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Presents

Getting Started With



SEO Tools

Beginner's Guide

## Introduction

This beginner's guide to getting started with [Raven SEO Tools](#) works best when you follow along in your very own Raven SEO account.

Setting up an account takes less than five minutes and you can register for a free 30-day trial through this [link](#).

Just so you're know, these are affiliate links and if you decide to go continue using Raven past the 30-day trial period I'll receive a small commission of the subscription.

I have a paid subscription to Raven SEO tools myself and can vouch for the software's usefulness if you manage multiple SEO campaigns. It automates a lot of the time-consuming link building tasks and also makes creating client reports a breeze. But don't take my word for it.

Sign up for the free 30-day trial, grab your beverage of choice, and we'll meet back here in five.

## Getting Started

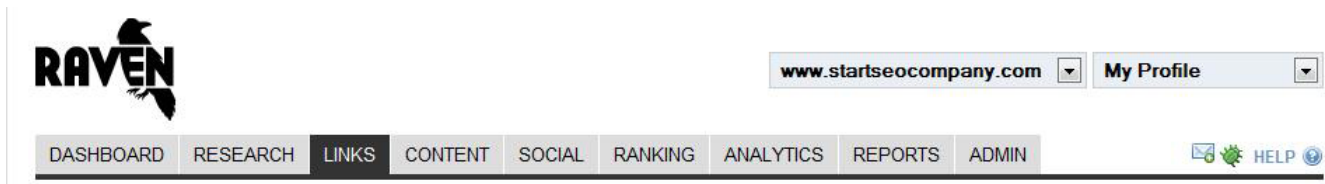
Glad you made it back.

Now that you've got a [Raven SEO account](#) and a caffeinated beverage, you're ready to get started.

The first time you login to your Raven SEO account can seem daunting since there are a lot new tools to familiarize yourself with.

So to get you familiar with the interface, let's look at the SEO tools at your disposal in Raven. This will make setting up your first website in Raven a little easier.

## Raven Tools Main Navigation Overview



Above is a screenshot of the main navigation you'll see after logging-in to the Raven UI for the first time. Here's a brief run-down of what each category has to offer.

**Dashboard:** You'll use the '**Dashboard**' tab to setup website preferences, time zone details, and even Adwords settings. There's also a 'Setup Wizard' feature that let's you integrate Raven with Google Analytics, check for redirects, and track keywords for a selected campaign.

**Research:** The '**Research**' tab provides a suite of tools that can assist with keyword discovery and keyword analysis for SEO campaigns. Notable features include the 'Keyword Analyzer' tool that helps identify the primary keyword being targeted on a competitor's website. Keyword research tools from SEMRush and Wordtracker are also available here.

**Links:** The '**Links**' tab includes tools that will analyze competitors backlinks, monitor the status of your existing links, and help improve the management of link building campaigns.

**Content:** The '**Content**' tab helps you sync Raven up with your blog. If you've got a Wordpress blog, you can publish content and schedule posts within Raven. In my opinion, this is one of the lower value categories in Raven's SEO suite.

**Social:** If you've got multiple persona's (or pen names) for different markets that you're in, Raven helps you manage all of them in one spot. You can also track social media mentions with their **Media Monitor** tool.

**Ranking:** This is you're typical rank tracking tool set. You can schedule the tool to track for keyword rankings in Google, Yahoo, and Bing.

**Analytics:** Raven plays nice with Google Analytics. There are a lot of attractive, easy to read .pdf reports that measure nifty things like visitor engagement, top search keywords and landing pages. You're only a mouse click away from numerous reports like this, which are ideal for passing off to clients in a pinch.

**Reports:** This is the area where Raven SEO soars. If you've got a Pro Membership you can create white-label reports that can be automatically created daily, weekly, or quarterly for automatic email distribution. If you manage clients this is a huge opportunity to save time creating monthly reports for your clientèle.

**Admin:** Click here to edit/update your administrative preferences.

Pretty straight forward, huh? I encourage you to explore each of the tabs learn more about the features within each tab. After you've spent a few minutes familiarizing yourself, we'll get started by learning how to setup a new client's website in Raven.



## How To Add a New Client's Website To Raven SEO Tools

- Log into [Raven SEO Tools](#)
- Click on the **Dashboard Tab**
- Click '**Profile Settings**' under the Dashboard Tab.
- Click the '**Add Website**' link at the bottom of the page.
- You will now be prompted with the '**Add a Website**' page.
- Complete the **Domain Name** (or website URL), **Search Engines**, and **Adwords Data Preferences** fields.
- Click '**Add Website**' at the lower right hand side of the page when finished.

You will now be Directed to the '**Auto-Populator**' page:

The '**Auto-Populator**' page will setup [Raven](#) to do three things for your website: 1.) Track your keyword rankings. 2.) Track your competitors keyword rankings 3.) Track and Monitor Inbound Links to Your Website.

To save you time, Raven will automatically identify the search keywords and inbound links to track by clicking the auto discover links. However, Raven might not select the keywords or inbound links that you really want to track. If you've got specific keywords to track for an SEO campaign, you'll need to manually add/import your keywords into the account.

Here's how to do it.

## How to Manually Add Keywords to Raven to Track Search-Engine Rankings

- On the 'Auto-Populator' page click the 'add/import your competitors' link.
- You now be directed to the 'Keyword Manager' page.
- Next click the 'Add Keyword' link located on the left side of the page.
- An 'Add Keywords' tab will break out on the page.

[Add Keyword](#) Keywords:   Display: **All Keywords**  **10**

**ADD KEYWORDS**

Keyword(s) - 1 per line:

Track Keywords:  Check to track all of the keywords in the SERP Tracker

Tags:

**BULK UPLOAD KEYWORDS**

Upload CSV:    Skip first row

Track Keywords:  Check to track all keywords. If unchecked, all duplicate keywords that are being tracked will stop being tracked

[Click the Help icon](#) to learn how to upload keywords and tags via CSV

- From this point you have two ways to manually upload your keyword list.
  - 1.) You can type in keywords by hand into the "Add Keywords" field.
  - 2.) Also, if you've got a keyword list in .CSV you can upload them direct using the "Bulk Upload Keywords" feature.
- After selecting keywords for the campaign, click 'Add Keywords' or 'Import CSV' depending on your preference.
- You will now be directed back to the 'Keyword Manager' page.
- On the 'Keyword Manager' page, check each box of your keywords and click the 'Start Tracking All Keywords' link as illustrated in the screen shot below.

## KEYWORD MANAGER

This account has 91 remaining ranking results. Additional ranking results beyond the allotted 100 may be added, but will incur an overage fee. [View usage](#)

[Add Keyword](#) Keywords:   Display: **All Keywords**

Perform action on checked keywords: **— action —**

| <input checked="" type="checkbox"/> | KEYWORD†  | ADWORDS™ STATISTICS<br><small>(Broad en-US)</small> |            |                                 | LINKS |     | RANKING   | OPTIONS   |
|-------------------------------------|---|---|------------|---------------------------------|-------|-----|---|---|
|                                     |   | LOCAL VOL   | GLOBAL VOL | ADV COMP                        | REQ   | ACT |   |   |
| <input checked="" type="checkbox"/> | <a href="#">compaq laptops Tag</a>              | 18,100  | 74,000     | <div style="width: 20%;"></div> |       |     | <a href="#">Tracking</a>   <a href="#">Stop</a> | <a href="#">Research</a>   <a href="#">Remove</a> |
| <input checked="" type="checkbox"/> | <a href="#">electronic laptop batteries Tag</a> | no data   |            |                                 |       |     | <a href="#">Tracking</a>   <a href="#">Stop</a> | <a href="#">Research</a>   <a href="#">Remove</a> |
| <input checked="" type="checkbox"/> | <a href="#">laptop batteries Tag</a>            | 74,000  | 135,000    | <div style="width: 20%;"></div> |       |     | <a href="#">Tracking</a>   <a href="#">Stop</a> | <a href="#">Research</a>   <a href="#">Remove</a> |
| <input checked="" type="checkbox"/> | <a href="#">laptop battery Tag</a>              | 368,000   | 550,000    | <div style="width: 20%;"></div> |       |     | <a href="#">Tracking</a>   <a href="#">Stop</a> | <a href="#">Research</a>   <a href="#">Remove</a> |
| <input checked="" type="checkbox"/> | <a href="#">lenovo laptop Tag</a>               | 60,500  | 201,000    | <div style="width: 20%;"></div> |       |     | <a href="#">Tracking</a>   <a href="#">Stop</a> | <a href="#">Research</a>   <a href="#">Remove</a> |

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### RANKING RESULTS USAGE

Account: 9  
This profile: 9  
This website: 5

- [Start Tracking All Keywords](#)
- [Stop Tracking All Keywords](#)

**Tip:** If you ever get lost in the Raven setup process, navigate to the **'Dashboard'** tab and click **'Setup Wizard'**. This page will show you where you're at in the process of setting up your new Raven campaign and what to do next.

## How To Track Competitor's Keyword Rankings with Raven (Pro Account Needed)

- Under the 'Dashboard' tab, select 'Competitor Manager' link.
- Click the 'Add Competitor' link on the left side of the page.
- Add the URL of the competitor you would like to track keyword rankings for. (Pro account is required to automatically track keywords.)

### COMPETITOR MANAGER

With a Solo account, you can add and manage competitors, but you must [upgrade your package](#) to track competitors in the SERP tracker.

[Add Competitor](#) Find:   10 ▾

ADD COMPETITOR(S)

New Competitor(s) - one per line:

Perform action on checked links: — action —

| <input type="checkbox"/> | COMPETITOR↑ | QUALITY | SEOMOZ  |           | GOOGLE INDEX | YAHOO INDEX |       | RANKING | OPTIONS |
|--------------------------|-------------|---------|---------|-----------|--------------|-------------|-------|---------|---------|
|                          |             |         | mozRank | AUTHORITY | PAGES        | PAGES       | LINKS |         |         |

- After you've selected the keywords and the URL of the competitor you want to track. You can also do some fast competitive analysis by clicking the 'Research' link located under the **Options** column.
- Clicking the 'Research' link will provide quick SEO data about the competitors website, including *Organic and Paid* search volume estimates / ranking data via [SEMRush.com](#) and *Domain Authority Metrics* from [SEOMoz](#).

*You can also have Raven to auto select competitors. I don't recommend using this option because Raven will often select websites that are related, but not specifically relevant to your niche.*

## Competitive Backlink Analysis

There's a lot of powerful information that can be gleaned from the Raven set of link building/monitoring tools. In my opinion, what makes [Raven's link building](#) tool so valuable is that it borrows data from other enterprise level tools like SEOMoz and SEMRush. The price of access to both of these tools is well over \$100 per month for both subscriptions.

Although, you don't get all the bells and whistles of SEOMoz and SEMRush tools with Raven, the information is presented in a way that's better for organized for SEO agencies.

One of the heavy-weight tools in Raven link building suite is the **backlink explorer**. You can use this tool to identify competitor backlinks as well quickly organize the most worthwhile links to target for link building.

The **Backlink Explorer** gets added kudos from me by allowing SEOs to organize by link type (directories, blogs, etc) as well as by the AC rank or anchor text of the links. Raven lets you download the results in CSV too so you can manipulate the information anyway you want outside the tool.

If you've used other backlink analysis tools in the past the learning curve will be very short. Here's how easy the **Backlink Explorer** is to use:

- Under the '**Links**' tab click the '**Backlink Explorer**' button.
- Type the competitors website domain name into the URL field and click the '**Explore**' button.
- Depending on how many backlinks this competitor has it can take anywhere from a few seconds to a few minutes to complete this report.
- Done! Click the '**Explore**' link at the lower right hand side of the page to view the backlinks for this website.

You'll now be able to view the results of your **Backlink Explorer** search. Here are the factors that are taken into account for this backlink analysis:

| Perform action on checked links: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |                            |                          |                        |                             |                    |                     |                         |
|---|----------------------------|--------------------------|------------------------|-----------------------------|--------------------|---------------------|-------------------------|
| <input type="checkbox"/>  | <a href="#">SOURCE URL</a> | <input type="checkbox"/> | <a href="#">ACRANK</a> | <a href="#">ANCHOR TEXT</a> | <a href="#">NF</a> | <a href="#">IMG</a> | <a href="#">OPTIONS</a> |

**Source URL:** This is the exact URL where the backlink to your competitor's website is located. Copy and paste this URL into your browser to see how tough it will be to acquire a link from the same domain. If it's a simple article submission or directory website, these are easy opportunities to duplicate the websites link graph.

**AC Rank:** Raven uses SEO Majestics AC Rank to help you identify the most powerful backlinks to a website. In general, AC Rank is intended to act as a quick indicator of a website's link popularity. You can learn more about SEO Majestic and how AC Rank is determined [here](#).

**Anchor Text:** The anchor text or link text is the clickable text on a web page. The words contained in the anchor text helps determine the ranking that the page will receive by search engines. Looking at the anchor text of the inbound links can help you identify the keywords your competition wants to rank for the most.

**NF:** NF stands for no-follow. No-follow links do not pass authority to your competition's website. Still a link is a link and they could be receiving qualified traffic from the referral.

**IMG:** These are image links to your competition's website.

**Options:** Raven allows you to monitor your competitors' links overtime or hide them from the results.

## How to Integrate Google Analytics with Raven

Google Analytics and Raven are really good friends. In fact, I don't see much value in having Raven if you don't have Google Analytics installed on your clients websites since Raven reports are creating using data from the software.

But if you're like me and the majority of SEOs that use Google Analytics that's not a problem. And getting Raven to work with Google Analytics couldn't be easier.

Here's how:

- Under the '**Dashboard**' tab, select '**Setup Wizard**' link.
- At the bottom of the '**Setup Wizard**' page will be an '**Analytics**' row.
- Next, click the '**Setup Google Analytics**' button.
- You will now be prompted by a '**Google Accounts**' screen that lets you know Raven is going to be integrated into your analytics package.
- Click the '**Grant Access**' button to allow Raven to use Google Analytics data.
- After granting access to Raven, you'll be redirected to the Raven UI.
- Select the '**Google Analytics**' profile you want to integrate with Raven and click "**Use this Profile**".

That's it. Within a few seconds you should be able to view Google Analytics data within the Raven **Analytics** tab located in the main navigation of the user interface.

## About The Author

This Raven SEO beginner's guide was created by Brett Alan at StartSEOCompany.com. Visit his website for more information about starting your own SEO consulting business.

