anicca
data driven digital marketing

# Introduction to SEO

## #ASKANICCA

By Sukhjinder Singh
February 2021

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- The Basics
- On-Page
- Off-Page
- Technical
- Monitoring your work

# About me

- Head of SEO at Anicca
- Doing SEO for 11+ years (in-house and agency)
- Web developer for 3 years
- I work on:
  - Technical SEO and website launches
  - International SEO
  - Lead generation and ecommerce SEO
- Obsessed with Fitbit and Strava – I'm annoying on Instagram

# SEO Basics

# What is SEO?

SEO (**Search Engine Optimisation**) involves optimising **on-page content**, ensuring this is accessible to Google and users via **technical SEO**, then through **off-page SEO**, building links and citations from relevant external sites to this content.

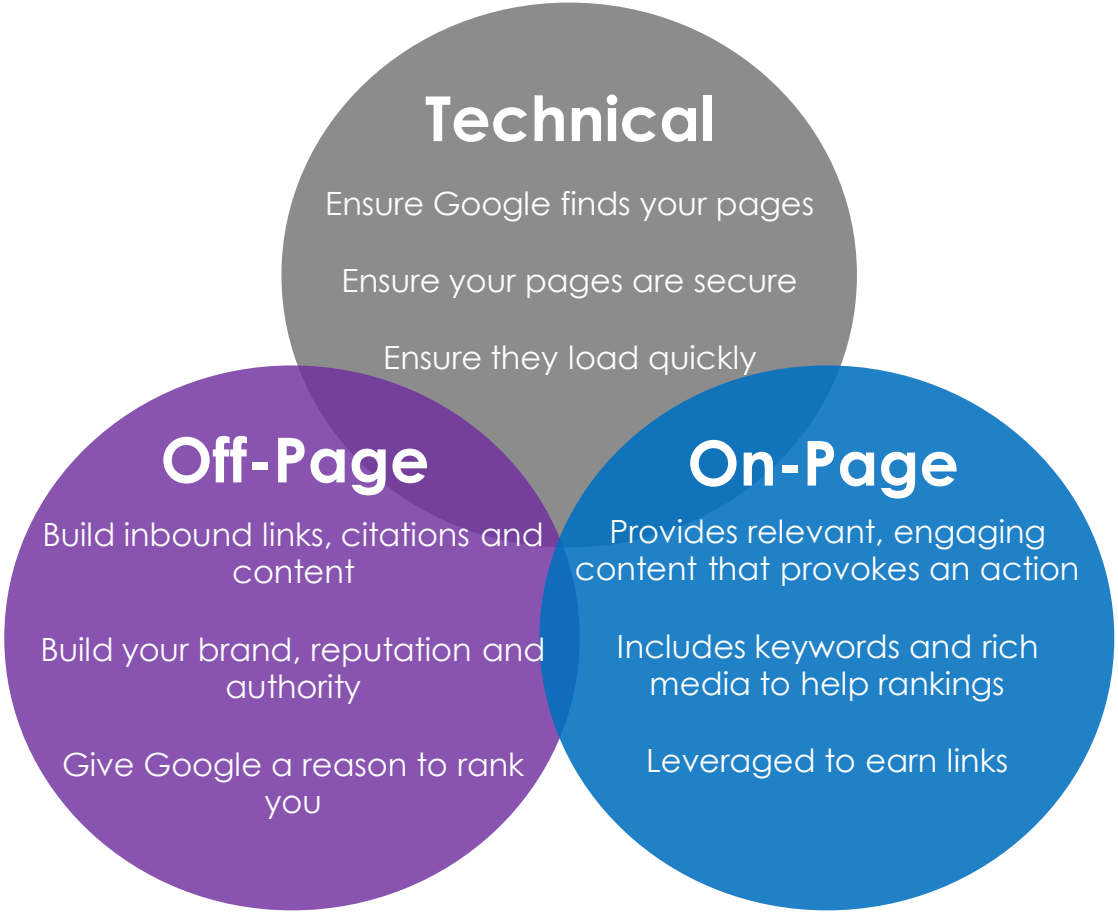
The outcome is to drive 'qualified' organic traffic to your key landing pages.

# SEO drives organic traffic and conversions/sales

| Default Channel Grouping | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Ecommerce Conversion Rate | Transactions | Revenue |
|---|---|---|---|---|---|---|---|---|---|
| | 364,271 % of Total: 100.00% (364,271) | 316,776 % of Total: 100.14% (316,321) | 557,947 % of Total: 100.00% (557,947) | 22.43% Avg for View: 22.43% (0.00%) | 9.75 Avg for View: 9.75 (0.00%) | 00:03:06 Avg for View: 00:03:06 (0.00%) | 2.93% Avg for View: 2.93% (0.00%) | 16,370 % of Total: 100.00% (16,370) | £497,228.02 % of Total: 100.00% (£497,228.02) |
| 1. Paid Search | 157,623 (39.58%) | 132,804 (41.92%) | 229,871 (41.20%) | 18.61% | 9.59 | 00:02:56 | 3.38% | 7,774 (47.49%) | £225,566.41 (45.36%) |
| 2. Organic Search | 112,376 (28.22%) | 89,709 (28.32%) | 142,556 (25.55%) | 25.06% | 10.15 | 00:03:22 | 2.63% | 3,756 (22.94%) | £119,137.12 (23.96%) |
| 3. Direct | 42,773 (10.74%) | 38,370 (12.11%) | 57,487 (10.30%) | 26.24% | 10.07 | 00:03:24 | 2.70% | 1,553 (9.49%) | £46,954.18 (9.44%) |
| 4. Email | 30,845 (7.75%) | 20,937 (6.61%) | 49,922 (8.95%) | 24.06% | 9.63 | 00:03:05 | 1.42% | 711 (4.34%) | £23,404.25 (4.71%) |
| 5. (Other) | 19,775 (4.97%) | 10,694 (3.38%) | 28,535 (5.11%) | 24.42% | 8.95 | 00:02:10 | 0.92% | 263 (1.61%) | £8,583.21 (1.73%) |
| 6. Referral | 13,942 (3.50%) | 8,313 (2.62%) | 21,624 (3.88%) | 18.26% | 12.01 | 00:04:03 | 4.06% | 878 (5.36%) | £26,411.13 (5.31%) |
| 7. Affiliates | 13,895 (3.49%) | 10,449 (3.30%) | 19,131 (3.43%) | 35.43% | 7.39 | 00:03:01 | 7.01% | 1,341 (8.19%) | £44,413.79 (8.93%) |
| 8. Social | 7,019 (1.76%) | 5,500 (1.74%) | 8,819 (1.58%) | 20.86% | 8.37 | 00:02:13 | 1.07% | 94 (0.57%) | £2,757.93 (0.55%) |
| 9. Display | 1 (0.00%) | 0 (0.00%) | 2 (0.00%) | 100.00% | 1.00 | 00:00:00 | 0.00% | 0 (0.00%) | £0.00 (0.00%) |

- SEO drives **organic traffic**, engagement and conversions / sales
- Also contributes towards and benefits from other marketing channels (i.e. someone found you through a paid add, they then google you after and click on an organic result)

# Three categories of SEO:



# Google search results: Local SEO

conference centre leicester

All · Maps · Images · Shopping · News · More · Settings · Tools

About 11,600,000 results (0.64 seconds)

**Ad** · www.prestwold-hall.com/conferencevenue ▾ 01509 880236

Conference Venue Leicester - Ideal For a Range of Events

Get in Touch to See How You Can Create Your Perfect Corporate Event Here at Prestwold Hall. The Perfect Setting For Any Sized Corporate Event. Luxury Accommodation Available On-Site. Stately Home Venue. Space For Large Events. Overnight Accommodation.

Contact
Contact Prestwold Hall today to enquire about our stunning venue.

Christmas Parties
Book Your Christmas Party At Prestwold Hall Today.

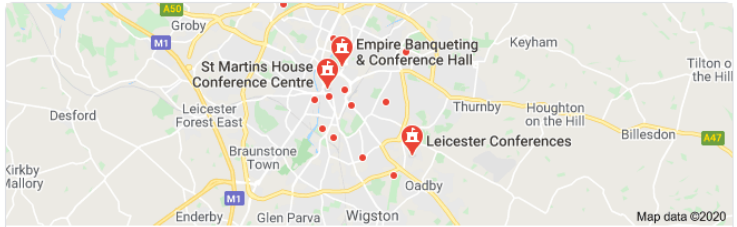
**Ad** · www.holywell-park.co.uk/ ▾ 01509 633030

Conference Room Leicestershire - Holywell Park

12 **Conference** Rooms, Restaurant Free Parking, Up to 450 people. Spacious Rooms. Free WiFi. Types: **Conferences**, Exhibitions, Events, Meetings.

Meeting Rooms · Accommodation Information · Hire A Venue · Conference Facilities

Loughborough University Science and Enterprise Park (LUSEP), Holywell Way, Loughborou…



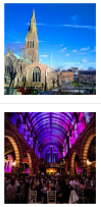

Rating ▾ Hours ▾

conference centre leicester

Prestwold Hall ▾
**Ad** · 4.6 ★★★★★ (160) · Wedding venue
Prestwold Hall
Closes soon · 5PM

Leicester Conferences
3.6 ★★★★ (15) · Conference Centre
Gilbert Murray Hall 18 Manor Rd
Temporarily closed
Modern meeting & conference spaces

St Martins House Conference Centre
4.5 ★★★★★ (97) · Conference Centre
7 Peacock Ln



Empire Banqueting & Conference Hall
4.3 ★★★★★ (173) · Conference Centre
1 Foundry Ln

View more locations

www.conferences-uk.org.uk › cities › leicester_confere... ▾

Conference Venues Leicester | Meeting Venues ...

**Leicester's** only purpose-built **conference centre**, boasting 16 versatile meeting rooms, 123 contemporary bedrooms, free high speed Wi-Fi, a city **centre** location and free onsite parking. College Court is the ideal **venue** for your meeting or event, as we...

Events

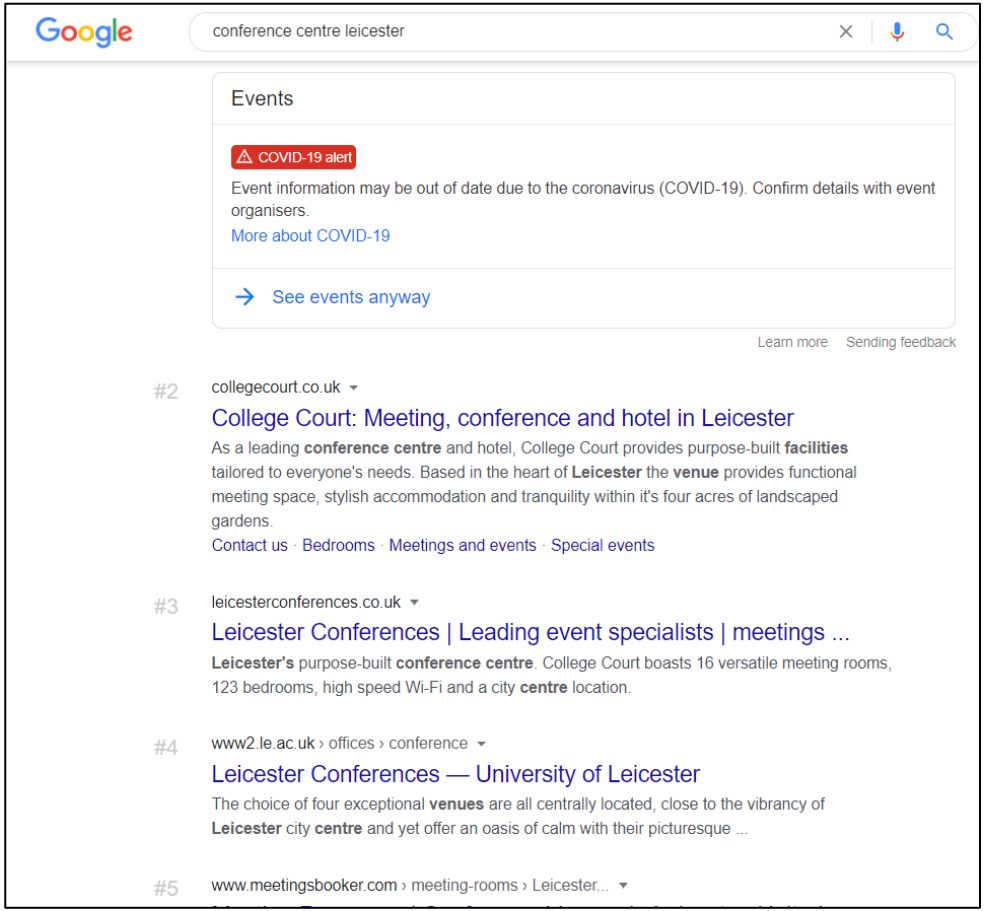
COVID-19 alert

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organisers.

More about COVID-19

**Local SEO results:** 'Google My Business'

# Google search results: Organic SEO




**Organic SEO results:**

- NAP Optimisation (name, address, phone number)
- On-Page and Off-Page optimisation (content, links, citations, reviews)

# Google search results: Image SEO

athena leicester

#2 www.facebook.com › ... › Performance & Event Venue

Athena Leicester - Leicester, United Kingdom | Facebook

**Athena Leicester** - Athena, Queen Street, LE1 1QD Leicester, UK - Rated 4.1 based on 185 Reviews "Fabulous venue. Prosecco on arrival. Catered for my...

★★★★ Rating: 4.1 - 185 votes

#3 en-gb.facebook.com › ... › Caterer

Athena Leicester - Leicester, United Kingdom | Facebook

**Athena Leicester** – Athena, Queen Street, LE1 1QD Leicester, United Kingdom – rated 4.2 based on 389 reviews "Fabulous venue. Prosecco on arrival. Catered.

★★★★ Rating: 4.2 - 389 votes

Images for athena leicester

wedding | odeon | hall | christmas | cinema | venue | art deco

Report images

View all

#4 en.wikipedia.org › wiki › Leicester_Athena

Leicester Athena - Wikipedia

**Athena** is a Grade II-listed events venue in the cultural quarter of **Leicester** City Centre, England. Built originally as an Odeon Cinema in 1936, it closed for most ...

**Former names**: Leicester Odeon **Opened**: 1936

**Address**: Queen Street, Leicester LE1 1QD **Capacity**: 2,000

Athena Events Venue

Website | Directions | Save | Call

4.2 ★★★★ 483 Google reviews

Event venue in Leicester, England

Athena is a Grade II-listed events venue in the cultural quarter of Leicester City Centre, England. Built originally as an Odeon Cinema in 1936, it closed for most of the 1990s and remained vacant up until 2005, where the building was restored as a multi-discipline events venue. Wikipedia

**Address:** Queen St, Leicester LE1 1QD

**Hours:** Open · Closes 5PM

**Capacity:** 2,000

Hours or services may differ

Suggest an edit · Own this business?

Events

COVID-19 alert

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organisers.

More about COVID-19

Fri, 4 Sep 18:00 — Niche Magazine Business Awards 2020

Sat, 19 Sep 10:00 — Higher Education Graduation Ceremony 19 ...

**Organic image results:**

- Image SEO optimisation

# SEO ranking factors

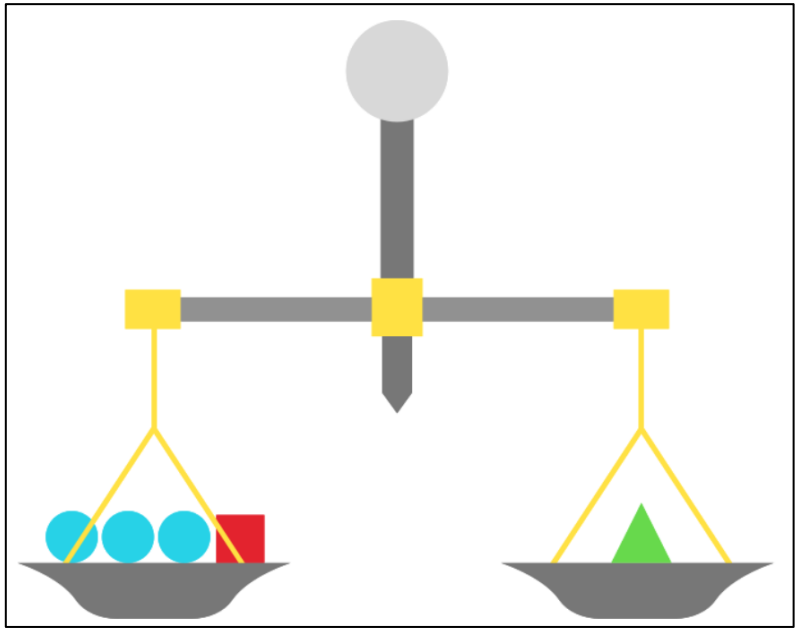
| Ranking factors | Relation to practical activity |
|---|---|
| Backlinks | Engaging content with a hook will earn links (publications, websites). |
| Freshness | Up to date and topical content is attractive to Google and users. |
| Topical authority | Accumulating enough content on this topic to define you as an authority. |
| Search intent | Identify your audience, their intent, optimise specific keywords in the content. |
| Content depth | Not length. Depth of information to inform the user or help perform an action. |
| Page speed | Optimising code and image file sizes and other things to load quicker. |
| HTTPS | Installing an SSL certificate to make the page secure to users (which Google will see). |
| Mobile friendliness | Users (and Google) are mobile-first in browsing behaviour, so content needs to be responsive. |
| User experience | Technical/design/content. Intuitive design, layout, content – enable users to perform action easily. |
| Content accuracy | Facts! Accurate data. Links to and from trusted sources. Think about the user. |

Data source: https://ahrefs.com/blog/seo-content/

# Balancing your ranking factors

**Backlinks**

**Site speed**



**Content depth**

**Mobile friendliness**

- Ideally, you need to be strong in all areas of SEO / cover all ranking factors
- Realistically, we're trying to hit as many ranking factors as time, money, resources will allow

# On-Page SEO

# What is On-Page SEO?

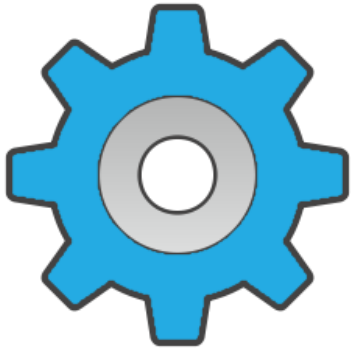
Website content that sufficiently answers your audiences questions and allows them to easily perform actions on your site.

More specifically, this looks like keyword-rich text and rich-media content, produced and organised in a way to drive the user towards performing an action (sale, enquiry, newsletter sign-up, video view etc).

# From your content to Google

Google 'crawls' your site to discover pages

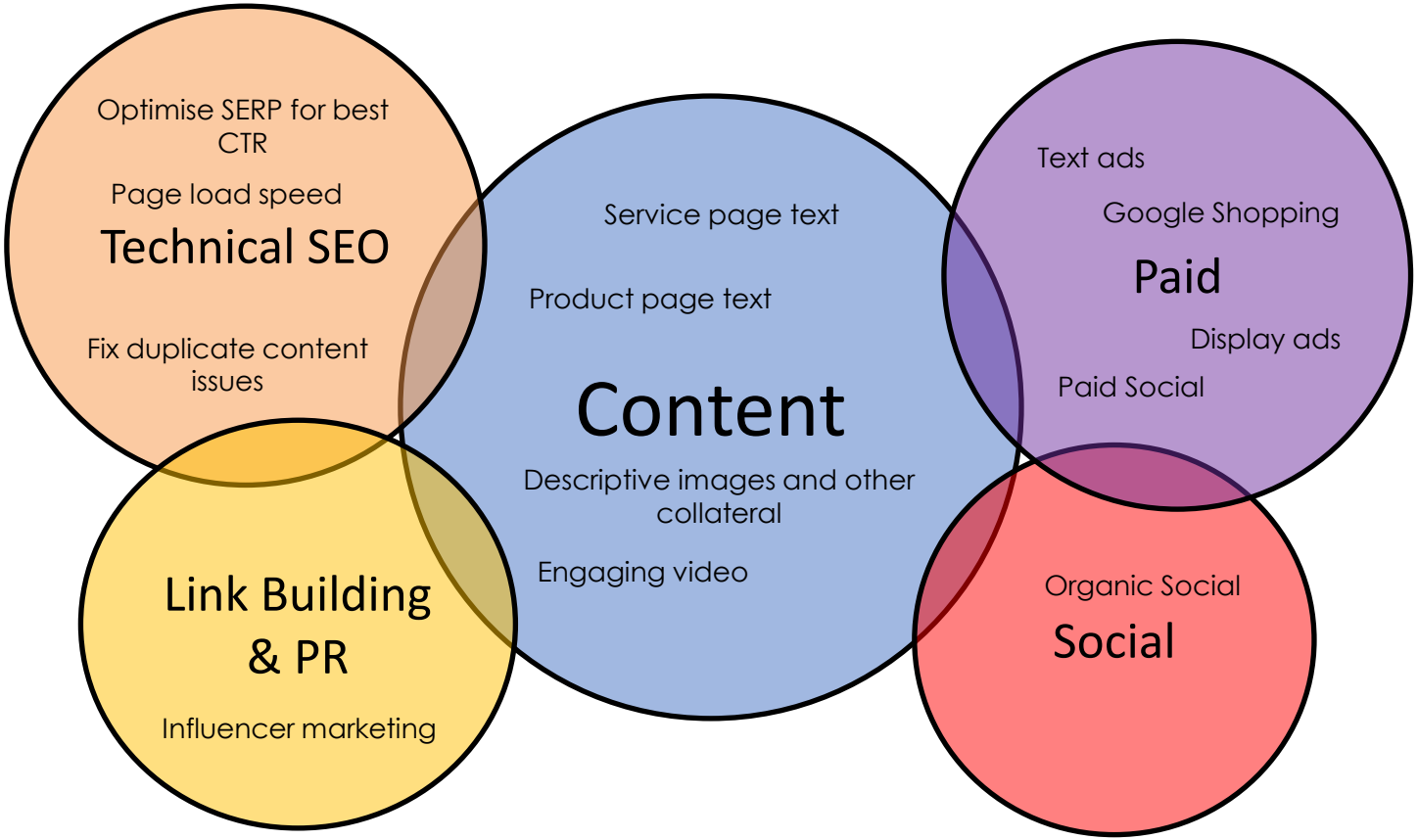
Google decides on what pages to 'index' (store) in its database



Someone searches for a topic: if **your content** is relevant to it and meets its ranking factors, Google's Algorithm displays your site as a result

As a search result, if the page is written well, more people will click on it

# Content is central to all marketing channels…



# On-Page SEO examples

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# Why this ranks: Transactional search

order ibuprofen online

#1 www.mypharmacy.co.uk › ... › Pain Relief

Buy Ibuprofen Tablets 200mg + 400mg Online | Pain Relief ...

**Buy Ibuprofen Online**. My Pharmacy Is The Best Place To Buy Ibuprofen Tablet Online UK In 2020. To Order Ibuprofen 200mg + 400mg Tablets Online In The UK ...

#2 www.superdrug.com › Health › Pain Relief › Ibuprofen

Ibuprofen | Pain Relief | Superdrug

24 products — 100% happiness guarantee. Superdrug Own brand products. Cruelty Free. 100% recycled cardboard in tertiary packaging for **online** deliveries.

#3 www.boots.com › pain-relief--1 › pain-ibuprofen

ibuprofen - Boots

Boots **Ibuprofen** Liquid Capsules 200mg -16 Capsules · Boots **Ibuprofen** Liquid Capsules 200mg -16 Capsules. £2.89 16UNI | £0.18 per 1UNI. Sold out **online**.

#4 www.chemist-4-u.com › ... › Pain Relief › Ibuprofen

Buy Ibuprofen Tablets and Capsules | Pain Relief Tablets ...

Items 1 - 20 of 37 — Do you need **Ibuprofen** tablets or capsules to help you to manage every ... counter and in regular shops and **online** pharmacies like Chemist4U.

People also ask

Can you get ibuprofen 400mg over the counter?

Can you buy 400mg ibuprofen?

my pharmacy
DELIVERING HEALTHCARE

NHS Pets How It Works FAQs About Blog Contact Us Basket - 0 items Login / Register

Prescription Treatments | Pharmacy | Search products ...

UK Based Pharmacy | Discreet Packaging | Next Day Delivery

Home » Shop » non prescription medicine » General Health » Pain Relief » Ibuprofen Tablets 200mg + 400mg

Ibuprofen Tablets 200mg + 400mg

Description

Product Description

Buy Ibuprofen Online

My Pharmacy Is The Best Place To Buy Ibuprofen Tablet Online UK In 2020. To Order Ibuprofen 200mg + 400mg Tablets Online In The UK you are not required to have a prescription, but you will need to complete a free online consultation service.

Buy Ibuprofen Tablet Online UK Next Day Delivery

| | |
|---|---|
| Title<br>66 characters | Buy Ibuprofen Tablets 200mg + 400mg Online Pain Relief Treatment |
| Description<br>132 characters | Buy Ibuprofen Tablets & Pain Relief Treatments Online NHS Trusted UK Based, My Pharmacy \| Fast & Free Delivery On Orders Over £40. |

# Homework: This is an optimised page

**CTR and rankings**

<Title> tag – **include keyword and brand**

URL (web address)

<Meta> description – **include keyword, CTA, USPs and brand**

Anicca Digital: Digital Marketing Agency Leicester
https://anicca.co.uk ▾
Anicca **Digital** is an award winning **digital marketing agency** based in **Leicester**. Founded in 2007 by managing director Ann Stanley, Anicca is one of the original **digital marketing** agencies, having thrived, grown and remained independent for over ten years.

**Rankings**

Page body content

<H1></H1> tags

The main heading, it should describe the overall page and include the keyword.

<H2></H2> tags

The secondary heading, it should describe the sub-topic.

This needs to be engaging and should contain keywords and phrases naturally, providing a call to action for the page.

Image

Relevant, complementary image that's useful to the user experience and topic discussed.

Image ALT="tag"

Used to describe the image, used by sight-impaired users and Google when it is crawling the page.

# Homework: On-page SEO tasks to help you rank:

- Define your KPIs, audience and their search intent/s
- Do keyword research
- Optimise your transactional and informational pages
- Produce content regularly increase audience and drive traffic back to transactional pages (blogs, news, guides, case studies, FAQ's)
- Leverage content for link earning and PR activity – get links and citations

# Off-Page SEO

# What is Off-Page SEO?

Building your website's reputation amongst external resources (websites, social media, review platforms) informing Google of your value and rewarding that with ranking positions.

- Via hyperlinks from a high authority and relevant websites
- Via citations (mentions of your brand or products) on high authority and relevant websites

# Why does this page rank?

can I book hotel during covid 19

COVID-19 alert

Common questions

In what conditions can the hotels be open?

How dangerous is COVID-19?

What should you do if you have COVID-19 symptoms?

What is the stay at home guidance for people over 70 durin
(COVID-19) outbreak?

For informational purposes only. Consult your local medical authority for health advice.

Feedback

#4 www.goodhousekeeping.com › health › is-it-safe-to-sta...

Is It Safe to Stay in a Hotel During the COVID-19 Pandemic?

16 Jun 2020 - **Hotels** are reopening **during** the **coronavirus** pandemic but may ... If the **booking** or management staff **can**'t answer these questions **for** you (or if ...

#5 www.booking.com › covid-19.en-gb.html

Coronavirus (COVID-19) FAQs | Booking.com

If you think Coronavirus (**COVID-19**) may affect your plans please visit our Help Centre. Alternatively ... **Booking**.com online **hotel** reservations. £. Loading ... Why **does** Coronavirus not impact the general policy **for Booking**.com? Cancellation ...

#6 www.booking.com › communities › travel-discussions

**Is It Safe to Stay in a Hotel During the COVID-19 Pandemic?**

www.goodhousekeeping.com/health/a32859542/is-it-safe-to-stay-hotels-coronavirus/

| Ahrefs Rank | UR | DR | Backlinks | Referring domains | Organic keywords | Organic traffic |
|---|---|---|---|---|---|---|
| 2,168 | 23 | 88 | 40<br>Recent 148<br>Historical 148 | 27<br>Recent 59<br>Historical 59 | | |

- It has good content, but so do other pages…
- It also has a domain authority of 88/100 – that's good
- It has 40 backlinks
- It has 27 referring domains

# Relevant, high-quality links

**Referring Domains** How to use

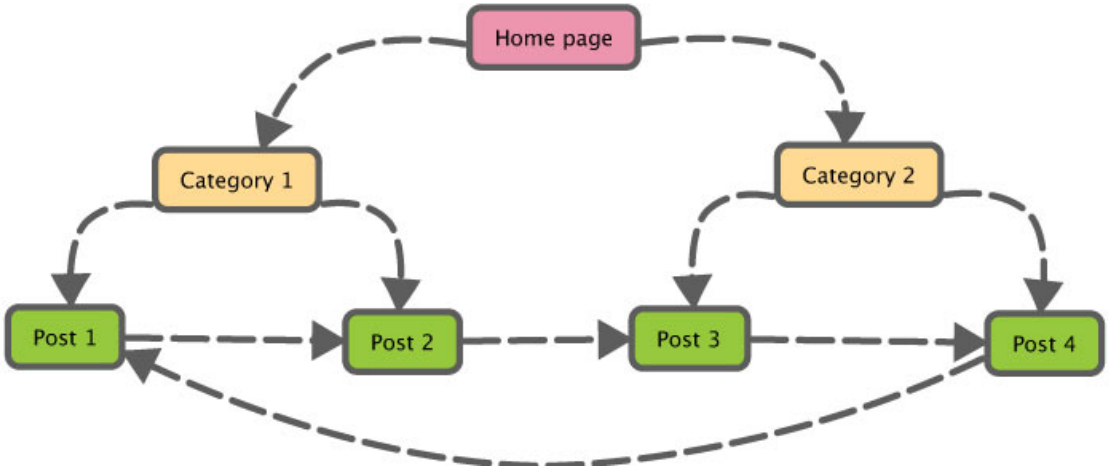
Link type | TLDs | Search in results

Live | Recent | Historical | 27 results

| Domain | DR | Ahrefs rank | Referring domains (dofollow) | Linked domains (dofollow) | Organic traffic | Links to target |
|---|---|---|---|---|---|---|
| yahoo.com | 92 | 240 | 549,481 | 2,401 | 46,579,199 | 3 |
| news.yahoo.com | 90 | 690 | 378,941 | 11,268 | 10,637,318 | 2 |
| merriam-webster.com | 90 | 837 | 168,565 | 804 | 53,566,827 | 2 |
| money.yahoo.com | 76 | 26,246 | 6,376 | 3,638 | 251,271 | 4 |
| sitelinks.info | 55 | 385,898 | 4,243 | 2,250 | 122,304 | 2 |
| word.com | 54 | 433,543 | 1,082 | 814 | 36 | 1 |
| quorumfcu.org | 50 | 688,780 | 215 | 101 | 8,687 | 1 |
| wbckfm.com | 48 | 809,264 | 1,189 | 5,368 | 19,859 | 1 |
| k1025.com | 46 | 931,118 | 286 | 4,508 | 9,446 | 1 |
| wjimam.com | 45 | 1,025,067 | 569 | 2,219 | 4,598 | 1 |
| keyword-suggest-tool.com | 42 | 1,264,587 | 3,064 | 965 | 52,631 | 1 |
| secure.yahoo.com | 41 | 1,326,642 | 104 | 343 | 32 | 1 |
| goinglikesixty.com | 33 | 3,049,500 | 444 | 2,938 | 153 | 2 |
| 99wfmk.com | 32 | 3,285,485 | 319 | 3,808 | 19,326 | 1 |
| wkmi.com | 25 | 6,565,954 | 392 | 5,560 | 1,772 | 1 |
| compareyourkeywords.com | 19 | 9,238,671 | 161 | 17 | 119 | 2 |

- These domains pointing back to the high-ranking site are relevant and of high authority – that's why its ranking higher
- We need to leverage content marketing and PR to gain links

# Homework: Use internal links pass link juice to key landing pages




- Add **contextual links** and CTAs within text and rich media pointing to relevant informational/product/service pages
- If your blogs gain a lot of links, they will pass on that authority to service/product pages if you link to them (users will also enter your buyer journey)

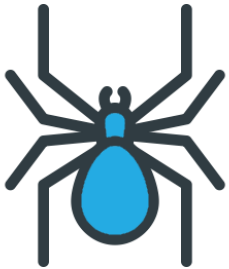
# Homework: Content marketing, PR and link building

- Use a tool like Ahrefs to check any broken links pointing to your site (and redirect them!)
- Create a content and PR strategy, and list topic ideas to discuss across 12/24 months
- Use keyword research to inform what keywords to use in your links and point them to optimised pages on your site
- Find story angles and promote your business/services on relevant websites (industry-relevant and/or to the wider public)
- Report on the performance of this activity:
  - How many links gained?
  - What domain rating they have?
  - How much referral traffic you got from them?
  - Has your domain rating increased over time as a result?

# Technical SEO

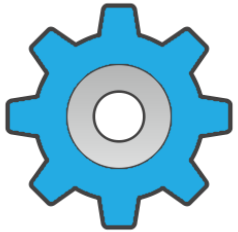
# What is Technical SEO?

- Work done on website elements in the background (code) to ensure your content is crawled, indexed and displayed by Google correctly to users
- It also helps users engage with your content on the site well (UX, page load speed, mobile usability)
- Technical SEO affects all of these stages in ranking a webpage:



Crawl

Index



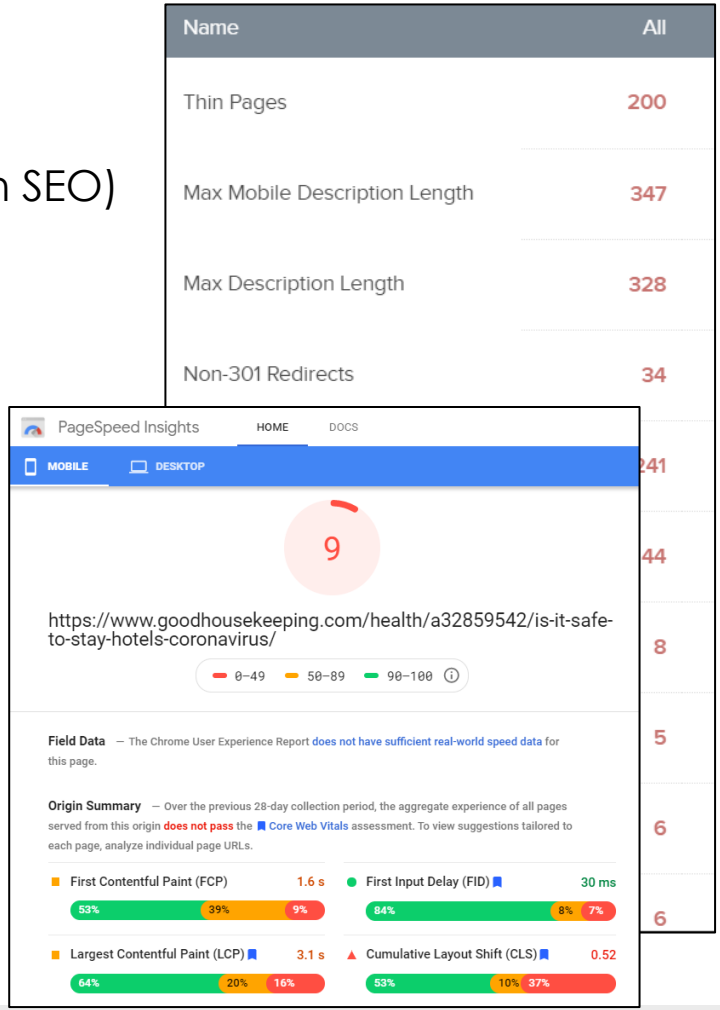
Algorithm

Rank

# Homework: Fix these common issues

- **Core Web Vitals** – Google Update in May 2021 (ask an SEO)
- Duplicate content
- Missing title, meta, heading tags
- Large amount of code in the back-end
- Slow loading landing pages
- Cross-device usability
- Thin pages

Tools to use:
https://search.google.com/search-console/welcome (free)
https://developers.google.com/speed/pagespeed/insights/ (free)
https://app.deepcrawl.com/ (paid)
Web Core Vitals info:
https://web.dev/vitals/
https://www.searchenginejournal.com/google-core-web-vitals-ranking-signals/387142/



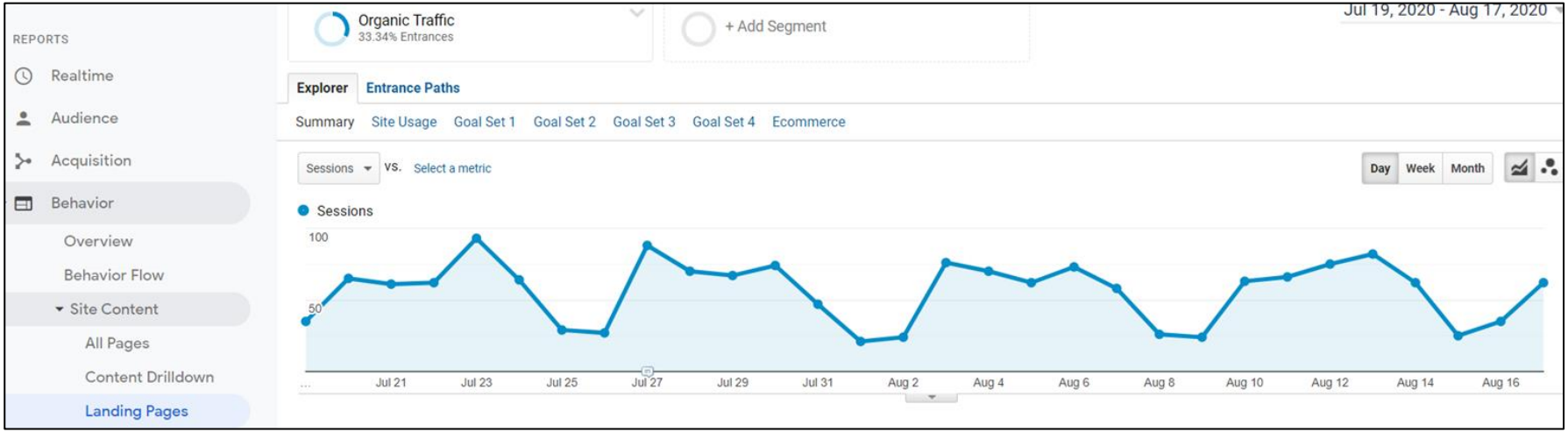
# Monitor your progress

# Monitor rankings

- Use premium tools to add and track keyword rankings
- Create groups of keywords (topics) and track the overall 'visibility score' of a group of keywords (essentially, your impression share in the search results
- Whenever you upload new content/do something significant to the website, make a note in your tool so you can attribute work completed vs ranking changes

Link: http://app.seomonitor.com/

# Monitor traffic, engagement, conversions




- Check Google Analytics (free) to see:
  - Organic traffic to landing pages
  - Your engagement (how well the content performs based on its purpose, for average session duration, pages viewed per sessions, bounce rate)
  - Your conversions (goals / sales, and conversion rates)
- Make a note in the tool for when the content went live/was optimised, so you can compare before and after stats

Link: https://analytics.google.com/analytics/web/

# Monitor traffic, engagement, conversions

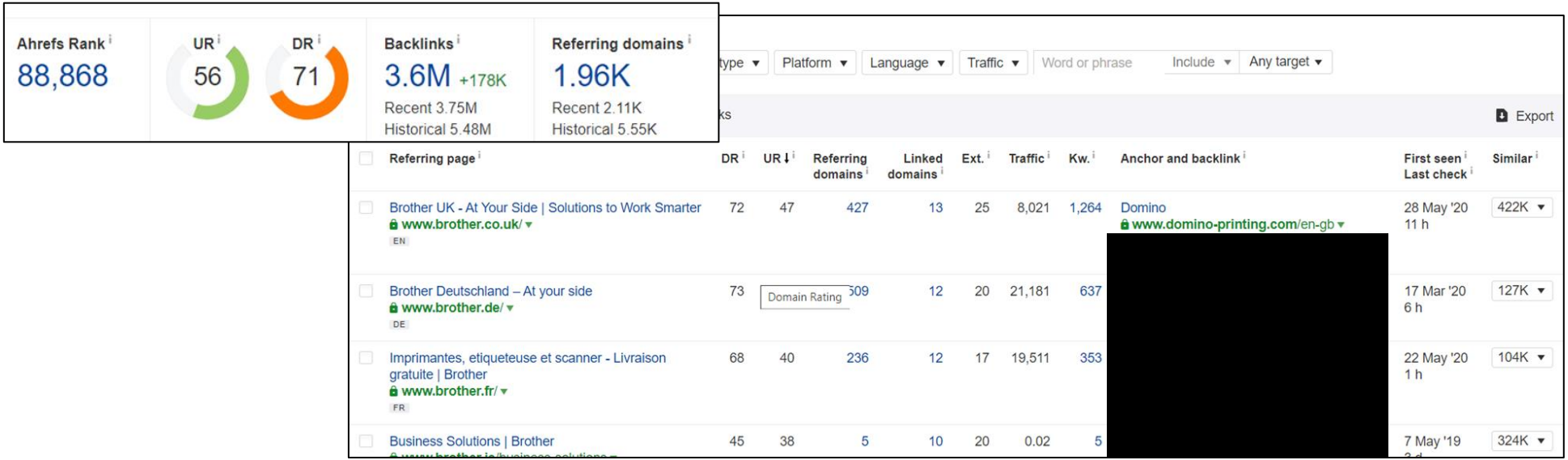
| Landing Page | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions |
|---|---|---|---|---|---|---|---|---|
| Organic Traffic | 1,686 % of Total: 33.26% (5,069) | 74.97% Avg for View: 70.39% (6.51%) | 1,264 % of Total: 35.43% (3,568) | 71.71% Avg for View: 71.49% (0.30%) | 1.71 Avg for View: 1.80 (-4.95%) | 00:01:32 Avg for View: 00:01:35 (-3.28%) | 71.00% Avg for View: 34.90% (103.44%) | 1,197 % of Total: 67.67% (1,769) |
| 1. / | 319 (18.92%) | 62.70% | 200 (15.82%) | 34.17% | 3.13 | 00:02:56 | 33.23% | 106 (8.86%) |
| 2. [redacted] | 183 (10.85%) | 89.62% | 164 (12.97%) | 74.32% | 1.09 | 00:01:38 | 100.00% | 183 (15.29%) |
| 3. [redacted] | 115 (6.82%) | 92.17% | 106 (8.39%) | 79.13% | 1.10 | 00:01:28 | 100.87% | 116 (9.69%) |
| 4. [redacted] | 106 (6.29%) | 91.51% | 97 (7.67%) | 82.08% | 1.31 | 00:00:56 | 4.72% | 5 (0.42%) |
| 5. [redacted] | 103 (6.11%) | 92.23% | 95 (7.52%) | 88.35% | 1.28 | 00:00:25 | 103.88% | 107 (8.94%) |
| 6. [redacted] | 78 (4.63%) | 92.31% | 72 (5.70%) | 91.03% | 1.26 | 00:00:45 | 106.41% | 83 (6.93%) |
| 7. [redacted] | 75 (4.45%) | 14.67% | 11 (0.87%) | 98.67% | 1.01 | 00:00:19 | 100.00% | 75 (6.27%) |
| 8. [redacted] | 54 (3.20%) | 64.81% | 35 (2.77%) | 77.78% | 1.28 | 00:00:53 | 101.85% | 55 (4.59%) |
| 9. [redacted] | 40 (2.37%) | 87.50% | 35 (2.77%) | 70.00% | 1.02 | 00:00:14 | 100.00% | 40 (3.34%) |
| 10. [redacted] | 29 (1.72%) | 65.52% | 19 (1.50%) | 65.52% | 1.62 | 00:01:24 | 124.14% | 36 (3.01%) |

Use Google Analytics (free) to see:

- Organic traffic to landing pages
- Your engagement (how well the content performs based on its purpose, for average session duration, pages viewed per sessions, bounce rate)
- Your conversions (goals / sales, and conversion rates)

Link: https://analytics.google.com/analytics/web/

# Monitor backlinks



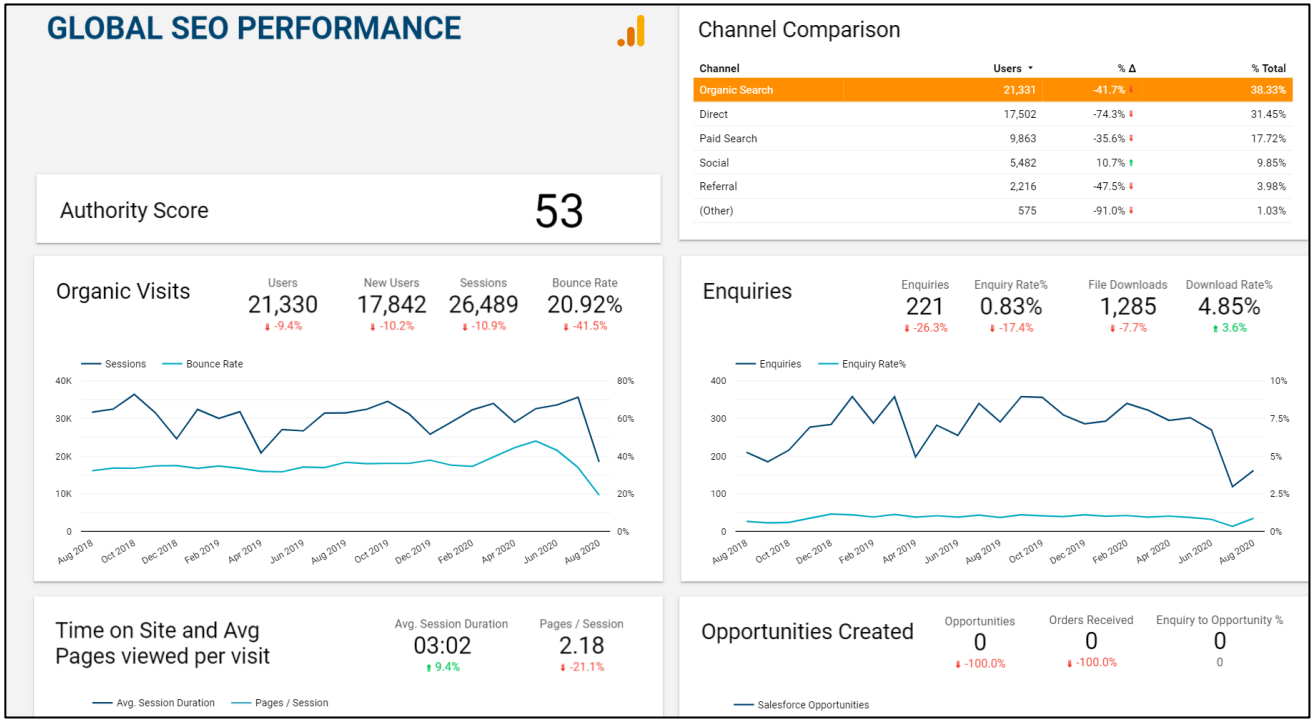

| Referring page | DR | UR | Referring domains | Linked domains | Ext. | Traffic | Kw. | Anchor and backlink | First seen / Last check | Similar |
|---|---|---|---|---|---|---|---|---|---|---|
| Brother UK - At Your Side \| Solutions to Work Smarter www.brother.co.uk/ EN | 72 | 47 | 427 | 13 | 25 | 8,021 | 1,264 | Domino www.domino-printing.com/en-gb | 28 May '20 11 h | 422K |
| Brother Deutschland – At your side www.brother.de/ DE | 73 | [illegible] | 509 | 12 | 20 | 21,181 | 637 | [redacted] | 17 Mar '20 6 h | 127K |
| Imprimantes, etiqueteuse et scanner - Livraison gratuite \| Brother www.brother.fr/ FR | 68 | 40 | 236 | 12 | 17 | 19,511 | 353 | [redacted] | 22 May '20 1 h | 104K |
| Business Solutions \| Brother | 45 | 38 | 5 | 10 | 20 | 0.02 | 5 | [redacted] | 7 May '19 | 324K |

Use a backlink tool to see:

- Domain authority / rating
- Page authority / rating
- Number of linking pages / backlinks
- Number of linking domains / domain links

Link: https://ahrefs.com/

# Monitor EVERYTHING in Google Data Studio (free)




Check your rankings, visibility score, traffic, engagement and conversions using a single report dashboard in Google Data Studio.

Link: https://datastudio.google.com/

# Thank you

## *Any Questions?*

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