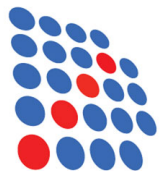


Search Engine Optimization



WWW.

Search



Neal Rabogliatti
Digital Marketing Strategies LLC

SEM RUSH CERTIFIED
Technical SEO & Audits

SEO Tool Set



1) SEM RUSH



2) MOZ EXPLORER & LOCAL SEARCH



3) SCREAMING FROG



4) SITELINER



5) Google Search Console



6) Google Page Speed Insights



SEO Tool Set



7) Google Data Studio



8) Google Analytics



9) SERP Simulator <https://serpsim.com/Z52WDo/>



10) Backlink Checker <https://ahrefs.com/backlink-checker>



11) Domain Authority <https://websiteseochecker.com/domain-authority-checker/>

12) Toxic Backlink Checker <https://websiteseochecker.com/toxic-backlink-checker/>

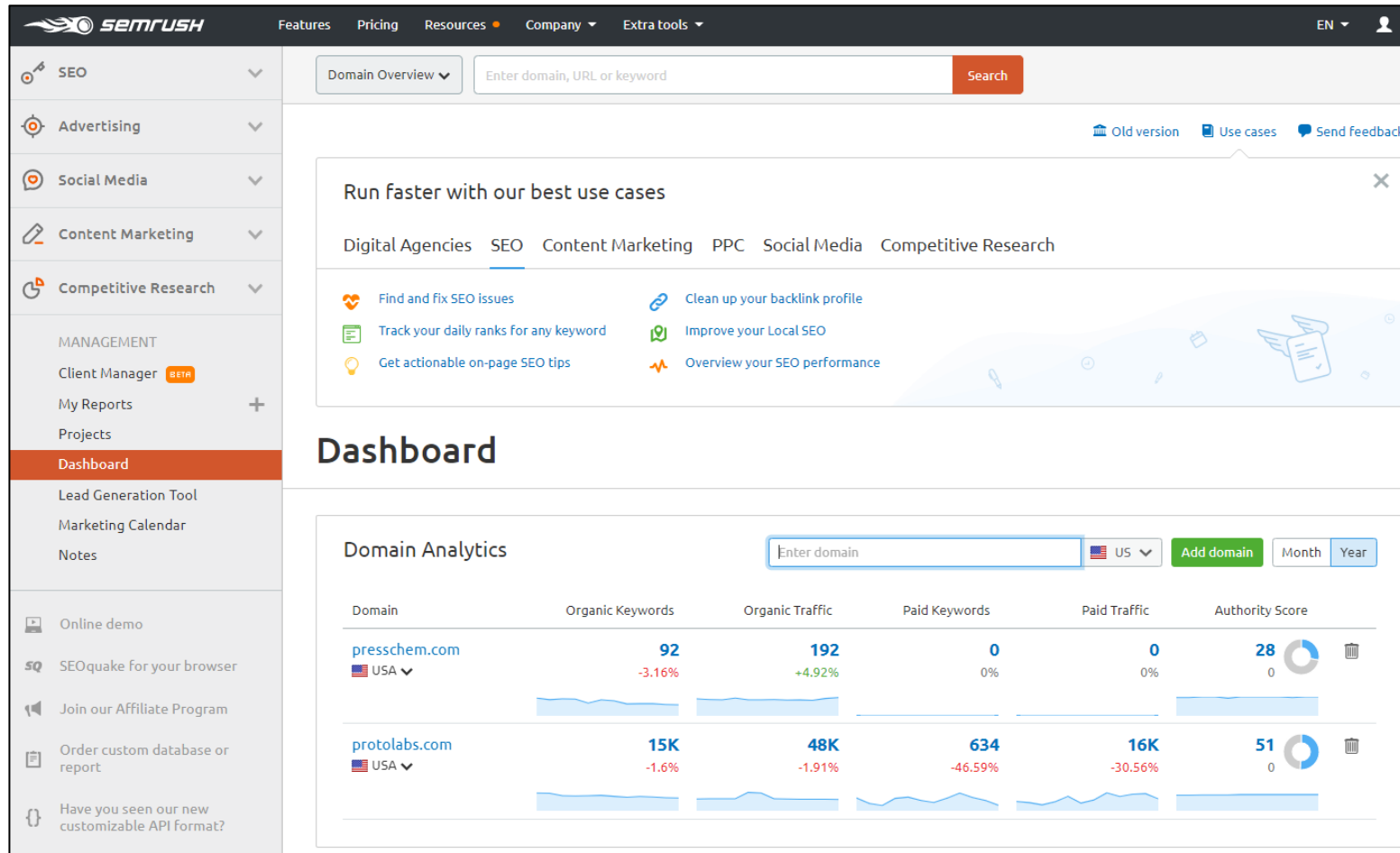


13) Keyword Density <https://www.webconfs.com/seo-tools/keyword-density-checker/>



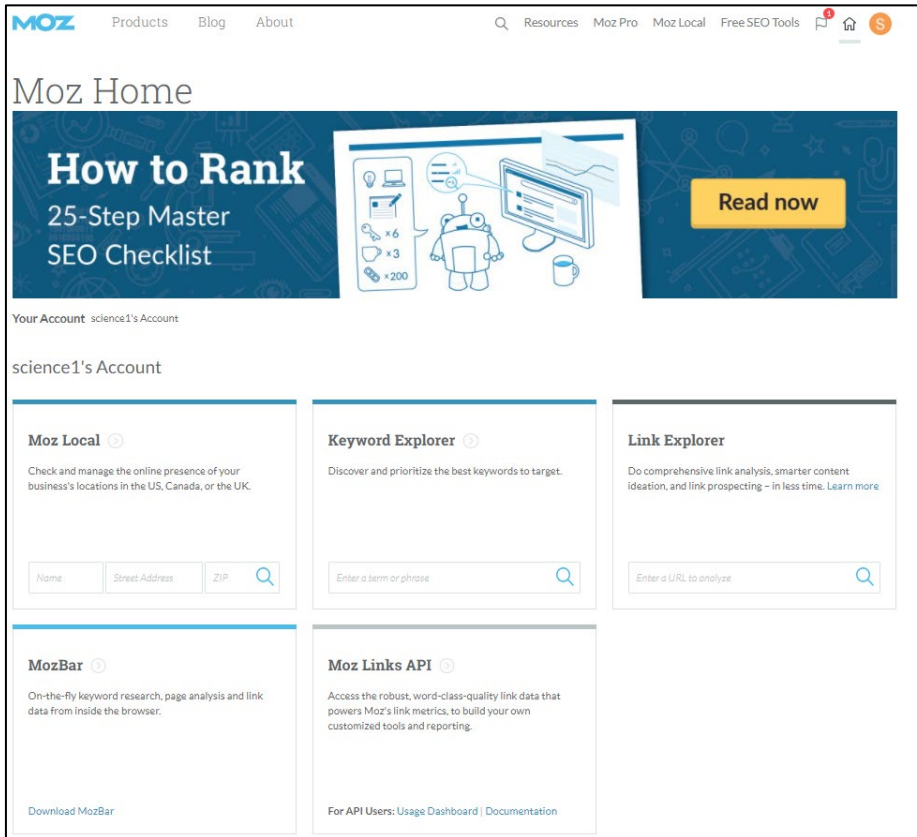
SEM RUSH

One of the most in-depth overall SEO Tools on the Market



MOZ

One of the most trusted SEO Tools on the Market



The screenshot shows the Moz Home dashboard. At the top, there's a navigation bar with links to Products, Blog, About, Resources, Moz Pro, Moz Local, Free SEO Tools, and a user profile icon. Below the navigation bar, the main heading is "Moz Home". A large blue banner features the text "How to Rank 25-Step Master SEO Checklist" with an illustration of a robot and a computer monitor, and a "Read now" button. Below the banner, the user's account is listed as "science1's Account". The dashboard is divided into several sections: "Moz Local" (Check and manage the online presence of your business's locations), "Keyword Explorer" (Discover and prioritize the best keywords to target), "Link Explorer" (Do comprehensive link analysis), "MozBar" (On-the-fly keyword research, page analysis and link data), and "Moz Links API" (Access the robust, word-class-quality link data). Each section has a brief description and a search or input field.

Free SEO Tools

Mozscape API

Plug into the data that powers Moz software.

MozBar

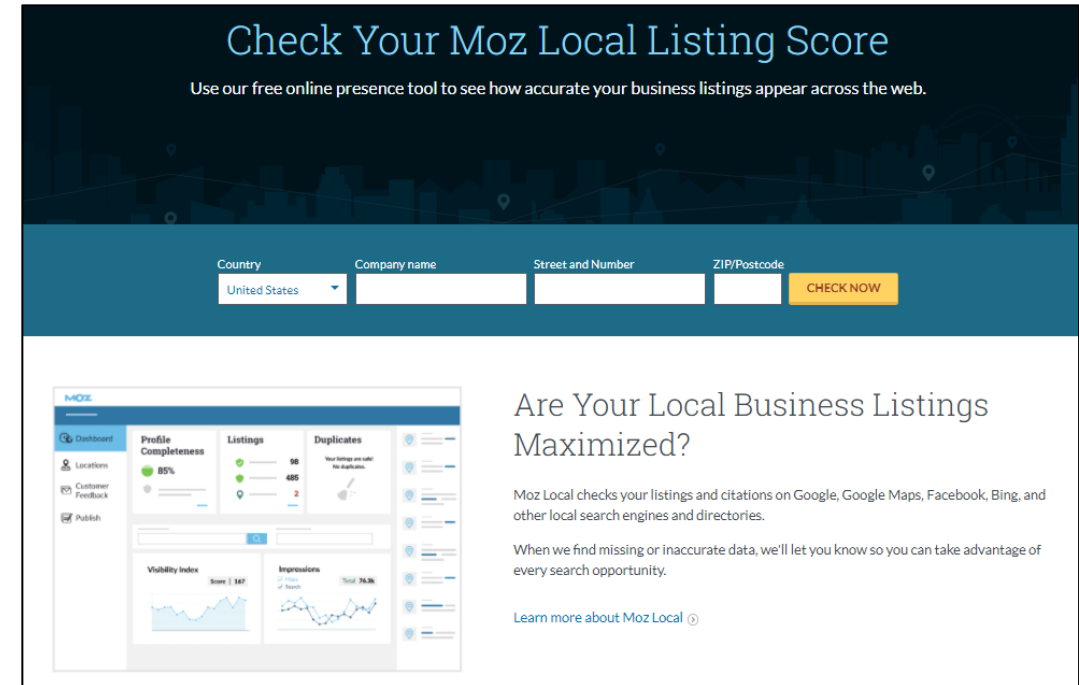
Get live page metrics right in your Chrome browser.

Link Explorer

The ultimate link analysis tool, complete with competitor insights.

Check My Online Presence

See how complete and consistent your business's location appears across the web.

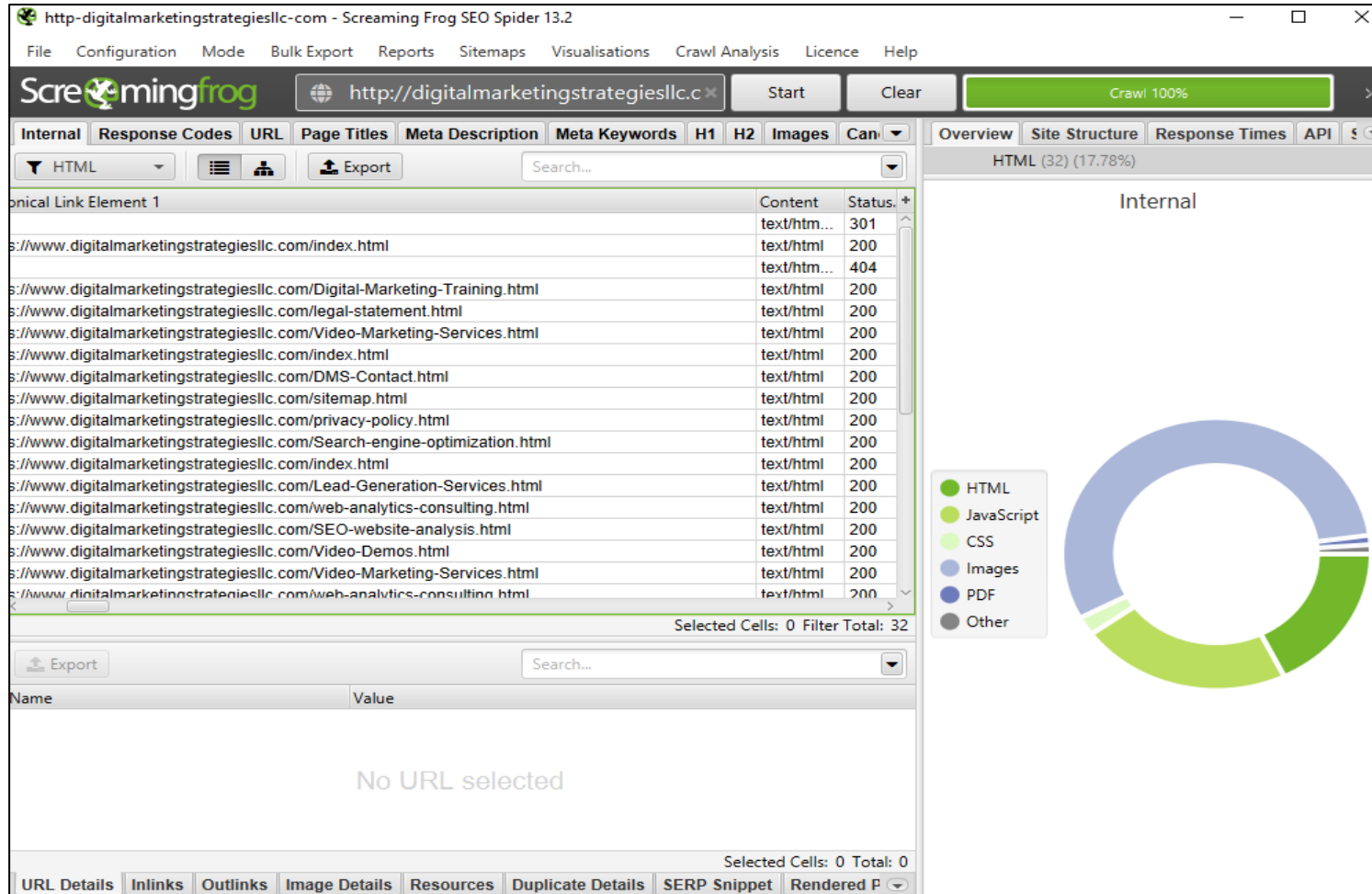


The screenshot shows the "Check Your Moz Local Listing Score" tool. The header is "Check Your Moz Local Listing Score" with the subtitle "Use our free online presence tool to see how accurate your business listings appear across the web." Below the header, there's a form with fields for "Country" (set to "United States"), "Company name", "Street and Number", and "ZIP/Postcode". A "CHECK NOW" button is to the right of the ZIP field. Below the form, there's a preview of the Moz Local dashboard showing "Profile Completeness" at 85%, "Listings" at 96, and "Duplicates" at 485. To the right of the preview, the text reads "Are Your Local Business Listings Maximized?" followed by a description of the tool and a "Learn more about Moz Local" link.



Screaming Frog

Industry Standard Tool for Overall Performance Checking



SiteLiner

Checking for Indexing and Duplicate Content



www.editsinternational.com

To see complete results for a specific page, click on a row in the table below:

Your Pages

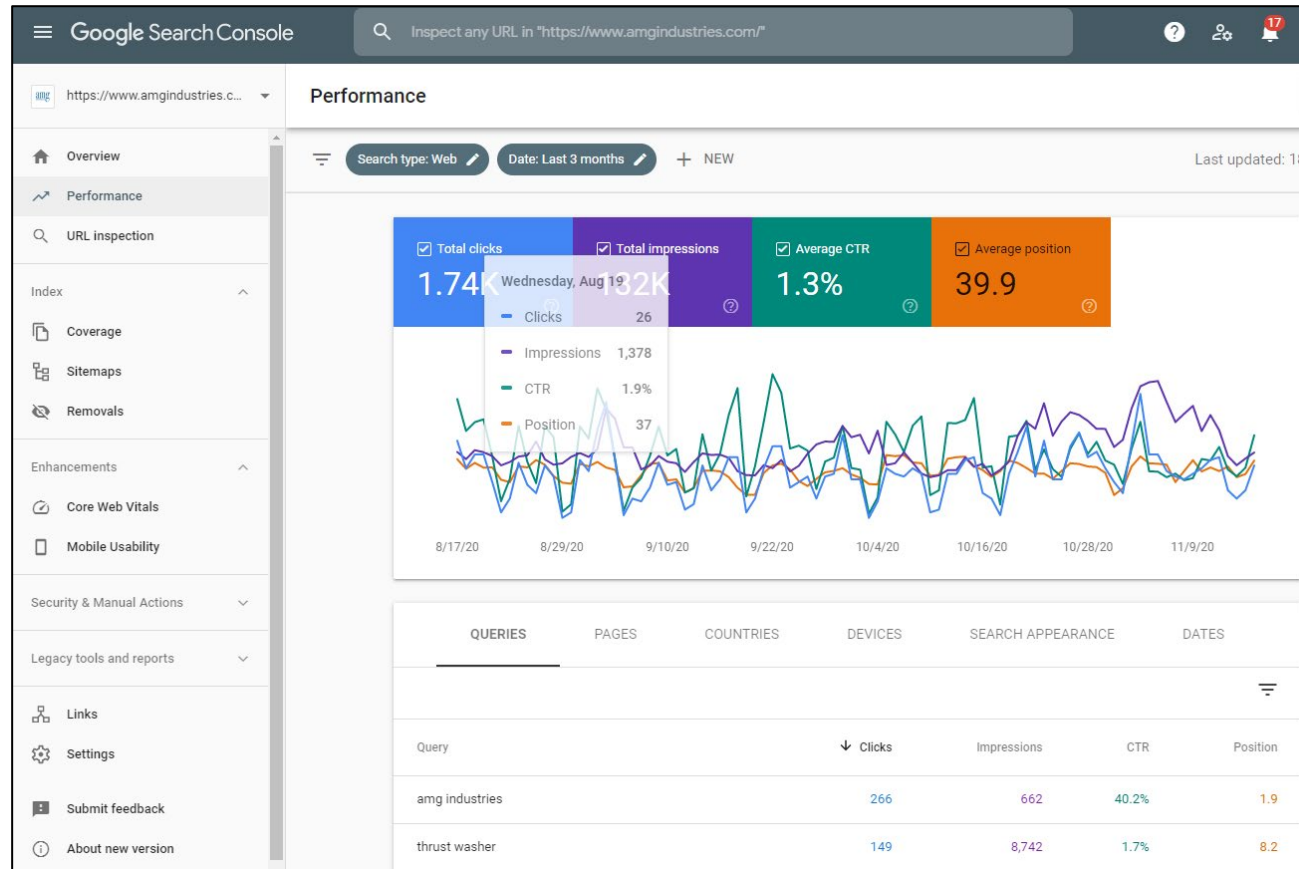
Search title or URL

URL ▲	Title	Page Power ⁱ	Size	Words	Modified
(home page)	Edits International - Home	13	4 Kb	117	01:03, 3 Jun, 2020
about.html	Edits International - About	100	4 Kb	252	01:03, 3 Jun, 2020
clients.html	Edits International - Clients	100	7 Kb	417	01:03, 3 Jun, 2020
contact.html	Edits International - Contact	100	4 Kb	38	01:03, 3 Jun, 2020
index.html	Edits International - Home	100	4 Kb	117	01:03, 3 Jun, 2020
samples.html	Edits International - Samples	100	6 Kb	472	01:03, 3 Jun, 2020
services.html	Edits International - Services	100	6 Kb	330	01:03, 3 Jun, 2020



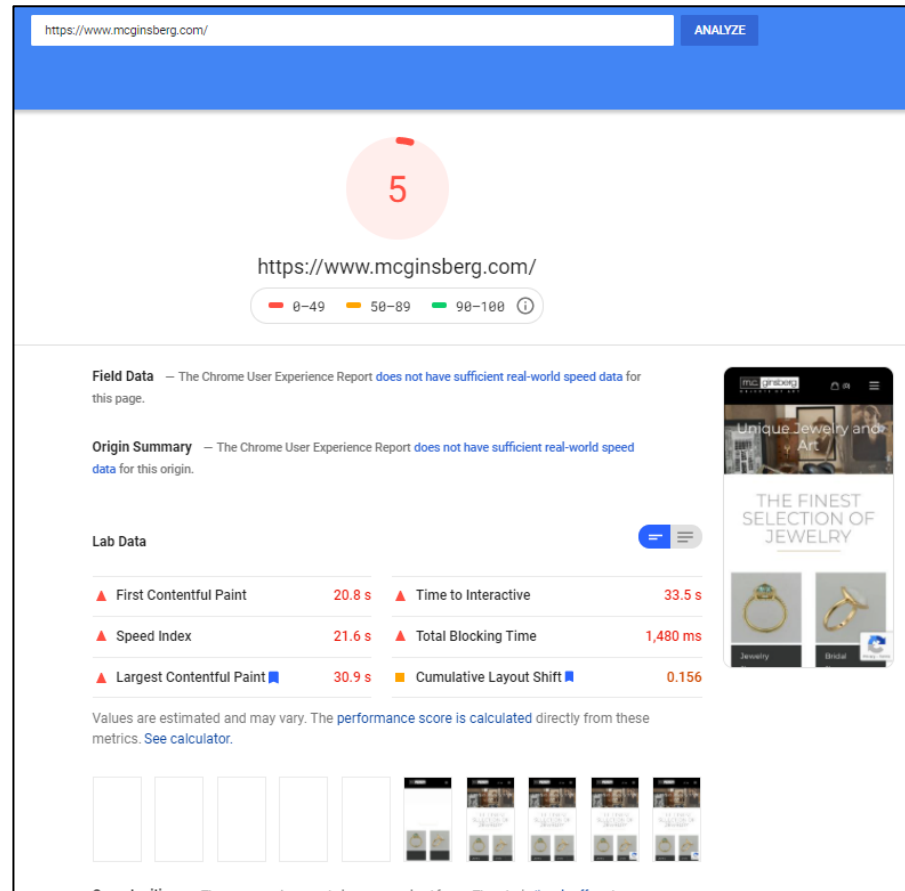
Google Search Console

Learn How Google Views Your Website



Google Page Speed Insights

Identify how fast your page loads



Opportunities — These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	22.25 s
▲ Enable text compression	13.8 s
▲ Remove unused CSS	11.55 s
▲ Preload key requests	5.13 s
▲ Remove unused JavaScript	3.6 s
▲ Serve images in next-gen formats	1.65 s

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more.](#)

Consider using a [plugin](#) or service that will automatically convert your uploaded images to the optimal formats.

URL	Resource Size	Potential Savings
...06/office-large-softer.jpg?id=3434 (www.mcginberg.com)	197.9 KiB	99.1 KiB
...05/watches-50.jpg (www.mcginberg.com)	98.6 KiB	43.3 KiB
...06/mcg-10.jpg (www.mcginberg.com)	145.7 KiB	34.6 KiB
...06/logos-centered_0002_tag-heuer.jpg (www.mcginberg.com)	33.3 KiB	28.6 KiB



Pingdom

tools.pingdom.com

Pingdom Website Speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL

http://presschem.com/

Test from

North America - USA - Washington D.C

START TEST

The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL

Your Results:



Performance grade

C 79

Page size

4.8 MB

Load time

3.04 s

Requests

85

Improve page performance

GRADE	SUGGESTION	
F 0	Make fewer HTTP requests	▼
F 34	Add Expires headers	▼
C 78	Compress components with gzip	▼
B 90	Avoid URL redirects	▼
B 90	Reduce DNS lookups	▼
A 100	Avoid empty src or href	▼
A 100	Put JavaScript at bottom	▼

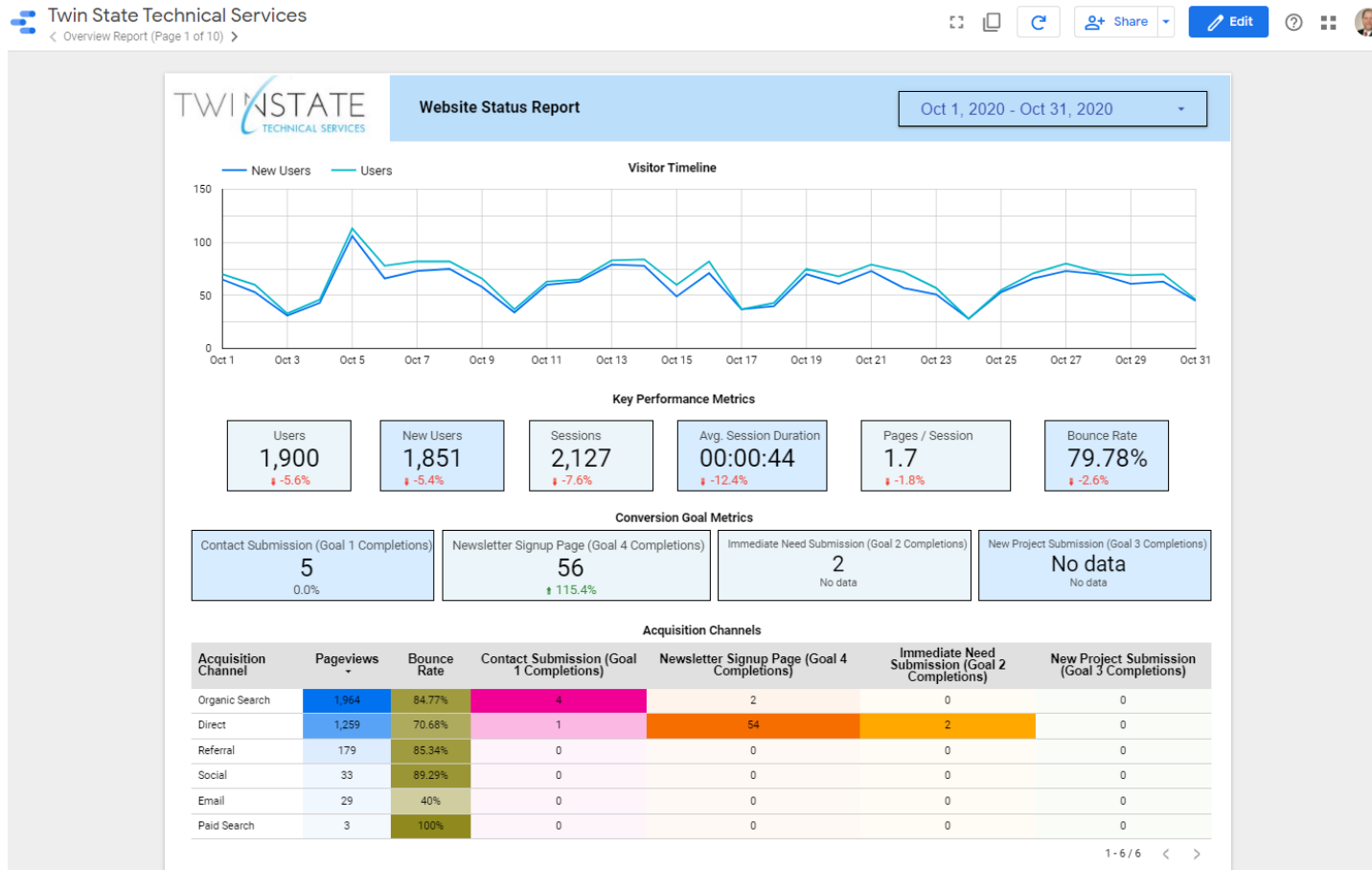
Response codes

RESPONSE CODE	RESPONSES
200 OK	82
206 Partial Content	2
301 Moved Permanently	1

DMS | Digital Marketing Strategies, LLC

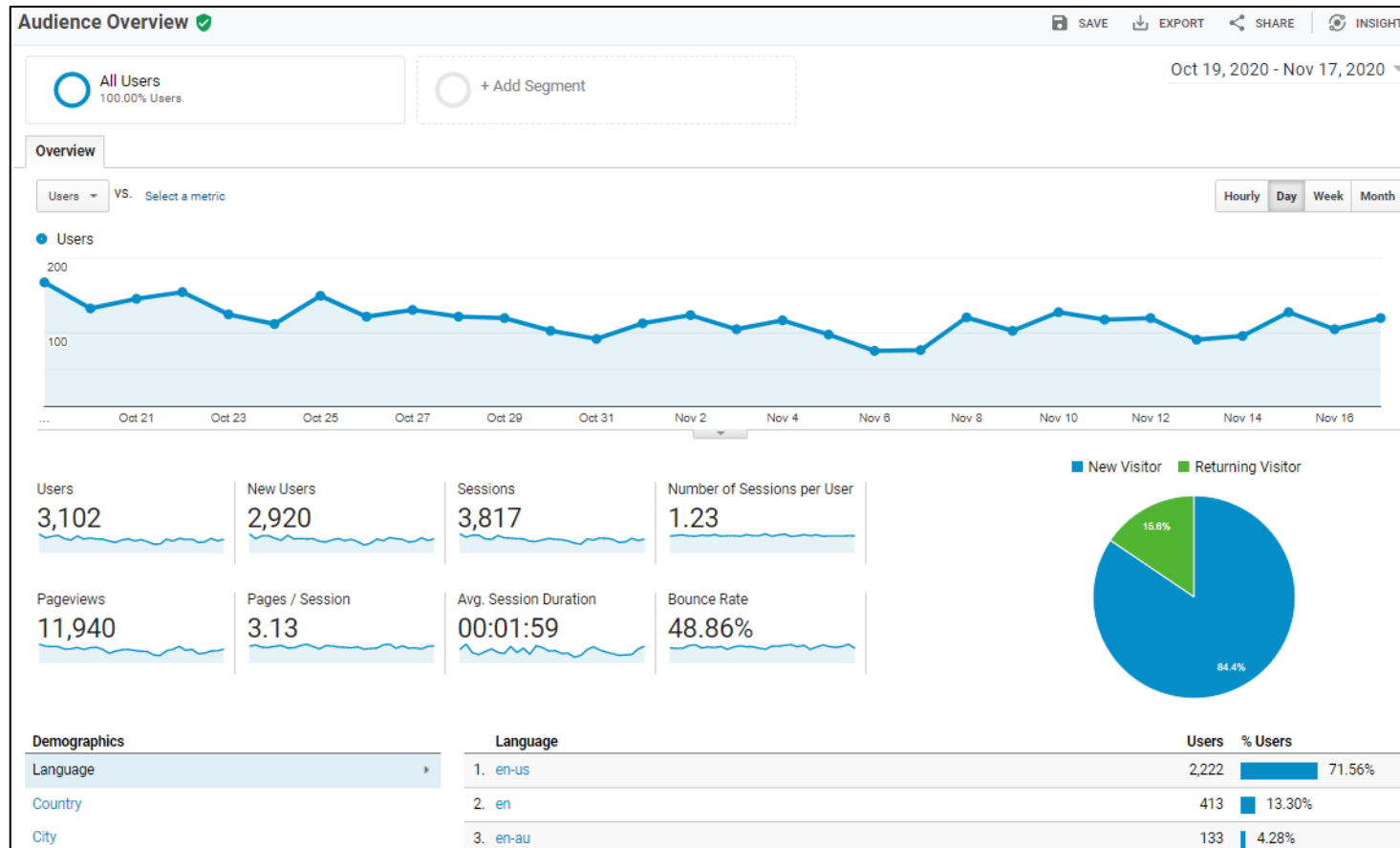
Google Data Studio

Organize your live data in one location!



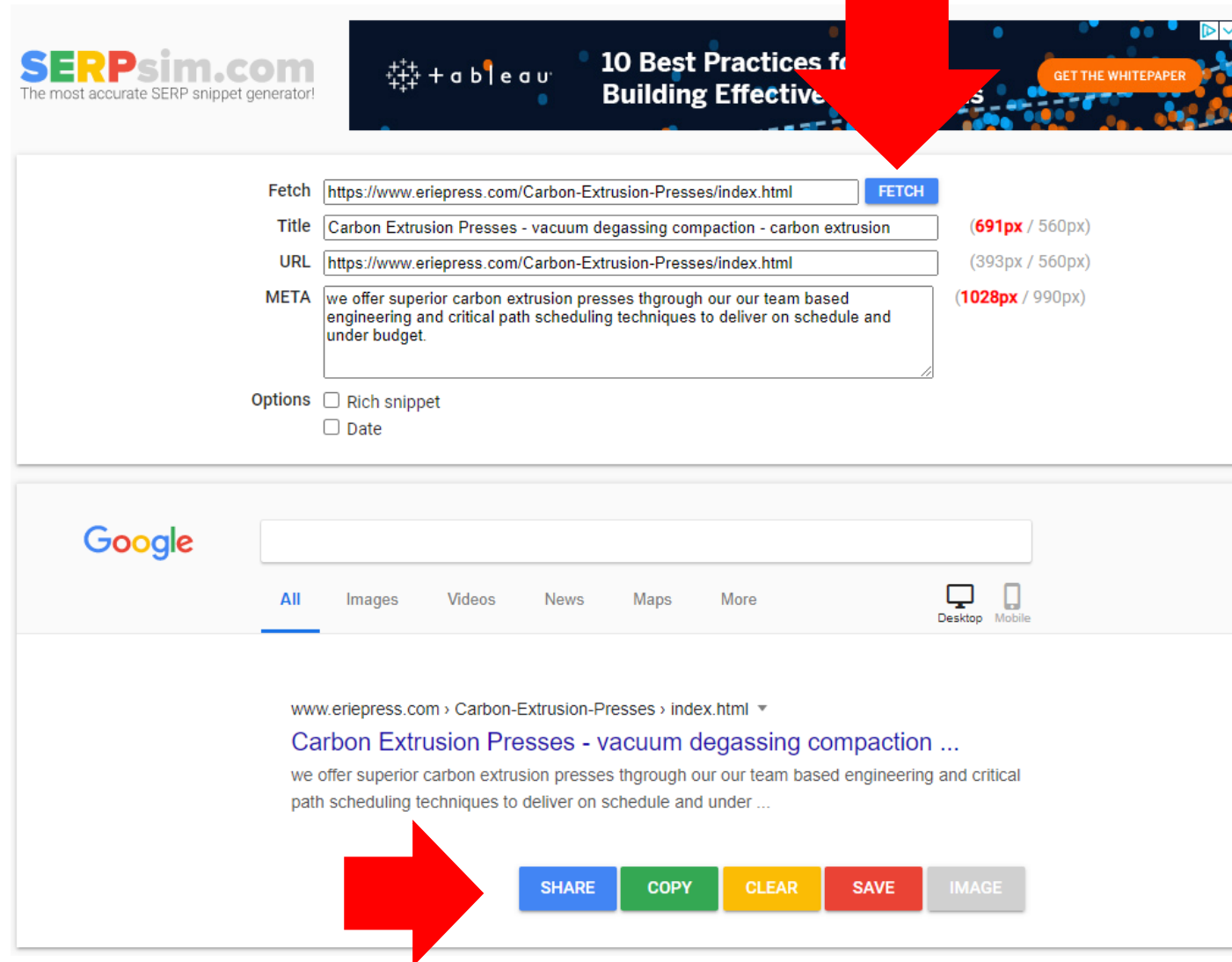
Google Analytics

How to Monitor SEO Improvements



SERPsim.com

Test your meat data here!



SERPsim.com
The most accurate SERP snippet generator!

10 Best Practices for Building Effective [GET THE WHITEPAPER](#)

Fetch **FETCH**

Title (691px / 560px)

URL (393px / 560px)

META (1028px / 990px)

Options ☐ Rich snippet ☐ Date

Google

[All](#) [Images](#) [Videos](#) [News](#) [Maps](#) [More](#) [Desktop](#) [Mobile](#)

[www.eriepress.com > Carbon-Extrusion-Presses > index.html](#)

[Carbon Extrusion Presses - vacuum degassing compaction ...](#)

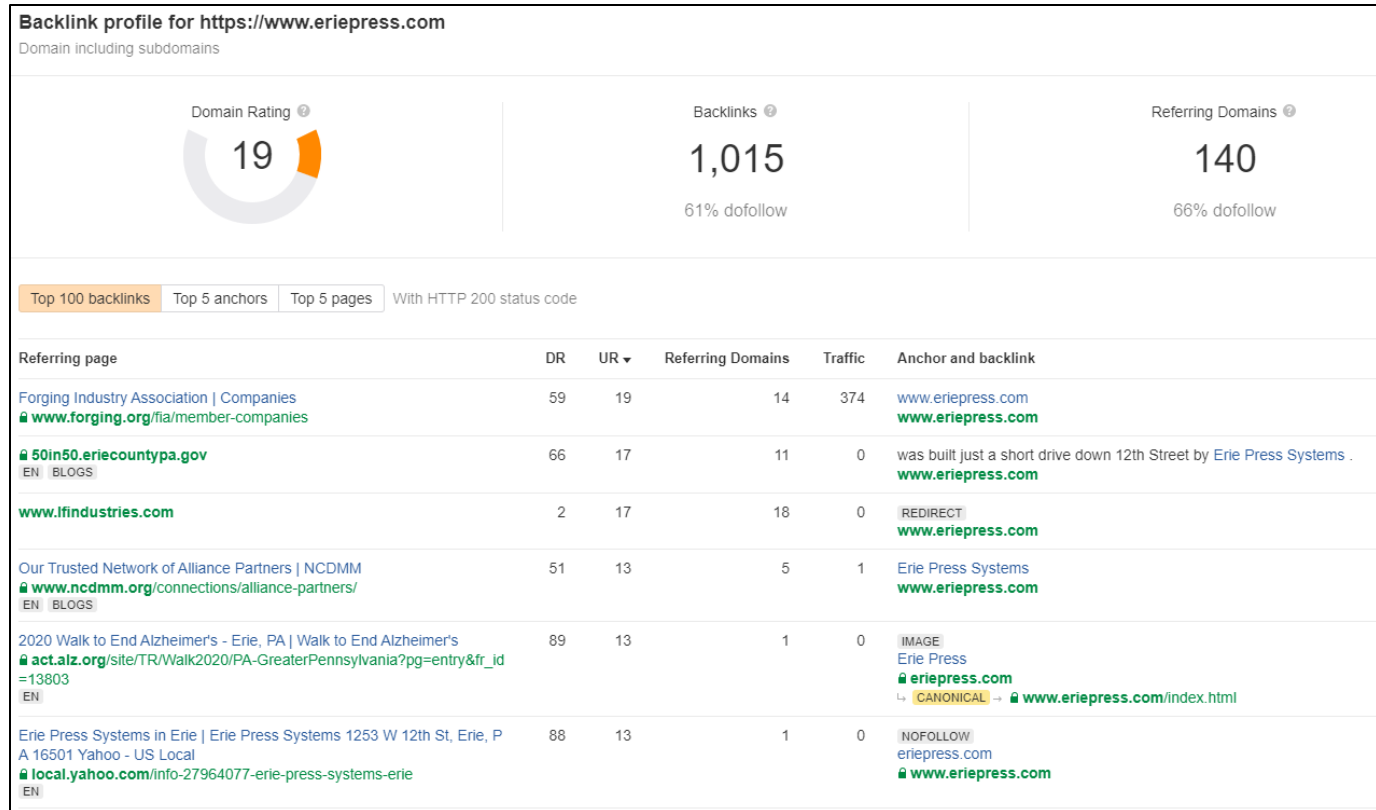
we offer superior carbon extrusion presses ththrough our our team based engineering and critical path scheduling techniques to deliver on schedule and under ...

SHARE **COPY** **CLEAR** **SAVE** **IMAGE**



Ahrefs - Backlinks

Free Backlinks Checker



Website SEO Checker

Domain Authority Checker



Domain Authority Checker - DA checker - Check domain authority

https://www.eriepress.com



✓ I'm not a robot



reCAPTCHA
Privacy · Terms

Website Authority - Check all URLs on single click - Sign up

URL	<u>DA</u>	<u>PA</u>	<u>TB</u>	<u>QB</u>	<u>PQ</u>	<u>MT</u>	<u>SS</u>	<u>OS</u>	<u>Age</u>	<u>Alexa</u>	<u>TC</u>	<u>TF</u>	<u>CF</u>	<u>IX</u>	<u>DF</u>	<u>BL</u>	<u>DH</u>	<u>MD</u>
https://www.e..	26	33	644	580	90%	3	22%	51%	24Y, 103D	0		41	31	108	59%			



Website SEO Checker

Toxic Backlink Checker

Website SEO Checker



Website SEO Checker

- SEO Checker
- Domain Authority Checker
- Check History of Domain Authority [Unique]

Toxic Backlink Checker - Check Toxic Backlinks

www.eriepress.com

✓ I'm not a robot



Buy DA40+, PA40+ Backlinks From \$3 Now

☒ Domain ☐ URL

Check



Webconfs – Keyword Density Checker

Free Backlinks Checker

SEO Tools ▾

Online Reputation
Management Audit
Tool

Free Alternative to
Google Keyword
Planner

Keyword Density
Checker

Free Keyword Ranking
Tool

Domain Redirect Tool

Similar Page Checker

All SEO Tools

Keyword Cloud

matcon manufacturing toggle navigation home process specialties returnable steel rack

systems powder coating design capability custom dunnage products container management contact

img srcassetscomponentsphpthumbofcachematconeditedbcbfbdccacafajpg title' hreturnable packaging designhpa hrefhttp

matconusaindexphidwe industry leadersap altpackages srcassetscomponentsphpthumbofcachematconbcbfbdccacafajpg hpowder righthpa

matconusaindexphida smooth COAT timeap altpowder designs prototypes manufactures types solutions works customers sizes small companies fortune

concept delivery produced existing achieve efficient result specific incorporated long history dating employees experienced term vast background

business explore matcon's started solution today capabilities bring vision reality learn free flowing dry ensure superior quality match

fabrication dd touch eave tracking shipping repairing containers copyright © rights reserved route north cordova il phone fax

Keyword Density

Keyword	Count	Density
matcon	10	5.92%
returnable	8	4.73%
custom	6	3.55%
packaging	6	3.55%
coating	5	2.96%
design	5	2.96%



End of Session 5

Questions

Assistance

