SEO TOOLS SETUP GUIDE

Revised June, 24, 2011
by Raven Internet Marketing Tools

Welcome!

So you signed up for a Raven Internet Marketing Tools account. Now what?

Raven is designed to make you and your team as efficient as possible to achieve better results, but it can only do that if you take the time to set it up properly. To get the most out of Raven, we suggest you spend 20-30 minutes to accomplish the following seven tasks.

Let's get started.

Other Resources

Knowledge Base

Go to https://raven.zendesk.com at any time to search the Raven Knowledge Base for answers to common questions and step-by-step instructions for each tool. It's updated every time we add features or make changes.

Customer Care

Bookmark raventools.com/customer-care for quick tips, resource guides, archived webinars, our change log and more. It's updated weekly.

Technical Support

E-mail support@raventools.com with specific questions or click the "Report an Issue" icon in the tool.

Days: Monday-Friday

Hours: 8 a.m. to 6 p.m. CST (GMT-6)

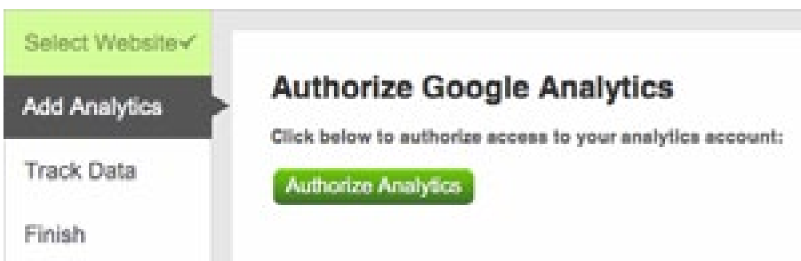
Languages: Raven offers English and Spanish support.

STEP 1

Run Raven's Setup Wizard

When you log in to Raven for the first time, you'll immediately be taken to the Raven Setup Wizard.

Among other things, the Setup Wizard helps you connect your Google Analytics account to your Raven account, which allows the system to pull in keyword, backlink and traffic data automatically. Follow the step-by-step instructions, and within a few minutes Raven will be populated with data.



Don't have a Google Analytics account? Simply skip that step.

Later, when you add a new Website to a Profile, you can choose to run the Setup Wizard for it.

Glossary

Profile

Profiles are one of the most fundamental components of managing your Internet marketing campaign with Raven. A Profile contains at least one Website, often several Websites. Think of a Profile like a group: you could create Profiles based on your clients or by team member or to keep personal work separate.

The Setup Wizard prompts you to name your first Profile. Later, you can rename that Profile, delete it or add more Profiles with the Profile Manager.

Website

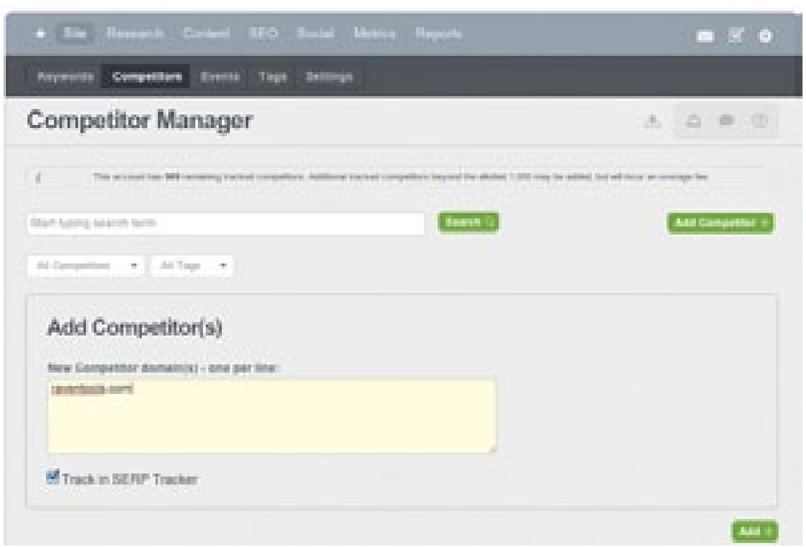
A Website is a website. It's the site for which you're running an Internet marketing campaign.

STEP 2

Add competitors to track

Raven's Setup Wizard has an option to pull in keywords and link data from Google Analytics. You're also given the option to start tracking your Website's keywords with Raven's SERP Tracker tool. A great feature of the SERP Tracker is its ability to track competitors' rankings and view them side-by-side with your Website's rankings.

Raven stores your Website's competitor information in the Competitor Manager tool. Go to the Site > Competitors. Next, click the button on the right side of your screen that says "Add Competitors." Add the competitors you wish to monitor. The option to track your competitors' rankings with the SERP Tracker is automatically checked. You can choose to only track certain competitors, too.



STEP 3

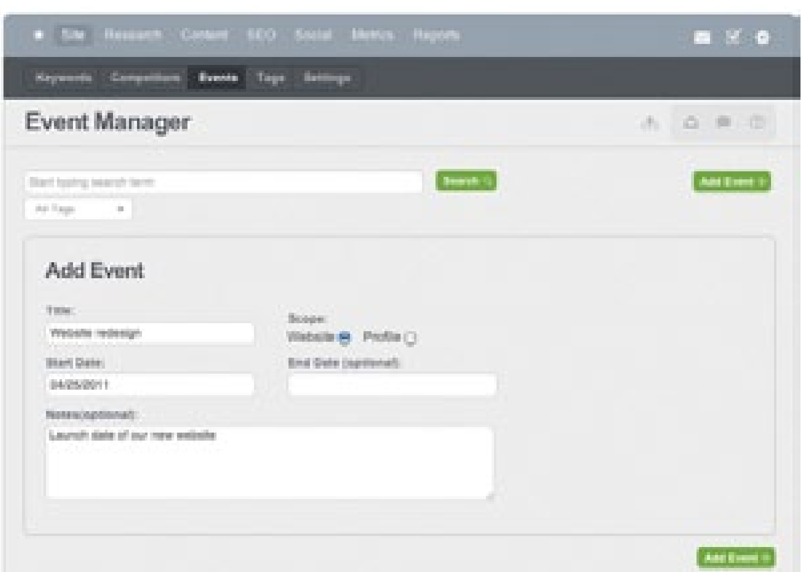
Add events to track

Raven created an Event Manager tool that allows you to track the impact of any type of marketing event—online or offline—on your campaign. The Event Manager is integrated with several Raven tools, such as Google Analytics, so you can see events plotted with actual metrics.

Using the Event Manager is simple. Go to Site > Events. Click the Add Event button on the right side of your screen. You'll be able to apply your event to the Website you are working on or to your entire Profile.

To get started, add an Event with the Title "Started Using Raven." (You can delete this later.)

Event details will show up in other Raven tools; you can toggle the event view on and off. You can also choose whether or not to show event information in reports that you build.



Pro tips

Keep track of as many marketing events as you can with the Event Manager for extra insight. For example:

1. Did Google change its algorithm?
2. Did you get a link from a major source?
3. Did you redesign the Website?
4. Did you distribute a press release?
5. Were you mentioned in a news article?
6. Did an influencer retweet your link or post it on Facebook?
7. Did you sponsor an industry event?
8. Did you begin a PPC campaign?
9. Have you or your company started a new television/ radio/newspaper/ direct mail/etc. advertising campaign?

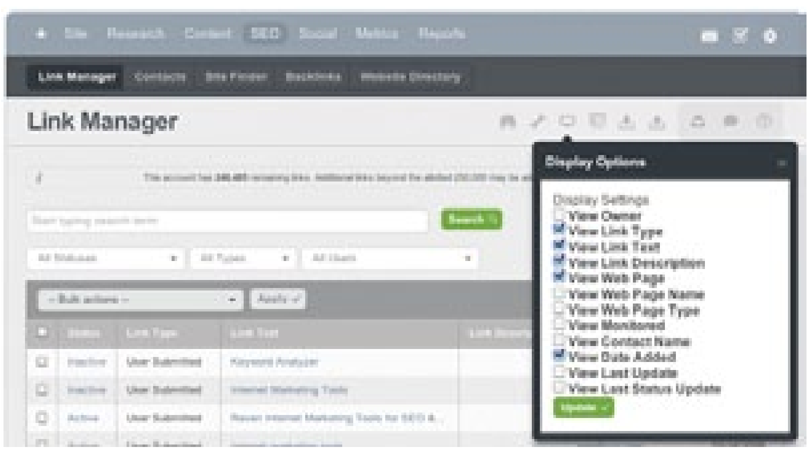
STEP 4

Customize the Link Manager

There are three things that link builders will want to set up in the Link Manager tool right away. Let's start by getting the right information displayed.

Each link in the Link Manager has a Link Record. A Link Record is a collection of important information about that particular link—everything from the anchor text to type of website the link is from to the person on your team who got the link.

Customize which information is displayed in the Link Manager by clicking on the screen icon in the upper right-hand corner of the Link Manager. Check any of the items you wish to see whenever you log in to Raven and use the Link Manager.



Pro tips

Download the Raven Firefox Toolbar to add Link Records as you browse online. It's a major timesaver. Go to the Main Settings gear icon, then drop down to "Firefox Toolbar" in User Preferences.

STEP 4 continued

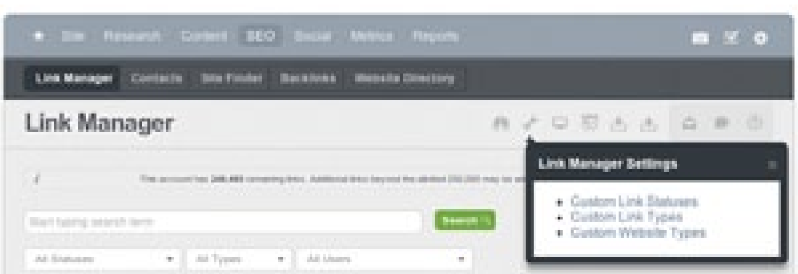
Next, let's customize the Link Type, Website Type and Link Statuses with which you can classify each link. (See the Glossary at right for default types.) Here are a few ideas:

1. ***Link Type:*** How would you classify this link? Is it a directory link? Did you leave a comment on a blog? Those are among the default types, but you may want to take it one step further and say it is a "travel directory" link.

2. ***Website Type:*** What kind of website are you getting the link from? Consider including the industry the website is associated with for a more accurate snapshot of what your backlinks look like. Examples include: "travel blog," "hotel directory," "newspaper article," etc.

3. ***Link Statuses:*** What's the overall picture of your link building campaign? You'll have a better idea when you assign statuses to individual links (and report on them later). You can use Raven's default link statuses, such as Requested, Active or Declined, but you can add additional ones to best fit your work structure.

To customize these settings, click the wrench icon in the top right-hand corner of the Link Manager.



Glossary

Link Type

This is your classification for a link you have obtained or received for your Website. Raven has default types, including these, but you can make custom types:

- User Submitted
- Paid (Permanent)
- Blog Comment
- Organic Link
- Affiliate
- Competitor Backlink

Website Type

This is your classification for a website from which you obtained a link. Raven has default types, including these, but you can make custom types:

- Social Media
- E-Commerce
- Personal Blog
- Corporate Blog
- News / Media
- Directory

Link Statuses

This is your classification for any link you have or are trying to obtain. Raven has default types, including these, but you can make custom types:

1. Queued
2. Requested
3. Active
4. Inactive
5. Declined

STEP 4 continued

Finally, let's set up link monitoring for the links in the Link Manager. Link monitoring is a timesaving way to stay on top of any changes that may positively or negatively affect the value of your link. Click the binocular icon in the top right-hand corner of the Link Manager to get started.

You have a lot of options here. For example, any time you add a link to the Link Manager and set the status to Requested, Raven can automatically check to see if the link becomes active and then updates that link's Link Record. You can also stay on top of anchor text changes, the number of links on a page and set alerts for when the mozRank or Page Authority increases/decreases by a specified amount of points/percentages.

Don't forget, you can also set the frequency for which you'd like Raven to check these items for you.

Did you know?

Link monitoring

Each type of Raven account has generous monthly usage allotments for link monitoring.

Solo: 1,000 managed links, 500 checks ($0.01 per additional check)

Pro: 50,000 managed links, 25,000 checks ($0.005 per additional check)

Agency: 150,000 managed links, 100,000 checks ($0.004 per additional check)

How does this all break down? Let's take a look at an example Pro account.

If you are managing 50,000 link records, and have 1,000 of those link records set to check monthly, you will be well within the usage allotment for your Pro account. If you set those 1,000 link records to check daily within a 30-day period, it will be counted as 30,000 link checks, resulting in an overage of 5,000 link checks. 5,000 x $0.005 = a monthly overage fee of $25.

Account owners can track current monthly usage and set limits in Main Settings > Usage.

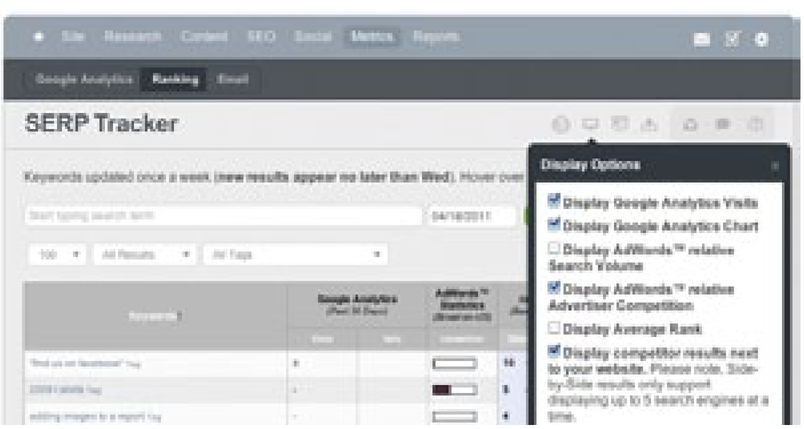
STEP 5

Customize the SERP Tracker

In the Metrics section of Raven, you'll find tools to manage, monitor and report on Google Analytics, search engine rankings and email marketing campaigns. The SERP Tracker tool is where you can keep an eye on your rankings with data provided from our partner Authority Labs. Click on Ranking, and let's customize your view.

Raven's SERP Tracker can provide you with much more information than just where your Website ranks in a search engine for a particular keyword. It can tell you how a competitor ranks for that keyword, how much volume AdWords predicts for that keyword and how much traffic you have actually gotten over the past 30 days from ranking for that keyword.

To turn these over data points on, simply click the display icon to see a drop-down menu to turn any or all of these data sets on/off. You can even set the baseline for your results (that's the date against which you want your current ranking data to be compared). Once you're happy with what you want displayed, click the update button and the SERP Tracker will refresh with your new display options.



Now you can get a much more in-depth look into how your campaign is performing.

Pro tips

Sub-users

Have clients who are, shall we say, a little more hands-on than others? You can create free read-only sub-user accounts so they can log in and view their rankings. Go to Main Settings > User Manager to set up these accounts.

Screen shots

Not only does Raven monitor your rankings with the SERP Tracker, it also stores screen shots of the search engine results page with date information. Click on the ranking number to view the screen shot.

STEP 6

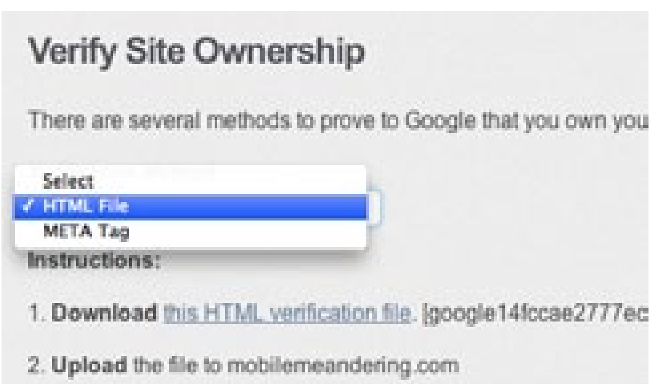
Sync Google Webmaster Tools

Whether you have already set up Google Webmaster Tools (GWT) for the sites you're managing or still need to set it up, you can do so with Raven. Go to the Site section of Raven and select "Webmaster" to access these features.

When you first access GWT in Raven, you will have to authorize your account with Google to communicate with Raven's system. Once you authorize your account, our system will look for a site in your GWT account that matches the one you're managing in Raven.

If Raven recognizes a matching domain, it will automatically choose it. If it doesn't recognize the domain, or finds variants (different subdomains using the same root domain), it will give you the option to choose a variant, add a new domain or re-authorize with a different Google account.

Sites that haven't been verified are provided with verification options. Complete the instructions, click the Verify button and you're done—all from inside of Raven!



Now that your site is verified, you'll be able to view and add sitemaps, add keywords to Raven's Keyword Manager and SERP Tracker and even be notified of important messages from GWT.

Did you know?

Google Webmaster Tools API

The Google Webmaster Tools API doesn't support every feature that's available in Google's version of GWT. However, as they update their API with more features, we'll quickly try to add them to Raven.

STEP 7

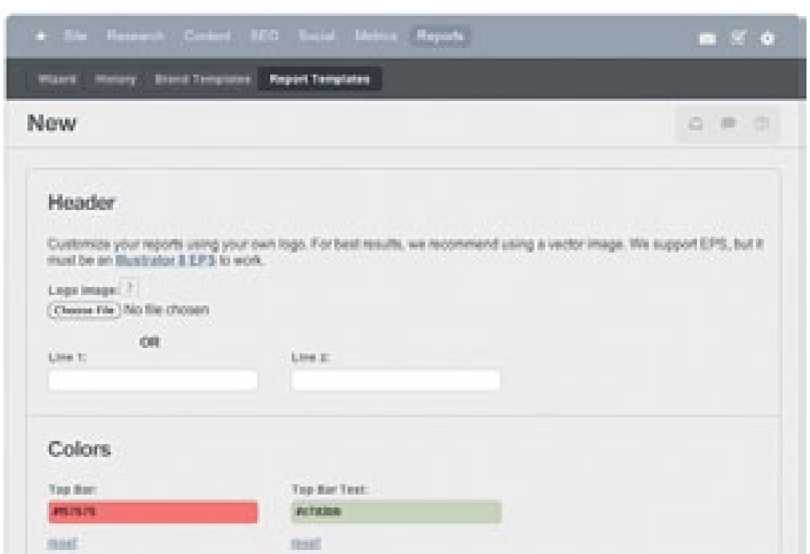
Set up reports

A great way to stay on top of your Internet marketing campaign is to set up automated reports to be sent to you and/or your team and/or your clients on the progress of your work. You can report on activity for just about every tool in Raven.

First, you'll want to set up a Brand Template—this will remove the Raven branding from your reports so you can add your own. (If you don't need to replace the Raven branding, you can move on to the next part of this tutorial.)

Go to Reports > Brand Templates. Click the "Create a new template" button. Here, you can upload your logo (high-quality, horizontal images are best) or use plain text. You can also customize your colors, add footer text and change settings for how SERP Tracker results are displayed.

Finally, set the availability of this template. You can make it available to the Website you are working on, the Profile you are using or your entire account (global).



Now, save your template!

Pro tips

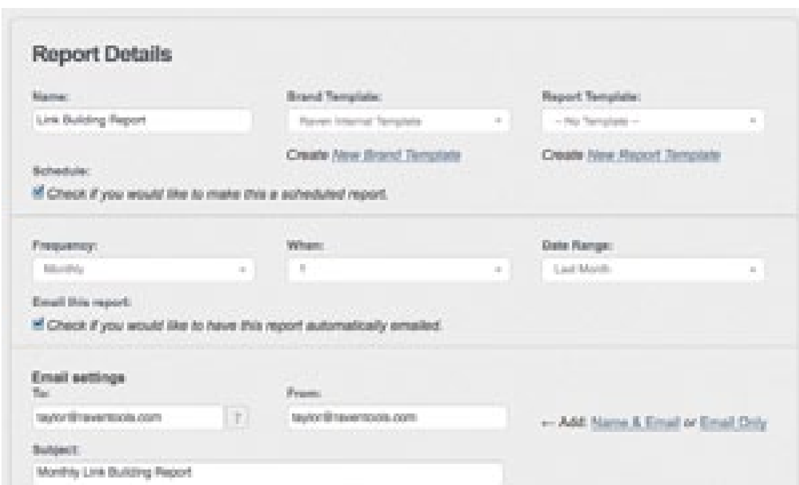
For the ultimate personalization, consider creating Brand Templates for each of your clients with their logo and brand colors.

STEP 7 continued

Next, head to Reports > Wizard to create your report and adjust its settings.

Skip the Quick Report options and look at the Report Details section, where you adjust the settings for your new report. Fill out the short form—give your report a name, choose a Brand Template (if you created one) and check the "Schedule" box. Set the report frequency, day of month and date range.

Next, check the box to have the report automatically emailed. Add email addresses (separate them with commas). Choose whether to email the report as a PDF or as a trackable download link.



Click the "Create report" button.

Finally, add the elements you want to report on. This is as simple as clicking the name of the tool with the data you want to report and adding/editing any necessary information in the module. Add mutiple modules for the same tool and adjust its settings to report on multiple sets of data from that tool.

Save and close, and your report is now set up and scheduled!

Pro tips

You can choose to have Raven automatically email reports of your Internet marketing activity in PDF format or with a trackable download link.

As one of our customers noted, when you know which clients are not downloading your reports, you can figure out which clients need more attention.

To view details of the trackable download links:

1. Go to Reports > Report Wizard.
2. Click on the "Show scheduled history report history" for your Website link just above the module that lists your scheduled reports.
3. Click the "Detail" link next to a report.

If any trackable download links have been clicked, you will see the date, user and IP address for each click. Otherwise, you'll see a "No activity available for this report" message.