

optify

Build Your SEO Campaign with Optify in 15 Minutes

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Introduction

The goal of an SEO Campaign is to increase organic traffic and conversions (e.g. Registered Users, Free Trials, Purchase Decisions) on your website. SEO campaigns focus on optimizing content and keywords, improving website page performance, extending the networks of inbound links & traffic, all which work in concert to help you achieve your business goals. A typical SEO campaign starts with a focused keyword analysis and establishment of a target keywords strategy, aims to optimize new and existing website content and pages, and follows up with an ongoing link and traffic analysis.

15-Minute Work Plan to Execute an SEO Campaign

This work plan will help you plan and build an SEO campaign in 15 minutes. Follow these steps to build the foundations of sustainable organic traffic to your site.

1. Choose your target keywords (2 minutes)
2. Track your progress and your competitors (1 minute)
3. Optimize your page for your target keywords (4 minutes)
4. Acquire inbound links using Links (1 minute)
5. Syndicate your content using Twitter campaigns (3 minutes)
6. Track your progress in real time using Alerts (1 minute)
7. Measure your success using reports (2 minutes)
8. Share your success using Dashboard widgets (1 minute)

1. Choose your target keywords (2 minutes)

Using Optify's Keyword Application, you can get suggestions as to what keywords to use to optimize your webpage. Enter the webpage URL or a keyword you are interested in, and Optify will generate a list of suggested keywords to target based on your webpage. Simply add the keywords you are interested in targeting.

Tip: use no more than 3-4 keywords per page, preferably a head-term keyword and its different variations.

Keyword Suggestions

Suggest By

Keyword URL

SUGGEST

Keyword Suggestions [Close]

Suggest by Keyword URL

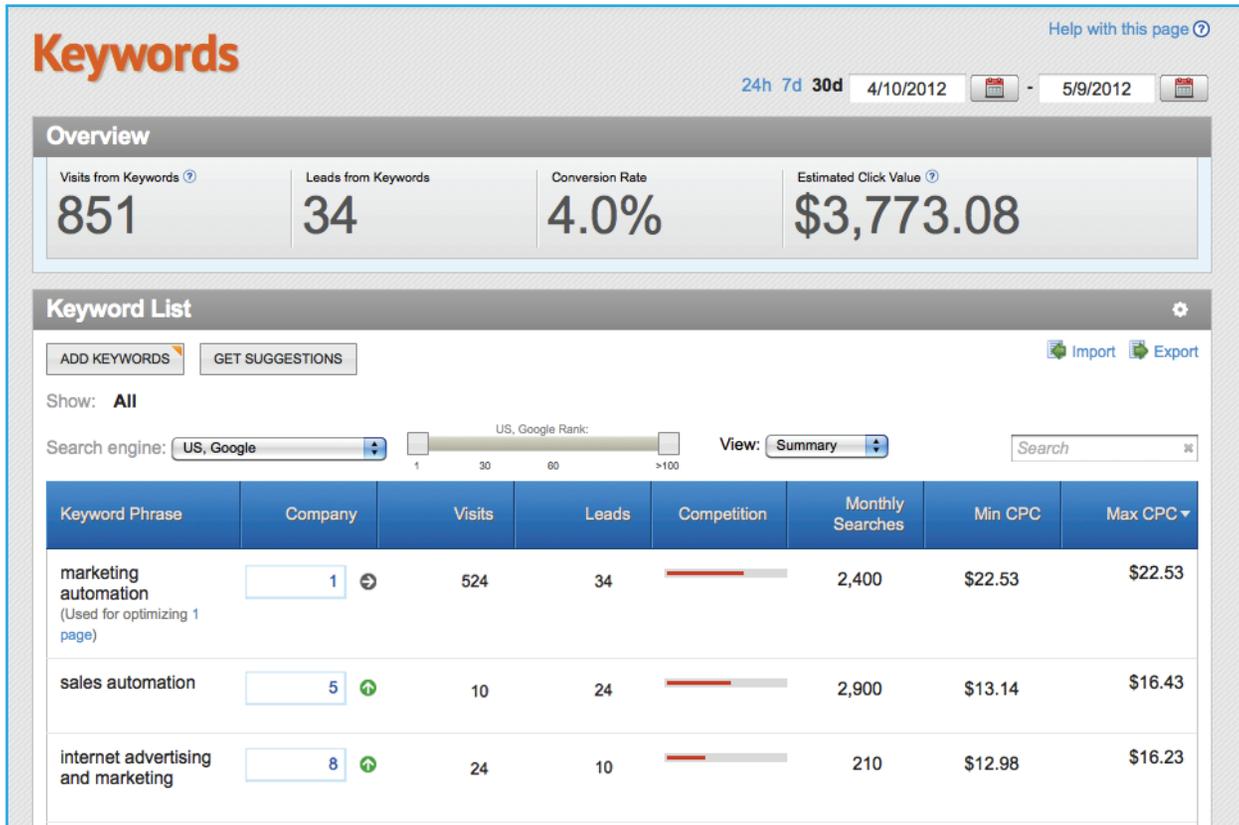
inbound marketing

	Keyword Phrase	Competition	Monthly Searches
<input type="checkbox"/>	outbound marketing	<div style="width: 80%;"></div>	390
<input type="checkbox"/>	inbound marketing summit	<div style="width: 10%;"></div>	320
<input type="checkbox"/>	marketing conference	<div style="width: 80%;"></div>	320
<input type="checkbox"/>	marketing book	<div style="width: 80%;"></div>	260
<input type="checkbox"/>	inbound marketing agency	<div style="width: 80%;"></div>	210

Assign selected keywords to this list:

2. Track your progress and your competitors (1 minute)

After picking your target keywords, Optify will keep track of your performance on those keywords: visits, leads and rank. Optify can also keep track of the performance of your competitors on the keywords you choose to target.



The screenshot displays the Optify Keywords dashboard. At the top, there's a header with the title 'Keywords' and a 'Help with this page' link. Below the header, there are date filters for '24h', '7d', and '30d', along with specific dates '4/10/2012' and '5/9/2012'. The main content is divided into two sections: 'Overview' and 'Keyword List'.

Overview

Visits from Keywords	Leads from Keywords	Conversion Rate	Estimated Click Value
851	34	4.0%	\$3,773.08

Keyword List

Buttons: ADD KEYWORDS, GET SUGGESTIONS, Import, Export

Show: All

Search engine: US, Google

US, Google Rank: 1 30 60 >100

View: Summary

Keyword Phrase	Company	Visits	Leads	Competition	Monthly Searches	Min CPC	Max CPC
marketing automation <small>(Used for optimizing 1 page)</small>	1	524	34		2,400	\$22.53	\$22.53
sales automation	5	10	24		2,900	\$13.14	\$16.43
internet advertising and marketing	8	24	10		210	\$12.98	\$16.23

Tip: Optify has the ability to show you performance across multiple search engines. You can set the search engines you are interested in and change the view instantly in Optify.

3. Optimize your page for your target keywords (4 minutes)

Now it's time to optimize your page. Optify's Pages Application will give you a list of SEO issues your page should fix in order to be optimized for SEO. First, pick the keywords you want to optimize this page for. Optify will update your score and present you with a list of issues you should fix to optimize your page. You can send this list to your Webmaster by exporting the list and email it, or provide your Webmaster with a login to Optify.

Page Detail Report

Page Detail

Page: nti network technologies inc kvm switch drawer extender vga usb
Status: ✓
In-bound Links: 1,602
Out-bound Links: 4
Views (Last 30 days): 0

Optify Score
86 / 100

Optimize With

- kvm switch
- network technologies
- 4 way splitter
- audio cable splitter
- australia
- banking law
- banner stand
- civil law
- direct ira
- fiber optic extender
- firewire
- firewire extender
- flat panel monitor

[MANAGE KEYWORDS](#)

Page Optimization Results

REFRESH Export

Show: All | Fix by: Fix by end of week

Status	Issues	Impact	Category	Actions
⚠	The page title does not use target keywords	<div style="width: 100%; height: 10px; background-color: red;"></div>	URL and Title	
✓	A single version of your website homepage	<div style="width: 100%; height: 10px; background-color: green;"></div>	Home Page	
⚠	The H1 tag does not contain your target keywords	<div style="width: 100%; height: 10px; background-color: red;"></div>	Heading Tags	
✓	The website provides an accessible site	<div style="width: 100%; height: 10px; background-color: green;"></div>	Home Page	
⚠	The page does not contain an H1 tag.	<div style="width: 100%; height: 10px; background-color: red;"></div>	Heading Tags	
⚠	The page correctly links to external sites	<div style="width: 100%; height: 10px; background-color: red;"></div>	Lead Conversion	
⚠	The page does not contain an H1 tag.	<div style="width: 100%; height: 10px; background-color: red;"></div>	URL and Title	
⚠	The page correctly links to external sites	<div style="width: 100%; height: 10px; background-color: red;"></div>	Heading Tags	
⚠	The website provides an accessible site	<div style="width: 100%; height: 10px; background-color: red;"></div>	Heading Tags	
⚠	The META description tag does not use target keywords	<div style="width: 100%; height: 10px; background-color: red;"></div>	Meta Tags	
✓	The page contains a single META description tag	<div style="width: 100%; height: 10px; background-color: green;"></div>	Meta Tags	
✓	The META description tag is shorter than 156 characters	<div style="width: 100%; height: 10px; background-color: green;"></div>	Meta Tags	
✓	The page URL is shorter than 160 characters	<div style="width: 100%; height: 10px; background-color: green;"></div>	URL and Title	
✓	The page title is shorter than 65 characters.	<div style="width: 100%; height: 10px; background-color: green;"></div>	URL and Title	
⚠	The META keywords tag does not use target keywords	<div style="width: 100%; height: 10px; background-color: red;"></div>	Meta Tags	
✓	The page contains a single META keywords tag	<div style="width: 100%; height: 10px; background-color: green;"></div>	Meta Tags	
✓	The page's META description tag is unique	<div style="width: 100%; height: 10px; background-color: green;"></div>	Meta Tags	

Tip: Click the action button for each issue to add a note to your webmaster

4. Acquire inbound links using Links (1 minute)

Links are one of the most important elements in getting a page to rank higher on Google. The more competitive the keyword you target, the more inbound links you will need to rank higher. Optify's Links Application helps you identify the websites you should aspire to get inbound links from. Enter the target keywords and Links will provide you with a list of websites to go after. Optify will also monitor your link building performance and notify you when the number of links you're currently pursuing goes up or down.

Link Suggestions

Enter keyword(s)

Source URL	Priority	Link to competitors	No follow
Enter your keywords above and we'll provide plenty of great link suggestions. We recommend entering 2 related keywords to get the most high quality link results. Pick as many as you want to track, and click Add. That's it!			

Links to my site	Links from my site	Linking domains	Avg. PageRank	
77 <small>/ 116</small>	13	67 <small>/ 103</small>	4	
<input type="button" value="ADD URLS"/> <input type="button" value="GET SUGGESTIONS"/>				
Source URL	Priority	my site	Link to competitors	PageRank
http://www.philly.com/philly/sports/	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>	No	0	8
http://www.paloaltoonline.com/sports/	<div style="width: 100%; height: 10px; background-color: #0070c0;"></div>	No	0	7
http://1394ta.com/products/Networkin...	<div style="width: 75%; height: 10px; background-color: #0070c0;"></div>	No	0	6
http://forum.flip4mac.com/forum/mess...	<div style="width: 75%; height: 10px; background-color: #0070c0;"></div>	No	0	6
http://forum.telestream.net/forum/mess...	<div style="width: 75%; height: 10px; background-color: #0070c0;"></div>	No	0	6
http://hanaalliance.org/products/Netw...	<div style="width: 75%; height: 10px; background-color: #0070c0;"></div>	No	0	4

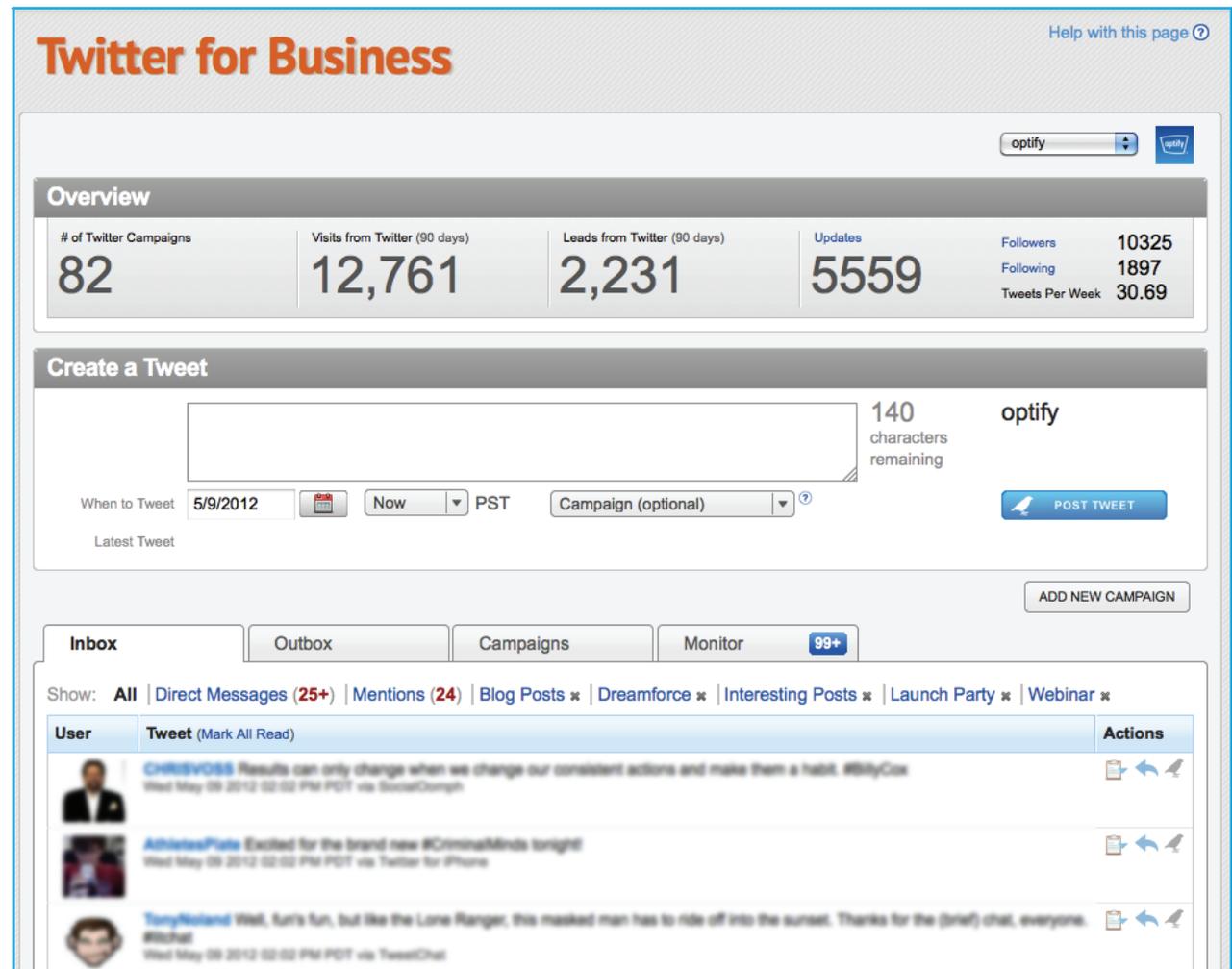
This is an inbound link

Anchor text:
"XTENDEX® Firewire Optical Extender"

Destination on my site:
<http://www.networktechinc.com/1394-fiber-extender.html>

5. Syndicate your content using Twitter campaigns (3 minutes)

Syndication of your content can help you drive traffic to your site but also help you get more inbound links to your content. Use Optify's Twitter for Business application to promote and syndicate your content, build relationships with bloggers who will link to your website and drive traffic to your website. With the recent developments around real time search and Google's and Bing's new real time results, using Twitter to promote your content can help you to be found on search engines through their real time results and not just through the traditional SEO practices. Take advantage of Optify's Twitter for Business to schedule your campaigns using your target keywords.



The screenshot displays the 'Twitter for Business' dashboard. At the top, there's a navigation bar with the 'optify' logo and a 'Help with this page' link. Below this is an 'Overview' section with a grid of statistics:

# of Twitter Campaigns	Visits from Twitter (90 days)	Leads from Twitter (90 days)	Updates	Followers
82	12,761	2,231	5559	10325
				Following: 1897
				Tweets Per Week: 30.69

Below the overview is a 'Create a Tweet' section with a text input field (140 characters remaining), a 'When to Tweet' dropdown set to '5/9/2012', a 'Now' button, a 'PST' time zone selector, and a 'Campaign (optional)' dropdown. A 'POST TWEET' button is on the right. Below this is an 'ADD NEW CAMPAIGN' button.

The bottom section shows navigation tabs for 'Inbox', 'Outbox', 'Campaigns', and 'Monitor' (99+). Below the tabs is a 'Show:' filter with options: 'All', 'Direct Messages (25+)', 'Mentions (24)', 'Blog Posts', 'Dreamforce', 'Interesting Posts', 'Launch Party', and 'Webinar'. Below this is a table of tweets:

User	Tweet (Mark All Read)	Actions
	CHRISVOSS Results can only change when we change our consistent actions and make them a habit. #BbyCox Wed May 09 2012 02:02 PM PST via SocialGrowth	
	AthensPats Excited for the brand new #CriminalMinds tonight! Wed May 09 2012 02:02 PM PST via Twitter for iPhone	
	TonyNoland Well, fun's fun, but like the Lone Ranger, this masked man has to ride off into the sunset. Thanks for the (brief) chat, everyone. #iChat Wed May 09 2012 02:02 PM PST via TweetChat	

Tip: Save time by scheduling your campaigns a head of time and increase your visibility by spreading you tweets accros the entire day.

6. Track your progress in real time using Alerts (1 minute)

You can setup a keyword Alert in Optify to be notified on your target keywords progress. Setup Optify to notify you by email or on your dashboard if your rank for a keyword has changed, if a competitor overtook you on a specific keyword, if your website is now ranking on the first SERP (Search Engine Result Page) for a specific keyword, or on any other keyword progress you will define. You can also set up Lead Alerts to be notified in real time if a visitor came using your one of your target keywords.

Lead alerts

- Company alerts
- ✓ Traffic alerts
- My lead alerts
- New customers x
- Email leads
- ✓ Top leads
- East coast leads
- West coast leads

Keyword alerts

[Add new alert](#)

- Name of this alert:**
- Type of alert:**
- Alert me via:** Dashboard Email
- Alert me when all of these rules are satisfied:**

Metric	Criterion	Value	Actions
<input type="text" value="Select metric"/>	<input type="text" value=""/>	<input type="text" value=""/>	x

[Add new rule](#)

Alerts ⚙️	
Show: <input checked="" type="checkbox"/> Leads <input checked="" type="checkbox"/> Keywords	DISMISS ALL
TigerDirect's search rank for wall mount on Google, United States, Seattle declined by 211 positions 9 hours ago	
Marketing Dashboard's search rank for wall mount on Google, United States, Seattle declined by 211 positions 9 hours ago	
Auto Glass Guru's search rank for storage devices on Google, United States, Seattle improved by 191 positions 9 hours ago	
Marketing Dashboard's search rank for storage devices on Google, United States, Seattle improved by 191 positions 9 hours ago	
Launch Leads's search rank for video converters on Google, United States, New York improved to position 4 9 hours ago	
View more...	

7. Measure your success using reports (2 min)

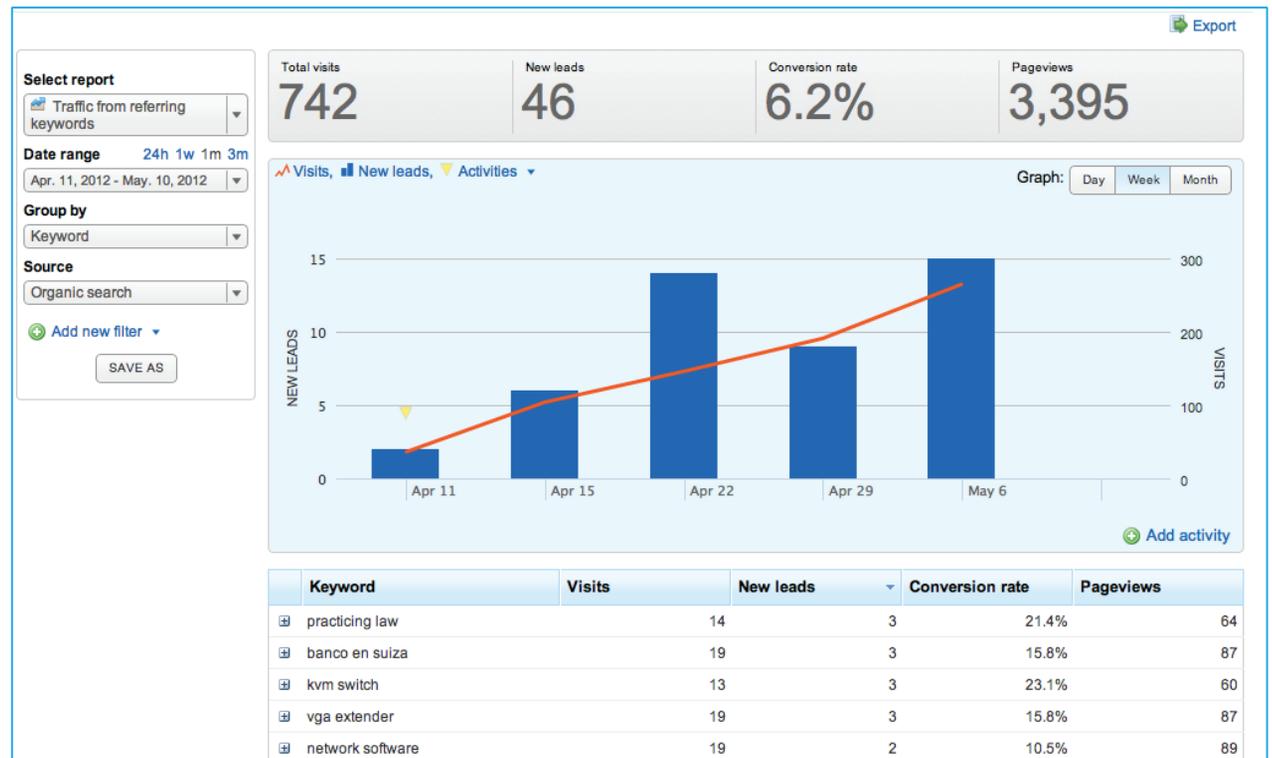
For a specific report that you can use to measure and analyze your SEO performance, you should start with the basic traffic report and modify it to get only the information you need.

Follow these steps to modify your report:

- Set the time frame you are interested in reporting on; choosing relative dates (e.g. last 7 days) will keep the time frame updated to that relative date.
- Group the report by keywords or keep it grouped by source
- Select Organic Search as the only source to display
- Add a Keyword Filter and choose your target keywords
- Save the report using a unique name

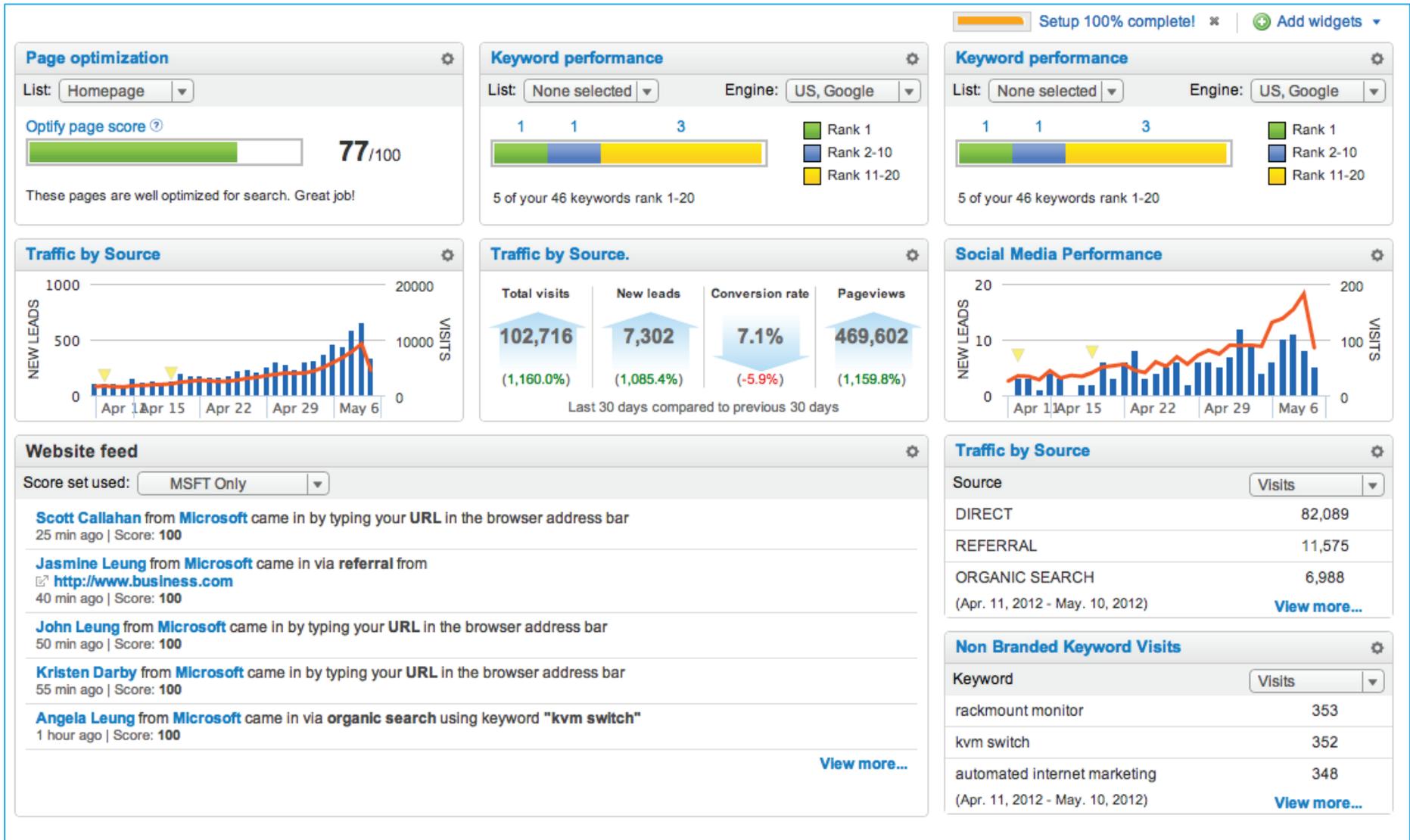
this report to measure the performance of your target keywords and their success in driving visits and leads to your website.

Tip: Your saved reports will be accessible to all users of your account. You can use this report to measure the performance of your target keywords and their success in driving visits and leads to your website.



8. Share your success using Dashboard widgets (1 min)

After creating a unique report for your SEO campaign, from the Dashboard, click the Add Widget link and add the report you created. You can configure the widget to show you a trend overview, table or a graph of the information. You can also have multiple versions of the same widget.



Resources

About the Guide

The steps outlined in this guide are successfully executed daily by Optify customers worldwide. To learn more about the applications shown in this guide, visit Optify's website at www.optify.net or read our case studies at www.optify.net/category/case-studies/.

To get the Build Your SEO Campaign with Optify in 15 Minutes guide, visit:
www.optify.net/whitepaper/execute-seo-campaign-in-15-minutes

Other Resources

Guide: 7 Steps to Building Your Keyword List

<http://www.optify.net/whitepapers/7-steps-to-building-your-keyword-list>

White Paper: Improve Page Load Speed To Rank Higher

<http://www.optify.net/whitepapers/white-paper-improve-page-load-speed-to-rank-higher>

Optify Lead Generation Blog

<http://www.optify.net/blog>

Optify Internet Marketing Resources

<http://www.optify.net/internet-marketing/optify-resources/>

Contact Us

Call: 1-877-2-OPTIFY

Email: info@optify.net

Visit our website: www.optify.net

Start your Free Trial: www.optify.net/sign-up/

About Optify

Optify delivers an integrated top-of-the-funnel solution for marketers responsible for fueling their company's growth. Optify helps professional B2B marketers reach more buyers and generate more demand for their products or services month-after-month.

The Optify Inbound Marketing Software Suite brings together the enterprise-class SEO, social marketing, website analytics and tools that B2B marketers need to increase awareness of their business, influence buyers across social networks, and engage with prospects at the earliest point of their buyer's journey.

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