

# The Continuous SEO Process

WebExpo 2016

A close-up photograph of a blue showerhead spraying water. The water jets are captured in motion, creating a dynamic pattern of droplets. In the background, out of focus, are vibrant green leaves and purple and pink flowers, suggesting a garden or a spa-like setting. The lighting is bright, highlighting the texture of the water and the colors of the flora.

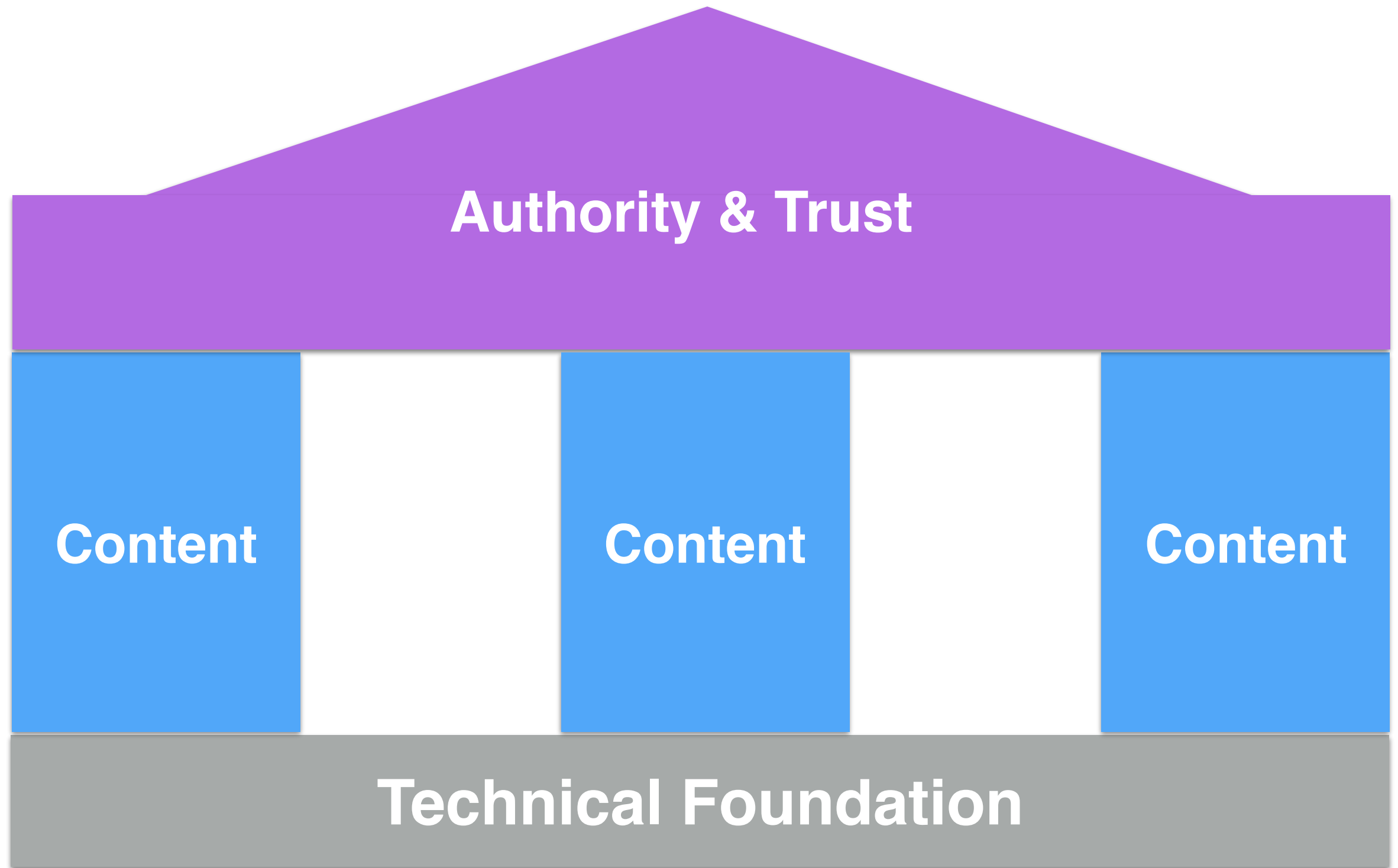
**SEO needs TLC**

# The nature of SEO

SEO is continuous by nature.

So why aren't we?

# SEO







Manage changes



Improve



Expand





# Technical foundation



# Technical foundation

Manage changes

Improve

Expand

Is your website  
**still** in good shape?

# Technical foundation

Manage changes

Improve

Expand

- URL query parameters
- Canonicals
- Redirects
- Meta robots
- Broken links
- Server errors
- Time-outs & load time
- XML sitemaps
- Robots.txt
- HREF lang
- Rich Snippets
- Open Graph
- Twitter Cards



# Technical foundation

ContentKing

van Vessum.nl

Pages

Issues

< Pages

Page /algemeen/firefox-brengt-epics-unreal-3-engine-naar-t-web/


OPEN PAGE

IN 1 HOUR

PAGE HEALTH 3225 / 4000

Current Version

Historical Changes



Content

Social

Relations

Content

Social

URL	/algemeen/firefox-brengt-epics-unreal-3-engine-naar-t-web/	Open Graph Type	article
Canonical	self	Open Graph URL	http://www.stevenvessum.nl/algemeen/firefox-brengt-epics-unreal-3-engine-naar-t-web/
Title	Firefox brengt Epic's Unreal 3 engine naar 't web	Open Graph Image	missing
Meta Description	Mozilla Firefox brengt Epic's Unreal 3 engine naar jouw browser met een geavanceerde javascript variant. Check de video van deze baanbrekende technologie!	Open Graph Description	Mozilla Firefox brengt Epic's Unreal 3 engine naar jouw browser met een geavanceerde javascript variant. Check de video van deze baanbrekende technologie!
H1	SEO Consultant Steven schrijft	Twitter Card	summary
H1	Firefox brengt Epic's Unreal 3 engine naar 't web	Twitter Site	missing
H2	over alles wat Steven interesseert en de moeite waard vindt om te delen!	Twitter Title	Firefox brengt Epic's Unreal 3 engine naar 't web
H2	Abonneer je op de RSS feed!	Twitter Description	Mozilla Firefox brengt Epic's Unreal 3 engine naar jouw browser met een geavanceerde javascript variant. Check de video van deze baanbrekende technologie!
H2	Blogroll		
H2	Categorieën		
H2	Tagcloud		
Meta robots	missing		

Issues

TODO

OK

Content Headings

H1 heading is not unique  
More than one H1 heading  
H2 headings have incorrect length

+225

Open Graph

Not all required Open Graph elements present

+200

Twitter Cards

Not all required Twitter Cards elements present

+200

Links

Page contains links to redirects

+75

Images

Image is missing meta information

+75

Qualitative Analytics

250

# Technical foundation

Manage changes

Improve

Expand

How can you **improve**  
crawling and indexation?

# Technical foundation

Manage changes

Improve

Expand

Crawl stats and errors

Rich Snippets errors

Mobile usability errors

XML sitemap health

# Technical foundation

The screenshot shows the Google Search Console interface for the domain <http://www.vanvessum.nl/>. The left sidebar contains navigation links: Dashboard, Messages (5), Search Appearance, Search Traffic, Google Index, Crawl (expanded), Crawl Errors (selected), Crawl Stats, Fetch as Google, robots.txt Tester, Sitemaps, URL Parameters, Security Issues, and Other Resources.

**Site Errors**  
Showing data from the last 90 days

DNS Server connectivity Robots.txt fetch

**URL Errors**  
Status: 8/22/16

Desktop

Not found   
5

10.0  
7.5  
5.0  
2.5

... 5/27/16 5/31/16 6/4/16 6/8/16 6/12/16 6/16/16 6/20/16 6/24/16 6/28/16 7/2/16 7/6/16 7/10/16 7/14/16 7/18/16 7/22/16 7/26/16 7/30/16 8/3/16 8/7/16 8/11/16 8/15/16 8/19/16  
5/25/16 5/29/16 6/2/16 6/6/16 6/10/16 6/14/16 6/18/16 6/22/16 6/26/16 6/30/16 7/4/16 7/8/16 7/12/16 7/16/16 7/20/16 7/24/16 7/28/16 8/1/16 8/5/16 8/9/16 8/13/16 8/17/16 8/21/16

Top 1,000 pages with errors

Download MARK AS FIXED (0) Filter

Show 25 rows 1-5 of 5 < >

<input type="checkbox"/>	Priority	URL	Response Code	Detected
<input type="checkbox"/>	1	tag/search-factory/	404	8/13/16
<input type="checkbox"/>	2	sitemap-pt-post-2010-01.xml/	404	6/14/16



# Technical foundation

bing webmaster

My Sites  
Dashboard  
Configure My Site  
Reports & Data  
Page Traffic  
Page Mobile Friendliness  
Index Explorer  
Search Keywords  
SEO Reports  
Inbound Links  
Crawl Information  
Diagnostics & Tools  
Security  
Messages  
Webmaster API  
Bing Places for Business  
Bing News PubHub  
Bing Solutions

PROFILE MESSAGES 9 HELP 2 STEVEN

Site  
www.test.com

## Crawl Information

Status of your URLs from Bingbot's last crawl. Last updated on 17-9-2016 (za) [See Index Explorer for more details](#)

400-499 (Request errors)	500-599 (Internal server errors)	301 (Page moved permanently)	302 (Page moved temporarily)	ROBOTS.TXT EXCLUSION	DNS FAILURES	CONNECTION TIMEOUTS
23	0	163	0	0	0	0

EXPORT ALL

### HTTP 400-499 CODES

These codes appear when there was a likely an error in the request which prevented the server from being able to process it.

URL	HTTP CODE	COUNT OF LINKS
http://	404	0
http://	404	0
http://	404	0
http://	404	0
http://	404	0
http://	404	0
http://	404	0
http://	404	0

# Bing Webmaster Tools

## Reports & Data > Crawl Information

# Technical foundation

Google

Search Console

Dashboard  
Messages (5)  
Search Appearance  
Search Traffic  
Google Index  
Crawl  
Crawl Errors  
Crawl Stats  
Fetch as Google  
robots.txt Tester  
Sitemaps  
URL Parameters  
Security Issues  
Other Resources

## Sitemap index

Index: [/sitemap.xml](#)  
This Sitemap index was submitted May 4, 2009, and processed Aug 15, 2016.

Sitemaps in this index   Sitemap errors   Index errors

### Sitemaps content

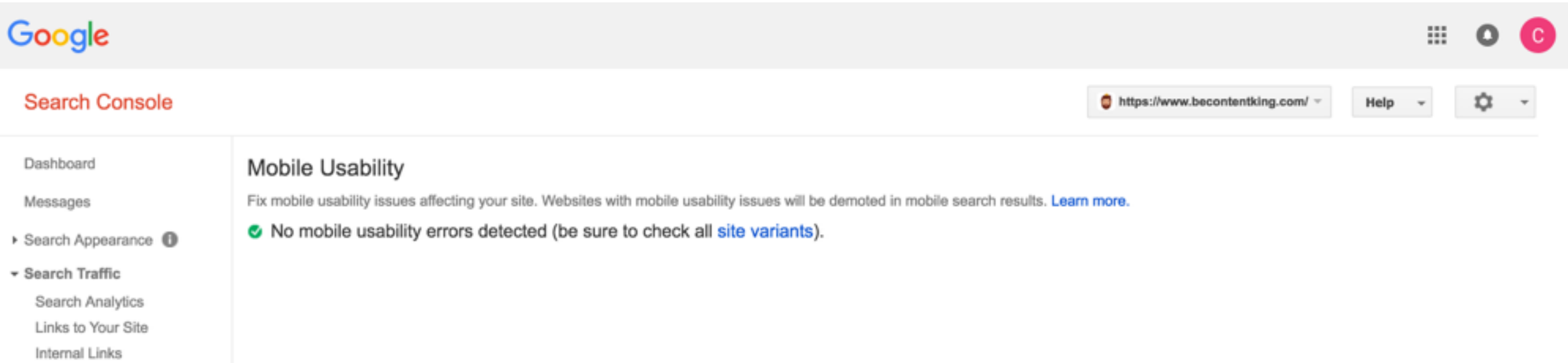
All content types	Web pages	Images
Submitted	365 Submitted	70 Submitted
Indexed	296 Indexed	63 Indexed

Sitemaps in this Sitemap index (All content types)

#	Sitemap	Type	Processed	Issues	Items	Submitted	Indexed
1	<a href="#">/category-sitemap.xml</a>	Sitemap	Aug 13, 2016	-	Web	13	13
2	<a href="#">/page-sitemap.xml</a>	Sitemap	Aug 16, 2016	-	Web	7	7
3	<a href="#">/post-sitemap.xml</a>	Sitemap	Aug 19, 2016	-	Web	80	78
					Images	70	63
4	<a href="#">/post_tag-sitemap.xml</a>	Sitemap	Aug 19, 2016	-	Web	265	198

Google Search Console  
Crawl > Sitemaps

# Technical foundation



The screenshot shows the Google Search Console interface for the website <https://www.becontentking.com/>. The left sidebar contains navigation links: Dashboard, Messages, Search Appearance, Search Traffic (expanded), Manual Actions, International Targeting, Mobile Usability (highlighted), Google Index, Crawl, Security Issues, and Other Resources. The main content area is titled "Mobile Usability" and includes the instruction: "Fix mobile usability issues affecting your site. Websites with mobile usability issues will be demoted in mobile search results. [Learn more.](#)" Below this, a green checkmark indicates "No mobile usability errors detected (be sure to check all [site variants](#))."

Google Search Console  
Search Traffic > Mobile Usability

# Technical foundation

bing webmaster

PROFILE MESSAGES 0 HELP 7 STEVEN

My Sites  
Dashboard  
Configure My Site  
Reports & Data  
Page Traffic  
Page Mobile Friendliness  
Index Explorer  
Search Keywords  
SEO Reports  
Inbound Links  
Crawl Information  
Diagnostics & Tools  
Security  
Messages  
Webmaster API  
Bing Places for Business  
Bing News PubHub  
Bing Solutions

Site  
www.test.com

## Page Mobile Friendliness

Discover which areas of your site may need work to comply with best practices for mobile friendliness. Last updated on 19-9-2016 (ma)

EXPORT ALL

Show : All pages | Only Mobile friendly pages | Only Mobile unfriendly pages

PAGE	MOBILE FRIENDLY?	MOBILE FRIENDLINESS ANALYSIS
http://	✓	(Analyze)
http://	✓	(Analyze)
http://	✓	(Analyze)
http://	✓	(Analyze)
http://	✓	(Analyze)
http://	✓	(Analyze)
http://	✓	(Analyze)
http://	✓	(Analyze)

Bing Webmaster Tools

Reports & Data > Page Mobile Friendliness



# Technical foundation

Manage changes

Improve

Expand

What new developments  
can you benefit from?

# Technical foundation

Manage changes

Improve

Expand

AMP

HTTPs

Mobile-friendly

Rich Snippets

# Technical foundation

Manage changes

Improve

Expand

New developments:

- <https://webmasters.googleblog.com/>
- <https://www.seroundtable.com/>
- <http://www.stateofdigital.com/>
- <http://searchengineland.com/>
- <https://www.searchenginejournal.com/>

A black and white photograph of a vintage typewriter keyboard. The keys are dark with light-colored lettering. The word "Content" is overlaid in a large, white, sans-serif font in the center of the image. The keyboard is slightly angled, showing rows of keys including S, D, F, G, U, I, C, V, B, N, M, J, and K. The lighting creates highlights on the edges of the keys.

# Content



# Content

Manage changes

Improve

Expand

Detect and manage  
content **changes**

# Content

Manage changes

Improve

Expand

## **Pages added?**

Are they fully optimized?

## **Pages changed?**

Aligned with Content Strategy?

## **Pages deleted?**

301-redirects implemented or not needed?

# Content

Manage changes

Improve

Expand

- Titles
- Meta descriptions
- Headings
- Images
- Links
- Open Graph
- Twitter Cards
- Rich Snippets
- Duplicate content

# Technical foundation

ContentKing

van Vessum.nl

Pages

Issues

< Pages

Page /algemeen/firefox-brengt-epics-unreal-3-engine-naar-t-web/


OPEN PAGE

IN 1 HOUR

PAGE HEALTH 3225 / 4000

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Historical Changes



Content

Social

Relations

Content

Social

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Canonical	self	Open Graph URL	http://www.vanvessum.nl/algemeen/firefox-brengt-epics-unreal-3-engine-naar-t-web/
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H2	Blogroll		
H2	Categorieën		
H2	Tagcloud		
Meta robots	missing		

Issues

TODO

OK

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H2 headings have incorrect length

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Open Graph

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+200

Twitter Cards

Not all required Twitter Cards elements present

+200

Links

Page contains links to redirects

+75

Images

Image is missing meta information

+75

Qualitative Analytics

250

# Content

Manage changes

Improve

Expand

More traffic from **existing** content

# Content

Manage changes

Improve

Expand

## **Positions need to improve**

Include keywords in titles,  
headings and body

Build internal links



# Content

Manage changes

Improve

Expand

**Good position, but low CTR**

Improve title and meta  
description

Implement rich snippets

# Content

Manage changes

Improve

Expand

**No changes, but  
decreasing organic traffic**

Increased competition?

Algorithm updates?

Low engagement?

Content Decay?

# Content

Manage changes

Improve

Expand

More traffic through **new** content

# Content

Manage changes

Improve

Expand

Find keywords that you're not  
ranking (well) for

# What are you ranking for?

Manage changes

Improve

Expand



Search Console

Dashboard

Messages (5)

Search Appearance

Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Other Resources

## Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks ☒ Impressions ☒ CTR ☐ Position

☒ Queries ☐ Pages ☐ Countries ☐ Devices ☐ Search Type ☐ Dates

Total clicks	Total impressions	Avg. CTR
24	2,021	1.19%

Google Search Console  
Search Traffic > Search Analytics

1	rti scripted reality	1	2	50%	>>
2	gratis persbericht verspreiden	1	3	33.33%	>>
3	101 filmfragmenten	1	2	50%	>>
4	ontslagbemiddeling	1	29	3.45%	>>
5	voetbaluitslagen.nl	1	10	10%	>>
6	onlinemarketing de kraats	0	47	0%	>>
7	game of stones fake	0	4	0%	>>



stevENVVessum

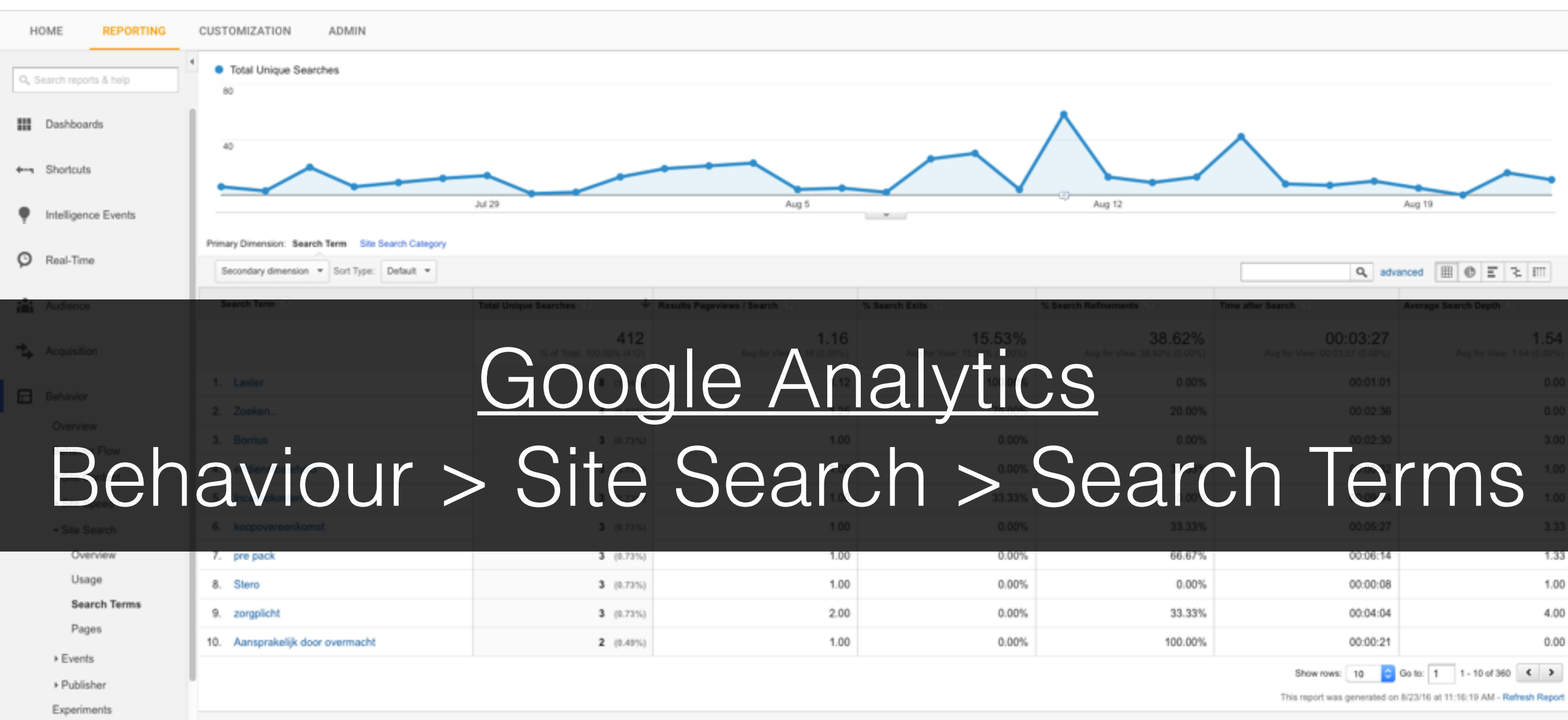
ContentKing

# On site searches

Manage changes

Improve

Expand



Google Analytics

Behaviour > Site Search > Search Terms



# Content

Manage changes

Improve

Expand

Keep track of what's going on in  
your niche

# Content

Manage changes

Improve

Expand

Keep track of your niche:

- RSS feeds
- Newsletters
- <https://mention.com/en/>
- <https://app.buzzsumo.com/research/most-shared>

# Content

Manage changes

Improve

Expand

The screenshot displays the Buzzsumo Content Research dashboard. The search term 'stranger things' is entered in the search bar. The interface includes filters for date (24 Hours, Past Week, Past Month, Past 6 Months, Past Year), language, country, and content type (Article, Infographics, Guest Posts, Giveaways, Interviews, Videos). The search results are sorted by 'Total Shares' and show a list of articles with their respective social media share counts across Facebook, LinkedIn, Twitter, Pinterest, and Google+.

Article Title	Facebook Shares	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
Which "Stranger Things" Character Are You Actually	133K	0	345	74	3	133.4K
24 Things Everyone Who's In Love With "Stranger Things" Will Appreciate	69.2K	0	413	157	9	69.7K
Stranger Things Soundtrack - Main Theme (Extended)	62.1K	2	704	2	1.8K	64.6K
Kobe thinks Lakers can top Warriors: 'I've seen stranger things happen'	57.1K	0	65	0	25	57.2K
"Stranger Things" fan theory about Eleven being the monster	156	9	49	0	0	214

## Competitors

Find keywords they're ranking for

Find their best performing content

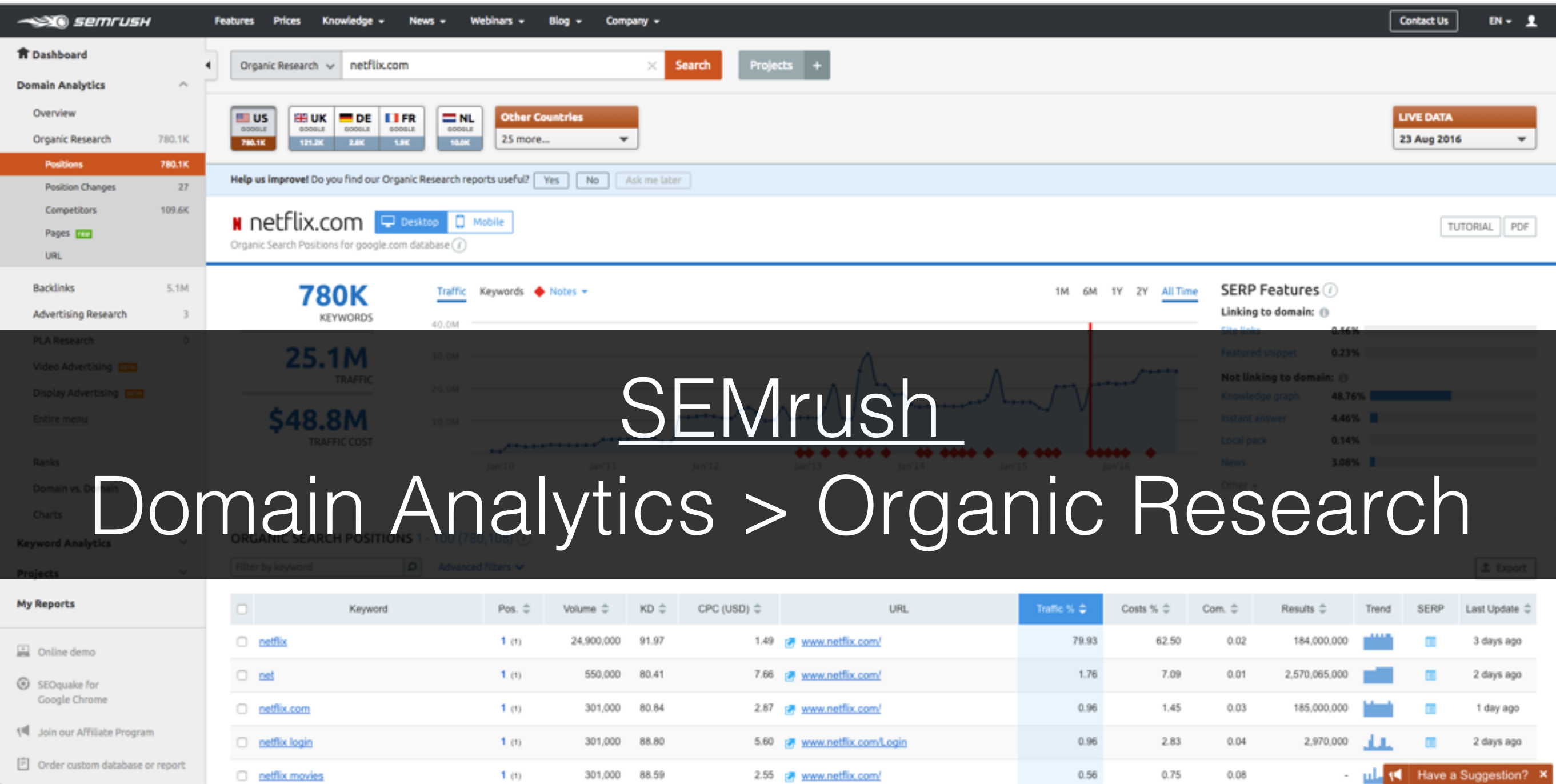
Find content they have,  
but you don't

# Competitors rankings...

Manage changes

Improve

Expand



# Competitors rankings...

Manage changes

Improve

Expand

ahrefs Dashboard Alerts Site Explorer Content Explorer Keywords Explorer Tools

www.webexpo.net X \*.domain/\* Explore Settings

Overview Backlink profile Backlinks New Lost Broken Referring domains New Lost Anchors Top referring content Referring IPs Organic search Organic keywords New Movements Top pages Competing domains Competing pages Content gap Pages Best by links Best by links' growth Best by shares Top content Outgoing links

### Organic Keywords

Position Volume Difficulty CPC Traffic Results Words Search in results

11 3 1 0 More 11 results Export

Keyword	Position	Volume	KD	CPC	Traffic	URL	Results	Upd.
program	31 <span>130</span>	18,100	50	1.37	3.7	www.webexpo.net/praha2016/program/	2,410,000,000	22 Sep
obcese	26	110	0	0	0.07	www.webexpo.net/praha2016/obsessions/	116,000	9 Sep
lucerna program	43 <span>120</span>	880	1	1.45	0.01	www.webexpo.net/praha2016/program/	0	16 Sep
link	47	1,900	0	0.11	0.00	www.webexpo.net/praha2016/obsessions/	4,590,000,000	13 Sep
kino lucerna program	49 <span>114</span>	1,300	0	0.5	0.00	www.webexpo.net/praha2016/program/	95,900	15 Sep
lucerna kino program	50	1,300	0	0.5	0.00	www.webexpo.net/praha2016/program/	0	6 Sep
obcese	55	140	0	0	0.00	www.webexpo.net/praha2016/obsessions/	117,000	8 Sep
lucerna kino program	60 <span>17</span>	260	11	0.64	0.00	www.webexpo.net/praha2016/program/	132,000	14 Sep
jan tichý	64	110	14	0	0.00	www.webexpo.net/praha2016/prednaska/rfm-analyza/	425,000	20 Aug
kino lucerna praha program	75	170	10	0.64	0.00	www.webexpo.net/praha2016/program/	77,100	10 Sep
lucerna velký sál	86	480	0	1.39	0.00	www.webexpo.net/praha2016/program/	158,000	8 Sep

Ahrefs

## Site Explorer > Organic Search



# Manage changes

# Expand







# Competitors rankings...

Manage changes

Improve

Expand

**ahrefs** Dashboard Alerts Site Explorer Content Explorer Keywords Explorer Tools 

www.example.com  \*.domain/\*  **Explore**  Settings

**Overview**

**Backlink profile** ▾

- Backlinks
  - New | Lost | Broken
- Referring domains
  - New | Lost
- Anchor
- Top referring content
- Referring IPs

**Organic search** ▾

- Organic keywords
  - New | Movements
- Top pages
- Competing domains **NEW**
- Competing pages **NEW**
- Content gap **NEW**

## Content Gap

Show keywords that **any of the below targets** ▾ rank for

*.domain/* ▾	www.competitor-1.com
*.domain/* ▾	www.competitor-2.com
*.domain/* ▾	www.competitor-3.com

At least one of the targets should rank in top 10

But the following target doesn't rank for

*.domain/* ▾	www.yourwebsite.com
--------------	---------------------

**Show keywords**

Ahrefs

Organic Search > Content Grap

A close-up photograph of a wooden gavel resting on its sound block. The gavel has a dark, polished wooden head with a fluted top and a light-colored wooden handle. The sound block is also made of dark wood and is positioned in the foreground. The background is a plain, light-colored surface. A dark, semi-transparent horizontal band is overlaid across the middle of the image, containing the text "Authority & Trust" in white.

# Authority & Trust

# Authority & Trust

Manage changes

Improve

Expand

Detect and manage  
link **changes**



# Authority & Trust

Manage changes

Improve

Expand

New

Changed

Removed

# Authority & Trust

Manage changes

Improve

Expand



Tools | Support | Plans & Pricing | 5 | My Account |

Site Explorer Results (play video)

or compare

yourwebsite.com

Root Domain



Use Fresh Index

Use Historic Index

Summary Ref Domains Backlinks New Lost Anchor Text Map Pages Topics

Date from 17 September 2016 until 17 September 2016 Apply



Majestic  
Site Explorer > Lost / New

Export Data

#	URLs	URL Flow Metrics		Domain Flow Metrics		Link Type	First Indexed
		Trust Flow	Citation Flow	Trust Flow	Citation Flow		Last Seen
1	<a href="http://www.dotblue.nl/bekijk-de-website">34 Society / Law http://www.dotblue.nl/ bekijk de website</a>	37	43	23	23		< 24 Jun 2016 17 Sep 2016

# Authority & Trust

Manage changes

Improve

Expand

Disavow shady links

# Authority & Trust

Manage changes

Improve

Expand



Search Console

## Disavow links

If you believe your site's ranking is being harmed by low-quality links you do not control, you can ask Google not to take them into account when assessing your site. You should still make every effort to clean up unnatural links pointing to your site. Simply disavowing them isn't enough. [More information.](#)

DISAVOW LINKS

<https://www.google.com/webmasters/tools/disavow-links-main>

# Authority & Trust

Manage changes

Improve

Expand

Improve **existing** links



# Authority & Trust

Manage changes

Improve

Expand

Target URL

Anchor text

(No)follow

# Authority & Trust

Manage changes

Improve

Expand

Fix broken links

# Authority & Trust

Manage changes

Improve

Expand



Search Console

http://www.vanvessum.nl/ Help

- Dashboard
- Messages (5)
- Search Appearance
- Search Traffic
  - Search Analytics
  - Links to Your Site**
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- Google Index
- Crawl

Overview » All domains

Top 71 domains that have links to pages on your site.

Download this table Download more sample links Download latest links

Show 25 rows 1-25 of 71

Domains	Links	Linked pages
spotlighteffect.nl	29	2
twitaholic.com	16	1
yasni.nl	11	9
pinterest.com	10	1
pfauth.com	9	1
google.com	9	5
searchcowboys.com	7	1
webanalisten.nl	6	1
karelgeenen.nl	5	2
wordpress.com	4	2
vincent.io	4	1
startsignaal.nl	4	2
net	4	2
goud.nl	4	1
e-difference.nl	3	1
chapter42.com	3	1
anneliesje.nl	2	1
startkabel.nl	2	1
e-tail.be	2	1
feedbite.com	2	2
links.nl	2	1
yasni.de	2	2

Google Search Console  
Search Traffic > Links to Your Site

# Authority & Trust

Manage changes

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Expand



Tools | Support | Plans & Pricing | 5 | My Account |

Site Explorer Results

(play video)

or compare

vanvessum.nl

Root Domain



Use Fresh Index

Use Historic Index

Summary Ref Domains Backlinks New Lost Anchor Text Map Pages Topics



1

3

10

All

backlinks per domain

Show

Hide

Deleted backlinks

Export Data

Majestic  
Site Explorer > Backlinks

#	URLs	URL Flow Metrics		Domain Flow Metrics		Link Type	First Indexed	
		Trust Flow	Citation Flow	Trust Flow	Citation Flow		Last Seen	Date Lost
1	<p>Society / Law</p> <p>http://www.dotblue.nl/</p> <p>+ Look for more backlinks from this domain</p> <p>blog</p> <p>→ http://www.vanvessum.nl/</p>	23	24	23	24		< 27 May 2016	20 Aug 2016
2	<p>Business</p> <p>http://dotnet.nl/</p> <p>+ Look for more backlinks from this domain</p> <p>steven van vessus</p> <p>→ http://www.vanvessum.nl/</p>	24	38	37	50	NoFollow	< 27 May 2016	29 Jul 2016
3	<p>News / Media Industry</p> <p>http://www.dotblue.net/</p> <p>+ Look for more backlinks from this domain</p> <p>blog</p> <p>→ http://www.vanvessum.nl/</p>	23	33	14	16		< 27 May 2016	20 Aug 2016
17	Business / Marketing and Advertising							

# Authority & Trust

Manage changes

Improve

Expand

**ahrefs** Dashboard Alerts Site Explorer Content Explorer Keywords Explorer Tools ▾

www.webexpo.net | \*.domain/\* | Explore | Settings

Overview  
Backlink profile ▾  
Backlinks  
New | Lost | **Broken**  
Referring domains  
New | Lost  
Anchors  
Top referring content  
Referring IPs  
Organic search ▾  
Organic keywords  
New | Movements  
Top pages  
Competing domains  
Competing pages  
Content gap **NEW**  
Pages ▾  
Best by links  
Best by links' growth  
Best by shares  
Top content

## Broken Backlinks<sup>i</sup>

Link type ▾ Search in results 🔍

Fresh index<sup>i</sup> | Live index<sup>i</sup> 5 backlinks | Export

Referring page <sup>i</sup>	DR <sup>i</sup>	UR <sup>i</sup>	Ext. <sup>i</sup>	Social	Anchor and backlink <sup>i</sup>	Broken <sup>i</sup> Last check <sup>i</sup>
Les Chroniques de Cybérie du 18 mai 1999 www.cyberie.qc.ca/chronik/990518.html ▾	49	9	30	fb 0 G+ 0 in 0	les droits d'entrée sont payables en dollars US. Idem pour les exposants, pour la plupart fournisseurs de services spécialisés, mais si www.webexpo.net/exhibitors99.htm ▾ 404 NOT FOUND	9 Sep '16 15 Aug '16
Les Chroniques de Cybérie du 18 mai 1999 cyberie.qc.ca/chronik/990518.html ▾	49	8	30	fb 0 G+ 0 in 0	qui sera la ville hôte du 19 au 22 mai du X Web Expo, une foire commerciale destinée aux exploitants de sites Web www.webexpo.net/index1.html ▾ 404 NOT FOUND	31 Aug '16 15 Aug '16
					les droits d'entrée sont payables en dollars US. Idem pour les exposants, pour la plupart fournisseurs de services spécialisés, mais si www.webexpo.net/exhibitors99.htm ▾ 404 NOT FOUND	9 Sep '16 28 d
					qui sera la ville hôte du 19 au 22 mai du X Web Expo, une foire commerciale destinée aux exploitants de sites Web www.webexpo.net/index1.html ▾ 404 NOT FOUND	31 Aug '16 28 d

Ahrefs  
Backlink profile > Backlinks > Broken

# Authority & Trust

Manage changes

Improve

Expand

Create a strategy for  
link earning



# Authority & Trust

Manage changes

Improve

Expand

- Partnerships
- Guest blogging
- Co-authoring articles
- Participate in communities
- Create free tools
- PR
- Social
- Sponsorships
- Content roundup
- Broken link building
- Ask for reviews
- Directories
- Comment on articles
- Video sites
- Presentation sites
- Ask for link when quoted

# Authority & Trust

Manage changes

Improve

Expand

Find out what links your  
competitors have

# Authority & Trust

Manage changes

Improve

Expand

## Resources

- <http://backlinko.com/link-building>
- <http://pointblankseo.com/link-building-strategies>
- <https://ahrefs.com/blog/link-building/>

# The Continuous SEO Process

# Process overview

## Technical foundation

- Manage changes Weekly
- Improve Weekly
- Expand Monthly

## Content

- Manage changes Daily
- Improve Daily
- Expand Daily

## Authority & Trust

- Manage changes Daily
- Improve Daily
- Expand Daily

# Extended version

Download the extended version of  
this talk here:

[www.becontentking.com/webexpo/](http://www.becontentking.com/webexpo/)



ContentKing

We Pay People

Dashboard

Content

Pages

Media

Sitemap

Linkmap

Issues

Activity

Pages

Page /jak-cd-z-mp3-d8g-/software.aspx?c=A000131\_0007006\_software

OPEN PAGE

CHECK PAGE NOW

PAGE SCORE1425 / 1500

Current

Historical

Content

Social

Relations

Media

Indexing

Analytics

Content

URL

Canonical

Page title

Meta description

H1

H2

H2

H2

H2

SHOW 20 MORE H2 HEADINGS

Social

Open Graph Type

Open Graph Description

Open Graph Title

Open Graph URL

Open Graph Image

Twitter Card

Twitter Site

Twitter Title

Twitter Description

Relations

Incoming links

Incoming redirects

Incoming canonicals

Outgoing links int

Outgoing links ext

Media

URL

Canonical

Page title

Meta description

H1

H2

H2

H2

Issues 32

OPEN

FIXED

IGNORED

Open Graph tags are sub-optimal

+230

Twitter Cards tags are missing

+165

Meta information is duplicate

+123

Base information is invalid

+98

Media markup is sub-optimal

+76

Qualitive analytics are missing

+6

Open Graph tags are sub-optimal

+230

Twitter Cards tags are missing

+165

Meta information is duplicate

+123

Base information is invalid

+98

Media markup is sub-optimal

+76

Qualitive analytics are missing

+6

We Pay People

Dashboard

Pages

Issues

Activity

Current version Historical changes

Today

H2#5 ADDED This is a new H2

H1 CHANGED New chapters released  
New chapters released

Page title REMOVED App Development Best Practices The First Gold Edition

Yesterday

Page title ADDED New page title!

Page title REMOVED We no longer have a page title

Meta description CHANGED This is our brand new and shiny meta description.  
It was added yesterday.  
This is old and dusty meta description which we had for too long. It was replaced yesterday.

Saturday April 30th 2016

Page title ADDED New page title!

Page title REMOVED We no longer have a page title

Meta description CHANGED This is our brand new and shiny meta description.  
It was added yesterday.  
This is old and dusty meta description which we had for too long. It was replaced yesterday.

Issues 32

BROKEN

OK



Qualitative Analytics

+400



Base Information

+300



Meta Information

+250



Links

+100



Quantitative Analytics

+75



Base Information

+50



Meta Information

+50



Barry

Try at [www.becontentking.com](http://www.becontentking.com)

ContentKing

**Thank you!**

# We're hiring!



Visual Designer



Product Owner



Content Marketer



PHP Developer



JS Developer

[www.becontentking.com/vacancies/](http://www.becontentking.com/vacancies/)