

5 TOOLS FOR A COMPLETE MARKETING WORKFLOW

FROM ALEXA

INTRODUCTION

Marketers use countless tools to help them get their job done. But what if your most crucial tools could be found and used all in one place?

Alexa's Marketing Stack delivers a full range of SEO-related products to help you make better decisions, prove your results, and discover new opportunities to improve your website traffic.

This ebook is your guide to discovering how Alexa's tools can help streamline your workflow and grow your business.



KEYWORD DIFFICULTY TOOL

BENEFITS:

- ✓ Know what keywords you can rank for
- ✓ Save time finding keywords
- ✓ Choose better keywords
- ✓ Improve your chances of ranking
- ✓ Grow your organic traffic

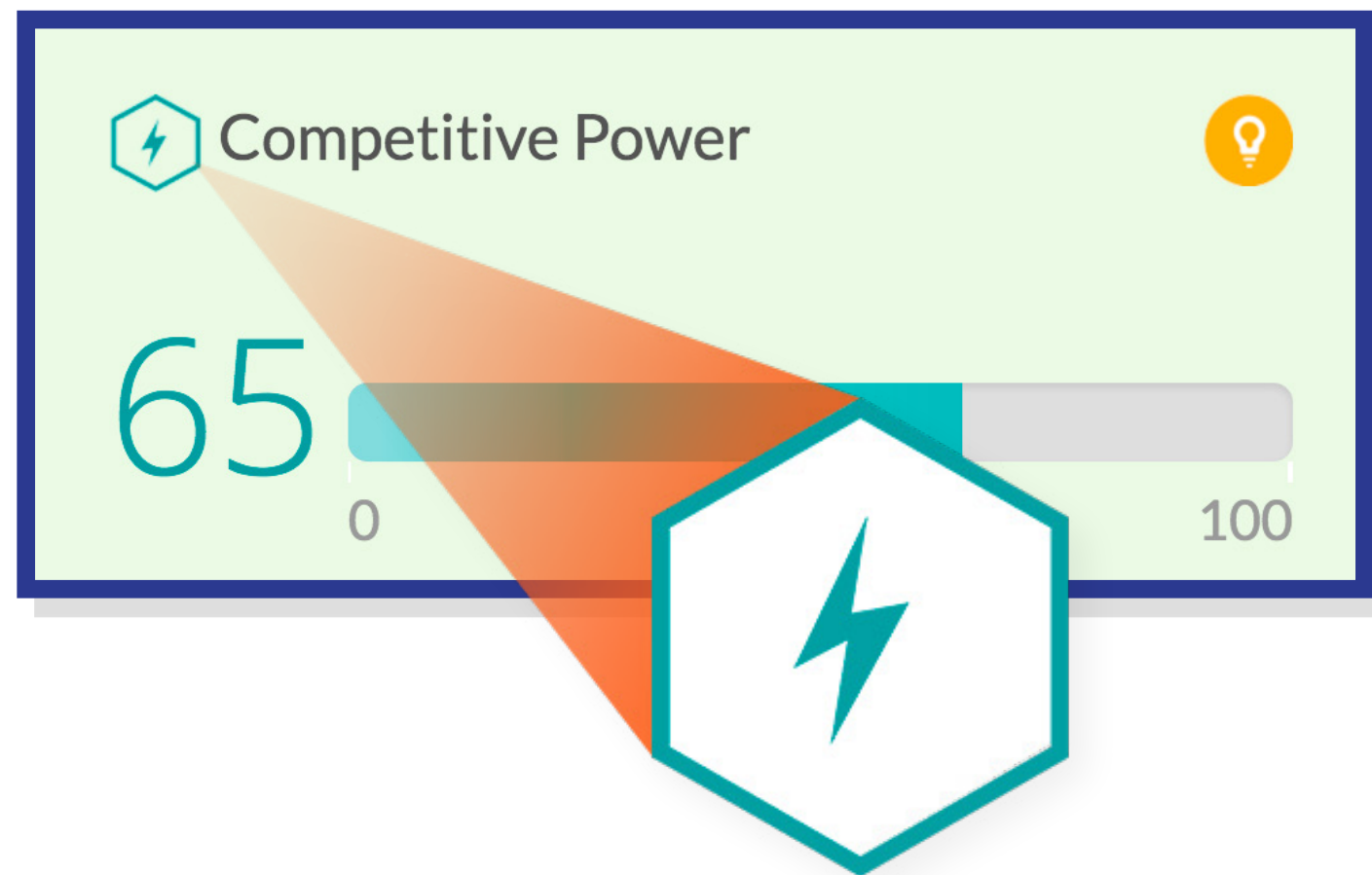
Alexa's Keyword Difficulty tool is the optimal place to discover the most relevant keywords for your website, based on your unique ability to rank in search. We take your Competitive Power—a metric that benchmarks the level of keyword competition your site can target—and serve you highly relevant terms that you're most likely to rank for. With multiple ways to search and a handful of important filters, you'll never have to click through pages and pages of "maybe" keywords again.

THE SHORT-AND-SWEET:

We give your site a score—Competitive Power. You use that score as a benchmark to discover the best, easy-to-rank keywords for your site. Then you create killer content with more confidence you'll rank in search.




HOW TO USE IT



1. KNOW YOUR SITE'S COMPETITIVE POWER

Knowing your site's strength via your Competitive Power—a measure of your site's ability to compete in SERPs—will help you choose the keywords you're most likely to rank for.

You can quickly identify the best keywords for your site by looking for the lightning bolt icon  beside a keyword in the results. These are keywords that have a competition score at or below your Competitive Power.



HOW TO USE IT

2. START YOUR SEARCH FOR SEO KEYWORDS

There are 3 ways to search for keywords with the [Keyword Difficulty tool](#).

- **Enter a seed phrase** that represents a topic you'd like to create content for.

The keyword results will be based on related phrases that people frequently search for, in addition to the phrase you entered. This is like the “Searches related to...” section at the bottom of Google search results.

- **Enter a site** that has similar content to what you'd like to create, or a similar audience you want to attract.

This will return a list of keyword ideas based on phrases that are already sending traffic to that site. These results will help you create new, highly relevant content for your target audience.

- **Enter your own site** to find new opportunities similar to keywords already driving traffic to your site.

We'll find new keywords that you're not already targeting, but that are similar to the ones you are already getting traffic for. This will help you find new ideas related to those you've already successfully ranked for. So your likelihood of ranking again is high.



HOW TO USE IT

3. FIND THE BEST KEYWORDS FOR YOUR SITE

Use the sort and filter options to narrow down the results based on your unique criteria:

- Competition - how difficult it will be to rank highly for a given keyword
- Popularity - how often a keyword is searched
- Relevance - how relevant a keyword is to the site or phrase you entered in Step 2
- Filter by keywords already driving traffic to your site
- Show only results that contain a certain phrase

STEP 2 - START YOUR SEARCH

Enter a **phrase** or a **site** to find related keyword opportunities

marketing automation Find opportunities

STEP 3 - DISCOVER AND SAVE YOUR BEST OPPORTUNITIES

No filters applied Add filter

2,269 keyword opportunities found Export CSV

Keyword	Relevance	Popularity	Competition
marketing automation	100	41	62
1. marketing automation ...	100	30	62
2. automation marketing	90	16	72
3. marketing automation t...	74	28	62
4. what is marketing auto...	69	25	62

**48% OF PEOPLE IDENTIFIED
KEYWORD/PHRASE RESEARCH AS A
MOST EFFECTIVE SEO TACTIC**



HOW TO USE IT

The best part? The list is already sorted by relevance, so you'll waste no time going through page after page of keywords to find the ones you want. Plus, we've marked keywords that have a Competition score at or below your Competitive Power, so the right keywords should be even easier to identify.



As you find keywords you might want to create content for, save them to your Favorites for later. Then all you need to do is create content around your new keywords and start driving more traffic.

STEP 2 - START YOUR SEARCH

Enter a **phrase** or a **site** to find related keyword opportunities

marketing automation Find opportunities

STEP 3 - DISCOVER AND SAVE YOUR BEST OPPORTUNITIES

Adjust filter settings

Competition: 42, 82, 86

Relevance: 0, 100

Popularity: 27, 70

Show only results that contain the phrase:
Example: Web metrics

Filter out keywords that already drive traffic to my site

Apply filter

896 keyword opportunities found Export CSV

Keyword	Relevance	Popularity	Competition
★ marketing automation	100	41	62
★ 1. marketing automation ...	100	30	62
★ 2. marketing automation t...	73	28	62
★ 3. inbound marketing	53	47	62

**FIND THE BEST KEYWORD OPPORTUNITIES IN
LESS TIME, AND WITH MORE CONFIDENCE.**

TRY IN ADVANCED - FREE FOR 7 DAYS



COMPETITOR KEYWORD MATRIX

BENEFITS:

- ✓ Know what keywords are most successful for competitors
- ✓ Discover untapped keyword opportunities
- ✓ Uncover popular content topics in your industry
- ✓ Gain a competitive edge in search
- ✓ Grow your organic traffic


Alexa's Competitor Keyword Matrix is the ultimate way to run a complete competitor keyword analysis and identify high opportunity keywords based on "gaps" with your closest competitors. The heat-map style interface uses Traffic Scores to help you quickly identify the type of opportunity you seek, like your competitors' top keywords or keywords not yet targeted by rival sites.







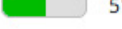
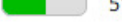

THE SHORT-AND-SWEET:

A keyword research tool + competitor keyword analysis all-in-one. We use Traffic Scores to uncover "keyword gaps" with your competitors. You find keyword ideas faster, and gain a competitive edge in search.

HOW TO USE IT

Home Decor Start a

Grid: Compact | Normal Traffic score: 1  100

Keyword	Popularity	Comp.	Sites	houzz.com	apartmentth..	housebeaut..	bhg.com
crate and barrel	 62	72	4	43	46	33	64
ashley furniture	 58	76	4	48	38	32	41
room	 58	84	4	40	35	45	38
home	 57	74	4	46	27	30	34
container store	 57	87	4	49	39	38	47
house	 53	63	4	48	31	43	33
furniture	 51	68	4	55	34	34	39
the container store	 51	84	4	44	32	30	50
ballard designs	 51	68	4	72	28	41	57

The Competitor Keyword Matrix allows you to compare up to 10 sites at once (including your own) to see competitors' keywords that are different from yours.

Enter up to 10 sites into the tool and return a list of keywords driving traffic to those sites. You can sort the results by the following criteria:

- Sites in Common - how many sites are getting some traffic from the same keyword
- Popularity - how frequently users search for a keyword (higher popularity = higher traffic)
- Competition - an estimate of how hard it is to rank highly for a keyword



HOW TO USE IT

Or, you can sort each column individually by site to see what keywords are most successful for them.


The heat-map style interface uses Traffic Scores to compare and contrast keywords, and the level of traffic from keywords, between sites.





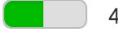
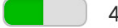
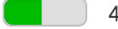
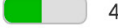
Traffic Scores are scores from 1 (lowest) to 100 (highest) that shows relative traffic estimated to a site for a particular keyword. It's based on a site's relative position with the search engine results for that keyword, plus the popularity of that keyword. You can use this number to compare who gets the most and least traffic from the same keyword.

**60% OF B2B MARKETERS
REPORT THAT THEIR
TOP CHALLENGE IS PRODUCING
ENGAGING CONTENT.**

HOW TO USE IT

THERE ARE A FEW WAYS TO IDENTIFY OPPORTUNITIES USING THE COMPETITOR KEYWORD MATRIX:

Grid: Compact | Normal Traffic score: 1  100

Keyword	Popularity	Comp.	Sites	houzz.com	apartmentth..	housebeaut..	bhg.com
house	 53	63	4	48	31	43	33
furniture	 51	68	4	55	34	34	39
the container store	 51	84	4	44	32	30	50
ballard designs	 51	68	4	72	28	41	57
home decorators	 47	85	4	55	35	47	37
apartment therapy	 47	87	4	41	69	37	32
kitchen	 46	67	4	67	41	39	55
kitchen cabinets	 45	74	4	64	36	38	46

1. Target keywords with many sites in common

In this approach, you want to know how many sites are already targeting a keyword and getting traffic for it. Think of this as the bandwagon approach. If a lot of sites are targeting a keyword, it means there's a lot of interest amongst your audience in the topic and you may want to get in on the action. But watch out for high Competition scores. If just a couple sites are targeting a keyword, this could mean it's an opportunity for you to fill a gap. And with a high Popularity score, it's probably a valuable opportunity.



HOW TO USE IT

2. Target keywords your competitors get the most traffic from

This approach targets your competitor's top keywords—those they're getting the most traffic from. These keywords are dark purple in the Competitor Keyword Matrix. Keywords like this usually have proven to be very valuable to the competitor, and the search intent is often highly relevant. But if too many of your competitors are targeting that keyword, then your chances of ranking may go down. Check the Competition score for these keywords, then research the type of content your competitors created. This will tell you if there's an opportunity for a new piece of content that could rank in SERPs.

3. Target keywords your competitors get no traffic, or very little traffic from

This final approach targets keywords that are driving little to no traffic to your competitors. These keywords, colored gray (for no traffic) or light purple (for a little traffic) in the Matrix, may be:

1. **Keywords your competitors haven't targeted yet, or**
2. **Keywords they've targeted but aren't successfully getting any traffic from.**

In either case, find out why. Is the keyword not relevant enough to your audience? Is the keyword too broad to be valuable? Is

their content not specific enough? Does it fail to answer search intent? You can use this information to decide if the keyword is an opportunity worth pursuing.

Want to research a keyword from the Matrix further? Use our [Keyword Difficulty tool](#) from Chapter 1 to find similar keywords and save your favorites.



IDENTIFY HIGH OPPORTUNITY KEYWORDS BASED ON GAPS WITH YOUR CLOSEST COMPETITORS.

TRY IN ADVANCED - FREE FOR 7 DAYS





ON-PAGE SEO CHECKER

BENEFITS:

- ✓ Improve search rankings
- ✓ Follow SEO best practices
- ✓ Maximize content visibility in search

The [On-Page SEO Checker](#) from Alexa is the most straight-forward way to make sure your SEO content is fully optimized. We'll run a full report to analyze how well your page is optimized for your target keyword. Then we'll serve up an easy-to-follow list of action items to help improve your chances of ranking. Never let your content marketing efforts go to waste—maximize your results with the On-Page SEO Checker.

THE SHORT-AND-SWEET:

A complete analysis of your content for following on-page SEO best practices. Plus, recommendations to help you boost your results in search.



HOW TO USE IT

The On-Page SEO Checker is ideal for anyone who has a content marketing program. It takes a huge amount of time to research, brainstorm, and craft a single piece of content. And then you have to optimize for SEO, schedule it on social media, and conduct influencer outreach.

After all that work, you want to make sure that your efforts are going to get your content ranked and drive the most traffic as possible.

The [On-Page SEO Checker](#) does just that — helps you analyze your content to make sure it's optimized for search the best it can be.

60% OF ALL ORGANIC CLICKS

GO TO THE ORGANIC

TOP 3 SEARCH RESULTS.



HOW TO USE IT

A single keyword or phrase is important so search engines know exactly what your content is about. Use similar keywords to support your target keyword, but always focus on a single keyword for SEO.

Don't have a target keyword or phrase? Use the [Keyword Difficulty tool](#) to find one that fits your content, at the right competition level.

To use the tool, start with a landing page + target keyword pair.

Analyze your content and we'll run a check to make sure you're following best practices for on-page SEO.

Then we'll deliver a full on-page SEO report with easy-to-follow action items and recommendations for ways to optimize your page.



HOW TO USE IT

best running shoes
+
nike.com/best-running-shoes-for-beginners#

Good news! We found 6 ways you can increase organic search traffic to this page.

Relevance	SERP Appearance	Visitor Experience	Target Keyword
2 optimizations	3 optimizations	All good!	1 optimization
Show me	Show me	Show me	Show me

Relevance ⓘ

2 optimizations found

- Put the exact **target keyword** in your H1 headline. [See HTML](#)
- Give each **image an alt** description (leave empty for decorative/spacer images).
(We only show a preview for 1 image. You have 20 image alt tags need to be updated) [Hide HTML](#)

```
<span class="questions-img float-left">
  
</span>
```

We'll make recommendations in the following categories:

- Relevance - do search engines recognize your content as relevant to your target keyword?
- SERP Appearance - how your landing page appears in search results and how appealing it is to click on
- Visitor Experience - does your page put the user first? How easy is it to navigate? Is it responsive?
- Target Keyword - is your target keyword the optimal term for your content? Is it within your competitive range?



HOW TO USE IT

Each recommendation in your report provides detailed directions on how to improve. We even include snippets of HTML so you can see where each optimization will be reflected in your code.

Delegate optimization tasks as necessary, update your page, and analyze it again. We'll run a report as many times as you'd like until your page is as optimized as possible.

Any time you create new content, the On-Page SEO Checker will help ensure you get the best results in search. Your organic traffic will thank you.

**GET THE MOST OUT OF YOUR CONTENT EFFORTS
AND IMPROVE YOUR RANKINGS IN SEARCH.**

TRY IN ADVANCED - FREE FOR 7 DAYS





SEO AUDIT TOOL

BENEFITS:

- ✓ Uncover technical SEO issues
- ✓ Follow on-site SEO best practices in 5 industry-standard categories
- ✓ Improve search visibility
- ✓ Increase organic search traffic

THE SHORT-AND-SWEET:

Automatic reports that keep you informed of technical issues getting in the way of your site's SEO performance. Plus, actionable recommendations for how to improve.

Alexa's SEO Audit tool ensures that no technical issue goes unnoticed. It's the best way to find and fix problems that keep you from ranking. Our comprehensive report covers 5 industry-standard categories and over 30 items, so you always know what's standing between you and more search traffic. Our actionable report gives clear recommendations on what to fix and how, with an explanation of why each item on your to-do list is important. Customize your task list by downloading only the items you want to focus on (or all of them!) in a spreadsheet. Reports are automatically run bi-weekly (in the Advanced plan), so you'll always have an up-to-date view of your site's SEO performance.

**SEO LEADS HAVE A 14.6% CLOSE RATE,
WHILE OUTBOUND LEADS (SUCH AS
DIRECT MAIL OR PRINT ADVERTISING)
HAVE A 1.7% CLOSE RATE.**



HOW TO USE IT

Using the SEO Audit tool couldn't be simpler.

Once a site is added to your subscription, our crawler visits your website and goes over it in depth, analyzing its structure, meta data, and links.

Note: This is a comprehensive crawl, but it's also "polite" — spreading out the requests over a number of hours. Once complete, we serve you a comprehensive report that includes an Overall Grade, plus individual grades in 5 important categories. Those 5 categories are comprised of more than 30 SEO items, technical and not.

Report Summary for June 20, 2016 at 21:00pm UTC						Next Report Date: July 4, 2016	
Overall Grade [?]	Category Grades					Based On	
A 93/100	SEO [?] B 85/100	Performance [?] A 99/100	Security [?] B 88/100	HTML Tags [?] A 96/100	Reputation [?] A 98/100	On-Site Pages [?] 6,421	Off-Site Links [?] 4,994
Previous Report A 93/100	Previous Report					Previous Report	
	B 86/100	A 99/100	B 88/100	A 96/100	A 98/100	6,574	4,999

Report Details for June 20, 2016		Download Report				
<p>▲ Back to Summary</p> <p>Audit Topics: All 29 (11 green, 18 red)</p> <ul style="list-style-type: none"> SEO <ul style="list-style-type: none"> ● Duplicate Title Tags ● Missing Title Tags ● Long Title Tags ● Multiple Title Tags ● Hostname ● Reachability 						
<h3>Duplicate Title Tags</h3> <p>We crawled 6,421 HTML pages and found:</p> <table border="1"> <tr> <td>Unique titles</td> <td>5,852 pages</td> </tr> <tr> <td>Duplicate titles</td> <td>569 pages</td> </tr> </table>			Unique titles	5,852 pages	Duplicate titles	569 pages
Unique titles	5,852 pages					
Duplicate titles	569 pages					
<p>What is this topic about?</p> <p>The title of a page as indicated in the HTML:</p> <pre><title>Page title</title></pre>		<p>Why is this important?</p> <p>Search engines use the title tag in link text to indicate what the page is about. Unique, descriptive titles make better search engine results.</p>				



HOW TO USE IT

We color code what items need attention in the left navigation so you can access to-do items quickly. Each item includes a description of what needs to be fixed and why it's important to your SEO. We also include recommendations and step-by-step instructions to help make improvements simple.

You can prioritize and manage tasks by customizing a downloadable version of the report with any or all of the action items listed. Then collaborate with your developers to make changes.

 A screenshot of a web application dialog box titled "Select the Topics You Want to Download". The dialog has a close button (X) in the top right corner. Below the title, there are "Topic Filters" with three radio buttons: "All 29 Topics" (selected), "11 No Actions Needed", and "18 Actions Needed". A "Clear All" link is on the right. The main area contains a grid of checkboxes for various SEO topics, grouped into categories:

- Overview & Recommendations** (checked)
- SEO**
 - Duplicate Title Tags
 - Missing Title Tags
 - Long Title Tags
 - Multiple Title Tags
 - Hostname
 - Reachability
 - Redirects
 - Anchor Text
 - Broken Links
 - Dead End Pages
 - Page Not Found
- Long Urls
- Duplicate Content
- Duplicate Meta Description
- Too Many Links
- Server Errors
- Robots.txt
- Session Ids
- Search Engine Marketing
- On-Site Links
- Low Word Count
- Image Descriptions
- Performance**
 - Speed Analysis
- Security**
 - Insecure Forms
 - Meta Information
- HTML Tags**
 - Web Analytics
 - Social Sharing
- Reputation**
 - Links From Top Sites
- Audit Crawler Report**
 - Crawler Errors
 - Report Stats
 - Unique Hosts Crawled

 At the bottom, there is a text box stating: "Each topic will be downloaded in both PDF and CSV formats when available and compressed into a zip file." Below this are "Download" and "Cancel" buttons.

Reports are run automatically every 2 weeks for Advanced plan holders. Each time a report is run, you'll receive an updated view of your SEO performance so you can track your progress.

FIND AND FIX TECHNICAL PROBLEMS THAT KEEP YOU FROM RANKING.

TRY IN ADVANCED - FREE FOR 7 DAYS



AUDIENCE OVERLAP TOOL

BENEFITS:

- ✓ Find similar sites that share the same audience with target site
- ✓ Create Site Comparisons to benchmark and analyze
- ✓ Run a comparative keyword analysis to identify gaps

THE SHORT-AND-SWEET:

Identify similar sites (those that share visitors) and easily run Site Comparisons for benchmarking and analysis, or a competitor keyword analysis to find new keyword opportunities.

The Audience Overlap tool is a great complement to the marketer's workflow, facilitating the discovery of sites that your target audience visits. Entering any site will generate a list of sites that share visitors with the target site, sorted by most audience overlap to least. Select up to 10 of those sites to add to

1. A Site Comparison - to compare key metrics and traffic sources, or
2. The Competitor Keyword Matrix - to compare keywords that the sites get traffic for in search. The Audience Overlap tool is your starting point for all competitor analysis.

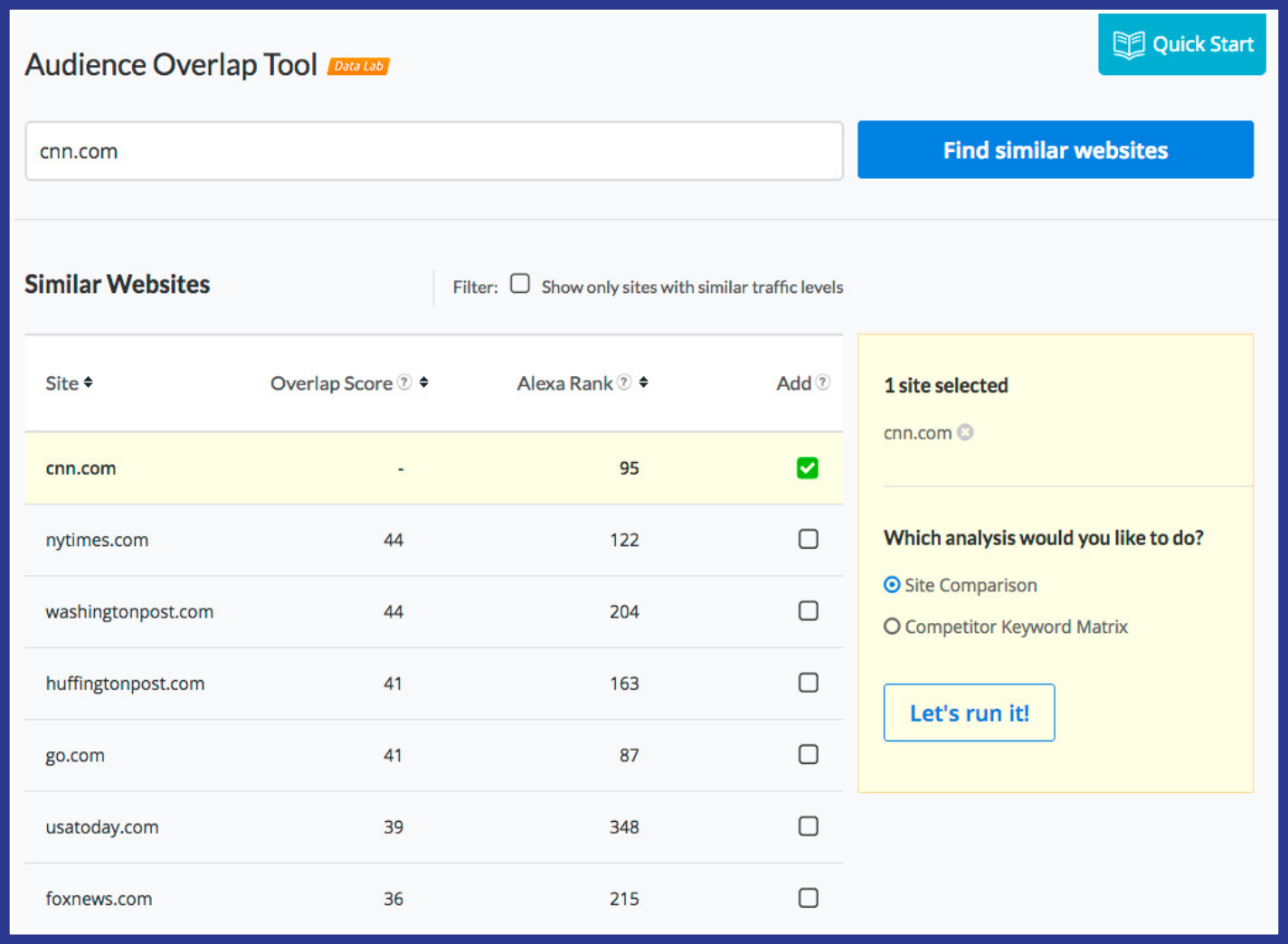
HOW TO USE IT

As with all of Alexa’s tools, Audience Overlap is designed with your workflow in mind. It’s a jumping off point for competitor analysis and competitor keyword research, and helps you generate sets of sites that are most relevant to you.

Simply enter a site in the tool and click “Find similar sites”. We’ll return a list of sites that share visitors, automatically sorted by most overlap to least.

You can sort the list by Overlap Score or Alexa Rank to find the sites that are most useful for your analysis. You can also filter to show only sites with similar traffic volumes.

Then, select up to 10 of these sites to analyze them further in a Site Comparison or the Competitor Keyword Matrix tool.



Audience Overlap Tool Data Lab [Quick Start](#)

Search: [Find similar websites](#)

Similar Websites Filter: Show only sites with similar traffic levels

Site	Overlap Score	Alexa Rank	Add
cnn.com	-	95	<input checked="" type="checkbox"/>
nytimes.com	44	122	<input type="checkbox"/>
washingtonpost.com	44	204	<input type="checkbox"/>
huffingtonpost.com	41	163	<input type="checkbox"/>
go.com	41	87	<input type="checkbox"/>
usatoday.com	39	348	<input type="checkbox"/>
foxnews.com	36	215	<input type="checkbox"/>

1 site selected
cnn.com

Which analysis would you like to do?

Site Comparison
 Competitor Keyword Matrix

[Let's run it!](#)

HOW TO USE IT

If you choose to create a Site Comparison, you'll be able to analyze key metrics and traffic sources for the sites you selected.

In the Competitor Keyword Matrix tool, you'll be able to identify new keyword opportunities based on gaps with competitors.

Get your research off on the right foot—let the Audience Overlap tool help you decide which sites are important to focus on. Then customize your analysis and hone your strategy from there.

**90% OF FORTUNE
500 COMPANIES PRACTICE
COMPETITIVE INTELLIGENCE.**

FIND AND REACH YOUR AUDIENCE WITH AN INFORMED STRATEGY

TRY IN ADVANCED - FREE FOR 7 DAYS

