

# SEO Traffic Booster

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**Part**



# 1 Welcome

## Seo Traffic Booster

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### 1.1 Package content

The product package that you have bought comprises the SEO Traffic Booster program, including help files and license.

## 1.2 System requirements

In order to work correctly, the program needs to be installed on one of the following operating systems: Windows 8 und 8.1, Windows 7, Windows Vista or Windows XP.

Regarding the hardware, you need at least:

- CPU with min. 1 GHz
- min. 128 Megabyte RAM (256 MByte recommended), for Windows 7 and Windows Vista 512 MB
- 20 MB free hard-disk storage for program installation
- Mouse or compatible device
- Internet connection

## 1.3 Support

If unexpected problems occur while using SEO Traffic Booster please contact our support.

Important: To help you as effectively as possible we require the following information:

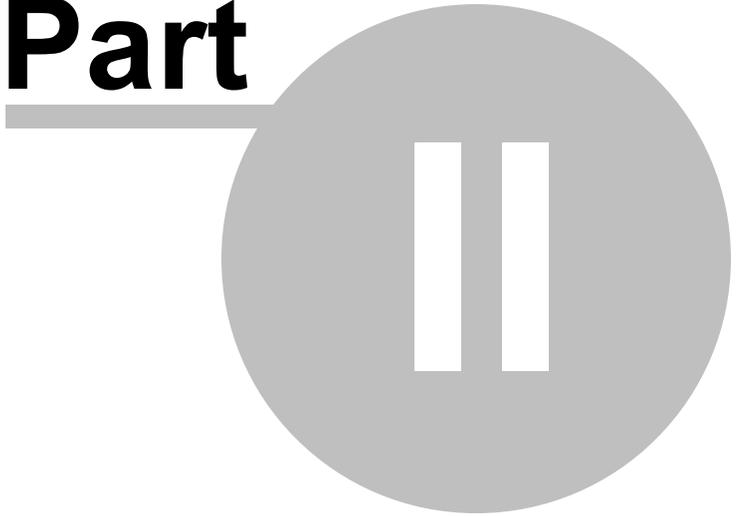
- Program name (i.e. SEO Traffic Booster) and version number.
- Designation of used operating system.
- Short error description and indication of frequency (sporadic or regular). If you have a screenshot of an error message please attach it to your e-mail inquiry.

Web:

You can reach our Support -Centre via:

<http://www.engelmann.com>

**Part**



## 2 SEO Traffic Booster - Introduction

# SEO Traffic Booster – Introduction

Do you have an interesting website or online shop on which a visit could be worth it? However, nobody is visiting your website or buying products in your online shop? Studies have shown that about 80% of visitors reach a website by a search engine.

Thus, the URL of a website is directly typed into the internet browser by only a few website visitors. Most of the website visitors use a search engine to type in the search term and reach their goal by having a look at the listed search engine entries.

Studies have also shown that most of the search engine users only see the first ten to twenty results and ignore the other. The conclusion is simple: If you want to be successful with your website, you have to get a high search engine ranking for it.

In this case, a search engine optimization (SEO) can help you. Search engines like Google analyze a website for specific schemes. If you know these schemes and adapt your website to them, you will get a higher ranking, your website will get more attention and you will get more website visitors and customers.

The SEO Traffic Booster supports you to get a top ranking for your website in Google & Co. You will be guided step by step to get an optimum result. Thereby, SEO Traffic Booster supports you – from a professional keyword analysis to the registration at various portals and the implementation of a partner network.

Furthermore, SEO Traffic Booster provides you with numerous powerful tools for an individual optimization of your website ranking.

The software e.g. delivers the following functions:

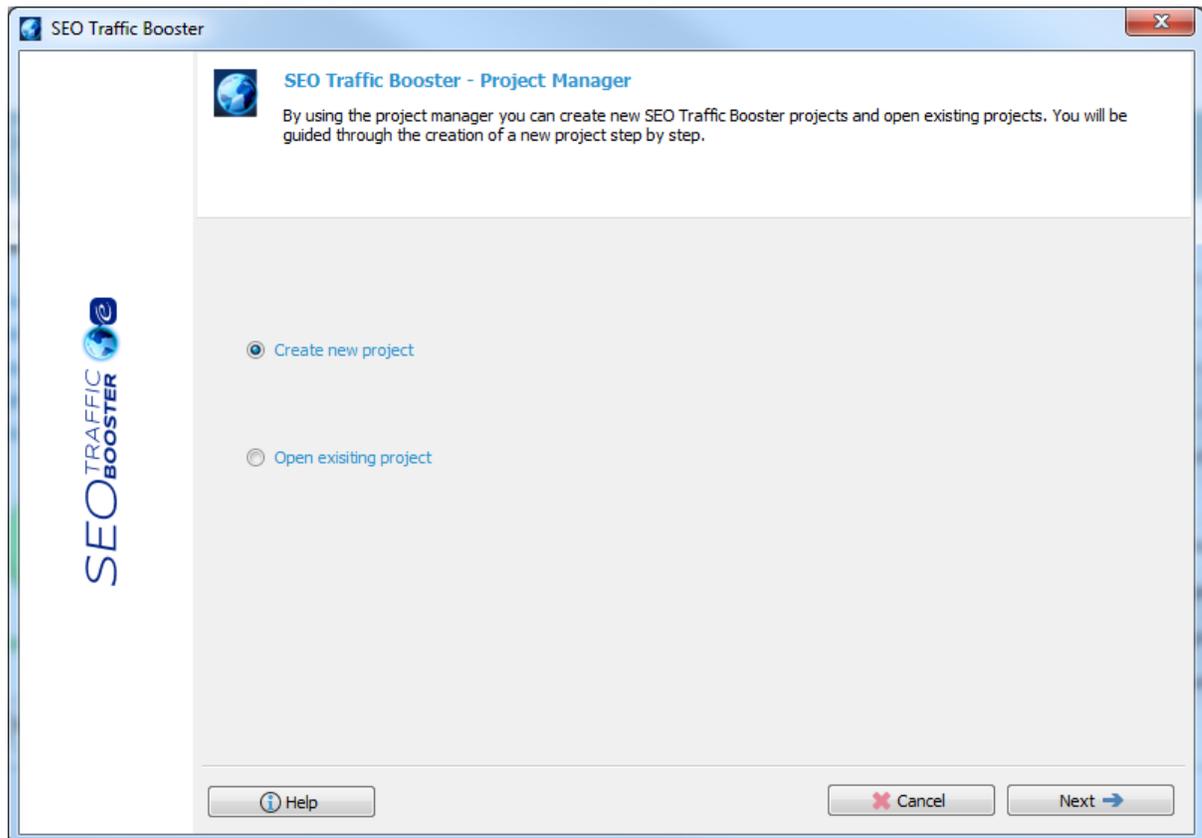
- Assistant for a step by step search engine optimization of websites and online shops
- Effective research for ideal keywords by a keyword generator and competitive comparison
- Detailed keyword analysis of all relevant sections of a website
- Simple implementation of the suggested optimizations
- Automatic registration of the optimized website for search engines, business directories and search services
- Clear partner management with display of all relevant link information

## 2.1 First start of SEO Traffic Booster

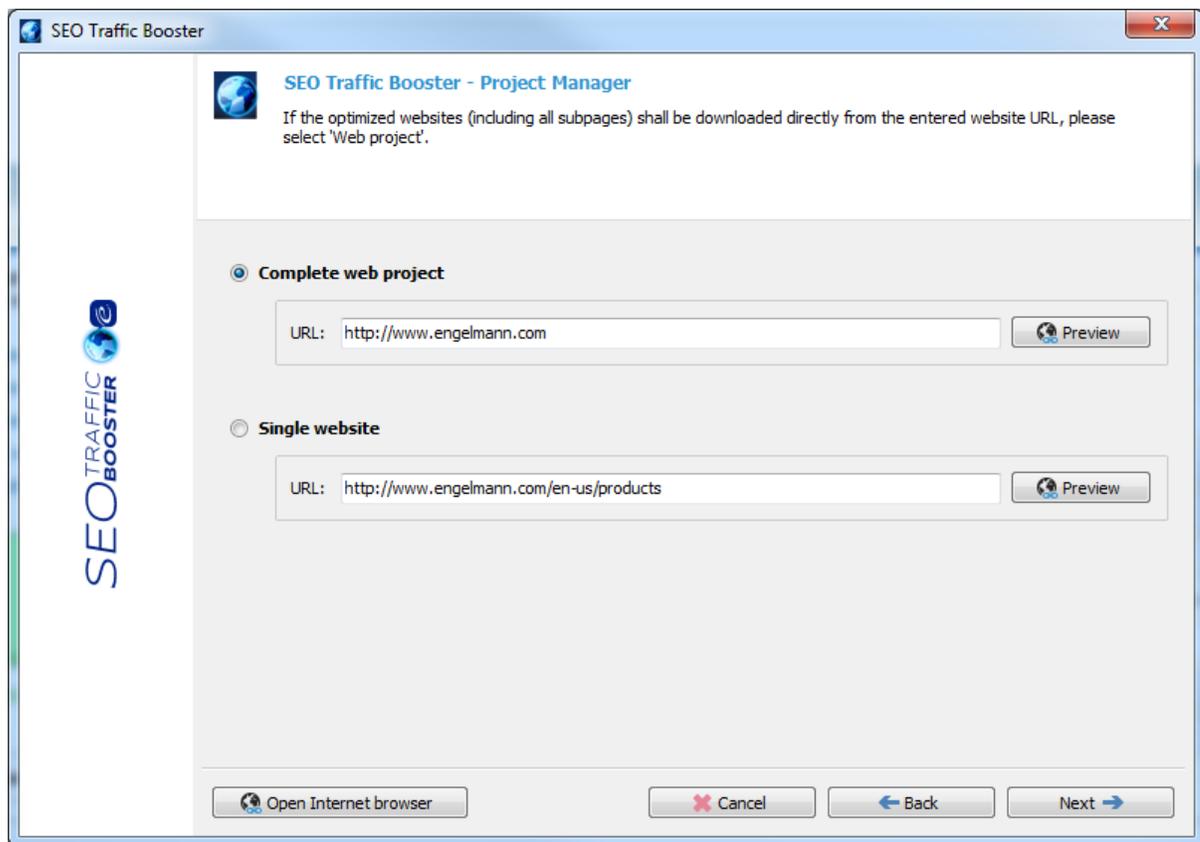
After the installation of SEO Traffic Booster you can start the software from the start menu, like you usually do with other applications. You can, of course, also start the application by double clicking the desktop shortcut.

### Create a new project

As a condition for a new SEO Traffic Booster project you need an existing website. Simply click on **Create new project** to start with the analysis or **Open existing project** to continue with an existing project.



Now choose, if you want to add a complete website (including all subpages) or only a single webpage.

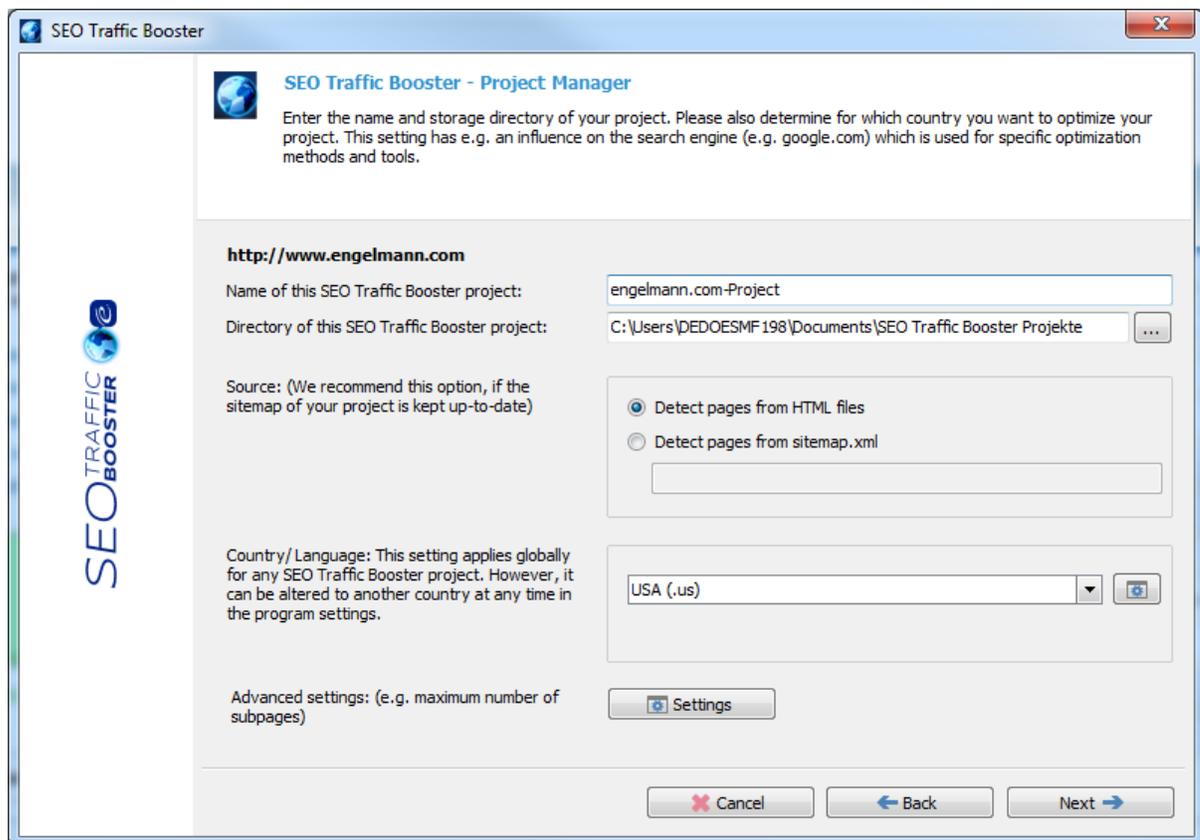


You want to open a subpage of a website but you are not sure if you have chosen the correct address?

In this case, you simply have to click the button *Preview*. The desired subpage will be opened with your standard web browser.

After you have entered an address, please click on *Next*.

Now you will be asked to choose a name and a storage path for the new SEO Traffic Booster project.

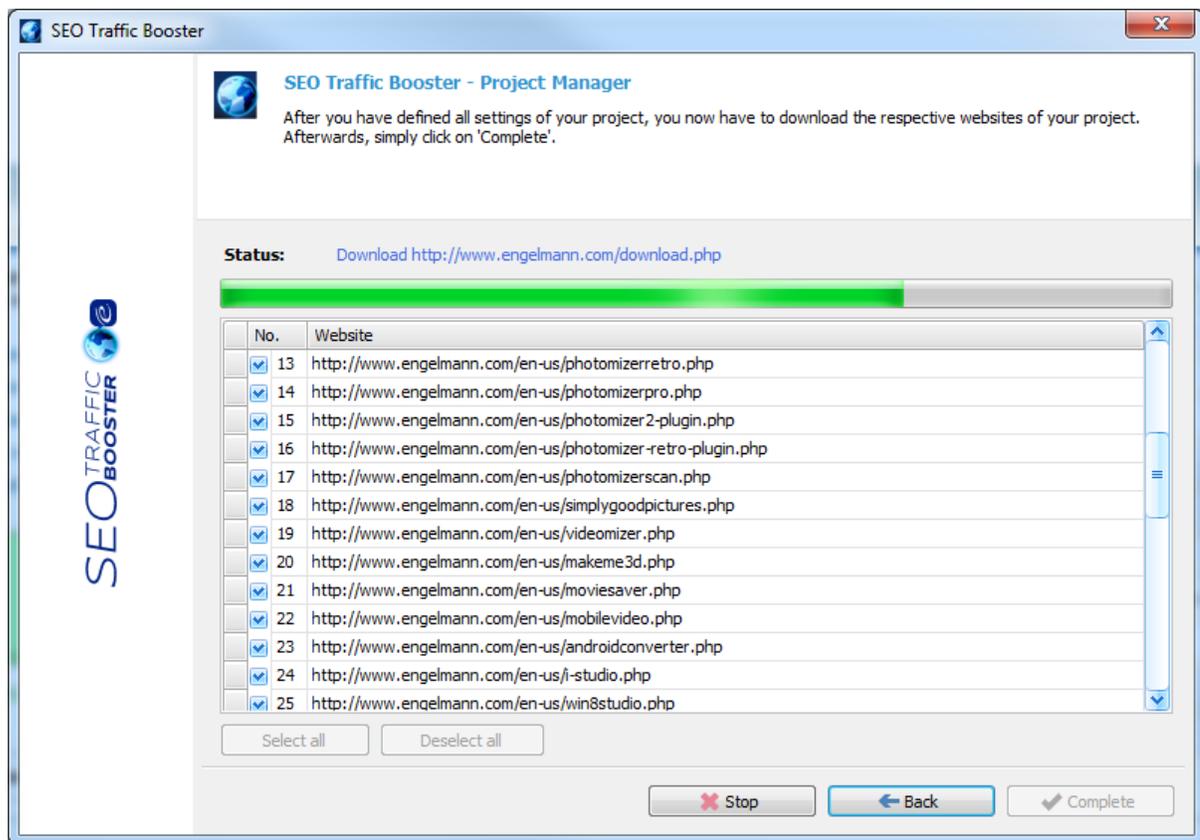


Here you can also choose, if the webpages should be read out from the HTML structure or, if available, from an XML sitemap.

If you chose the XML sitemap, SEO Traffic Booster will only read out the files which are listed in the sitemap and which potentially need an optimization.

Finally, you can also choose the country for which you want your website to be optimized. This will later have an effect on the search engine which is requested for some actions.

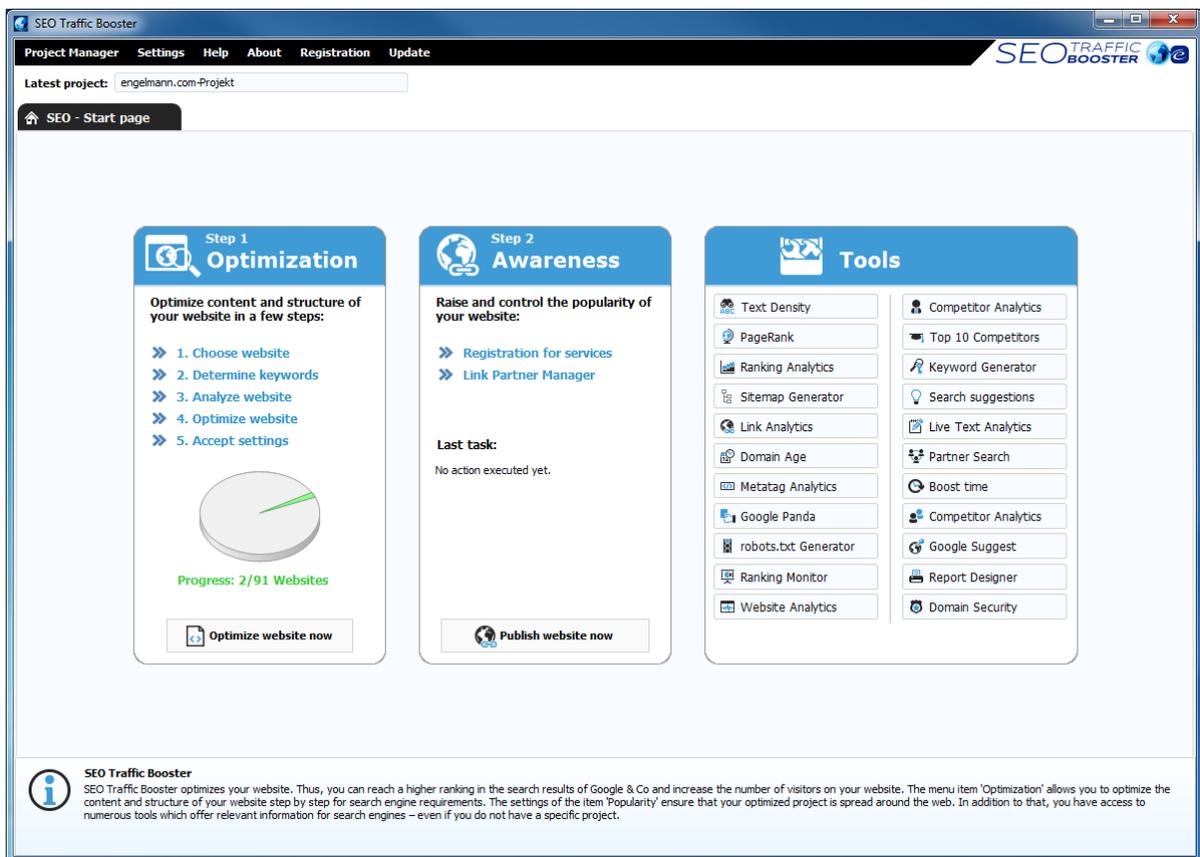
If you have chosen all parameters, a click on *Next* will guide you to the analysis of the website structure. This can take some minutes, depending on the complexity.



When the analysis is finished, the webpages of which a website exists will be listed in an overview. Click on *Finish* to get to the main window of SEO Traffic Booster.

## 2.2 The SEO Traffic Booster start page

After you have loaded a website as a new project, you will be guided to the main interface of SEO Traffic Booster. The name of the currently loaded project will be displayed in one row at the top.



This main window serves as a starting point for the different software interfaces. You can always get back to this point by clicking the upper relevant tab.

The start page can be divided into three different areas which in turn lead to the respective sub interface.

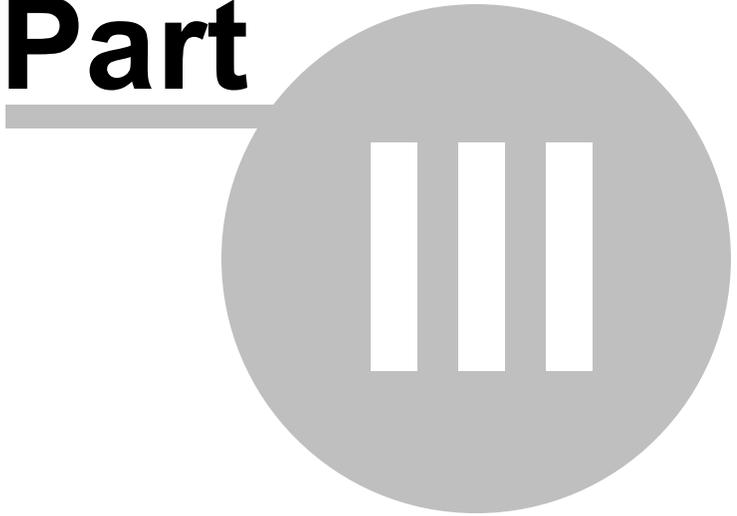
On the left side in the optimization interface, you will find the area for online website optimization. This function helps you to improve your current website.

The interface in the upper middle, *Awareness*, serves for the publication of your website or online shop. Here, your website will be registered for different search services or catalogues.

Furthermore, you can also search for partners with whom you can exchange links and manage your own backlinks. Search engines like Google use backlinks, the number of links which refer to your website, to determine their relevance.

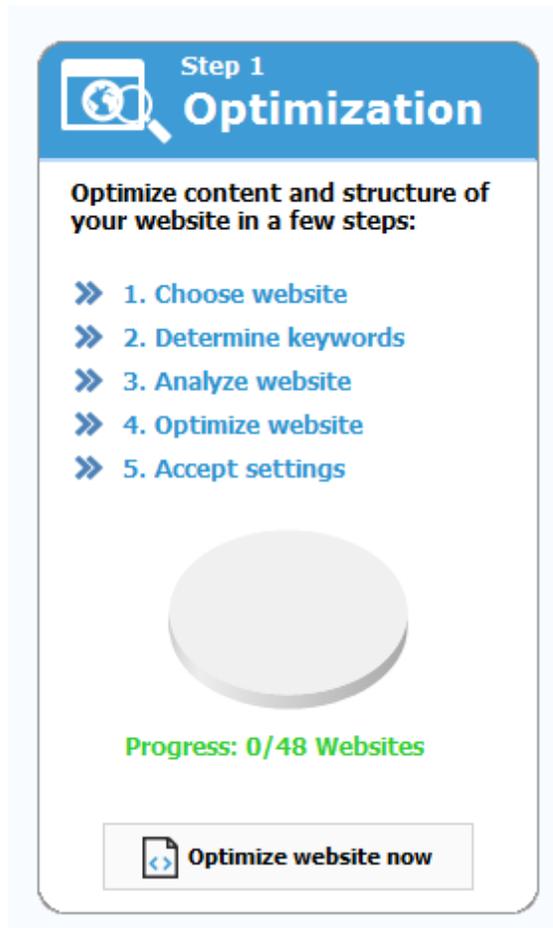
On the right side in the *tools* interface, you will be provided with numerous powerful tools which support you in optimizing your website.

**Part**



## 3 Optimization

### 3.1 Detecting keywords



The analysis of the keywords, the terms and phrases which define your website, is the cornerstone of the optimization and of SEO Traffic Booster.

To do so, start a new project or open an existing project to continue processing.

You can start the optimization by clicking *Optimize website now*, which you can find below.

**Hint:**

The degree of optimization of your project will be displayed in the pie chart which you can find on the start page in the optimization interface.

## 3.2 Choose a page

Optimizing the keywords, you will be guided through different steps. At first you have to choose the webpage of your project which you want to optimize.

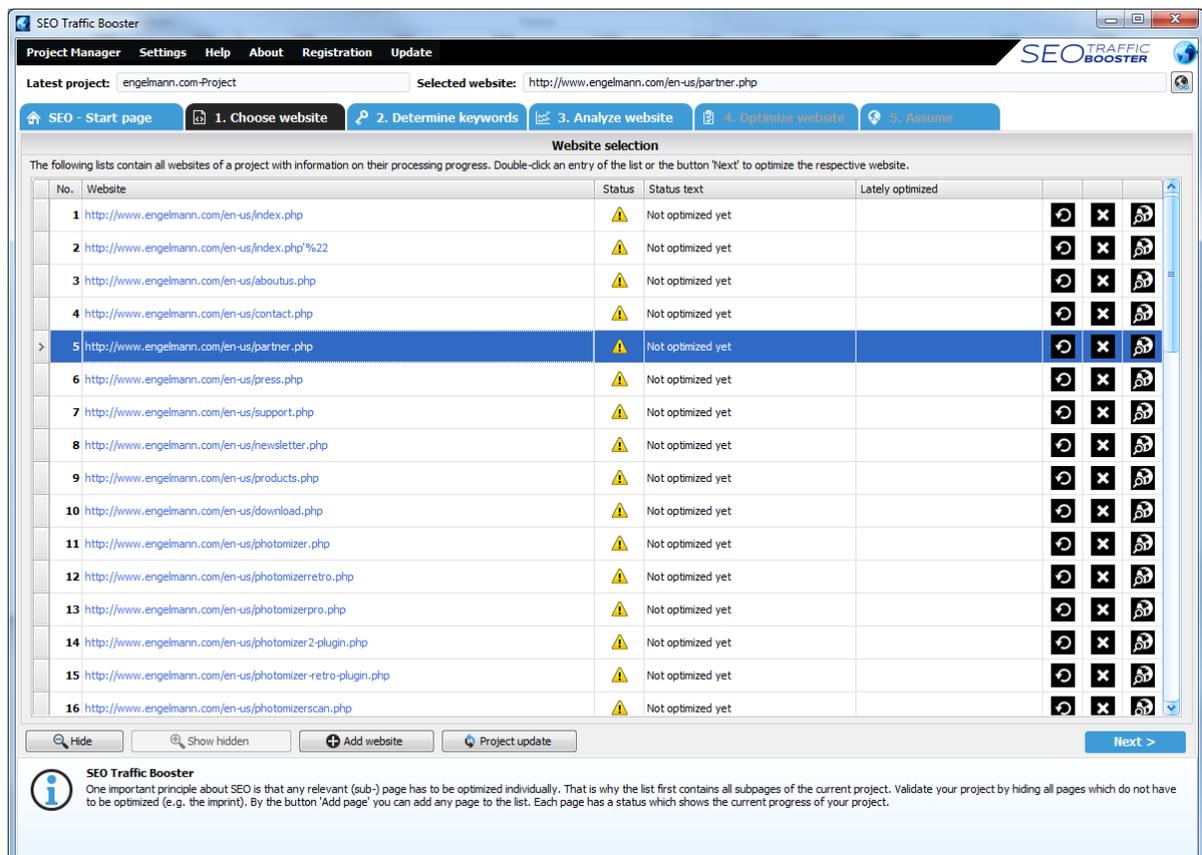
At the beginning of the optimization all webpages will be displayed as *Not optimized yet*.

Choose a webpage from the list, which you want to edit.

If you want to deactivate a webpage from the editing and optimization, you can hide it from the display by marking and clicking the button **Hide** below.

This will help you to get a better overview. Webpages which you may want to deactivate are e.g. those for which you do not need a SEO optimization (e.g. an imprint).

If you are not sure if the webpage you have selected is really the one you want to optimize, you can open the webpage by clicking on **Open with internet browser**.



The screenshot shows the 'Website selection' screen in the SEO Traffic Booster application. The interface includes a menu bar (Project Manager, Settings, Help, About, Registration, Update), a status bar (Latest project: engelmänn.com-Projekt, Selected website: http://www.engelmänn.com/en-us/partner.php), and a progress bar (1. Choose website, 2. Determine keywords, 3. Analyze website, 4. Optimize website, 5. Assume).

The main content area displays a table of websites with the following columns: No., Website, Status, Status text, and Lately optimized. The table contains 16 rows of data, all with a status of 'Not optimized yet' and a yellow warning icon. The fifth row is selected, showing the website 'http://www.engelmänn.com/en-us/partner.php'.

No.	Website	Status	Status text	Lately optimized
1	http://www.engelmänn.com/en-us/index.php	⚠	Not optimized yet	
2	http://www.engelmänn.com/en-us/index.php%22	⚠	Not optimized yet	
3	http://www.engelmänn.com/en-us/aboutus.php	⚠	Not optimized yet	
4	http://www.engelmänn.com/en-us/contact.php	⚠	Not optimized yet	
5	http://www.engelmänn.com/en-us/partner.php	⚠	Not optimized yet	
6	http://www.engelmänn.com/en-us/press.php	⚠	Not optimized yet	
7	http://www.engelmänn.com/en-us/support.php	⚠	Not optimized yet	
8	http://www.engelmänn.com/en-us/newsletter.php	⚠	Not optimized yet	
9	http://www.engelmänn.com/en-us/products.php	⚠	Not optimized yet	
10	http://www.engelmänn.com/en-us/download.php	⚠	Not optimized yet	
11	http://www.engelmänn.com/en-us/photomizer.php	⚠	Not optimized yet	
12	http://www.engelmänn.com/en-us/photomizerretro.php	⚠	Not optimized yet	
13	http://www.engelmänn.com/en-us/photomizerpro.php	⚠	Not optimized yet	
14	http://www.engelmänn.com/en-us/photomizer2-plugin.php	⚠	Not optimized yet	
15	http://www.engelmänn.com/en-us/photomizer-retro-plugin.php	⚠	Not optimized yet	
16	http://www.engelmänn.com/en-us/photomizerscan.php	⚠	Not optimized yet	

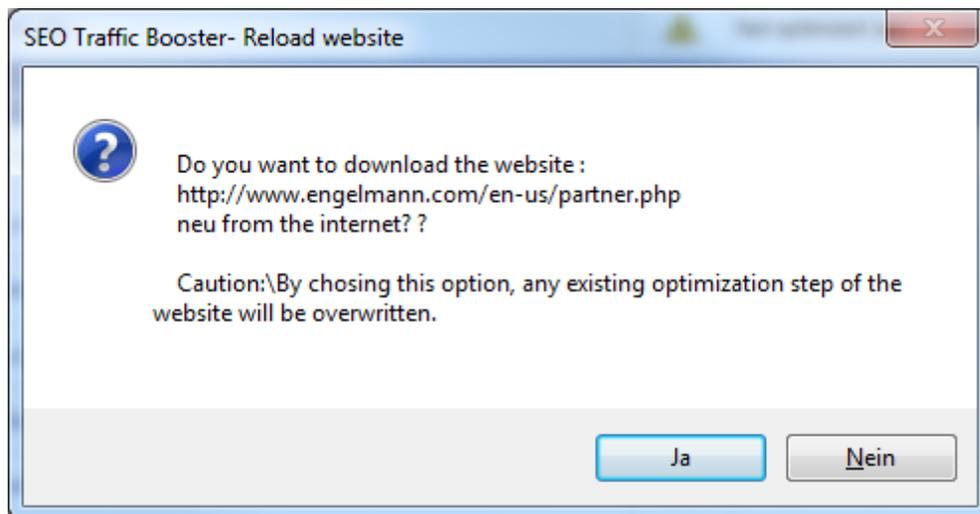
At the bottom of the table, there are three columns of icons for each row: a refresh icon, a delete icon (X), and a browser icon. Below the table are buttons for 'Hide', 'Show hidden', 'Add website', and 'Project update'. A 'Next >' button is located at the bottom right.

**SEO Traffic Booster**  
One important principle about SEO is that any relevant (sub-) page has to be optimized individually. That is why the list first contains all subpages of the current project. Validate your project by hiding all pages which do not have to be optimized (e.g. the imprint). By the button 'Add page' you can add any page to the list. Each page has a status which shows the current progress of your project.

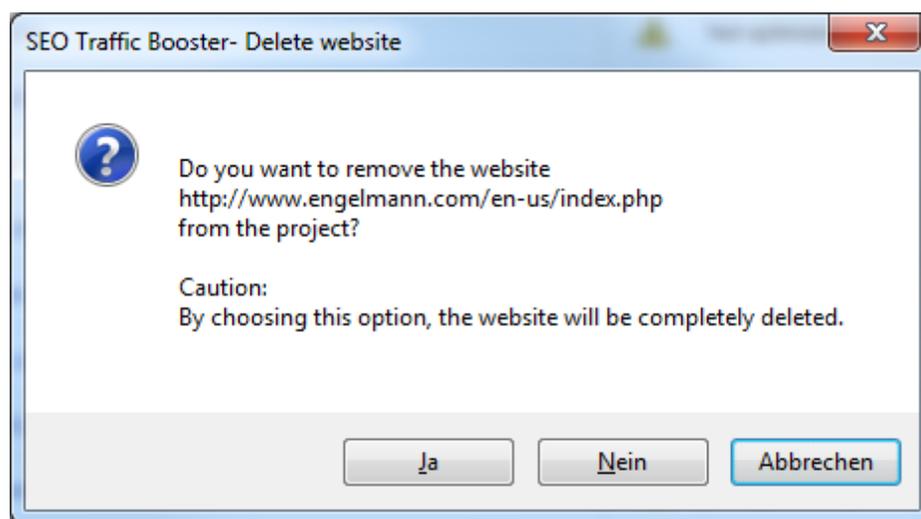
The last three columns are intended for the administration of your project.

By clicking the button in the left column you can load a webpage anew. This function can be important if your web project has been modified by a third person.

Please consider that modifications made by SEO Traffic Booster will be lost when loading the webpage anew.



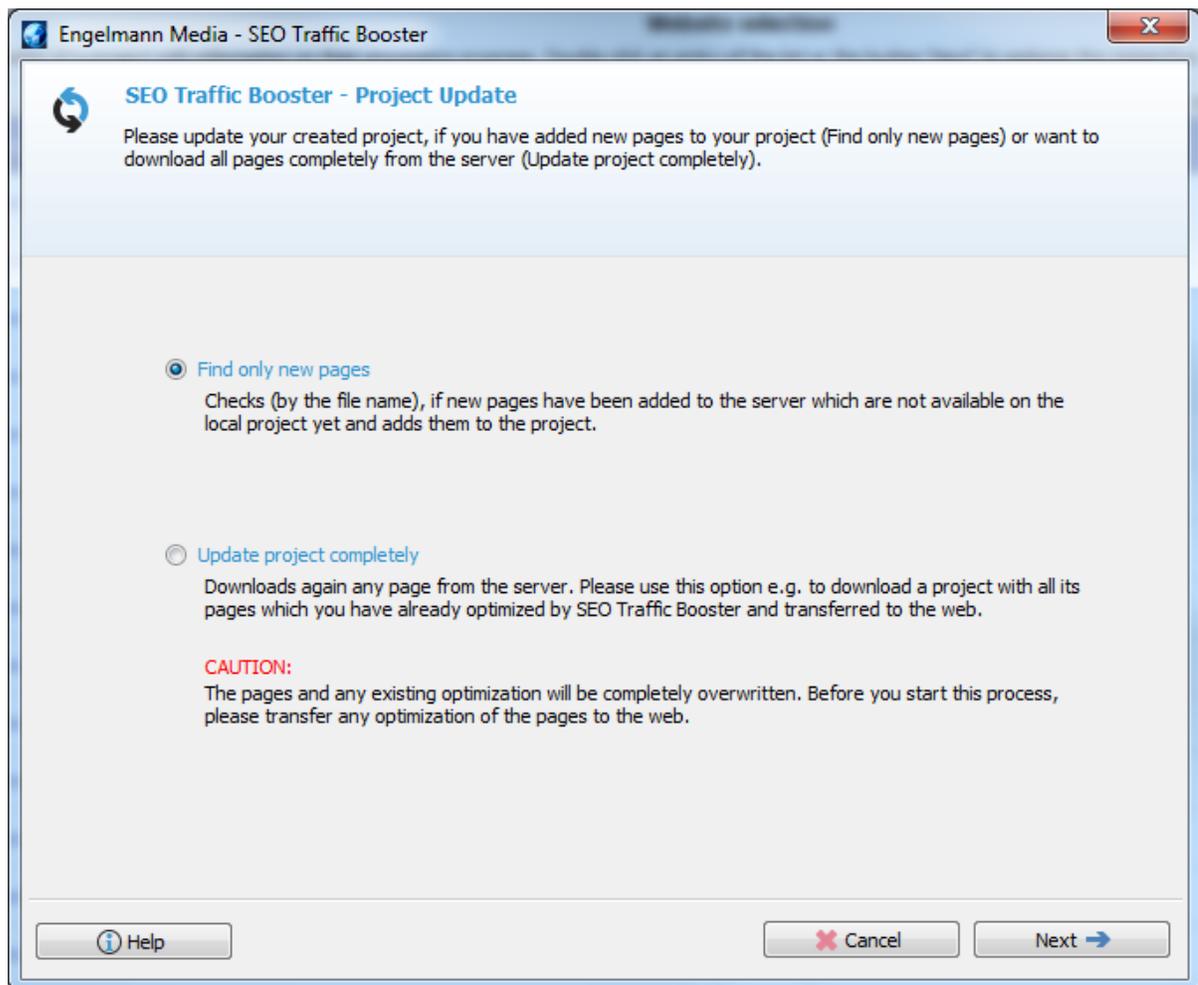
By clicking the button in the middle column you can delete whole webpages from your project.



If you have chosen a webpage, please click on *Next*.

If you have fundamentally changed your website, you can import the project anew by clicking the button ***Project update***.

Here you have the option to search only for new webpages or to update the project completely, meaning that you reset it to the starting point.



Please consider for the complete update, that optimizations which you have selected but not transmitted yet will be overwritten by the online data.

In such a case you should first save all optimizations, if you do not want them to get lost.

### 3.3 Find keywords

Keywords are words, terms and phrases, which describe your website.

These are not complete sentences, but a sequence of words, figures or symbols, which define your website.

The next step will be to identify these keywords, which can e.g. be found in a text on your website.

**Hint:**

The analysis of SEO Traffic Booster in this area refers to the visible text on your website, not to the so-called meta tag keywords. The meta tag keyword, which has been important in the early days of SEO, is integrated into the head of the HTML source code of your website as follows:

```
<meta name="keywords" content="search terms">
```

Keywords serve as a reference for the search term which a user has to type into a search engine to find your website and are used for an indexation. Here it becomes clear why the keyword selection is so important for the success of your website.

SEO Traffic Booster offers you many options to find the ideal keywords.

**Hint:**

Please consider the basic settings of SEO Traffic Booster. Here you can, among others, improve your result by selecting the ideal word length and fill words.

### 3.4 Select keywords from your website

SEO Traffic Booster first selects a list of possible keywords from the webpage chosen in the previous step.

This is done by writing keywords, which are used especially often, into a list and sorting them after their frequency.

The screenshot shows the 'Determine keywords' step in the SEO Traffic Booster software. The main window displays a table of keywords extracted from the website, sorted by density. The table includes columns for Position, Keyword, and Density. The first keyword is 'Photomizer' with a density of 17. To the right, there is a 'Keyword Pool' section with a table for managing keywords (No., Name, Active) and buttons for 'Add' and 'Delete'. Below the pool is a 'Tools' section with various options like 'Keywords from text', 'Competitor Analytics', 'Top 10 Competitors', 'Keyword Generator', 'Search suggestions', and 'Keyword sets'. At the bottom, there is an information icon and a note about choosing suitable keywords.

Position	Keyword	Density	Add to keyword pool
1	Photomizer	17	<input type="checkbox"/>
2	software	11	<input type="checkbox"/>
3	Engelmann	6	<input type="checkbox"/>
4	Videomizer	6	<input type="checkbox"/>
5	Videomizer 2	6	<input type="checkbox"/>
6	Plugin	5	<input type="checkbox"/>
7	Retro	5	<input type="checkbox"/>
8	MakeMe3D	5	<input type="checkbox"/>
9	Converter	5	<input type="checkbox"/>
10	videos	5	<input type="checkbox"/>
11	Engelmann Media	5	<input type="checkbox"/>
12	Video	5	<input type="checkbox"/>
13	Newsletter	5	<input type="checkbox"/>
14	Media	5	<input type="checkbox"/>
15	Press	5	<input type="checkbox"/>
16	Partner	4	<input type="checkbox"/>
17	I-Studio	4	<input type="checkbox"/>
18	Photomizer 2	4	<input type="checkbox"/>
19	Photomizer Retro	4	<input type="checkbox"/>
20	Of	4	<input type="checkbox"/>
21	I-Studio 7	3	<input type="checkbox"/>
22	DVR	3	<input type="checkbox"/>
23	CDRWIN	3	<input type="checkbox"/>
24	Windows	3	<input type="checkbox"/>
25	Audio-software	3	<input type="checkbox"/>

**Keyword Pool**  
Manage keywords here which you want to use for the optimization of your website.

No.	Name	Active

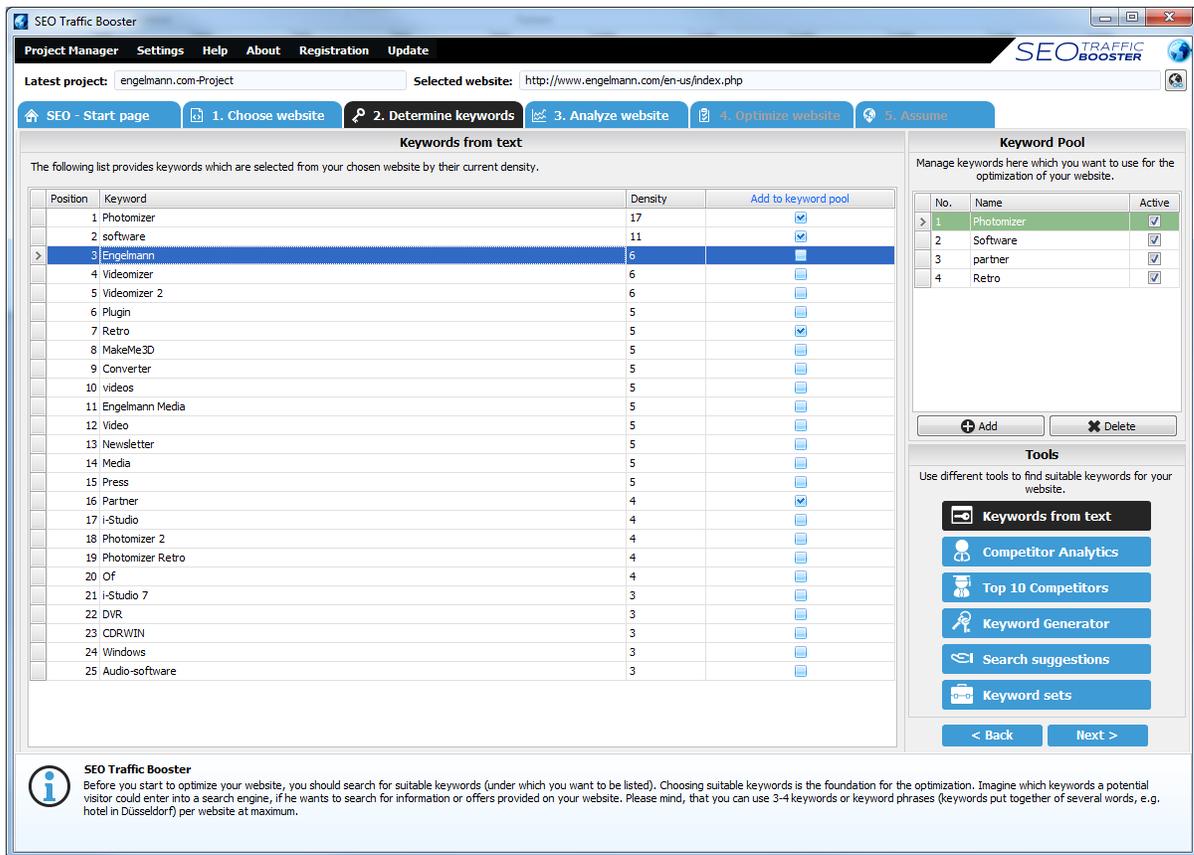
**Tools**  
Use different tools to find suitable keywords for your website.

- Keywords from text
- Competitor Analytics
- Top 10 Competitors
- Keyword Generator
- Search suggestions
- Keyword sets

**SEO Traffic Booster**  
Before you start to optimize your website, you should search for suitable keywords (under which you want to be listed). Choosing suitable keywords is the foundation for the optimization. Imagine which keywords a potential visitor could enter into a search engine, if he wants to search for information or offers provided on your website. Please mind, that you can use 3-4 keywords or keyword phrases (keywords put together of several words, e.g. hotel in Düsseldorf) per website at maximum.

You can now check this list and add terms to the keyword pool that describe your website.

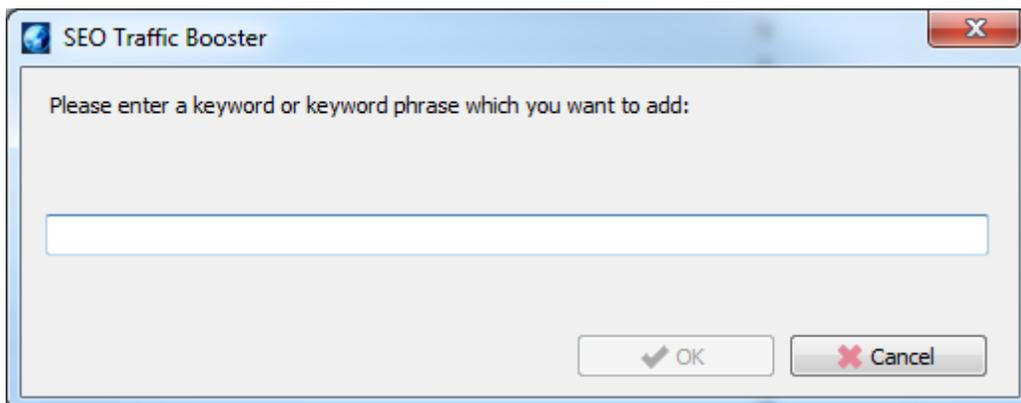
Therefore, simply select **Add to keyword pool** in the column. The terms will be listed as **Active** in the pool at the right top.



If you want to remove a term, simply mark it and click on *Remove*.

If you want to keep it in the pool but, however, do not want to use it now, you can deactivate it by deselecting the *Active* button.

Of course you can also add keywords to the pool which are not on the website yet. Simply click on *Add* and type in the desired search term.



**Hint:**

If you type in keywords on your own, please use the old and the new spelling. The old spelling is still used by many people.

### 3.5 Identify keywords of your competitors

If you have an online shop, you should always be informed about your competitors, their assortment, offerings, discounts, etc.

However, having a look at your competitors could also be important while optimizing your website. This could especially be important if your competitors have a better search engine ranking than you have.

Please click on *Competitor analysis* in the keyword interface to start the request.

The screenshot shows the 'Competitor Analytics' step in the SEO Traffic Booster application. The interface includes a navigation bar with menu items like 'Project Manager', 'Settings', 'Help', 'About', 'Registration', and 'Update'. Below the navigation, there are tabs for '1. Choose website', '2. Determine keywords', '3. Analyze website', '4. Optimize website', and '5. Assume'. The main content area is divided into two sections: 'Competitor Analytics' and 'Keyword Pool'.

**Competitor Analytics**

Compare up to three different websites with each other and determine the most popular keywords. You can also search for niche-keywords to differentiate your website from your competitors.

**Competitor 1:**   Display results

**Competitor 2:**   Display results

**Competitor 3:**   Display results

Position	Keyword	Density	Add to keyword pool
----------	---------	---------	---------------------

**Keyword Pool**

Manage keywords here which you want to use for the optimization of your website.

No.	Name	Active
1	Photomizer	<input checked="" type="checkbox"/>
2	Software	<input checked="" type="checkbox"/>
3	partner	<input checked="" type="checkbox"/>
4	Retro	<input checked="" type="checkbox"/>

**Tools**

Use different tools to find suitable keywords for your website.

- 
- 
- 
- 
- 
- 

**SEO Traffic Booster**  
Before you start to optimize your website, you should search for suitable keywords (under which you want to be listed). Choosing suitable keywords is the foundation for the optimization. Imagine which keywords a potential visitor could enter into a search engine, if he wants to search for information or offers provided on your website. Please mind, that you can use 3-4 keywords or keyword phrases (keywords put together of several words, e.g. hotel in Dusseldorf) per website at maximum.

In the upper part you can find fields, in which you can type in the web addresses of up to three competitors.

In a next step, please click **Determine keywords**.

One moment later, the keywords of your competitors, which SEO Traffic Booster was able to extract, will be displayed in the window.

The screenshot shows the 'Competitor Analytics' step in the SEO Traffic Booster software. The interface includes a navigation bar with steps: 1. Choose website, 2. Determine keywords (current), 3. Analyze website, 4. Optimize website, and 5. Assume. The main workspace displays a table of keywords extracted from three competitors. The 'Keyword Pool' sidebar on the right shows a list of keywords already added to the pool, including 'Photomizer', 'Software', 'partner', 'Retro', and 'Downloads'. The 'Tools' section on the right provides options like 'Keywords from text', 'Competitor Analytics', 'Top 10 Competitors', 'Keyword Generator', 'Search suggestions', and 'Keyword sets'.

Position	Keyword	Density	Add to keyword pool
19	Converter	21	<input type="checkbox"/>
20	photos	21	<input type="checkbox"/>
21	Partner	21	<input checked="" type="checkbox"/>
22	It	20	<input type="checkbox"/>
23	videos	19	<input type="checkbox"/>
24	Media	19	<input type="checkbox"/>
25	can be	18	<input type="checkbox"/>
26	Plugin	18	<input type="checkbox"/>
27	Engelmann Media	18	<input type="checkbox"/>
28	formats	18	<input type="checkbox"/>
29	Engelmann	18	<input type="checkbox"/>
30	download	18	<input type="checkbox"/>
31	photo	17	<input type="checkbox"/>
32	Downloads	15	<input checked="" type="checkbox"/>
33	automatic	15	<input type="checkbox"/>
34	Support	15	<input type="checkbox"/>
35	Overview	14	<input type="checkbox"/>
36	example	14	<input type="checkbox"/>
37	Pictures	13	<input type="checkbox"/>
38	optimized	13	<input type="checkbox"/>
39	Tools	13	<input type="checkbox"/>
40	Contact	13	<input type="checkbox"/>

**Keyword Pool**

No.	Name	Active
1	Photomizer	<input checked="" type="checkbox"/>
2	Software	<input checked="" type="checkbox"/>
3	partner	<input checked="" type="checkbox"/>
4	Retro	<input checked="" type="checkbox"/>
5	Downloads	<input checked="" type="checkbox"/>

**Tools**

- Keywords from text
- Competitor Analytics
- Top 10 Competitors
- Keyword Generator
- Search suggestions
- Keyword sets

**SEO Traffic Booster**  
Before you start to optimize your website, you should search for suitable keywords (under which you want to be listed). Choosing suitable keywords is the foundation for the optimization. Imagine which keywords a potential visitor could enter into a search engine, if he wants to search for information or offers provided on your website. Please mind, that you can use 3-4 keywords or keyword phrases (keywords put together of several words, e.g. hotel in Dusseldorf) per website at maximum.

Some of the extracted keywords might already exist in your keyword pool. They are specifically marked in the column *Add*.

Please select now, as you did in the previous step, some more keywords and add them to your keyword pool.

### Hint:

Hint for Germany: Even if there is a strong temptation: Please do in no case add another's brand or product name to your keywords to improve your ranking and to redirect internet users to your website who otherwise would have visited your competitors website. In May 2006, the German federal court has already declared the usage of another's brand as meta tag to be unlawful (BGH, Urt. v. 18.05.2006 - I ZR 183/03).

In other countries: Please note the legal situation in your country!

If you have found keywords which you do not use yet but think you need, you can also add them to the keyword pool as it has been explained above.

### Hint:

By identifying your competitor’s keywords you do not only get suggestions for your own keywords but also an overview of the keywords your competitors do not use. Here is your chance to find niches which are not occupied by your competitors yet.

### 3.6 Top 10 competitors

It might be possible that you do not know your competitor’s identity in some product or service industries.

In this case, you can go the other way round and identify your competitors by having a look at specific keywords.

To do so, simply click *Top 10 competitors*.

Please type into the input field one or more keywords, which are most appropriate to your keyword pool.

Of course, other search terms are also possible.

In a last step, please select a search engine (Google, Bing or Yahoo!) which you want to search for the keywords and click **Determine Top 10**.

The screenshot displays the 'SEO Traffic Booster' application window. At the top, there's a menu bar with 'Project Manager', 'Settings', 'Help', 'About', 'Registration', and 'Update'. Below the menu, the 'Latest project' is 'engelmann.com-Project' and the 'Selected website' is 'http://www.engelmann.com/en-us/index.php'. The main interface is divided into several sections:

- Navigation:** A series of buttons for 'SEO - Start page', '1. Choose website', '2. Determine keywords', '3. Analyze website', '4. Optimize website', and '5. Assume'. The '2. Determine keywords' button is currently active.
- Search Section:** A text input field contains 'software downloads'. Below it are radio buttons for 'Google', 'Bing', and 'Yahoo'. A 'Determine Top 10' button is positioned to the right of the input field.
- Top 10 Competitors:** A list of competitor websites is shown, with the first one selected: 'http://www.chip.de/Downloads\_13649224.html'. Other competitors include 'http://www.heise.de/download/', 'http://www.soft-ware.net/', 'http://www.softwareload.de/', 'http://www.computerbild.de/downloads/', 'http://download.cnet.com/', 'http://www.techspot.com/downloads/', 'http://www.amazon.de/b?node=950236031', 'http://www.freeware.de/', and 'http://www.freeware-download.com/'.
- Keywords used by the competitor:** A table lists keywords and their density for the selected competitor.
 

Position	Keyword	Density	Add to keyword pool
1	CHIP	48	<input type="checkbox"/>
2	Download	47	<input type="checkbox"/>
3	Portable	37	<input type="checkbox"/>
4	Bit	30	<input type="checkbox"/>
5	Android	29	<input type="checkbox"/>
6	Apps	26	<input type="checkbox"/>
7	Downloads	26	<input checked="" type="checkbox"/>
8	GrepWin	25	<input type="checkbox"/>
9	Windows	24	<input type="checkbox"/>
10	Handy	19	<input type="checkbox"/>
11	Top	18	<input type="checkbox"/>
12	64 Bit	17	<input type="checkbox"/>
- Keyword Pool:** A sidebar on the right titled 'Keyword Pool' contains a table of keywords to be used for optimization.
 

No.	Name	Active
1	Photomizer	<input checked="" type="checkbox"/>
2	Software	<input checked="" type="checkbox"/>
3	partner	<input checked="" type="checkbox"/>
4	Retro	<input checked="" type="checkbox"/>
5	Downloads	<input checked="" type="checkbox"/>

 Below the table are 'Add' and 'Delete' buttons.
- Tools:** A section at the bottom right titled 'Tools' provides various SEO tools: 'Keywords from text', 'Competitor Analytics', 'Top 10 Competitors' (highlighted), 'Keyword Generator', 'Search suggestions', and 'Keyword sets'. 'Back' and 'Next' navigation buttons are also present.

At the bottom of the window, there is an information icon and a note: 'SEO Traffic Booster Before you start to optimize your website, you should search for suitable keywords (under which you want to be listed). Choosing suitable keywords is the foundation for the optimization. Imagine which keywords a potential visitor could enter into a search engine, if he wants to search for information or offers provided on your website. Please mind, that you can use 3-4 keywords or keyword phrases (keywords put together of several words, e.g. hotel in Dusseldorf) per website at maximum.'

Please consider that you can switch between the different versions of search engines of the individual countries. A few minutes later, competitors will be displayed, who also intensely use the selected keywords.

**Hint:**

Please consider that using identical keywords does not necessarily have to mean that the website is promoting the same products or information as you do. Keywords with different meaning can of course lead to totally different websites. In this case, please search anew with a higher degree of separation.

The list below displays keywords which have been extracted from the website selected above. You can again detect keywords which already belong to your pool by a mark.

You can add keywords, which are not marked but which you think to be useful, by selecting them as it is explained above.

When this is finished, please click on the link of another competitor to display the respective keywords. Do this for all of your competitors. Please do not forget to start a search with the same keywords in different search engines.

Due to different search algorithms, which are used by the providers, different results are possible. You will only get a complete overview, if you start a request on the different search engines.

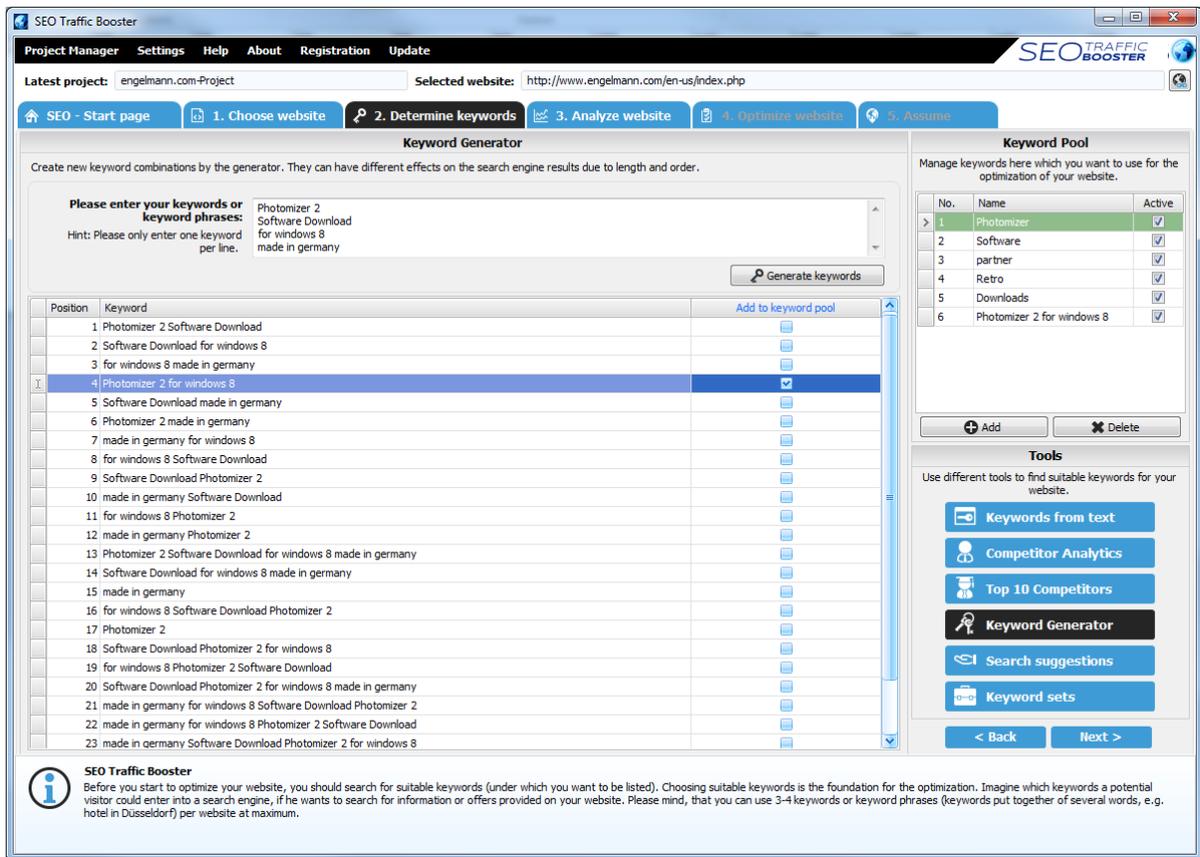
### 3.7 Keyword generator

The keyword generator is a tool which enables you to detect any possible combinations from a number of terms. Thus, efficient phrases are generated which, in their combination, can be used as a keyword.

To start the generation process, please type in different terms or phrases into the input field, which you want to use as part of your keyword.

Separate single terms of a phrase by the blank space and add more keywords after entering a line break.

After you have entered all terms, please click on **Generate keywords**. After a moment, you will get an extensive list of combinations with the term entered by you.



Go now through the list and add all phrases to the keyword pool, which you think to be useful.

To do so, please simply select them in the respective column as it has already been explained above.

### 3.8 Search suggestions

If the previous steps were still not enough for you to find any or at least enough keywords for your use, SEO Traffic Booster provides another tool for the keyword research. Using the module **Search suggestions**, you can

generate even more useful terms.

#### Google suggest

Google Suggest is a tool which already generates a number of search suggestions while you are typing in your term into the Google search box.

These search suggestions are in turn generated from real search requests. That means, that the phrase which is displayed first when typing in a combination of letters, is the one which has been requested most in the last time.

Please enter one or more terms into the keyword box which you want to be requested or activate them by selecting them in the keyword pool. After this, please click on **Determine**.

The screenshot shows the 'SEO Traffic Booster' application window. The main interface is divided into several sections:

- Navigation:** Project Manager, Settings, Help, About, Registration, Update.
- Project Info:** Latest project: engelmänn.com-Project; Selected website: http://www.engelmänn.com/en-us/index.php.
- Progress Bar:** 1. Choose website, 2. Determine keywords (active), 3. Analyze website, 4. Optimize website, 5. Assume.
- Search suggestions:** A text input field contains 'Photomizer 2'. Below it is a 'Determine' button. A table below the input field has columns for 'Position' and 'Keyword', with an 'Add to keyword pool' link.
- Keyword Pool:** A table with columns 'No.', 'Name', and 'Active'. It contains 6 items, all with checked 'Active' boxes.
 

No.	Name	Active
1	Photomizer	<input checked="" type="checkbox"/>
2	Software	<input checked="" type="checkbox"/>
3	partner	<input checked="" type="checkbox"/>
4	Retro	<input checked="" type="checkbox"/>
5	Downloads	<input checked="" type="checkbox"/>
6	Photomizer 2 for windows 8	<input checked="" type="checkbox"/>
- Tools:** A section titled 'Tools' with the instruction 'Use different tools to find suitable keywords for your website.' It contains buttons for:
  - Keywords from text
  - Competitor Analytics
  - Top 10 Competitors
  - Keyword Generator
  - Search suggestions (highlighted)
  - Keyword sets
- Footer:** A small information icon and text: 'SEO Traffic Booster Before you start to optimize your website, you should search for suitable keywords (under which you want to be listed). Choosing suitable keywords is the foundation for the optimization. Imagine which keywords a potential visitor could enter into a search engine, if he wants to search for information or offers provided on your website. Please mind, that you can use 3-4 keywords or keyword phrases (keywords put together of several words, e.g. hotel in Düsseldorf) per website at maximum.'

### Hint:

Please consider that you can switch between the different versions of search engines of the individual countries, if this is necessary.

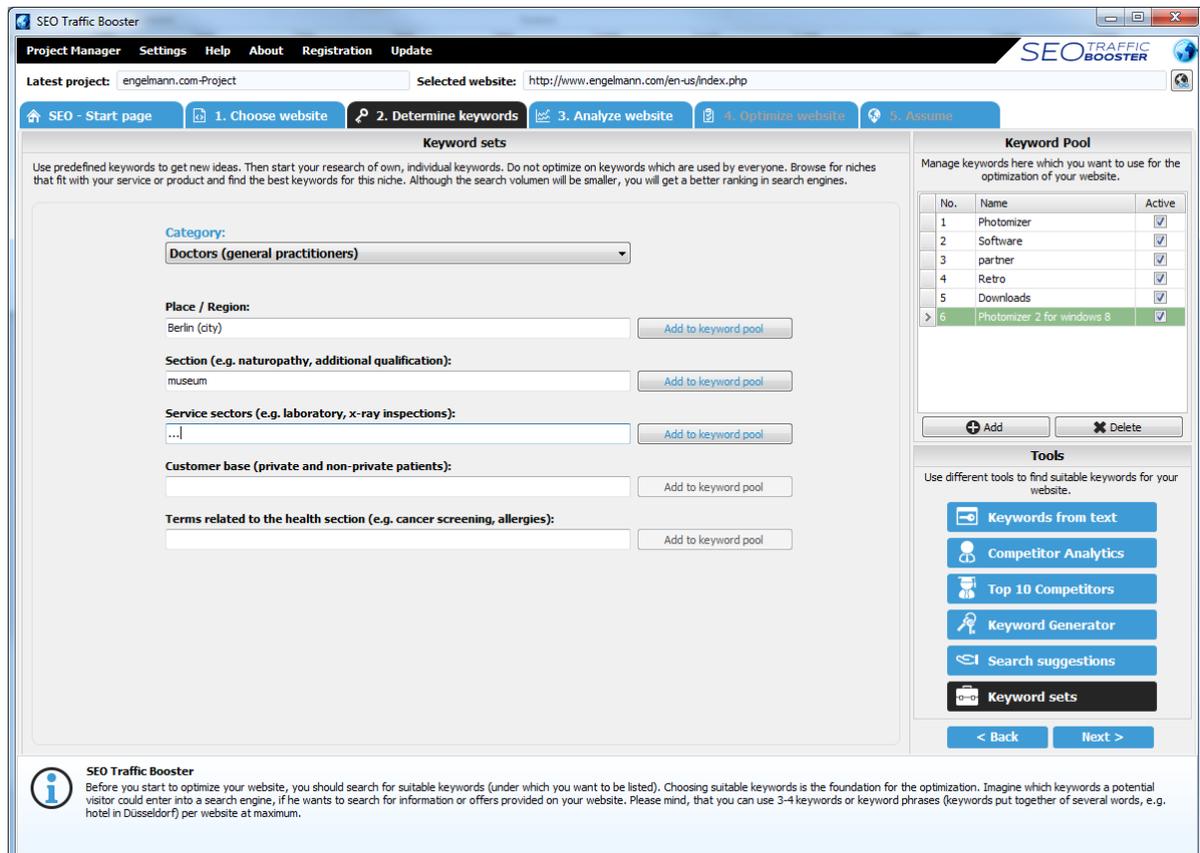
You will then get the combinations with your selected keywords, which are most common for Google Suggest.

Here, you can also add one or more keywords to your pool by selecting them in the respective column.

### 3.9 Keyword sets

In the interface of the keyword sets you can create five keywords which describe the topic of your website as well as possible.

In form of different predetermined categories, boxes for additional information are offered. You can fill them completely or partly with terms and phrases, to your requirements.



The screenshot shows the 'Keyword sets' interface in the SEO Traffic Booster application. The main content area contains several input fields for creating keyword sets, each with an 'Add to keyword pool' button:

- Category:** A dropdown menu with 'Doctors (general practitioners)' selected.
- Place / Region:** A text input field with 'Berlin (city)' entered.
- Section (e.g. naturopathy, additional qualification):** A text input field with 'museum' entered.
- Service sectors (e.g. laboratory, x-ray inspections):** A text input field with '...' entered.
- Customer base (private and non-private patients):** An empty text input field.
- Terms related to the health section (e.g. cancer screening, allergies):** An empty text input field.

On the right side, the 'Keyword Pool' section displays a table of keywords:

No.	Name	Active
1	Photomizer	<input checked="" type="checkbox"/>
2	Software	<input checked="" type="checkbox"/>
3	partner	<input checked="" type="checkbox"/>
4	Retro	<input checked="" type="checkbox"/>
5	Downloads	<input checked="" type="checkbox"/>
6	Photomizer 2 for windows 8	<input checked="" type="checkbox"/>

Below the table are 'Add' and 'Delete' buttons. At the bottom of the interface, there is a 'Tools' section with buttons for 'Keywords from text', 'Competitor Analytics', 'Top 10 Competitors', 'Keyword Generator', 'Search suggestions', and 'Keyword sets' (which is highlighted). There are also '< Back' and 'Next >' buttons.

**SEO Traffic Booster**  
Before you start to optimize your website, you should search for suitable keywords (under which you want to be listed). Choosing suitable keywords is the foundation for the optimization. Imagine which keywords a potential visitor could enter into a search engine, if he wants to search for information or offers provided on your website. Please mind, that you can use 3-4 keywords or keyword phrases (keywords put together of several words, e.g. hotel in Düsseldorf) per website at maximum.

As you have filled in your own entries, the keyword sets are not taken as keywords in the proper sense, but as a source of inspiration for creative suggestions to better describe your website.

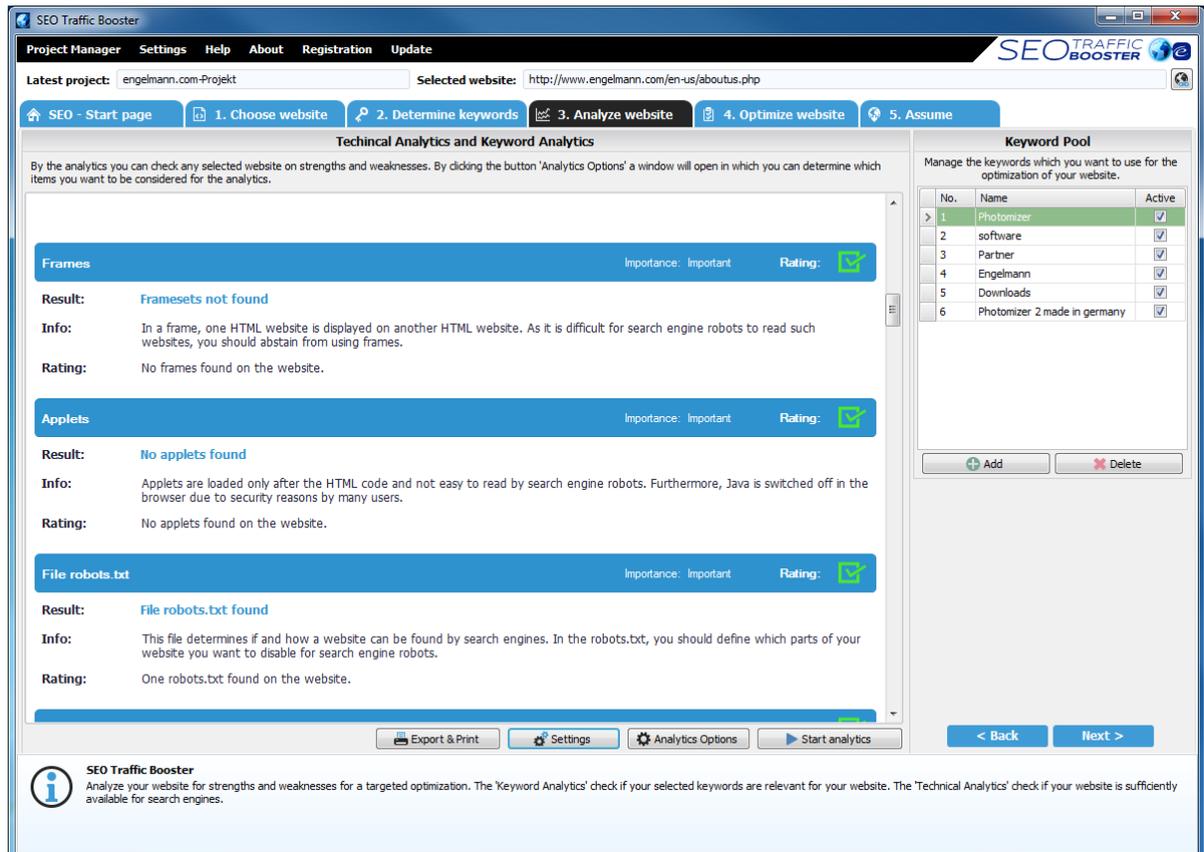
### 3.10 Analyze the website

After you have created the keyword pool to your satisfaction, you can check the selected website by clicking the button **Analyze website**.

Of course, you can also get into this area with a click on the *Next*-button which can be

found downright the button **Determine keywords**.

The website will not only be regarded towards its keywords, but also towards its technical functionality.



For the technical analysis, the following points will be requested and the result will be presented in a graphical report.

**Domain name:** This option requests, if the active keywords of the keyword pool are used in the domain name.

As it might not be possible to use all of the keywords in one domain, a yellow or red warning should not be evaluated as worst. In this case, please deactivate (not delete) the secondary important keywords of the pool. Use those keywords which adapt best to the content of your website.

**<title>:** The title tag determines what is displayed in the menu bar of the internet

browser or what it displayed in the tab of a modern browser. Therefore it is

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important to describe shortly what the website is about.

**<description>**: In the description tag you can shortly summarize the content of your website. Many search engines use the site description to place them as additional information in their results pages. Therefore an optimization of your description is important which contains exactly that information you want to provide.

**<keyword>**: This option checks, if the keywords which you have added to the pool are used in the respective tag.

**<h1>**: This option checks, if the keywords are used in headline h1.

**<h2> to <h3>**: The option described above will be repeated for the headlines of the paragraphs and chapters.

**alt**: The alt tag serves as an alternative text for images, if they cannot be displayed in the visitor's browser due to several reasons. Search engine crawlers cannot handle images, but analyze alternative texts. Therefore it is useful to add keywords to them.

**Hint:**

Webcrawlers, also called spiders, are applications which automatically browse the internet and thereby analyze websites. Webcrawlers are mostly used by search engines to create an index.

**<a>**: Using the attribute `<href>`, the anchor tag `<a>` creates a link in the text using `<a>` for the visible part of the text. This option checks, if the link texts contain keywords.

**<href>**: The attribute `<href>` indicates the target of a link. It will be checked, which keywords are contained in the targets.

**<b>, <i>, <u>**: The tags `<b>` (**bold**), `<i>` (*italics*) and `<u>` (underlined) highlight special texts. These are texts which are thought to be significant by the author. As these texts are strongly evaluated by crawlers, it is useful to highlight keywords if they are important parts of the text.

**Hint:**

However it is not useful, to highlight the complete text with those tags, in the hope that search engines will pay higher attention to it. On one hand it is simply not like this, on the other hand such tricks can lead to a gradation or even a deletion from the search engine index.

**Keyword density:** The keyword density describes how often a keyword is used in the text. An ideal value is a density of 2% or 4%. If your value is low and you want to use the keyword, try to use it in the text properly. This information cannot be changed as they – in most cases - depend on the web host.

**CMS/system:** If your website was created using a CMS (**C**ontent-**M**anagement-**S**ystem), e.g. Wordpress, Joomla, Drupal or TYPO3, SEO Traffic Booster is able to read and display this information. This information cannot be changed either.

**(X)HTML error:** Browsers can generally display a website even if its source code is wrong. However, this does not apply for older versions of the internet explorer. Search engine crawlers cannot read wrong source codes and place it on the index as an error. That is why there should be as little errors as possible. Please click on the link in the result to get to the test page of the W3C.

**Hint:**

The W3C ([www.w3.org](http://www.w3.org)) is a committee that controls the standardization of the techniques used in the WWW.

**CSS errors:** Here, the style sheets of the selected websites are checked via the W3C-CSS-validators. If necessary, the result will be displayed by a click on the result link as it has already been described above.

**Hint:**

The CSS (**Cascading Style Sheets**) declares HTML texts. That means that in the CSS it is determined how a paragraph, a headline etc. should look like. By separating the visual appearance and layout, one only has to modify one entry in the CSS, not in the HTML code, when changing the design.

**Internal CSS definition:** CSS should generally not be contained in the HTML text of a website. Although this is possible, for complex websites it is contradictory to the intention that for changes only the CSS has to be modified. Internal CSS enlarge the data volume of a website, which can possibly be rated negatively. That is why we recommend you to generally relocate the CSS into external files.

**Content Language Tag:** By using this tag, you can select the language which is used on your website. This is especially important if you use a lot of foreign words or paragraphs in foreign languages.

**Character encoding:** The topic of character encoding refers to the allocation of characters within one character set. It ensures that your website is displayed correctly in any browser. That is why the specification of the character set is an important quality feature and should not be missed.

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**Tables (Table-Tags):** Using tables for the website layout is old fashioned and should be avoided unless you want to present some data in your table. Tables get especially superfluous by using CSS as a design element which is even able to reduce the volume of your website. Here it will be checked how far tables are used on your website.

**Frames:** Despite from the fact that frames are not a smart tool for the design of your website, their polynomial HTML structure is a problem for many search engine crawlers when reading a website. Therefore, frames should not be used.

**Applets:** Applets are small applications which are integrated into a website and displayed in the browser. They are rated negatively by crawlers, because applets are generally loaded after the HTML webpage and cannot be displayed as many users have disabled Java, with which applets are written.

**File robots.txt:** In the robots.txt file you determine, which parts of your website shall (not) be indexed by search engines.

**Page size:** As a matter of fact, a small website can be loaded faster than a big one with too much content. This is why a small website is rated higher by search

engines.

**Image size:** The same remains for images. In case of doubt, you have to find the middle between the image size and the necessary to offer a good image quality.

**External CSS files:** As it has already been mentioned above, CSS should only be used in external files to not unnecessarily increase the size of the HTML websites. On the other hand, the CSS should not exceed a certain size. That is why here, the CSS is analyzed and checked for its size.

**External JavaScript files:** For JavaScript files it also applies that they have to be kept as small as possible. That is why here their size is checked and rated.

**Duplicate Content:** Duplicate Content simply means that contents on your website are duplicated or that the same content can be found under different URLs. This might be the case, if you offer a print preview of your website.

In many cases, one tries to reach more website accesses by using the duplicate content. Thereby, search engine results are falsified.

**Hint:**

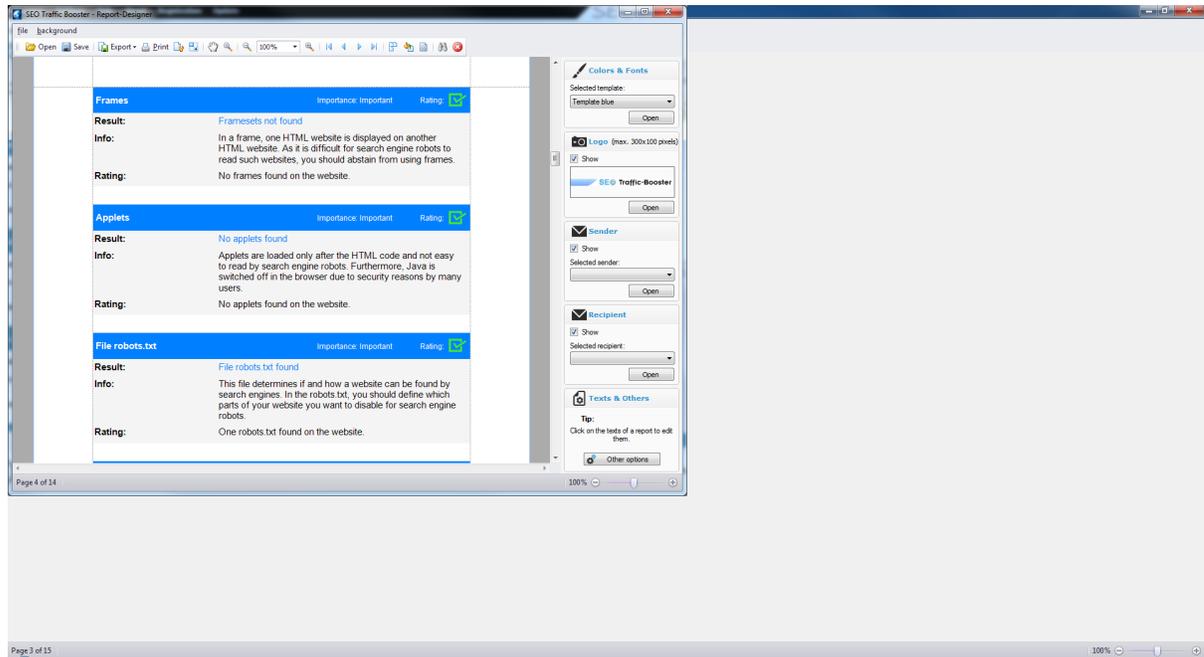
Duplicate content is rated negatively by Google and its competitors. If you do not want your website to be declassified or deleted from the index, you should not use the duplicate content. If you need duplicate content, you can e.g. disable it from the indexing in the robots.txt file (see above).

**Hidden Content:** Hidden content is, as the name already suggests, website content which normally cannot be seen by the website visitor. However, it is considered and indexed by search engine crawlers. This can be, for example, a white text on a white background. Here it also applies, that you should avoid practices like this. In these cases, Google & Co. react radically.

**Domain Age:** Websites come and go. However, you may know many domains relating to your website which are online for a very long time. It is interesting to know the age of a domain, especially if it is your own one. Moreover, this information is important for the ranking in Google & Co. A domain which is again and again expanded with new contents over a very long time and which grows constantly is rated positive. A long history also shows that the website is stable, in demand and therefore interesting for potential visitors.

**Export and Print**

If you want to archive the information you got from the website analysis or want to compare them later, you can export them. Therefore, you simply need to click on the button **Export & Print** in the area below.



### 3.11 Optimize website

You have already learned how to find the respective meta tags for your website and how to conduct an analysis for its technic and content. In the next step, you will learn how to make the settings for the optimization.

Therefore simply click on the button **Optimize website**. If you are still performing the analysis, you can get to the optimization by clicking *Next*.

The screenshot displays the 'SEO Traffic Booster' application window. The interface is divided into several sections:

- Project Manager:** Shows 'Latest project: engelmänn.com-Project' and 'Selected website: http://www.engelmänn.com/en-us/index.php'.
- Navigation:** Includes a menu with 'SEO - Start page', '1. Choose website', '2. Determine keywords', '3. Analyze website', '4. Optimize website', and '5. Assume'.
- Optimization Section:**
  - Keyword-Tag:** A text box containing 'engelmänn, media, dortmund, germany, gmbh, photomizer, videomizer, cdrwin' with a green arrow pointing to an empty 'Keyword-Tag optimized' box.
  - Page text:** A list of page elements including 'Engelmann Media GmbH', 'Newsletter', 'Press', 'Partner', 'Contact', 'Photo software', 'Video software', 'Audio software', and 'Tools'. A blue arrow points from the 'Newsletter' item to an empty 'Page text has been optimized' box.
  - Tools:** Includes buttons for 'Hide text part', 'Show hidden', 'Settings', and 'Update'.
- Keyword Pool:** A table with columns: No., Name, Active, Density, Target, and Status.

No.	Name	Active	Density	Target	Status
1	Photomizer	<input checked="" type="checkbox"/>	3,87%	+0	✓
2	Software	<input checked="" type="checkbox"/>	2,51%	+0	✓
3	partner	<input checked="" type="checkbox"/>	0,91%	+5	⚠
4	Retro	<input checked="" type="checkbox"/>	1,14%	+4	⚠
5	Downloads	<input checked="" type="checkbox"/>	0,46%	+7	⚠
6	Photomizer 2 for...	<input checked="" type="checkbox"/>	0,00%	+9	⚠

Buttons for 'Add' and 'Delete' are located below the table.

**SEO Traffic Booster**  
Optimize the texts of your website with regard to the detected strengths and weaknesses. For a better overview, you have the option to hide any part of a text. Enter the optimized text into the text boxes of the right-hand column. If you want to copy the source text from the left-hand column to the right-hand column, simply click on the green arrow. By clicking the button 'Update' you get information about the current progress of your optimization. Please mind, that your text includes all selected keywords in the given number and in a meaningful context.

A window will open in which you can find the keyword pool on the right. Even if the display in this area differs from the one in the keyword- and analysis interface, you have the option to add more keywords to the list or to delete some.

### 3.11.1 Overview of the optimization interface

The main part of this interface is taken by a comparison of the categories of the optimized and non-optimized parts of your selected website. They will be displayed in form of a table with two columns. Thereby, you will gain a good overview and have the option to easily transfer the non-optimized current state to the optimized target state. The active part is blue color-coded. If you want to use the current state to edit it in a next step, you simply have to click on the green arrow and the contents will be copied from the left column to the right column.

Of course, you can also start creating optimum tags without such a transfer. In this case, you can use the information you have gathered in the previous steps.

The procedure is up to you. You can see the valuation of the respective result on the right-hand-side below the keyword pool. Here, not only a graphic evaluation of the current state is displayed but also a rating and explanation.

### 3.11.2 Parameters for the optimization

In this area you can edit the following parameters:

*Title tag:* Here you can edit the content of your title tag.

Try different options, considering the evaluation on the right.

If you want to change an option, simply click on the button *Update* below to adjust the setting. This also applies for the following points:

*Description tag:* Here you can set the optimization for your description tag.

In contrast to the title and keyword tag, you should write a short full text here, not

only single terms or phrases.

*Keyword tag:* The keyword tag sums up the best keywords from the previous steps in one list.

Here, it is not important to use all possible keyword, but to find the most relevant one.

Please separate the keyword by using a comma.

*Website text:* Editing the text on each website is the most extensive part. Here you will

find parts of your text ordered in a list according to the possible extraction of SEO

Traffic Booster. Please check the separation as it cannot completely be ensured that

the analysis of the text is correct.

For a better overview and in case that you do not want to edit certain categories, you have the opportunity to hide those parts of the text.

To do so, you simply need to click on the part and on the respective button on the lower left.

### Hint

Please mind that SEO Traffic Booster is handling and separating different formatting as single text

parts. Thus, words which are marked bold will be combined to one text part, even if you only want to mark one part of the sentence. That is why you should always regard the selected website in the browser by clicking the globe symbol. Thereby you can check if all necessary parts, which belong to the text, are displayed.

If you want to display the parts again, simply click on the button **Display Hidden**. Then mark the respective parts in the window and click on **Display** to make them visible.

### 3.11.3 Optimized keyword pool

The display of the keyword pool in the *Optimize website* interface differs from the one in the previous steps.

Next to the columns which count the keywords, list them and display if a keyword is active or not, you can find these additionally columns:

*Density*: Here, the density of a keyword in the text is determined. This value, which is calculated by the frequency, is displayed as percentage.

*Target*: The information *target* is associated with the text density.

If the target is 0, the frequency of the respective keyword is in the optimum range.

If the target is negative, the keyword is used too often and should be reduced to the displayed number. If the target is positive, the keyword is missing and should be added according to the displayed number.

You can adjust the parameters of these values in the *Settings*. However, we advise you to keep the number of the keyword according to the displayed value.

*Status*: The column *Status* displays a rating of the respective keyword by using a graphical symbol.

### Keyword Pool

No.	Name	Active	Density	Target	Status
> 1	Engelmann	<input checked="" type="checkbox"/>	1,37%	+3	

### Title of a website - Title tag



**Very important**

**Ranking:**  
The title contains all active keywords. The title length of 58 characters is optimal.

#### 3.11.4 Acceptance of the modification

In the last step, you will prepare the acceptance of the modification of your selected website.

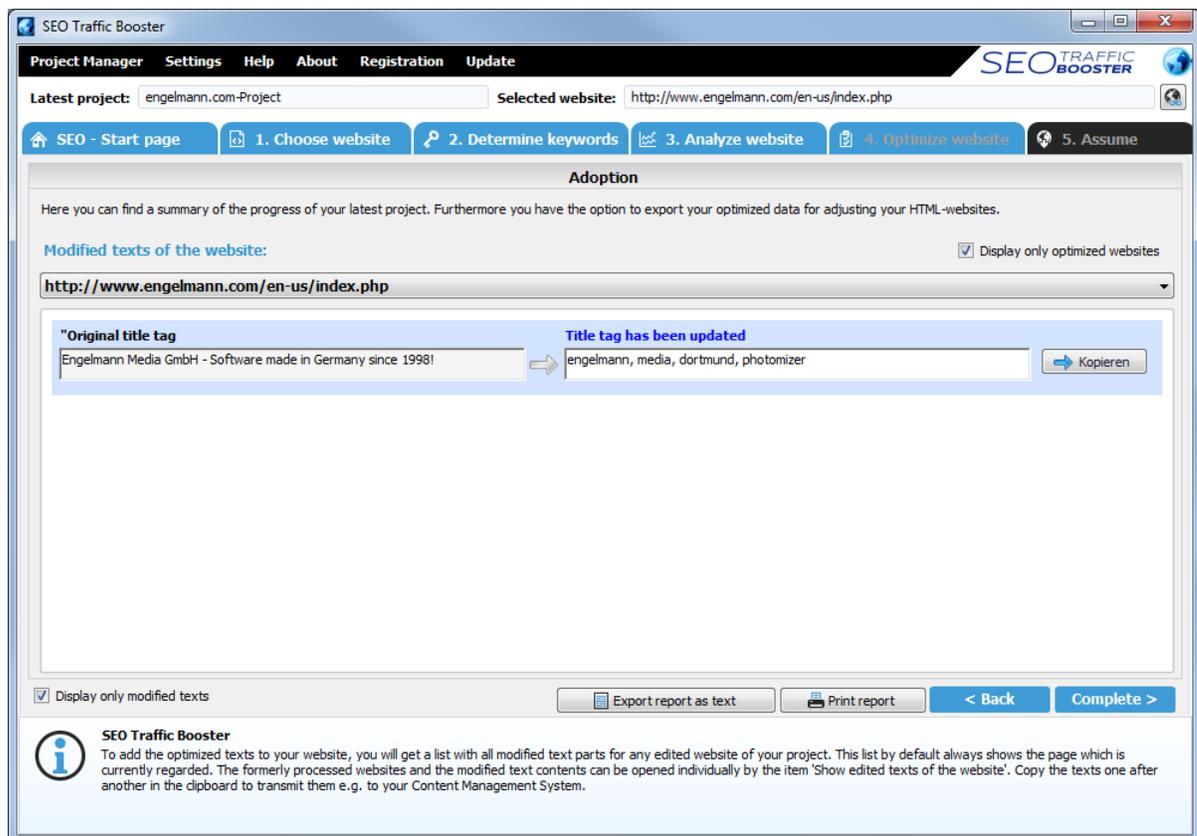
**Hint:**

SEO Traffic Booster is of course not able to edit the files on your web space. That is why it is useful to create a local copy of your website, to add the modifications to the HTML webpages by using the acceptance module mentioned above and to integrate the optimized webpages into your online presence. Please consider if you use static HTML webpages or a flexible Content Management System. If you use a CMS, there is the danger of overwriting all webpages when editing them later. Even those webpages which you have optimized before will possibly be overwritten.

If you are still in the optimization interface, please click on the respective tab and on *Next* to start the acceptance of modifications.

In the window of the acceptance of modifications a dropdown menu is displayed, showing the webpages of your project. Here you have the option to display only the optimized webpages. If you want to display all webpages, you simply have to deactivate the check box.

Below, the original and the optimized tag will be displayed in table according to the one in the optimization interface. Here you are able to add additional modifications, if this is necessary. In a last step, you can copy the tag by clicking the button *Copy*, and then add the tag to your website by using a HTML editor.



### 3.11.5 Export the optimized tags

If you do not want to work parallel with SEO Traffic Booster and the editor, you have the option to save the optimized tags. This way, you can also archive the optimization states, e.g. to adjust the modifications to other projects if they were successful in SEO.

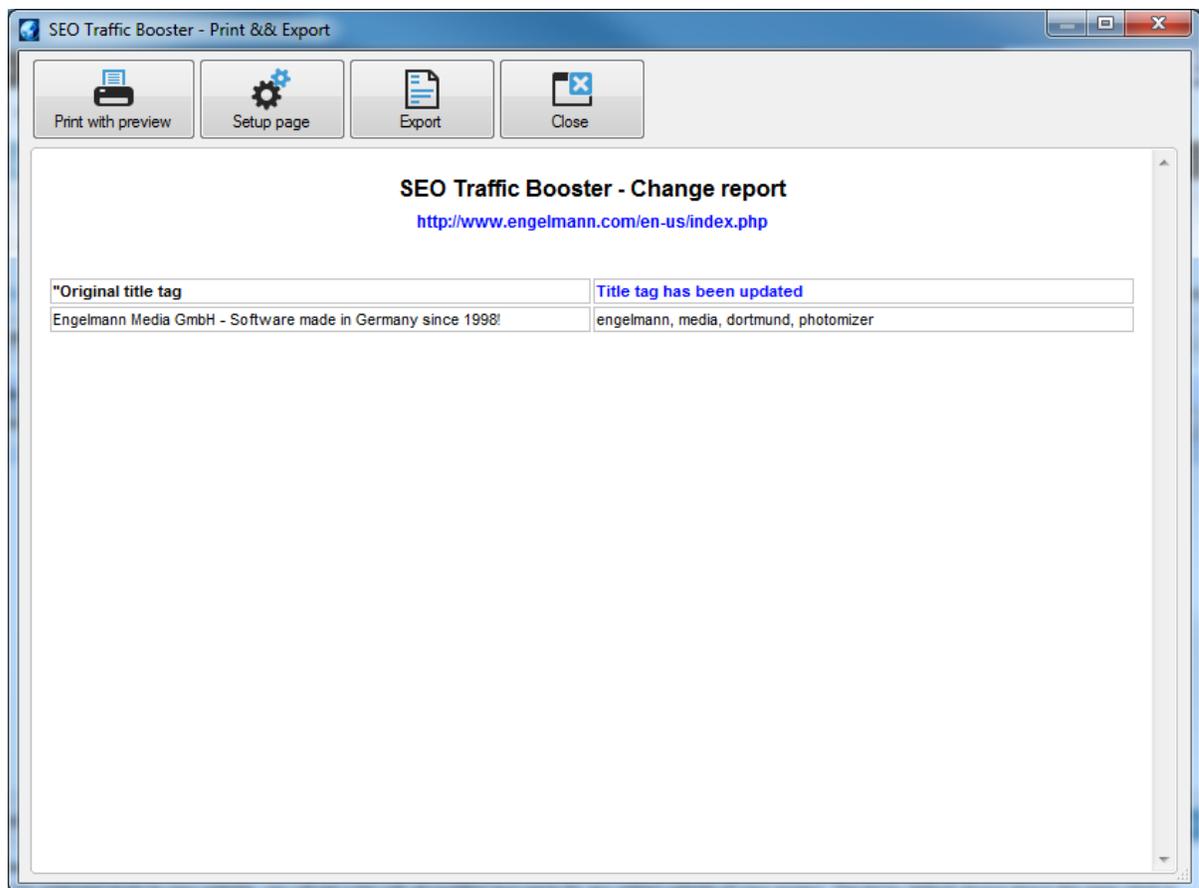
Here you can choose between two options.

On the one hand you can print the information as a text file, as it has been explained in the analysis part, or to export them as HTML file.

If you click on the button **Export**, a text file with all the important information will open.

You can now save this text file.

The adjoining button **Print with preview** leads you to a task manager. Here you can decide whether you want to print the information directly or save them as HTML file.





**Part**

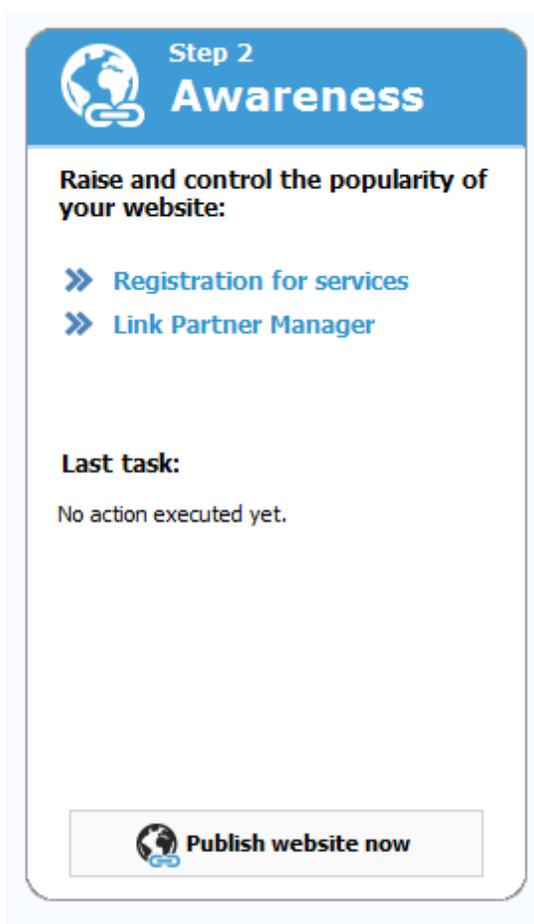


## 4 Awareness

### 4.1 Registering a website

If you have selected all settings of your website, which SEO Traffic Booster had proposed in the previous step, you have prepared the source code of your website to an optimum.

However, it can take days or weeks until your website is displayed in the search engine indices.



This can be due to a number of reasons: One is, that the web crawler, who categorizes the internet on behalf of Google, has rolled by before the activation of your website.

If you do not want to wait and make sure that information is correctly transmitted to the search engine indices, you have the option to register your website on your own.

## 4.2 Service Overview

To register your website to the appropriate services, please click on ***Publish website now*** on the main interface of SEO Traffic Booster.

Here you can easily access the registration services of the most important search engines, web catalogues, business directories and even more.

They are displayed in an easy-to-read list which delivers the following information:

- Name of the service.

- Its type, e.g. search engine, business or web catalogue. A short description.

- Its nationality/ nationalities.

- Please consider, that here you have again the option to change the nationality.

- The PageRang of the service.

- The last registration of your website. Please note, that it might be useful to register

  - websites anew after great updates of content and design.

- However, you should avoid to constantly register your website anew, if you did not

  - change its use for visitors.

  - An activation mark which determines if you want to use the service actively.

  - A button for direct editing in the registration interface of the service.

  - A button to open the website of the respective service.

### 4.3 Registering for a search engine or web service

Now choose the services for which you want to register.

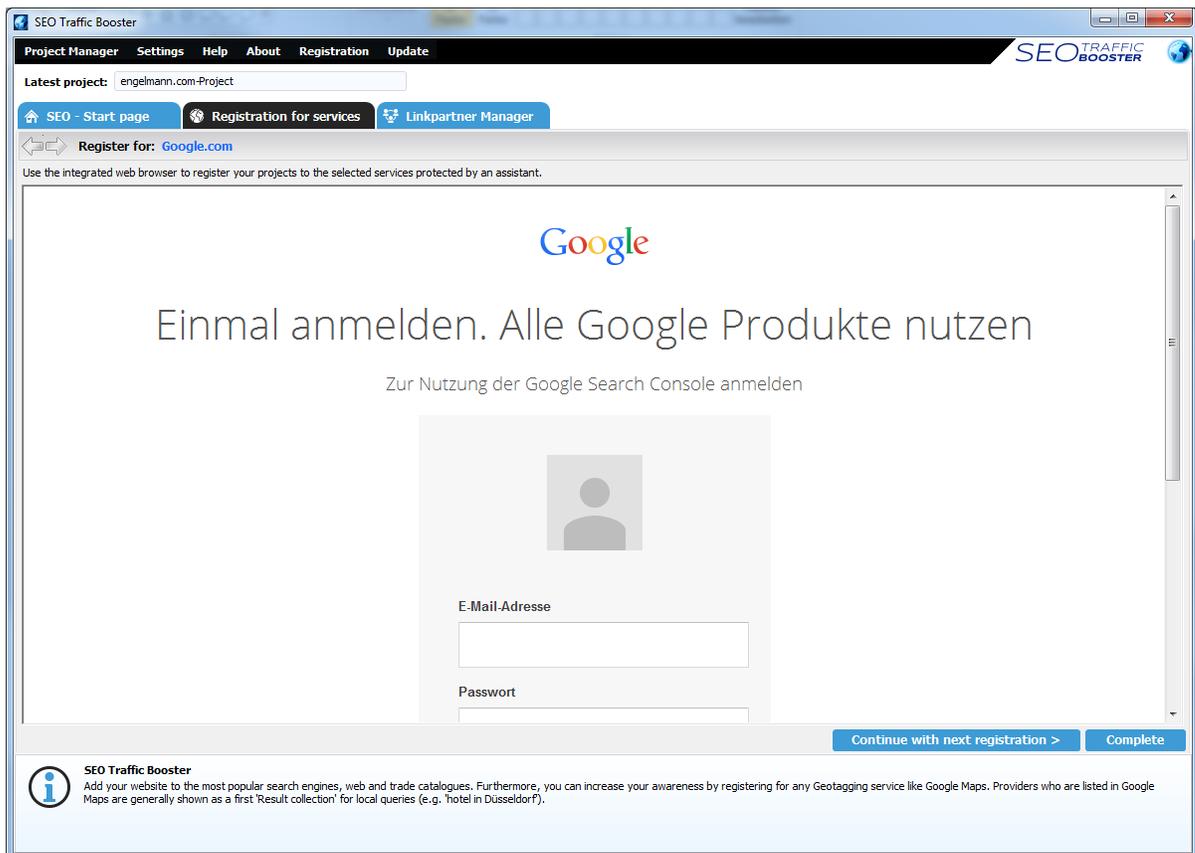
In addition to the large suppliers such as Google and Bing, you should also think of using the other services.

They can especially be a chance for you, if you offer a niche product in an online shop. Please enter now all the necessary information on the right under the tag **Register information**.

If you have entered all data, which you think to be necessary, you can transmit the data to the service by clicking the tag **Website information**.

The information is gathered from the optimized tags *title*, *description* and *keywords*. If you have entered all data here again, you can start the registration process by clicking the *Start* button downright.

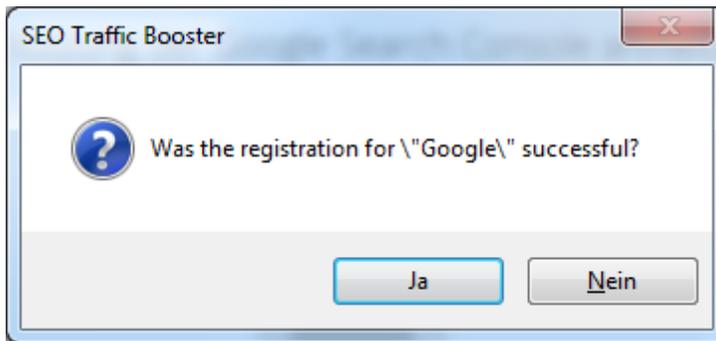
You will then be guided automatically to the registration page of the first search engine or the service, which you have activated before.



Please consider that SEO Traffic Booster will not be closed.

Please enter, if possible and necessary, additional information here and click on **Continue with next registration** to get to the next service.

Before, you will be asked if the registration has been successful. You can get this information from the status of the respective registration page.



If you click on Yes, the date of the registration will be entered into the program overview as **Last Update**.

The following list contains any search engine, web catalogue and trade catalogue in which you can register.

Name	Type	Description	Country	PR	Last Update	Register		
> Google	Suchmaschine	World leader of online search engines		8	23.06.2015	<input checked="" type="checkbox"/>		
Bing	Suchmaschine	Online search engine by Microsoft		8		<input checked="" type="checkbox"/>		
YANDEX	Suchmaschine	Search engine from Russia		7		<input checked="" type="checkbox"/>		
A1WEBDIRECTORY	Suchmaschine	Web directory		5		<input checked="" type="checkbox"/>		
LinkCentre	Suchmaschine	Web directory and search engine		4		<input checked="" type="checkbox"/>		

## 4.4 Manage link partners

Until now, you have selected keywords for your website, analyzed the content and technic of the single webpages for the acceptance of search engines and registered them to several search engines.

However, it can take some time until your website is indexed in search engines with a bad ranking, at least initially.

Not being listed in the search engine index can have several reasons.

One can be a bad timing when the website is activated after the search engine crawling. Another reason can be that the design creates problems to the web crawlers.

## 4.5 Backlinks as a ranking criterion

The most common problem is likely to be that your website is not enough backlinked by other websites.

Even if your content is good and you have selected excellent SEO options, you can get a bad search engine ranking if you do not have enough backlinks. The number of backlinks is the one that counts for the ranking of a website in most search engines.

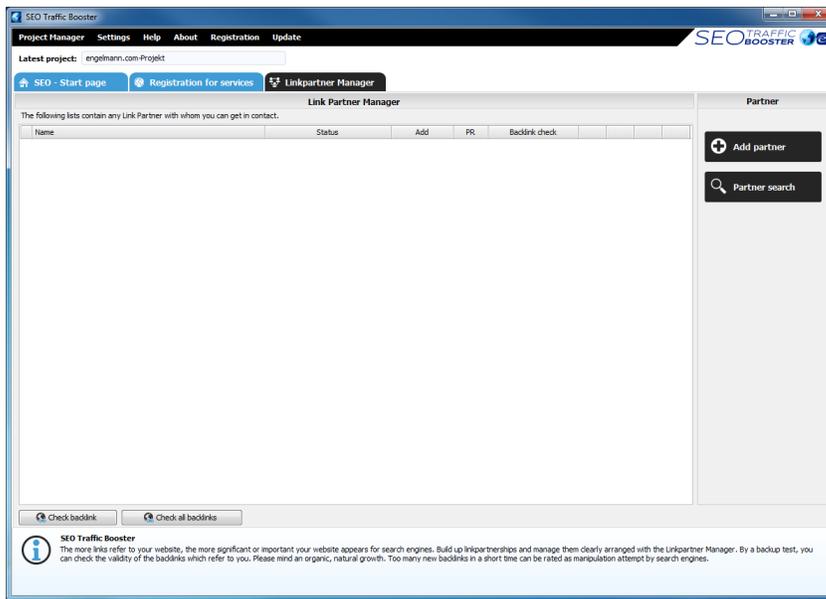
Google's formula for success is based on the principle, that a website is rated higher by the search algorithm, the more websites (with an own ranking as high as possible) backlink to it.

Therefore, it has to be in your interest that many websites backlink to your content which you can increase by searching for so-called link partners.

## 4.6 Exchange links with selected partners

Exchanging links, based on the principle ,If you link me, I will link you', is a common and accepted tool in search engine optimization.

In the module **Link Partner Manager**, SEO Traffic Booster helps you to find link partners and to manage backlinks.



To add a link partner, simply click on the button **Add partner**.

Now you can type the necessary contact data of your partner. Please especially consider to enter the backlink URL. This is the URL of your partner's website in which he has implemented the backlink to your website.

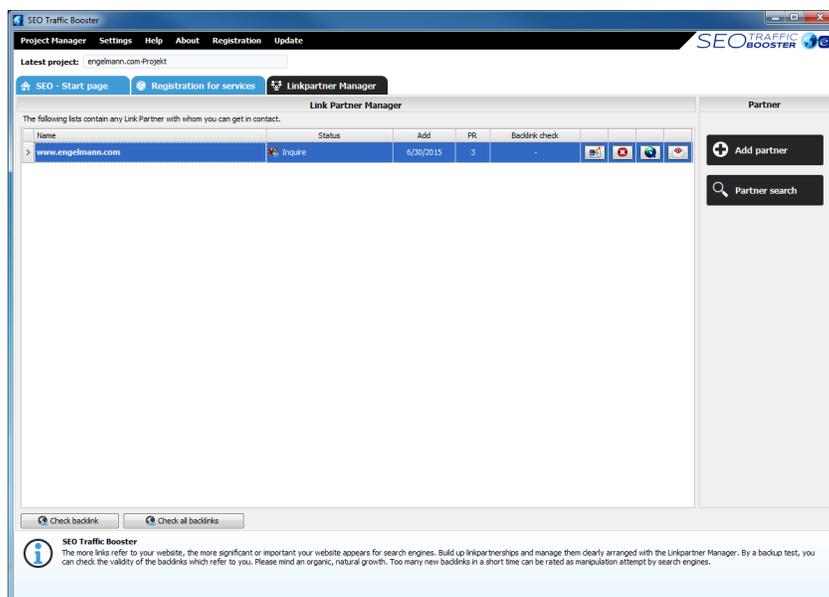
This URL will later be required for the link check..

The screenshot shows the 'Add Link Partner' dialog box. It contains the following fields and sections:

- Partner URL:** A text input field with a red asterisk indicating it is required.
- Backlink URL:** A text input field with a tooltip that reads: "(URL of your partner with backlink.)"
- Contact details of your partner:** A section containing several input fields:
  - Company: Text input field
  - Title: Dropdown menu
  - First name: Text input field
  - Last name: Text input field
  - Street: Text input field, followed by "No.:" and another text input field
  - Zip code: Text input field
  - City: Text input field
  - Country: Text input field
  - Email: Text input field
  - Phone: Text input field
  - Fax: Text input field
  - Note: Large text area
- At the bottom right, there are two buttons: "OK" and "Cancel".

Please click on **OK** after you have entered all data. You can then add even more partners. All link partners will be listed in the previous window. Please note, that the status will be **Request**, as nothing has changed until now.

By clicking the letter symbol in the right column, you have the option to contact future link partners. After you have formulated the request, you can copy the text to clipboard and send it.



Clicking the button **Open standard e-mail program**, the text with the contact information will automatically be copied to your e-mail client.

After you have sent the request, you have the opportunity to set the partnership

status from ***Request*** to ***Wait***.

According to the answer to your request, you will later have the opportunity to set the status to ***Accepted*** or ***Rejected***.

**Hint:**

If your request was rejected, you should take note of it and respect it. Therefore, you should also keep rejected link partnerships in the list to avoid sending another request to the same link partner. However, you can also delete the entry by clicking the respective button.



## 4.7 Link partner research

Contacting a link partner directly will more become an exception than a rule.

It rather will be that you have to search for websites on your own and request their owners if they accept to be your link partner or not. SEO Traffic Booster helps you in this extensive task by offering the module ***Partner research***.

Please click on the respective button to get to the dialogue for partner research.

The screenshot shows a window titled "SEO Traffic Booster" with a sub-header "Add Link Partner". Below the sub-header is a paragraph of instructions: "Browse for websites for a Link Partnership by using the respective keywords. Please mind the reliability of potential partners. Websites with illegal or dubious content should be avoided for a successful link building." Below this is a section titled "Please choose a method for browsing the internet for Link Partners:" with two radio button options: "Find registration forms for links" (selected) and "Find blogs which thematically match with the content of your website". Below the options is a section titled "Considered keywords:" with an empty text input field. Below that is a section titled "Settings:" with two rows of controls: "Maximum number of regarded websites:" with a spinner box set to 150, and "Country/language:" with a button labeled "USA (.us)". The second row has "Stop browsing after reaching the following number of results:" with a spinner box set to 25. At the bottom right are "Cancel" and "Next >" buttons.

Basically, two methods are offered:

On the one hand, you can find registration formulas for the backlinks on websites.

On the other hand, you can choose to research for thematically relevant blogs which will possibly link to your website.

In any case, you should enter one or more search terms, preferably from your keywords, which you want to be considered for the research.

Finally, you can determine a maximum number of researched websites as otherwise the research would take a lot of time.

To start the research, please click on Next.

Please consider that the research will in any case take some time.

After the research is finished, you will see the result in the overview.

Here you can chose, which results you want to assume.

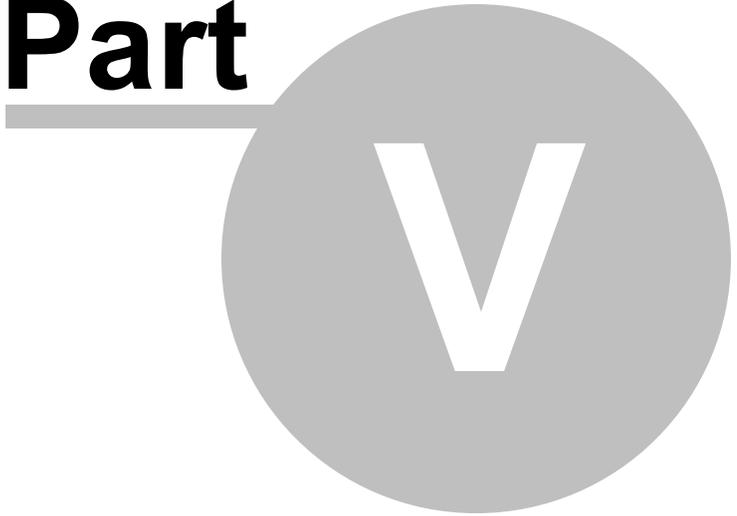
To check the results before, please click on the globe symbol to open the respective website in the browser.

If you are satisfied with the list of possible link partners, you can proceed as it already has been described above.

**Hint:**

During the selection of possible link partners, please ensure that you have chosen appropriate link partners. Selecting the wrong link partners can possibly have a negative effect and decrease your ranking even more. If the website of your partner is e. g. used for spam or as a so-called link farm (website which only consists of links), the bad SEO of your partner can also have a negative effect on you. There can be a lot of reasons to reject a partner or to cancel a partnership.

**Part**

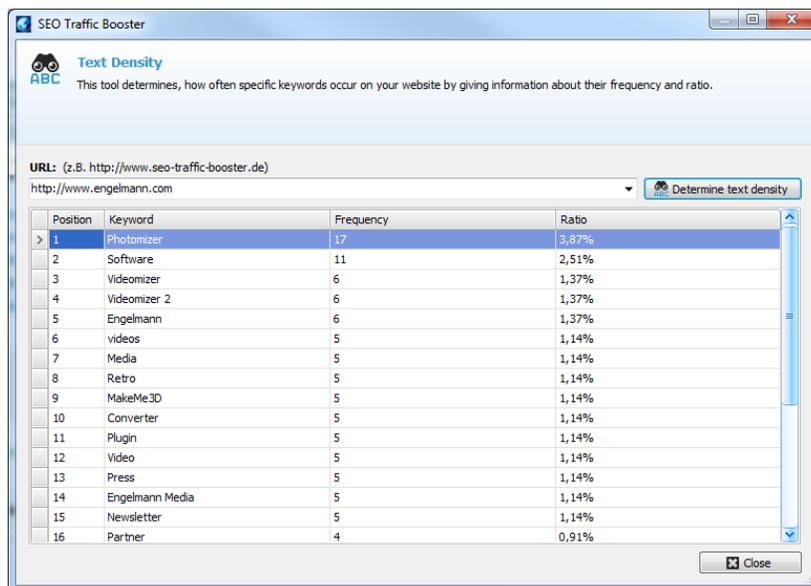


## 5 Tools

### 5.1 Text density

For an appropriate SEO optimization, keywords should not be regarded separately from the text. The keywords and the website text referred to the keywords should be linked in a clear context. Therefore it is important to figure out, if the keywords are used in the website text and how often they are used. In SEO Traffic Booster this information, which is called text density, is expressed in percent. A value of 2% to 4% can be regarded as a benchmark. To detect the text density, please click the respective button in the **Tools** area and type in a URL.

After this, click **Determine text density**.



Position	Keyword	Frequency	Ratio
1	Photomizer	17	3,87%
2	Software	11	2,51%
3	Videomizer	6	1,37%
4	Videomizer 2	6	1,37%
5	Engelmann	6	1,37%
6	videos	5	1,14%
7	Media	5	1,14%
8	Retro	5	1,14%
9	MakeMe3D	5	1,14%
10	Converter	5	1,14%
11	Plugin	5	1,14%
12	Video	5	1,14%
13	Press	5	1,14%
14	Engelmann Media	5	1,14%
15	Newsletter	5	1,14%
16	Partner	4	0,91%

In a next step, please compare the first positions presented in the **text density module** to the first positions of the keyword ranking of the website.

If there are significant differences between both, you should consider adapting either the keywords or the text.

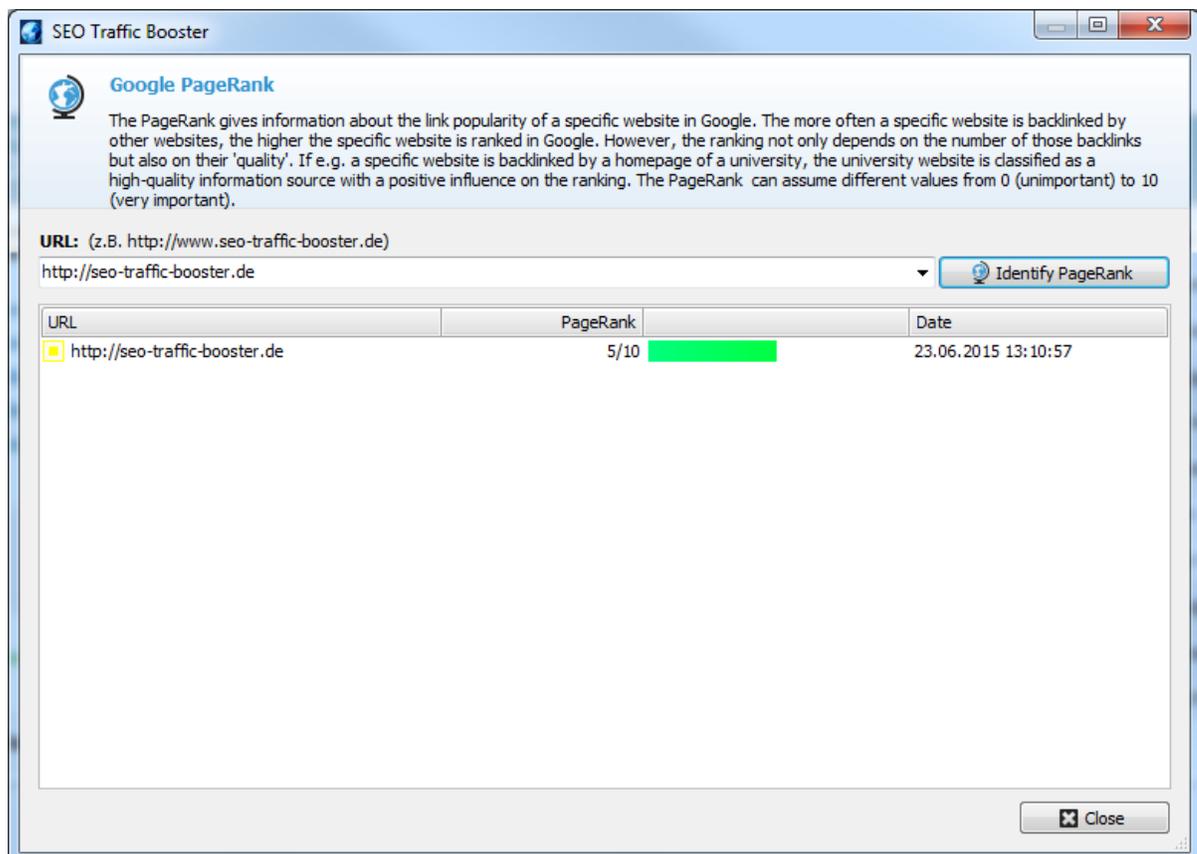
## 5.2 PageRank

Google PageRank is one of the most important criteria when it comes to the ranking of a website. The reason is that the search engine of the internet service provider Google has a premium position in the market. The PageRank is a procedure that has been developed by Larry Page and Sergey Brin, founders of Google, and has been a basis for the company ever since. The PageRank evaluates a number of linked documents, for instance a website, on the documents that backlink to them.

That means, in general, that the PageRank of a website is the higher the more websites backlink to it.

To request the PageRank of a website, please click on the respective button in the **Tools** area.

In the next step, please type in a *URL* in the respective field and click **Identify PageRank**.



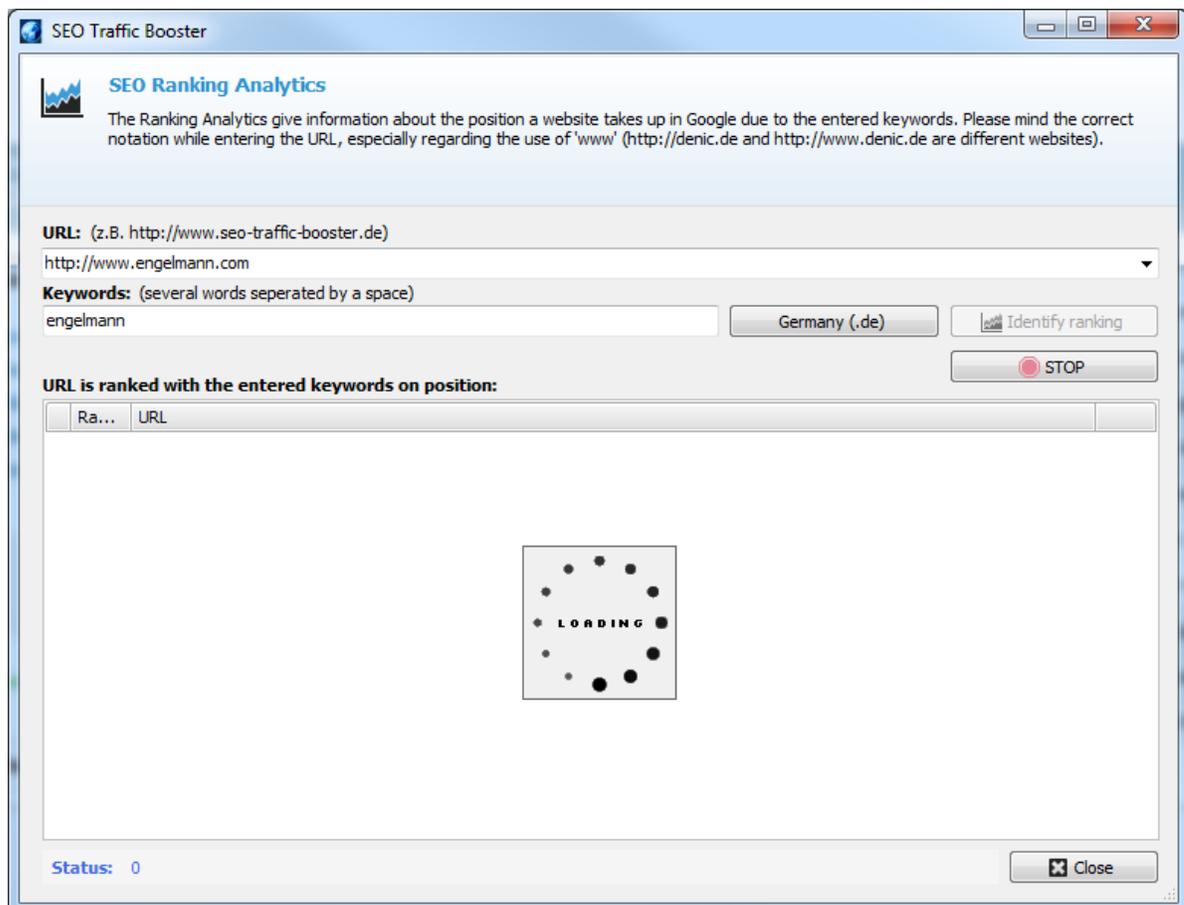
**Hint:**

The PageRank is defined as a number between 0 and 10.

However, if your PageRank is not so high, this must not be a reason to despair. The PageRank is not only influenced by a bad search engine optimization, but also by the niche of your interests or business.

### 5.3 Ranking Analysis

The ranking analysis shows at which position a website is listed by certain keywords. Analyses of the user behavior have shown that most of the Google or search engine users only use the first 10 results to get to the respective website. Thus, it has to be your goal to find specific keywords that fit with your website and let you get a ranking as high as possible. Please click on **SEO Ranking analytics** in the **Tools area**. Then type in the URL of the website you want to analyze and the respective keyword or keyword phrase. Click on Identify ranking.



Please consider that you can switch between the search engine versions of different countries, if needed.

Having a look at the result, you should think whether this position fits for you or you want to perform a deeper SEO to improve your ranking.

Please note that this request is only a snapshot of the latest situation and can change over the time.

## 5.4 Sitemap Generator

A sitemap is a list of links with all websites that belong to your internet presence in a standardized XML format.

### Hint:

XML, the Extensible Markup Language, is a language that is used for a multi-platform representation of structured data.

Such a sitemap supplies search engines with important information.

By integrating and editing an XML sitemap to your project, you can ensure that all relevant websites are found and indexed. Furthermore, you can control which information is supplied by the search engine crawlers. For instance, this information can be about how often your website is updated or how the relevance of single webpages of your website is allocated.

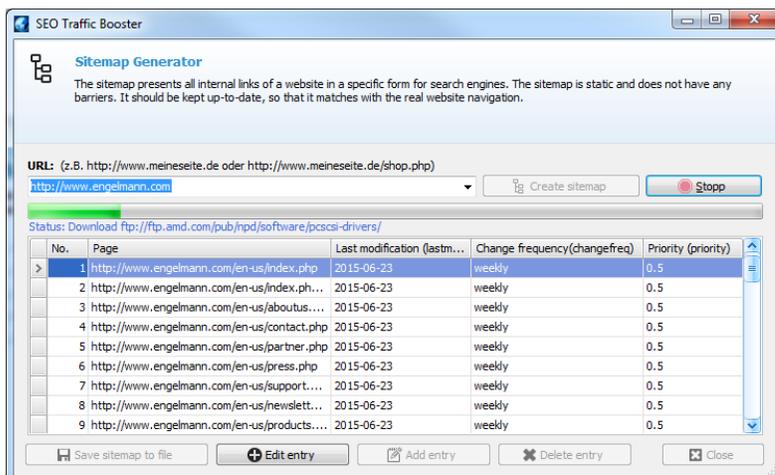
To create a sitemap, please click the respective button.

In a next step, please type in the URL of the website for which you want to create a sitemap.

### Hint:

Please consider to enter the URL of the main page of your website. It is not useful to create a sitemap of a bottom page and integrate it into your project.

If you have finished, click on **Create sitemap**.



The module reads the structure of your website and lists the results in the window below. You can save the result as XML file.

If you open the saved XML file with an editor, it is possible to edit the listed information. This way, you can change the data of the last update and the update interval.

Permitted values for the interval in the tag

`<changefreq> ¼ </changefreq>`

are:

*always*: for websites that are updated with every access

*hourly*

*daily*

*weekly/ monthly*

*yearly*

*never*: for archived websites

The setting for the priority in the tag

`<priority> ... </priority>` is important as well.

This value is defined as 0.5. You are free in allocating the relative priority of the webpages of your website and can edit them easily in the XML sitemap.

The main page should be weighted by 1.0, which stands for very important, and product pages and main categories by 0.8, which means important. Some pages, like the imprint, can be weighted by 0.3, which means that they are relatively unimportant. This priority is of course related to the pages of your web presence, not to other websites.

### Hint:

Please consider that the priorities set by you have no direct influence on the search engine ranking. Therefore it is not recommended to rank all webpages high as this has no influence on the ranking. This information is only used to create the index. This means that a clever setting of priorities leads to the result that only the relevant pages of your website are listed in the search engine index whereas the 'unimportant' parts are left out.

## 5.5 Integrating the sitemap to your website

After you have edited the XML sitemap to your needs, you only have to put it into the main directory of your web presence.

The sitemap does not have to be integrated into your website. This is even not intended as it should not be requested by the users of your website, but by Google & Co. Please note, that a sitemap is static and should be updated after each change of your website navigation.

## 5.6 Link Analysis

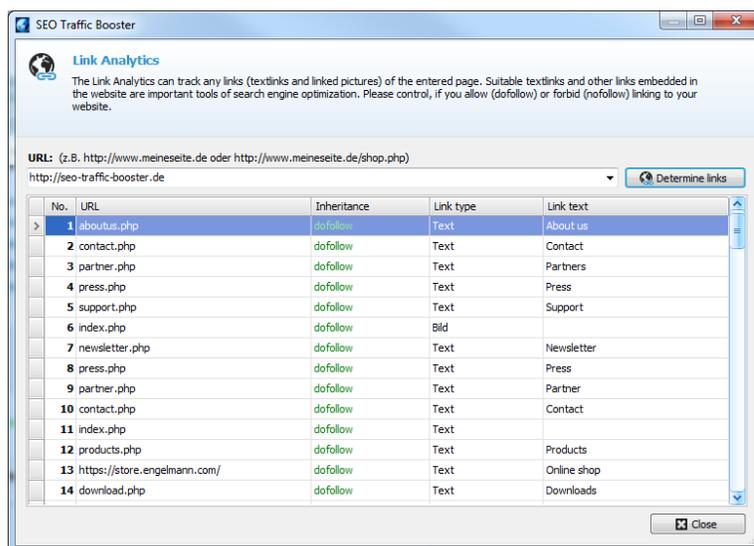
The link analysis lists all internal and external links of a website with their respective anchor texts at one place. Thereby, the links are separated on the criteria *nofollow* and *image* - according to their characteristics.

### Hint:

Anchor texts or link texts are part of hyperlinks. Search engines analyze the anchor text, which describes the website to which the link is referred, to evaluate the relevance of the linked website.

To check the links, please click the button **Link analytics** and type in the URL of the website you want to be analyzed.

Then click **Determine links**.



---

In the final list you can find information on the detected URL with the respective link texts. You should add the missing texts.

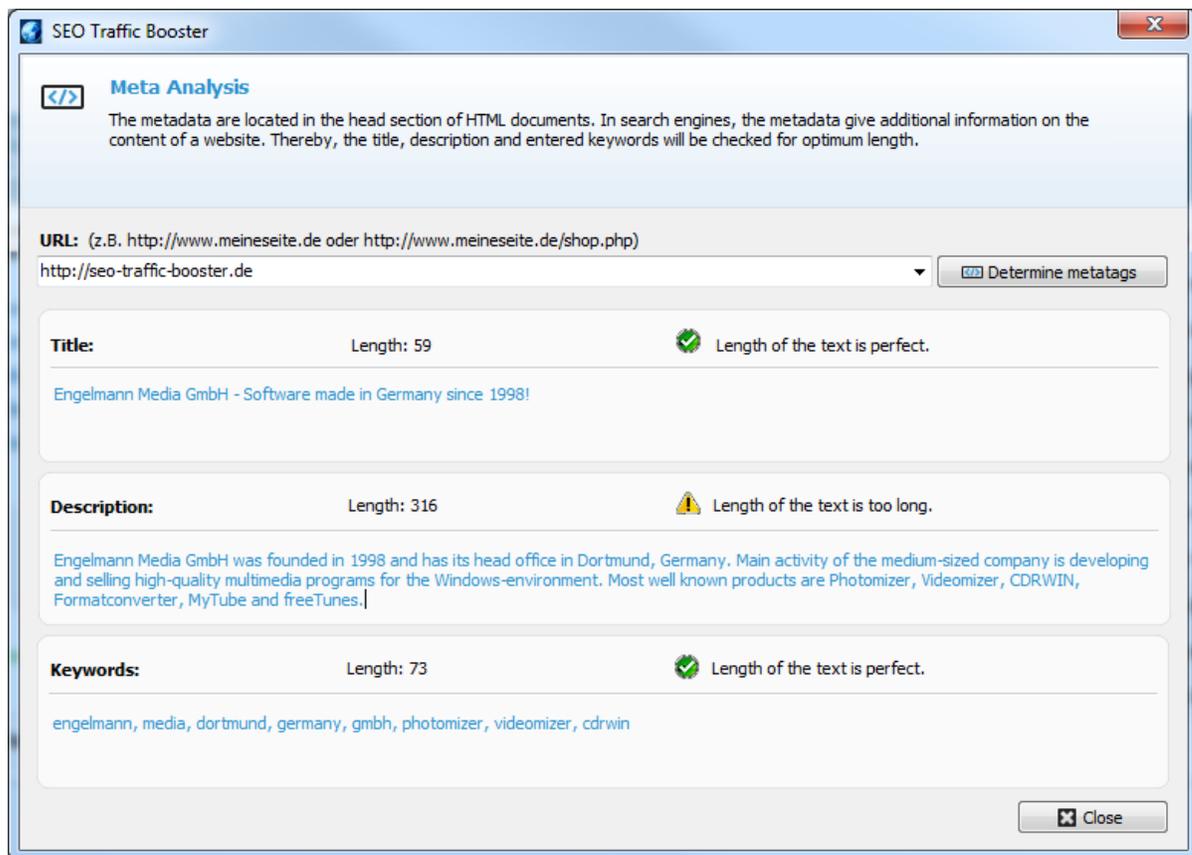
URLs which are marked with the info *img* are linked images; all others are links which are used in the text. *nofollow* serves as an information for search engines to notify them that they should not follow it.

It is therefore not considered for indexing and calculating the relevance.

## 5.7 Meta-Tag Analysis

After the analysis and optimization of keywords in the website text, this part is about optimizing the meta tag entries of your website's source code.

In this case, it is also important to request the length of the respective entries as for SEO the principle 'the more is the better' does not serve. It is important to find a balanced ratio at which the meta tags are long enough to classify the website but short enough so that the user is not overwhelmed with superfluous and redundant information. To request the meta tags with their lengths, please click on the respective button in the **Tools area**.



The list which now opens presents three categories

Title

Description

Keywords

with information on their length and the respective rating.

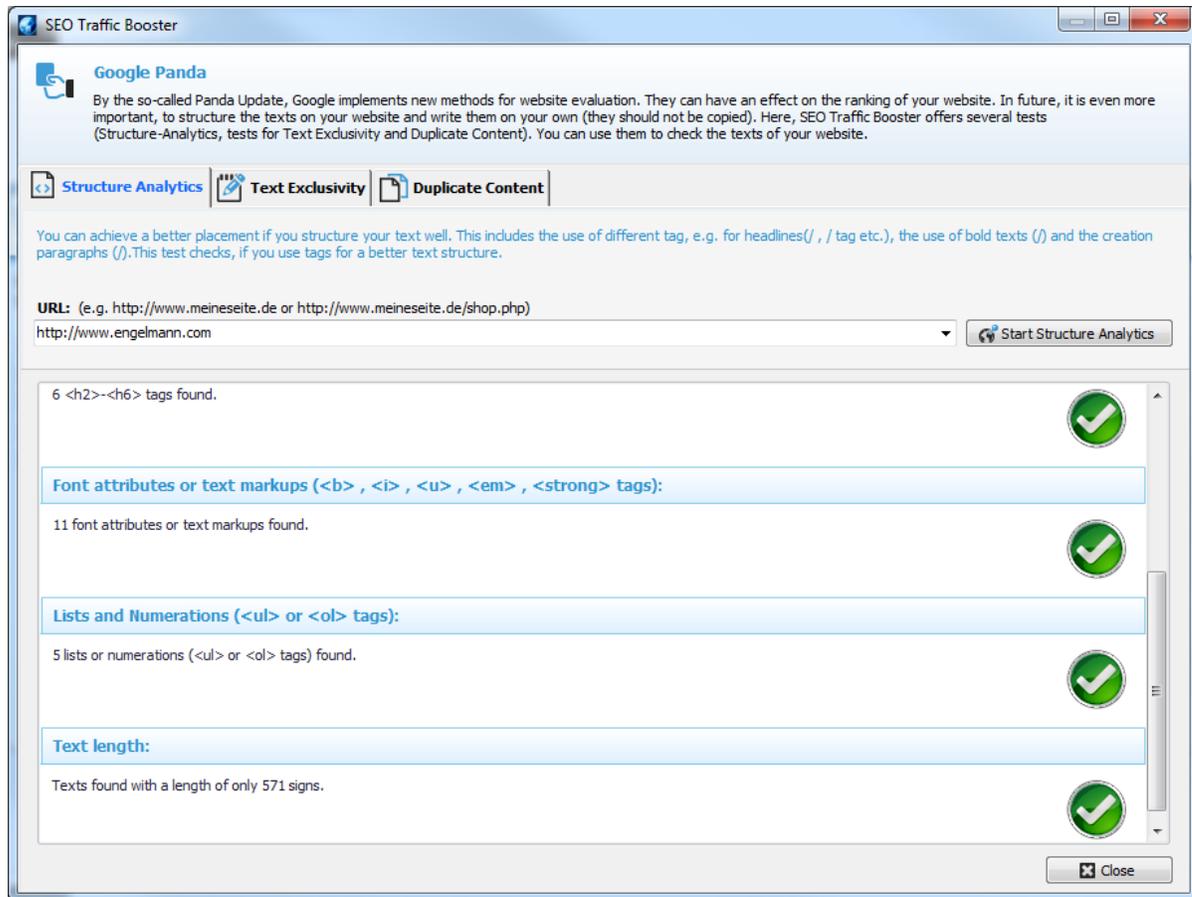
Furthermore, you can see the content of the respective meta tag (marked in blue).

If you get the note that the text is too short or long, you should consider editing the respective meta tag to an optimum meta tag length.

## 5.8 Google Panda

By the so-called Panda Update, Google introduces a new procedure for rating websites. This can have an influence on the ranking of your website. In future, it will be

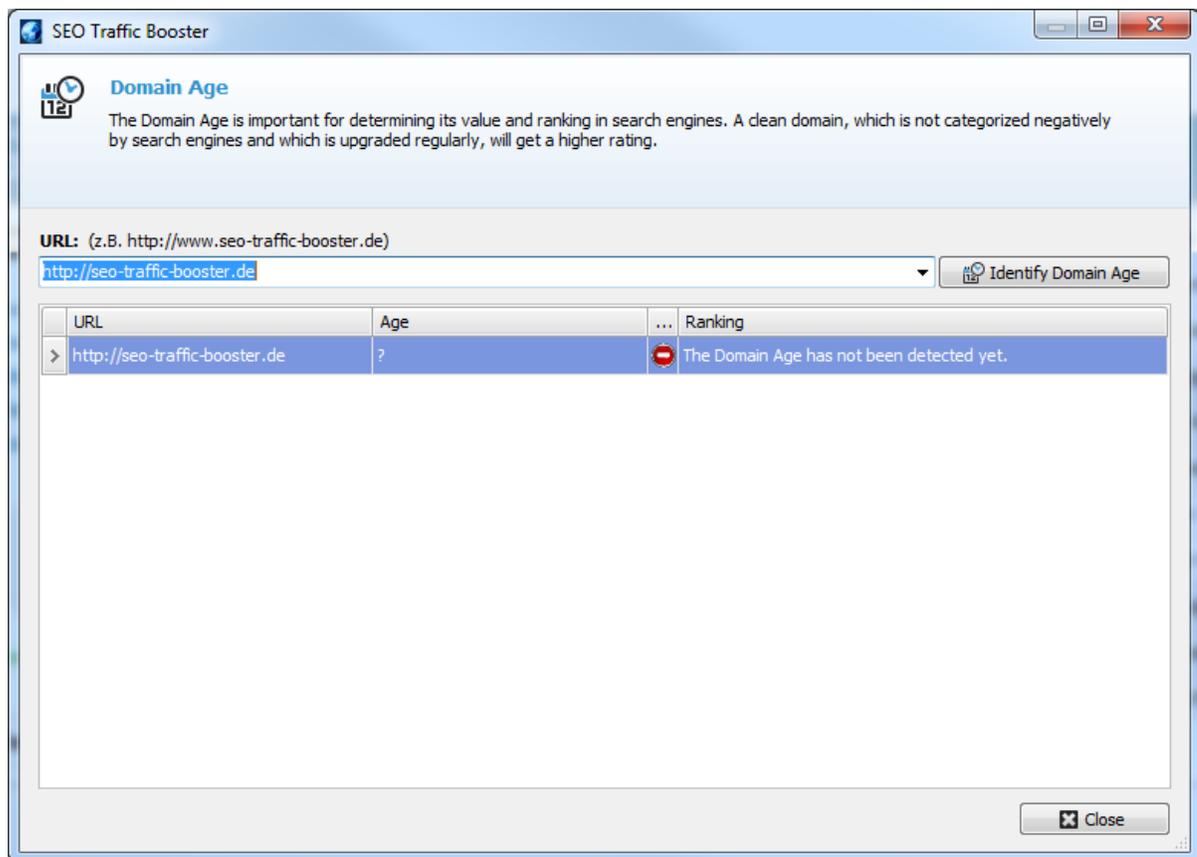
even more important to offer texts on your website that are well-structured and, what is even more important, written by your own (not copied). In this case, SEO Traffic Booster offers three tests (Structure Analysis, Test on Text Exclusivity and Test on Duplicate Content), which you can implement to check your website and its texts.



## 5.9 Domain Age

To request the age of a domain, please click **Domain Age**.

After this, type in the name of the domain which you want to be analyzed in the window that opens and click **Identify Domain Age**. Please consider that the request can take some minutes.



### Hint:

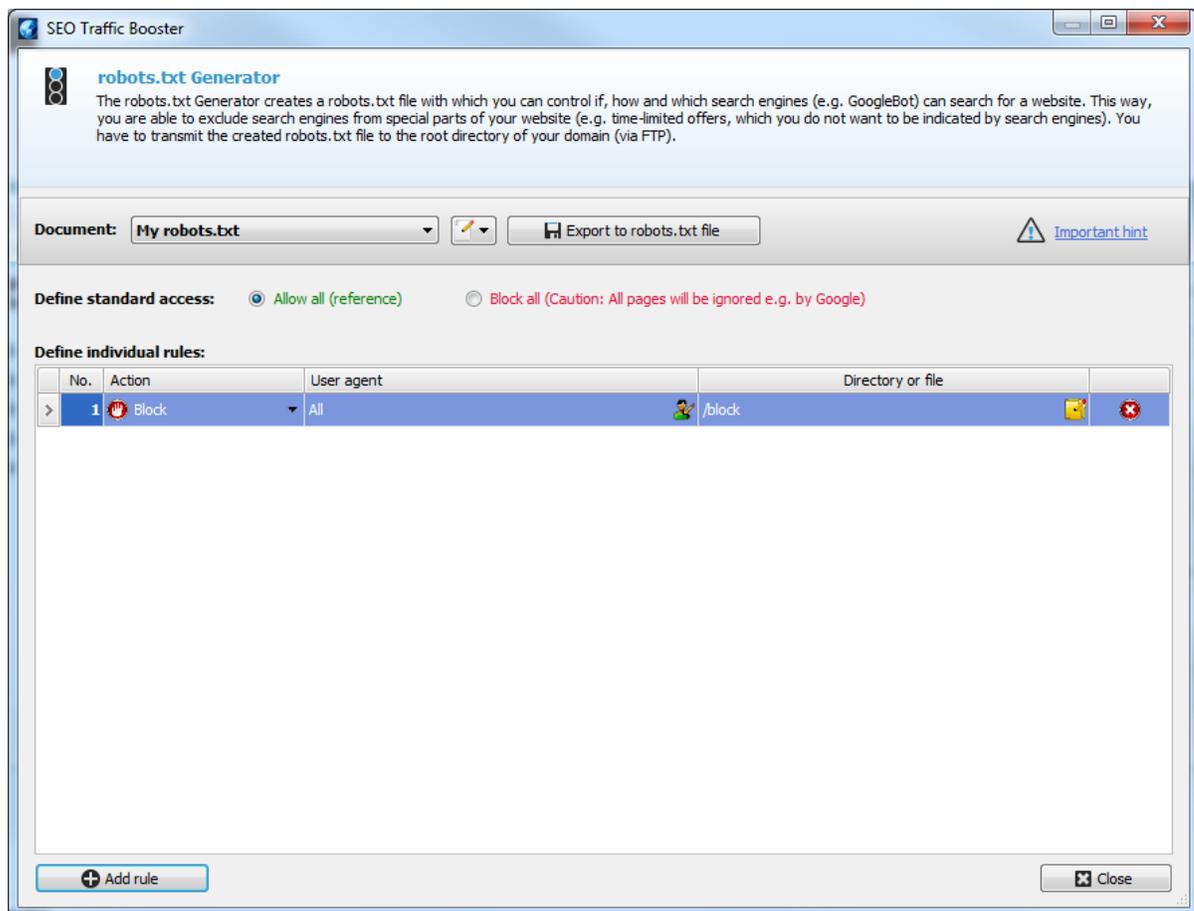
Please consider that this tool only serves as information and does not offer any opportunity for change.

If the age of your domain is classified as low, you should take it as an opportunity to expand other aspects of your website to get a higher ranking.

## 5.10 robots.txt Generator

The robots.txt generator creates a so-called robots.txt file with which you can manage if, how and from which search engines (e.g. GoogleBot) a website can be visited.

Thus, you have the option to exclude search engines from specific parts of your website (e.g. temporary special offers that should not be indexed). You have to transfer the created robots.txt file to the root directory of your domain (via FTP).

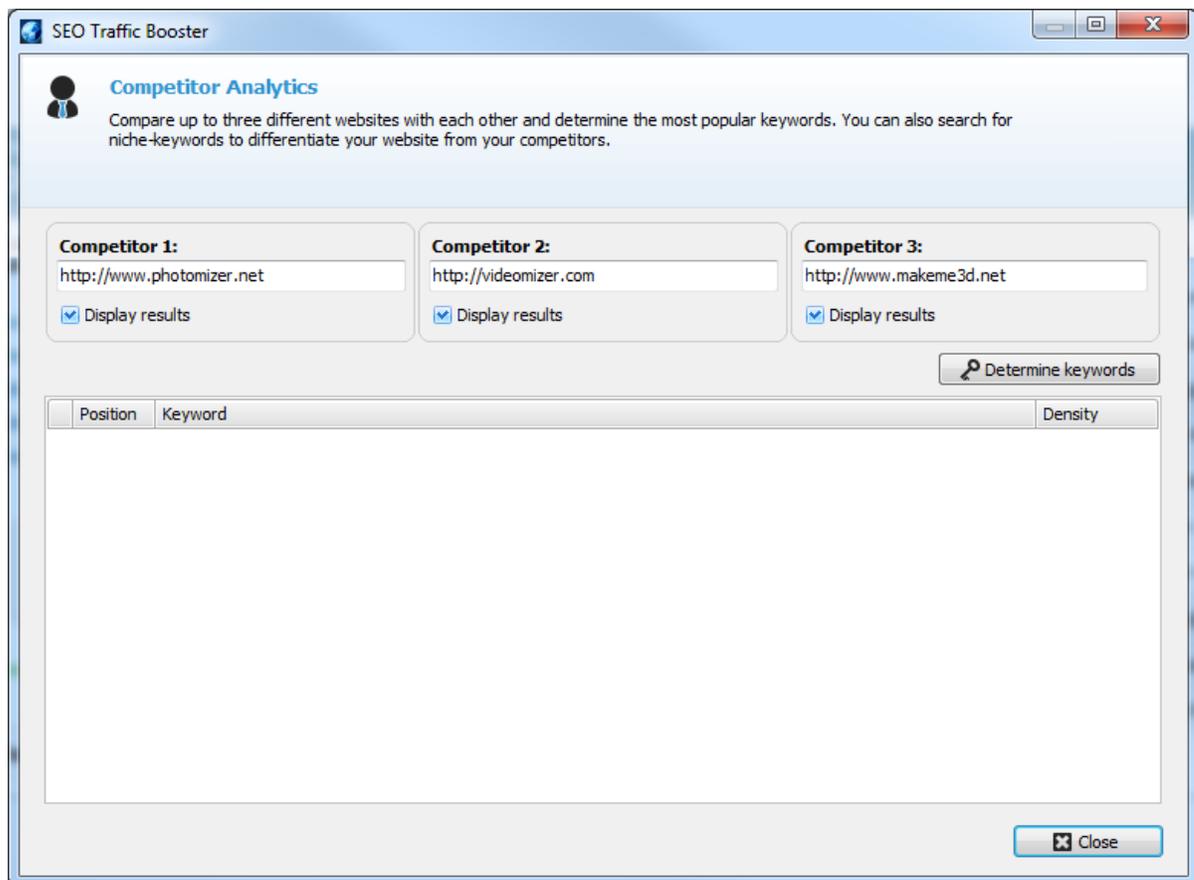


## 5.11 Competitor Analysis

Using this tool, you are able to have a look at the keywords of three potential competitors to get some hints on your own need of optimization.

Having a look at the keywords of three competitors can also be useful apart from the current website optimization. It helps to detect implemented optimizations and to react respectively. To do so, please click the button **Competitor analytics** and type in the URL of up to three competitors. Then click on **Determine keywords**.

After one moment, you will get a list with the detected keywords and the frequency to which they are listed on the webpage

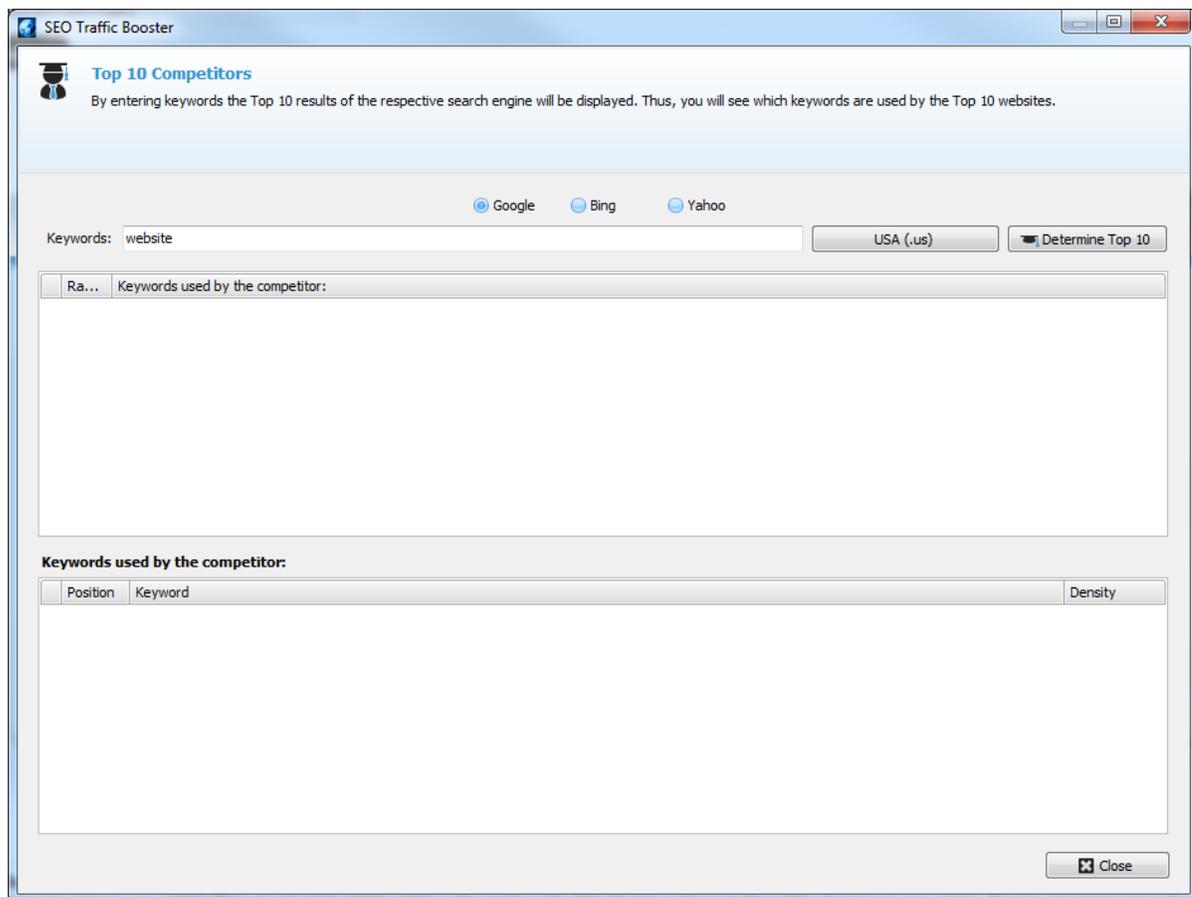


## 5.12 Top 10 competitors

If you are thinking about specific keywords for a current or future project, it can be helpful to check if these keywords are used by competitors and who your competitors are – even without concrete specifications. Please click on the respective button in the **Tools area** and type in one or more keywords.

Then select which search engine (Google, Yahoo! or Bing) you want to use for the request and click **Determine Top 10**.

Please consider that you can switch between the search engine versions of different countries, if it is required.

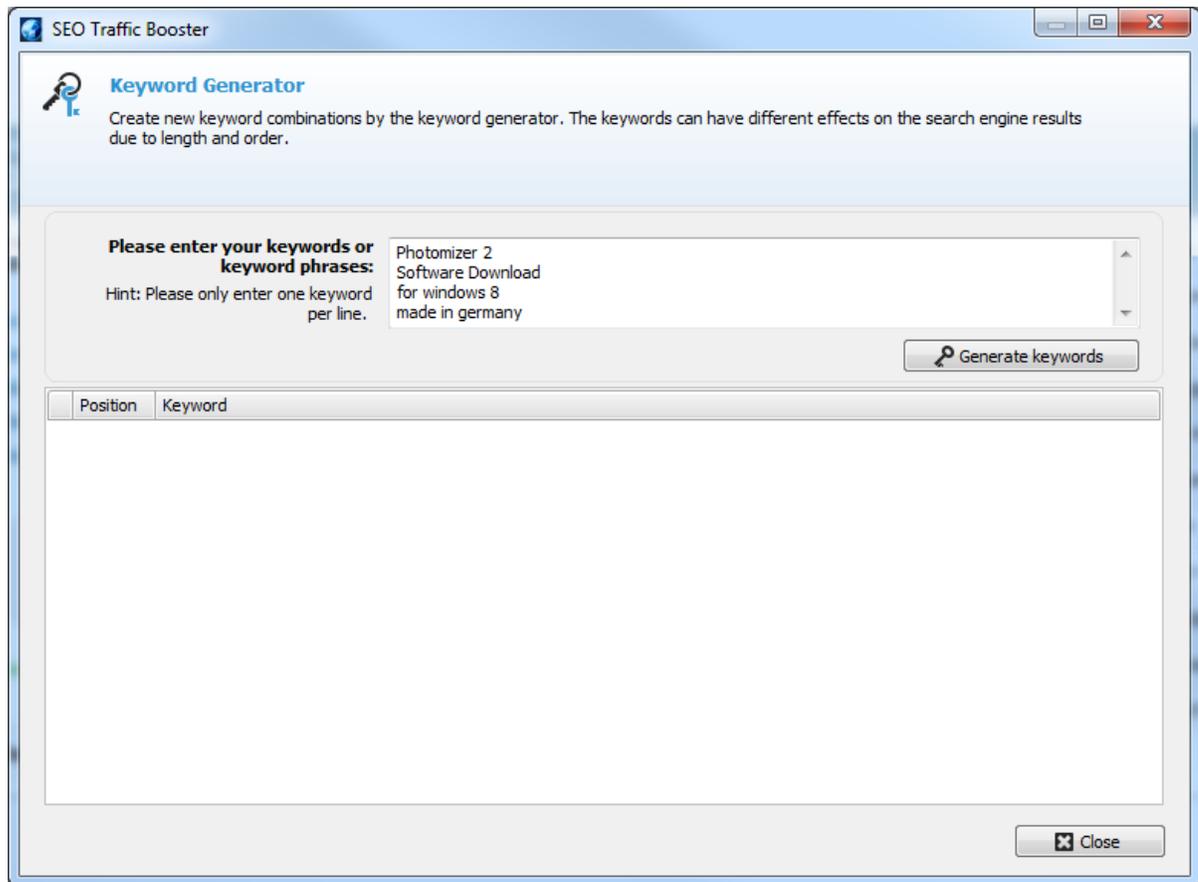


After one moment, you will get a list of competitors who use the specific keywords. If you click on another competitor, the specific keywords will be displayed automatically.

### 5.13 Keyword Generator

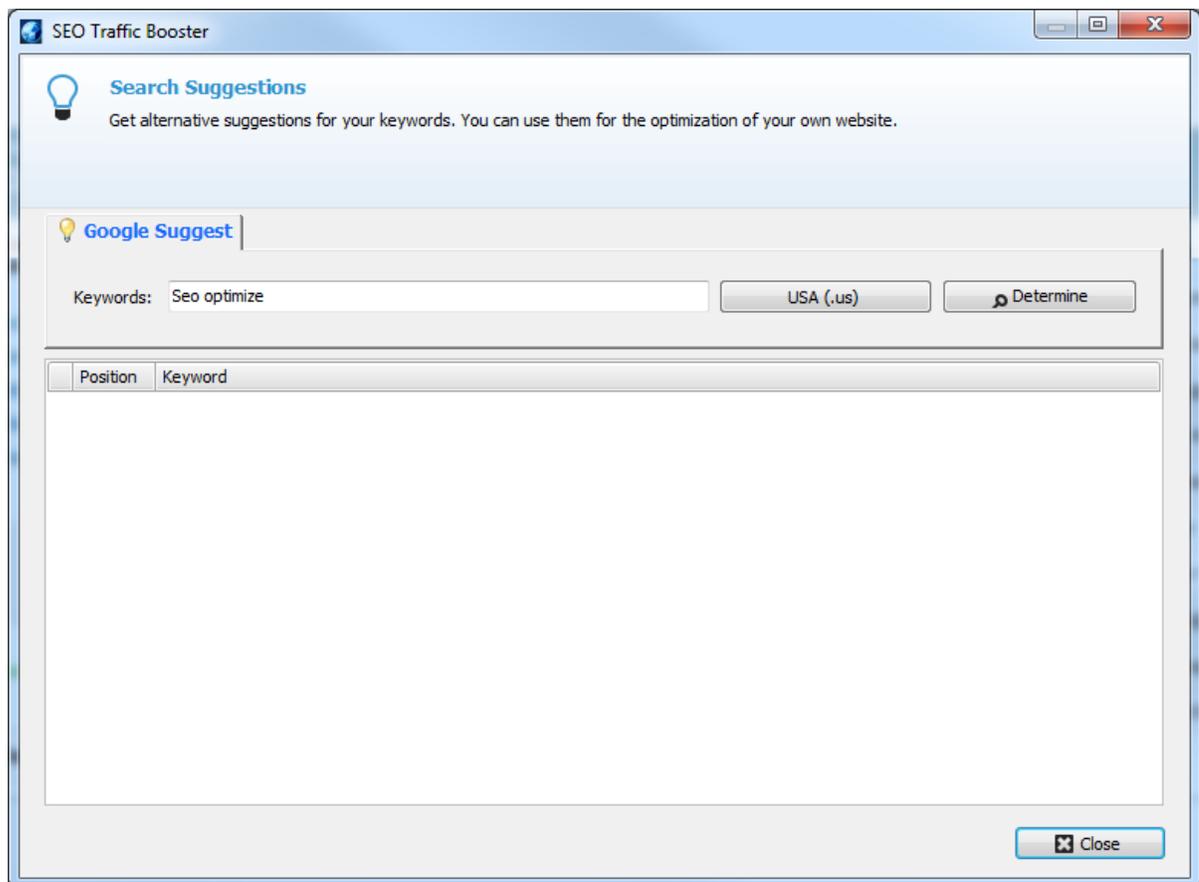
Using this tool, you can create combinations from several keywords, even those, which you do not think about in the first moment.

Type in the keywords or keyword phrase into the input field and click **Generate keywords**. A list will then present to you the different combinations. You can select the keywords which are useful to you and save them for use in later projects.



## 5.14 Search Suggestions

This tool has access to both services by Google, Google Suggest and Google SK Tool. Using them, keywords can be generated from real search requests.



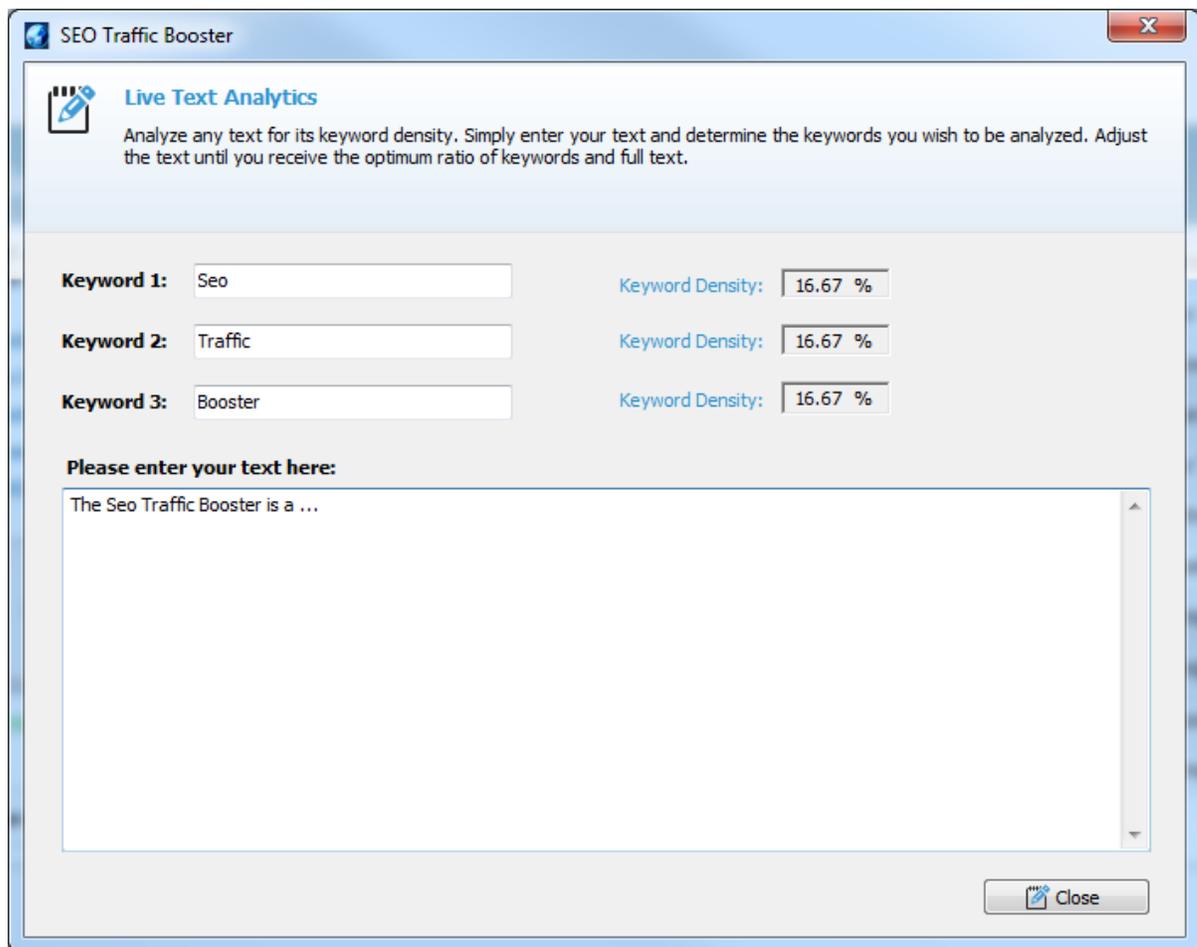
## 5.15 Live Text Analysis

If you want to analyze texts for their keyword density even apart from a special project, you can use the Live Text Analysis.

Analyze any text for the keywords you have entered in the previous step and get the respective keyword density in per cent and in real time.

The values are measured after your selected settings. A keyword density of 2% to 4% can be regarded as a benchmark.

The keyword density is determined by entering the respective text into the text field and selecting the keywords on which the text shall be analyzed by using the keyword input field.



## 5.16 Partner Research

This tool helps to find partners for link exchange by using keywords which are relevant for your website.

You can enter special link partners by your own or let SEO Traffic Booster implement an extensive link partner research.

**SEO Traffic Booster**

### Add Link Partner

Browse for websites for a Link Partnership by using the respective keywords. Please mind the reliability of potential partners. Websites with illegal or dubious content should be avoided for a successful link building.

**Please choose a method for browsing the internet for Link Partners:**

- Find registration forms for links  
Find also registration forms and web catalogues with and without need of backlinks ...
- Find blogs which thematically match with the content of your website

**Considered keywords:**

**Settings:**

Maximum number of regarded websites:  Country/language:

Stop browsing after reaching the following number of results:

## 5.17 Boost Time

The boost time is, of course, an important criterion for the comfortable use of a website and contributes to make your website more user and customer friendly. Even in times of DSL and VDSL, visitors of your website do not want to wait 20 seconds until the website has loaded. Thus, it is not a surprise that Google considers the boost time of a website in its ranking. A website with a short boost time will get a higher ranking than one with a long boost time.

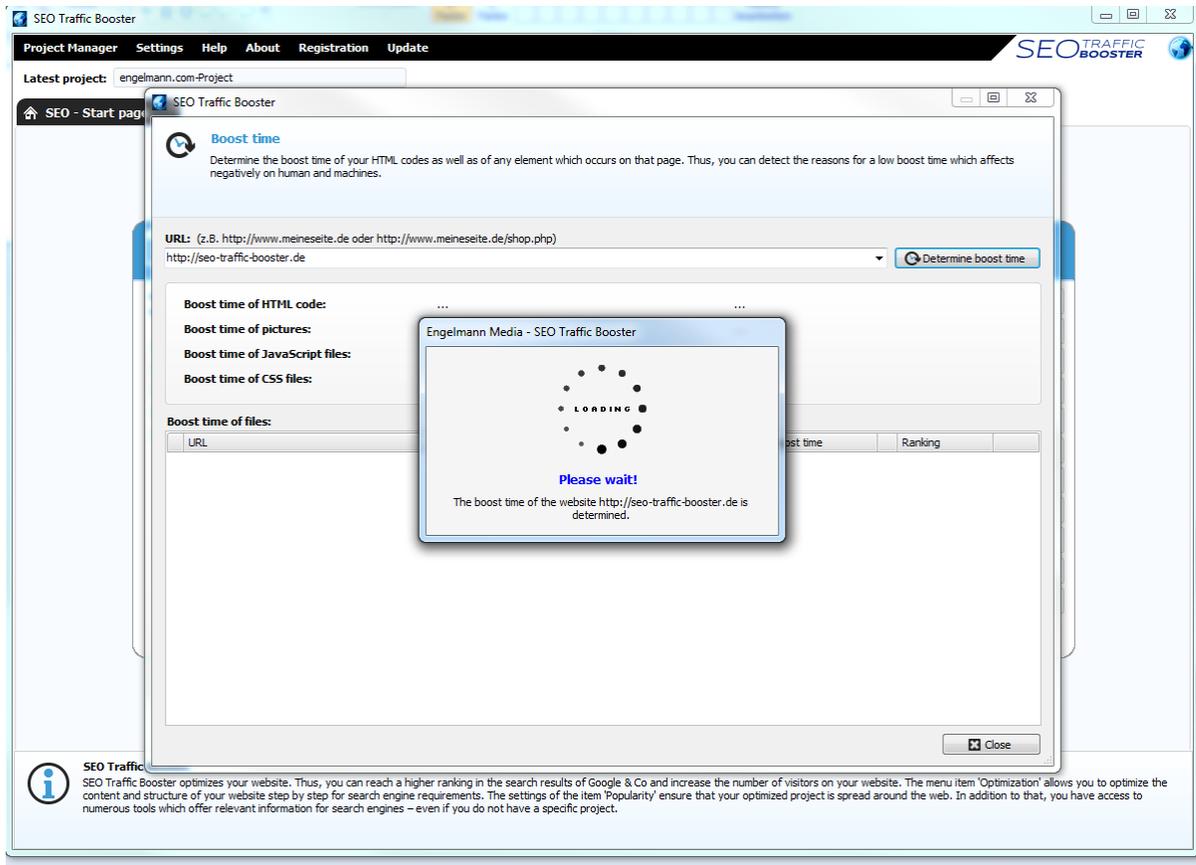
To determine the boost time of a website, please click on the button **Boost Time** in the **Tools area**.

After this, type in the URL of the website you want to be analyzed in the input field of the window which opens and click **Determine boost time**.

**Hint:**

Please consider that this request can take some time, depending on the size of the website and its complexity.

In the final list, you can see the boost time of the HTML part as well as all elements of the website with the exact link, type of data, size and the respective boost time.



Moreover, you will get an evaluation and - by clicking the symbol on the right side – the respective file will be displayed in your browser.

You can also sort the result after the relevant points by clicking the table head.

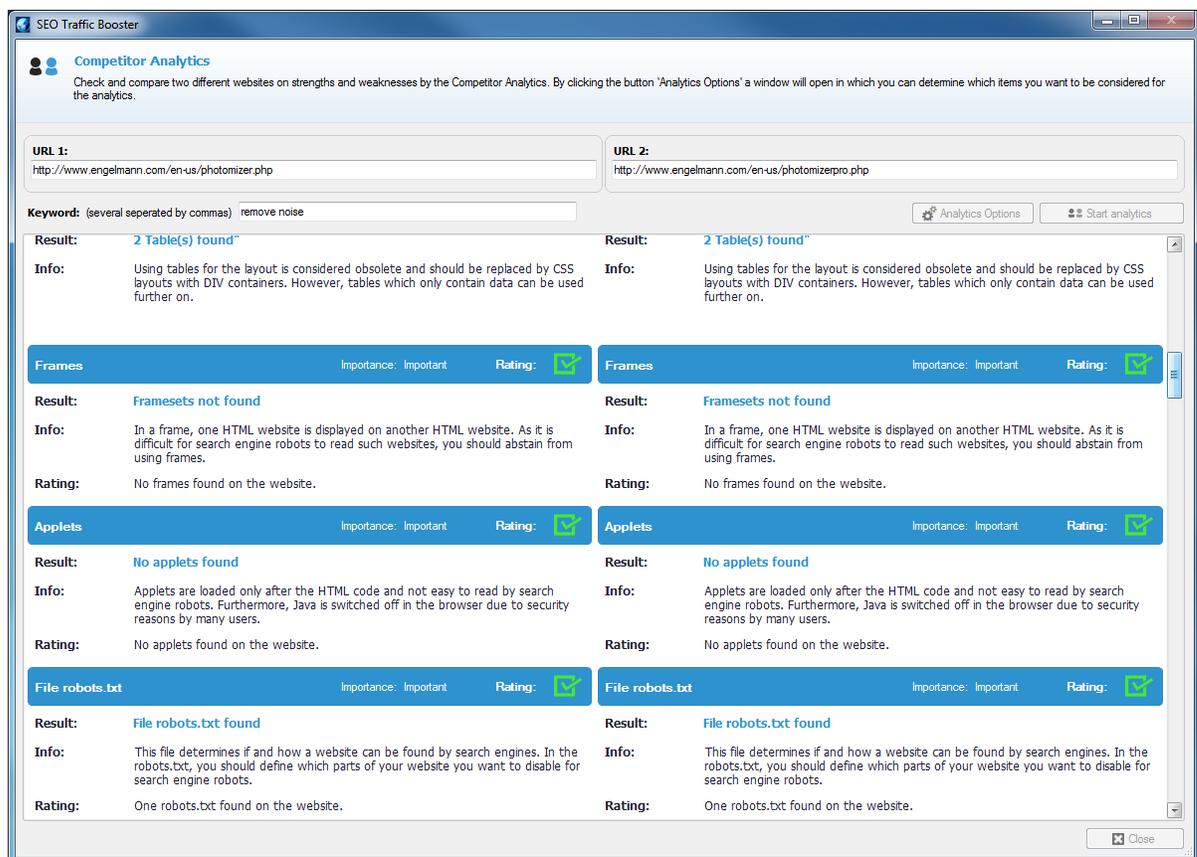
From the presented results, you can derive hints for the optimization. You can see that the size of a file does not necessarily mean that this file has a longer boost time.

It rather is that specific types of files, e.g. those which are necessary for the display of a website's structure, are loaded first by the browser. An easy option to reduce the file size is, for instance, to mind scaling for displaying the graphics in the desired size.

Furthermore, it can be useful to compress images. For JPG files, there will not be a visible difference between 10% to 15% compression, but it will reduce the file size a lot. Try some alternatives on your own and request the boost time anew to check your results.

## 5.18 Competitor Analysis

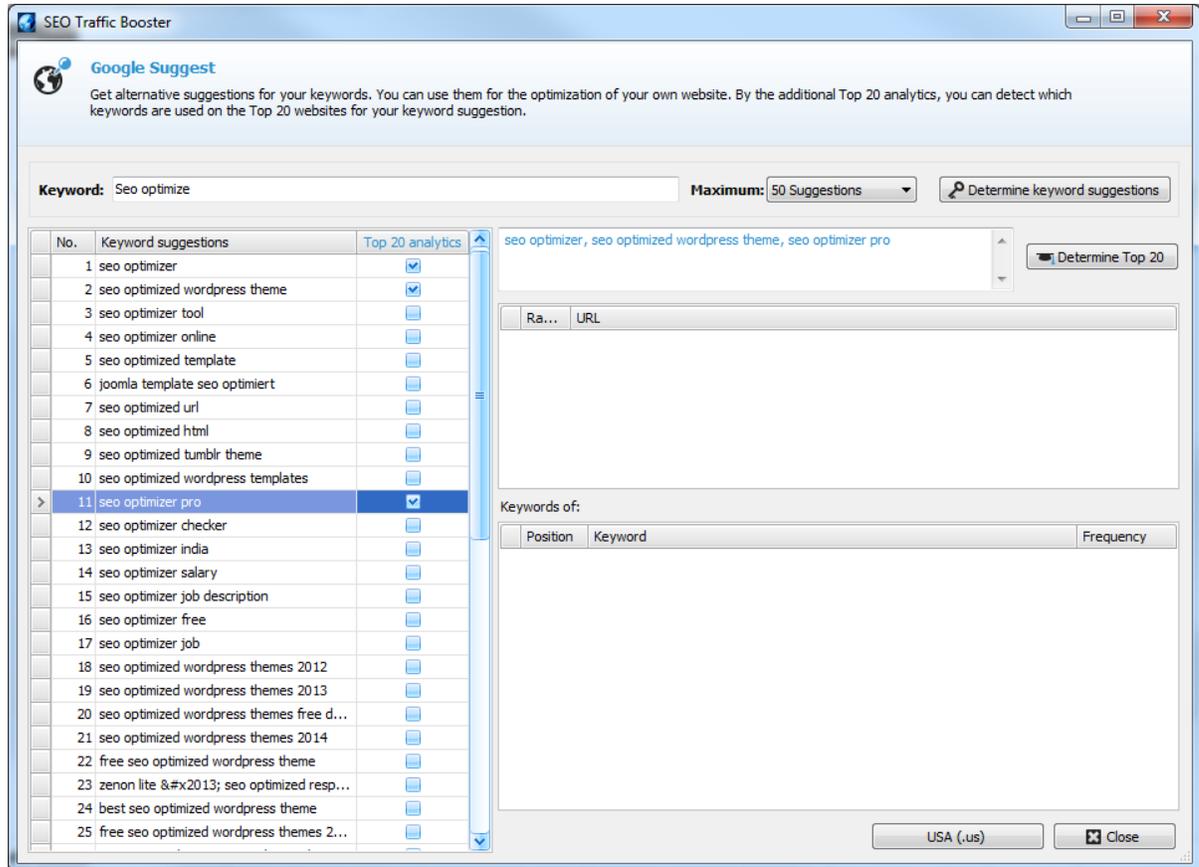
With the competitor analysis you can check and compare two websites on strengths and weaknesses. By clicking the button **Analysis options**, a window will open in which you can select which parts you want to be analyzed.



## 5.19 Google Suggest

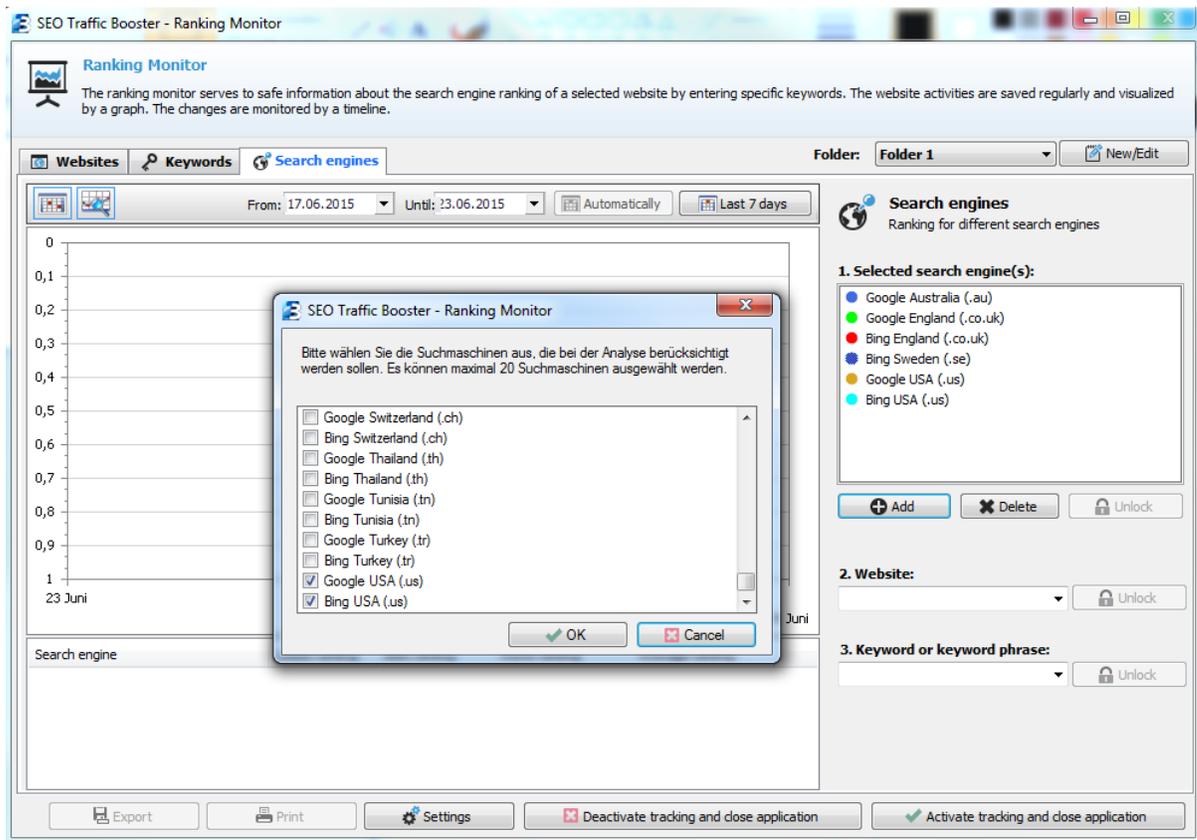
Get alternative suggestions for your entered keywords which you can use for the optimization of your own website. By an additional Top 20 analysis, you can determine

which keywords are used on the Top 20 websites on the basis of your keyword suggestion.



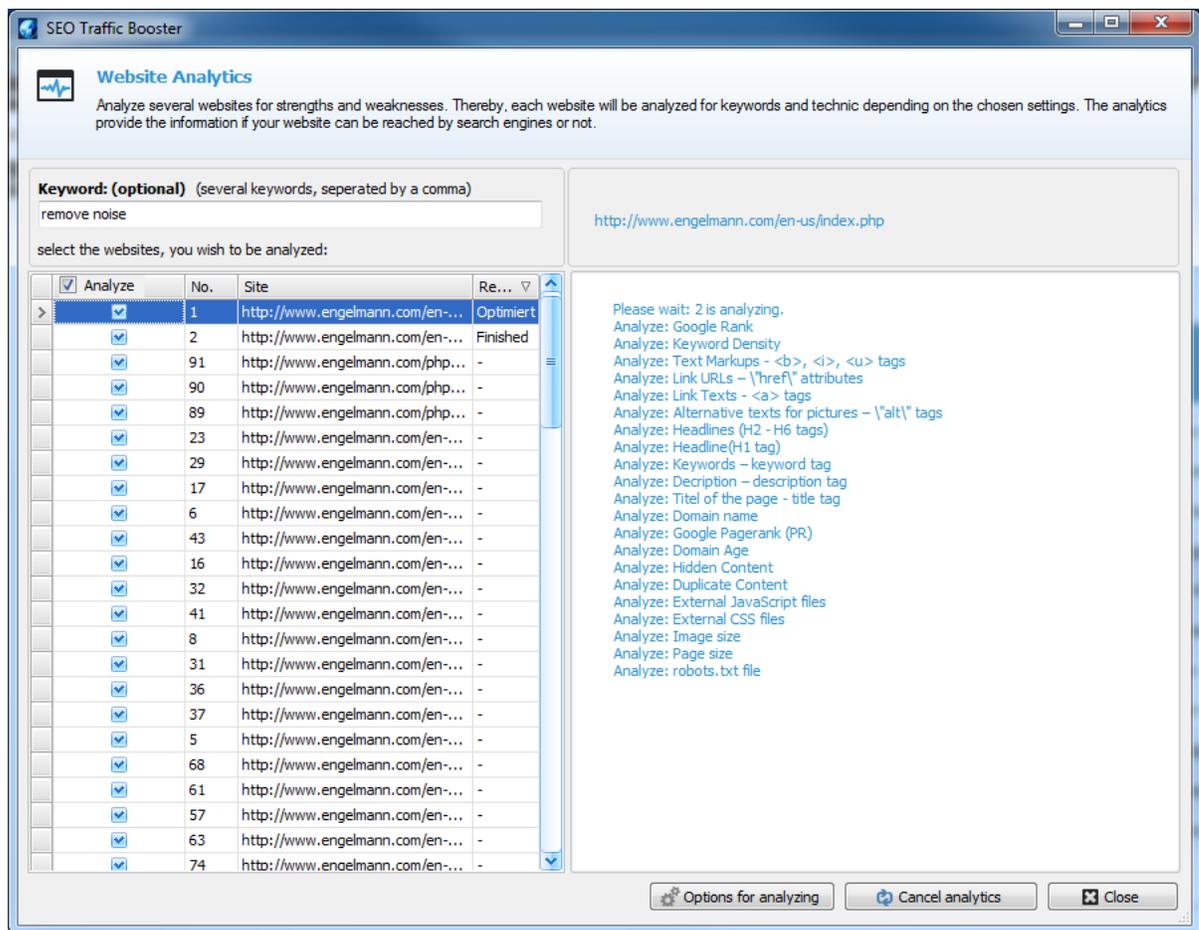
## 5.20 Ranking Monitor

The ranking monitor serves to gather all information on the positioning of selected websites in the relevant search engines by entering the desired keywords. Changes will be saved regularly and displayed by visual graphics. You can follow the changes by a look at the time line.



## 5.21 Website Analysis

Analyze several websites automatically on strengths and weaknesses. Thereby, a keyword and technical analysis will be conducted, depending on the selected settings. The analyses show if your website can be well accessed by search engines or not.

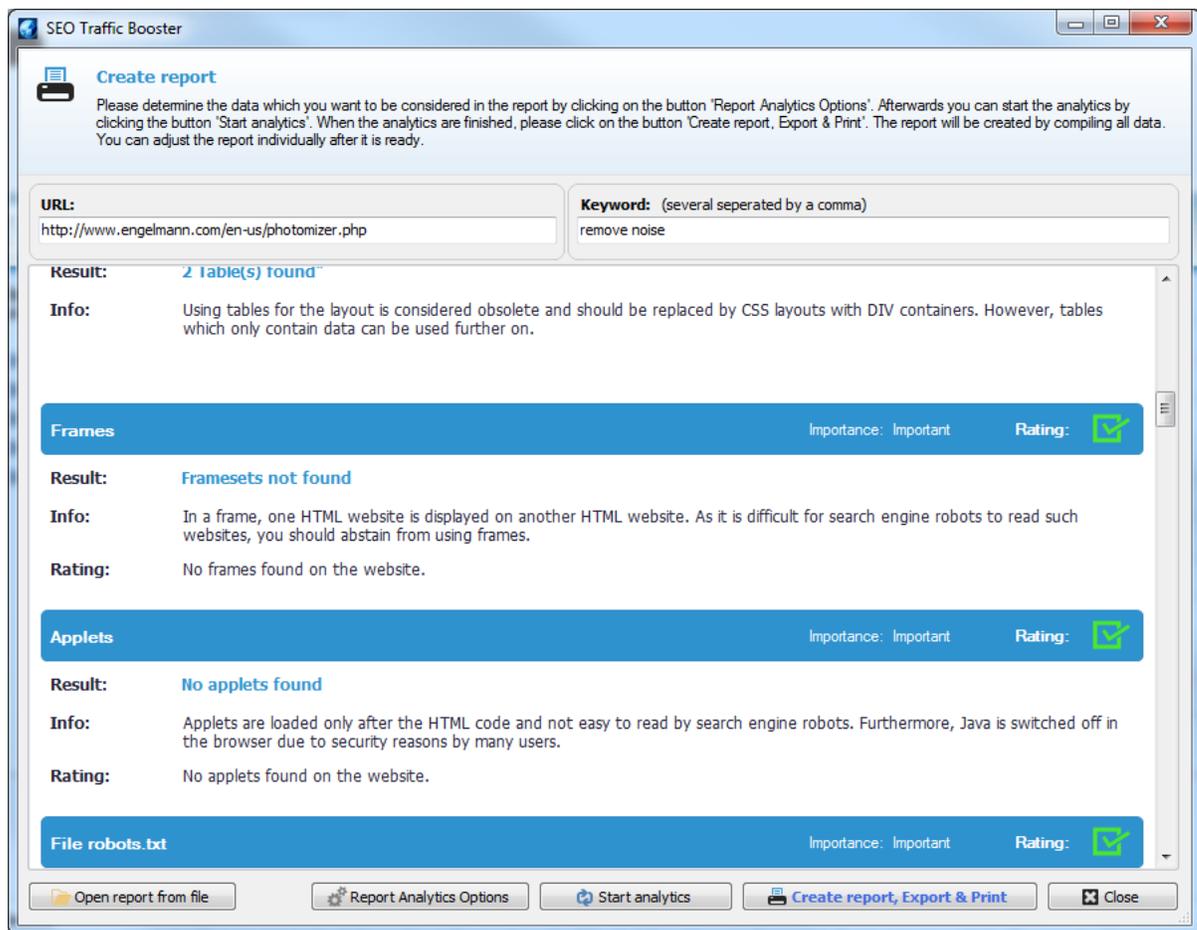


## 5.22 Report Designer

By using the report designer, you can create extensive reports, adaptable to your needs.

To create a report, please click **Report Designer** in the **Tools area**.

Select the data you want to be considered in the report by clicking **Report Analytics Options**. Then start the analysis by clicking the button **Start Analysis**.



After this, please click the button **Create report, Export & Print**. The report will be created after a compilation of all data. You can then adapt the report to your needs.

The screenshot displays the 'SEO Traffic Booster - Report-Designer' application window. The main content area shows a report with three items:

- Internal CSS definition** (Importance: Important, Rating: )
  - Result:** No internal CSS definition found
  - Info:** CSS statements should be completely saved in an external file to reduce the size of the HTML.
  - Rating:** No internal CSS definitons found.
- Language Entry - Content Language Tag** (Importance: Important, Rating: )
  - Result:** Content Language Tag exists: en
  - Info:** The Content Language Tag gives information about the language which is used on a website. This tag is especially important, if you use a lot of foreign words in your texts or if your website is multilingual.
  - Rating:** Content Language Tag found for the website
- Character Encoding** (Importance: Less important, Rating: )
  - Result:** text/html;charset=utf-8
  - Info:** The character encoding contains different kinds of encodings with different ages. It is recommended to use a popular and up-to-date encoding, e.g. UTF-8 for Unicode characters.

The right-hand sidebar contains several settings panels:

- Colors & Fonts:** Selected template: Template blue (Open)
- Logo (max. 300x100 pixels):** Show ; Selected logo: SEO Traffic-Booster (Open)
- Sender:** Show ; Selected sender: (Open)
- Recipient:** Show ; Selected recipient: (Open)
- Texts & Others:** Tip: Click on the texts of a report to edit them. Other options (gear icon)

The status bar at the bottom indicates 'Page 3 of 13' and '100%' zoom.