickMapping and HeatMap applications to read which destination page the actual link is pointing to. Technologies where clicks partly or entirely cannot be identified include:

- Java script based links
- Forms
- Flash
- iFrames
- ImageMaps/Images
- PDFs
- Certain redirects

These links are marked with icons in ClickMapping and explanations are displayed in the dashboard section at the right hand side.

Links to external domains are marked with a red arrow.

 **PDF Document.** Downloadable PDF Document. Since downloads do not generate a pageview, no clicks can be displayed for this page in Click-Mapping and HeatMap.

 **Word Document.** Downloadable Word Document. Since downloads do not generate a pageview, no clicks can be displayed for this page in Click-Mapping and HeatMap.

 **Flash object - no clicks identified.** Flash object(s) have been used. Flash objects are not supported by Click-Mapping and HeatMap, because it is not possible to identify the position of a Link within the Flash object.

 **Excel Document.** Downloadable Excel Document. Since downloads do not generate a pageview, no clicks can be displayed for this page in Click-Mapping and HeatMap.

 **Javascript links are used on this page.** JavaScript links are not

## Keyword Analysis Tab

Keyword analysis scores your keyword usage. The Keyword analysis tab lets editors and Web masters score their keyword usage prior to publishing new content and to analyze and quality assure existing content. Search engines analyze texts and use this information to categorize a Web page/site's themes, and to determine which keywords sites should rank for. Keywords are the reasons that people discover a Web site through searches for information. It's important that a site provide opportunities to be included in those search results.

Keyword analysis lets you see to what extent your targeted keywords have been used in Title tags, Meta descriptions, Headings, Alt tags, URLs, and more. Keyword usage is summarized and scored as green/yellow/red in the "Keyword density" column of the Keyword analysis table displayed below.

- **What is "Keyword density"?** According to Wikipedia, Keyword density is the percentage of times a keyword or phrase appears on a Web page compared to the total number of search engine indexable words on the page. This includes the "invisible" content such as meta tags and image alt attributes.
- **Why is Keyword density important?** Keyword density is important because search engines use this information to categorize a Web page's or site's themes, and to determine which search terms the page/site is relevant to.

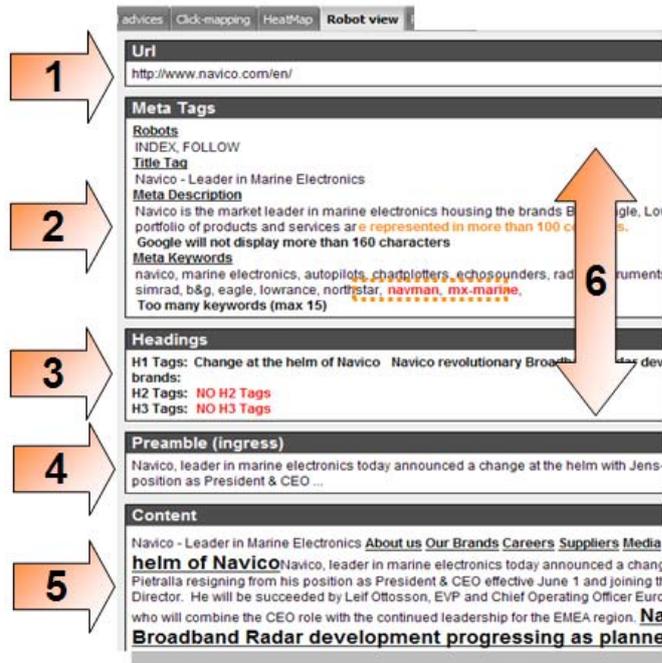
A Keyword Analysis is generated based on all meta keywords. To analyze other keywords, use Dashboard on right hand side.

Keyword	Title tag	Meta Description	Meta Keywords	H1/H2/H3 tags	Lead text	Body text	Image texts	Link texts	Sum	Word count	Keyword density
EpiServer CMS	1	1	1	0.0.0	1	1	1	0	6	111	5.41%
Personalization	1	1	1	0.0.0	0	1	1	0	5	111	4.50%
Content Management	0	0	1	0.0.0	1	1	0	0	3	111	2.70%
ASP.NET	0	0	1	0.0.0	1	1	0	0	3	111	2.70%
Interactive Web	0	1	1	0.0.0	0	1	0	0	3	111	2.70%
Web Statistics	0	1	1	0.0.0	0	0	0	0	2	111	1.80%
Web Analysis	0	1	1	0.0.0	0	0	0	0	2	111	1.80%
Web Marketing	0	1	1	0.0.0	0	0	0	0	2	111	1.80%

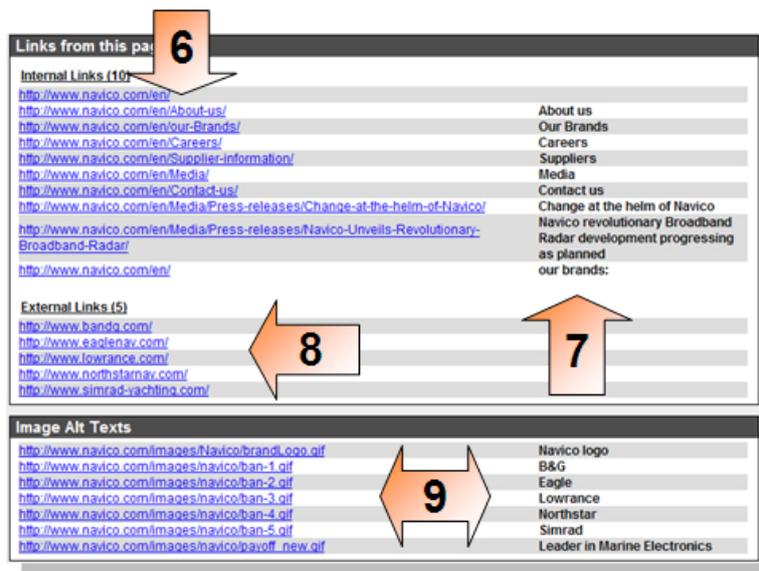
- Actual Meta keywords used for the specific Web page is default values when the Keyword analysis table is generated upon you clicking on the Tab.
- You may also select among prioritized keywords using the pull-down menu in the Dashboard in the upper right corner.
- A third option is to type a keyword in the "Type a keyword to highlight" window in the Dashboard.

## RobotView Tab

SEO made easy - view Web pages as search engine robots see them. Search engines analyze and try to understand and rank Web content. In this analysis the search engine robot removes graphical elements and analyze HTML page elements such as Title tags, Headlines (H1/H2/etc.), Internal linking, Keywords in URLs, Image texts, Meta descriptions, and more. Potential SEO content improvement areas are marked red.



1. **URL.**
2. **Meta tags.** Meta tags include Title tag, Meta description and Meta keywords. Meta Tags are not visible to the human eye when viewing a Web page. The Title tag is a key factor when search engines analyze and rank Web page. Meta description is a short description of a page's content. Search engines do not use the Meta description but Meta description text is used for the snippet of text displayed beneath the title on the search engine results page (SERP).
3. **Headings.** The H1 tag tells search engines that this is the primary heading, whereas H2 and H3 tags are used for sub-headings.
4. **Lead text.** The lead text is located at the top of the page – right after the H1 tag. The lead text should be keyword rich and summarize the page.
5. **Body text.** This section shows body text incl. hyperlinks. H-tags are displayed as larger letters than other body text.



6. **Outbound external links.** Lists outbound links; i.e. links from this Web page (URL) to external domains. Move mouse over links to see thumbnail picture of destination pages on the external domains or click on link(s) to open the external destination page(s) in new window. **NOTE** To view "Inbound external links" to this URL, go to "Linking" tab.
7. **Hyperlink texts.**
8. **Outbound internal links.** Lists links from this Web page (URL) to other URLs on this Web site. Move mouse over links to see thumbnail picture of the destination pages or click on link(s) to open the internal destination page(s) in new window. **NOTE** To view "Inbound Internal Links" to this URL, go to "Linking" tab.
9. **Alt tags (image texts) and Image file names.** To check if an image has Alt tag and – if so – what is the actual text, you should move the mouse over that image. Image search engine optimization has become an important SEO activity, so make sure that Alt tags as well as Image file names are keyword rich. Click on the image file names to see the images.

## PageStats Tab

EPIserver SEO focus on SEO and does not aim at being an alternative to Google Analytics or other dedicated Web analytics tools. However, some Web analytics metrics are included since this SEO tool is aiming at providing Web teams with easily accessible feedback on how they may improve the attractiveness of a page for search engines and give feedback on how well those efforts have succeeded. The "Page stats" tab provides information on how many have visited this page/URL, what channels (referrers) brought them there, where they originated from and what search phrases those used that arrived directly from a search engine result page (SERP). Data are aggregated for last 30 days.

### How many visited this page?

1. Visits. Number of visits to this URL through channels (external referrers), direct arrivals and internal links
2. Visits after exclusions. Own visits can be excluded by registering internal ip-adresses/areas under the administration tab in EPIserver SEO.
3. Users. Number of unique work stations that visited this page/URL during specified period. Cookie based identification..
4. Unique visitors. Number of unique ip-adresses that visited this page/URL during the specified period.
5. Direct traffic. Visits generated when user arrived after having typed the URL directly in his/her browser, or used bookmark or or clicked on a link in an e-mail.

### What channels/referrers generated visits?

1. Search engines.
2. Predefined directories. Directories have been predefined for a limited number of countries
3. Social media. Approximately 100 major social media sites are predefined.
4. Other referrals. All other visits generated from clicks on links on external domains.

Current page URL: <http://www.navico.com/en/>

Editor advices | Linking | Technical advices | Click-Mapping | HeatMap | Keyword Analysis | RobotView

Last 30 days

Referrals	Clicks
Search engines	3455
Directories	3
Social medias	0
Others	0

Metrics	Count
Visits	10110
Visits incl. exclusions	0
Users	9736
Unique visitors	6823
Direct traffic	4150

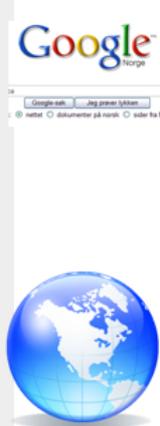
What search phrases were used by visitors from search engines:

1. 5 most popular search phrases are displayed initially.
2. Click "show" to display all traffic generating search phrases last 30 days

Top search phrases	Count
navico	2942
navico inc	257
navico.com	187
www.navico.com	126
navico australia	91
<a href="#">Show/Hide</a>	

Top countries	Visits
United States	1551
Great Britain (UK)	474
Germany	407
France	354
Italy	347
<a href="#">Show/Hide</a>	



Where (what countries) did visitors to this page originate from:

1. 5 most popular traffic generating countries are displayed initially.
2. Click "show" to display all countries that generated visits during the last 30 days.

# Domain Statistics

## Overview

The main focus of EPiServer SEO is on individual pages. However, in the "SEO – domain stats" section you find a number of SEO reports covering the entire site! Click on the "EPiServer SEO - domain stats" tab located above the left menu to display the domain stats menu.

Domain stats include:

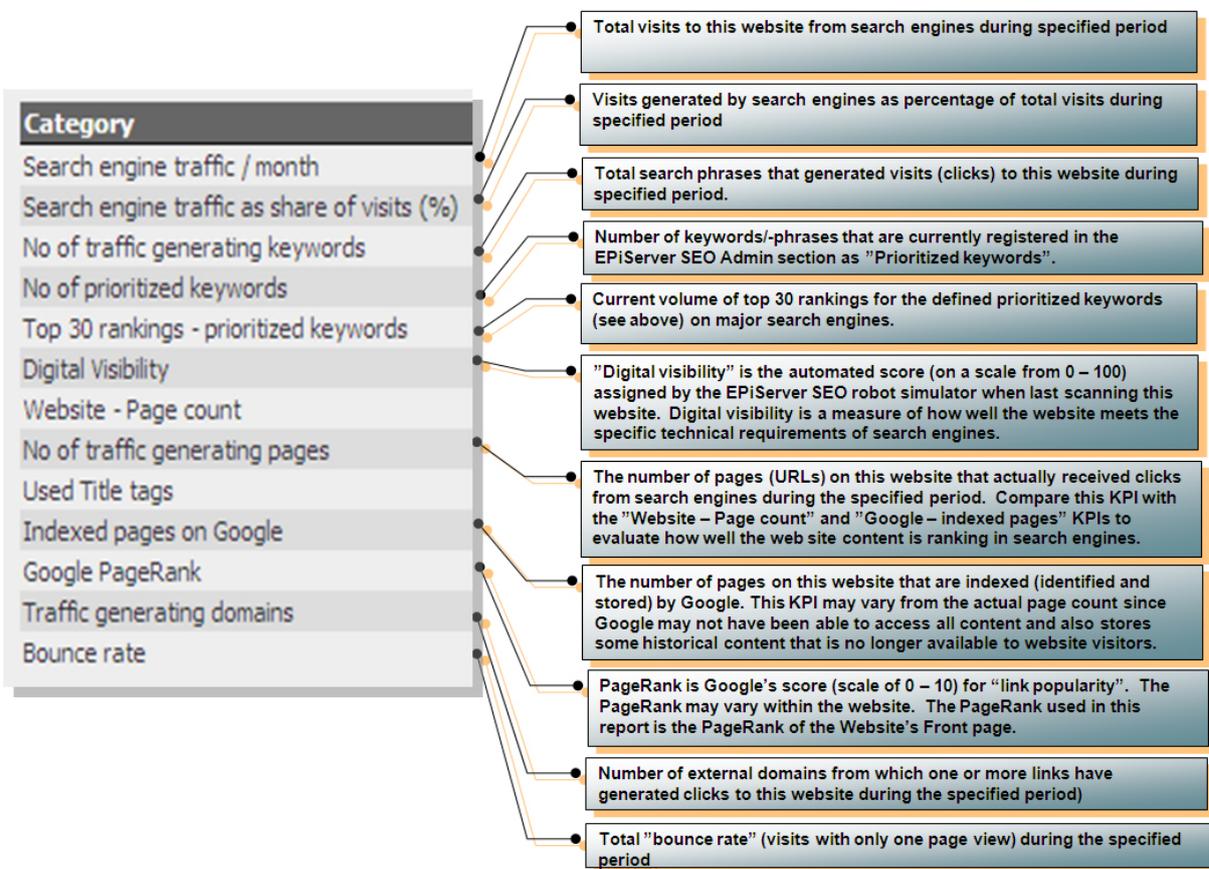
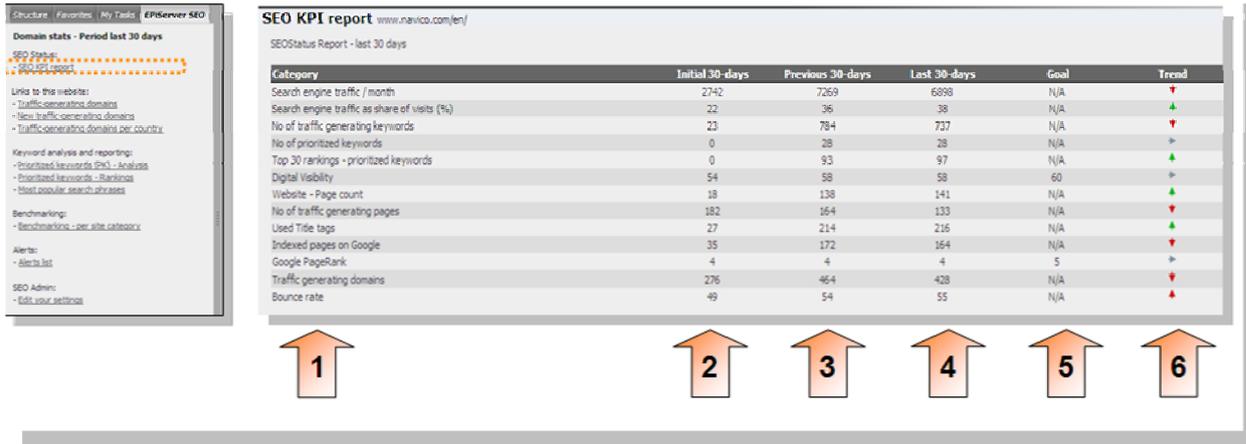
- **SEO status.** The SEO KPI (Key Performance Indicators) report gives an overview of the status and historical progression of your SEO project.
- **Links to this Web site.** Reports for measuring volume, quality and effect of external links to your Web site.
- **Keyword analysis and reporting.** EPiServer SEO lets you input (through the Administration interface) prioritized keywords/key phrases for the entire Web site and provides an automated, updated rankings report for those keywords on major search engines. The "Most popular search phrases" report shows what phrases visitors to your Web site searched for.
- **Benchmarking.** Compare your site - on important KPIs - with averages from other Web sites within the same Web site category.
- **Alerts.** Alerts provide information on substantial SEO related changes, errors and other issues that need attention.

## SEO Status

### SEO KPI Report

The progression of your SEO project – at a glance. You can't manage what you do not measure. This report shows some of the most important SEO related KPIs (Key Performance Indicators), summarized in a single table. The table provides historic insights back to the start of your SEO project as well as an overview of the current situation. Set goals per KPI and strive to reach them.

1. **SEO related KPIs** (see detailed description below).
2. **Initial levels.** Shows KPI metrics from the first 30 days after EPiServer SEO installation as a reference for measuring the value and success of your Web Team's SEO efforts.
3. **Previous 30 days** (30 – 60 days ago).
4. **Last 30 days** (1 – 30 days ago).
5. **Goals** per KPI. Define goals for each KPI by logging into the Administration section of EPiServer SEO.
6. **Trends.** Compares "Previous 30 days" with "Last 30 days".



## Links to this Web Site

### Traffic Generating Domains

How many votes did your Web site receive last month? This report shows which external domains have generated visits to your Web site during the specified period. The volume and quality of external inbound links is important for gaining high rankings in search engines. The search engines regard an external link to your Web site as a "vote" for your Web site. Based on a set of ranking criteria unique for each search engine, an inbound link from an external domain will help your Web site (and specifically the URL that the link is pointing to) gain better rankings in the search engines.

1. **Chart:** Visualizes the PageRank\* (see definition below) distribution of all domains that generated traffic to your Web site during the specified period.

2. **External domains** that have generated visits to your Web site during the last 30 days.
3. **Number of clicks** from each external, traffic-generating Web site to your Web site during the specified period.
4. **Number of unique URLs** on the external domain that generated visits to your Web site during the specified period.
5. **Google PageRank.** Google PageRank is named after Google founder Larry Page and ranks a Web page's link popularity on a scale from 0-10. Note that this "official" PageRank is only an indicative measure of how Google evaluates a Web page's link popularity.



### New Traffic Generating Domains

How many new voters did your Web site receive last month? This report shows which new external domains have generated visits to your Web site during the specified period. External inbound links are important for gaining high rankings in search engines. The search engines regard an external link to your Web site as a "vote" for your Web site. Based on a set of ranking criteria specific for each search engine, an inbound link from an external domain will help your Web site (and specifically the URL that the link is pointing to) gain better rankings in the search engines.

1. **Domains** that have started sending visitors to your Web site during the last 30 days. In other words, these domains have recently added one or more links to your Web site that visitor(s) to their Web site have started clicking on during the specified period.
2. **Number of clicks** from the external, traffic-generating Web site to your Web site during the specified period.
3. **Number of unique URLs** on the external domain that generated visits to your Web site during the specified period.
4. **Google PageRank.** PageRank is named after Google founder Larry Page and ranks a Web page's link popularity on a scale from 0-10. Google explains PageRank as follows: "PageRank reflects our view of the importance of Web pages. Pages that we believe are important pages receive a higher PageRank and are more likely to appear at the top of the search results. PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value."

**New traffic-generating domains** www.navico.com/en/

Domain	Clicks	Referer count	Google PageRank
http://www.salonaubiqueannes.com	1	1	6
http://www.robtek.com	2	1	6
http://www.offroad.com	1	1	6
http://www...	1	1	6

Arrows labeled 1, 2, 3, and 4 point to the first four rows of the table respectively.

## Traffic Generating Domains per Country

The geographic distribution of votes for your Web site. This report shows - categorized by country - external domains that have generated visits to your Web site during the specified period. External inbound links are important for gaining high rankings in search engines. For multi-country Web sites it is of importance that links from a specific country link to the specific country section or language section on your Web site. This to ensure that search engines give your Web site best possible authority and rankings to attract clicks from search engine users from each specific country that your Web site is targeting.

1. **Number of traffic generating Web sites** (domains) per country during the specified period.
2. **Each country's percentage** of total traffic generating domains.
3. **Number of individual links per country**; taking into account that there can be several links per domain.
4. **Each country's percentage** of total traffic generating visits.
5. **Number of clicks (visits) per country** from those traffic-generating domains during the specified period.
6. **Percentage of clicks (visits) per country** to your Web site from those traffic generating domains.

**Traffic-generating domains per country** labs.episerver.com

Country	External domains	% of all domains	Referers per site	% of all links	clicks	% of all clicks
United States	31	21,23 %	1177	33,39 %	1985	31,28 %
Sweden	22	15,06 %	1502	44,61 %	2351	48,68 %
United Kingdom	5	3,42 %	12	0,33 %	17	0,35 %
Denmark	4	2,73 %	111	3,15 %	134	2,03 %
Belgium	3	2,05 %	15	0,42 %	17	0,29 %
Canada	3	2,05 %	40	1,12 %	45	0,50 %
Ireland	3	2,05 %	16	0,45 %	19	0,40 %
Norway	3	2,05 %	3	0,08 %	4	0,08 %
Netherlands	3	2,05 %	80	2,25 %	91	1,02 %
Bangladesh	2	1,36 %	2	0,05 %	2	0,04 %
Poland	2	1,36 %	2	0,05 %	3	0,06 %
Unknown	2	1,36 %	2	0,05 %	2	0,04 %
Germany	2	1,36 %	36	1,01 %	37	0,78 %
India	2	1,36 %	162	4,56 %	174	3,67 %

Arrows labeled 1 through 6 point to the columns: External domains, % of all domains, Referers per site, % of all links, clicks, and % of all clicks respectively.

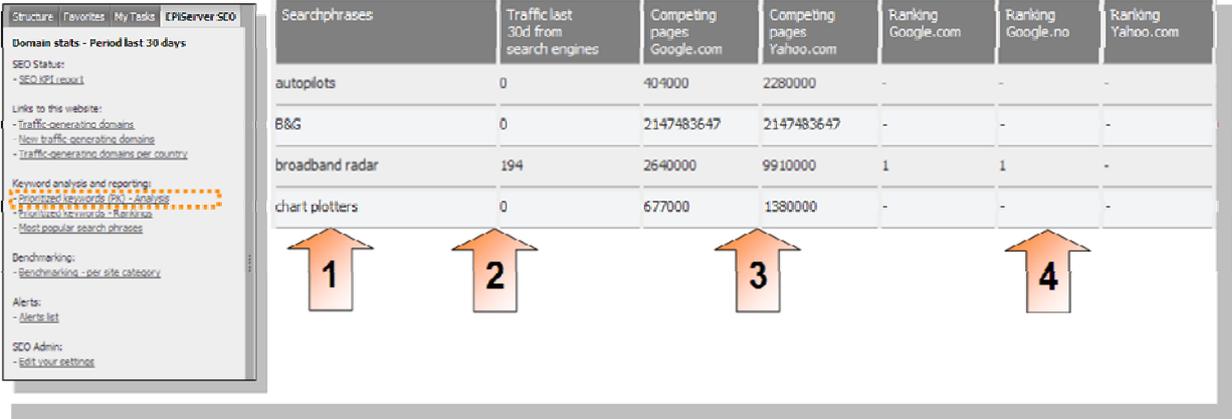
# Keyword Analysis & Reporting

## Prioritized Keywords Analysis

Check your success and further potential on targeted keywords. This report shows for each prioritized keyword/phrase that have been entered in the EPiServer SEO Administration section 1) actual referrals (clicks) generated from search engines during the last 30 days, 2) competing pages on selected search engines and 3) rankings on selected search engines for each prioritized keyword/phrase that have been entered for this Web site in the Administration section.

EPiServer SEO thus enables you to see how well the Web site is performing on important keywords/phrases both in term of referrals and in terms of rankings and also to be able to evaluate whether lack of referrals or rankings might be due to high competition on the specific keyword/phrase. If the competition is overwhelming, consider adding another word to the phrase (for instance geographic location). You may also choose to use another keyword/phrase with a better chance for your Web site to attain high rankings. The average search phrase in Europe is in the range of 2.1 – 2.5 words and in the US approximately 3.0 words, so do focus on phrases more than on single words.

1. Your **defined prioritized keywords/phrases**.
2. **Number of visits** generated from search engines during the last 30 days on your prioritized keywords/phrases.
3. **Competitive situation for each phrase.** Shows number of pages in the indexes of Google and Yahoo that the search engines have found worthy of competing for rankings for the particular phrase.
4. **Actual rankings** for your Web site on Google and Yahoo respectively for that particular keyword/phrase.



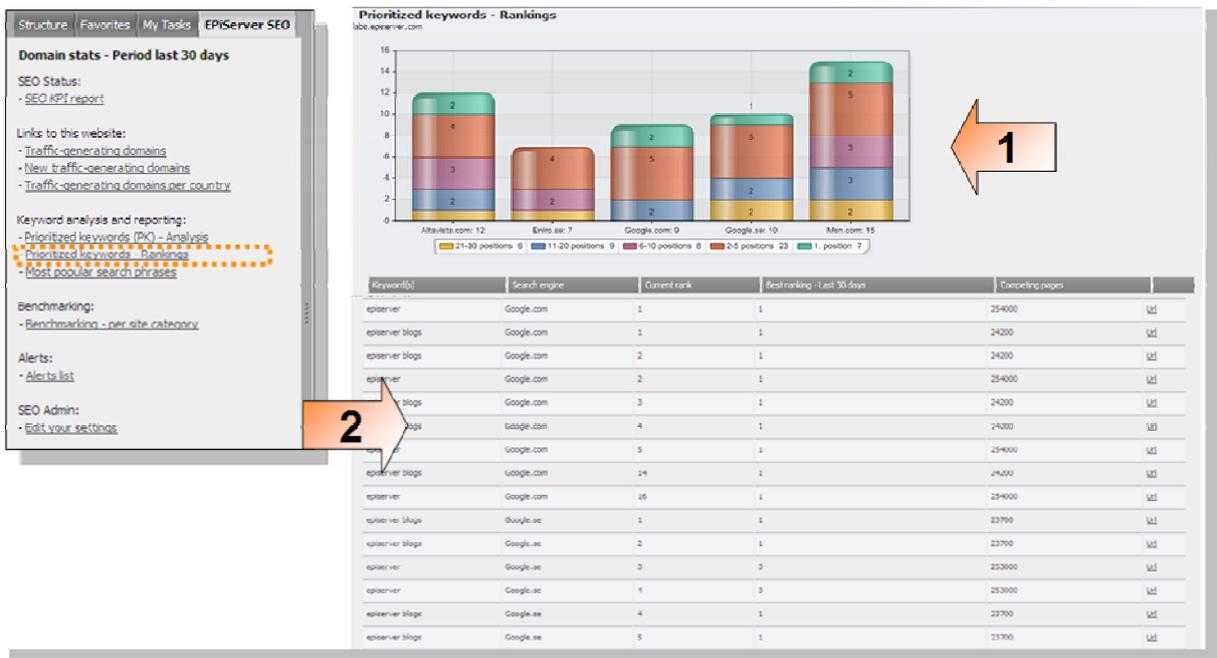
## Prioritized Keywords Rankings

How well is the Web site ranking on your targeted keywords? The report provides a summary of rankings on important search engines for all prioritized keywords your Team has defined in the EPiServer SEO Administration. Search engines included will normally be Google.com, Yahoo.com, Msn/Bing.com as well as the country specific Google version if the domain is a top level country domain.

For each keyword rankings in important search engine will include current rank, change during last last 30 days and volume of competing pages on Google (number of pages in Google's index that the search engine has found worthy of competing for rankings on that particular keyword/phrase).

1. **Chart:** Each search engines is represented by a column showing total number of rankings. Colors show the number of rankings within each of the following ranking ranges: # 1, #2-5, #6-10, #11-20 and #21-30.

2. **Table:** Sorted by search engine. Presenting current rank per prioritized keyword in important search engines as well as trends per keyword/phrase and competing pages per keyword/phrase.



### Most Popular Search Phrases

Which search phrases generated most visits last 30 days? This report shows search phrases that have generated visits from search engines to this Web site during the last 30 days – listed in popularity order. To see which search phrases generated visits to an individual page, go to the individual page you would like to check and click the "SEO" tab and then the "Page stats" tab.

1. **Chart:** Shows the 15 most popular search phrases during the last 30 days.
2. **All search phrases** that generated visits from search engines during last 30 days – listed by popularity.
3. **Number of clicks for each keyword/phrase.**
4. **% of all clicks from search engines.**
5. If the keyword is defined as a prioritized keyword in the EPiServer Administration section, this column will show "Yes".



## Benchmarking

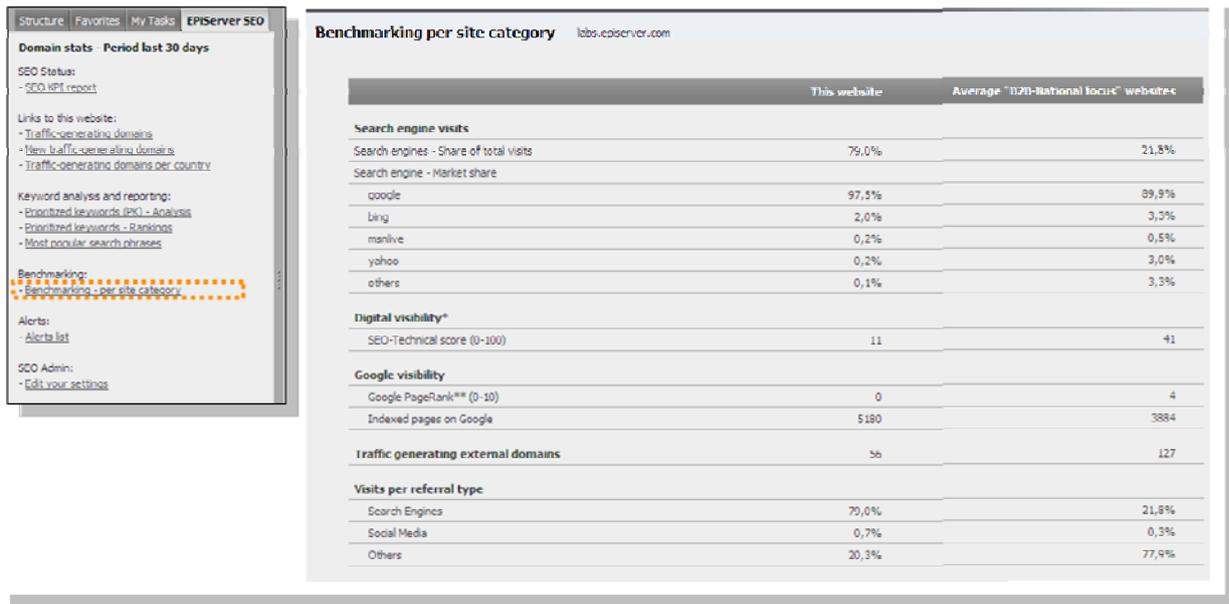
Compare your site with averages from a selection of Web sites within your "Web site type". The benchmarking data are aggregated from a selection of approx. 2000 Web sites.

Web site types include:

- Government/Public services
- B2B – national/local focus
- B2B – international focus
- B2C – national/local focus
- B2C – international focus
- Local (Web site limited to limited region within country)
- Portals
- Social media/communities

Benchmarking areas include:

- Search engines – share of total visits
- Search engines - share of visits per search engine
- Indexed pages on Google\*
- Digital Visibility\*\*
- Google PageRank\*\*\*
- Traffic generating external domains
- Visits per referral type



\* Indexed pages: Search engine robots crawl your Web site and fetch pages. Then an indexing program analyzes the pages and stores a representation of the pages into the search engine's index.

\*\* Digital Visibility: The automated score (on a scale from 0 – 100) assigned by the EPIserver SEO robot simulator when last scanning this Web site. Digital Visibility is a measure of how well the Web site meets the search engine specific technical requirements. A high Digital Visibility Score implies that the page complies well with widely accepted technical search engine ranking criteria. If a site or page scores well on Digital Visibility (and ranking criteria related to content and Link popularity are also met) the site should rank well in major search engines.

\*\*\* PageRank: Google explains PageRank as follows: "PageRank reflects our view of the importance of Web pages. Pages that we believe are important pages receive a higher PageRank and are more likely to appear at the top of the search results. PageRank also considers the importance of each page that links to your Web site, as votes from some pages are considered to have greater value, thus giving the linked page greater value."

## Alerts

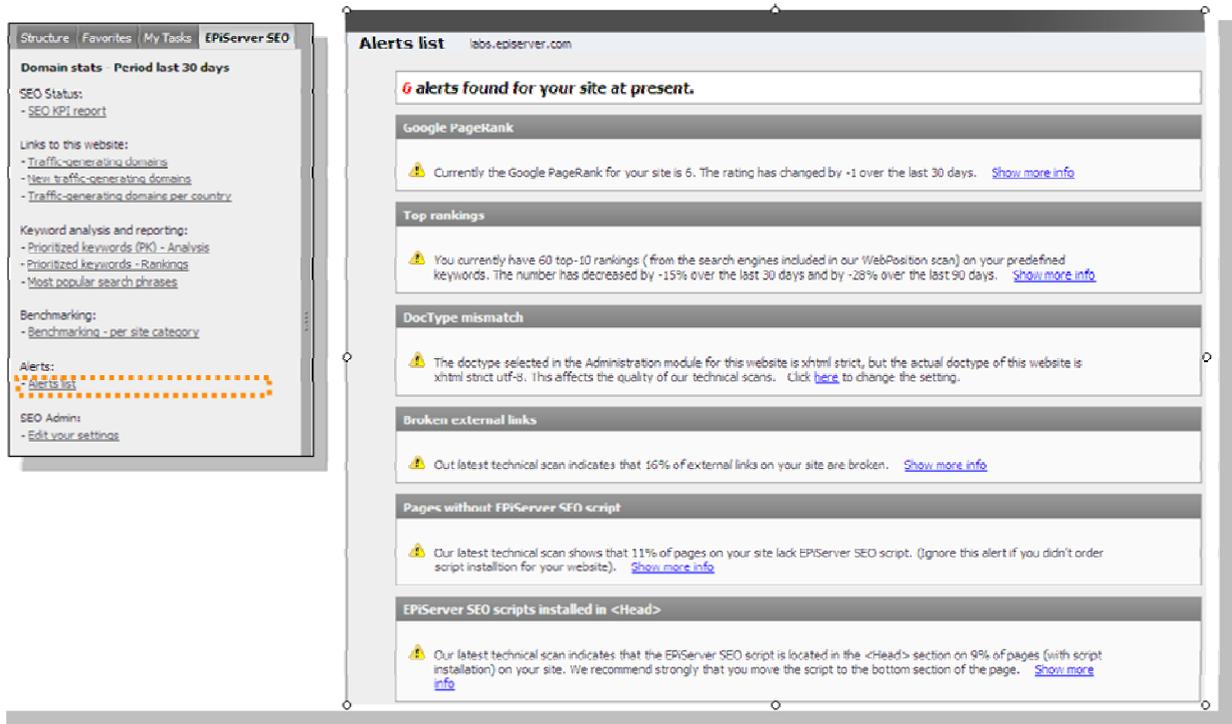
The **Alerts report** informs Webmasters and Web Developers about SEO related areas where positive and negative changes above defined thresholds have taken place during the last 30 and 90 days.

Note that the Alert report is fully activated 45 days after EPIserver SEO has been installed, since for certain Alerts the initial 45 days period is required for the EPIserver SEO module to be able to report relevant deviations.

Sample Alerts include:

- "Currently the Google PageRank for your site is 4. The rating has changed [by -1 over the last 30 days (and) by -1 over the last 90 days)."
- "This site currently has 1025 pages indexed by Google. The number has changed [by -12% over the last 30 days (and) by -22% over the last 90 days)."
- The DocType selected in the EPIserver SEO Administration settings for this Web site is XHTML strict, but the actual DocType of this Web site is XHTML strict utf-8. This affects the quality of our technical scans. Click here to change the setting.
- Our latest technical scan indicates that 7.0% of external links on your site are broken.
- Our latest technical scan shows that 14% of pages on your site lack EPIserver SEO script. Ignore this alert if you did not order a EPIserver SEO product that included script installation.

- Our records indicate that the EPiServer SEO script was removed from most or all pages on your Web site on 28.09.2009.



Below each Alert you may click for “More info” to find a description of the reasoning behind the Alert and the threshold where the Alert is activated.

“Digital visibility” is the automated score (on a scale from 0 – 100) assigned by the EPiServer SEO robot simulator when last scanning this Web site. Digital visibility is a measure of how well the Web site meets the technical requirements of search engines. An alert is generated if the rating drops or increases by 5 or more over a 30-day period or by 10 or more over a 90-day period.