

Seolize



Short Guide on SEO and how to use Seolize

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v 2.2

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INTRODUCTION

Seolize has been designed to help everybody be it the beginner or expert, Website administrator, Website Analyst or Website SEO Expert to enhance the website and get better rankings for the search engines. It can analyze the website pages and find out which parts of the website need to be tweaked in order to rank higher in search results.

This guide is aimed at helping you get started with Seolize and help you boost the SEO for your website. It is aimed at for both the SEO Expert and beginner. It does assume that you have very basic understanding of html. Html stands for Hyper Text Markup Language and is the language used to build up websites. If not please visit the following [article](#).

SEO stands for Search Engine Optimization and with it you will boost your website content to rank better in Search Engine results, mostly Google and Bing. Search Engine Optimization does not involve cheating but it checks that your website is optimal for the users to visit it, they understand it and its content is relevant for the topic that is being transmitted.

Seolize does not make any changes to your website but it will display information gathered from your website in a different manner making it easier for you to identify any pitfalls. A good thing to note is that sometimes SEO gets better with experimenting and no topic is the same. It depends on the other sites referring to the same topic. SEO should be an ongoing work and effects are not immediately shown since search engine bots traverse the sites at different times.

INSTALLATION

Seolize can be installed on any Microsoft Windows OS version starting from Windows XP, Vista, 7, 8/8.1, 10 or Windows Server 2003, 2008, 2008 R2, 2012, 2012 R2. Microsoft .NET Framework v4.0 Client Profile is required to be installed and can be downloaded from <http://www.microsoft.com/net>.

If you are unsure if this is already installed or not the setup will prompt you if it is a requirement and open the website for you to download this component from Microsoft.

Hardware Requirements:

- 1 (GHz) or faster 32-bit (x86) or 64-bit (x64) processor
- 512 MB RAM or more
- 35 MB available hard disk space

To complete the installation please follow the setup and press Finish to finalize the installation. Once done you can open Seolize from the start menu.

Seolize uses Microsoft Internet Explorer to traverse and display the web pages. It is always advised to have installed the latest version of the browser installed.

GETTING STARTED

The Seolize main window is shown below. It consists of a ribbon toolbar at the top, the page list on the left hand side and the results and page view on the right hand side. To start analyzing a website the address has to be entered in the URL field and the *Start* button clicked.

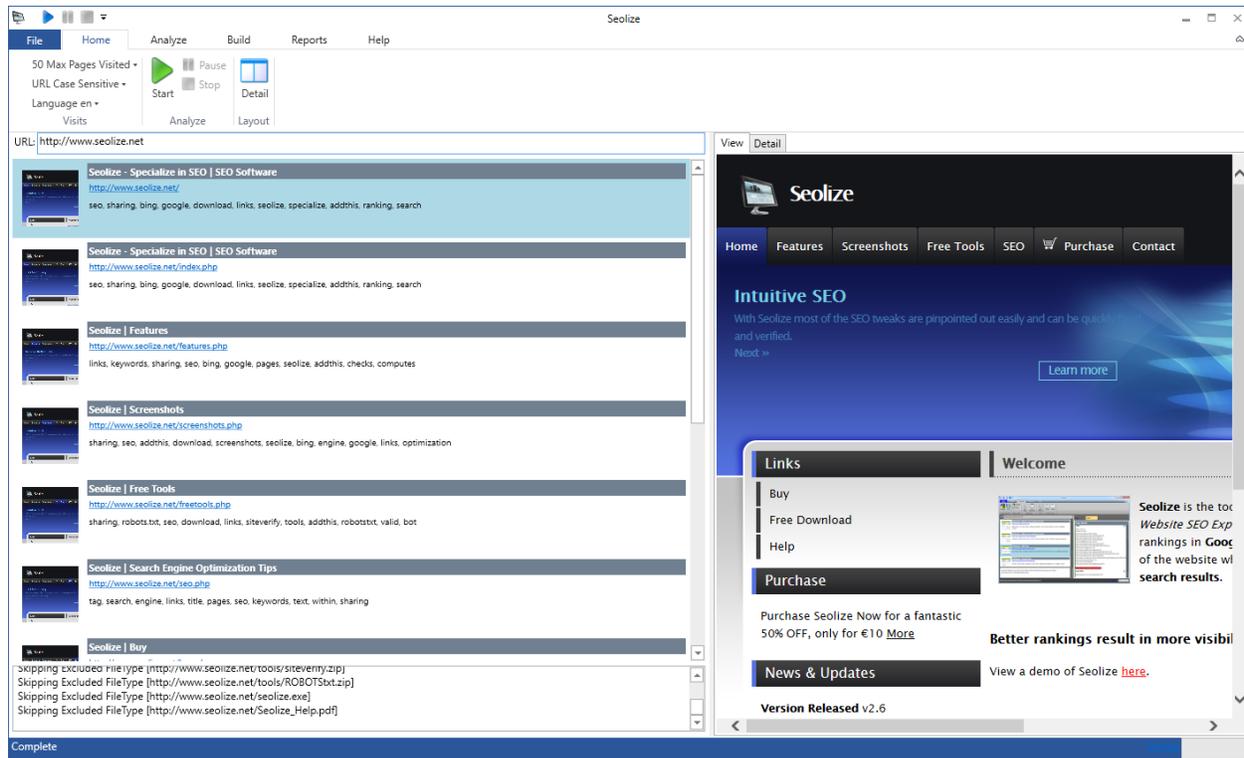


FIGURE 1 SEOLIZE MAIN WINDOW

Prior starting the analysis check that the maximum number of pages visited is correct and also ensure the Language is set to the correct language. It is suggested to use a case sensitive URL for traversal.

When the Start button is clicked Seolize will start traversing the Website pages and data from them is collected and shown in the page list. A small thumbnail of the page is displayed, together with the title and top keywords from that page. It is important to start taking note of the keywords that represent each page. These keywords should be on the same topic yet they should be different as each page describes a particular aspect.

On the right hand side one can observe the actual website in a browser and in the Details tab various data collected from the selected page is displayed.

The data collected is divided into 5 groups:

- Page
- Keywords
- Links

- Page Meta
- Images

The page section displays general information on the actual page, such as the title and page size and page load time.

Steps to consider for this is to ensure that the title is valid and describes the page as much as possible, it contains keywords valid to the site content and the load time is adequate. Valid load times are less than 30seconds.

The keywords section lists all the keywords found within the page, together with the count of word. It is essential that the words which you want to target are found at the top. Also notice the low end keywords and determine if they are correct.

Links – this section will display all outward links that are found within the page. It is important that a page has outward links.

Page meta on the other hand describes any meta information found within the page. Meta keywords are the keywords you want to tell search engines to use. Although this is not the case and search engines actually use the textual content visible to the end user the weight found in the meta tags is also used so they are important as well.

Images shows the images found on the page together with the alt/title attribute. It is important that important images have these attributes. Search engine bots use these attributes to rank the images and boost the content found on the page.

ANALYZING DATA

Once that all pages have been visited it is time to analyze some of the results. This can be done using the Analyze ribbon.

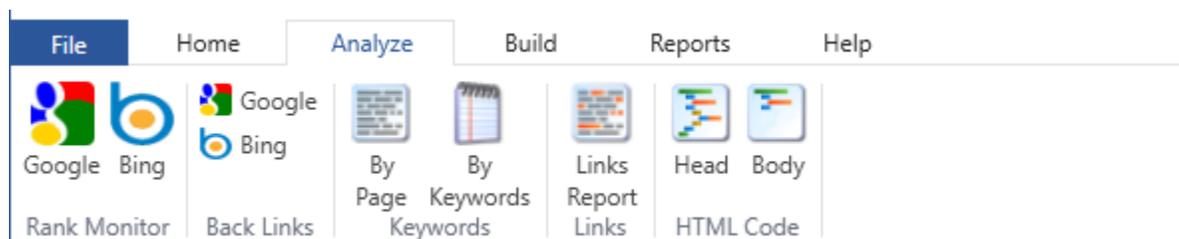


FIGURE 2 ANALYZE RIBBON

The Rank Monitor is used to search for a specific search phrase and check where the location where this would be listed in the search results (SERP). Always target keywords that users would search for and do not target keywords that only you understand.

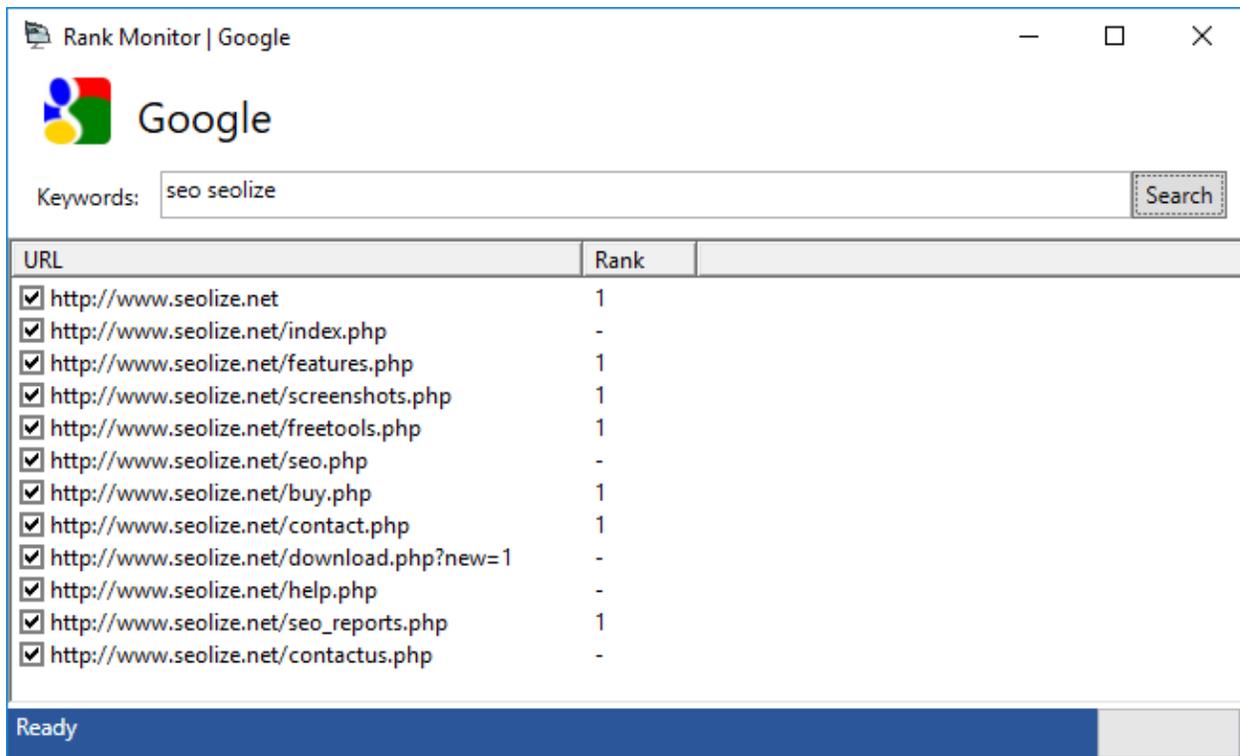


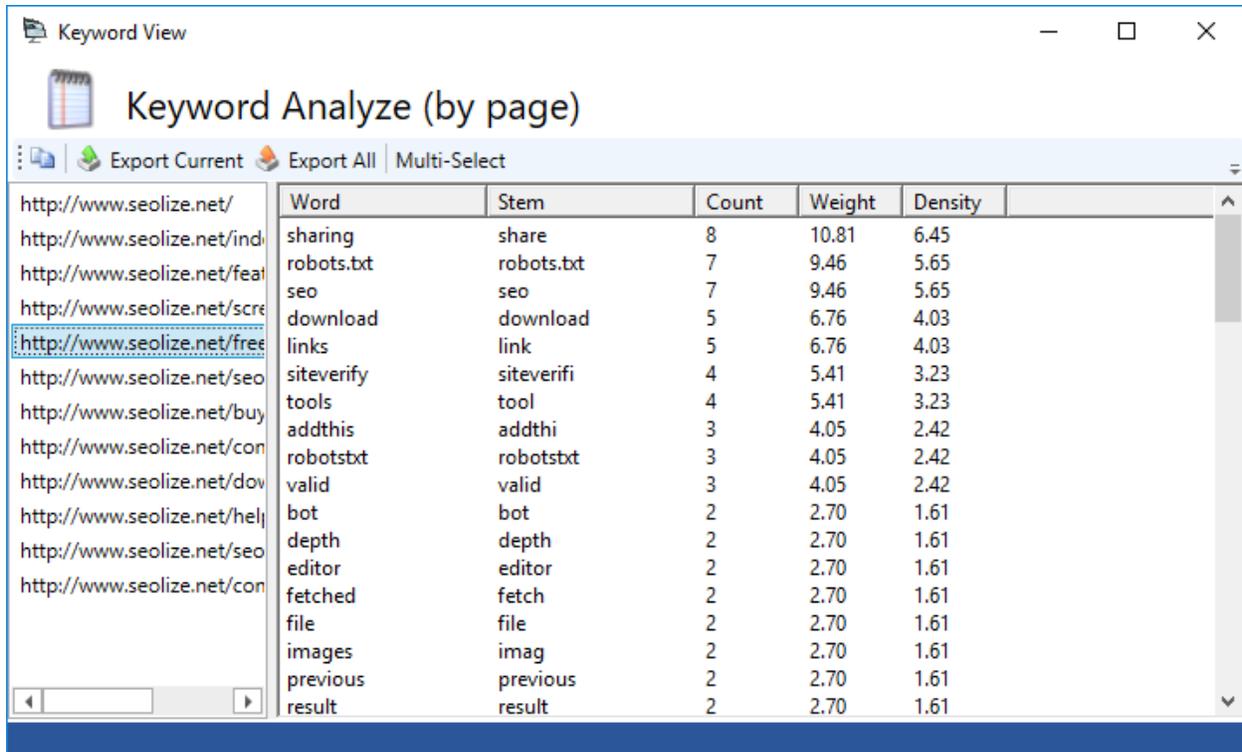
FIGURE 3 RANK MONITOR (GOOGLE)

In the backlinks section it is possible to detect sites that link back to your website. This is good for you to understand who is actually referring to your website. It is important to visit such pages, check what they are saying and look at the keywords targeted in that particular page. It might be even worth analyzing that page and checking the top keywords. All these elements help in identifying how the search engine bots look at your website.

In the Keywords section two options are available.

◇ **By Page**

This report will list all visited pages and the words found on each page. Each word has also the Stem, Count, Weight and Density.



URL	Word	Stem	Count	Weight	Density
http://www.seolize.net/	sharing	share	8	10.81	6.45
http://www.seolize.net/ind	robots.txt	robots.txt	7	9.46	5.65
http://www.seolize.net/feat	seo	seo	7	9.46	5.65
http://www.seolize.net/scre	download	download	5	6.76	4.03
http://www.seolize.net/free	links	link	5	6.76	4.03
http://www.seolize.net/seo	siteverify	siteverifi	4	5.41	3.23
http://www.seolize.net/buy	tools	tool	4	5.41	3.23
http://www.seolize.net/con	addthis	addthi	3	4.05	2.42
http://www.seolize.net/con	robots.txt	robots.txt	3	4.05	2.42
http://www.seolize.net/dow	valid	valid	3	4.05	2.42
http://www.seolize.net/hel	bot	bot	2	2.70	1.61
http://www.seolize.net/seo	depth	depth	2	2.70	1.61
http://www.seolize.net/seo	editor	editor	2	2.70	1.61
http://www.seolize.net/con	fetched	fetch	2	2.70	1.61
	file	file	2	2.70	1.61
	images	imag	2	2.70	1.61
	previous	previous	2	2.70	1.61
	result	result	2	2.70	1.61

FIGURE 4 KEYWORDS ANALYZE BY PAGE

The stem is an abbreviation of a particular word, and this is useful as it can group words similar words together. The count is the number of occurrences of that particular word in a page. The weight is the importance of that particular term while the density is the ratio of occurrence of the term in respect of other terms.

◇ By Word

Word	URL	Count	Weight	Density
google	http://www.seolize.net/	5	8.62	4.59
google	http://www.seolize.net/index.php	5	8.62	4.59
google	http://www.seolize.net/features.php	4	5.00	2.48
google	http://www.seolize.net/screenshots.php	2	5.88	3.17
google	http://www.seolize.net/freetools.php	1	1.35	0.81
google	http://www.seolize.net/seo.php	3	1.71	0.78
google	http://www.seolize.net/buy.php	2	4.88	2.67
google	http://www.seolize.net/contact.php	2	5.26	2.86
google	http://www.seolize.net/download.php?new...	2	5.88	3.03
google	http://www.seolize.net/help.php	2	1.79	0.78
google	http://www.seolize.net/seo_reports.php	2	5.13	2.27
google	http://www.seolize.net/contactus.php	2	5.26	2.86

FIGURE 5 KEYWORDS ANALYZE BY WORD

It is also possible to view keywords and their occurrence in different pages as shown above in the Keywords Analyze by word report.

RESULTS

The build ribbon (shown below) is used to construct information. There are various data that can be constructed and then consumed.

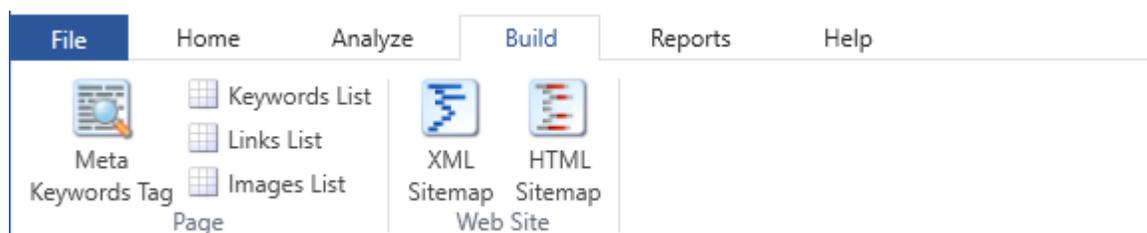


FIGURE 6 BUILD RIBBON

Meta Keywords Tag – If your website does not have a meta keywords tag it is possible to generate one based on the top keywords. If on the other hand your website has a meta tag it is good to use it as a comparison to see what keywords should be added or removed.

Keywords List – This is the list of keywords found within your page

Links List – This is the list of links found within your page.

Images List – this is the list of images found within your page.

The above are all functions which act on a single page. The following functions act on the website as a whole.

Build XML Sitemap

This is particularly useful to submit to search engine webmaster tools. The XML sitemap is an XML file with links to all the pages traversed.

Build HTML Sitemap

Use this sitemap to add it to your website, to make all your pages easier to traverse and locate. Some html styling might be required to make it fit your website. Sitemaps can help users who know what they want but need an index to find it quickly.

USEFUL TIPS

Here are some useful tips to consider when analyzing your website.

MISSING KEYWORDS

If you notice that some keywords are missing instead of adding them to existing pages it might be suggested to create a new page from start.

STRONG AND ITALIC WORDS

Italic and Strong words (html tags <i>, , and) give strong weight to the terms.

LINKS

Always make sure that your pages have sufficient links inside them. A good website is one which is linked in different ways, not only from a menu but also from within the text. Also note that words used in between the anchor <a> tags are very important phrases and should be indicative of what the resultant page speaks about.

UNIQUENESS

Make sure that each page is unique. Do not copy text from another page nor from another page on the www. Make sure that the title tag, meta tags and other page descriptive tags are unique.

REPORTS

It is possible to generate reports which can be sent out to partners or other persons interested in the website SEO. These reports are available in the Reports ribbon.

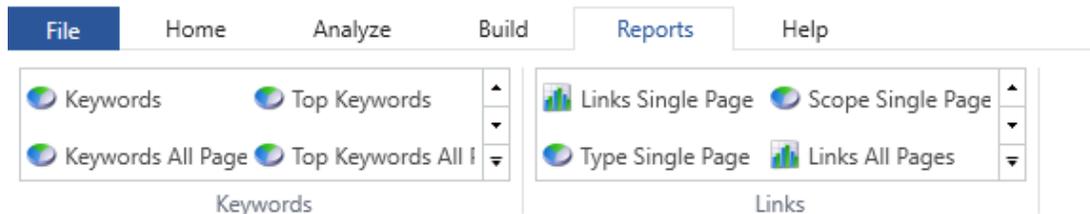


FIGURE 7 REPORTS RIBBON

The following table lists all of the available reports together with the description of each report.

Report Name	Type	Description
Keywords	Pie	Lists keywords and their counts inside a particular page
Keywords all Pages	Pie	Lists keywords and their counts inside all pages.
Links single page	Bar	Lists the links found in a single page.
Type single page	Pie	Lists the link type (mailto, html etc.) found in a single page.
Scope single page	Pie	Displays a pie chart indicating the percentage of internal and external links
Links all pages	Bar	Lists the links found in all the pages.
Type all pages	Pie	Lists the link type (mailto, html etc.) found in all the pages.
Scope all pages	Pie	Displays a pie chart indicating the percentage of internal and external links found in all the pages.

EXPORTING RESULTS

Exporting results is possible. There are various ways how to export data. The keywords list allows you to export all keywords found within a page to a csv file. Similarly the Links Report can be exported to a csv file which will enumerate all links found within a particular page.

Export of the whole results as a separate file is available from the File ... Report Menu. Use this function to export all the results of a particular page.

PURCHASE

To Purchase Seolize please visit <http://www.seolize.net/buy.php>

A unique license key will be sent to you which will unlock the whole program functionality (without need to reinstall), including free updates for 5 years.

SUPPORT

If you have any suggestions or queries on Seolize please contact us on

<http://www.seolize.net/contact.php>

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